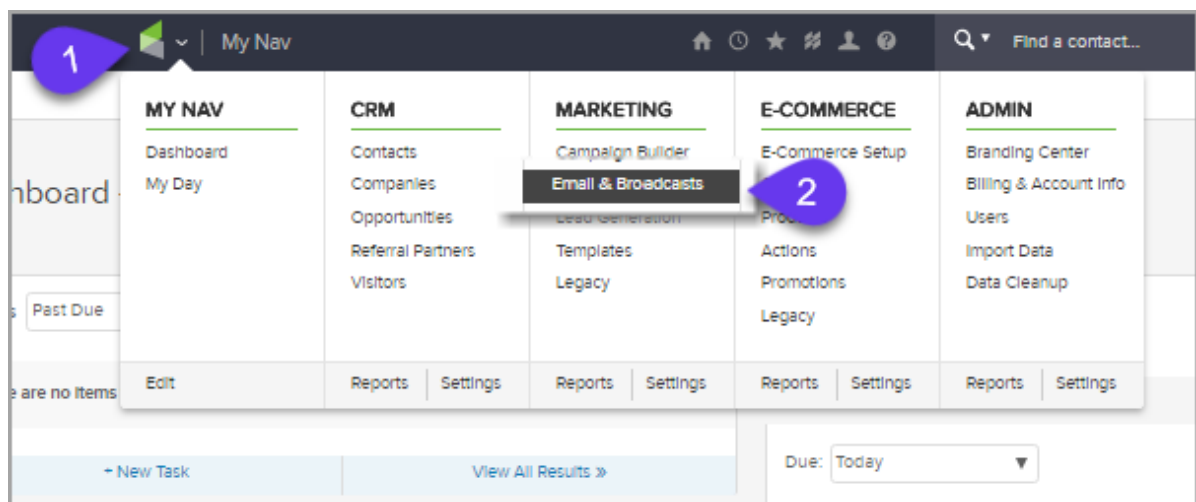# Email Broadcast - Best Send Time 🔗

Infusionsoft can calculate the Best Time to send an email to a given group of recipients. Infusionsoft will attempt to calculate the ideal send time for your selected audience when a confidence of at least 75% is met. If the confidence level is lower that 75%, we will send the broadcast based on the best send time for the average customer.
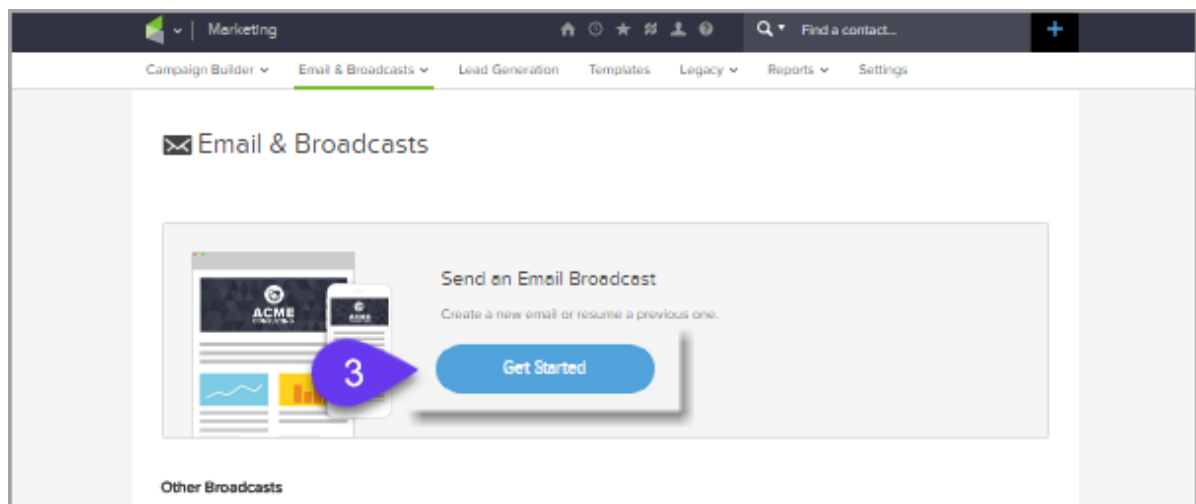
Based on data from the billions of emails we send annually, we look at your email's designated audience, combined with global open rate trends to calculate the best time to send your email: when it's most likely to be seen and opened by your audience.

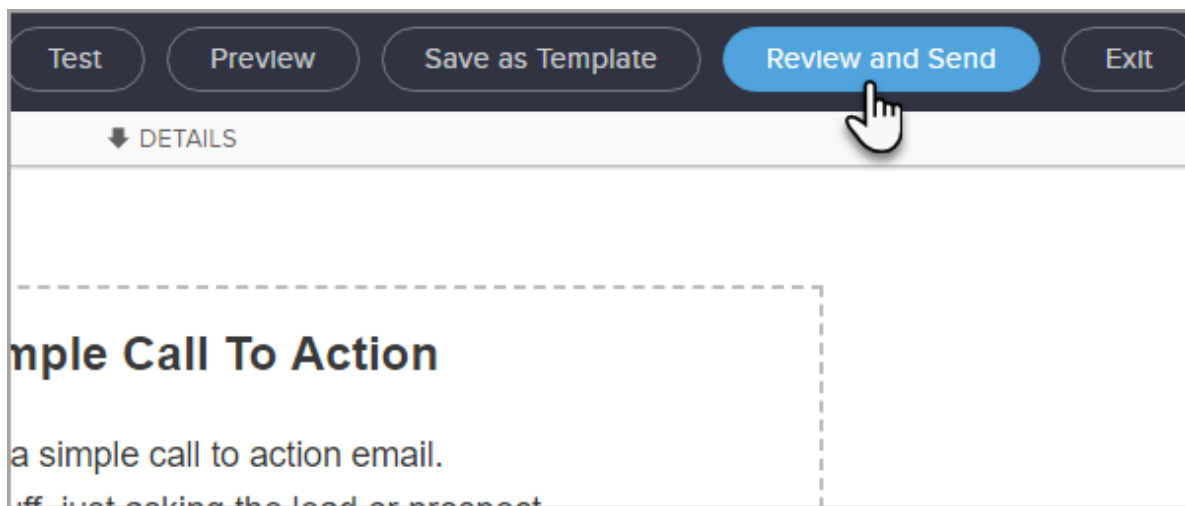> This is not solely base on your contact list (see above)

1. Go to **Marketing > Email & Broadcasts**

2. Click **Get Started**

3. When you are ready to send click **Review and Send**

4. Click the radio button called **Send at the best time today**

Email Broadcast Checklist

✅ **From Email**
   Sean Rice <sean.rice@infusionsoft.com>

✅ **Recipients (1 total)**

✅ **Subject**
   asdfkljaska

✅ **Date & Time**
   The date and time selected is valid for all recipients.

◯ Send at best time today

◉ Schedule to Send Later

   On This Day: 03-13-2018

   At This Time: 9 ▾   30 ▾   **AM** PM

   ◉ (GMT -07:00) Phoenix

   ◯ Use Contact Time Zone

   [Schedule]

◯ Send Now