



THE  
**LARKY**  
lowdown

**ISSUE 3**

Engagement by Time of Day  
and Day of Week



## Introduction

One of the key capabilities of successful push notification messaging from financial institutions to their account holders is the ability to enhance engagement by delivering messages at the optimal moment. Understanding trends in previous engagement and how they affect results can help when scheduling future engagement. This issue of the Larky Lowdown report explores this important topic.

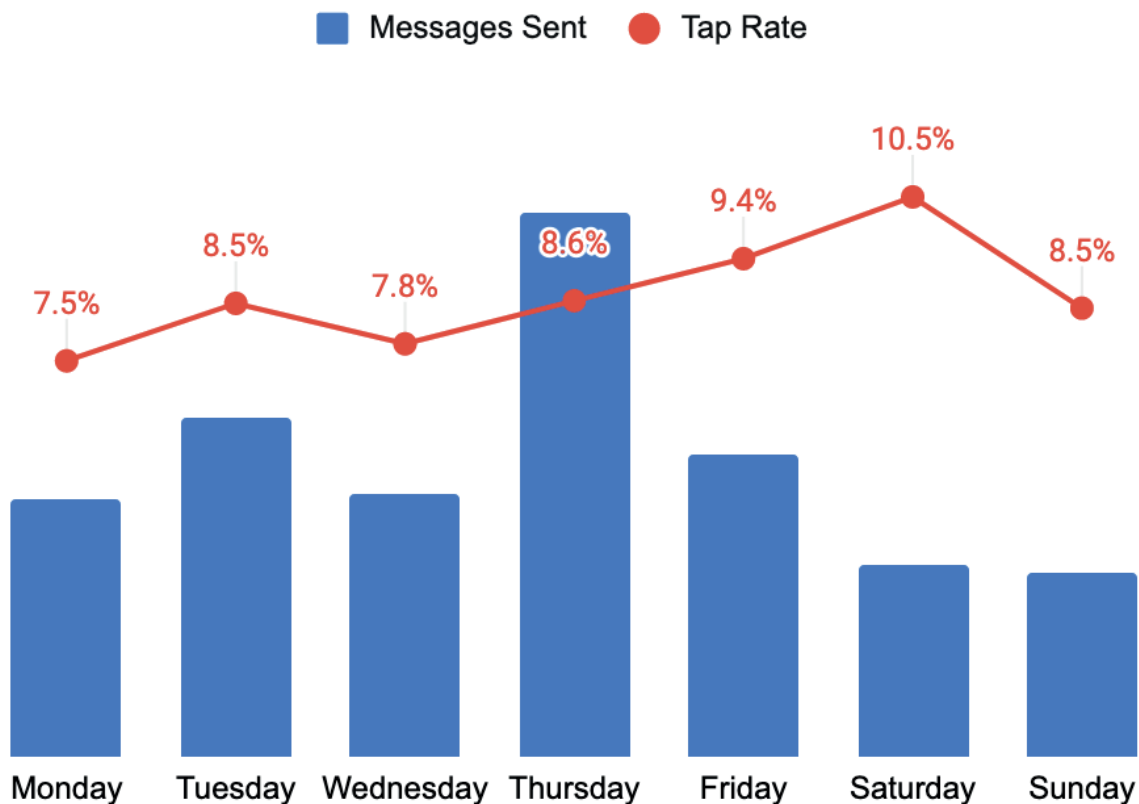
## How data is collected

The data presented here comes from messages sent by our clients utilizing the Larky nudge® platform. The platform includes automatic controls that prevent over messaging any individual recipient in order to maintain high overall adoption rates, which we covered in Issue 1. The tap rates you see in this report are a reflection of account holders receiving on average one to two messages per week.

## Day of Week Findings

From the data we've collected, financial institutions perform the majority of their messaging to account holders during the week. As you can see from the graph below, financial institutions most commonly send messages to their account holders on Thursdays, with Tuesdays and Fridays following behind.

## Engagement by Day of the Week





## Days with highest engagement

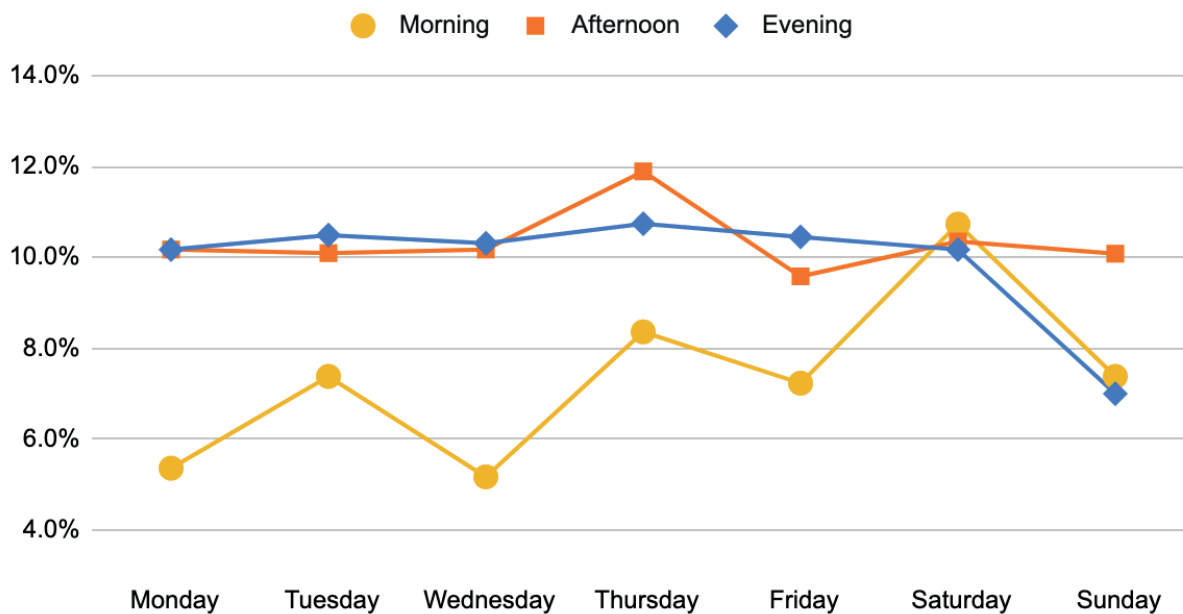
When engagement is measured as tap through rate, one of the obvious highlights of the data is that **Saturdays** stand out as especially effective days for messaging with an **average 10.5% engagement rate**. It is interesting to note that despite the fact that the number of messages sent over the weekend (Saturday and Sunday) is lower, tap rates during this period are the highest, perhaps reflecting the idea that account holders find these messages more relevant or meaningful than messages sent during the week.

## Days with lowest engagement

Again looking at tap rate, we see that **Mondays and Wednesdays** are the **weakest performing days** for sending push notifications, with a tap rate at about 7.5%. While this tap rate is significantly lower than tap rates seen towards the end of the week, we still find that push notification messaging enjoys engagement rates much higher than traditional marketing, such as email. According to many studies, the average email click-through rate (CTR) is around 2%.

# Time of Day Findings

## Engagement by Time of Day and Day of Week



### Afternoons and evenings are consistently good

Regardless of which day of the week, messages sent in the **afternoon** perform well, with tap rates ranging from **over 9.5% to just under 12%**. Similar to afternoons, evening engagement mostly ranges within a narrow band of tap rates between 10% and 11%.

On the flip side, messages that are sent during **morning hours tend to perform below** the other time periods, with the **exception of Saturdays**. However, it is important to keep in mind that the tap rates we've found – typically between 4 and 8% – are still much better than traditional marketing channels, such as email.

### How do messages perform on the weekends?

As mentioned above, overall **engagement on Saturdays is high**. With this new level of detail we can see why: there's a greater than 10% engagement for messaging in the morning, afternoon or evening. **Sundays** are interesting; the underlying data supports what the graph shows. **Afternoons** are good times to message account holders, but we found lower engagement in the mornings and evenings.



## Conclusion

Overall, using push notifications as a channel for communicating important information to account holders results in higher engagement rates than traditional marketing methods such as email, regardless of the day and time the messages are sent. That said, our data shows the highest engagement when messages are sent during the afternoon, evenings and on Saturdays. While some messages, such as operational notices, must be sent at a certain time or on a certain day, if there's flexibility in choosing a delivery window, we advise financial institutions to do so to maximize engagement with their account holders.