

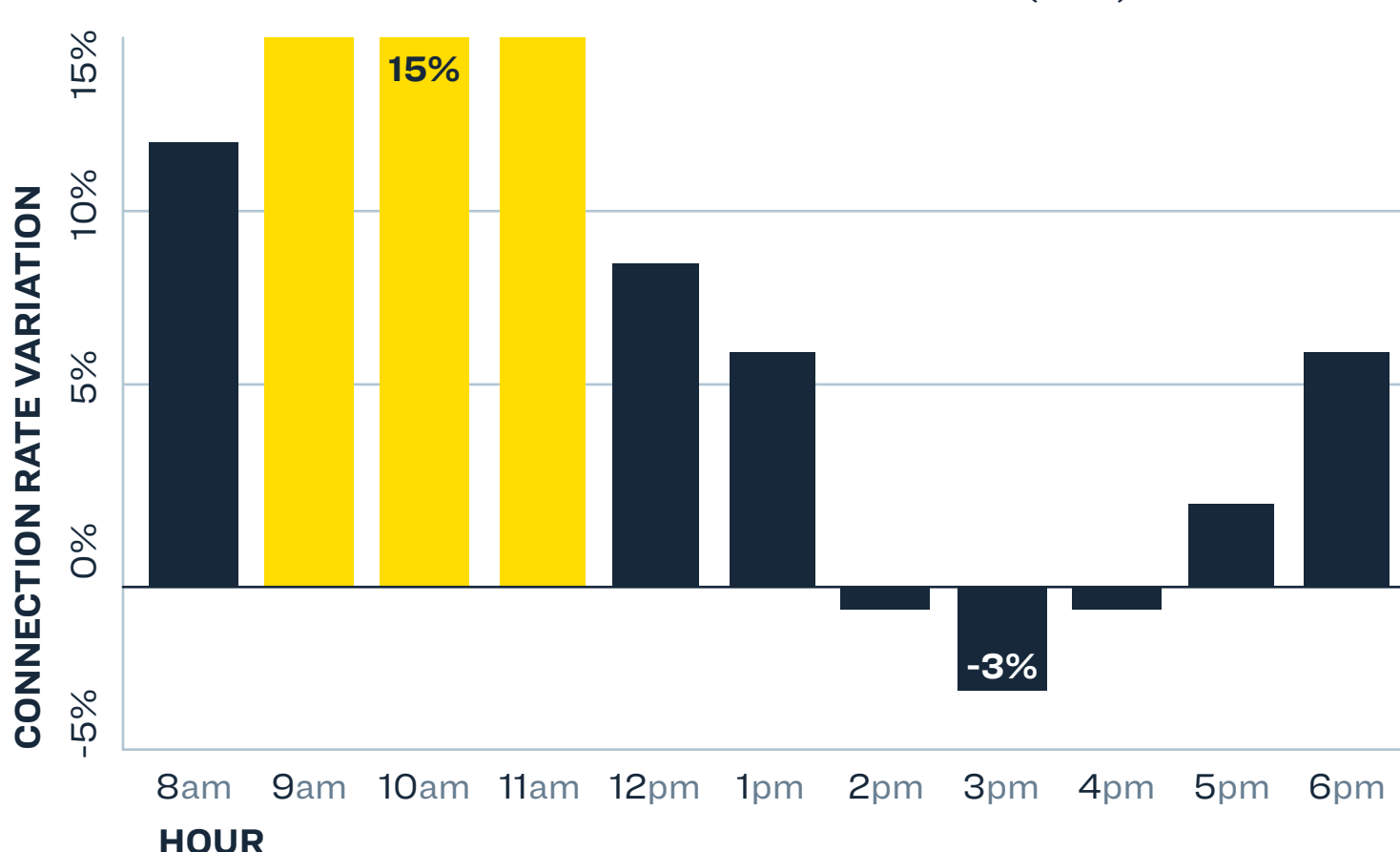
WHEN TO PROSPECT

Best Time, Day, and Months You Should Be Prospecting

WHAT TIME OF DAY SHOULD YOU PROSPECT?

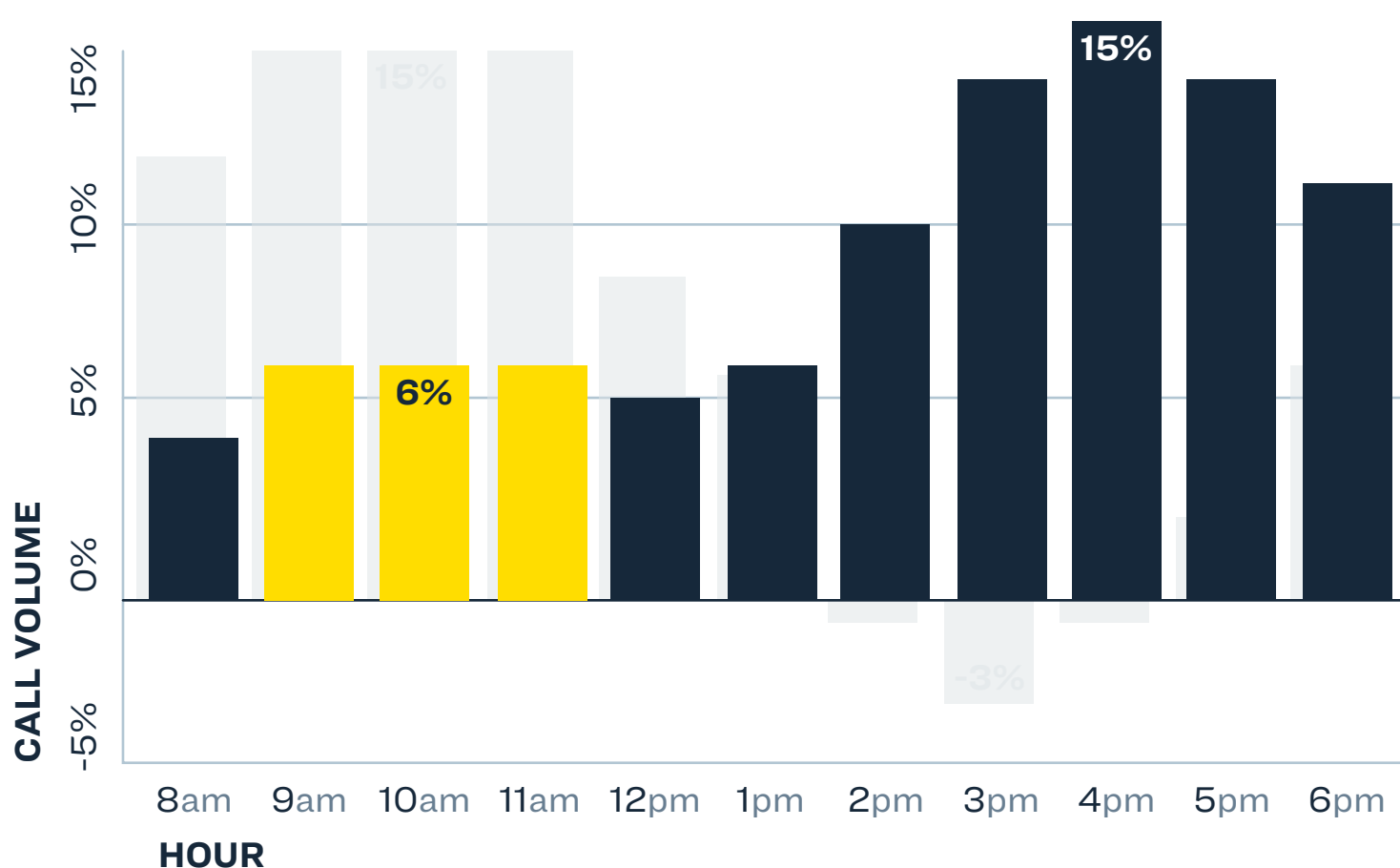
You are 15% more likely to connect with your prospect between 8 - 11am their time.

VARIATION FROM AVERAGE CONNECTION RATES (30%)



WHAT TIME OF DAY DO YOU PROSPECT?

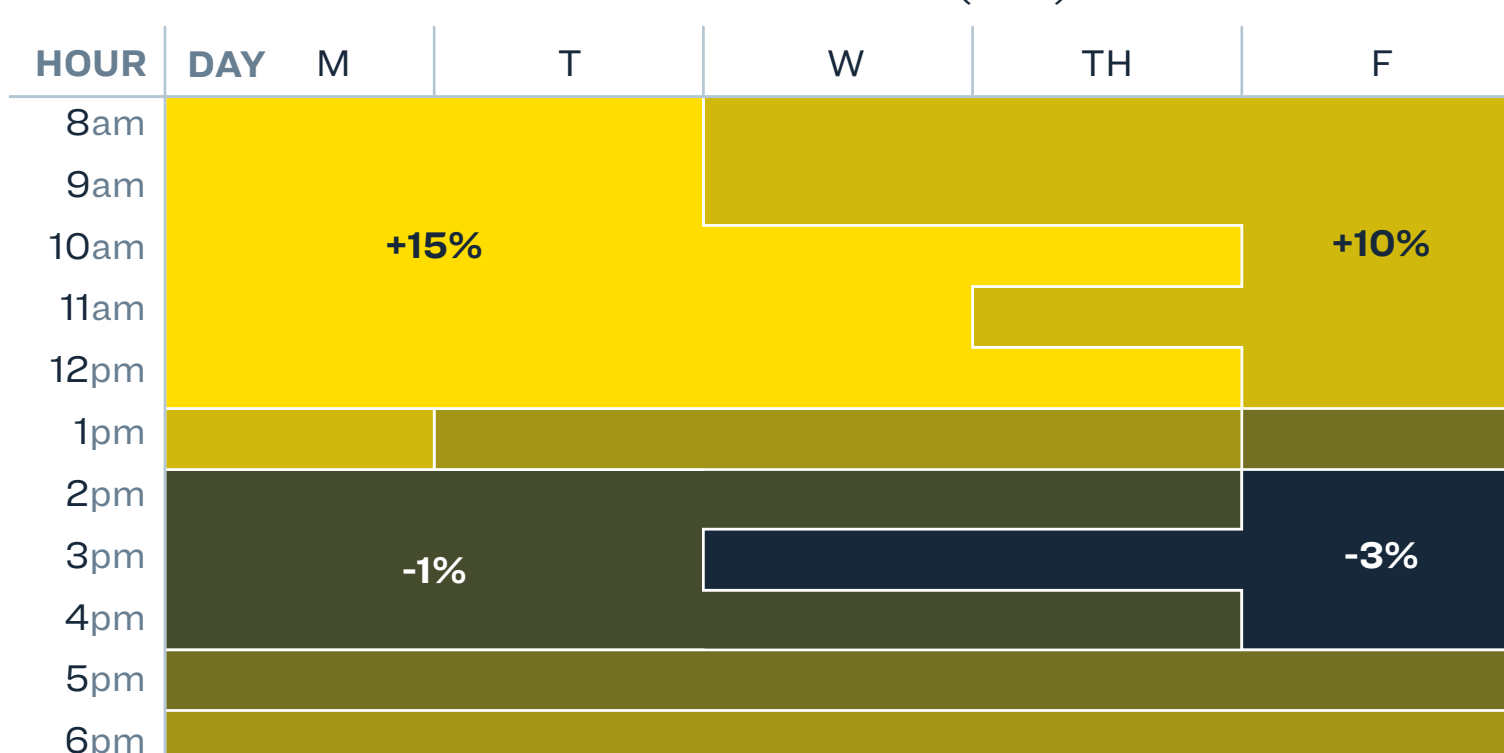
Typical organizations make 3x more calls in the afternoon.



WHAT DAYS OF THE WEEK WORK BEST?

Monday - Tuesday early morning is consistently the best time to make contact, whereas early afternoon on Fridays is the worst.

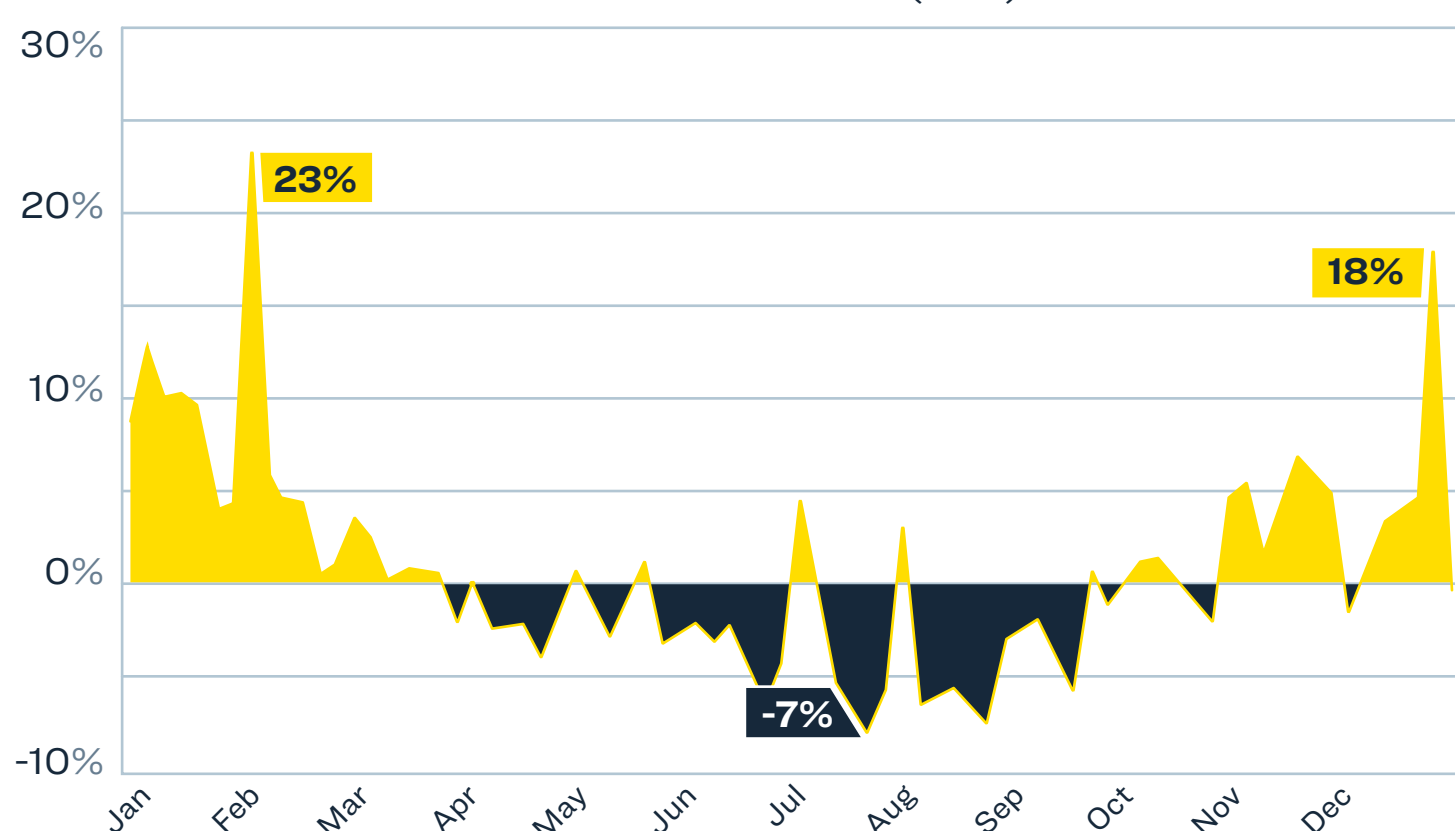
VARIATION FROM AVERAGE CONNECTION RATES (30%)



WHAT MONTHS OF THE YEAR WORK BEST?

Seasonal trends favor November - February. Schedule your high performing/high cost marketing campaigns for these months.

VARIATION FROM AVERAGE CONNECTION RATES (30%)



WHERE DID THIS DATA COME FROM?

For this research, a sample of approximately 30 million outbound calls was collected over 2.5 years (2018-2020). That sample was generated from over 10 thousand users in North America. This data was captured anonymously using Playbooks™.

LEARN MORE ABOUT PLAYBOOKS™

Playbooks uses collective data to anonymize data from multiple sources. It then provides intelligent guidance on when, who, and how you should engage your prospects.

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