

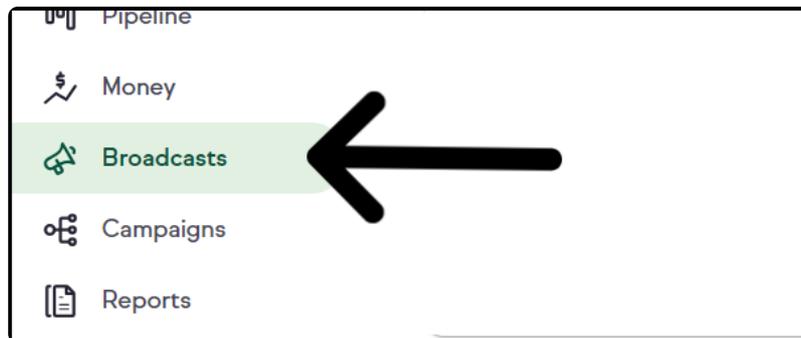
Legacy Email Builder - best send time for broadcasts

This article applies to:

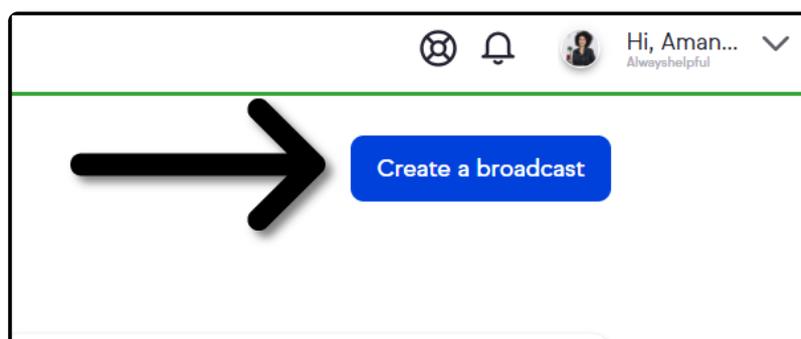
Keap can calculate the best time to send an email to a given group of recipients. Keap will attempt to calculate the ideal send time for your selected audience when a confidence of at least 75% is met. If the confidence level is lower than 75%, we will send the broadcast based on the best send time for the average customer.

Please Note! Currently this feature only applies to Broadcasts emails only and not automation emails.

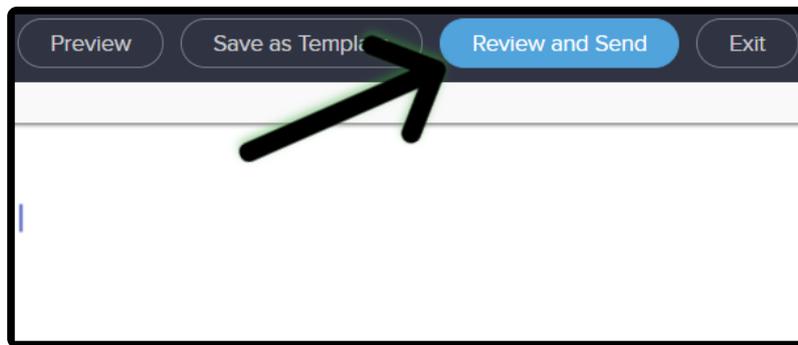
1. Go to **Broadcasts**



2. Click **Create a broadcast**



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



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

3 Select your timing

When do you want to send the emails?

At the best time today [What's this?](#)

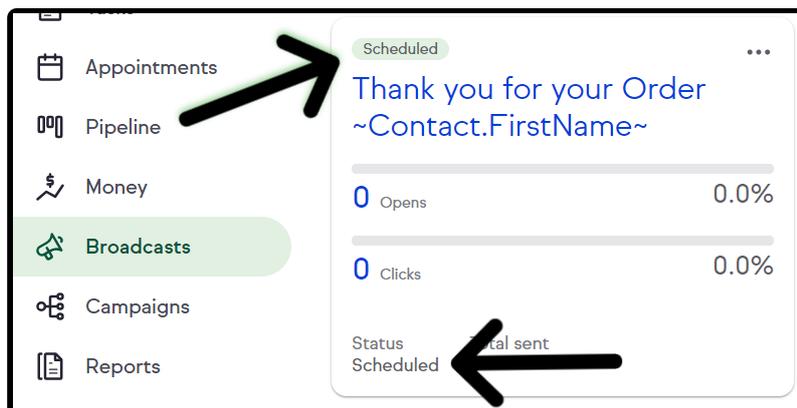
We'll send the email within 24 hours. It'll arrive at the top of your contacts' inboxes when they typically open your emails

Right away

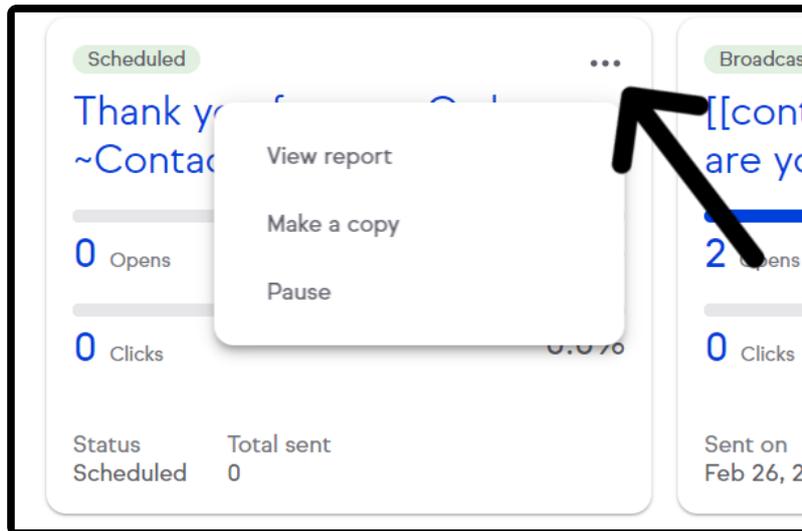
At a specific time

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.

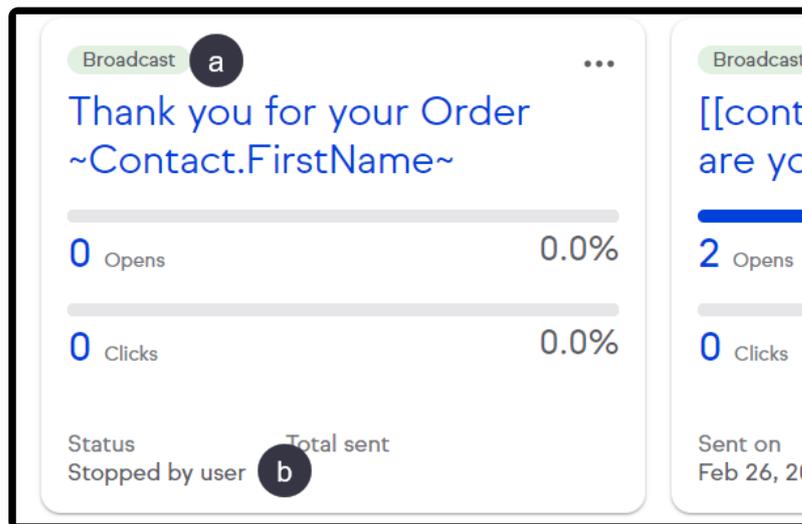
5. Once the broadcast is sent, return to the **"Broadcasts"** and refresh. You will see a new broadcast in a **"Scheduled"** status.



6. Click the 3 dots to either View report, make a copy, or pause



7. When a broadcast is Paused:
 1. The label becomes "Broadcast"
 2. Status changes to "Stop by User"



8. Click the 3 dots to resume broadcast

