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Sending an e-mail campaign now or scheduling it: choosing the time and cancelling in time

E-mail

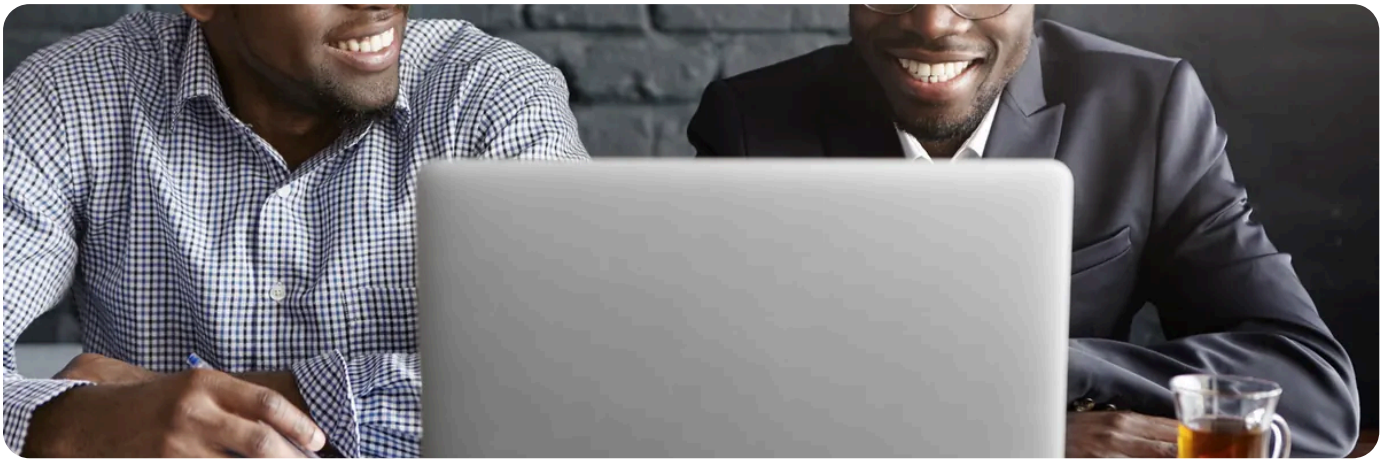
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RLX Holdings (Pty) Ltd. · Group RLX Holdings
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Sending an e-mail campaign now or scheduling it: choosing the time and cancelling in time

E-mail Created on **November 13, 2026** 2 min read



The short answer: an e-mail campaign can go out **now** or **on the day and at the time you choose**. A scheduled campaign **can be cancelled before its time**; once it has gone, there is no pulling it back.

When to schedule

Situation	Why scheduling helps
Regular newsletter	It always goes on the same day at the same time, and the list gets used to it.
Campaign prepared in advance	It is ready, reviewed and tested, and goes by itself at the right moment.
Event with a date	The invitation and the reminder are set up in one go.
Customers in another time zone or on other hours	You pick the time they read, not the time you finished writing.

Before you press schedule

1. **Run the campaign through the spam checker** and send yourself a test.
2. **Check the target group.** A wrong group is the costliest mistake, because a delivered e-mail cannot be deleted.
3. **Pick a sensible time**, during working hours or early evening, depending on your audience. Never in the middle of the night.

4 **Check the dates in the text.** A campaign scheduled for Monday that says «until tomorrow» means Tuesday.

Cancelling happens before the time, not after.
If you spot a mistake in a scheduled campaign, cancel it, fix it and schedule it again. A campaign that has gone cannot be recalled: the only thing left is a short correction, and only if the mistake matters.

Which day is best?
There is no magic day that suits everyone. What counts is regularity and what your statistics show. See **how often and on which day**.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

SEE ALSO

- How often to send a newsletter, and on which day: regularity without tiring your list →
- Sending a test of your e-mail campaign to yourself: what to check on phone and computer →
- The eight checks before you send an e-mail campaign →
- The spam checker before an e-mail campaign: what it is for and how to act on its advice →

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TAX NO. (SARS)	943 907 6234
REGISTRATION NO. (CIPC)	2025/667953/07
REGISTERED OFFICE	1111 Olive Street Saint Louis 63101, Missouri, United States
CONTACT	info@mozout.com · +27 78 823 3325 · www.mozout.com
OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed

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