interweb

Generated on 13/11/2026 17:46

KNOWLEDGE BASE · PUBLIC DOCUMENT

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

E-mail

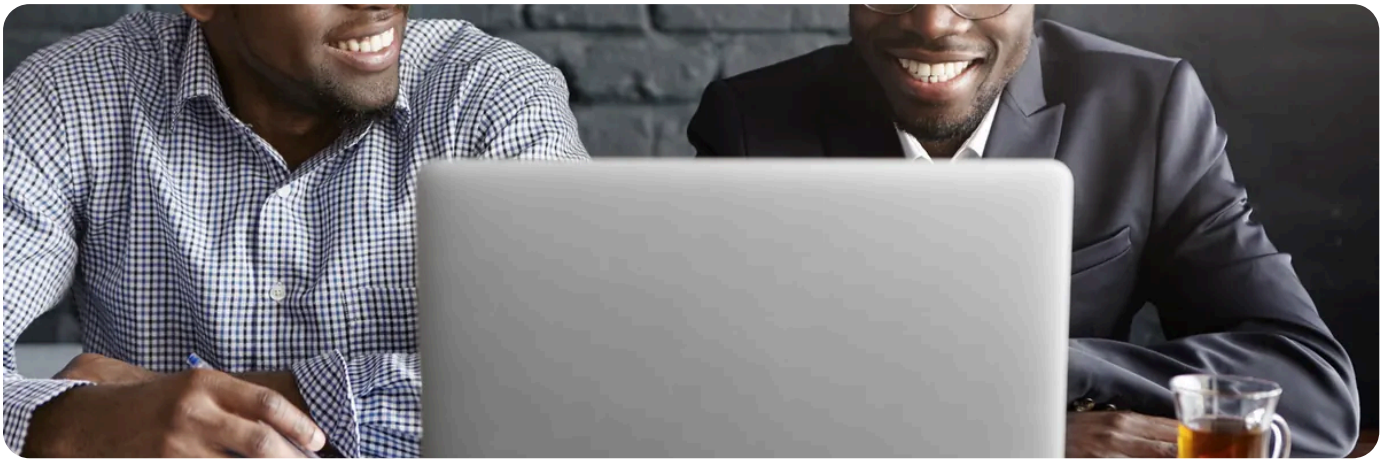
CODE	VERSION	COUNTRY · LANGUAGE
RLX-AO-KB-2440	v2026.11.13	Angola · English

Interweb Angola
RLX Angola, Lda. · Group RLX Holdings
Tax ID (NIF) 500 260 5724 · Commercial registration no. 26464-25/250724

https://www.meu.interweb.ao/knowledgebase/2440

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 →

interweb

Interweb Angola

RLX Angola, Lda. · Group RLX Holdings

TAX ID (NIF)	500 260 5724
COMMERCIAL REGISTRATION NO.	26464-25/250724
REGISTERED OFFICE	Rua Direita do Patriota, Bairro Dangereux Belas, Luanda, Angola
CONTACT	info@interweb.ao · +244 942 011 191 · www.interweb.ao
OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed

Online version of this document

RLX-AO-KB-2440 · v2026.11.13 · Generated on 13/11/2026 17:46