Postly

OCTOBER 2026 - MONTHLY EDITION / PUBLIC REPORT

Publishing times

When sampled deliveries were published, grouped by UTC hour.

Completed monthly edition. Sample sizes and definitions accompany every finding.

Anonymized Postly publishing data. Free to read and share.

MONTHLY FINDINGS - OCTOBER 2026

Publishing times

When sampled deliveries were published, grouped by UTC hour.

October 2026

FINDINGS & RECOMMENDATIONS

The findings

00:00 UTC: 2,771 deliveries, from 442 accounts and 2,771 observations. Observed delivery hour in UTC, not a best-time recommendation. 01:00 UTC: 2,603 deliveries, from 325 accounts and 2,603 observations. Observed delivery hour in UTC, not a best-time recommendation. 02:00 UTC: 2,858 deliveries, from 330 accounts and 2,858 observations. Observed delivery hour in UTC, not a best-time recommendation. 03:00 UTC: 2,938 deliveries, from 403 accounts and 2,938 observations. Observed delivery hour in UTC, not a best-time recommendation. 04:00 UTC: 3,296 deliveries, from 472 accounts and 3,296 observations. Observed delivery hour in UTC, not a best-time recommendation. 05:00 UTC: 4,363 deliveries, from 595 accounts and 4,363 observations. Observed delivery hour in UTC, not a best-time recommendation. 06:00 UTC: 3,788 deliveries, from 576 accounts and 3,788 observations. Observed delivery hour in UTC, not a best-time recommendation. 07:00 UTC: 2,977 deliveries, from 616 accounts and 2,977 observations. Observed delivery hour in UTC, not a best-time recommendation. 08:00 UTC: 3,183 deliveries, from 587 accounts and 3,183 observations. Observed delivery hour in UTC, not a best-time recommendation. 09:00 UTC: 6,384 deliveries, from 526 accounts and 6,384 observations. Observed delivery hour in UTC, not a best-time recommendation. 10:00 UTC: 5,386 deliveries, from 498 accounts and 5,386 observations. Observed delivery hour in UTC, not a best-time recommendation. 11:00 UTC: 9,192 deliveries, from 439 accounts and 9,192 observations. Observed delivery hour in UTC, not a best-time recommendation. 12:00 UTC: 9,196 deliveries, from 555 accounts and 9,196 observations. Observed delivery hour in UTC, not a best-time recommendation. 13:00 UTC: 8,186 deliveries, from 677 accounts and 8,186 observations. Observed delivery hour in UTC, not a best-time recommendation. 14:00 UTC: 7,817 deliveries, from 669 accounts and 7,817 observations. Observed delivery hour in UTC, not a best-time recommendation. 15:00 UTC: 7,980 deliveries, from 640 accounts and 7,980 observations. Observed delivery hour in UTC, not a best-time recommendation. 16:00 UTC: 8,078 deliveries, from 654 accounts and 8,078 observations. Observed delivery hour in UTC, not a best-time recommendation. 17:00 UTC: 8,112 deliveries, from 710 accounts and 8,112 observations. Observed delivery hour in UTC, not a best-time recommendation. 18:00 UTC: 5,958 deliveries, from 483 accounts and 5,958 observations. Observed delivery hour in UTC, not a best-time recommendation. 19:00 UTC: 4,849 deliveries, from 401 accounts and 4,849 observations. Observed delivery hour in UTC, not a best-time recommendation. 20:00 UTC: 4,380 deliveries, from 467 accounts and 4,380 observations. Observed delivery hour in UTC, not a best-time recommendation. 21:00 UTC: 3,708 deliveries, from 400 accounts and 3,708 observations. Observed delivery hour in UTC, not a best-time recommendation. 22:00 UTC: 3,232 deliveries, from 376 accounts and 3,232 observations. Observed delivery hour in UTC, not a best-time recommendation. 23:00 UTC: 2,592 deliveries, from 407 accounts and 2,592 observations. Observed delivery hour in UTC, not a best-time recommendation.

FINDINGS & RECOMMENDATIONS

Measurement

Verified deliveries by UTC hour

Source: Postly Research monthly aggregate edition 2026-10, generated 2026-11-01T01:13:14.306902Z. Each row includes its eligible account and observation sample.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Verified deliveries by UTC hour

00:00 UTC	442 accounts / 2,771 observations	**2,771**
01:00 UTC	325 accounts / 2,603 observations	**2,603**
02:00 UTC	330 accounts / 2,858 observations	**2,858**
03:00 UTC	403 accounts / 2,938 observations	**2,938**
04:00 UTC	472 accounts / 3,296 observations	**3,296**
05:00 UTC	595 accounts / 4,363 observations	**4,363**
06:00 UTC	576 accounts / 3,788 observations	**3,788**
07:00 UTC	616 accounts / 2,977 observations	**2,977**

Unit: deliveries. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Verified deliveries by UTC hour

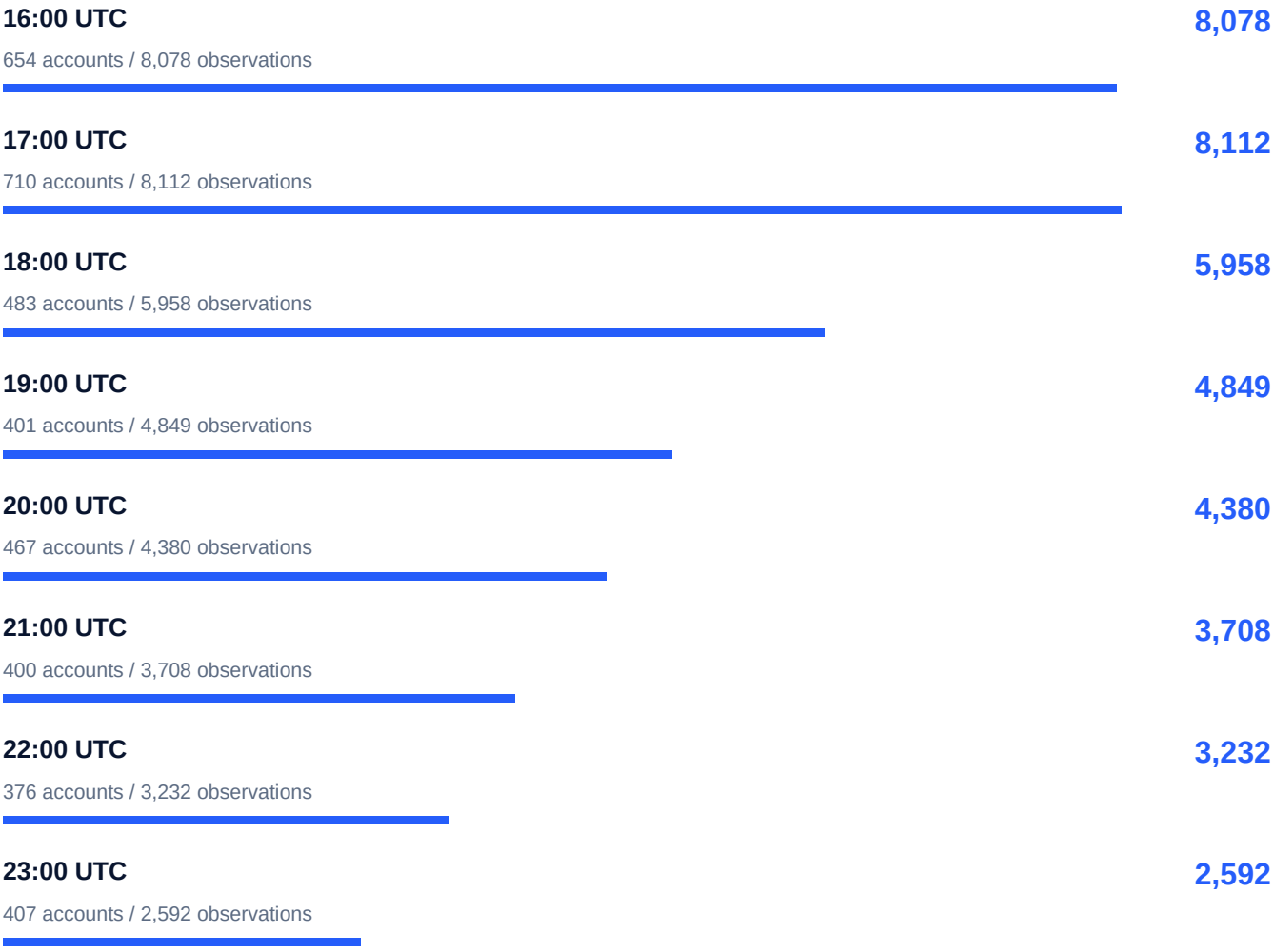


Unit: deliveries. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Verified deliveries by UTC hour



Unit: deliveries. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / INTERPRETATION

What to do with this result

Busy publishing hours are not automatically the best times to post. Use audience-local time and compare performance in a controlled test.

How to make the comparison useful

Keep the platform, metric definition and observation age consistent. Record production effort and qualified audience outcomes alongside the reported measure. Change one controllable variable at a time and review the result before expanding the tactic.

Measurement limits

This is an observational sample of eligible Postly records, not a randomized experiment or the whole platform. Missing measurements are withheld. Publishing volume is not engagement; lifetime counters are not necessarily activity within this month. Changes can reflect provider corrections and sample composition.

What this means for scheduling

A universal best-time recommendation would confuse publisher behaviour with audience response. The same UTC hour corresponds to different local hours across regions, and the aggregate also mixes platforms and content. Use the observed spread to plan operational coverage and verification. Audience-local experiments need a narrower comparison than this global distribution.

Recommended actions

Record the audience timezone alongside every timing test. Compare two practical local-time windows on the same platform with similar content and a fixed observation age. Include a response or conversion measure rather than only publication success. Keep enough time after publishing to monitor responses, and revisit the schedule when audience geography or daylight-saving time changes.

METHODOLOGY & SOURCES

Source and counting rules

Source: Postly Research. Anonymized retained publishing and compatible analytics observations for October 2026 (UTC). Completed 2026-11-01. Each result states its eligible sample and definition.

Verified deliveries are deduplicated by destination and provider identifier. Each public row requires at least 30 accounts and 100 observations. Monthly scans use bounded, indexed reads of retained records. Missing measurements are unavailable, not zero. Settings describe current stored configuration on records with verified monthly publications; they do not establish performance lift. Only eligible reports appear in this edition.

Historical settings and outcomes

Attachments and settings are the current retained values, not immutable publication-time records. The audit measures their presence or saved selection on eligible source records. It cannot attribute engagement, views or growth to a setting. Missing counters are not zero, and the absence of a qualifying public cohort is not evidence of no effect. Recommendations describe decisions readers can make from the evidence; they are not measured guarantees.

Publication and refresh

Fresh findings, every month. Bookmark postly.ai/research and return on the 1st for the latest monthly report and free PDFs. Each edition covers the previous UTC month and is published after validation. Past editions stay archived; a failed refresh keeps the last completed edition available.

Citation

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