

Comparison Metrics

Last Modified on 04/14/2025 10:32 am EDT

Applies To: PoliteMail Desktop PoliteMail Online PoliteMail M365

Version: 4.9 5.0 5.1+

PoliteMail gives you the ability to compare the results of two different measured messages side by side. This allows you to determine which message had a better engagement rate, for example, or how a message was received by two different business units or locations.

To compare two messages:

1. View the messages data grid by going to **POLITEMAIL > Results > Messages** (in version 4.9, the data grid will appear by just clicking **Results**).
2. Select any two messages by clicking on the checkbox in the left column, then click on **Compare**.

Starting in version 5.05 of PoliteMail, you can compare more than two messages at once! [This article](#) has more information.

Messages

To view the Email Metrics report for any measured email messages you've sent to a list, a group or individual, simply double-click the message item from the list below.

Subject	To	Sent	Open Rate	Read Rate
<input checked="" type="checkbox"/> Change for the Better	'All Employees'	12,472	60.1%	25.7%
<input checked="" type="checkbox"/> Change Makes Progress	'All Employees'	12,472	48.5%	16.4%

Metrics should be read from left to right. You will see each message color coded. The number displayed is the differential between the first to the second, in percentage terms.

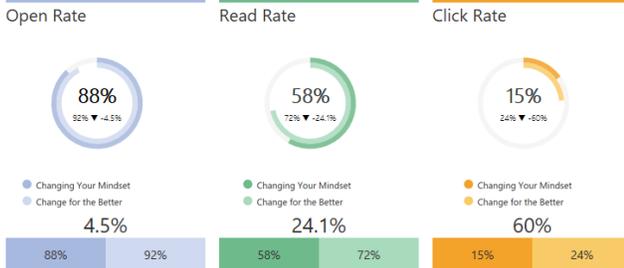
Changing Your Mindset

From: PoliteMail User <politemail.user@politemail.com>;

To: 'All Employees' 15.2021 5:37 PM

00:00:53 to read 113 words, 2 images (Total image dimensions - 11,117 x 59px) at 200 words/minute.
Reading Ease: 47 - Grade Level: 9

Sent 918 Device Opens 898
November 16, 2021 10:09 AM - Individual Measurement Views 2,176



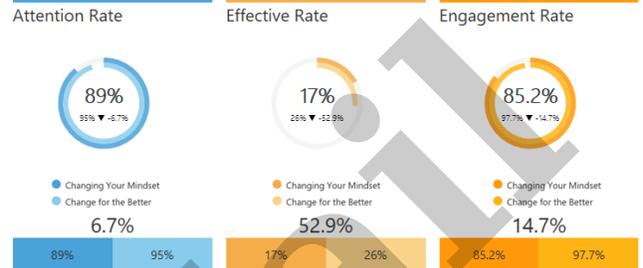
Change Makes Progress

From: PoliteMail User <politemail.user@politemail.com>;

To: 'All Employees' 11.15.2021 4:34 PM

00:00:52 to read 109 words, 2 images (Total image dimensions - 11,117 x 59px) at 200 words/minute.
Reading Ease: 49 - Grade Level: 9

Sent 966 Device Opens 898
November 16, 2021 10:13 AM - Individual Measurement Views 3,005



In this example, there is a 4.5% difference in Open Rates between the 2 messages. The "Changing Your Mindset" message performed better in comparison to "Change Makes Progress" by 4.5%. You can click the Switch button at the top of the metrics report to see the two metrics swapped.

Scroll down to see each individual metric in detail.