

# Comparison Metrics

Last Modified on 08/18/2022 11:08 am EDT

Applies To:  PoliteMail Desktop  PoliteMail Online  PoliteMail O365

Version:  4.94  4.97  5.0+

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**.

**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.

change  Email Metrics **%Δ Compare** Show Preflight Actions Delete

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 Views 2,176

November 16, 2021 10:09 AM - Individual Measurement

**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 Views 3,005

November 16, 2021 10:13 AM - Individual Measurement

Metric	Changing Your Mindset	Change for the Better	Differential
Open Rate	88%	92%	4.5%
Read Rate	58%	72%	24.1%
Click Rate	15%	24%	60%
Attention Rate	89%	95%	6.7%
Effective Rate	17%	26%	52.9%
Engagement Rate	85.2%	97.7%	14.7%

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.

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