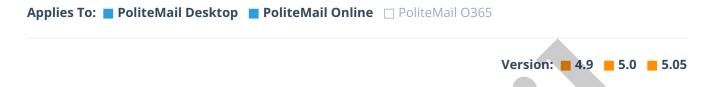
## How are the different Read Rates on the Metrics Report calculated?

Last Modified on 10/04/2023 4:53 pm ED1



Below are descriptions of all the **read** rates, although they appear in different places on the metrics report. Note that any email viewed in the Outlook preview pane is also considered an open.

- **Ignored** = Any opened email for less than 3 seconds
- **Skimmed** = Any opened email from 3 seconds to 30% of the calculated read time
- Read rate = Any opened email for at least 30% or more of the of the calculated read time
- Engaged read rate = Any opened email for 50% or more of the calculated read time



Engaged = Engaged - Left Opens. This stat could be potentially different than the engaged metrics.

