

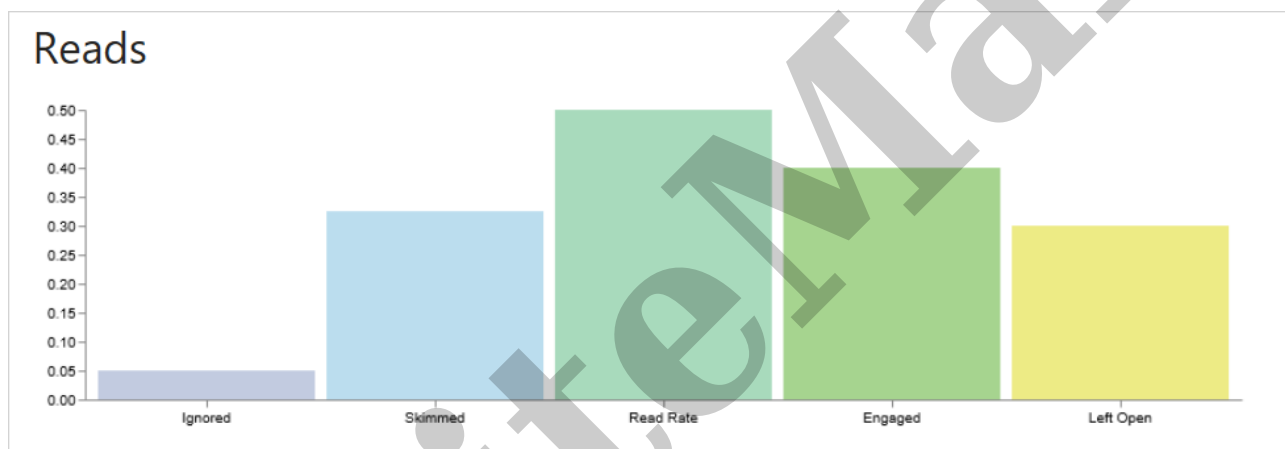
# How are Read Rate and Engaged Read Rate calculated?

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Applies To:  PoliteMail Desktop  PoliteMail Online  PoliteMail O365

Version:  4.94  4.97  5.0+

- **Read rate** = Any opened email for at least 30% or more of the of the calculated read rate
- **Engaged read rate** = Any opened email for 50% or more of the calculated read rate



The **Engagement rate** is a metric that combines content read with click activity to provide a measure of the user's overall interaction with the message. It is equal to the Average Read Time/Time to Read + (1-Average Read Time/Time to Read) x Click Through Rate.

- If the first part of the formula – the average Read Time is greater than the calculated time to read you will get a 100%, as PoliteMail will never report a higher percentage than 100% for this value.
- The Engaged read rate represents those recipients that really were engaged enough to keep the email open for over 50% of the calculated read time. The higher this number, the more engaged your readers truly are with the content.