What is a skimmed email?

Last Modified on 01/12/2023 8:51 am EST

Applies To: ☑ **PoliteMail Desktop** ☑ **PoliteMail Online** ☐ PoliteMail O365

Version: ■ **4.9** ■ **5.0** ■ **5.05**

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

Reads

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

Skimmed 4	Read 1	Engaged* 17	Left Open 19