What do all of the fields mean when I export a Metrics report to Excel?

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Metrics Report Exports

When exporting a Metrics report to Excel, you may see more fields in the exported file that you expected. Some of these fields are deprecated, and some are used as the basis for other calculations and so do not display on the PoliteMail screen. A description of each field is below.

Field	Description
ID	All of your measured messages has a unique ID number for ease of reference.
Subject	The subject of your email.
SentDate	The date and time the message was sent in ISO 8601 format.
LocalSentDate	The date and time the message was sent based on the time settings on the local device.
From	The name and email address of the sender (often called the "from address").
User	The name of the PoliteMail user composing the message.
To	The email address(es) of the recipients.
Sent	The count of all recipients (including members of lists)
ActualSent	The number of messages actually sent. Variance from the 'Sent' field indicates a possible delivery issue.
SendMode	The measurement mode used (Individual, Aggregate, or Anonymous).
Messages	The number of messages this report covers.
FirstSentDate	The date and time the first message was sent.
WordCount	The number of words in the message, counted using a space as the delimiter.
wordsPerSentence	The average number of words per sentence in the message.
ImageCount	The number of images in the message.
ImageArea	The sum of the areas (width x height) of all images in the message.
SentenceCount	The number of sentences in the message, counted using periods (.), question marks (?), and exclamation points (!) as delimiters.
SentencesPerParagraph	The average number of sentences in each paragraph of the message.
CharacterCount	The total number of characters (letters, numbers, and symbols) in the message.
CharactersPerWord	The number of characters divided by the number of words, including the subject.
paragraphCount	The number of paragraphs in the message. A paragraph is considered any group of 2 or more characters preceded by a line break.
PassiveSentences	The number of passive sentences in the message.
GradeLevel	The calculated reading level of the message, based on the Flesch-Kincaid test.
ReadingEase	The calculated reading ease of the message, based on the Flesch Reading Ease formula.
Sensitivity	Indicates if the message was marked as Sensitive (1=true, 0=false).
Importance	The importance of message as assigned by the sender (default is 1).

Field	Description
TimeToRead	The calculated time it takes to read the message at a rate of 200 words per minute, in milliseconds.
Undeliverables	The number of messages bounced to a mailbox monitored by PoliteMail. Returns a 0 with Aggregate measurement.
UndeliverableRate	The number of undeliverable messages as a percentage of the total messages sent. Does not work with Aggregate measurement.
Delivered	The count of all sent messages minus undeliverable messages.
DeliveredRate	The count of all delivered messages as a percentage of all sent messages.
Oof	The count of all out of office replies encountered from the send.
OofRate	The count of all out of office replies as a percentage of all sent messages.
OptOuts	The number of recipients who opted out from the message (if Opt In/Opt Out has been enabled).
OptIns	The number of recipients who have subscribed/opted in to the message.
OptInRate	The number recipients who have subscribed/opted in as a percentage of all sends.
DropOff	Deprecated
DropOffRate	Deprecated
Opens	The count of opens or previews by unique individual (unique device with Aggregate measurement). An open occurs when the content is requested from the PoliteMail server.
OpenRate	The count of opens as a percentage of all sends.
NonUniqueOpens	The count of all non-unique opens, such as from the same user on a different device or location.
NonUniqueOpenRate	The count of non-unique opens as a percentage of all sends. This is often over 100 percent.
Devices	The number unique devices (mobile, desktop, tablet,etc) the message was opened on.
DesktopOpens	The number of times the message was viewed via desktop or laptop computer, as measured via browser user agent.
DesktopRate	The number of desktop opens as a percentage of all devices used to open the message.
MobileOpens	The number of times the message was viewed via a mobile device (phone or tablet), as measured via browser user agent.
MobileRate	The number of mobile opens as a percentage of all devices used to open the message. The Desktop rate and Mobile rate should add to 100 percent.
MostRecentOpenDate	The date and time the message was most recently opened.
NewOpens	Deprecated
NewOpenRate	Deprecated
MultipleOpens	The count of individual recipients who opened the message more than once, for more than 3 seconds (a quick preview < 3 seconds and is not counted).
MultipleOpenRate	The count of Multiple Opens as a percentage of all opens.
DidntOpen	The count of individual recipients who never opened the message.
DidntOpenRate	The count of Didn't Opens as a percentage of all sends. The Open Rate and Didn't Open Rate should add up to 100 percent.

Field	Description
Reads	The number of recipient who read the message. A "read" is calculated as someone who has the message open for at least 30% of the calculated read time.
AvgReadTime	The average time spent by receipients with the message open, in milliseconds.
AverageContentRead	Deprecated
ContentConsumptionRate	The ratio of the average time to read compared to the calculated time to read, as a percentage. Note this metric is being deprecated.
DesktopAvgReadTime	The average time spent by receipients with the message open, in milliseconds, on a desktop or laptop computer.
MobileAvgReadTime	The average time spent by receipients with the message open, in milliseconds, on a mobile device.
MultipleReads	The count of individual recipients who read the message (spent at least 30% of the calculated read time on the message) more than once.
MultipleReadRate	The number of Multiple Reads as a percentage of all Reads.
Ignored	The count of individual recipients who opened the message for less than 3 seconds.
IgnoredRate	The Ignored count as a percentage of all recipients.
LeftOpen	The count of recipients who had the message open for 150% of the calculated Read Time or greater.
LeftOpenRate	The Left Open count as a percentage of all recipients.
Skimmed	The count of recipients who had the message open for 30% of the calculated Read Time or less.
SkimmedRate	The Skimmed count as a percentage of all recipients.
EngagedRead	The count of those who opened the message that had the message open for at least 50% of the calculated Read Time.
EngagedReadRate	The percentage of all opens that were an Engaged Read.
Clicks	The count of individual recipients (devices in Aggregate mode) that clicked on at least one link in the message.
ClickRate	The Click count as a percentage of all recipients.
NonUniqueClicks	The total clicks made by recipients on a message, including multiple clicks by the same person or on the same device.
NonUniqueClickRate	The total clicks made by recipients on a message as a percentage of all successfully sent messages.
UniqueUrls	The total number of unique web links contained in the message.
UniqueURLSClicked	The total number of unique web links that were clicked on by a recipient.
UniqueURLSClickedRate	The number of unique URLs clicked as a percentage of all unique URLs in the message. This could be greater than 100 percent if a recipient clicked on a unique URL more than once.
MultipleClicks	The count of recipients that clicked in the message more than once, whether on one link or multiple links.
MultipleClicksRate	The percentage of total successful sends in which the message had multiple clicks.
LinksSent	The total links sent in the message, including duplicates.
LinksClicked	The total of all links clicked in the message, unique or not.
TotalLinksSent	The number of links in the message multiplied by the total successful sends.

Field	Description
TotalLinksClicked	The number of links clicked on out of the total links sent.
ContentUtilization	The average percent of content read, based on open time and a 200 wpm read rate. Multiply by 100 to determine the percentage (e.g, .13 equals 13 percent).
DesktopClicks	The count of unique recipients (devices in Aggregate mode) that clicked on the message from a desktop or laptop computer.
DesktopClickRate	Desktop Clicks as a percentage of all unique clicks.
MobileClicks	The count of unique recipients (devices in Aggregate mode) that clicked on the message from a mobile device or tablet.
MobileClickRate	Mobile Clicks as a percentage of all unique clicks. Desktop Clicks and Mobile Clicks should add up to 100 percent.
DidntClicks	The count of recipients that did not click on any link in the message.
DidntClickRate	The percentage of recipients that did not click on any link in the message.
Interactions	Deprecated
InteractionsRate	Deprecated
TotalInteractions	Deprecated
TotalInteractionsRate	Deprecated
Forwards	The count of messages sent that were forwarded to another recipient.
ForwardRate	The percentage of messages sent that were forwarded to another recipient.
Replies	The count of responses received from recipients of the message.
ReplyRate	The percentage of recipients that responded to the message.
Attention	The count of all recipients who opened the message and stayed on it for at least 3 seconds.
AttentionRate	The percentage of recipients who opened that messages that stayed on it for at least 3 seconds.
EffectiveRate	The ratio of unique Clicks to unique Opens. This could be greater than 100% if the message contains multiple unique links.
EngagementRate	The percentage of unique Opens that had the message open for at least 50 percent of the calculated read time.
GetUseDevicesForRates	True or False. A True setting means the box has been checked in the Measurement settings of PoliteMail to measure using devices (not individuals) regardless of measurement mode chosen.
ReportType	Indicates the type of report this is (1=Message, 2=List, 3=Campaign, 5=Account)
TypeName	The type name from the ReportType displays.
Recipients	The count of total recipients. For most reports, this should match the 'Sent' field.
MultipleResponses	The count of recipients that replied to the message more than once.
MobileUnique	The count of unique mobile devices that opened the message. This will usually match the MobileOpens field, but is calculated with a different approach.
DesktopUnique	The count of unique desktop devices that opened the message. This should match DesktopOpens but is calculated using a different method.
LikelyOpen	Deprecated

Field	Description
LikelyOpenRate	Deprecated
SentRate	The percentage of all sends and were successfully delivered.
MultipleResponseRate	The percentage of all recipients that replied to the message more than once.
OptOutRate	The percentage of all recipients that opted out of future messages.
ReadRate	The percentage of successfully delivered messages that were opened and viewed for at least 30% of the calculated read time.
TotalLinksClickedRate	Deprecated
ReportRunDate	The date and time the report was first created.
ReportRunDateManual	The date and time the report was last manually updated ('Updated' was clicked in the report).
LatestReportRunDate	The date and time the report was last run.
AggregateSendCount	The total send count when using Aggregate measurement.
IsAppointment	Is the message a meeting invite (True=yes, False=no)?
Accepted	The count of recipients that have accepted the calendar invite.
Declined	The count of recipients that have declined the calendar invite.
Tentative	The count of recipients that have tentatively accepted the calendar invite.
Pending	The count of recipients that have not yet replied to the calendar invite.