

Can Open Rate be over 100 percent?

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Applies To: ☒ PoliteMail Desktop ☒ PoliteMail Online ☐ PoliteMail M365

Version: ☒ 4.9 ☒ 5.0 ☒ 5.1+

If you are sending a Measured Message via Aggregate Measurement, it is normal to see an inflated Open Rate, even a rate over 100 percent. This is because Open Rate will measure ALL instances in which a unique person opened the message.

A message is sent via Aggregate Measurement to 100 recipients. All 100 open it, and one recipient forwards it to 6 people on their team that were not original recipients, and they also open it. This means a total of 106 people opened the message, and the Open Rate will be 106%.

Aggregate Measurement also allows the sender to modify the Recipient Count to compensate for this if desired.