Account, From, Social Link, and Interactions Metrics

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Applies To: ■ New PoliteMail ■ Legacy PoliteMail

Version: ☐ 4.94 ☐ 4.97 ■ **5.x**

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In addition to metrics for a Message or Campaign, version 5 of PoliteMail also can provide metrics for several other components, shown below:

Report	Description
Mailing List	Shows the Reach, Readership, and Engagement broken down by Mailing List instead of by Campaign.
Sender	Shows the Reach, Readership, and Engagement by a specific Sender name.
From	Shows the Reach, Readership, and Engagement by a specific email address. this is useful if messages are being sent by multiple people but from the same email address (such as communications@companyname.com).
Social Link	Reports the click performance of any external link selected. This can also be narrowed by a specific date/time range.
Interactions	Shows how users are responding to your message in near real-time. You can also see if the message was delivered, if they responded, and the IP address the recipient responded from. This information will display for seven days after the message is sent.

What is Reach, Readership, and Engagement?

- **Email Reach** is the percentage of your audience that has received and opened the message, and did not immediately delete or skip it.
- **Email Readership** is the percentage of readers who skimmed, casually read, or did an engaged read of the message, based on calculated needed read time.
- **Email Engagement** measures the user's interaction with the email, combining the content read with click activity.

PoliteMail