

Comparison Metrics

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Applies To: PoliteMail Desktop PoliteMail Online PoliteMail M365

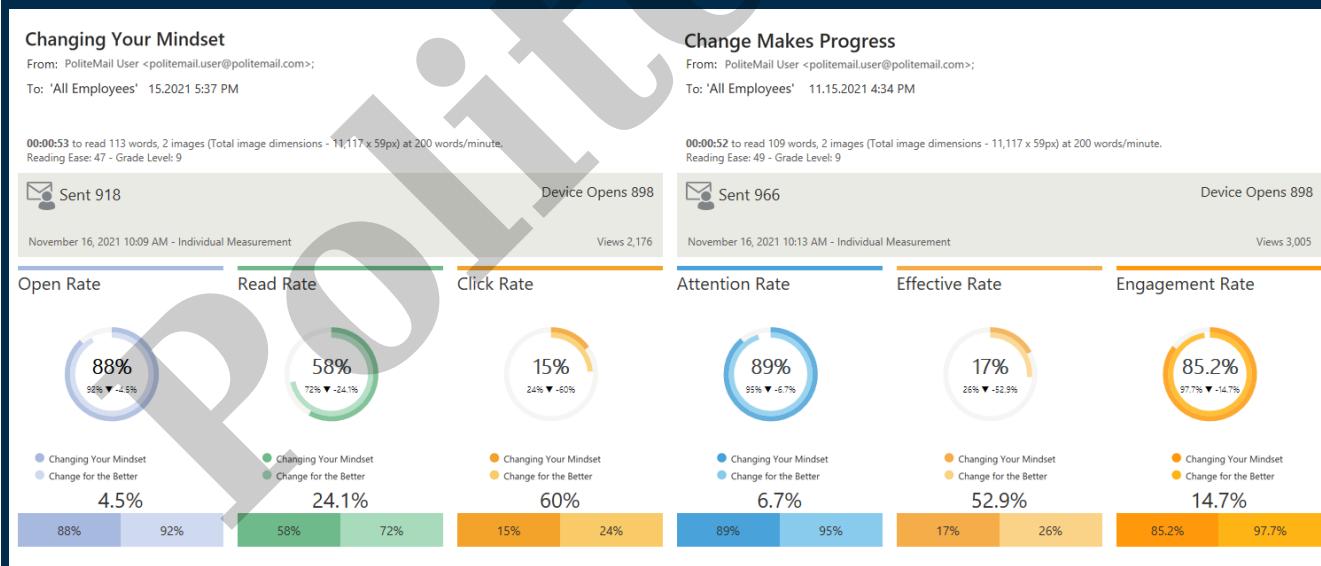
Version: 4.9 5.0 5.1+

PoliteMail gives you the ability to compare the results of two different measured messages side by side. This allows you to determine which message had a better engagement rate, for example, or how a message was received by two different business units or locations.

To compare two messages:

1. View the messages data grid by going to **POLITEMAIL > Results > Messages** (in version 4.9, the data grid will appear by just clicking **Results**).
2. Select any two messages by clicking on the checkbox in the left column, then click on **Compare**.

Metrics should be read from left to right. You will see each message color coded. The number displayed is the differential between the first to the second, in percentage terms.



In this example, there is a 4.5% difference in Open Rates between the 2 messages. The "Changing Your Mindset" message performed better in comparison to "Change Makes Progress" by 4.5%. You can click the Switch button at the top of the metrics report to see the two metrics swapped.

Comparing More than Two Messages

With version 5.05 and higher, senders can now compare multiple Metrics Reports together in a side-by-side comparison.

- When viewing Messages or Campaigns in the data grid, when more than two rows are selected, the 'Compare' button will change to 'Multi-Compare'.
- Message properties are in each row and each campaign/message is in the columns.
- Clicking a row header will sort the messages based on that property. Columns can also be resized or rearranged.
- Admins can set a limit on the number of items that can be selected at **Account > Settings > User Preferences > Reporting**.

 [Messages](#) > [Multi-Comparison](#)

Select two reports to compare to one another, or select one report and benchmark to compare the report to the benchmark of your choice.

% Compare Actions  Remove  Mail 

		
Description 	Anonymous no list ex...	Test 23
To	DemoDL	DemoDL
Sent Date	8/26/2022	8/26/2022
Sent	1	1
Recipients	1	1
Click	0	0
Opt-in	0	0
Opt-out	0	0
Undeliverables	0	0