Campaign Metrics

Reading Campaign Metrics

To open Campaign metrics, go to **PoliteMail** > **Results** > **Campaigns**. Double-click on the Campaign to open the metrics page.

- The Campaign metrics page is set up similarly to an individual message metrics page, but now you are looking at the overall metrics for all the messages in the Campaign.
  - Please note that this is displayed as averages of all messages, and not a summary of each individual recipient's behaviors.

To see the average Metrics for the Campaign...	To see specific Messages in the Campaign...
Click 'View Metrics'. This will open up a standard Metrics report based on the average of all messages in the Campaign. Scrolling to the bottom will display all links in the Campaign and their respective click rates.	Click 'View Sent Messages'. A list of all messages in the Campaign displays. You can then click on any individual message in the Campaign to isolate those metrics.

Because Users cannot access another User's messages, the Campaign Report will only display results for the Messages sent by that User when they view it, even if multiple Users sent messages as part of the Campaign. Only Administrators or Managers in the same Region can view the Report with data from multiple Users.

Reach, Readership, and Engagement

Email Reach is defined as the percent of your audience that have received and opened your message and paid a minimum threshold of attention. Those who immediately deleted or skipped the message are not counted.

The Reach metrics include Audience Attention Rate, Open Attention Rate, Open Rate, and Ignore Rate. The rate calculations are listed underneath, but if you need further explanation on what they mean, you can click on the Report Definitions tab at the top of the report.

The primary factors which impact reach are list accuracy, measurement accuracy, From address, subject line, inbox timing, and preview content. Some ways to improve your email reach is to source a longer audience, send from a recognized From address, and let your readers know what the email is regarding in the email subject line.

Readership measures how much time recipients spend viewing your message, categorized into groups by minimum threshold (Read, Skimmed, Engaged, Left Open). You can see how much time recipients spent with your message, and determine if the majority of your messages were read, skimmed or left open.

The primary factors which impact readership are relevant subject lines and preview content, layout and design

formatting, writing and images, message length and delivery timing. Some ways to improve your email readership is to keep your messages short and relevant, use more images than text, and determine a delivery schedule for your emails.

Engagement measures interactions with your email, combining the percent of the content read together with click activity, if links are included in the message.

Factors which impact engagement include reading ease, authenticity, content relevancy, presentation and message length, and call to action and link effectiveness. Some ways to improve your email engagement is to use effective, well-placed links, have clear call to actions, and speak plainly and be authentic without the use of jargon.

Note that some comparison metrics might show infinity ∞ as the rate. This is used when the change is significantly higher, often when, for example, the benchmark click rate is 0 and yours is 100%.