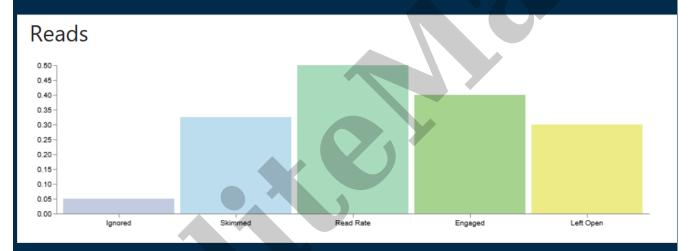# How are Read Rate and Engaged Read Rate calculated?

Last Modified on 11/25/2025 7:42 pm EST

Applies To: ■ **PoliteMail Desktop** ■ **PoliteMail Online** □ PoliteMail M365

Version: ■ **4.9** ◪ **5.0** ■ **5.1+**

- **Read rate** = Any opened email for at least 30% or more of the of the calculated read rate
- **Engaged read rate** = Any opened email for 50% or more of the calculated read rate

The **Engagement rate** is a metric that combines content read with click activity to provide a measure of the user's overall interaction with the message. It is equal to the Average Read Time/Time to Read + (1-Average Read Time/Time to Read) x Click Through Rate.

- If the first part of the formula – the average Read Time is greater than the calculated time to read you will get a 100%, as PoliteMail will never report a higher percentage than 100% for this value.
- The Engaged read rate represents those recipients that really were engaged enough to keep the email open for over 50% of the calculated read time. The higher this number, the more engaged your readers truly are with the content.