What is considered an Ignored Email?

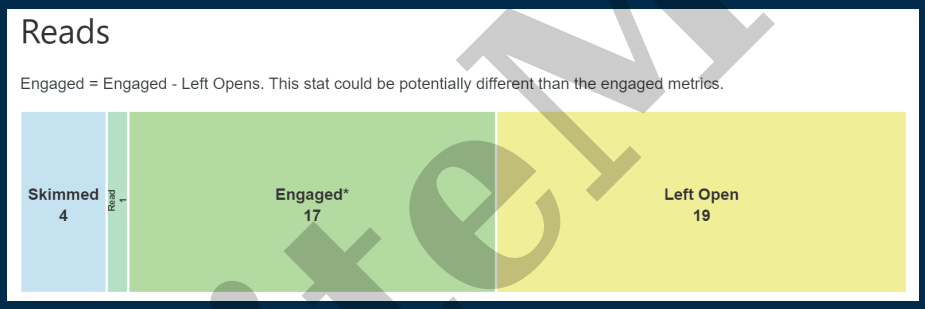
Last Modified on 10/01/2026 4:25 pm EDT

Applies To: New PoliteMail Legacy PoliteMail

Version: 4.9+ 5.0+

Below are descriptions of all the **read** rates, although they appear in different places on the metrics report. Note that any email viewed in the Outlook preview pane is also considered an open.

- **Ignored** = Any opened email for less than 3 seconds
- **Skimmed** = Any opened email from 3 seconds to 30% of the calculated read time
- **Read rate** = Any opened email for at least 30% or more of the of the calculated read time
- **Engaged read rate** = Any opened email for 50% or more of the calculated read time



PoliteMail