

Average Read Time: Mobile vs. Desktop

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Applies To: PoliteMail Desktop PoliteMail Online PMUA PoliteMail M365

Version: 4.9 5.0 5.1+

Average read time is calculated based on all of the recipients who read the e-mail, regardless of the device type. PoliteMail will analyze the devices used (based on Device Opens, the yellow box on the Email Metrics page), apply the calculation for desktop, and apply the same calculation for mobile.

POLITEMAIL