Average Read Time: Mobile vs. Desktop

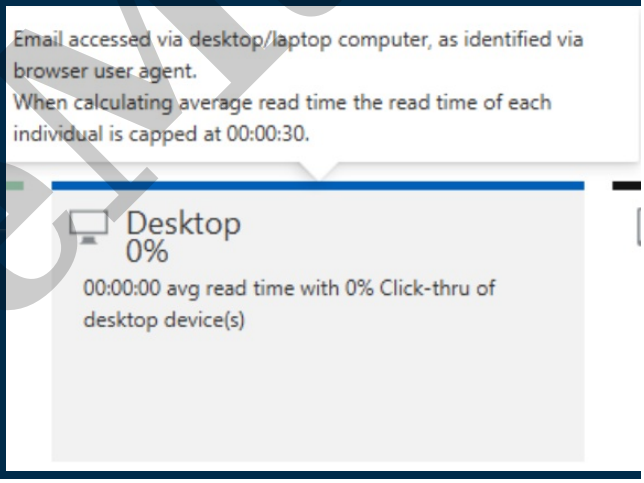
Last Modified on 11/03/2026 10:05 am EST

Applies To: New PoliteMail Legacy PoliteMail

Version: 4.9+ 5.0+

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.

When hovering over the Average Read Time box for a desktop or laptop computer, a Read Time cap is also displayed. This is calculated as 1.5 x the calculated Read Time, or 30 seconds, whichever is larger.



PoliteMail