Can some Rates be over 100 percent?

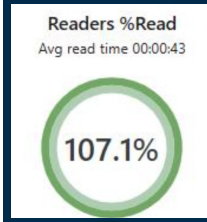
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Applies To: ■ New PoliteMail ■ Legacy PoliteMail

Version: ■ 4.9+ ■ 5.0+

Yes.

In an Account Report



The Read% metric in the Account Report may show over one hundred percent because it is calculated by comparing the average non-ignore read time to the calculated total time to read.

For example, if those who didn't ignore your message spend 120 seconds to read a message in which the calculated total time to read was only 100 seconds, the %Read would be 120%.

When Using Aggregate Measurement

If you are sending a Measured Message via Aggregate Measurement, it is normal to see an inflated Open Rate, even a rate over 100 percent. This is because Open Rate will measure ALL instances in which a unique person opened the message.

> A message is sent via Aggregate Measurement to 100 recipients. All 100 open it, and one recipient forwards it to 6 people on their team that were not original recipients, and they also open it. This means a total of 106 people opened the message, and the Open Rate will be 106%.

Aggregate Measurement also allows the sender to modify the Recipient Count to compensate for this if desired.

PoliteMail