

2022  
EDITION

INTERNAL EMAIL COMMUNICATIONS

# BENCHMARKS

Data from over 2 Billion Messages to 12 Million Employees



10

**S&P Global**  
Industry  
Sectors

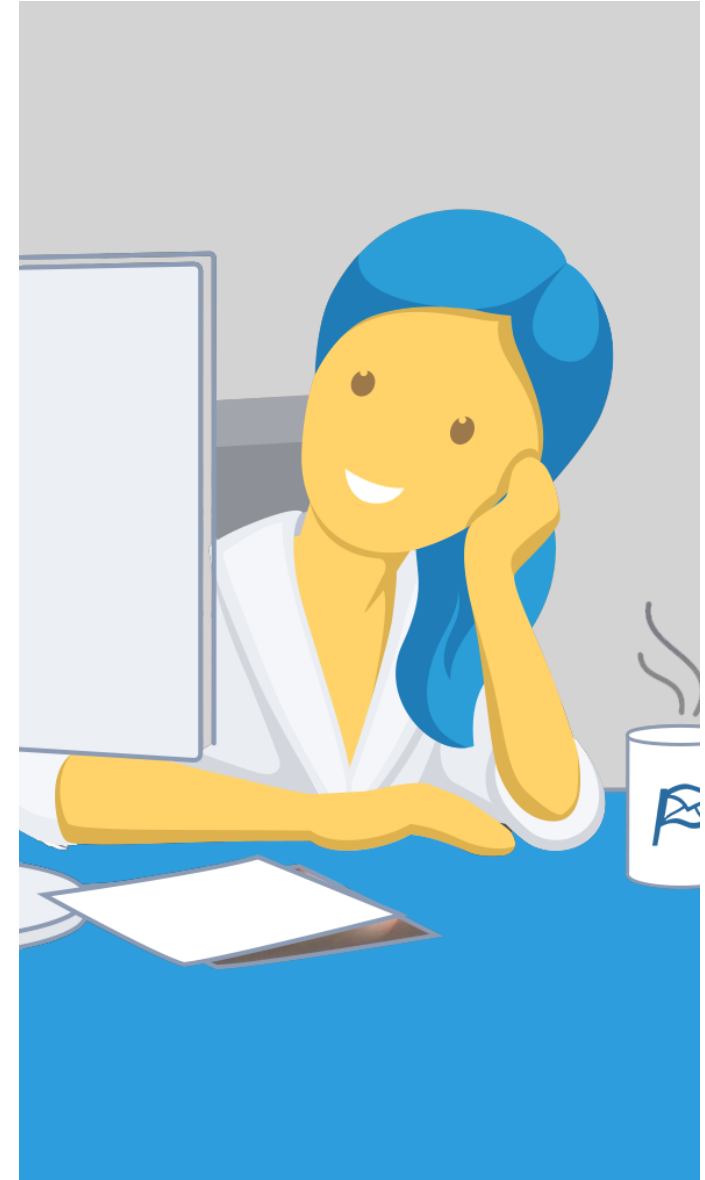
7

**Employee**  
Distribution  
Sizes

Email isn't going away.  
Let's get smarter about it.

This report will answer these questions and more:

1. What's a good corporate email open rate?
2. How much, or little, do employees actually read?
3. Do you send too much corporate email?
4. How do I grade my communications performance?
5. Does measuring results lead to improvements?



Email intelligence from over **2 billion** internal emails to nearly **12 million** employees globally.

**2,117,767,895**

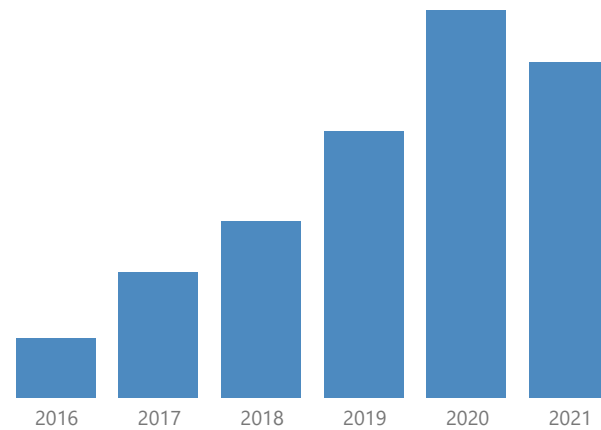
Internal Email Sent

**11,963,351**

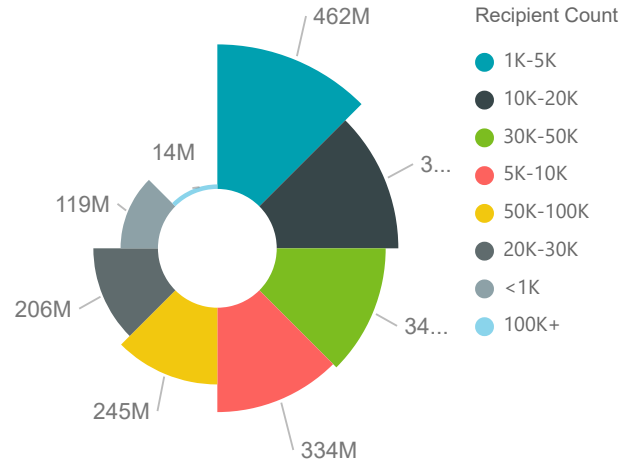
Unique Employee Recipients

The data compiled herein includes aggregated, anonymized data with 67% of PoliteMail enterprise customers > 1,500 employees participating.

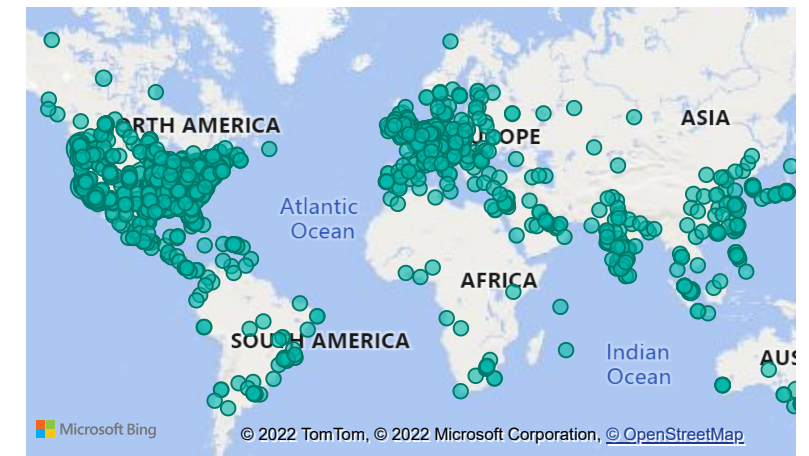
PoliteMail Growth in Email Volume



Distribution Group Broadcasts



Global Distribution



# What's Inside this Report?

The charts and data reported here are measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

## Data Stories

We have wrapped the year over year and pre-pandemic to pandemic data differentials into a narrative style to better explain the changes.

## Benchmark Metrics

Benchmarks are average aggregated metrics compiled on a per broadcast basis, and may be compared to your own results per message or per group of messages.

## Normalized Volumes

To better account for differing send volumes and distribution sizes over time, we have normalized the interaction data on a per 1,000 employee basis.

## CommScores Benchmark Grading

To help evaluate relative performance, we created a system of grading under the curve and assigned a grade to each equal quintile (one 5th set) across the range data.

## Segmented Benchmarks

In addition to overall benchmarks, we segment by industry and distribution size.

### 10 S&P Industry Sectors

- Consumer
- Communications
- Education / Non-Profit
- Energy
- Financial
- Healthcare
- Industrials
- Materials
- Technology
- Utilities

### 7 Distribution Sizes

- < 1K
- 1 - 5K
- 5 - 10K
- 10 - 20K
- 20-30K
- 30 - 50K
- 50 - 100K+



Email remains a communications success story, with reach, readership and engagement above pre-pandemic levels.

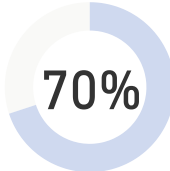
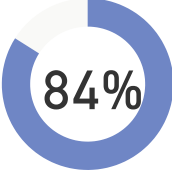
In 2021 corporate communications teams sent **-13%** less email and **-18%** less content than during 2020, but email content sent remains up **65%** with employees now reading **19%** more content than the 2019 pre-pandemic period. Click rates increased **1%** despite total clicks declining **-15%** from 2020 while still **16%** above 2019. Overall, this data proves employees remain more highly engaged with email than ever before.

Email provides the most extensive reach of any corporate communications channel.

Corporate communications teams send **71** email broadcasts per month on average, and can expect to reach **70%** of their audience while **9%** of those recipients will ignore\* the message. About **15%** of employees access email on mobile devices.

In other words, expect your email to capture the attention of **59%** of your audience, and **85%** of the recipients who open it.

## What is a good corporate email open rate?

The average corporate email open rate is  70% with a top 20% average of  84%

## But is open rate a metric that matters?

An email open simply tells you the message was viewed by the recipient (including the preview pane). Like a web page view, it is a simple measure of audience reach.

What if the email is opened, but not more than a few words are read? Are individual people, or device views, being counted? What happens to the open rate when your list count, the denominator of the rate calculation, isn't accurate?

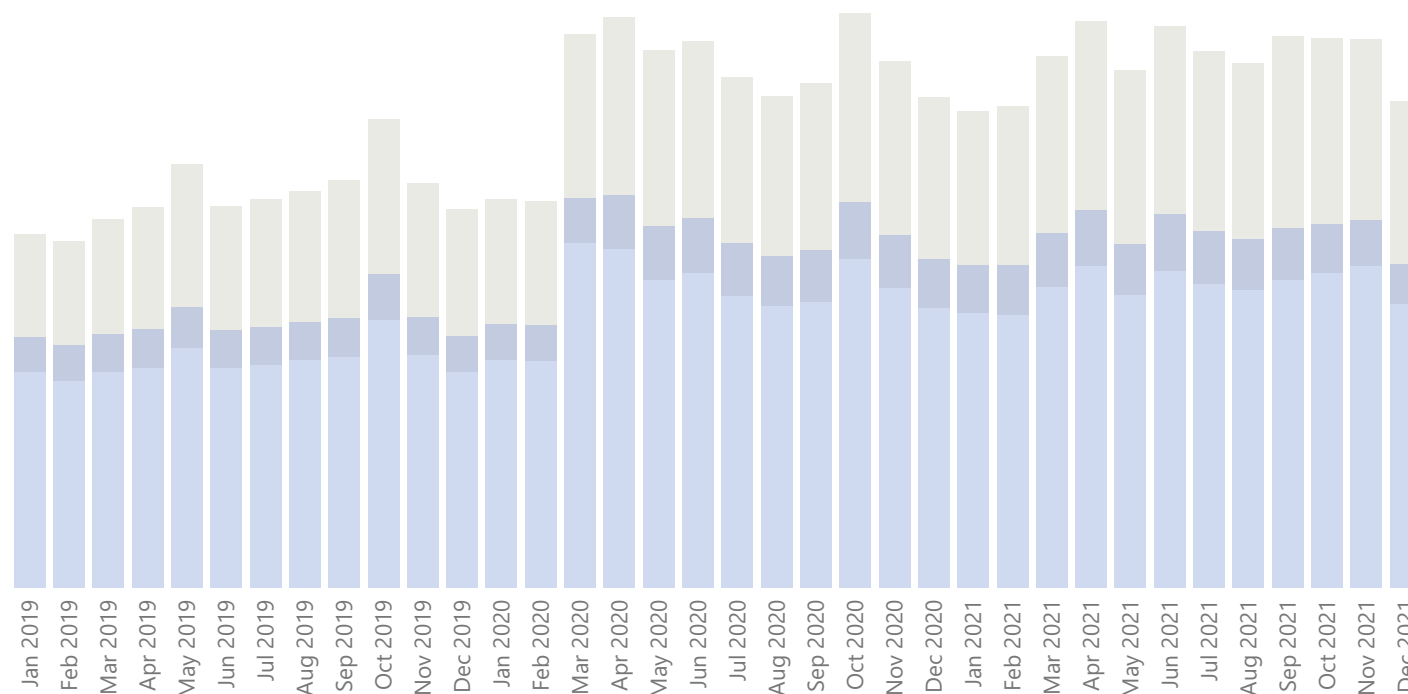
It's important to consider what gets counted as an open, and the rate calculation, to know the accuracy and validity of the metric.

# Email Reach

Reach measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

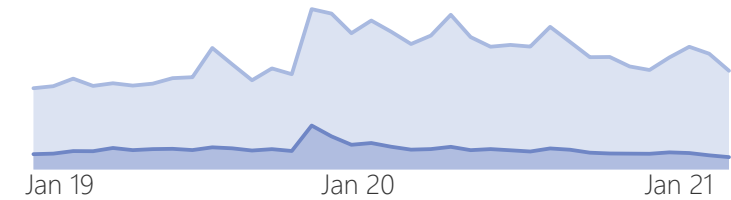
## Email Broadcast Volume Per 1000 employees

● Opens ● Ignored ● Sent



## Device Opens

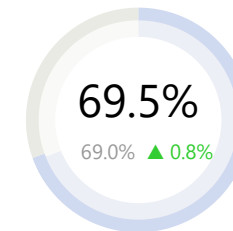
● Desktop ● Mobile



## %Mobile Opens

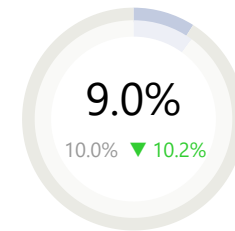
14.6% ▼ -11.4%

## Open Rate



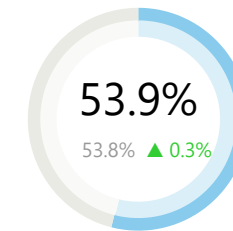
Unique Opens / Sent

## Ignore Rate



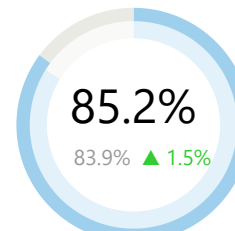
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate



u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

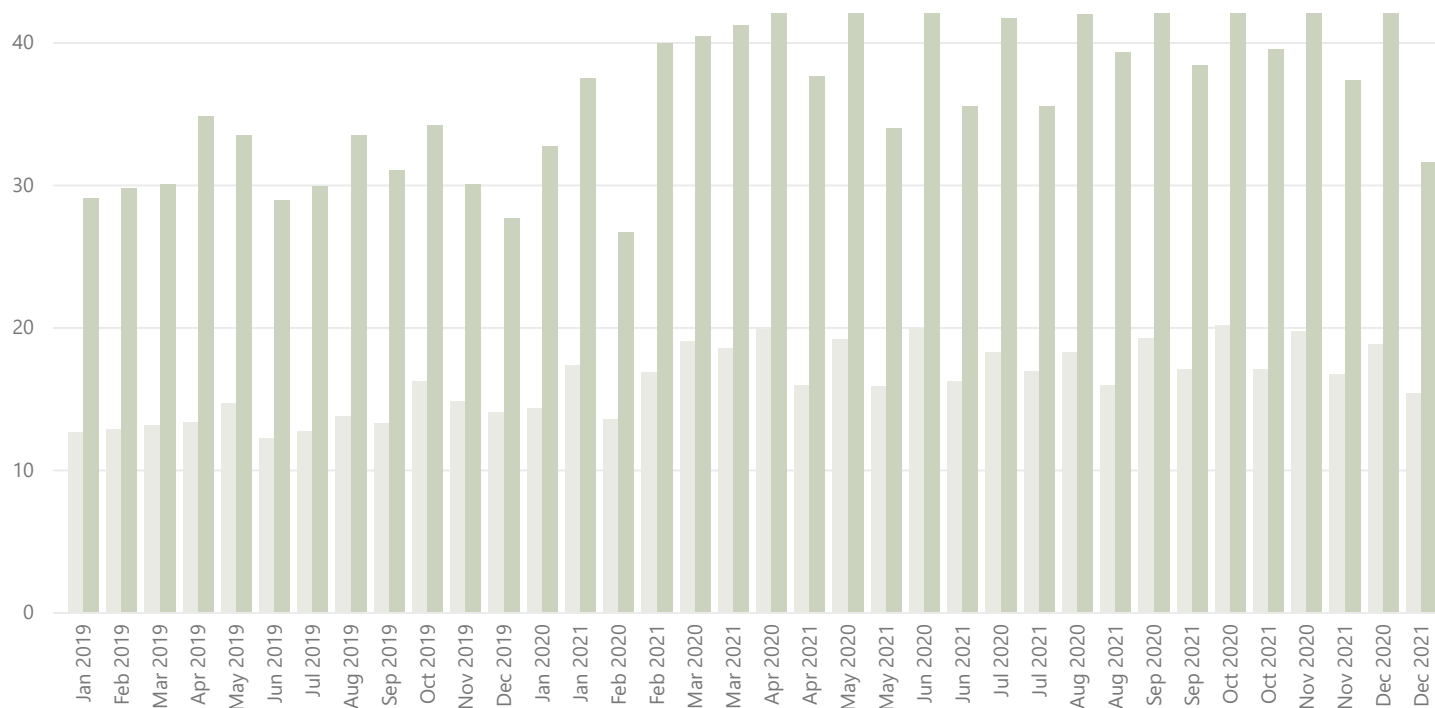
# Email Frequency

Frequency measures the volume of email sent, both in quantity of messages and more importantly in the number of minutes. This volume is normalized on a per employee basis, calculated by taking the total sent per month, divided by the count of unique addresses sent to during that month.

Note: This only counts email broadcasts within our measurement purview.

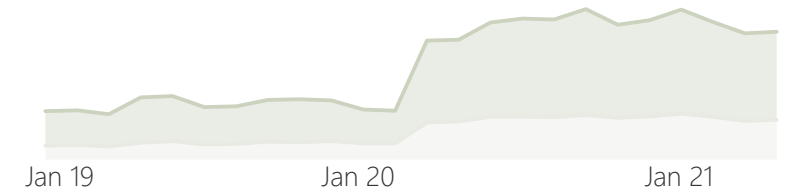
## Average Sent, Per Employee

● Average Messages ● Average Minutes



## Sent Per Month

● Average Messages ● Minutes Sent


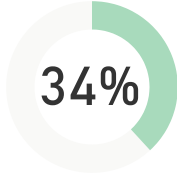



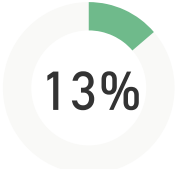
## Avg Minutes Sent

2:39:00 ▼ -21%

2021	2020
Average Messages Broadcast /Month <b>71</b> ▼ -9%	79
Average Broadcasts /Employee/Month <b>17</b> ▼ -6%	18
Avg Minutes Sent/Employee /Month <b>37 : 14</b> ▼ -10%	41 : 19

An average corporate email takes **1 : 48** to read, about 475 words, and **54%** of your audience will read **72%** of it.

Of recipients who open and don't ignore the message,  **20%** will skim the content, reading less than 30%, while  **34%** will read 30% or more with  **30%** reading more than half.

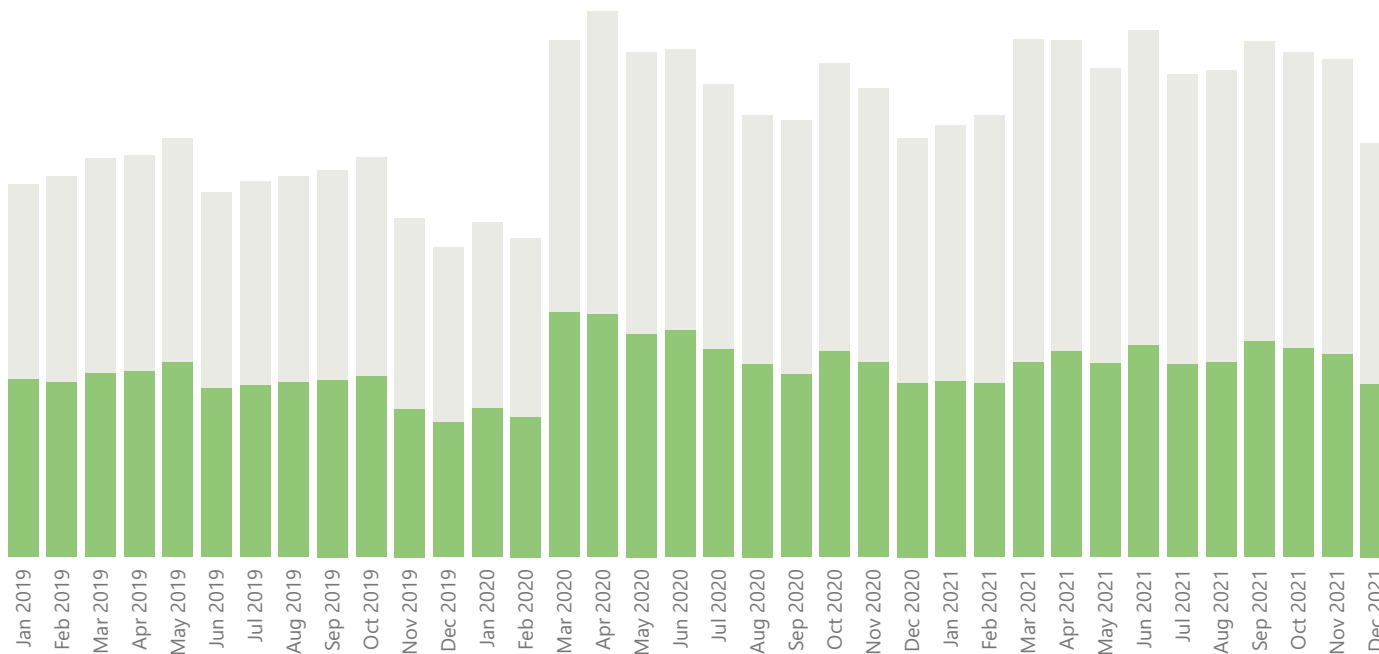
On average,  **13%** of employees will read their email on mobile devices.

# Email Readership

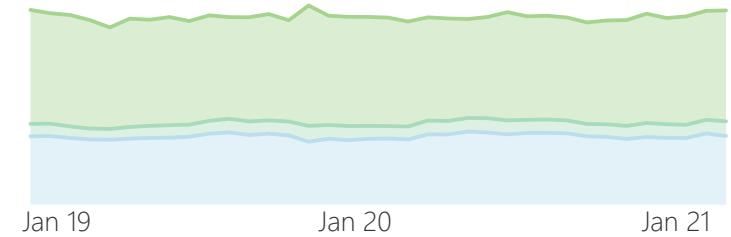
Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

Readership by Month per 1000 employees

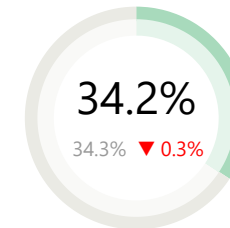
● Minutes Read ● Minutes Sent



Readership Rates

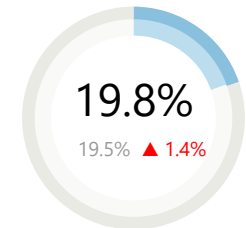


Read



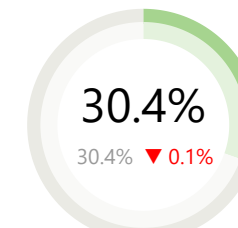
Read >= 30% of Time to Read

Skimmed



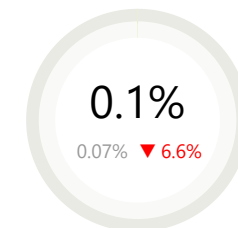
Read < 30% of Time to Read

Engaged Read



Percent of Reads > 50% of Time to Read

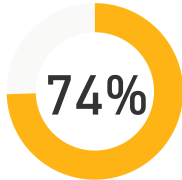
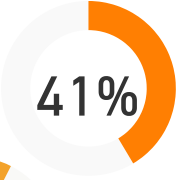
Left Open Read




Percent of Reads > 150% of Time to Read

On average, every employee receives **17** corporate email broadcasts a month, containing **37 : 14** minutes of content and **124** links.

During an average month employees will spend **26 : 50** minutes reading corporate email,

with  **74%** of **email openers** and  **41%** of the total **audience engaging**.

For messages containing links,  **8%** of **recipients will click** at least one link,

with **openers clicking**  **11%** of the time, on average.

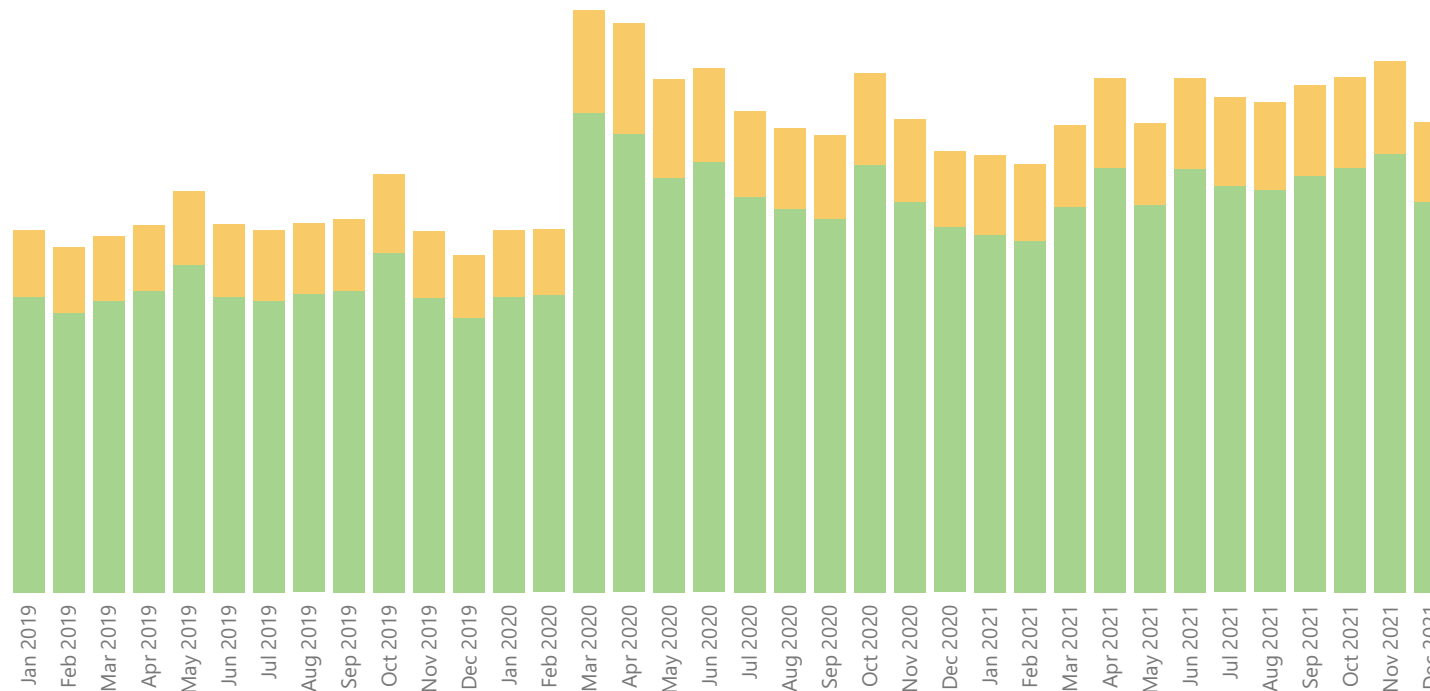


# Email Engagement

Engagement measures interaction with your email, combining the percent of the content read together with click activity, if links are included in the message. Factors which impact engagement include reading ease, authenticity, content relevancy and interest, presentation and message length, and call to action and link text effectiveness.

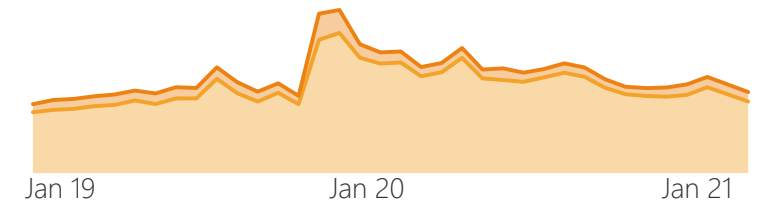
Readership by Month Per 1000 employees

● Engaged Reads ● Clicks

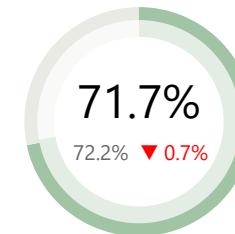


Device Clicks

● Desktop ● Mobile

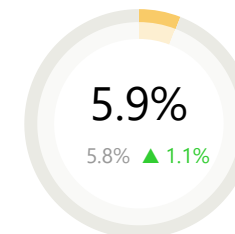


Readers %Read



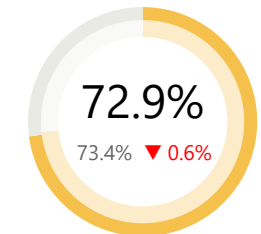
Avg(non-ignored read time) / time to read

Click Rate



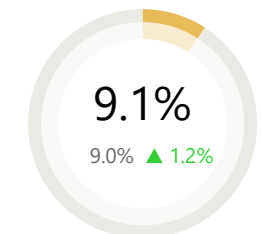
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate



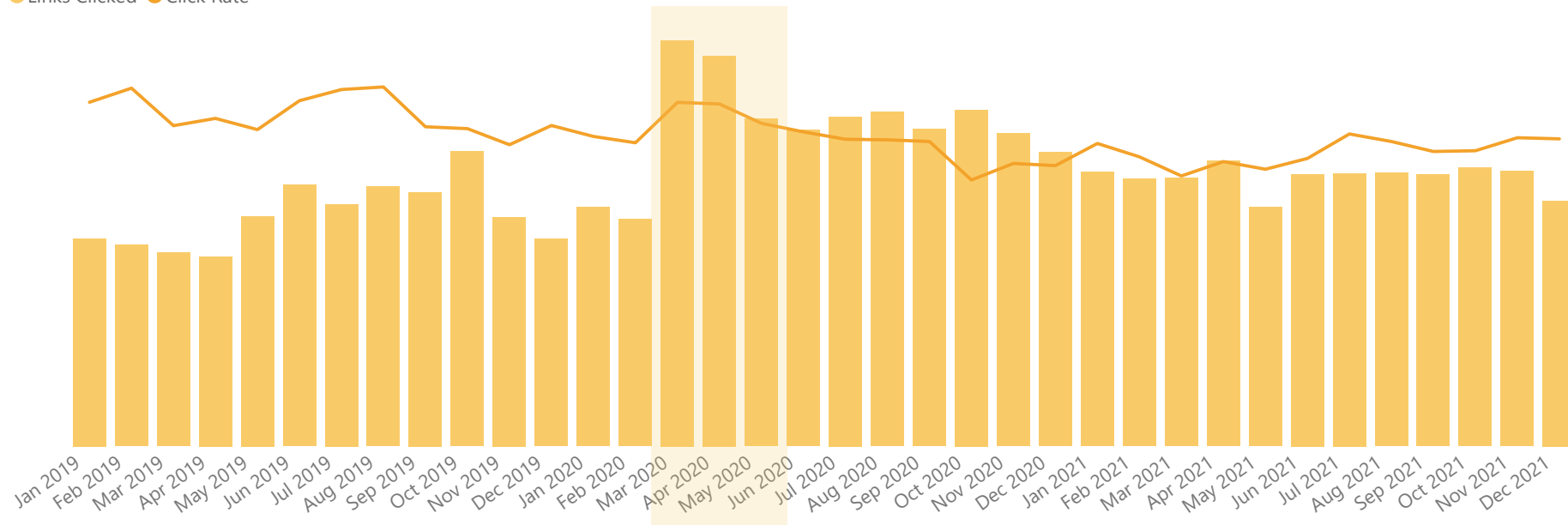
Unique Clicks / (Opens - Ignored)

# Email Clicks

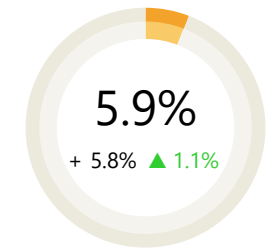
Clicks are the sum of recipients' unique link clicks within the email message sent. Click rate is the percentage of recipients who clicked on at least one link within the message (regardless of how many links were sent within the message). Factors which impact clicks are positioning within the email (does it display within the preview window), design formatting (is the link or button obvious), the call to action (is it interesting and compelling), as well as all the general email readership factors.

## Clicks by Month Per 1000 Employees

● Links Clicked ● Click Rate



## 2021 Avg Click Rate compared to 2020



## Links Clicked Volume



### 2021 to 2020 Click Rate and Volume



### 2021/2019 Click Rate and Volume



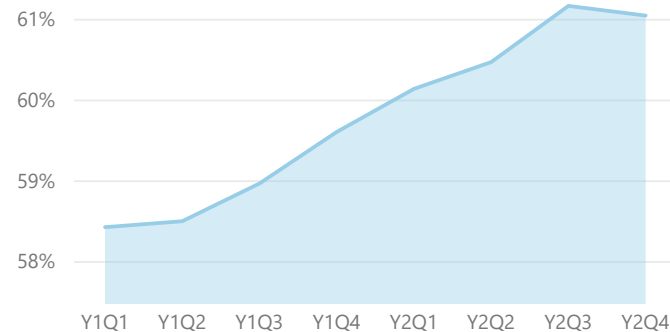
What's measured gets managed. Metrics matter.

Your primary corporate communications channel is worth managing, and improving.

Corporate communicators using PoliteMail for at least two years **improved all key metrics** including attention rates, readership, clicks and engagement.

Attention Rate

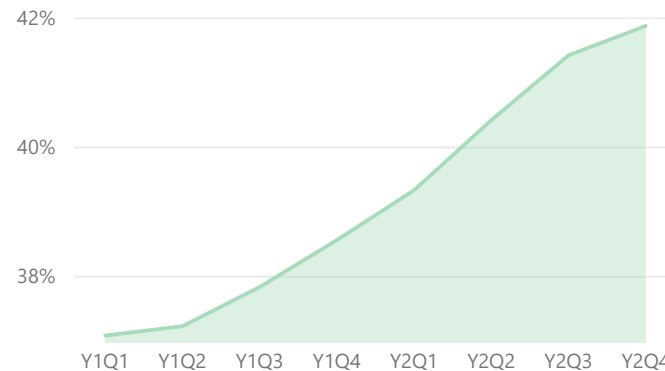
▲ 4%



Attention Rate = (Unique Opens - Unique Ignores)/Unique Sent .

Read Rate

▲ 13%



Read Rate = Unique Reader >= (30% \* Time-To-Read) / Unique Openers.

Click Rate

▲ 11%

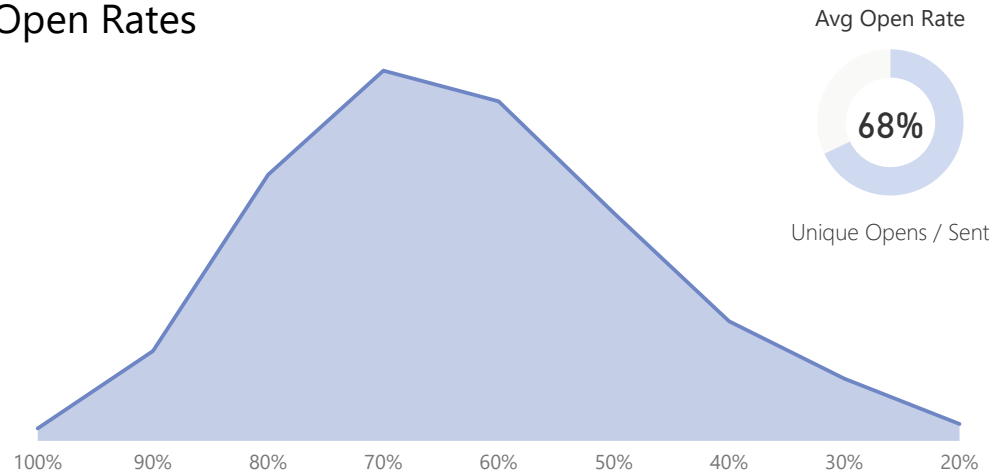


Click Rate = Unique Clickers / Unique Sent - Undeliverables.

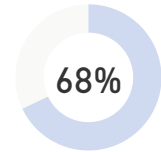
# Reach Metrics Grading

To grade key metrics on a relative curve, all email results are ordered from best to worst and split into five even groups, each containing 20% of the total data samples. The minimum score of the top performing section is Graded as an A, the minimum of the next is a B, and so on, with the worst performing graded as an F.

## Open Rates



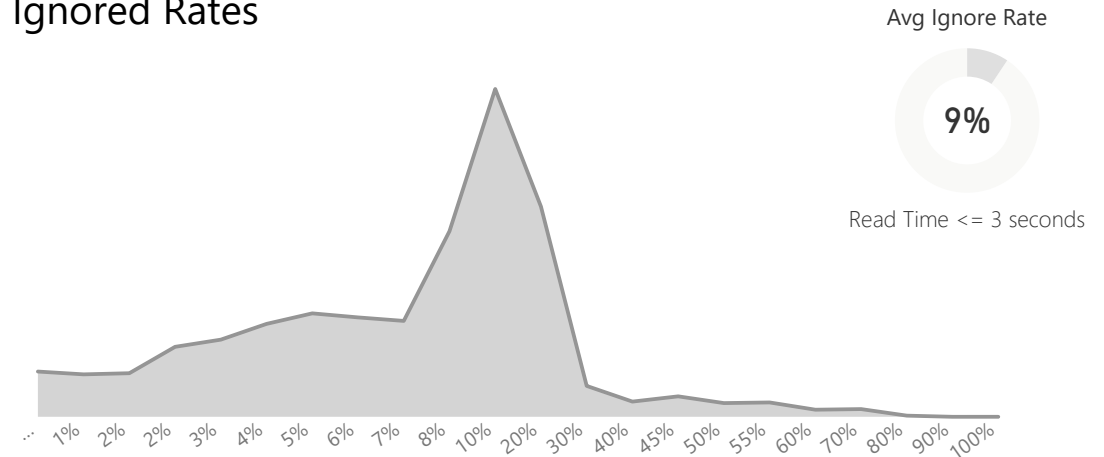
Avg Open Rate



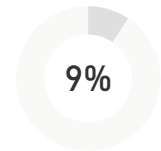
Unique Opens / Sent

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
84%	76%	68%	56%	< 55%

## Ignored Rates



Avg Ignore Rate



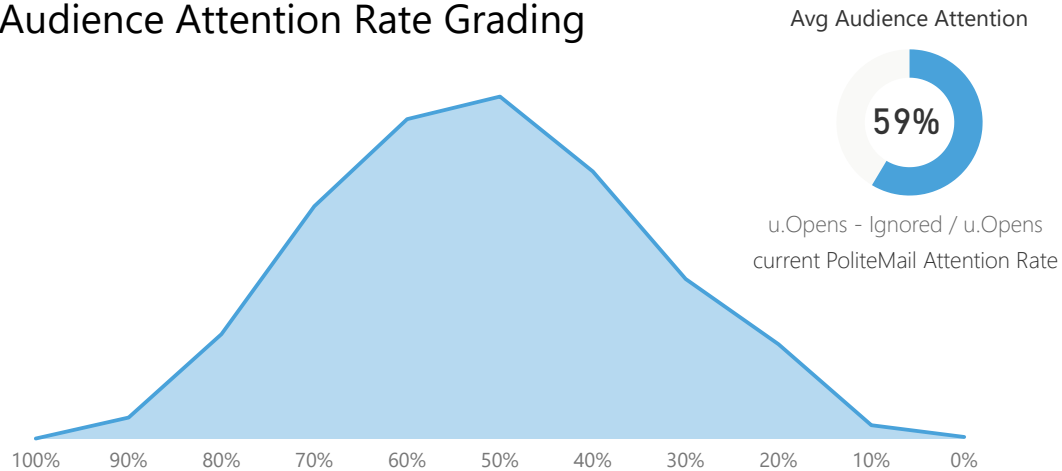
Read Time <= 3 seconds

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
4%	7%	10%	14%	> 15%

# Attention Grading

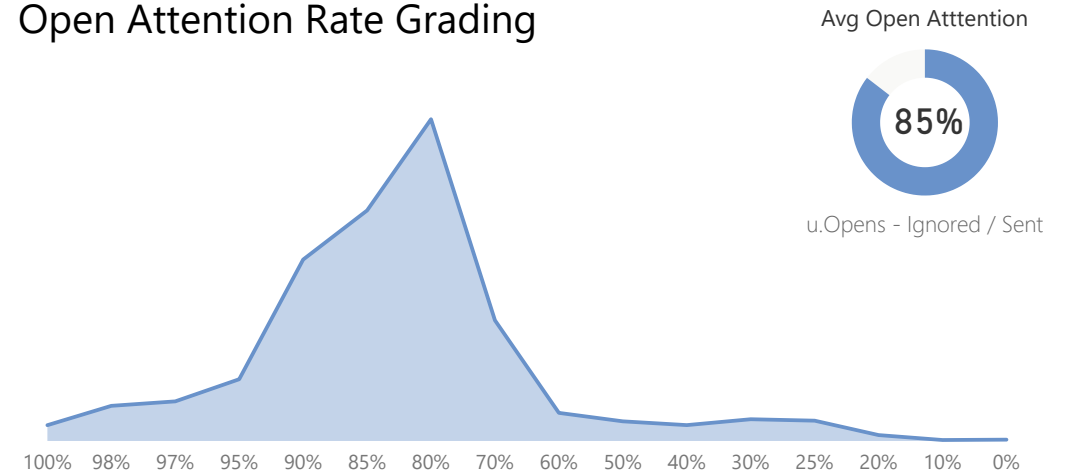
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## Audience Attention Rate Grading



<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
75%	66%	56%	44%	<43%

## Open Attention Rate Grading

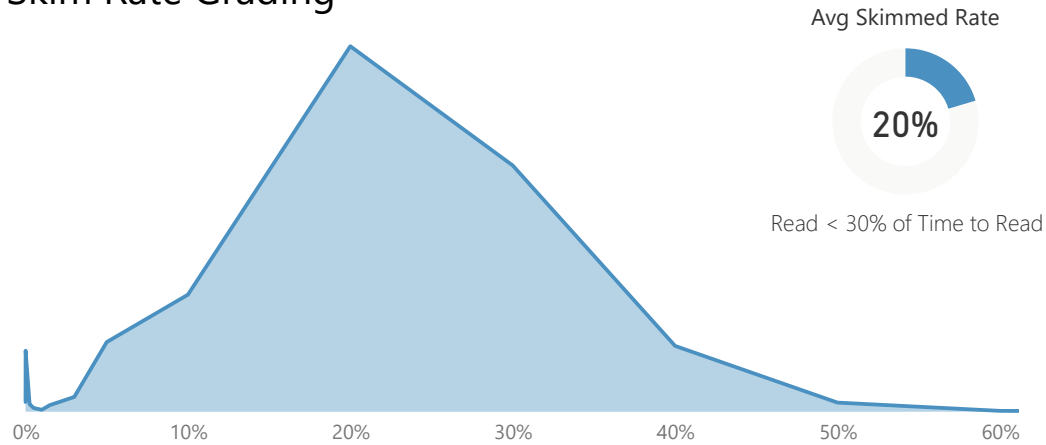


<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
95%	90%	85%	77%	<76%

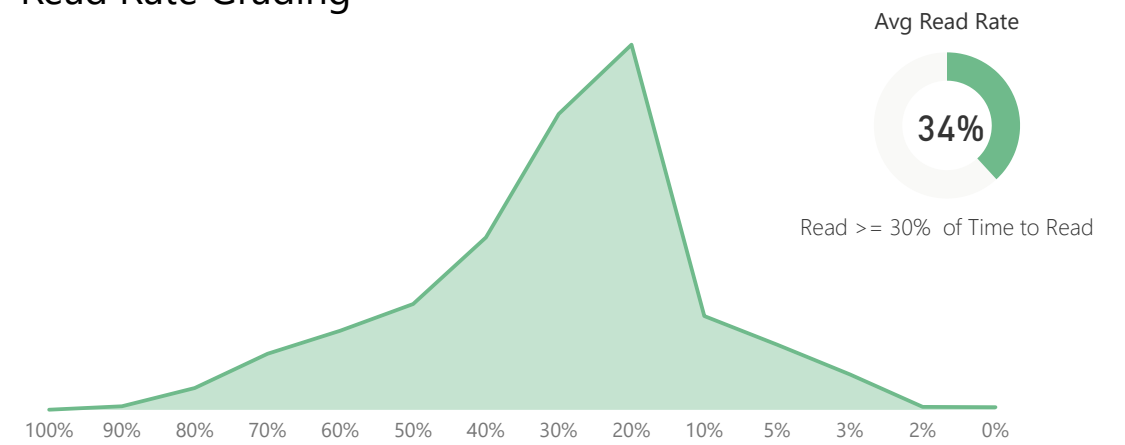
# Readership Grading

To grade key metrics on a relative curve, all email results are ordered from best to worst and split into five even groups, each containing 20% of the total data samples. The minimum score of the top performing section is Graded as an A, the minimum of the next is a B, and so on, with the worst performing graded as an F.

## Skim Rate Grading



## Read Rate Grading



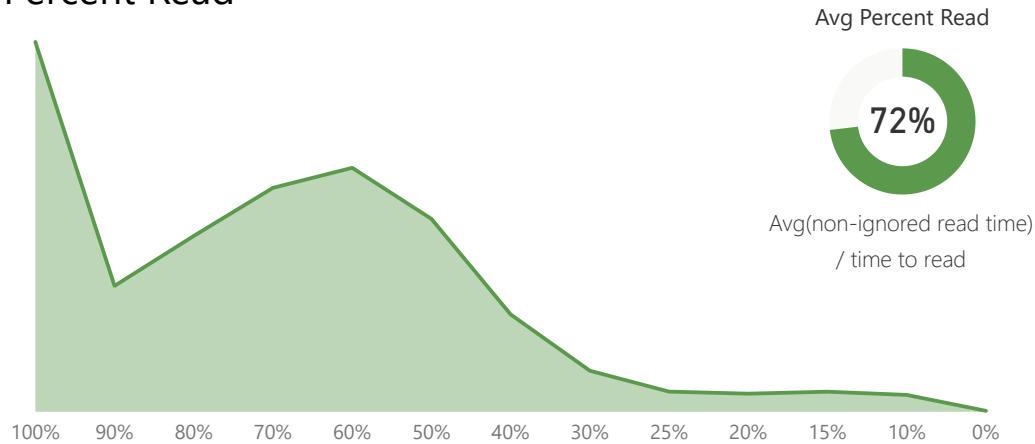
A	B	C	D	F
10%	18%	25%	31%	>32%

A	B	C	D	F
56%	41%	30%	21%	<20%

# Engagement Grading

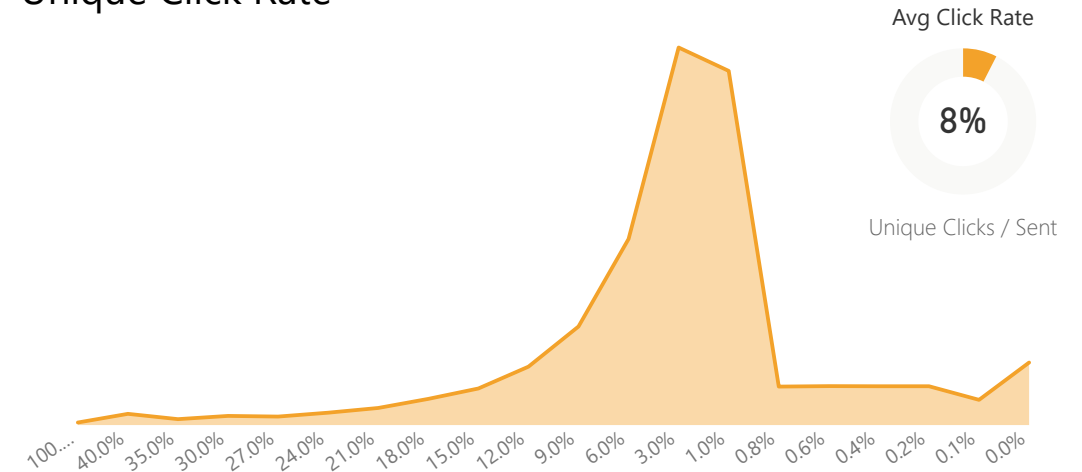
To grade key metrics on a relative curve, all email results are ordered from best to worst and split into five even groups, each containing 20% of the total data samples. The minimum score of the top performing section is Graded as an A, the minimum of the next is a B, and so on, with the worst performing graded as an F.

## Percent Read



<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
100%	89%	71%	55%	<54%

## Unique Click Rate

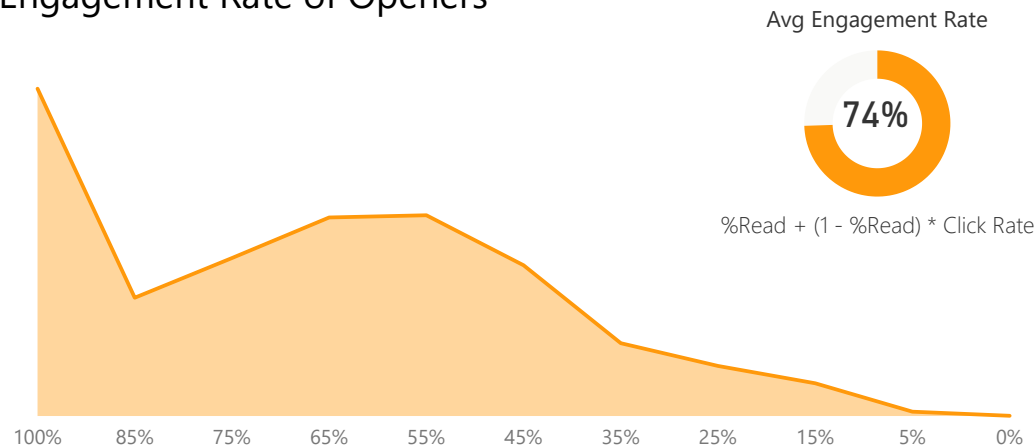


<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
15%	8%	4%	2%	<1.4%

# Engagement Grading

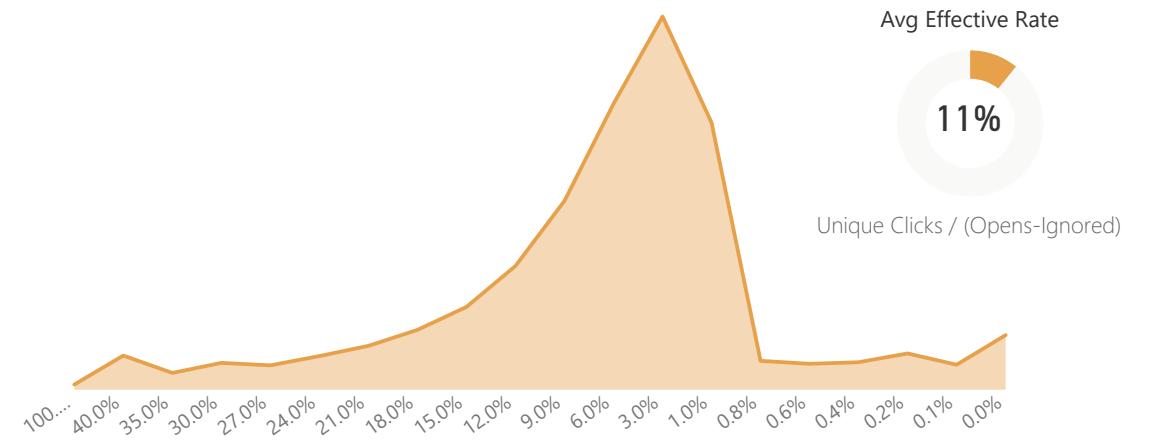
To grade key metrics on a relative curve, all email results are ordered from best to worst and split into five even groups, each containing 20% of the total data samples. The minimum score of the top performing section is Graded as an A, the minimum of the next is a B, and so on, with the worst performing graded as an F.

## Engagement Rate of Openers



Grade	Percentage
A	100%
B	90%
C	73%
D	57%
F	< 56%

## Effective Click Rate of Openers



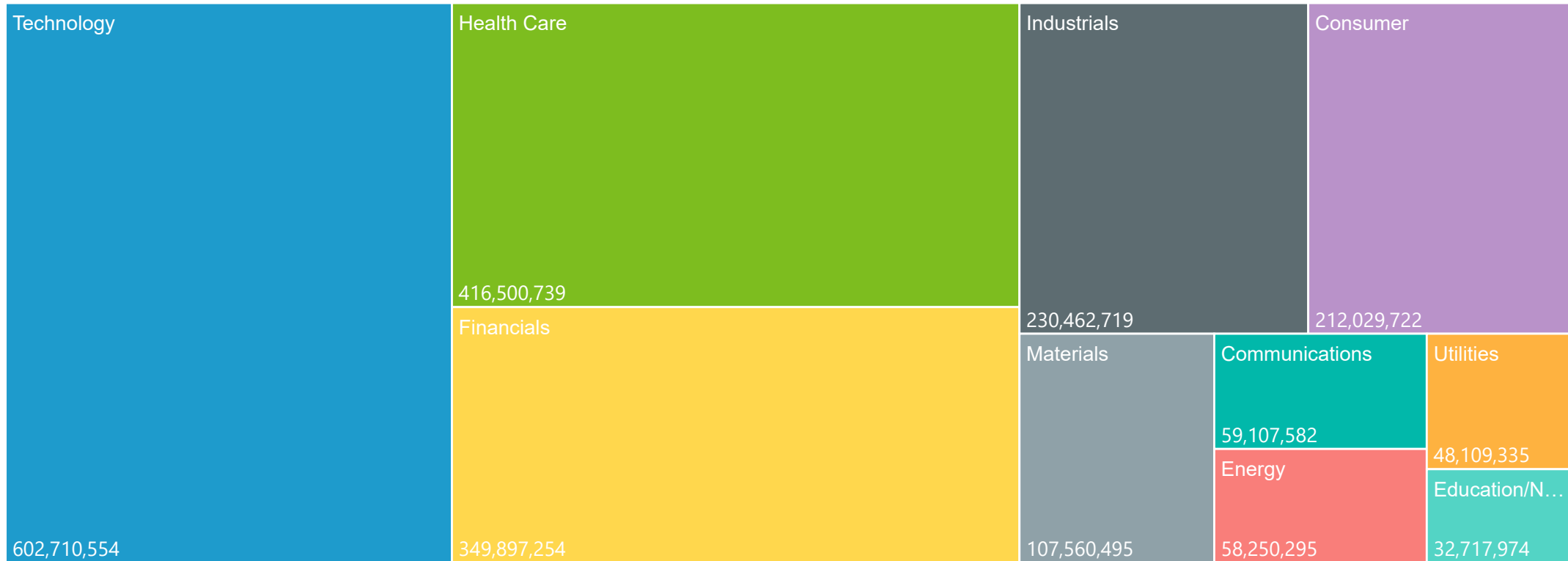
Grade	Percentage
A	22%
B	12%
C	6%
D	2.4%
F	< 2.3%



# Corporate email communication benchmarks for 10 S&P industry sectors.



## Industry Sectors

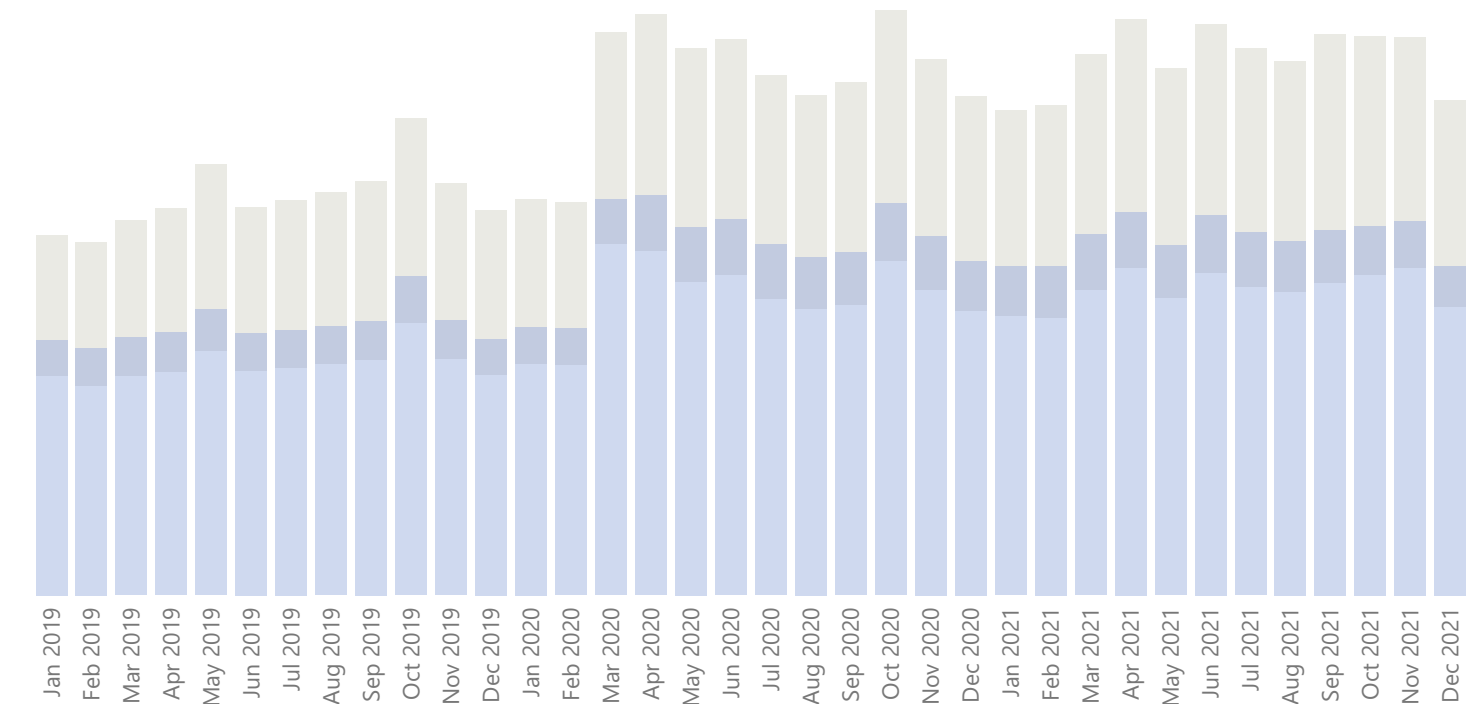


# Email Reach

Reach measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

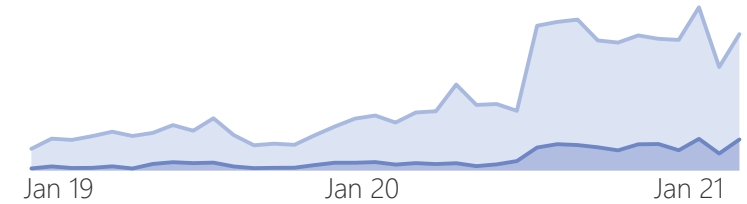
## Email Broadcast Volume Per 1000 employees

● Opens ● Ignored ● Sent



## Device Opens

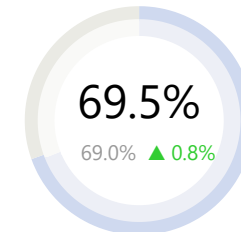
● Desktop ● Mobile



## %Mobile Opens

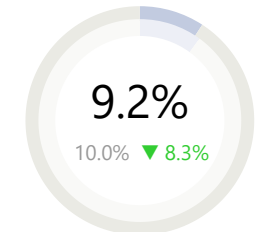
10.6% ▼ -19.57%

## Open Rate



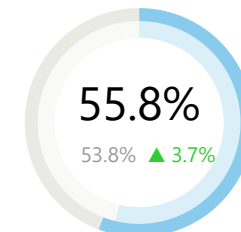
Unique Opens / Sent

## Ignore Rate



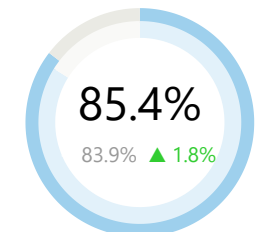
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate

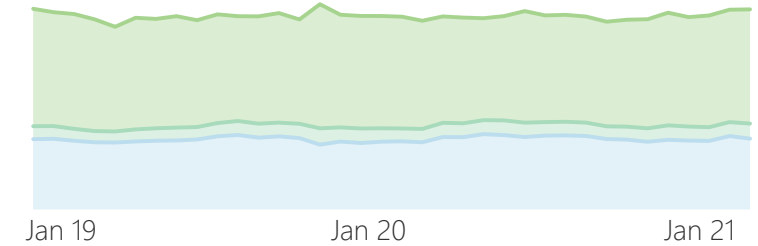


u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

# Email Readership

Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

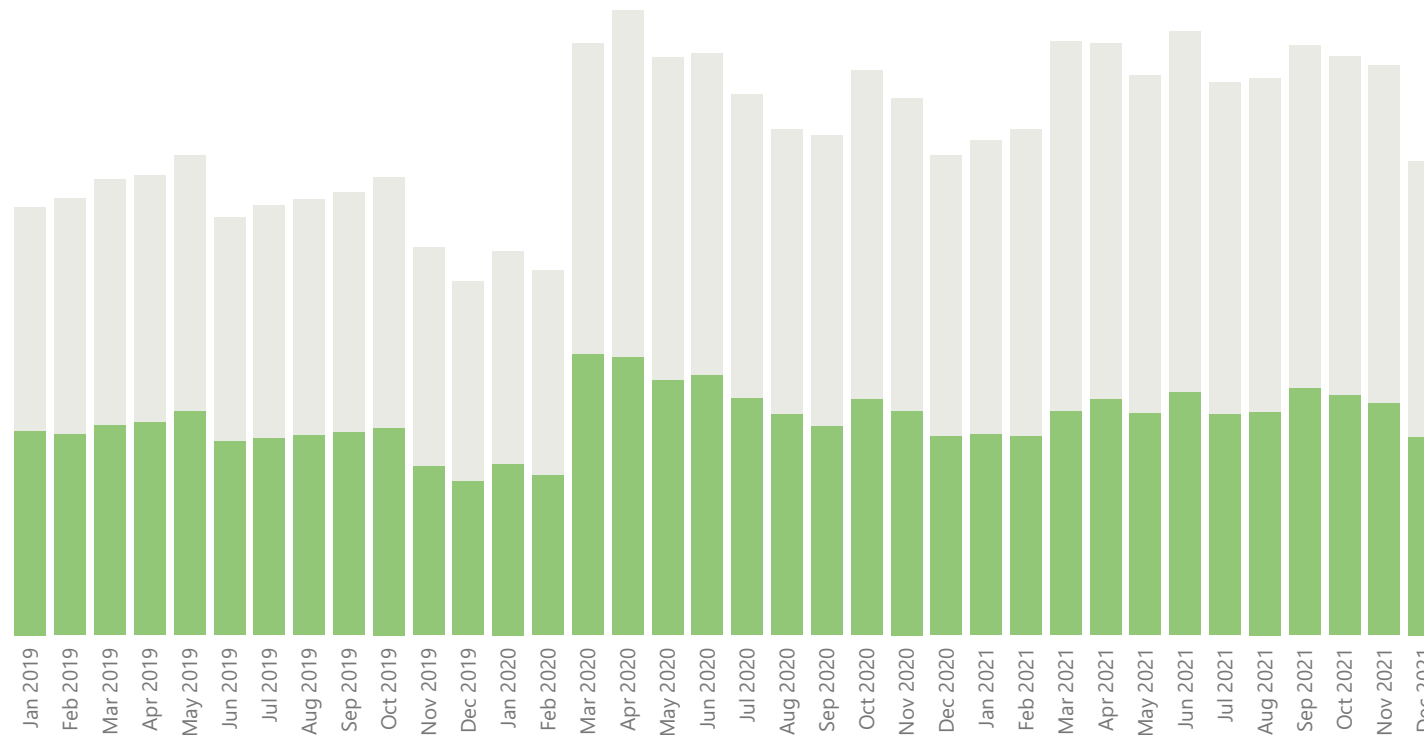
## Readership Rates



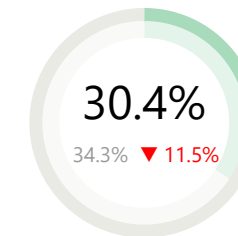
## Readership by Month Per 1000 employees

● Minutes Read ● Minutes Sent

2021 Compared to 2020 | 2019  
Total Minutes Read Y/Y ▼ -1% ▲ 13%

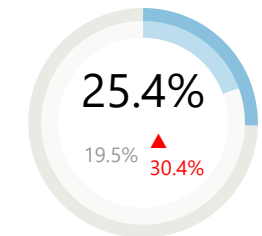


### Read



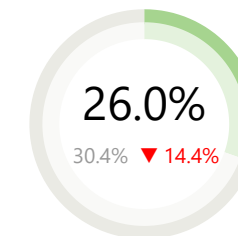
Read >= 30% of Time to Read

### Skimmed



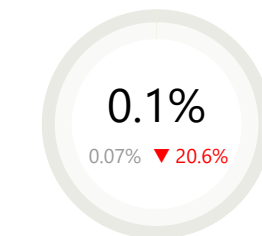
Read < 30% of Time to Read

### Engaged Read



Percent of Reads > 50% of Time to Read

### Left Open Read



Percent of Reads > 150% of Time to Read

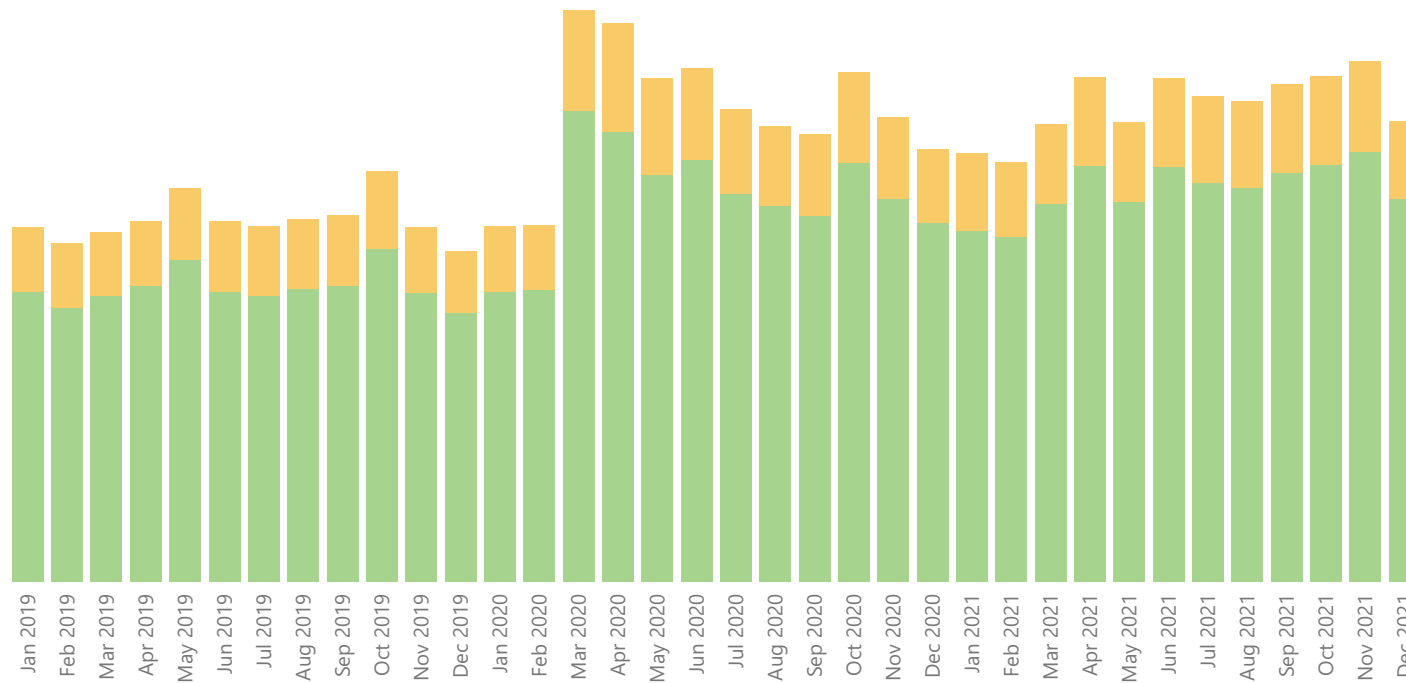
# Email Engagement

Engagement measures interaction with your email, combining the percent of the content read together with click activity, if links are included in the message. Factors which impact engagement include reading ease, authenticity, content relevancy and interest, presentation and message length, and call to action and link text effectiveness.

Readership by Month Per 1000 employees

● Engaged Reads ● Clicks

2021 Compared to 2020 | 2019  
Engaged Reads + Clicks Y/Y ▲ 2% | ▲ 31%

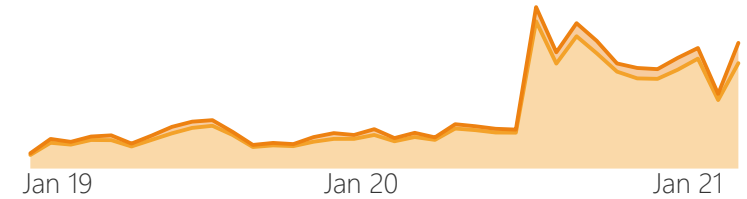


Device Clicks

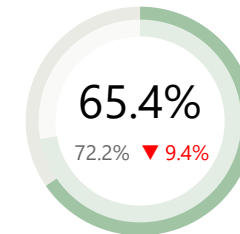
● Desktop ● Mobile

%Mobile Clicks

8% ▼ -19%

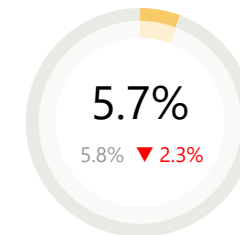


Readers %Read



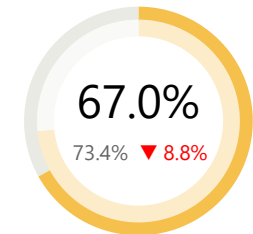
Avg(non-ignored read time) / time to read

Click Rate



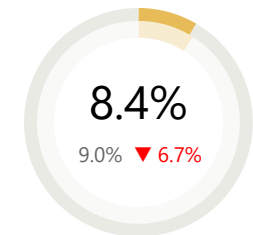
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate

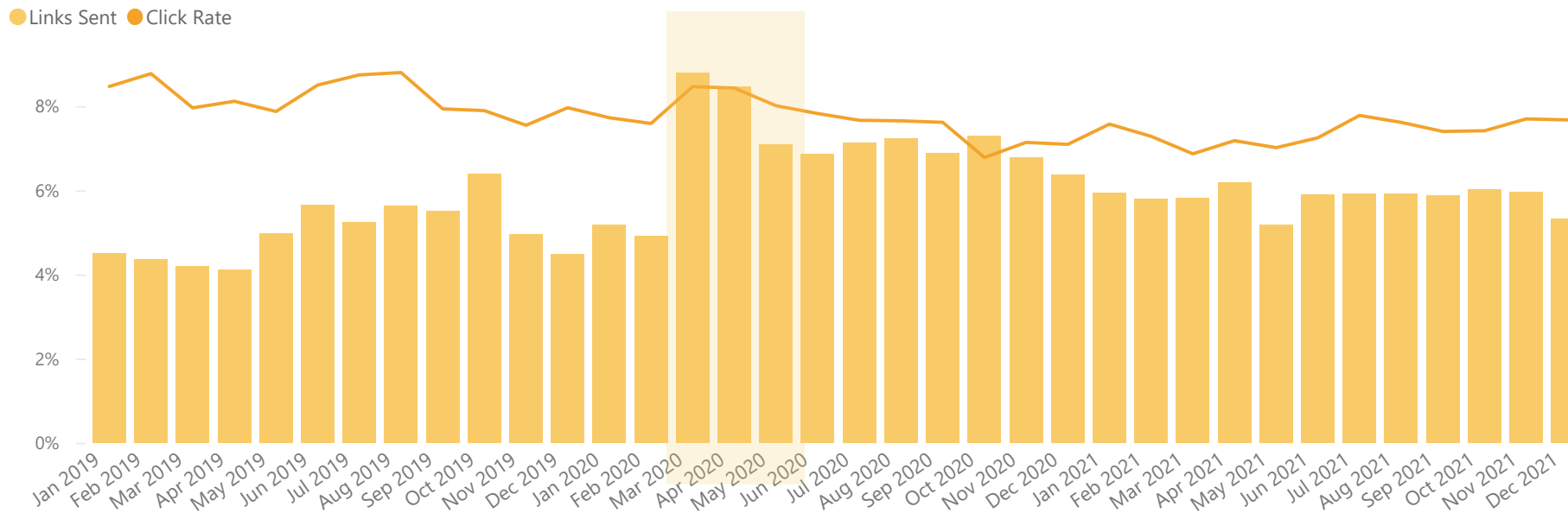


Unique Clicks / (Opens - Ignored)

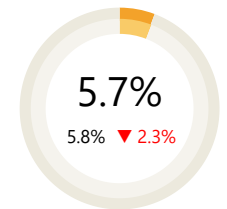
# Email Clicks

Clicks are the sum of recipients' unique link clicks within the email message sent. Click rate is the percentage of recipients who clicked on at least one link within the message (regardless of how many links were sent within the message). Factors which impact clicks are positioning within the email (does it display within the preview window), design formatting (is the link or button obvious), the call to action (is it interesting and compelling), as well as all the general email readership factors.

Clicks by Month Per 1000 Employees



2021 Avg Click Rate compared to 2020



Links Clicked Volume



2021 to 2020 Click Rate and Volume

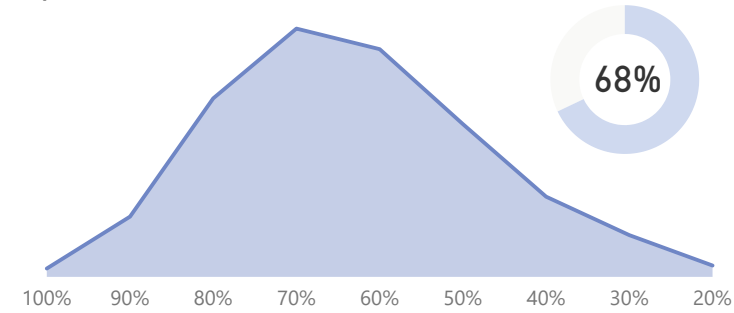


2021/2019 Click Rate and Volume



Open Rates

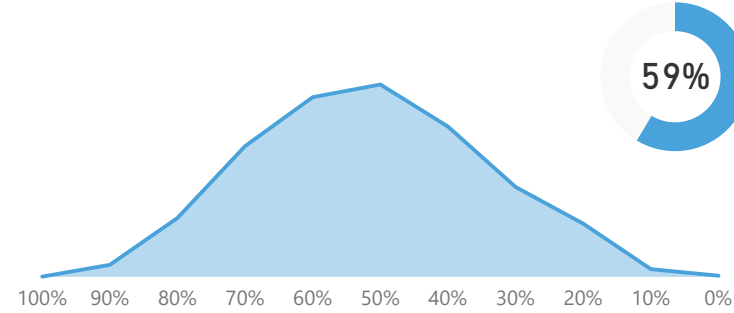
Avg Open Rate



A	B	C	D	F
84%	76%	68%	56%	<55%

Audience Attention Rate

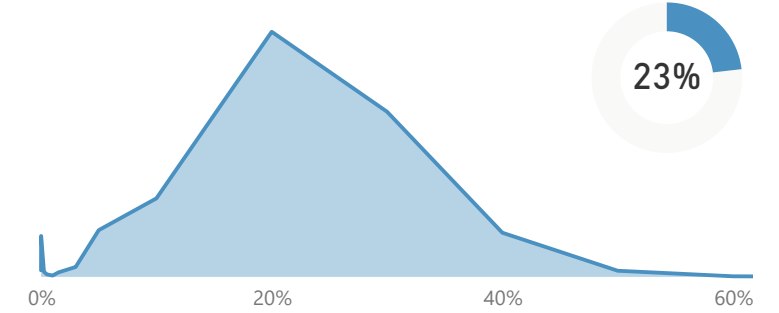
Avg Audience Attention



A	B	C	D	F
75%	66%	56%	44%	<43%

Skim Rate

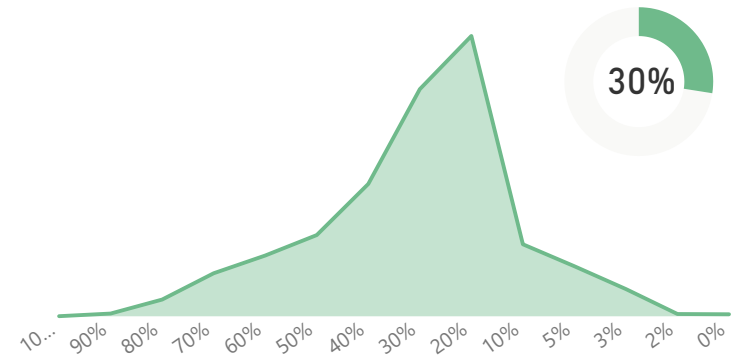
Avg Skimmed Rate



A	B	C	D	F
10%	18%	25%	31%	>32%

Read Rate

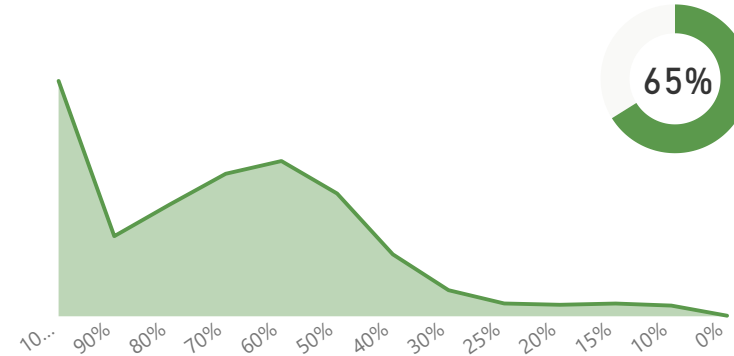
Avg Read Rate



A	B	C	D	F
56%	41%	30%	21%	<20%

Percent Read

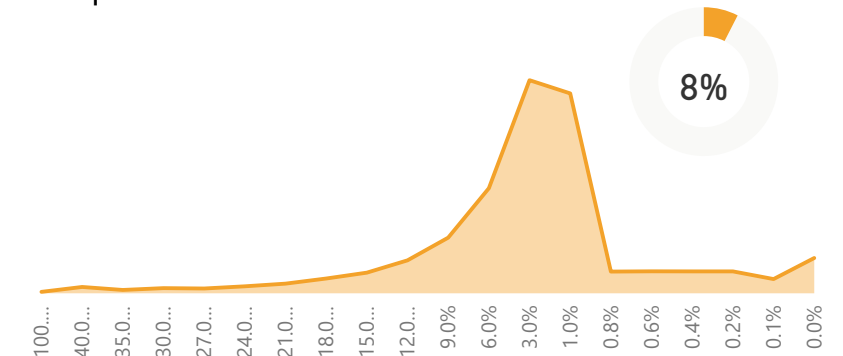
Avg Percent Read



A	B	C	D	F
100%	89%	71%	55%	<54%

Unique Click Rate

Avg Click Rate



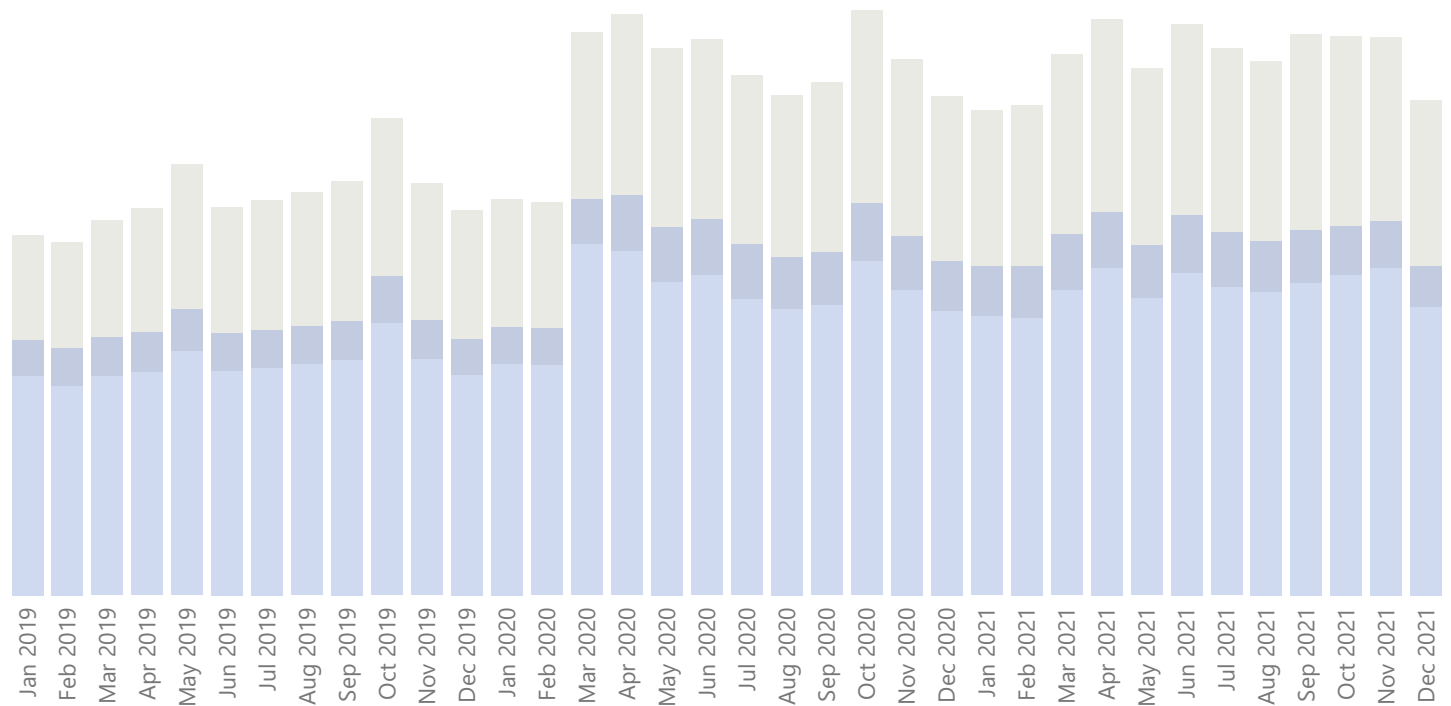
A	B	C	D	F
15%	8%	4%	2%	<1.4%

# Email Reach

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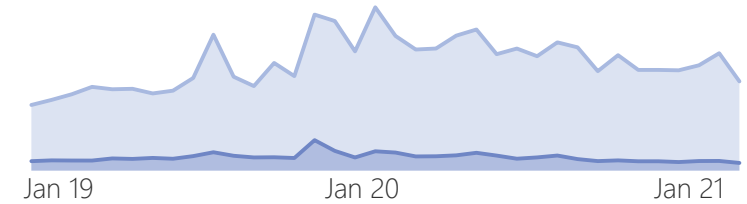
## Email Broadcast Volume Per 1000 employees

● Opens ● Ignored ● Sent



## Device Opens

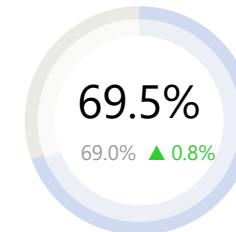
● Desktop ● Mobile



## %Mobile Opens

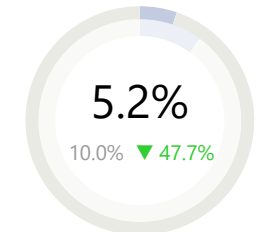
9.3% ▼ -49.96%

## Open Rate



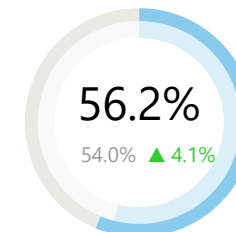
Unique Opens / Sent

## Ignore Rate



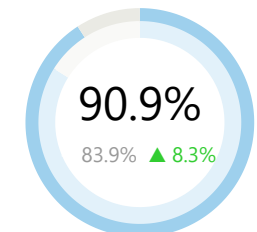
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate



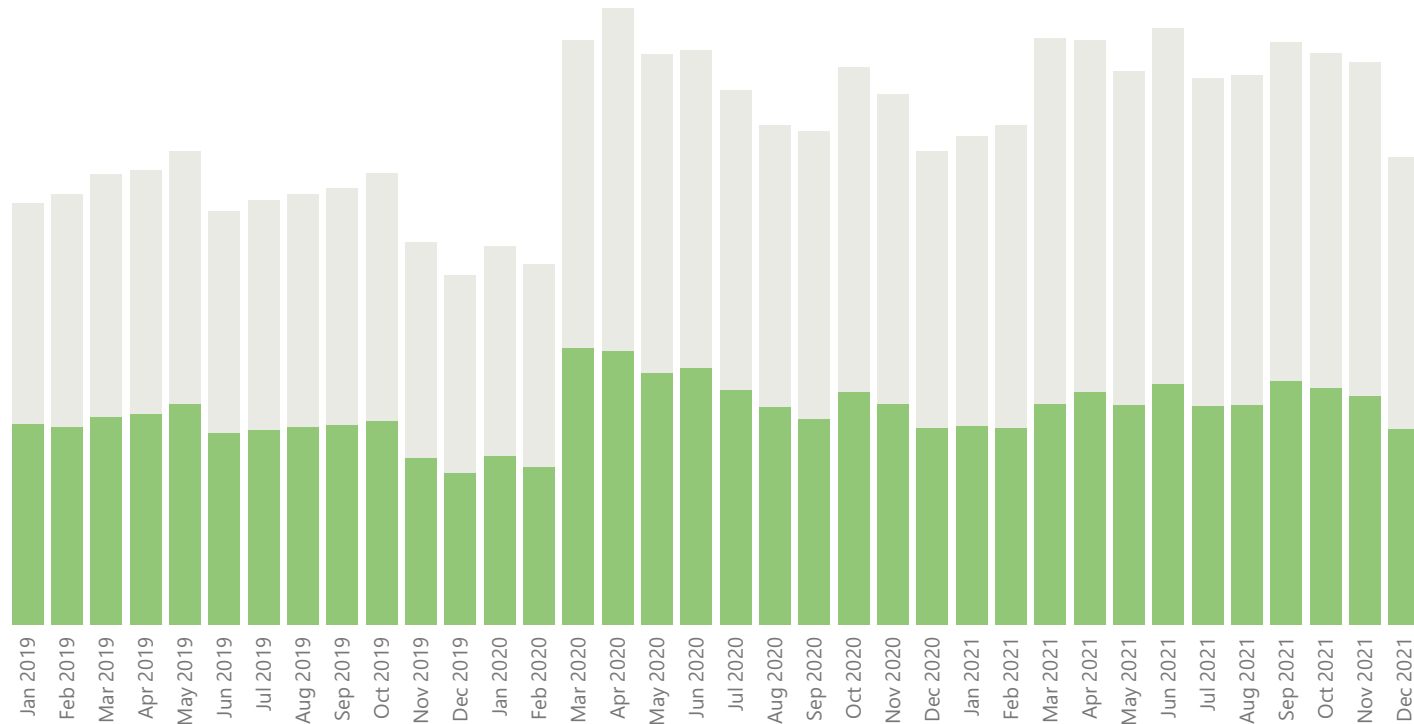
u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

# Email Readership

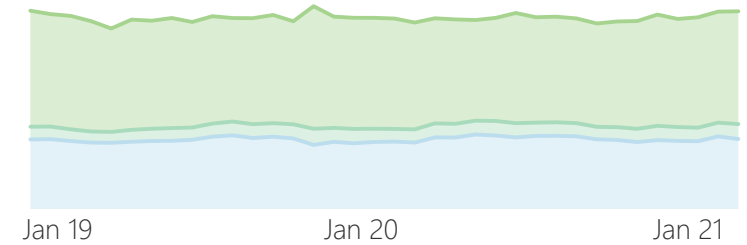
Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

Readership by Month Per 1000 employees

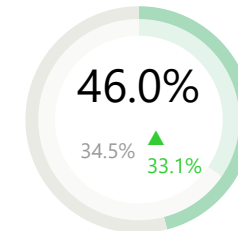
● Minutes Read ● Minutes Sent



Readership Rates

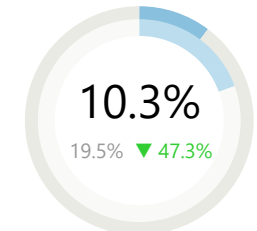


Read



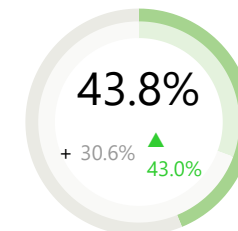
Read >= 30% of Time to Read

Skimmed



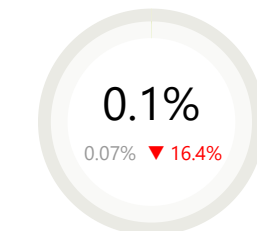
Read < 30% of Time to Read

Engaged Read



Percent of Reads > 50% of Time to Read

Left Open Read



Percent of Reads > 150% of Time to Read



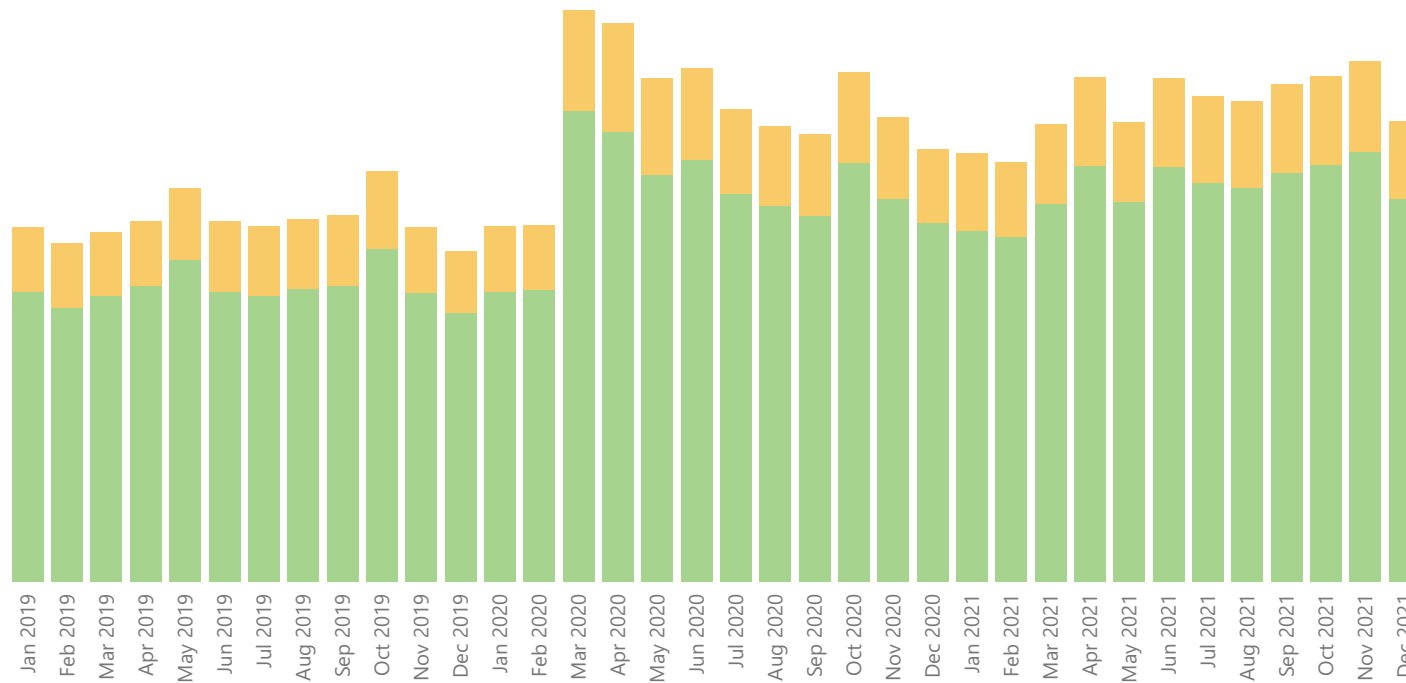
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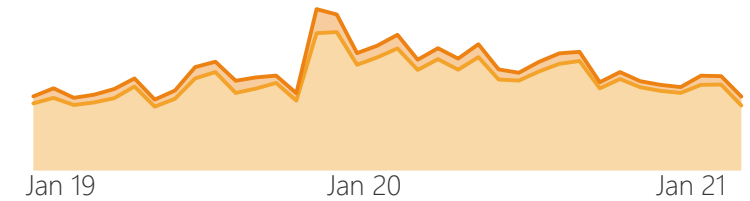


Device Clicks

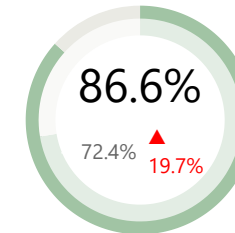
● Desktop ● Mobile

%Mobile Clicks

8% ▼ -41%

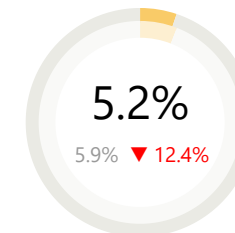


Readers %Read



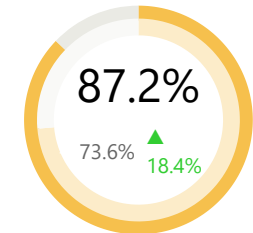
Avg(non-ignored read time) / time to read

Click Rate



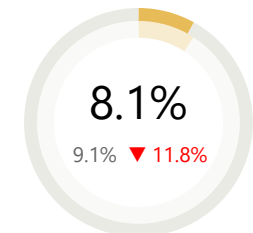
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate

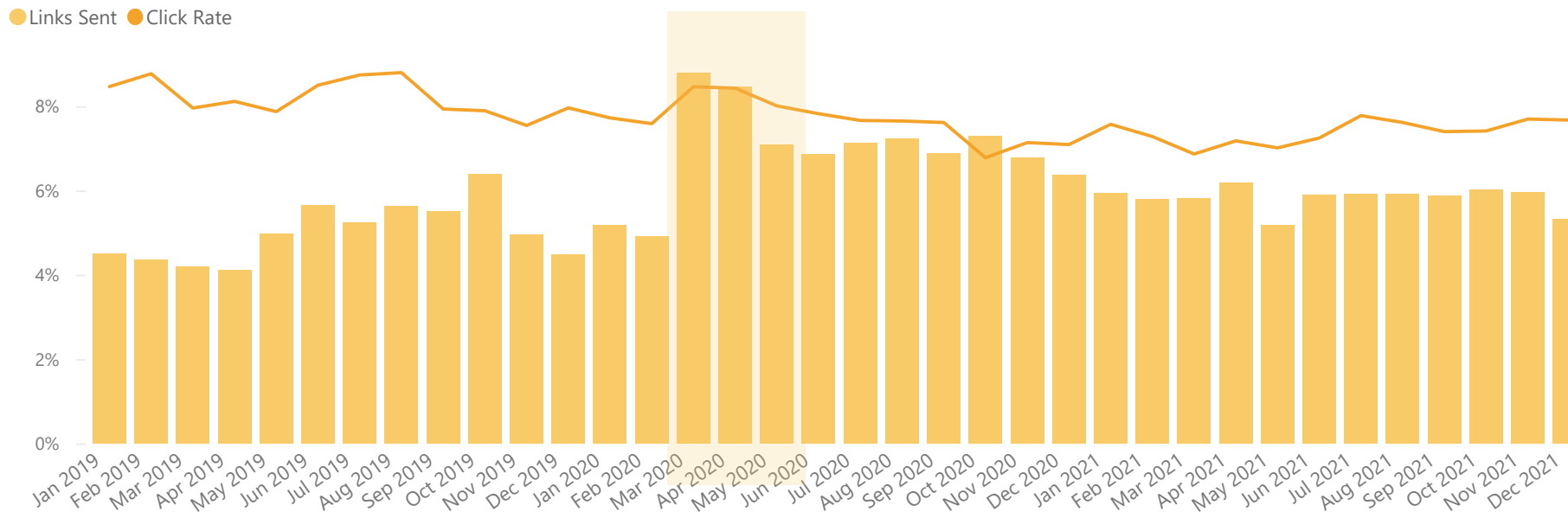


Unique Clicks / (Opens - Ignored)

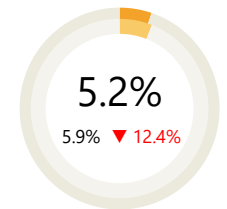
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Clicks by Month Per 1000 Employees



2021 Avg Click Rate compared to 2020



Links Clicked Volume



2021 to 2020 Click Rate and Volume

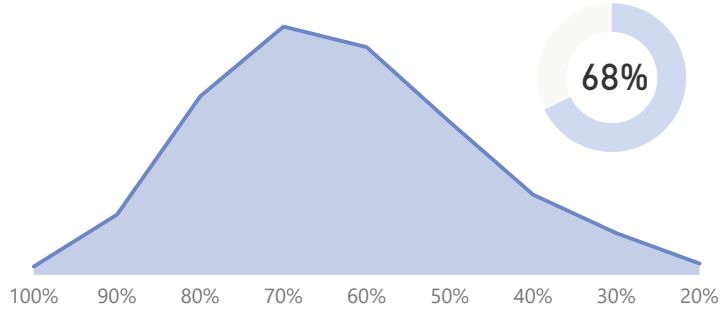


2021/2019 Click Rate and Volume



Open Rates

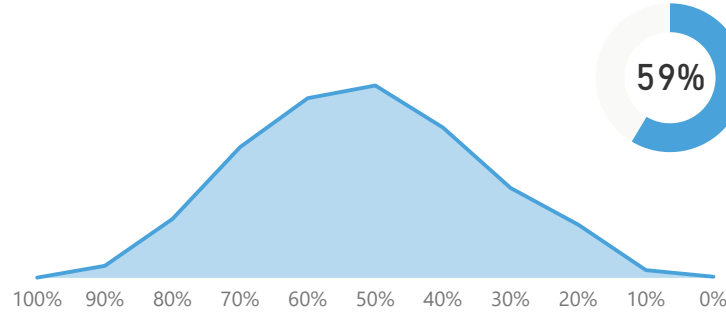
Avg Open Rate



A	B	C	D	F
84%	76%	68%	56%	<55%

Audience Attention Rate

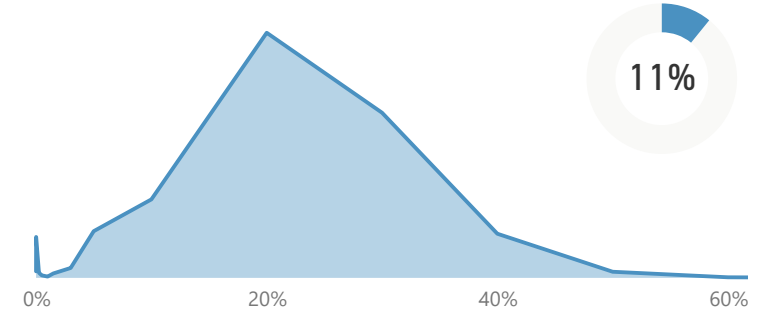
Avg Audience Attention



A	B	C	D	F
75%	66%	56%	44%	<43%

Skim Rate

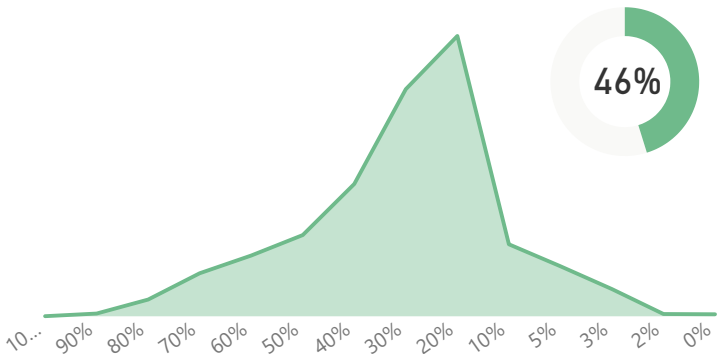
Avg Skimmed Rate



A	B	C	D	F
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Read Rate

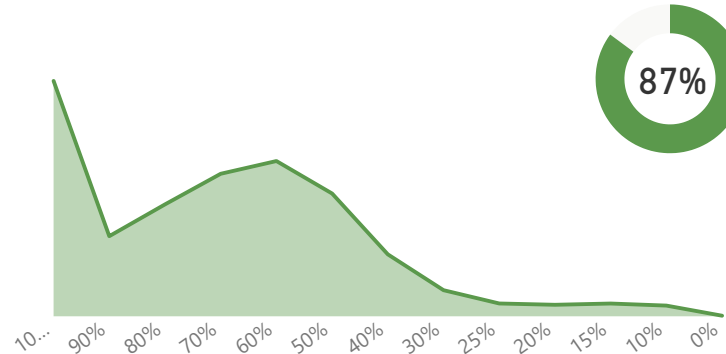
Avg Read Rate



A	B	C	D	F
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Percent Read

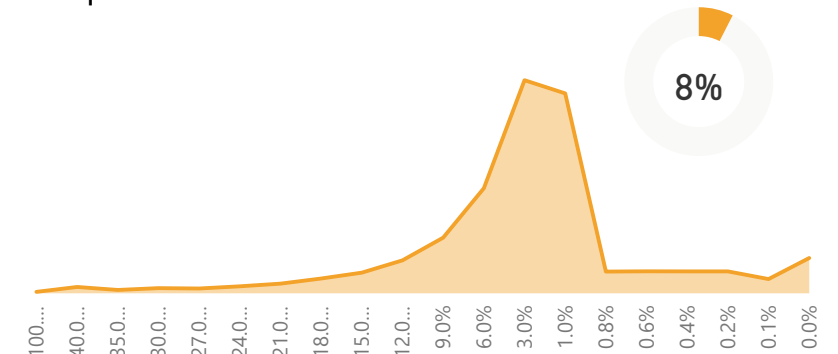
Avg Percent Read



A	B	C	D	F
100%	89%	71%	55%	<54%

Unique Click Rate

Avg Click Rate



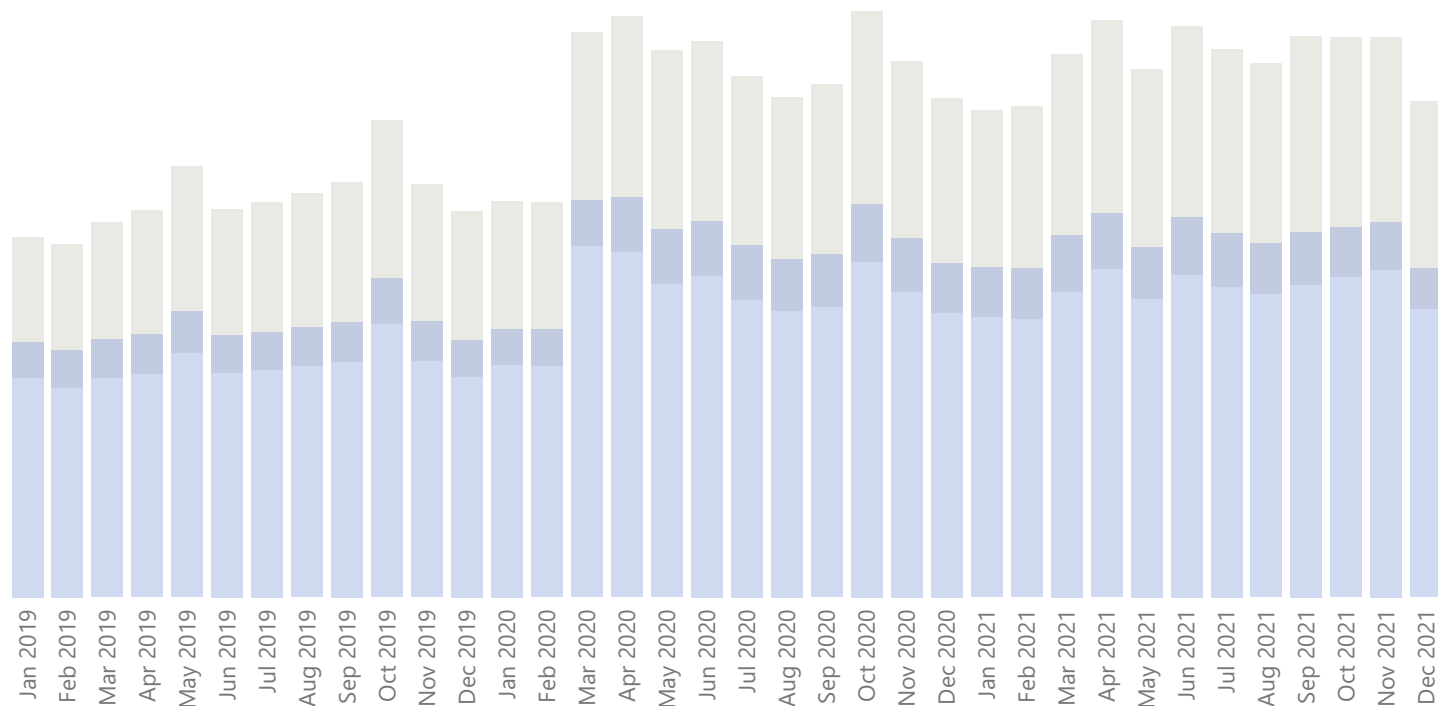
A	B	C	D	F
15%	8%	4%	2%	<1.4%

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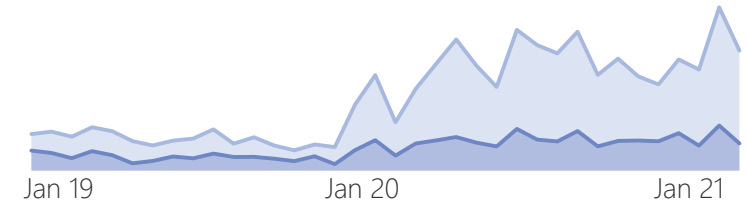
## Email Broadcast Volume Per 1000 employees

● Opens ● Ignored ● Sent



## Device Opens

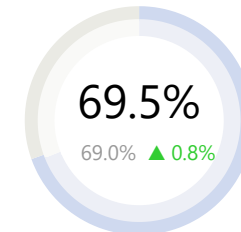
● Desktop ● Mobile



## %Mobile Opens

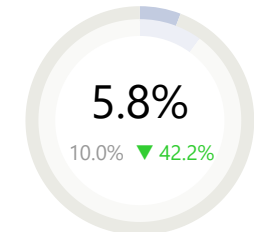
20.4% ▲ 29%

## Open Rate



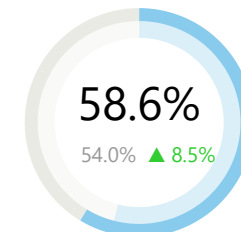
Unique Opens / Sent

## Ignore Rate



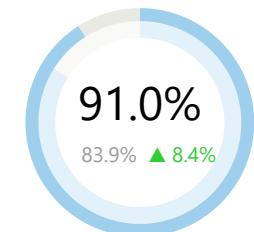
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate



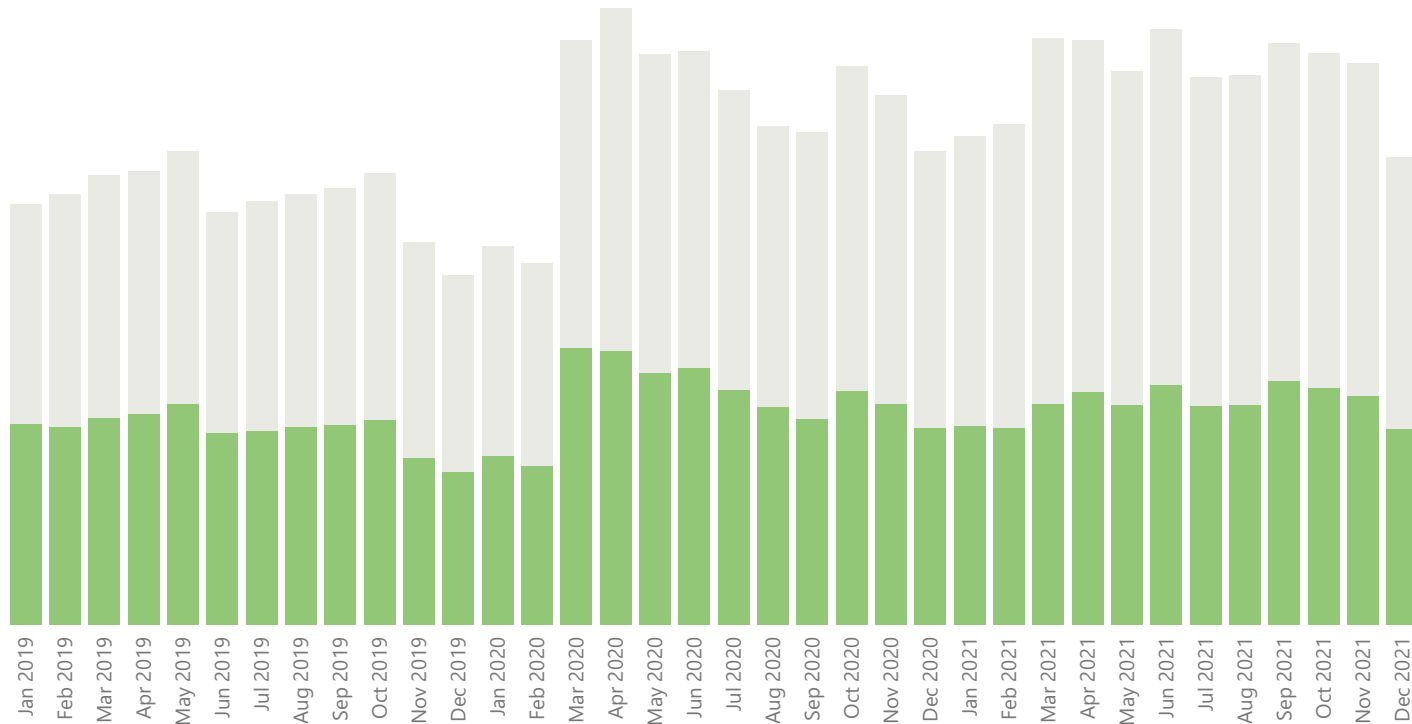
u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

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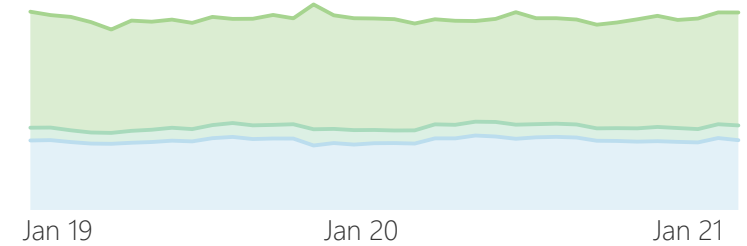
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Readership by Month Per 1000 employees

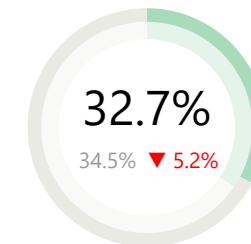
● Minutes Read ● Minutes Sent



Readership Rates

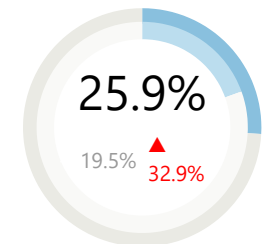


Read



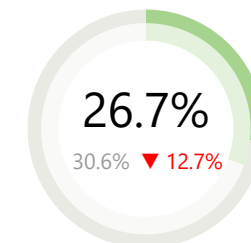
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Skimmed



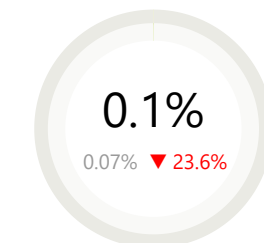
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Engaged Read



Percent of Reads > 50% of Time to Read

Left Open Read



Percent of Reads > 150% of Time to Read

# Email Engagement

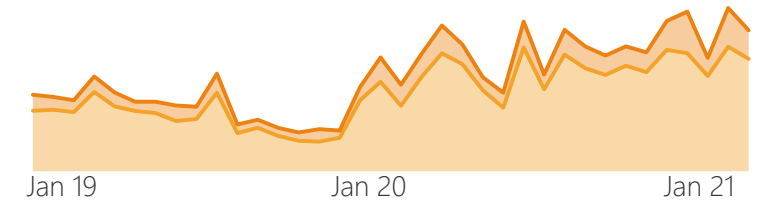
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Device Clicks

● Desktop ● Mobile

%Mobile Clicks

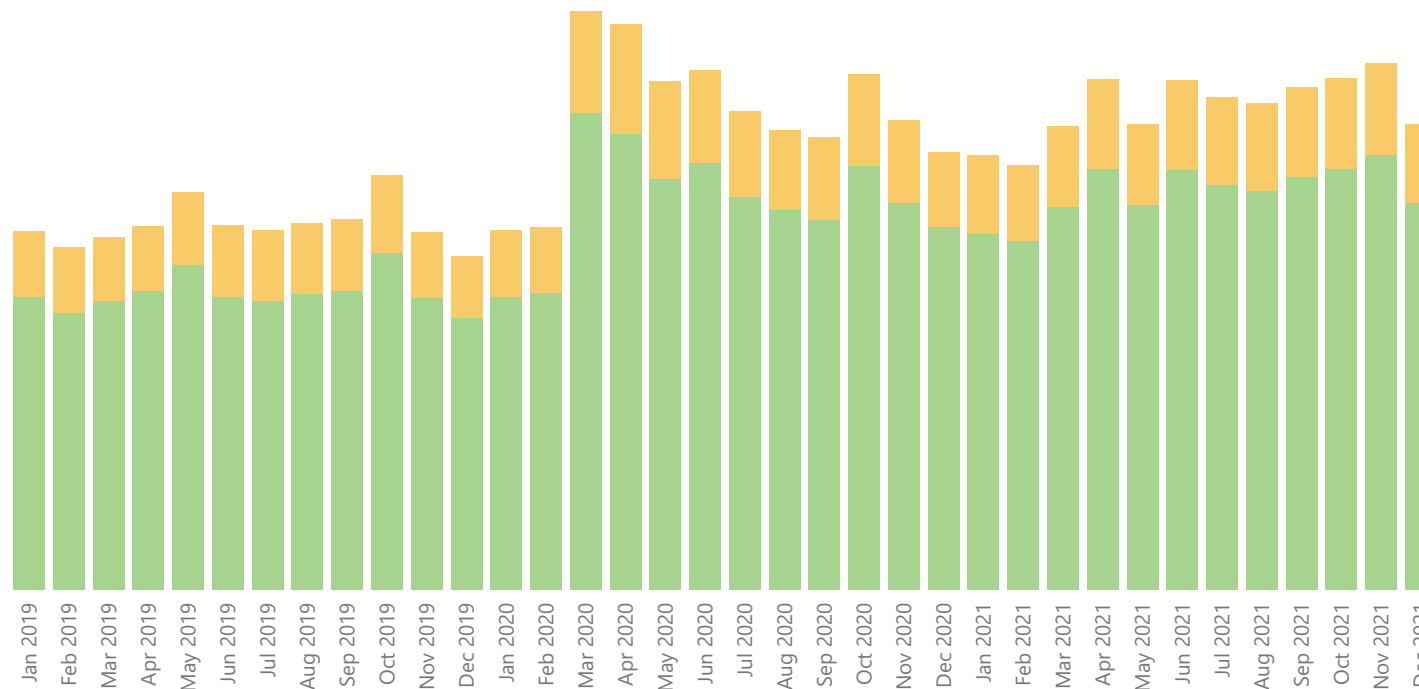
8% ▲ 47%



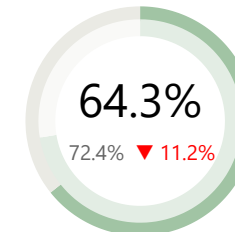
Readership by Month Per 1000 employees

● Engaged Reads ● Clicks

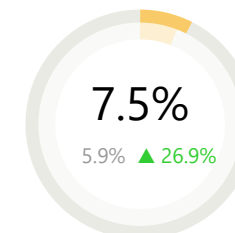
2021 Compared to 2020 | 2019  
Engaged Reads + Clicks Y/Y ▲ 2% | ▲ 32%



Readers %Read

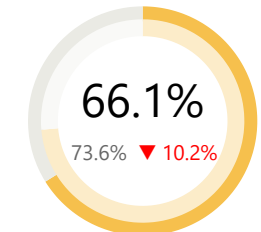


Avg(non-ignored read time) / time to read  
Click Rate



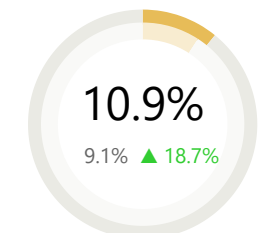
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate

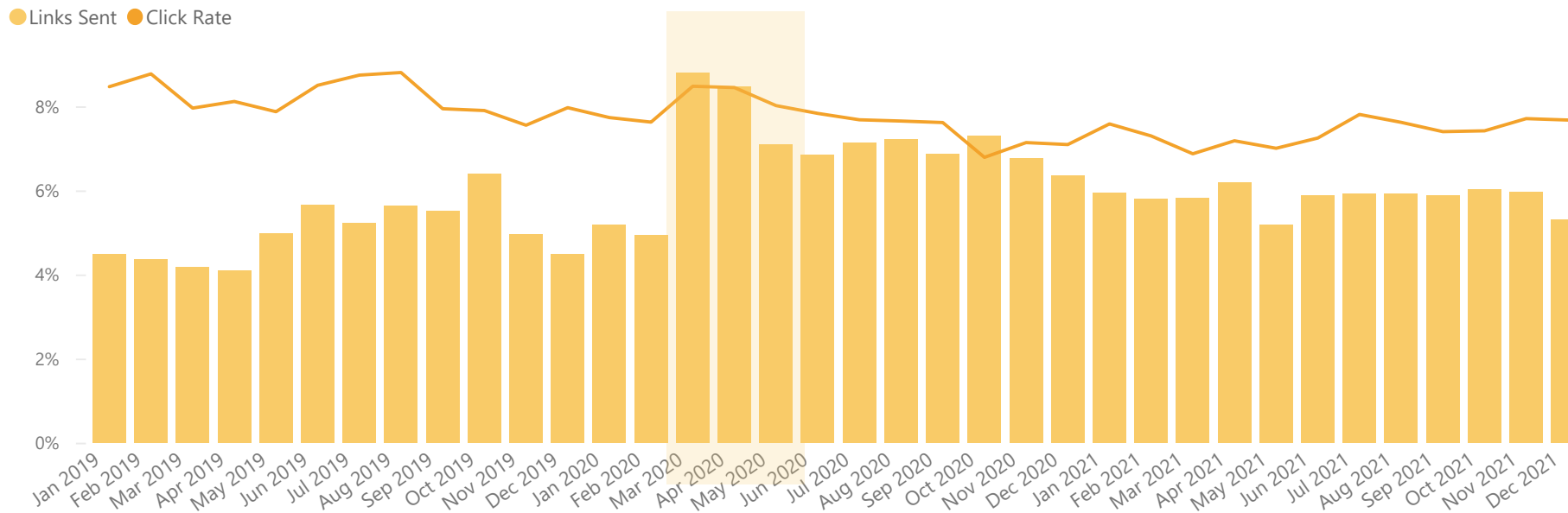


Unique Clicks / (Opens - Ignored)

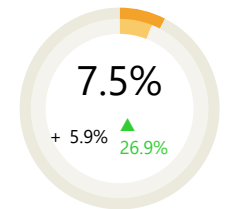
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Clicks by Month Per 1000 Employees



2021 Avg Click Rate compared to 2020



Links Clicked Volume



2021 to 2020 Click Rate and Volume

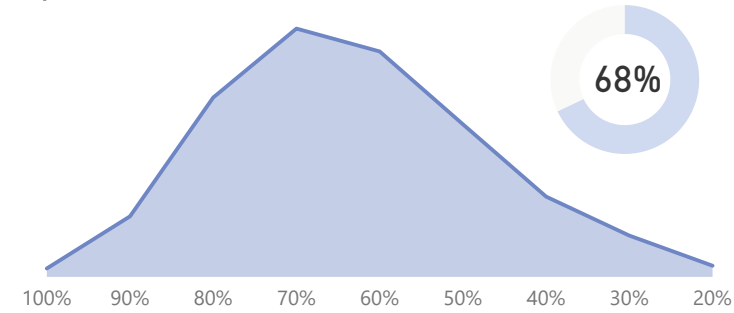


2021/2019 Click Rate and Volume



Open Rates

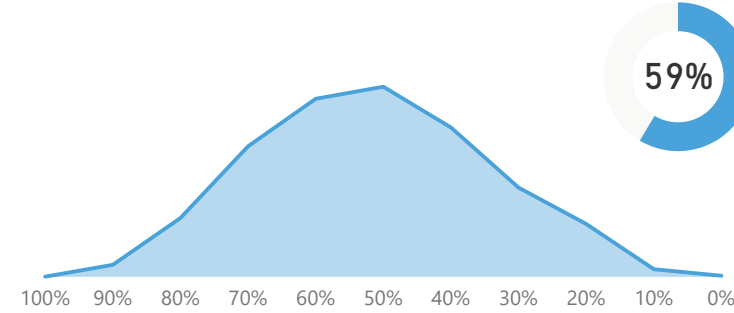
Avg Open Rate



A	B	C	D	F
84%	76%	68%	56%	<55%

Audience Attention Rate

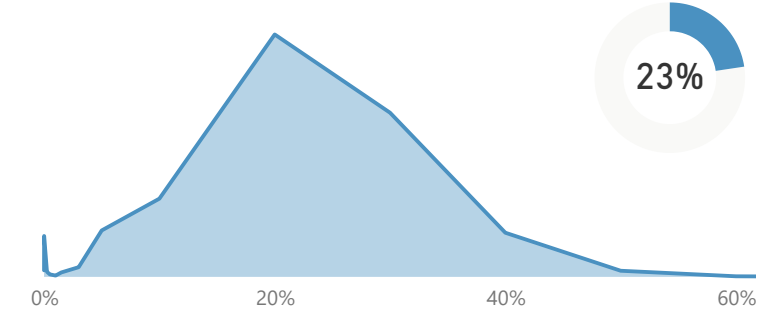
Avg Audience Attention



A	B	C	D	F
75%	66%	56%	44%	<43%

Skim Rate

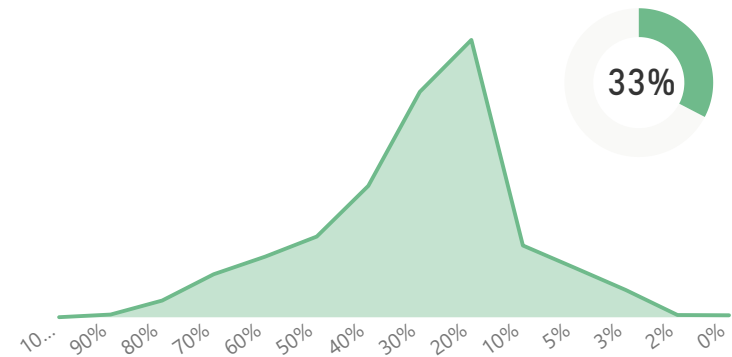
Avg Skimmed Rate



A	B	C	D	F
10%	18%	25%	31%	>32%

Read Rate

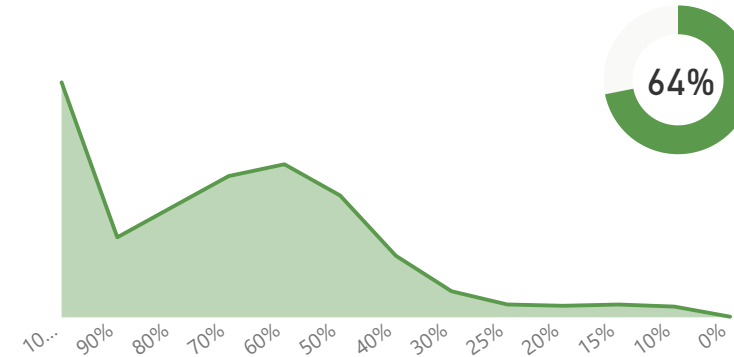
Avg Read Rate



A	B	C	D	F
56%	41%	30%	21%	<20%

Percent Read

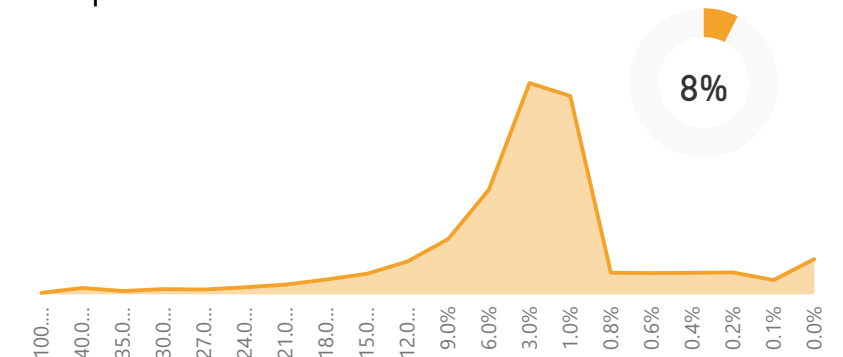
Avg Percent Read



A	B	C	D	F
100%	89%	71%	55%	<54%

Unique Click Rate

Avg Click Rate



A	B	C	D	F
15%	8%	4%	2%	<1.4%



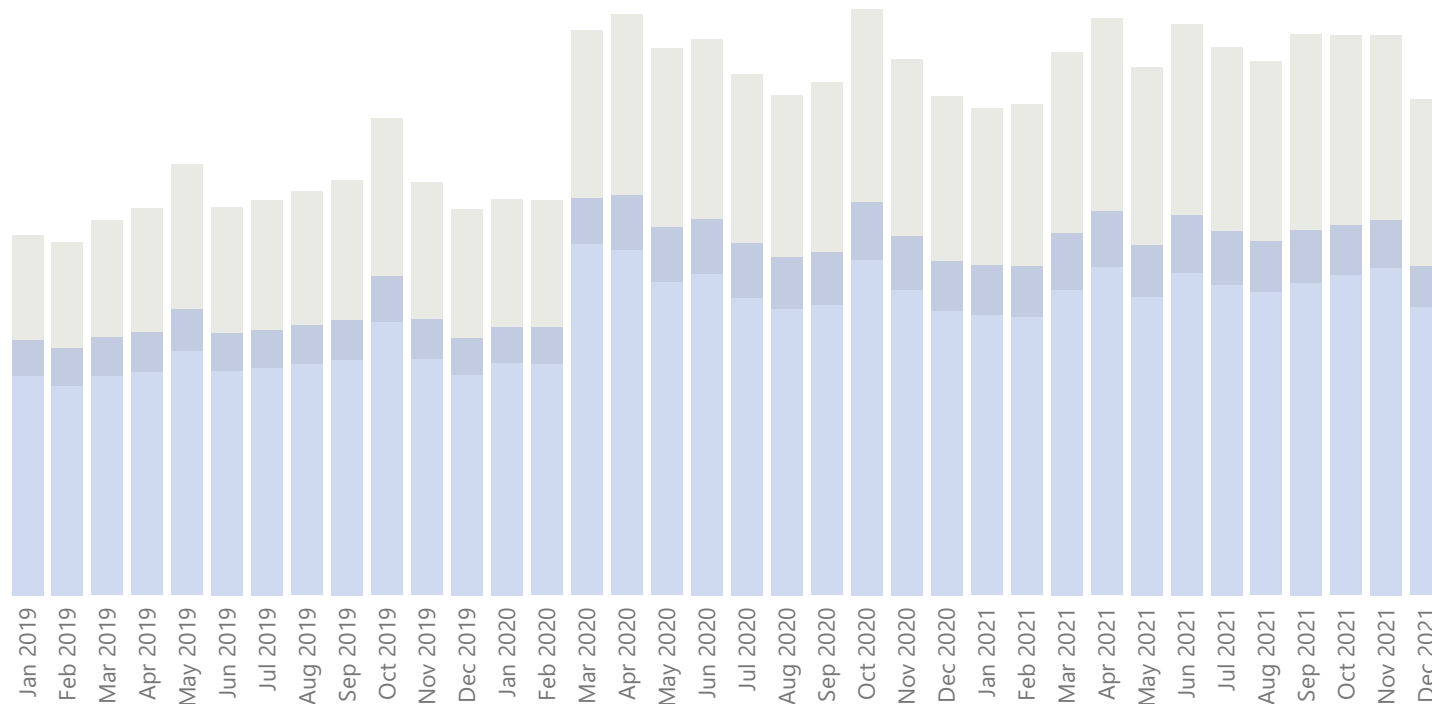
# Email Reach

Reach measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

## Email Broadcast Volume Per 1000 employees

● Opens ● Ignored ● Sent

2021 Compared to 2020 | 2019  
Sent Volume Y/Y ▲ 5% | ▲ 34%

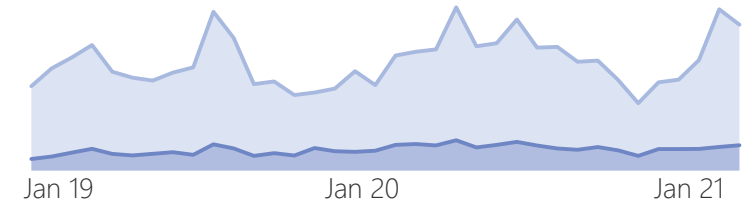


## Device Opens

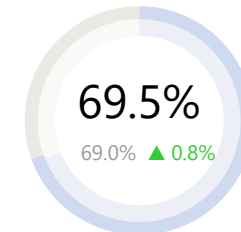
● Desktop ● Mobile

## %Mobile Opens

12.8% ▼ -18.6%

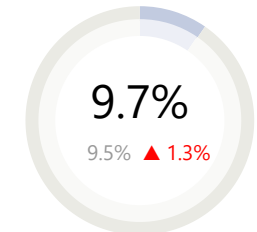


## Open Rate



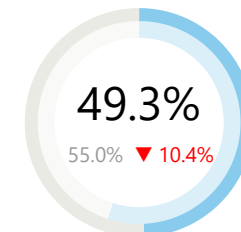
Unique Opens / Sent

## Ignore Rate



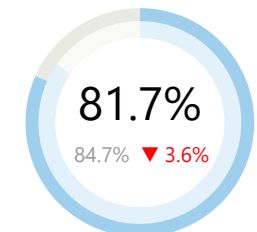
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate



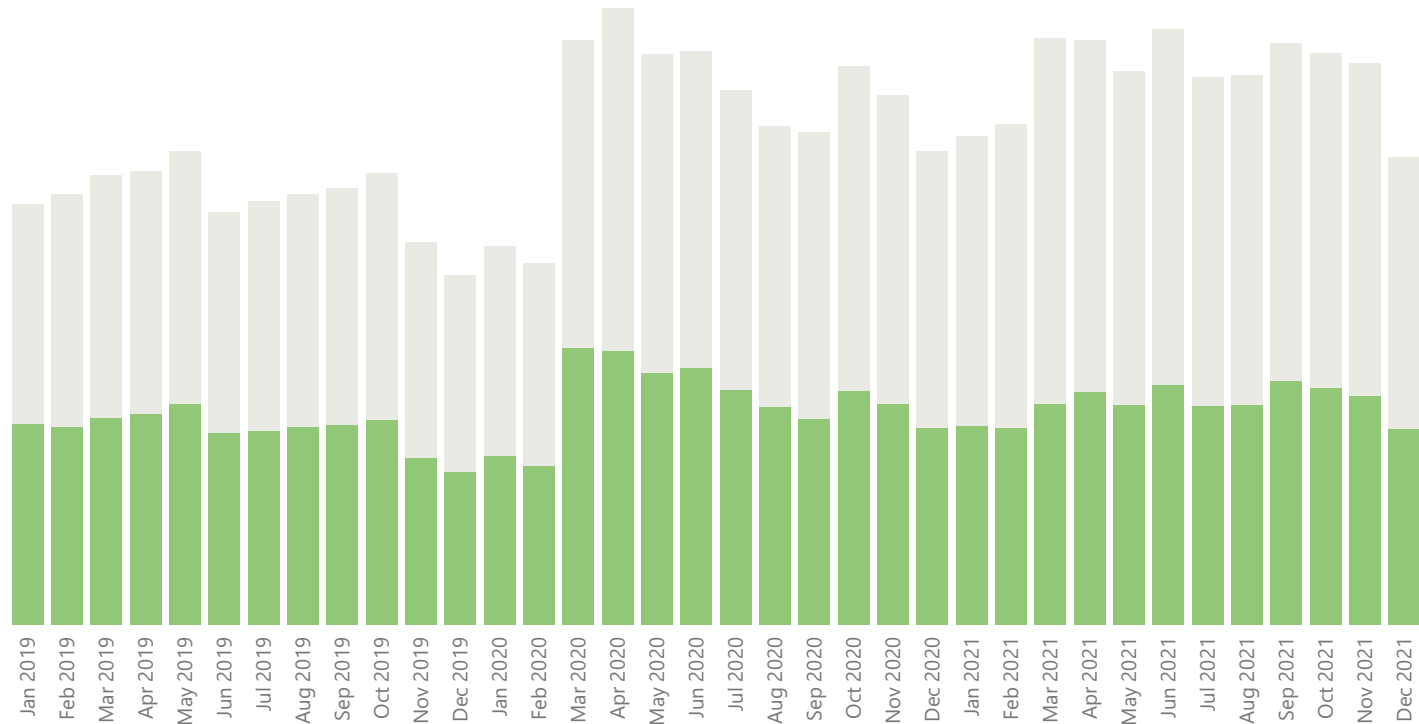
u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

# Email Readership

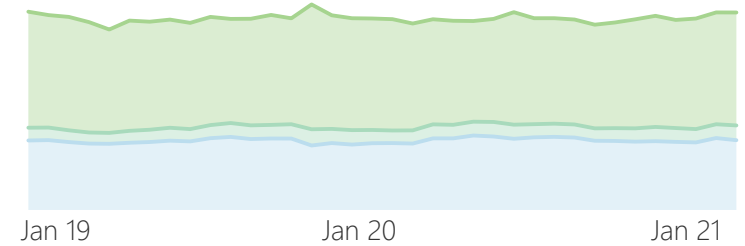
Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

Readership by Month Per 1000 employees

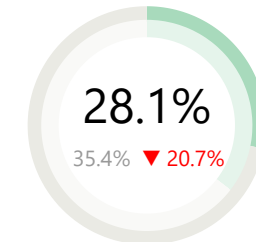
● Minutes Read ● Minutes Sent



Readership Rates

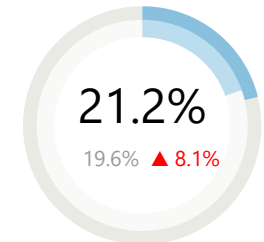


Read



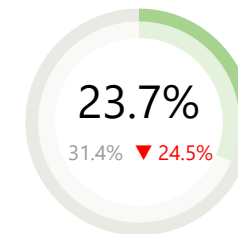
Read >= 30% of Time to Read

Skimmed



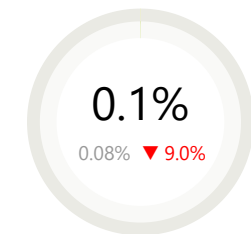
Read < 30% of Time to Read

Engaged Read



Percent of Reads > 50% of Time to Read

Left Open Read



Percent of Reads > 150% of Time to Read

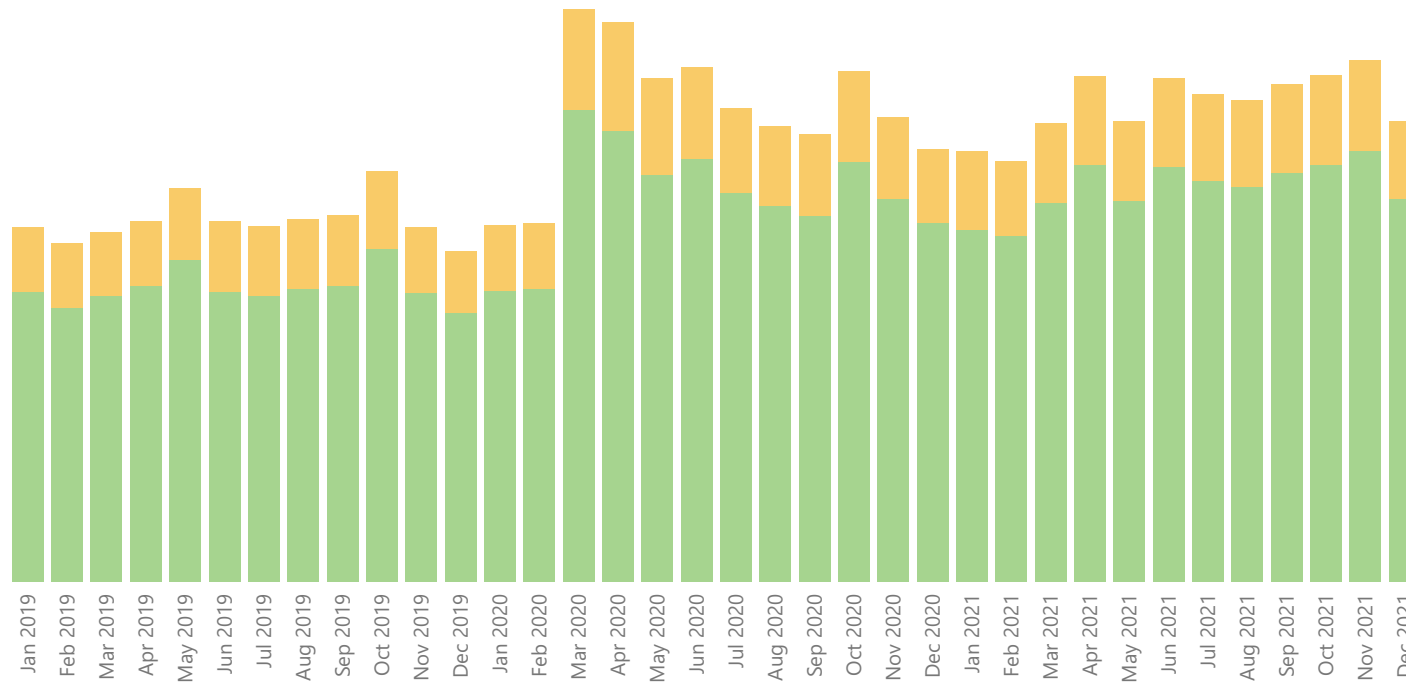
# Email Engagement

Engagement measures interaction with your email, combining the percent of the content read together with click activity, if links are included in the message. Factors which impact engagement include reading ease, authenticity, content relevancy and interest, presentation and message length, and call to action and link text effectiveness.

Readership by Month Per 1000 employees

● Engaged Reads ● Clicks

2021 Compared to 2020 | 2019  
Engaged Reads + Clicks Y/Y ▲ 2% | ▲ 32%

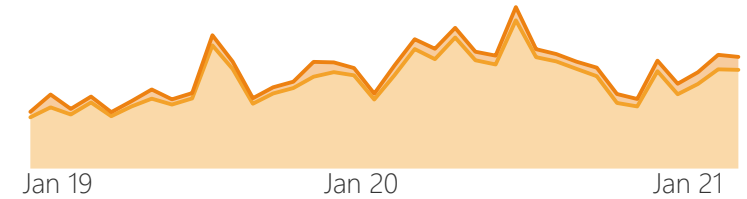


Device Clicks

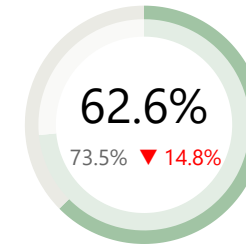
● Desktop ● Mobile

%Mobile Clicks

8% ▼ -15%

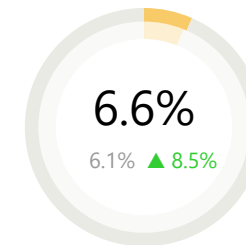


Readers %Read



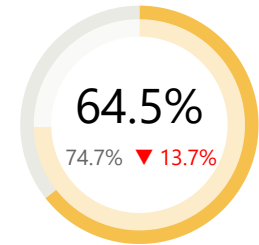
Avg(non-ignored read time) / time to read

Click Rate



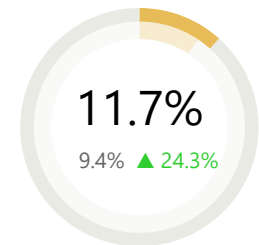
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate

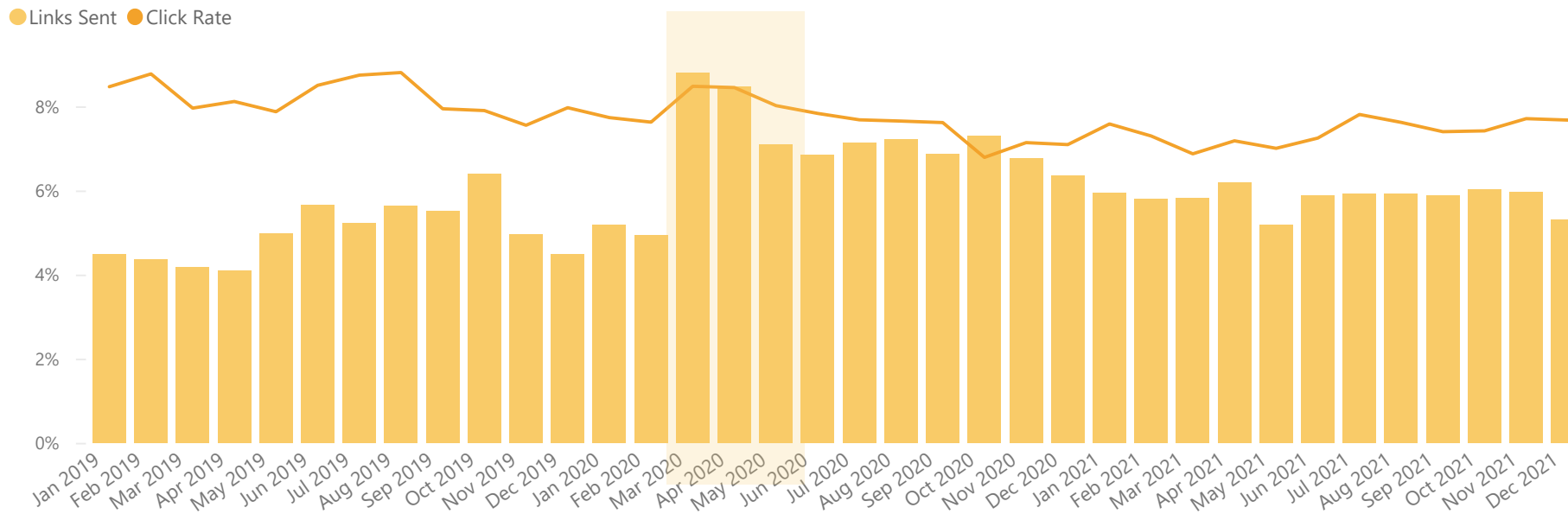


Unique Clicks / (Opens - Ignored)

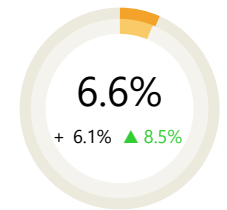
# Email Clicks

Clicks are the sum of recipients' unique link clicks within the email message sent. Click rate is the percentage of recipients who clicked on at least one link within the message (regardless of how many links were sent within the message). Factors which impact clicks are positioning within the email (does it display within the preview window), design formatting (is the link or button obvious), the call to action (is it interesting and compelling), as well as all the general email readership factors.

Clicks by Month Per 1000 Employees



2021 Avg Click Rate compared to 2020



Links Clicked Volume



2021 to 2020 Click Rate and Volume

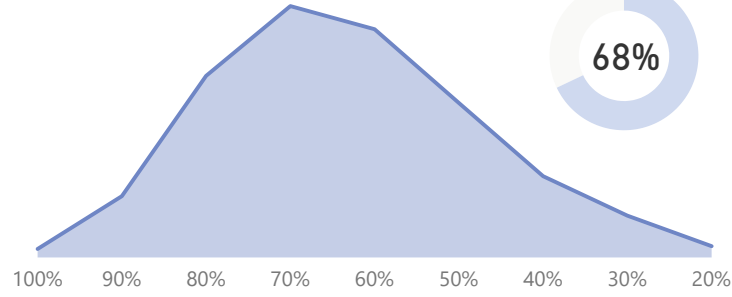
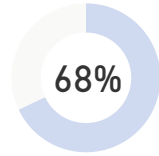


2021/2019 Click Rate and Volume



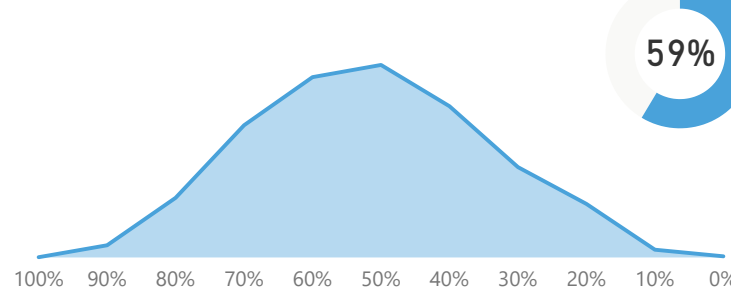
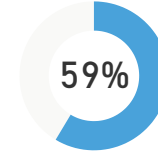
**Open Rates**

Avg Open Rate



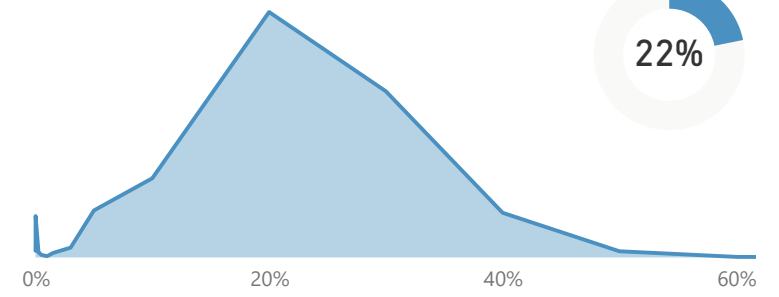
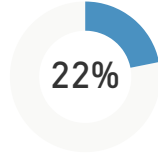
**Audience Attention Rate**

Avg Audience Attention



**Skim Rate**

Avg Skimmed Rate



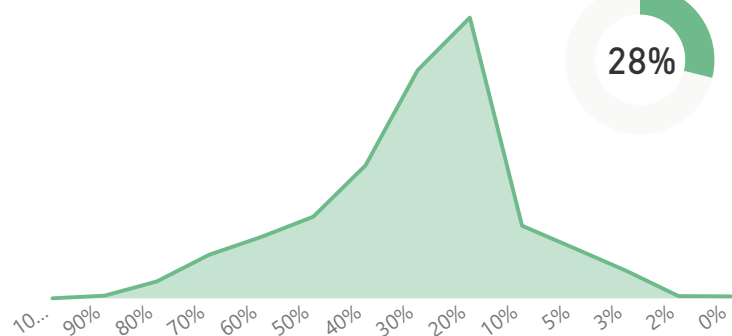
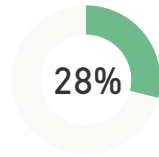
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
84%	76%	68%	56%	<55%

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
75%	66%	56%	44%	<43%

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
10%	18%	25%	31%	>32%

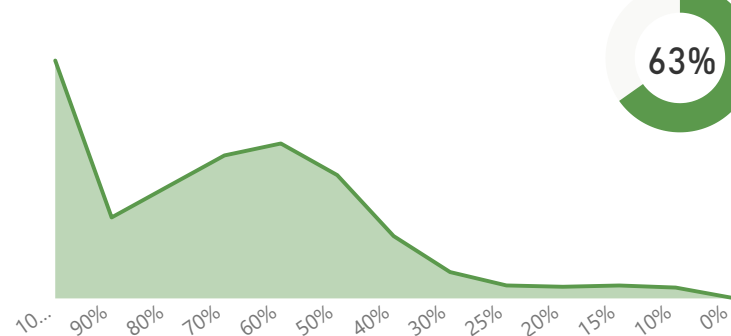
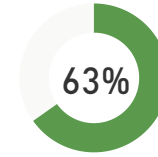
**Read Rate**

Avg Read Rate



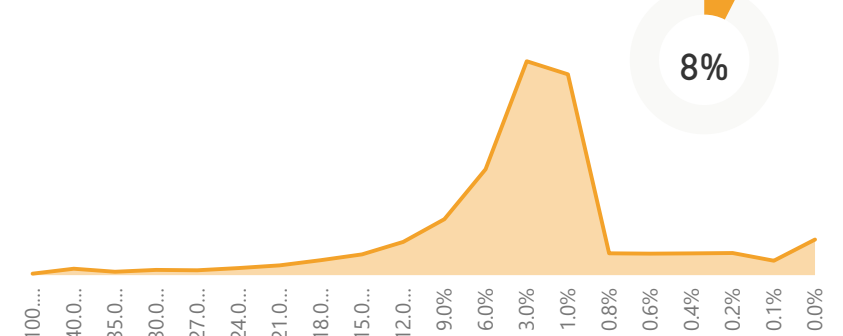
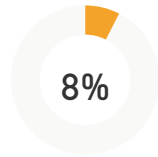
**Percent Read**

Avg Percent Read



**Unique Click Rate**

Avg Click Rate



<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
56%	41%	30%	21%	<20%

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
100%	89%	71%	55%	<54%

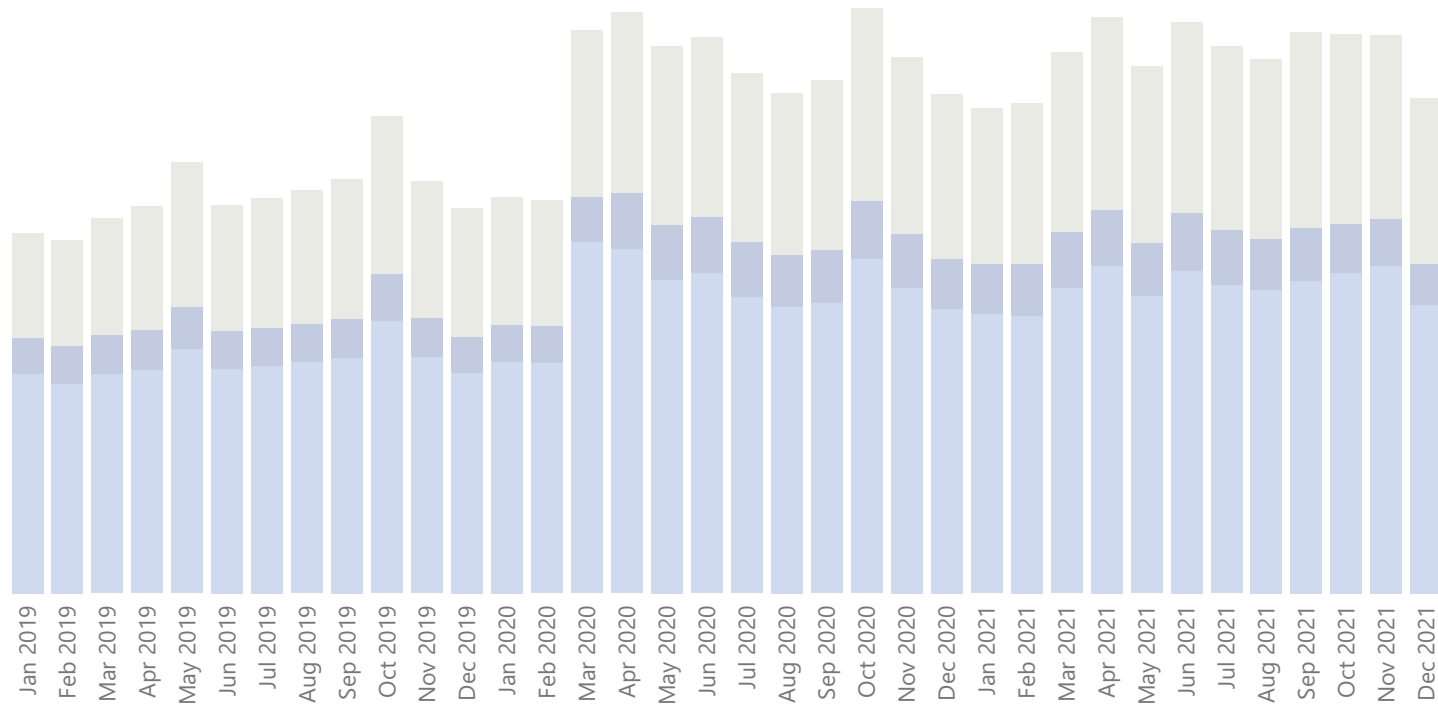
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
15%	8%	4%	2%	<1.4%

# Email Reach

Reach measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

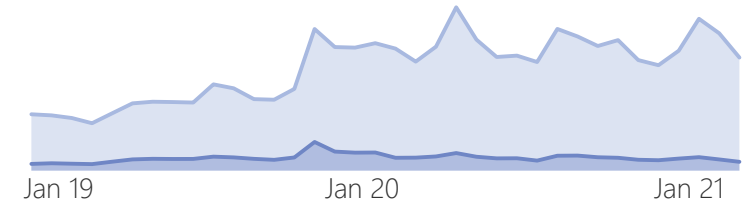
## Email Broadcast Volume Per 1000 employees

● Opens ● Ignored ● Sent



## Device Opens

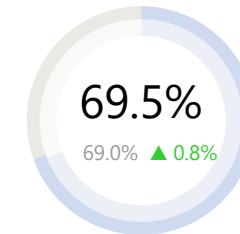
● Desktop ● Mobile



## %Mobile Opens

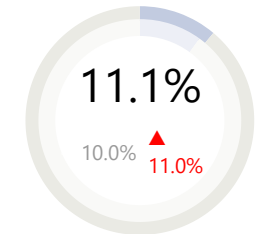
11.1% ▼ -45.86%

## Open Rate



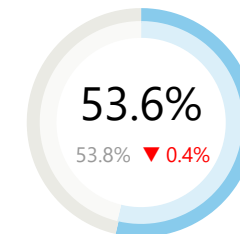
Unique Opens / Sent

## Ignore Rate



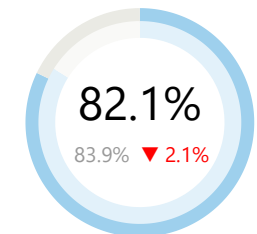
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate

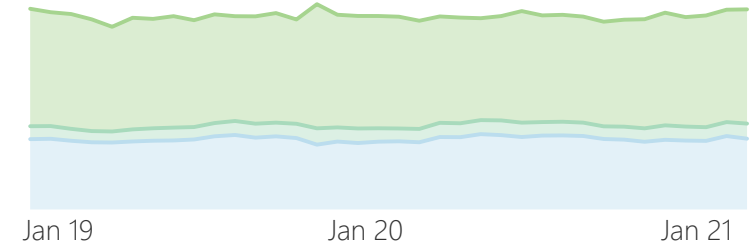


u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

# Email Readership

Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

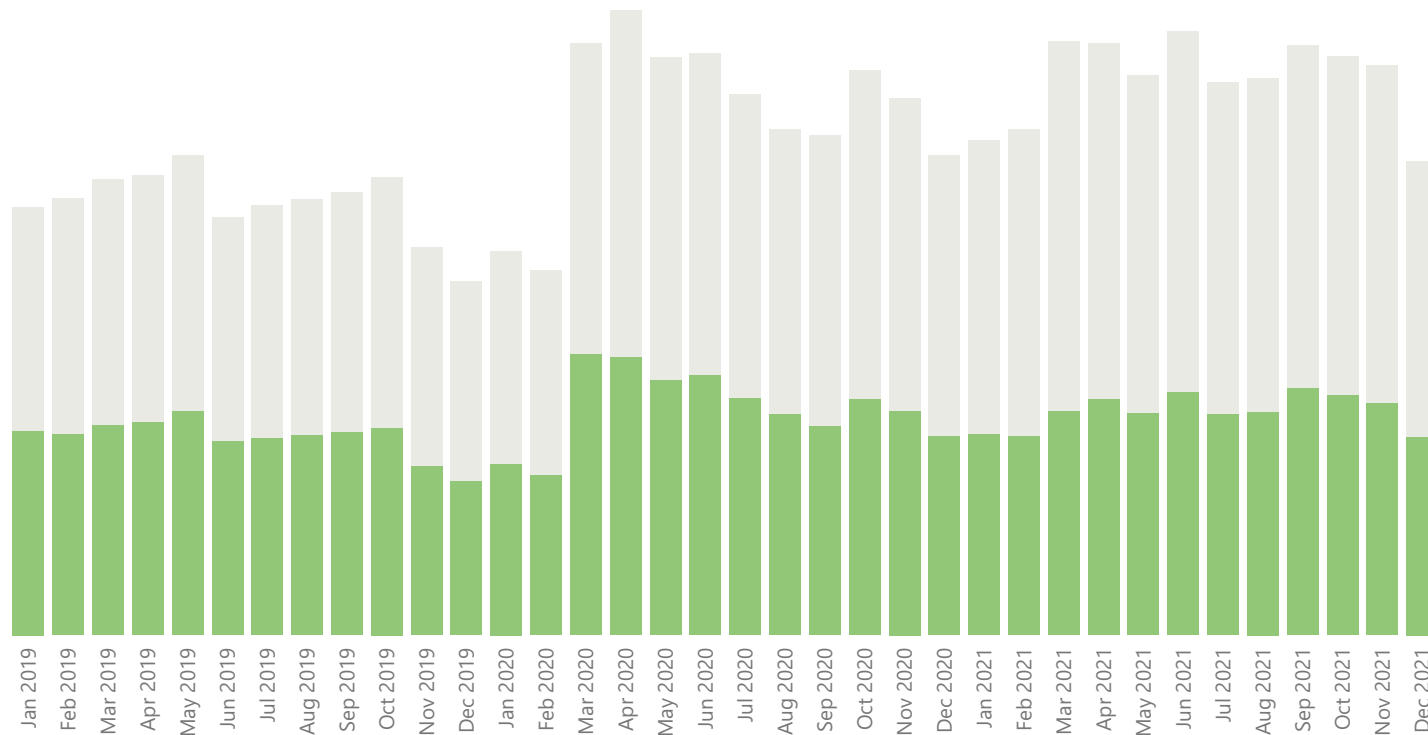
## Readership Rates



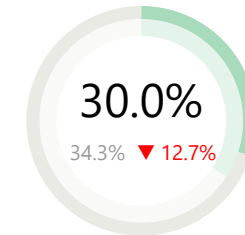
## Readership by Month Per 1000 employees

● Minutes Read ● Minutes Sent

2021 Compared to 2020 | 2019  
Total Minutes Read Y/Y ▼ -1% ▲ 13%

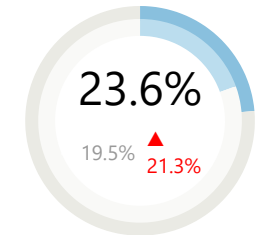


### Read



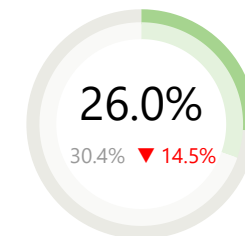
Read >= 30% of Time to Read

### Skimmed



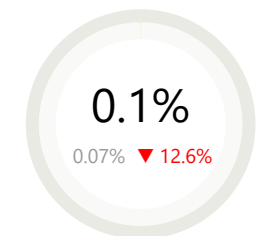
Read < 30% of Time to Read

### Engaged Read



Percent of Reads > 50% of Time to Read

### Left Open Read



Percent of Reads > 150% of Time to Read

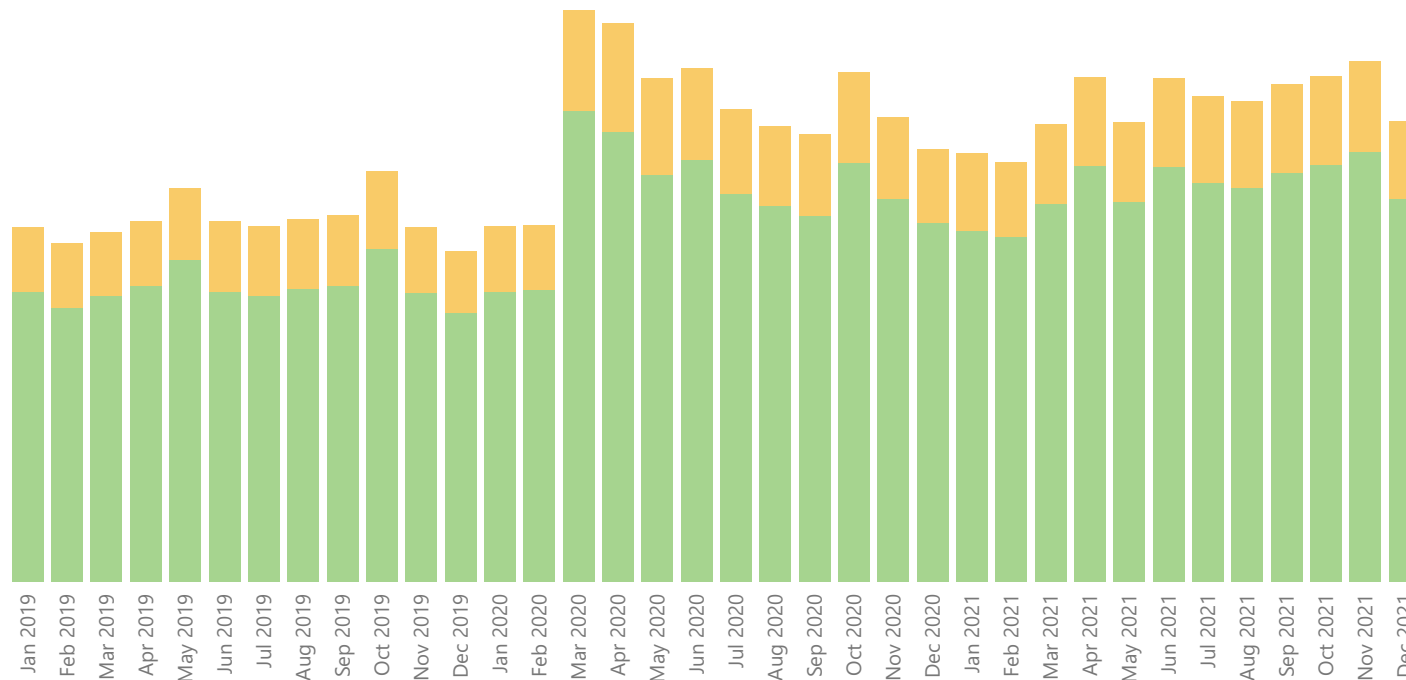
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Readership by Month Per 1000 employees

● Engaged Reads ● Clicks

2021 Compared to 2020 | 2019  
Engaged Reads + Clicks Y/Y ▲ 2% | ▲ 31%

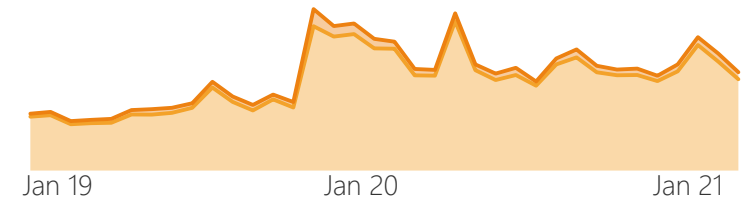


Device Clicks

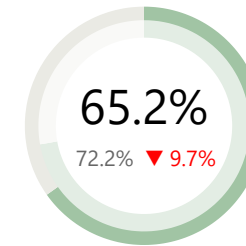
● Desktop ● Mobile

%Mobile Clicks

8% ▼ -27%

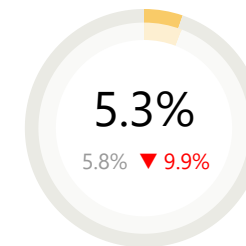


Readers %Read



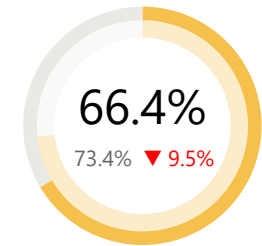
Avg(non-ignored read time) / time to read

Click Rate



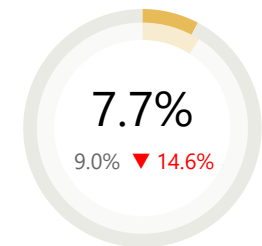
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate



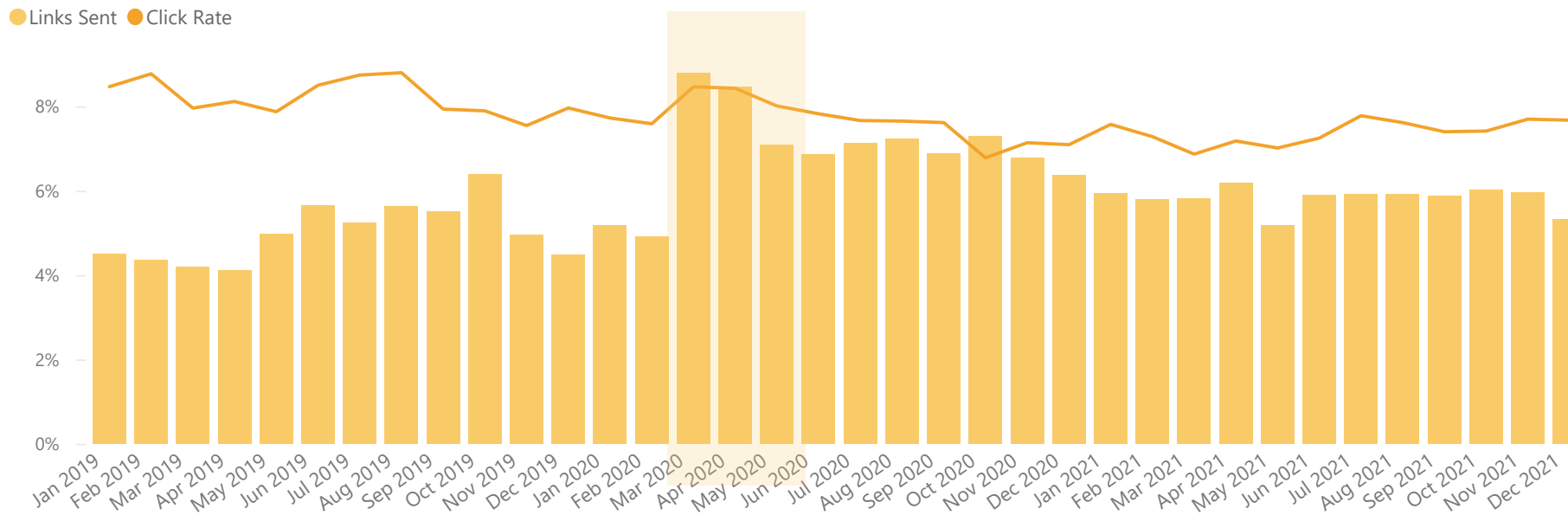
Unique Clicks / (Opens - Ignored)



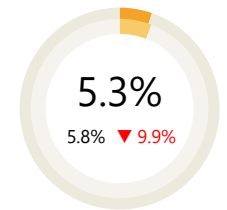
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Clicks are the sum of recipients' unique link clicks within the email message sent. Click rate is the percentage of recipients who clicked on at least one link within the message (regardless of how many links were sent within the message). Factors which impact clicks are positioning within the email (does it display within the preview window), design formatting (is the link or button obvious), the call to action (is it interesting and compelling), as well as all the general email readership factors.

Clicks by Month Per 1000 Employees



2021 Avg Click Rate compared to 2020



Links Clicked Volume



2021 to 2020 Click Rate and Volume

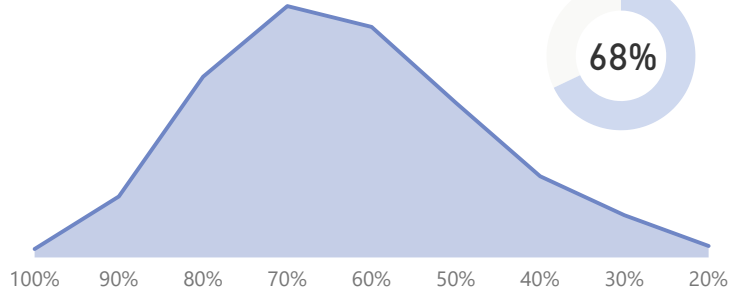
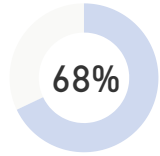


2021/2019 Click Rate and Volume



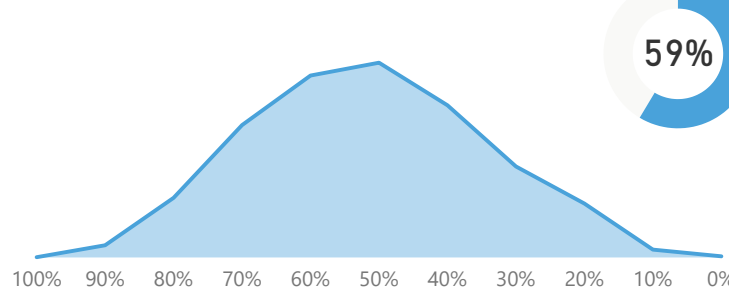
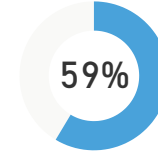
Open Rates

Avg Open Rate



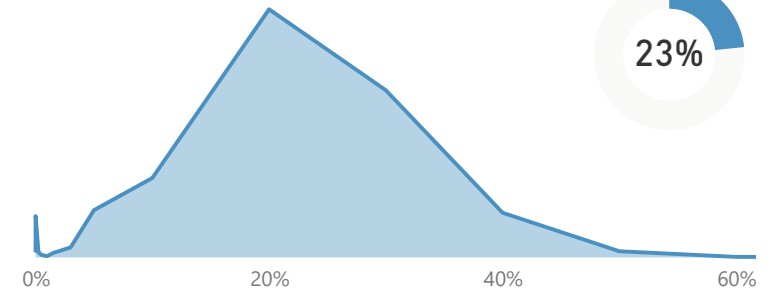
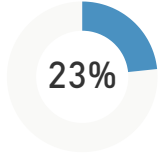
Audience Attention Rate

Avg Audience Attention



Skim Rate

Avg Skimmed Rate



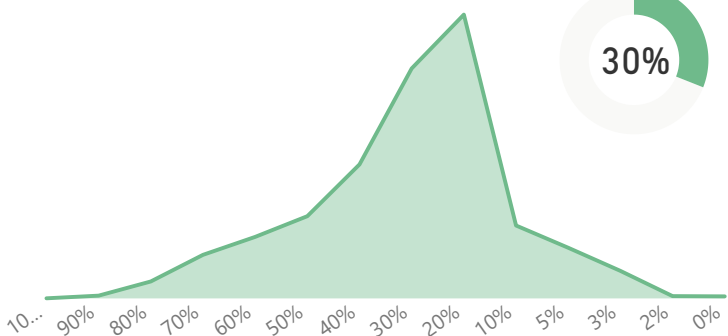
A	B	C	D	F
84%	76%	68%	56%	<55%

A	B	C	D	F
75%	66%	56%	44%	<43%

A	B	C	D	F
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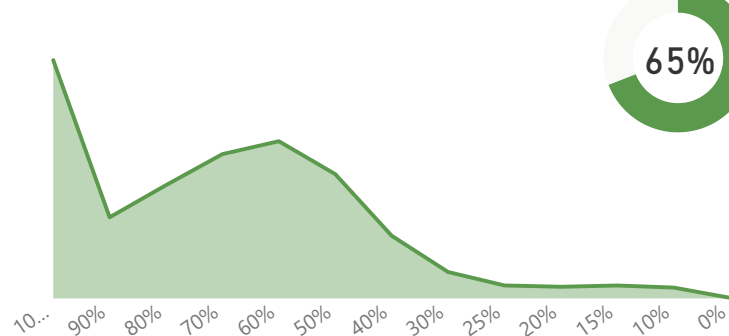
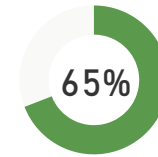
Read Rate

Avg Read Rate



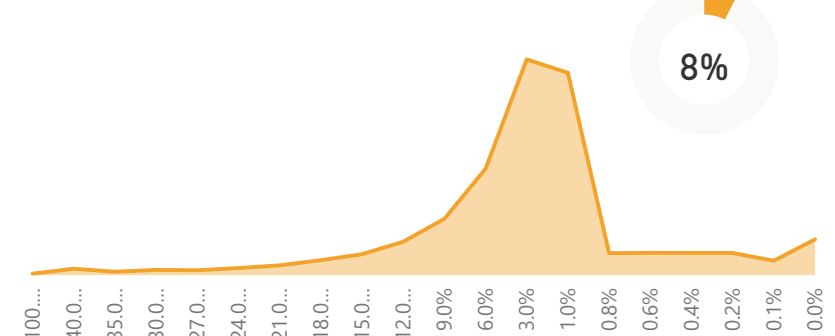
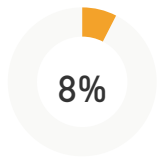
Percent Read

Avg Percent Read



Unique Click Rate

Avg Click Rate



A	B	C	D	F
56%	41%	30%	21%	<20%

A	B	C	D	F
100%	89%	71%	55%	<54%

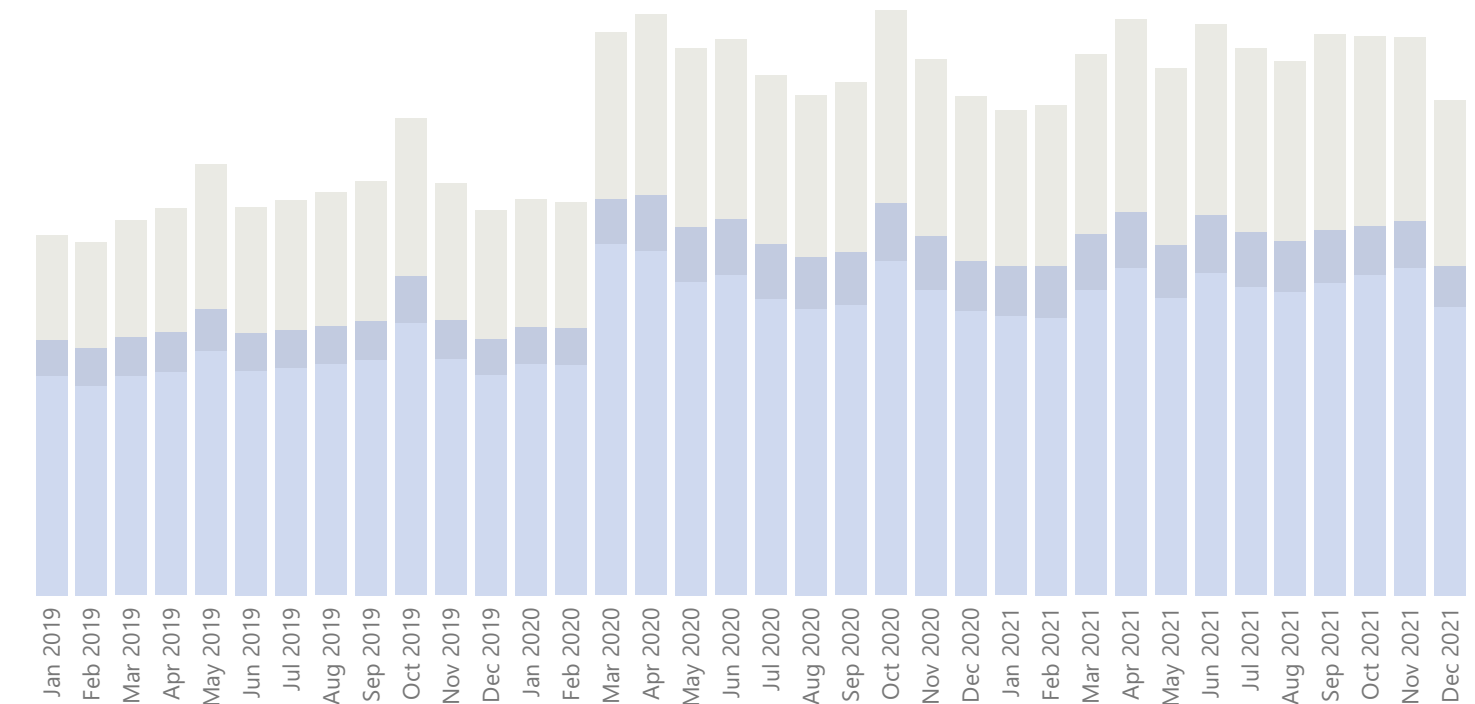
A	B	C	D	F
15%	8%	4%	2%	<1.4%

# Email Reach

Reach measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

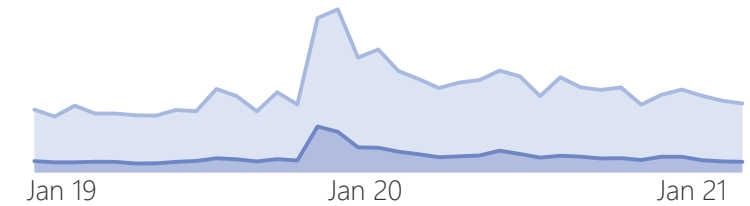
## Email Broadcast Volume Per 1000 employees

● Opens ● Ignored ● Sent



## Device Opens

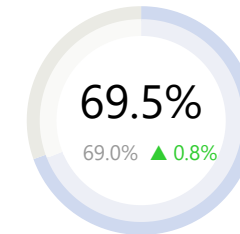
● Desktop ● Mobile



## %Mobile Opens

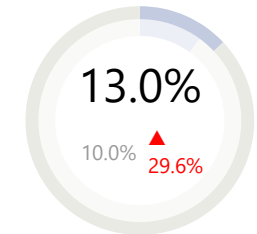
13.8% ▼ -13.22%

## Open Rate



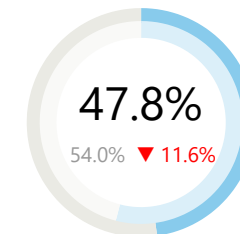
Unique Opens / Sent

## Ignore Rate



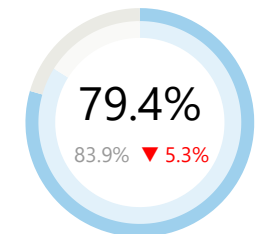
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate



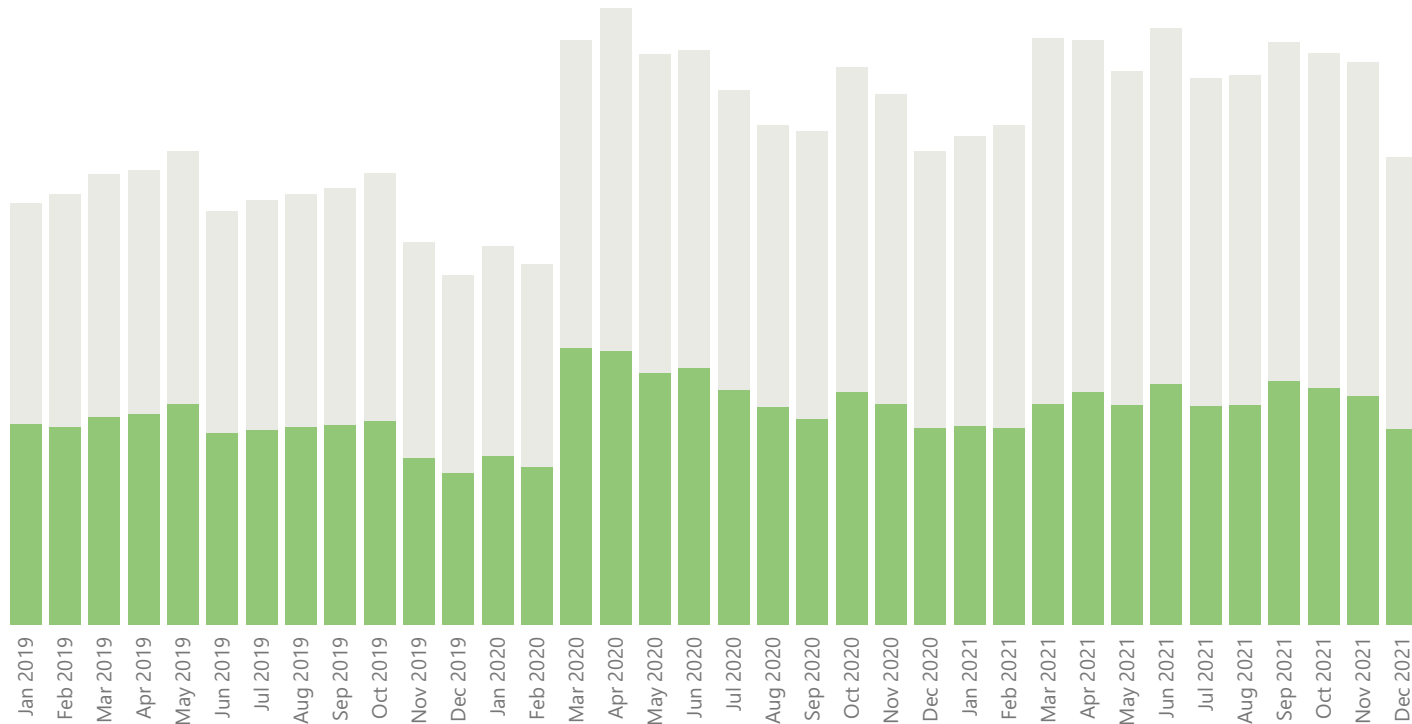
u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

# Email Readership

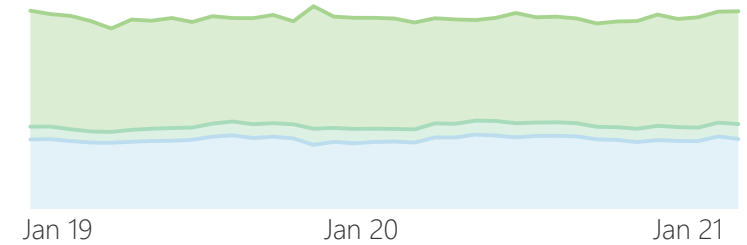
Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

## Readership by Month Per 1000 employees

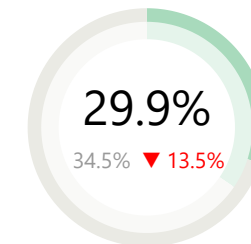
● Minutes Read ● Minutes Sent



## Readership Rates

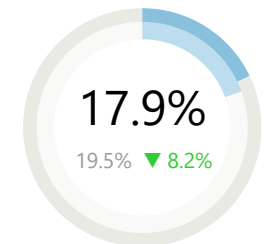


### Read



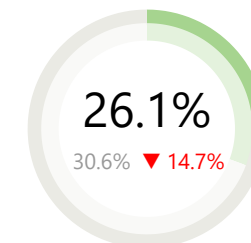
Read >= 30% of Time to Read

### Skimmed



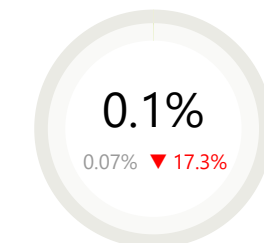
Read < 30% of Time to Read

### Engaged Read



Percent of Reads > 50% of Time to Read

### Left Open Read



Percent of Reads > 150% of Time to Read

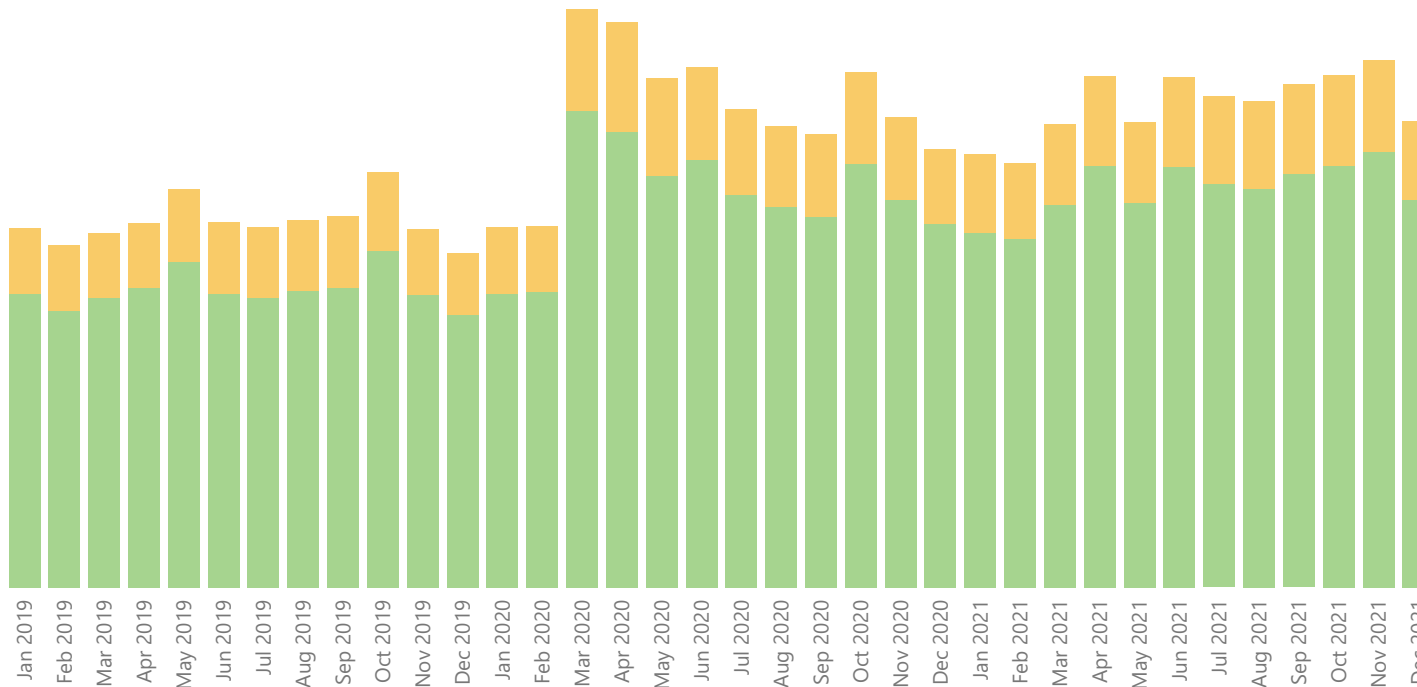
# Email Engagement

Engagement measures interaction with your email, combining the percent of the content read together with click activity, if links are included in the message. Factors which impact engagement include reading ease, authenticity, content relevancy and interest, presentation and message length, and call to action and link text effectiveness.

Readership by Month Per 1000 employees

● Engaged Reads ● Clicks

2021 Compared to 2020 | 2019  
Engaged Reads + Clicks Y/Y ▲ 2% | ▲ 31%

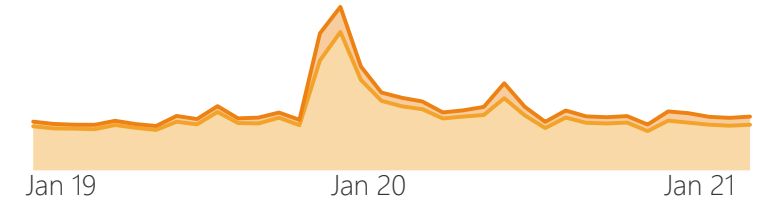


Device Clicks

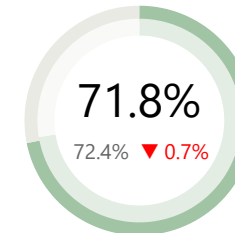
● Desktop ● Mobile

%Mobile Clicks

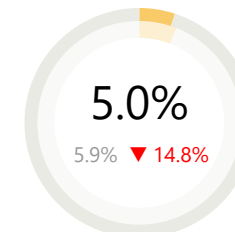
8% ▲ 18%



Readers %Read

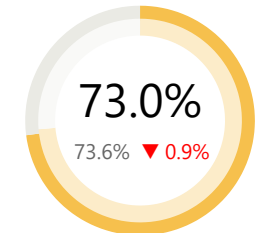


Avg(non-ignored read time) / time to read  
Click Rate



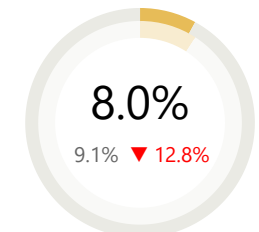
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate

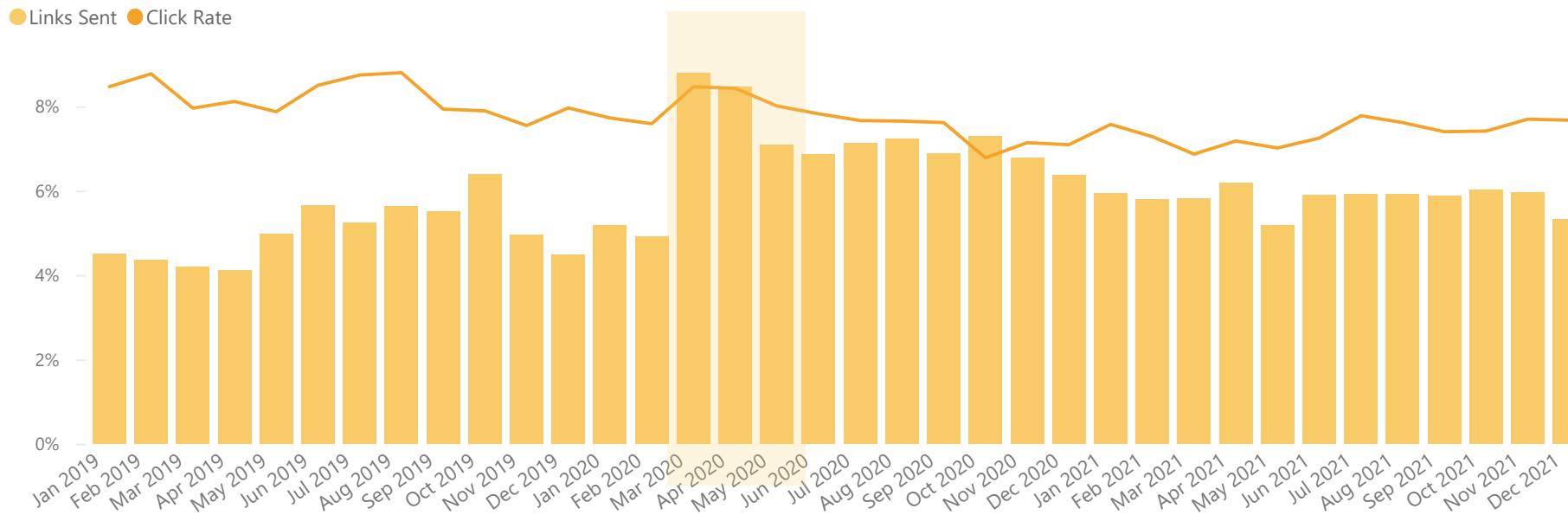


Unique Clicks / (Opens - Ignored)

# Email Clicks

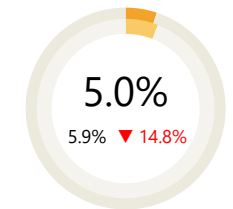
Clicks are the sum of recipients' unique link clicks within the email message sent. Click rate is the percentage of recipients who clicked on at least one link within the message (regardless of how many links were sent within the message). Factors which impact clicks are positioning within the email (does it display within the preview window), design formatting (is the link or button obvious), the call to action (is it interesting and compelling), as well as all the general email readership factors.

## Clicks by Month Per 1000 Employees



## 2021 Avg Click Rate

compared to 2020



## Links Clicked Volume



### 2021 to 2020 Click Rate and Volume

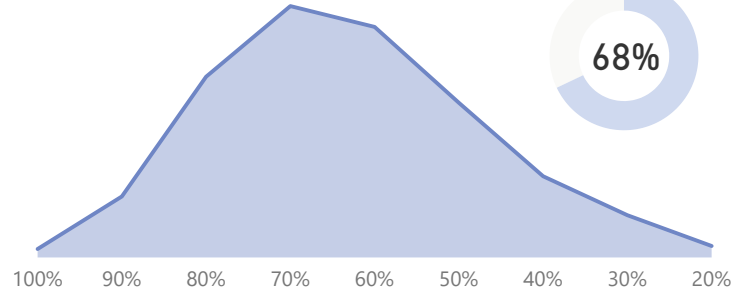
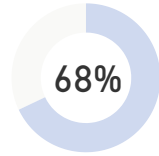


### 2021/2019 Click Rate and Volume



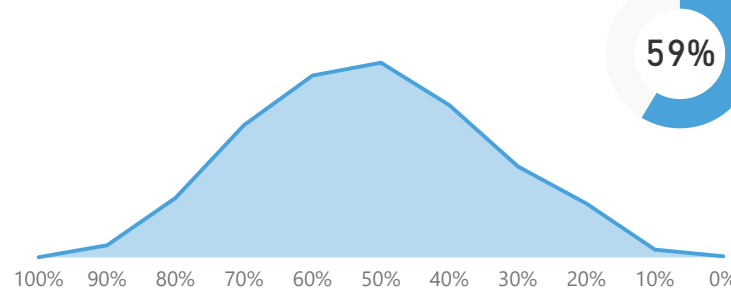
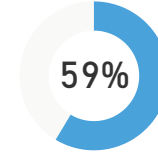
**Open Rates**

Avg Open Rate



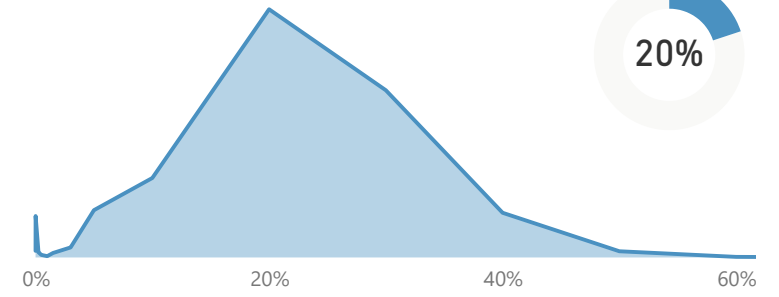
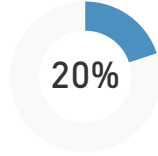
**Audience Attention Rate**

Avg Audience Attention



**Skim Rate**

Avg Skimmed Rate



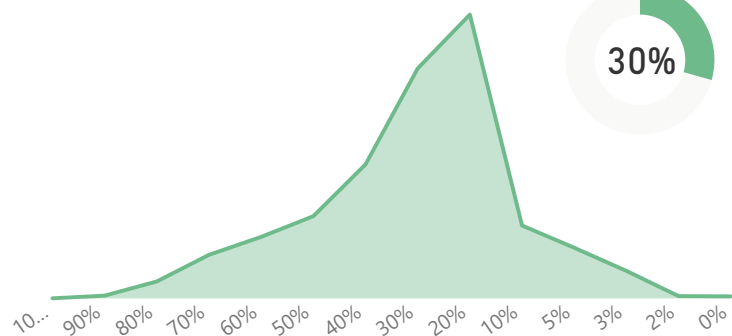
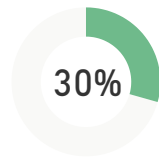
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
84%	76%	68%	56%	<55%

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
75%	66%	56%	44%	<43%

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
10%	18%	25%	31%	>32%

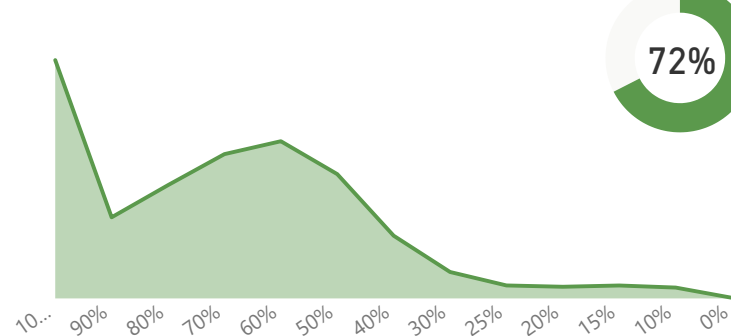
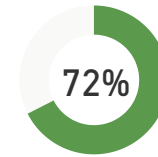
**Read Rate**

Avg Read Rate



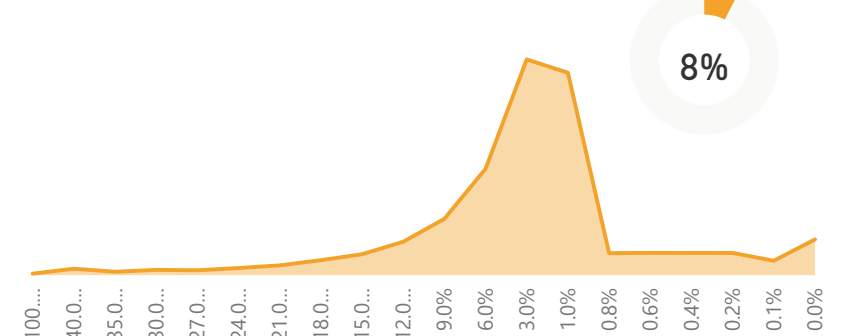
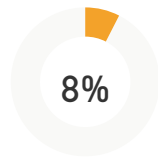
**Percent Read**

Avg Percent Read



**Unique Click Rate**

Avg Click Rate



<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
56%	41%	30%	21%	<20%

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
100%	89%	71%	55%	<54%

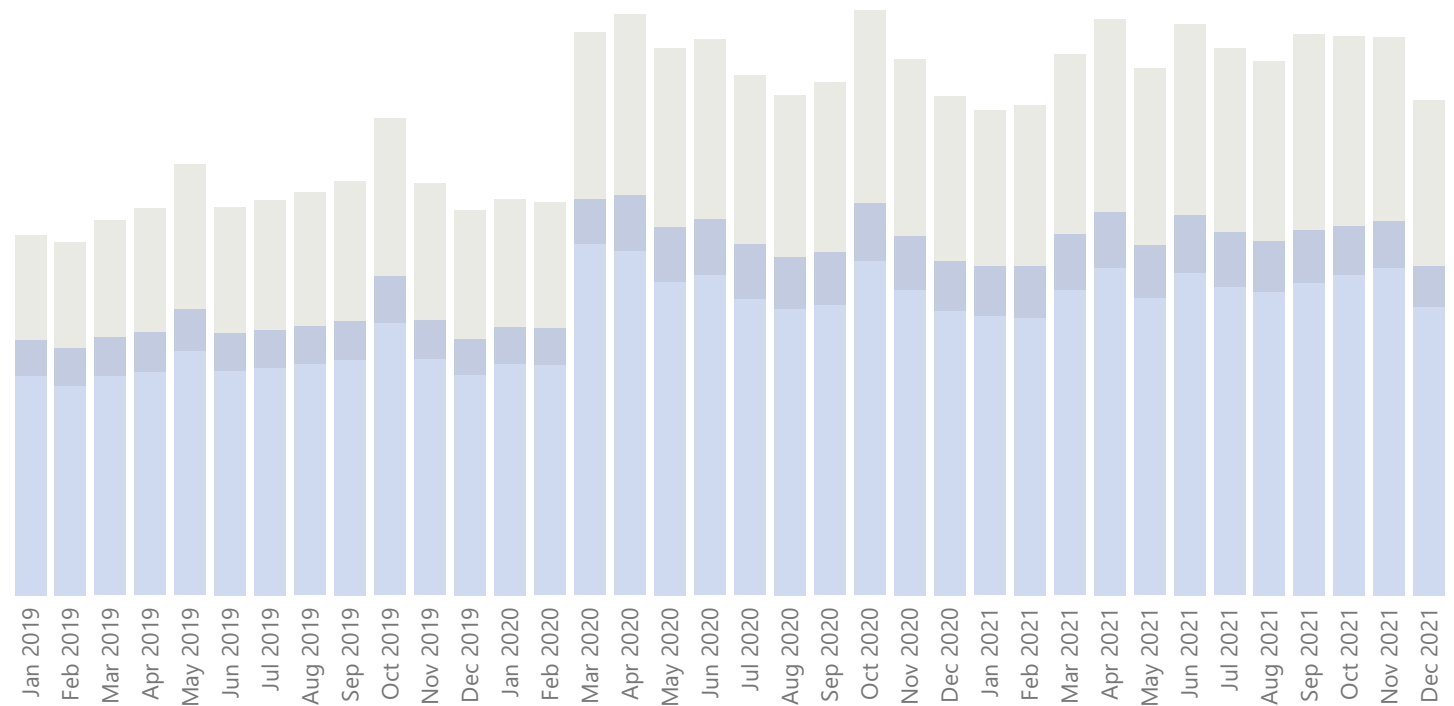
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
15%	8%	4%	2%	<1.4%

# Email Reach

Reach measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

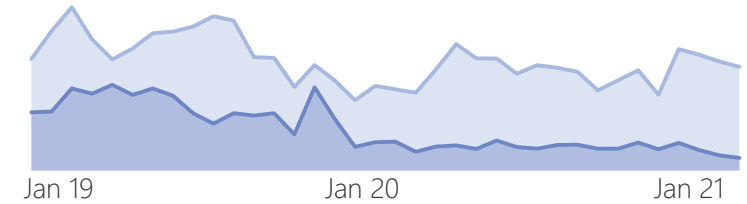
## Email Broadcast Volume Per 1000 employees

● Opens ● Ignored ● Sent



## Device Opens

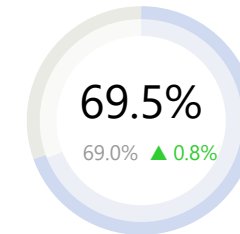
● Desktop ● Mobile



## %Mobile Opens

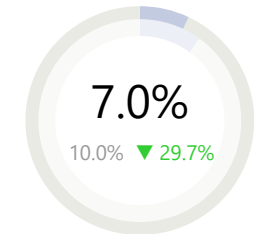
20.6% ▲ 8%

## Open Rate



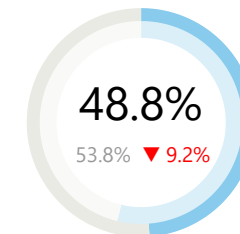
Unique Opens / Sent

## Ignore Rate



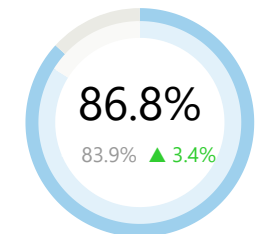
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate



u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

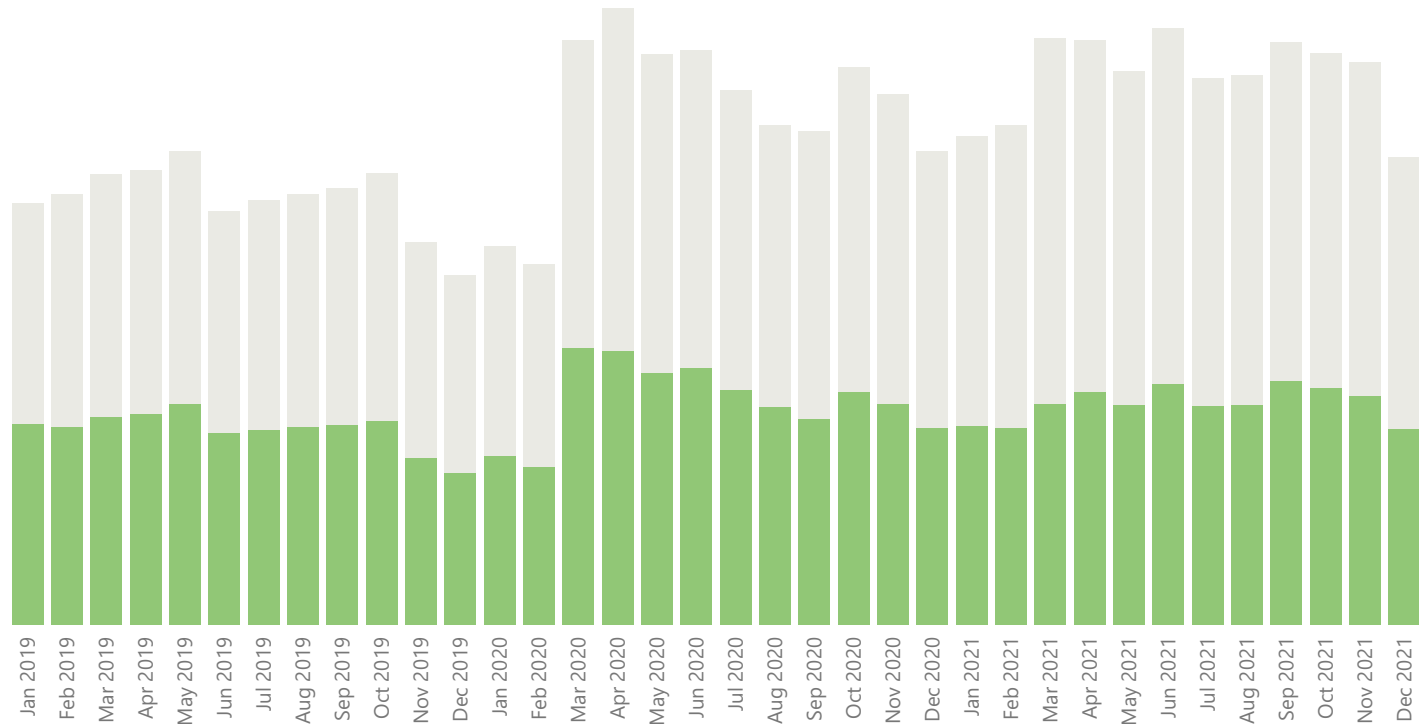


# Email Readership

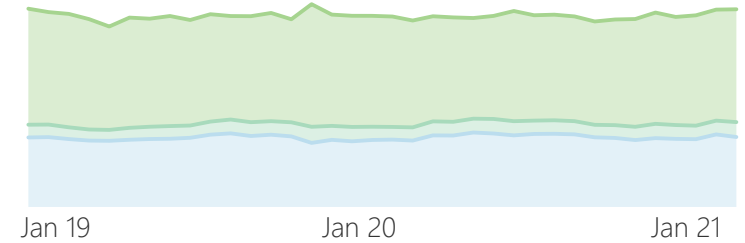
Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

Readership by Month Per 1000 employees

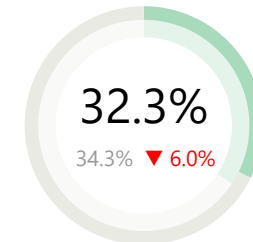
● Minutes Read ● Minutes Sent



Readership Rates

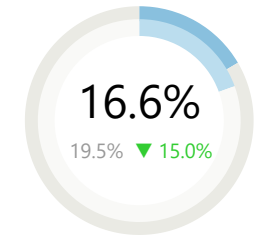


Read



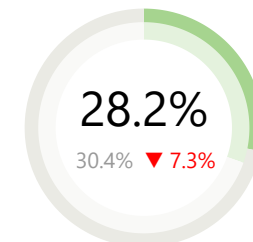
Read >= 30% of Time to Read

Skimmed



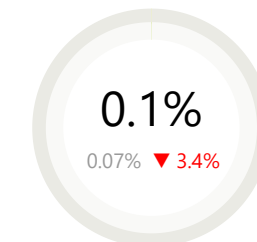
Read < 30% of Time to Read

Engaged Read



Percent of Reads > 50% of Time to Read

Left Open Read



Percent of Reads > 150% of Time to Read

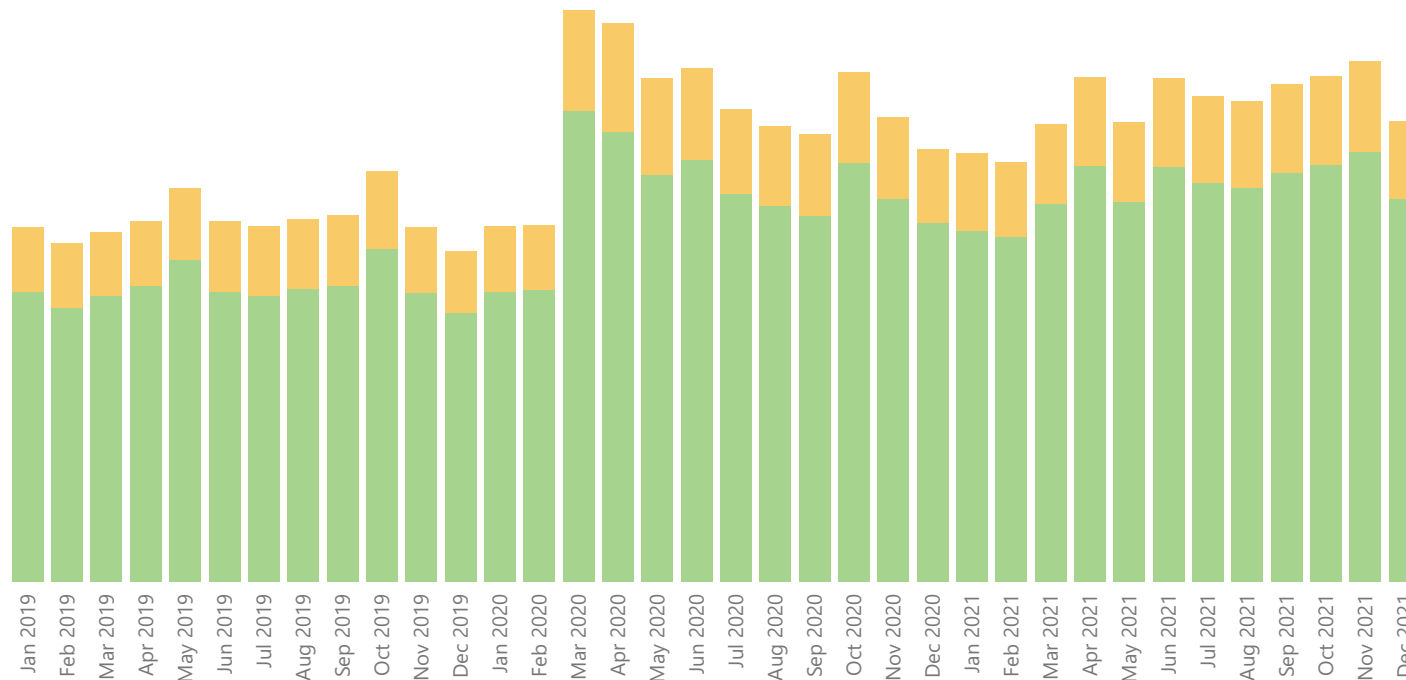
# Email Engagement

Engagement measures interaction with your email, combining the percent of the content read together with click activity, if links are included in the message. Factors which impact engagement include reading ease, authenticity, content relevancy and interest, presentation and message length, and call to action and link text effectiveness.

Readership by Month Per 1000 employees

● Engaged Reads ● Clicks

2021 Compared to 2020 | 2019  
Engaged Reads + Clicks Y/Y ▲ 2% | ▲ 31%

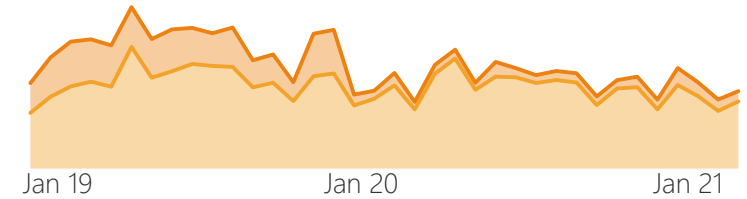


Device Clicks

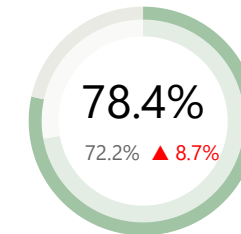
● Desktop ● Mobile

%Mobile Clicks

8% ▲ 13%

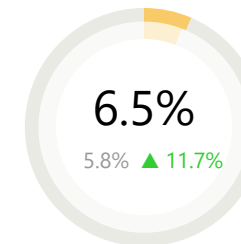


Readers %Read



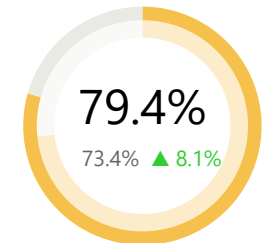
Avg(non-ignored read time) / time to read

Click Rate



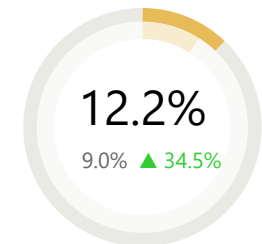
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate

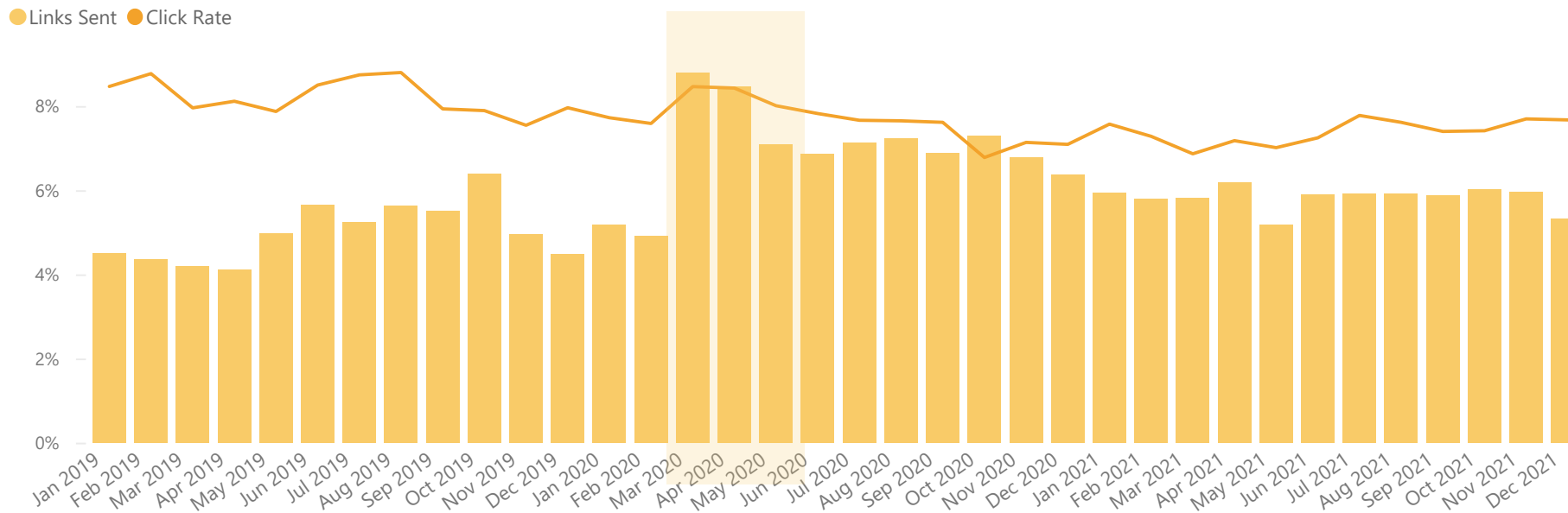


Unique Clicks / (Opens - Ignored)

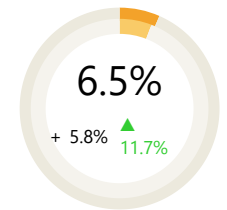
# Email Clicks

Clicks are the sum of recipients' unique link clicks within the email message sent. Click rate is the percentage of recipients who clicked on at least one link within the message (regardless of how many links were sent within the message). Factors which impact clicks are positioning within the email (does it display within the preview window), design formatting (is the link or button obvious), the call to action (is it interesting and compelling), as well as all the general email readership factors.

Clicks by Month Per 1000 Employees



2021 Avg Click Rate compared to 2020



Links Clicked Volume



2021 to 2020 Click Rate and Volume

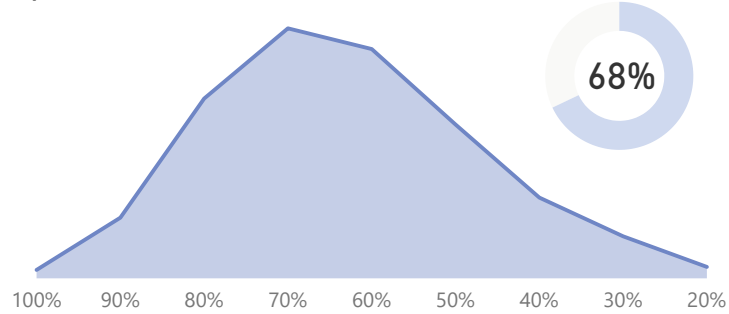


2021/2019 Click Rate and Volume



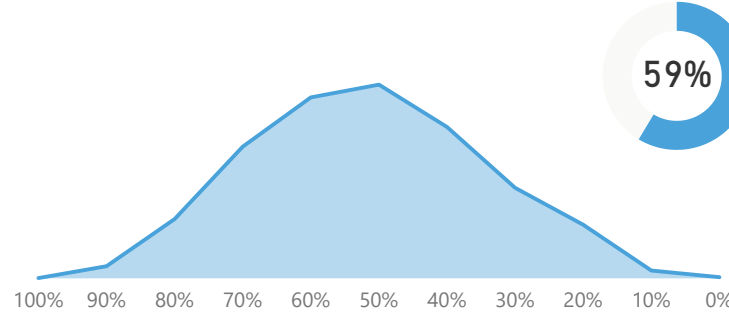
Open Rates

Avg Open Rate



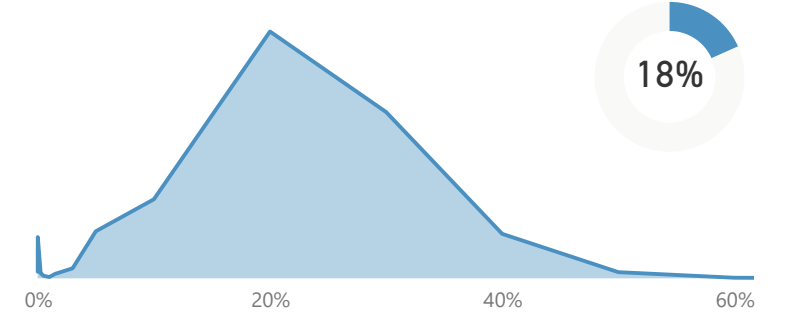
Audience Attention Rate

Avg Audience Attention



Skim Rate

Avg Skimmed Rate



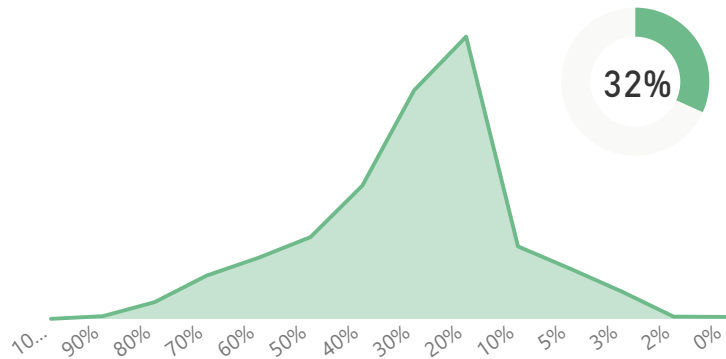
A	B	C	D	F
84%	76%	68%	56%	<55%

A	B	C	D	F
75%	66%	56%	44%	<43%

A	B	C	D	F
10%	18%	25%	31%	>32%

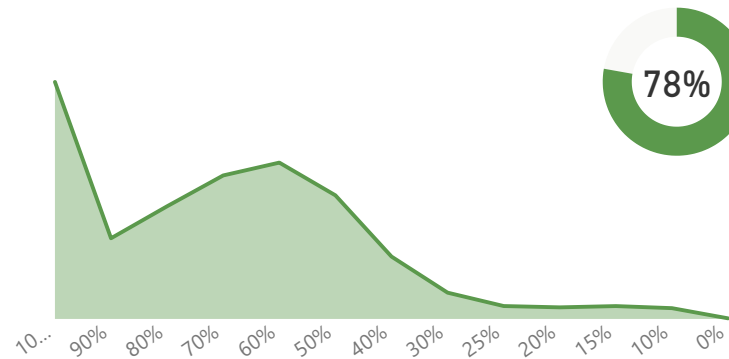
Read Rate

Avg Read Rate



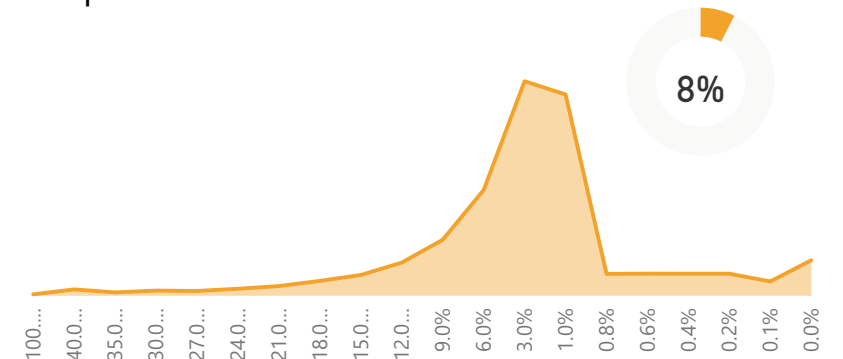
Percent Read

Avg Percent Read



Unique Click Rate

Avg Click Rate



A	B	C	D	F
56%	41%	30%	21%	<20%

A	B	C	D	F
100%	89%	71%	55%	<54%

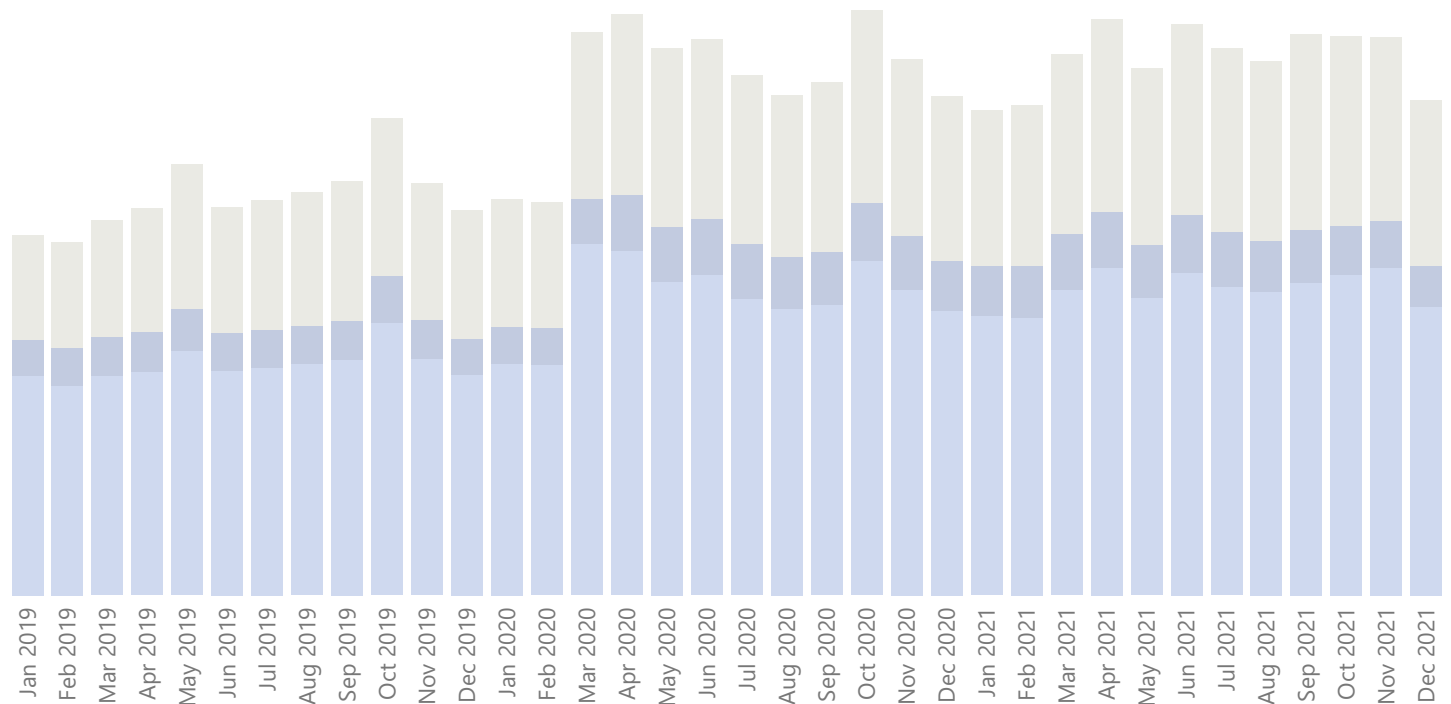
A	B	C	D	F
15%	8%	4%	2%	<1.4%

# Email Reach

Reach measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

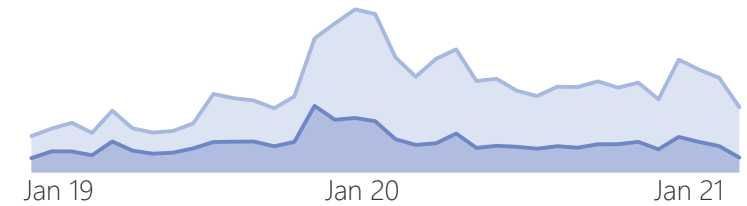
## Email Broadcast Volume Per 1000 employees

● Opens ● Ignored ● Sent



## Device Opens

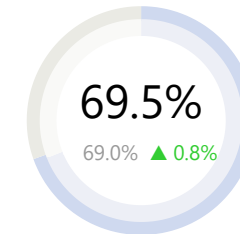
● Desktop ● Mobile



## %Mobile Opens

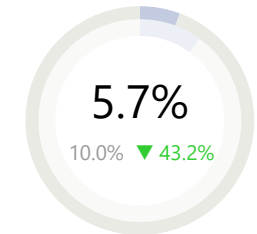
21.2% ▲ 19%

## Open Rate



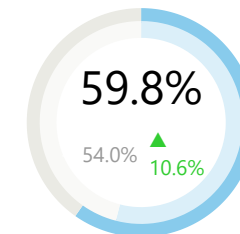
Unique Opens / Sent

## Ignore Rate



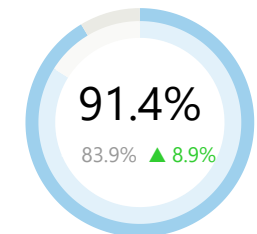
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate



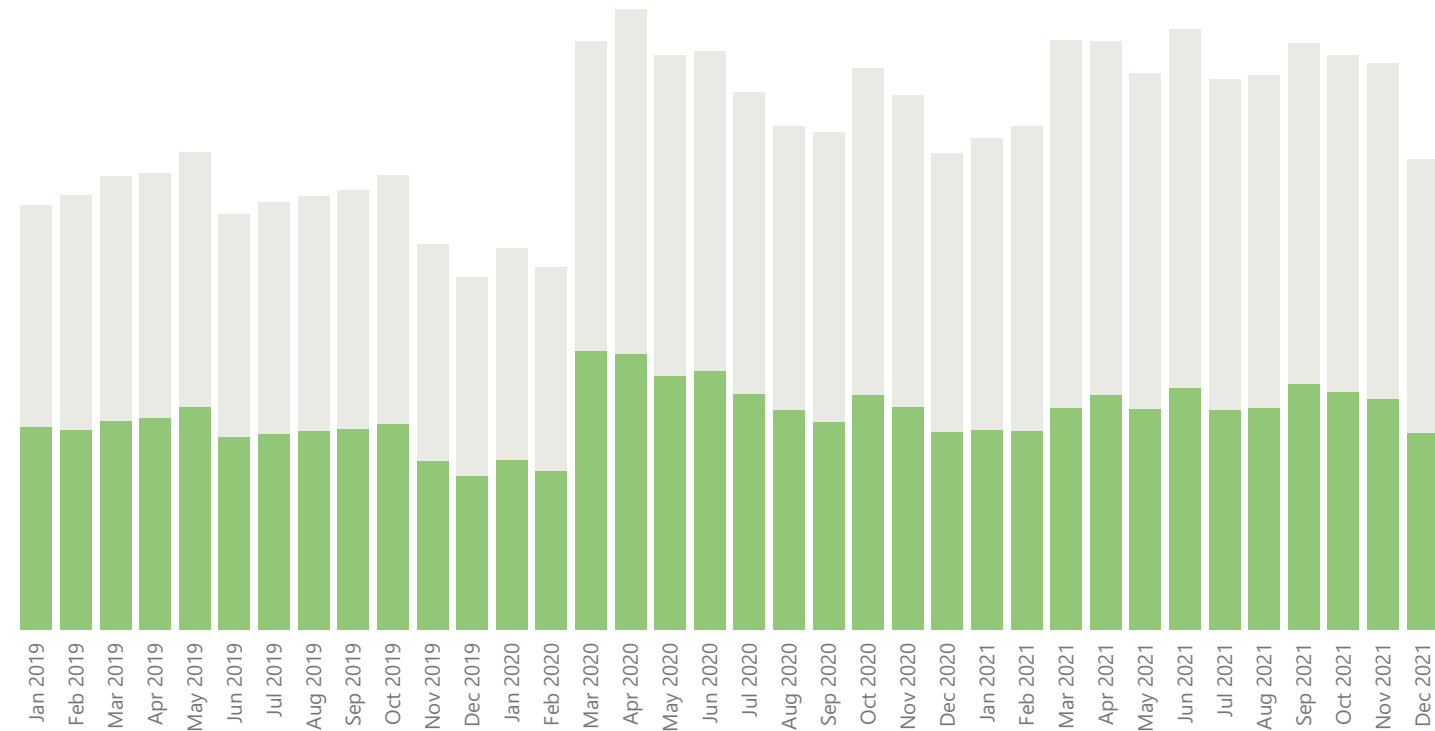
u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

# Email Readership

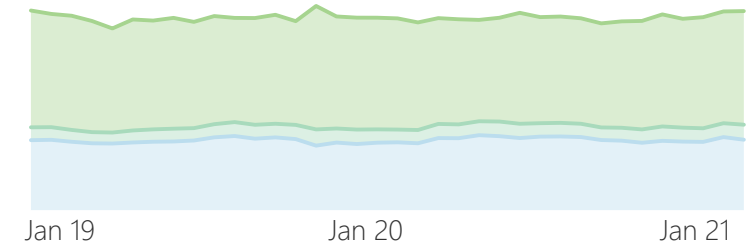
Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

Readership by Month Per 1000 employees

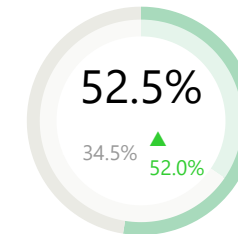
● Minutes Read ● Minutes Sent



Readership Rates

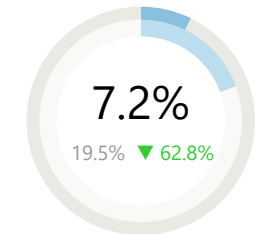


Read



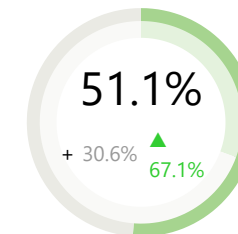
Read >= 30% of Time to Read

Skimmed



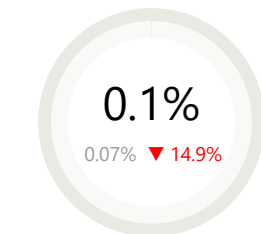
Read < 30% of Time to Read

Engaged Read



Percent of Reads > 50% of Time to Read

Left Open Read



Percent of Reads > 150% of Time to Read

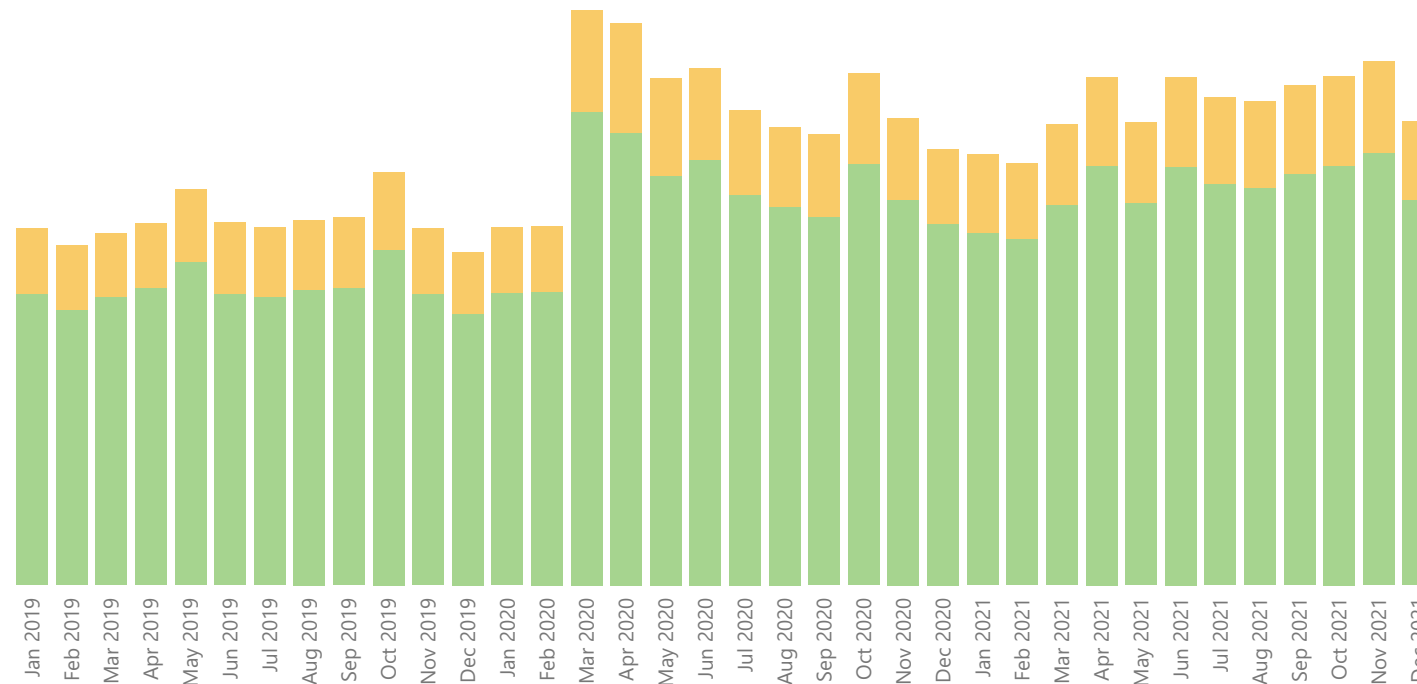
# Email Engagement

Engagement measures interaction with your email, combining the percent of the content read together with click activity, if links are included in the message. Factors which impact engagement include reading ease, authenticity, content relevancy and interest, presentation and message length, and call to action and link text effectiveness.

## Readership by Month Per 1000 employees

● Engaged Reads ● Clicks

2021 Compared to 2020 | 2019  
Engaged Reads + Clicks Y/Y ▲ 2% | ▲ 31%

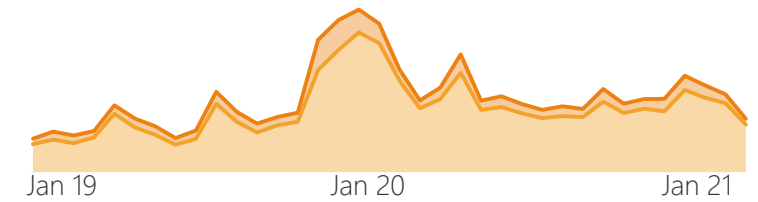


## Device Clicks

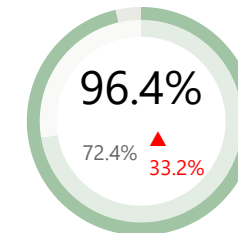
● Desktop ● Mobile

## %Mobile Clicks

8% ▲ 4%

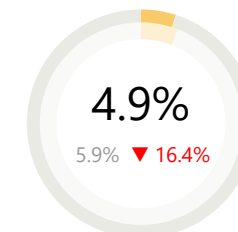


## Readers %Read



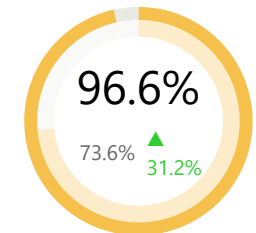
Avg(non-ignored read time) / time to read

## Click Rate



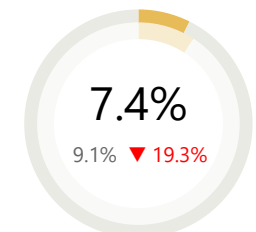
Unique Clicked / Sent

## Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

## Effective Rate

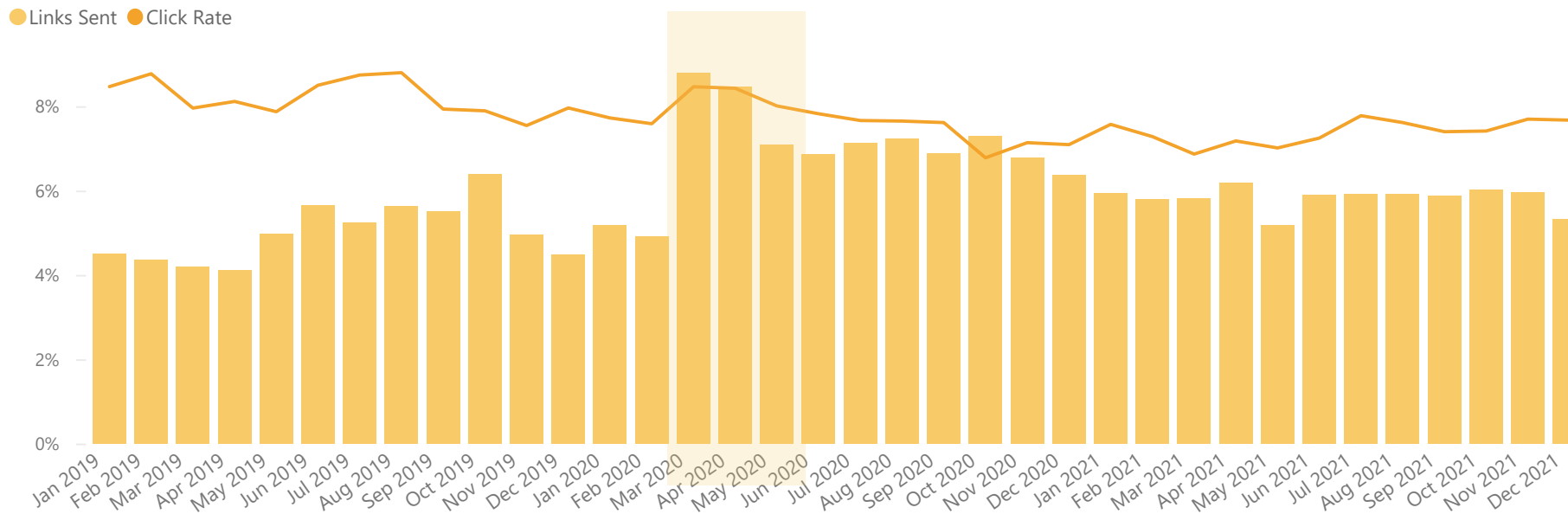


Unique Clicks / (Opens - Ignored)

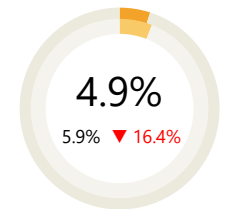
# Email Clicks

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## Clicks by Month Per 1000 Employees



## 2021 Avg Click Rate compared to 2020



## Links Clicked Volume



### 2021 to 2020 Click Rate and Volume



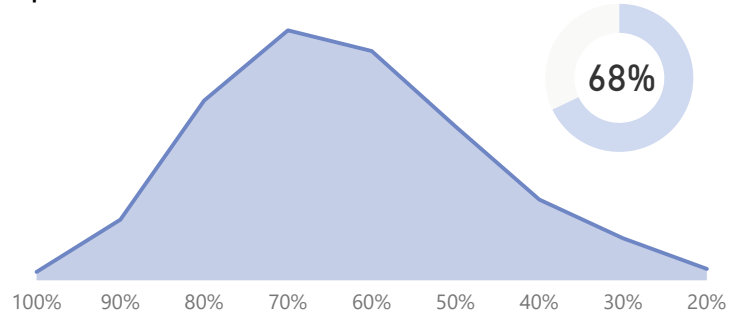
### 2021/2019 Click Rate and Volume





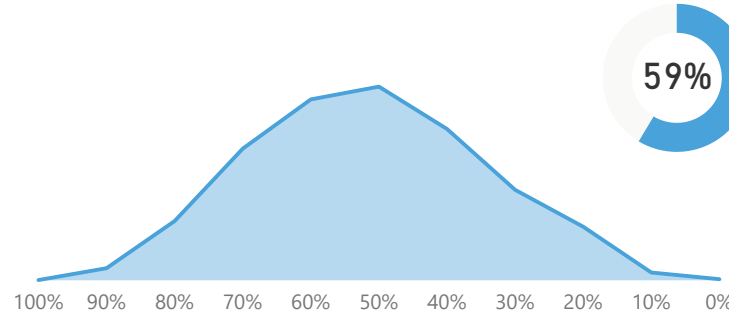
Open Rates

Avg Open Rate



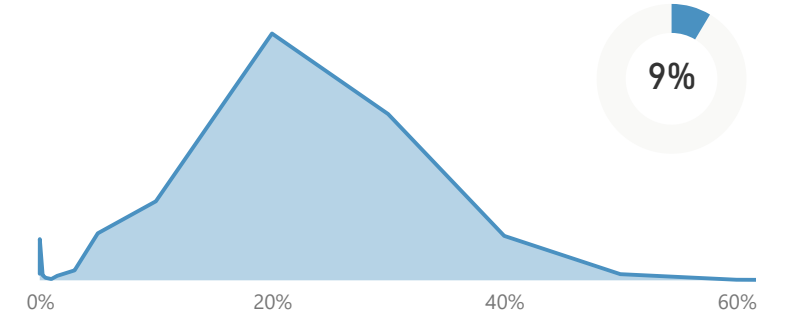
Audience Attention Rate

Avg Audience Attention



Skim Rate

Avg Skimmed Rate



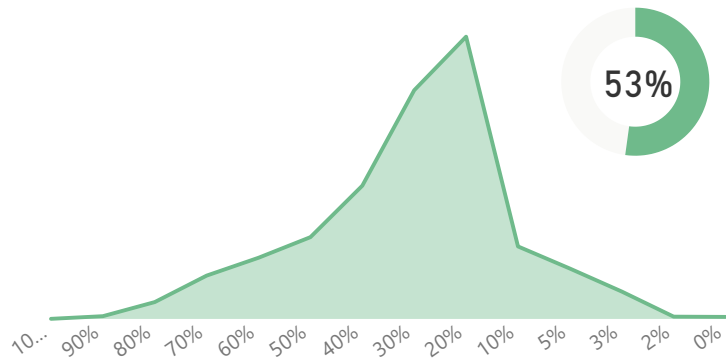
A	B	C	D	F
84%	76%	68%	56%	<55%

A	B	C	D	F
75%	66%	56%	44%	<43%

A	B	C	D	F
10%	18%	25%	31%	>32%

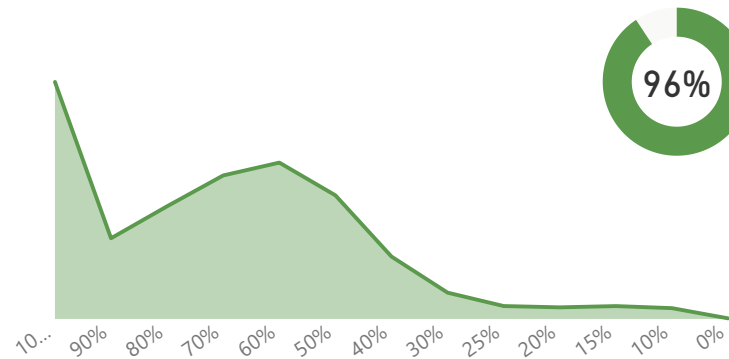
Read Rate

Avg Read Rate



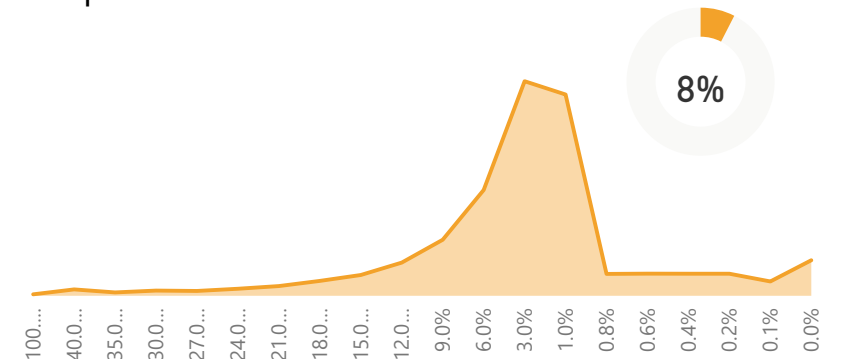
Percent Read

Avg Percent Read



Unique Click Rate

Avg Click Rate



A	B	C	D	F
56%	41%	30%	21%	<20%

A	B	C	D	F
100%	89%	71%	55%	<54%

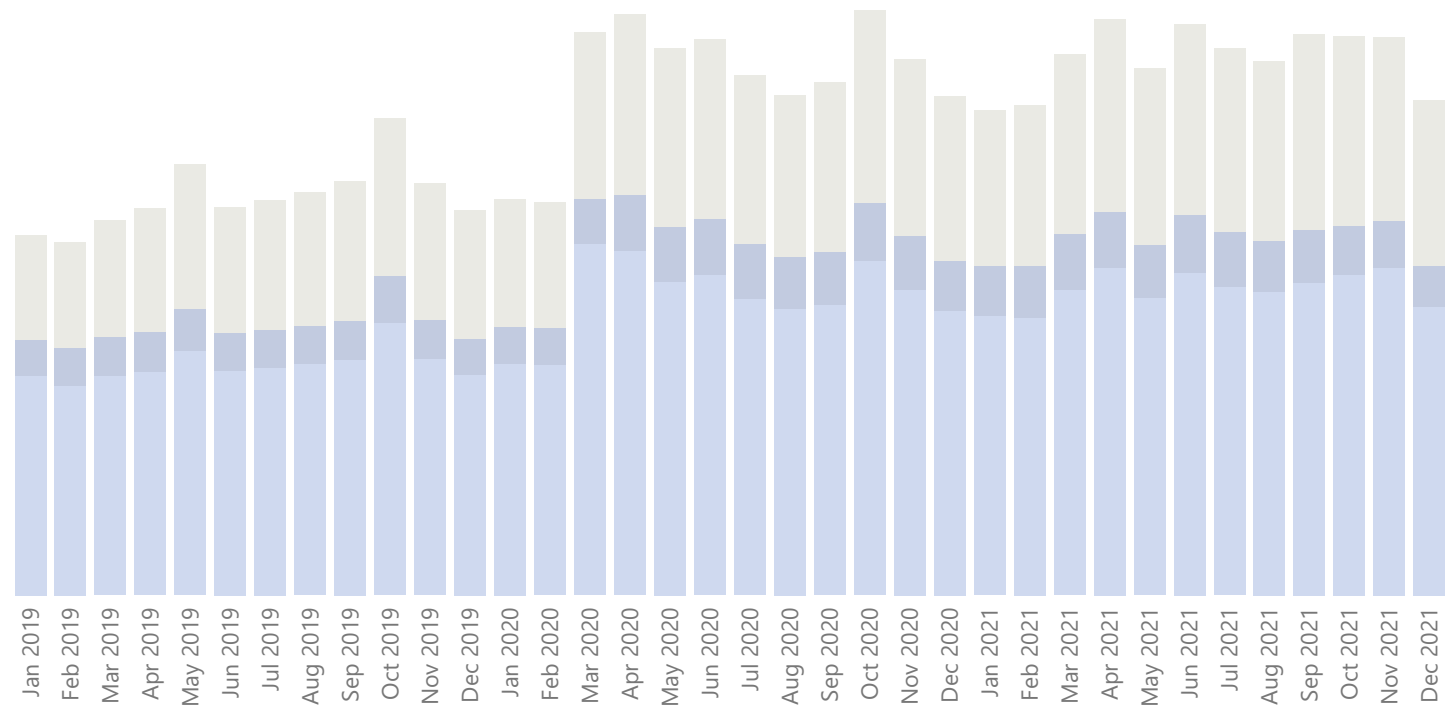
A	B	C	D	F
15%	8%	4%	2%	<1.4%

# Email Reach

Reach measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

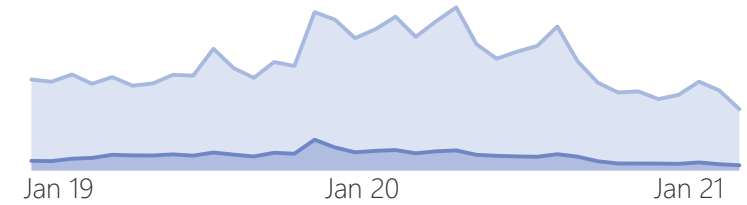
## Email Broadcast Volume Per 1000 employees

● Opens ● Ignored ● Sent



## Device Opens

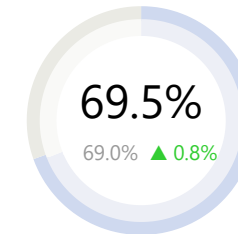
● Desktop ● Mobile



## %Mobile Opens

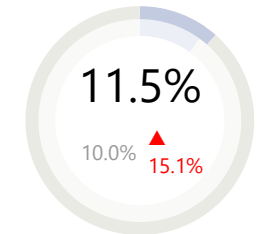
10.4% ▼ -41.23%

## Open Rate



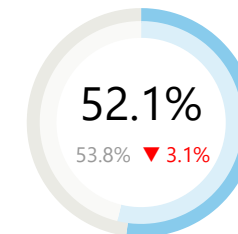
Unique Opens / Sent

## Ignore Rate



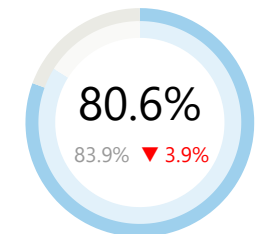
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate



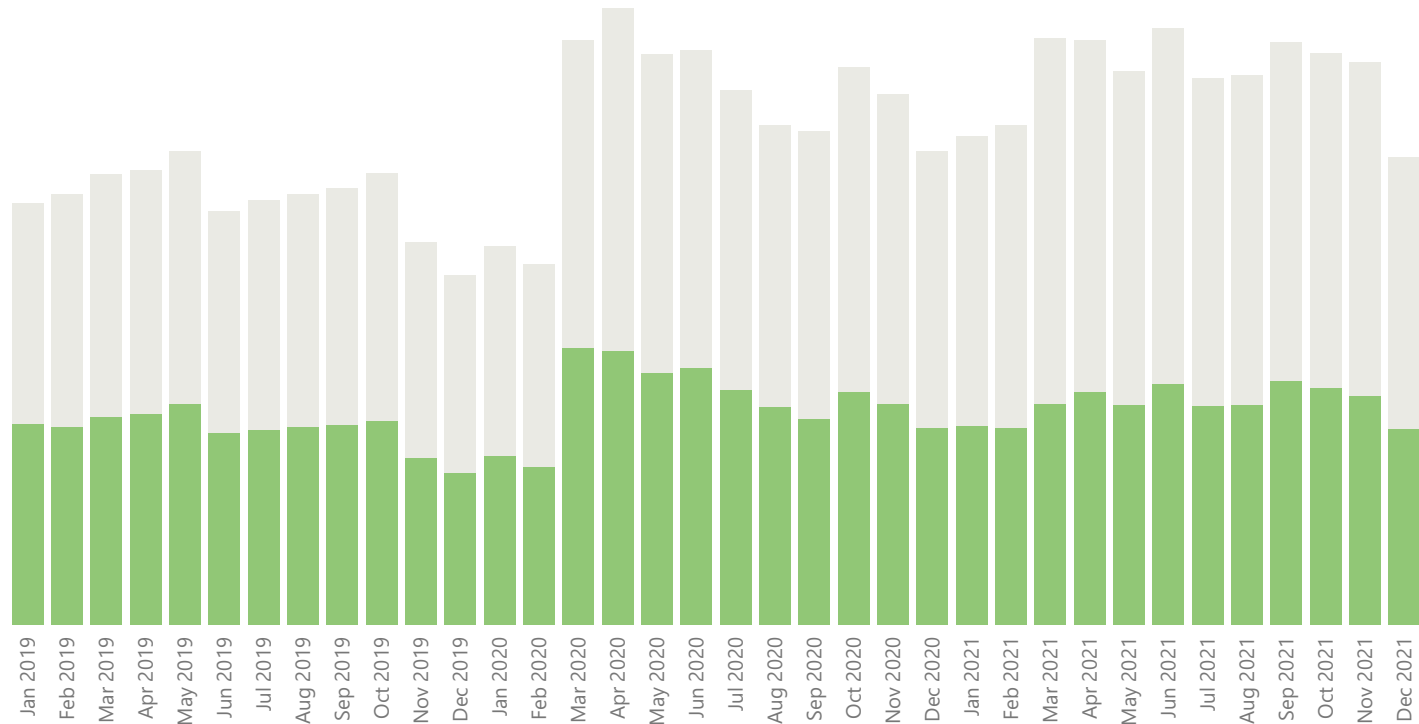
u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

# Email Readership

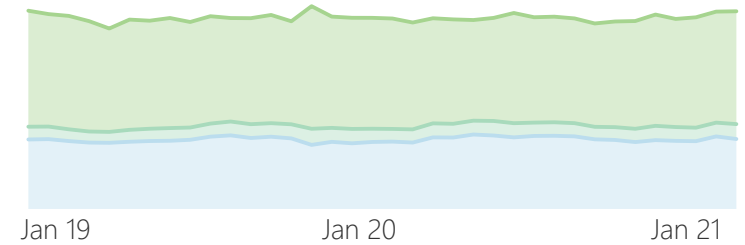
Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

Readership by Month Per 1000 employees

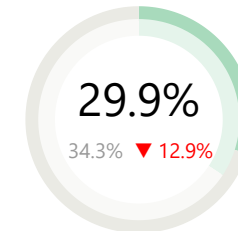
● Minutes Read ● Minutes Sent



Readership Rates

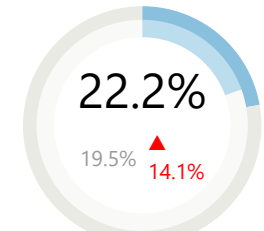


Read



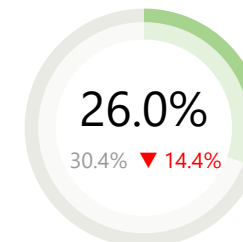
Read >= 30% of Time to Read

Skimmed



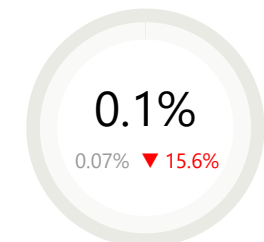
Read < 30% of Time to Read

Engaged Read



Percent of Reads > 50% of Time to Read

Left Open Read



Percent of Reads > 150% of Time to Read

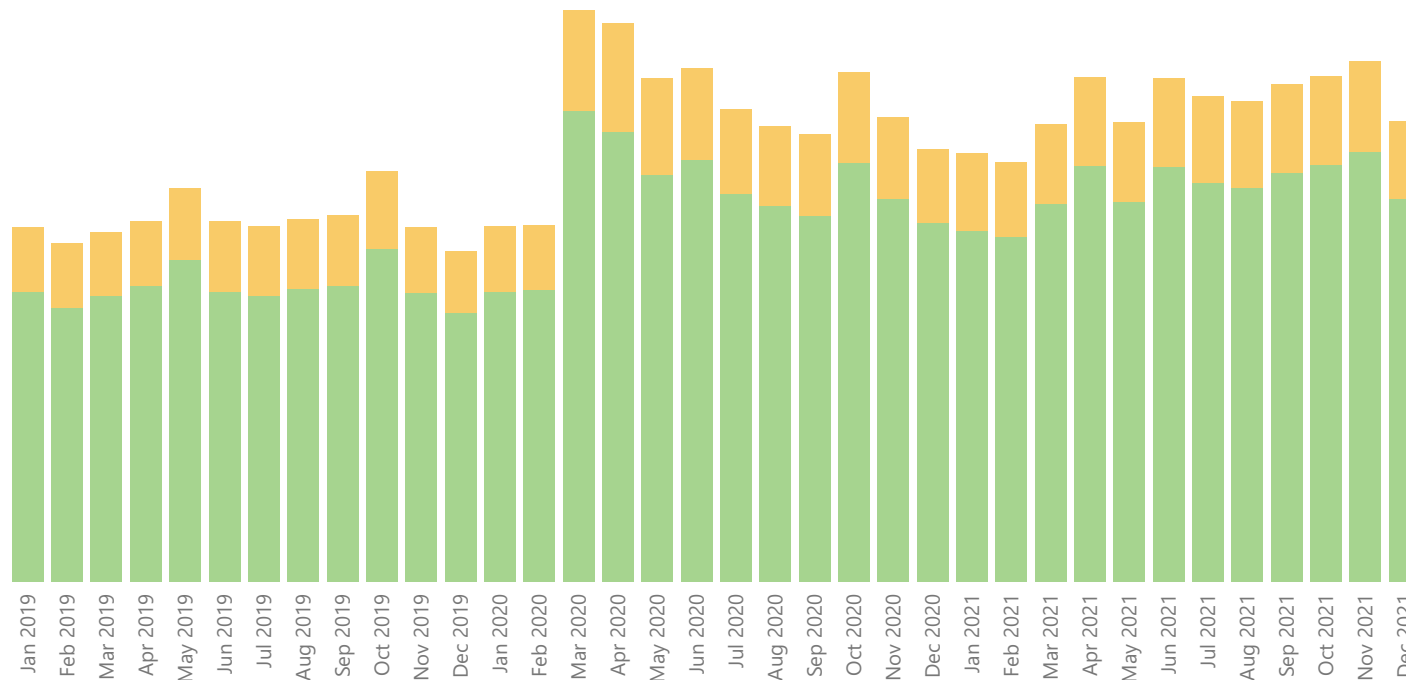
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Readership by Month Per 1000 employees

● Engaged Reads ● Clicks

2021 Compared to 2020 | 2019  
Engaged Reads + Clicks Y/Y ▲ 2% | ▲ 31%

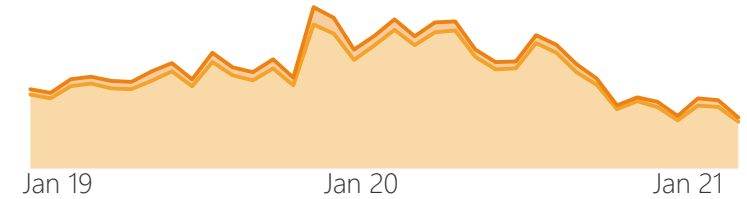


Device Clicks

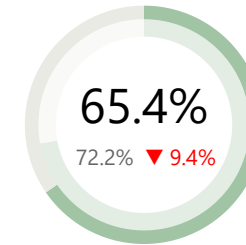
● Desktop ● Mobile

%Mobile Clicks

8% ▼ -32%

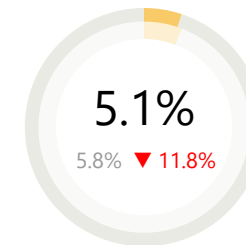


Readers %Read



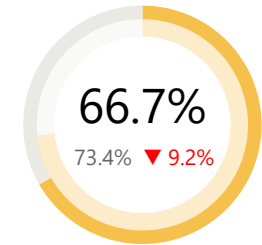
Avg(non-ignored read time) / time to read

Click Rate



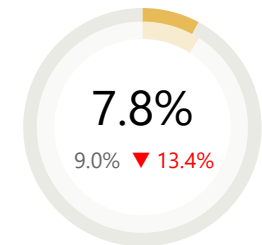
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate

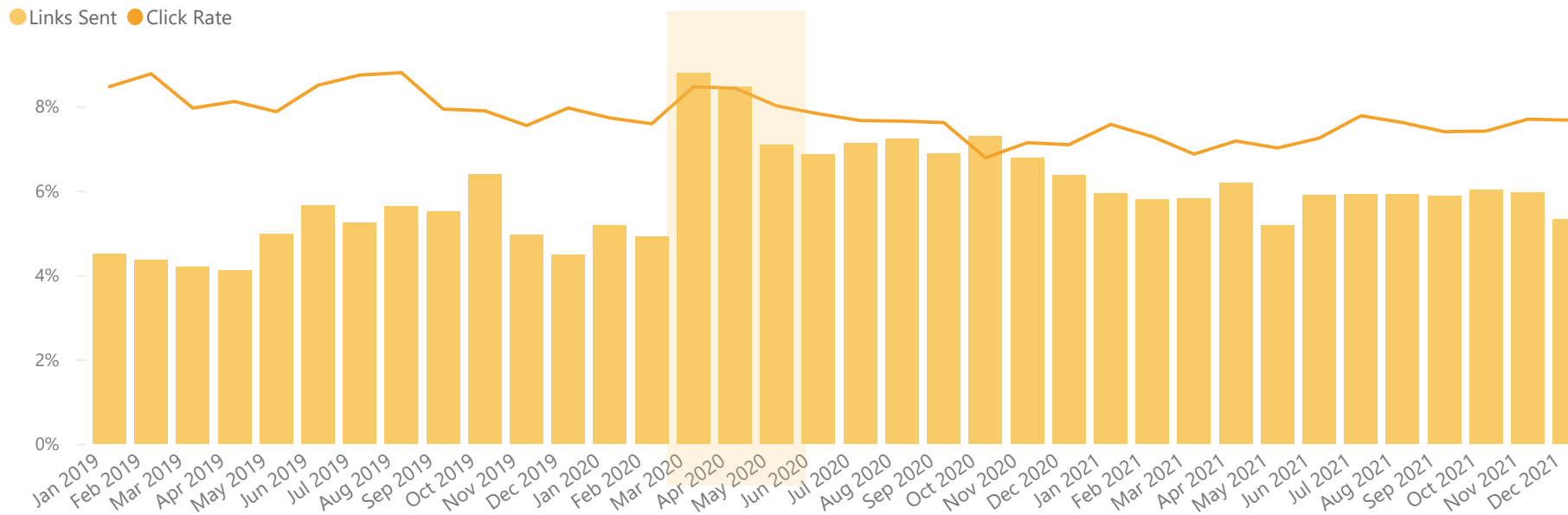


Unique Clicks / (Opens - Ignored)

# Email Clicks

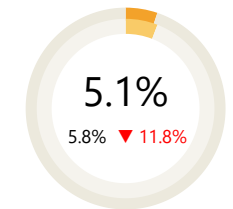
Clicks are the sum of recipients' unique link clicks within the email message sent. Click rate is the percentage of recipients who clicked on at least one link within the message (regardless of how many links were sent within the message). Factors which impact clicks are positioning within the email (does it display within the preview window), design formatting (is the link or button obvious), the call to action (is it interesting and compelling), as well as all the general email readership factors.

## Clicks by Month Per 1000 Employees



## 2021 Avg Click Rate

compared to 2020



## Links Clicked Volume



### 2021 to 2020 Click Rate and Volume

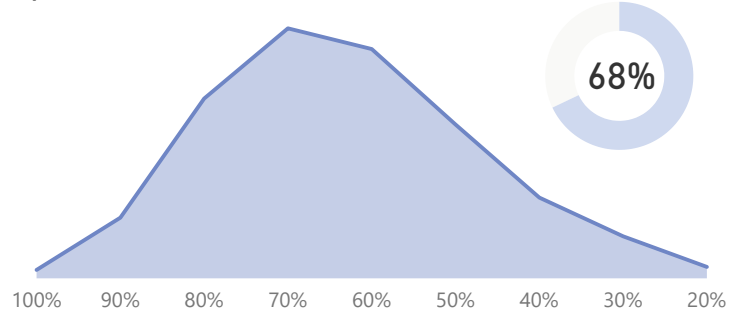


### 2021/2019 Click Rate and Volume



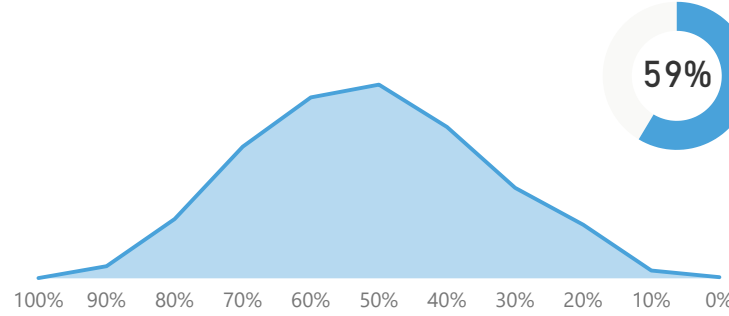
Open Rates

Avg Open Rate



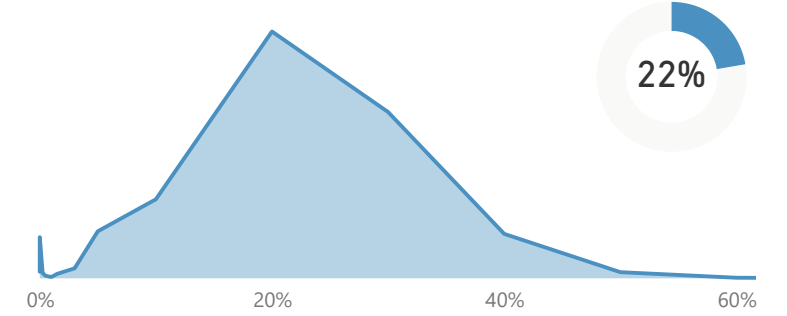
Audience Attention Rate

Avg Audience Attention



Skim Rate

Avg Skimmed Rate



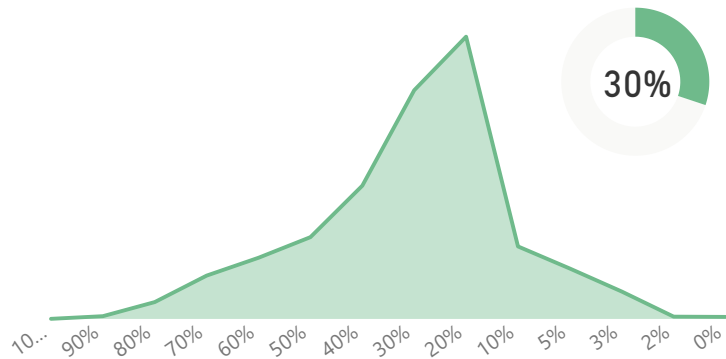
A	B	C	D	F
84%	76%	68%	56%	<55%

A	B	C	D	F
75%	66%	56%	44%	<43%

A	B	C	D	F
10%	18%	25%	31%	>32%

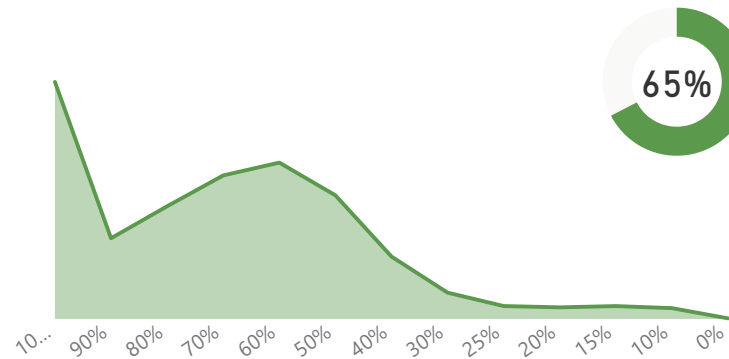
Read Rate

Avg Read Rate



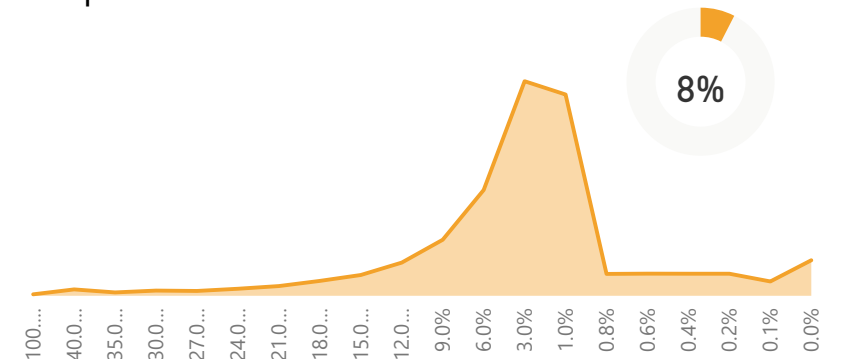
Percent Read

Avg Percent Read



Unique Click Rate

Avg Click Rate



A	B	C	D	F
56%	41%	30%	21%	<20%

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100%	89%	71%	55%	<54%

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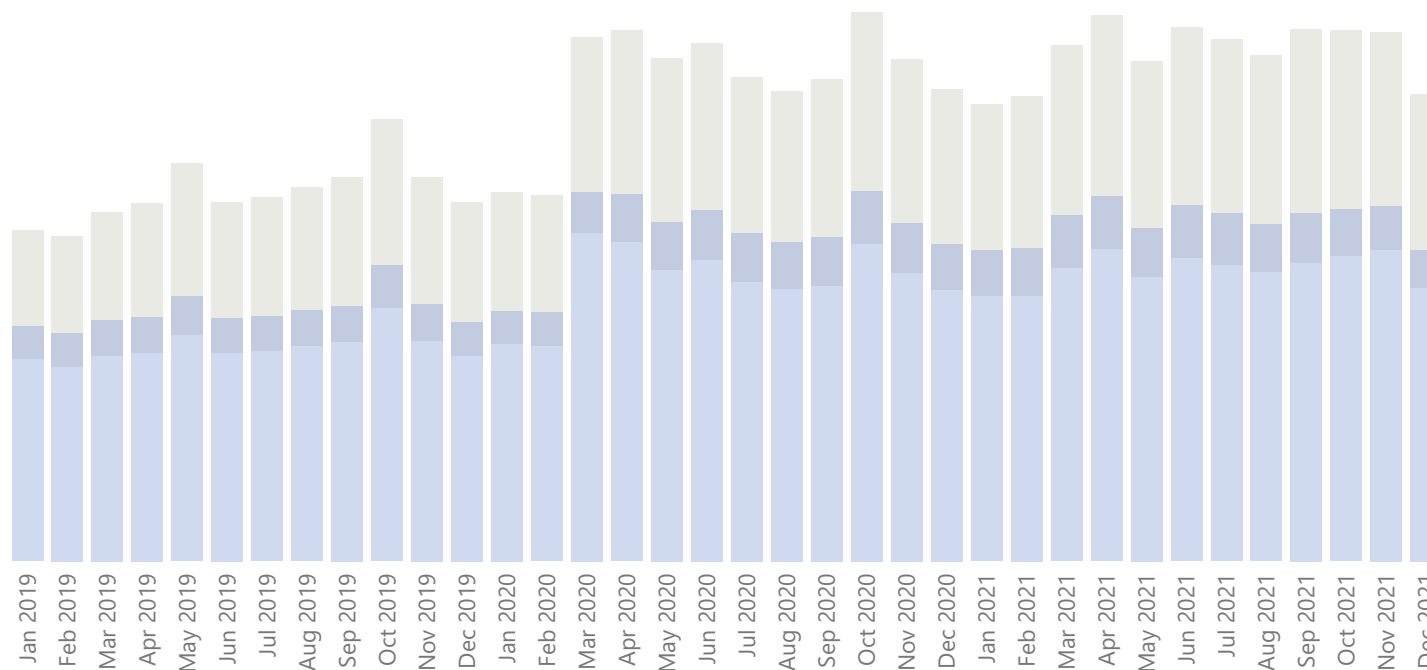
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Reach measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

## Email Broadcast Volume Per 1000 employees

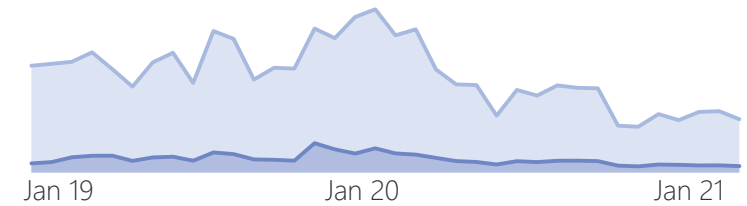
● Opens ● Ignored ● Sent

2021 Compared to 2020 | 2019  
Sent Volume Y/Y ▲ 6% | ▲ 37%



## Device Opens

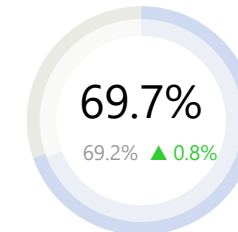
● Desktop ● Mobile



## %Mobile Opens

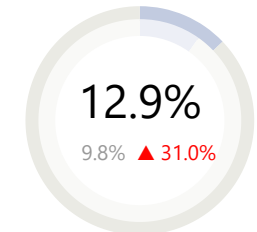
10.3% ▼ -41.63%

## Open Rate



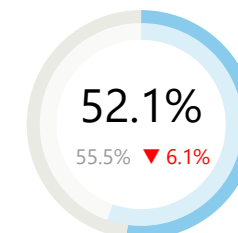
Unique Opens / Sent

## Ignore Rate



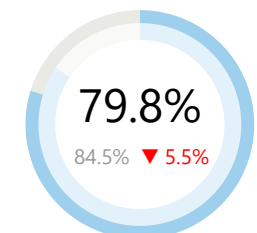
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate



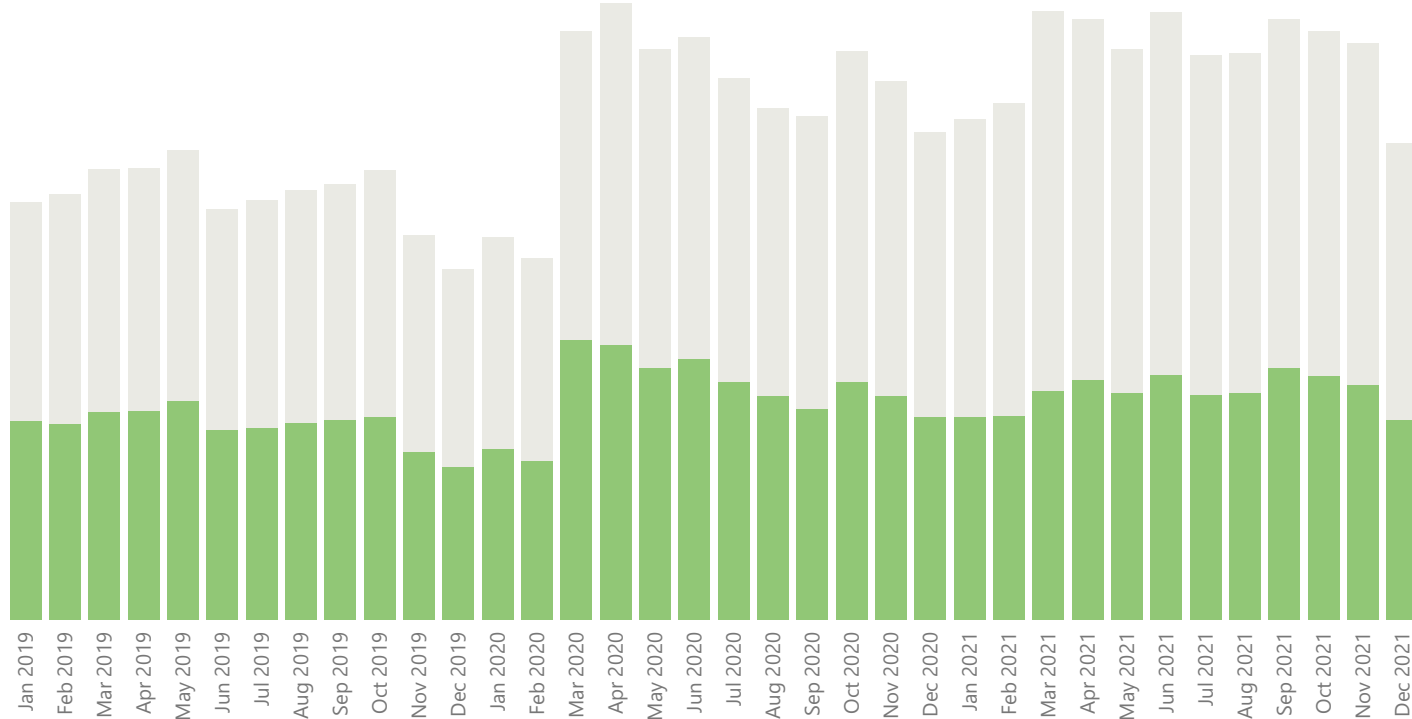
u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

# Email Readership

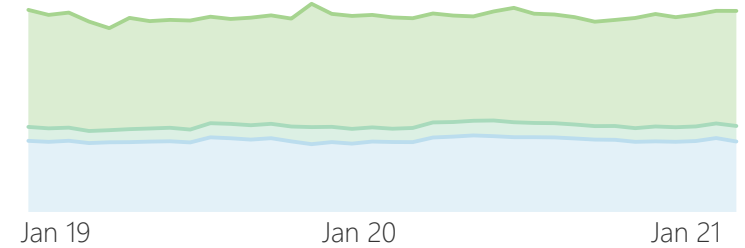
Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

## Readership by Month Per 1000 employees

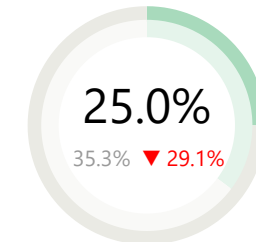
● Minutes Read ● Minutes Sent



## Readership Rates

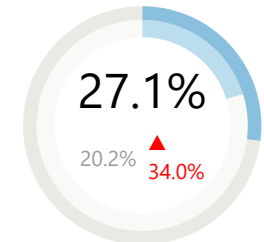


Read



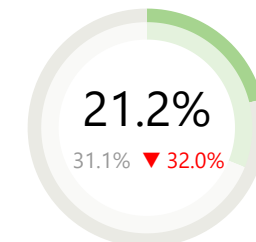
Read >= 30% of Time to Read

Skimmed



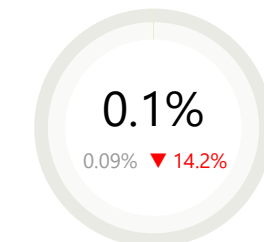
Read < 30% of Time to Read

Engaged Read



Percent of Reads > 50% of Time to Read

Left Open Read



Percent of Reads > 150% of Time to Read



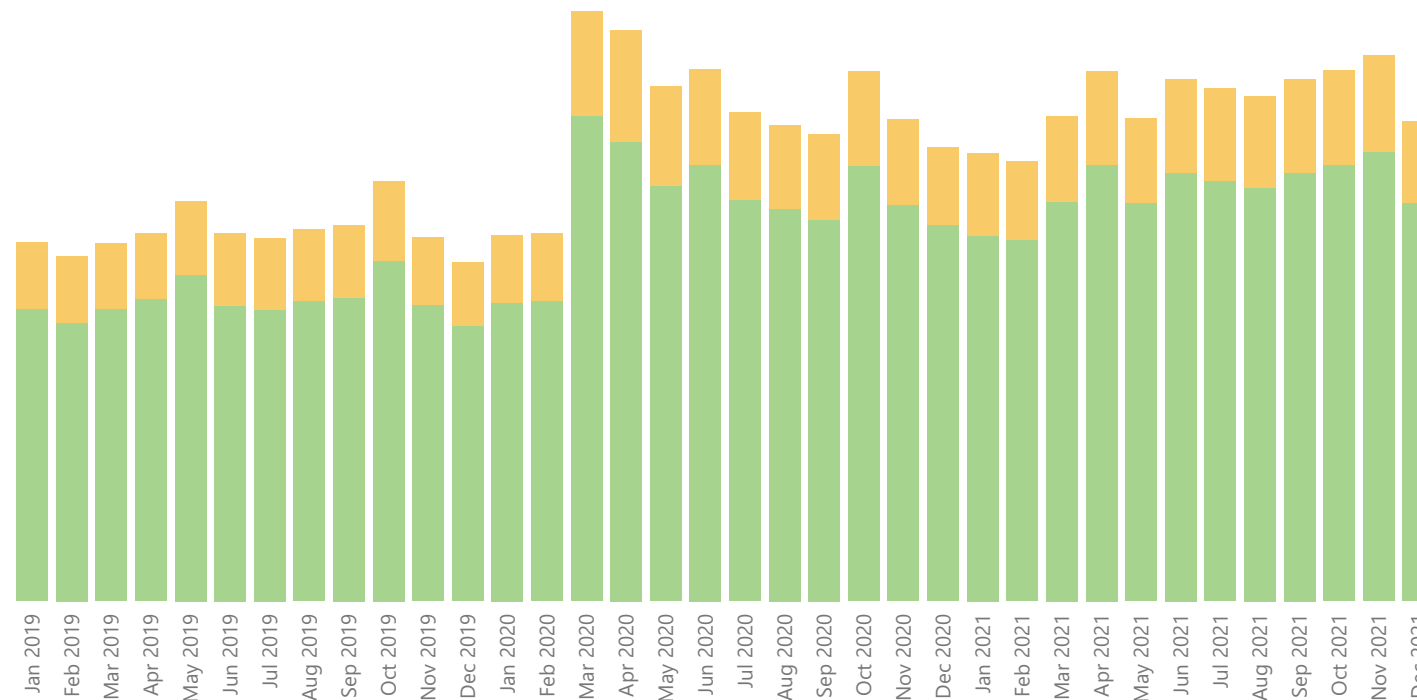
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Engagement measures interaction with your email, combining the percent of the content read together with click activity, if links are included in the message. Factors which impact engagement include reading ease, authenticity, content relevancy and interest, presentation and message length, and call to action and link text effectiveness.

Readership by Month Per 1000 employees

● Engaged Reads ● Clicks

2021 Compared to 2020 | 2019  
Engaged Reads + Clicks Y/Y ▲ 3% | ▲ 35%

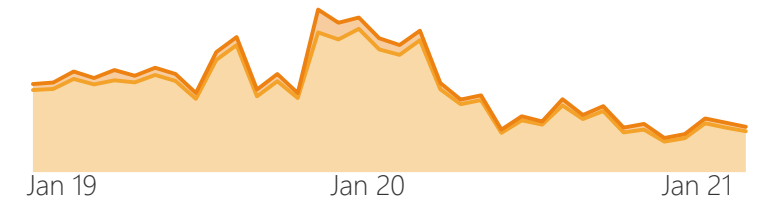


Device Clicks

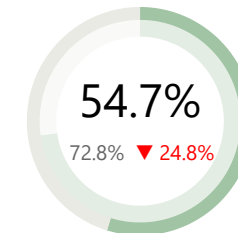
● Desktop ● Mobile

%Mobile Clicks

8% ▼ -4%

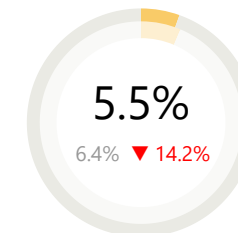


Readers %Read



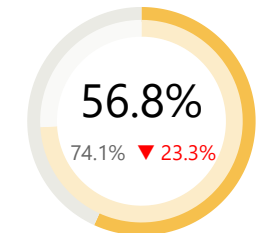
Avg(non-ignored read time) / time to read

Click Rate



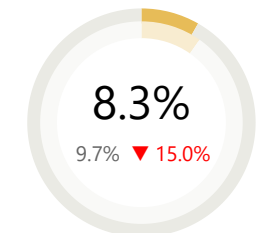
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate



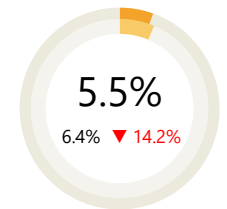
Unique Clicks / (Opens - Ignored)

# Email Clicks

Clicks are the sum of recipients' unique link clicks within the email message sent. Click rate is the percentage of recipients who clicked on at least one link within the message (regardless of how many links were sent within the message). Factors which impact clicks are positioning within the email (does it display within the preview window), design formatting (is the link or button obvious), the call to action (is it interesting and compelling), as well as all the general email readership factors.

## 2021 Avg Click Rate

compared to 2020

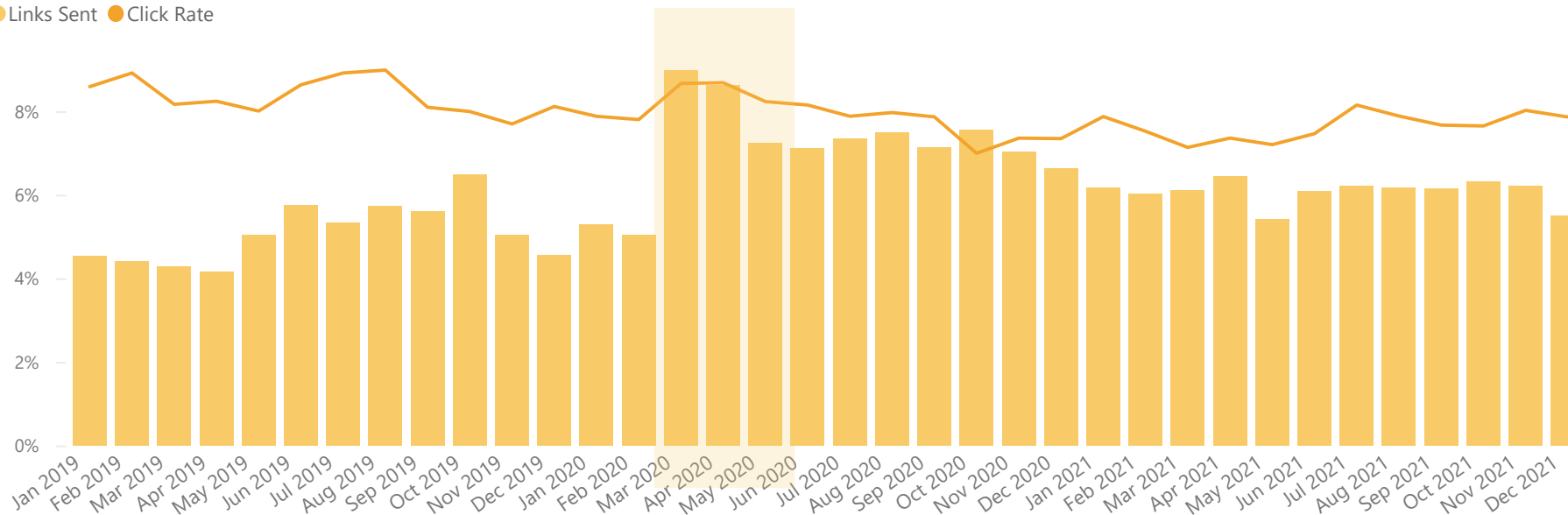


## Links Clicked Volume



## Clicks by Month Per 1000 Employees

● Links Sent ● Click Rate



### 2021 to 2020 Click Rate and Volume

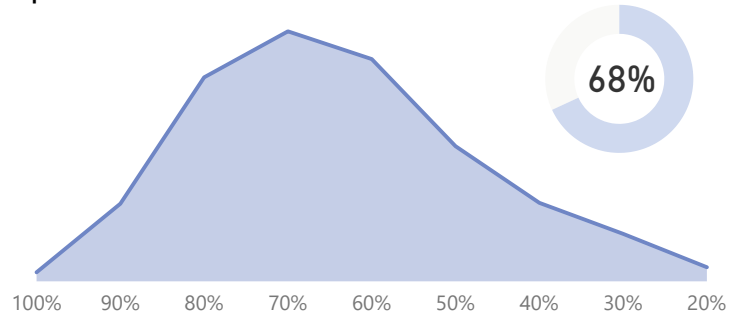


### 2021/2019 Click Rate and Volume



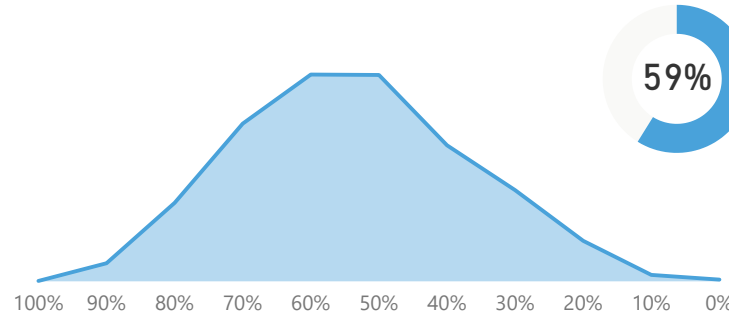
Open Rates

Avg Open Rate



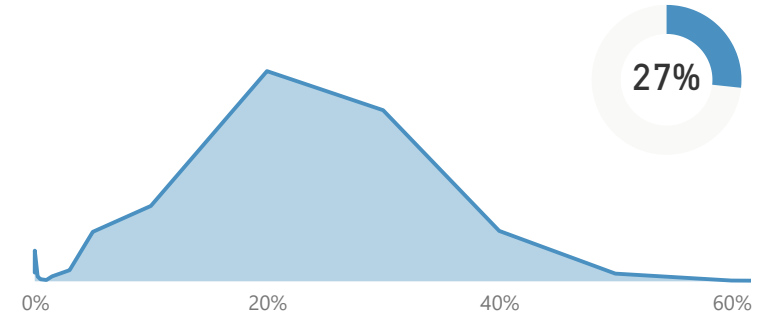
Audience Attention Rate

Avg Audience Attention



Skim Rate

Avg Skimmed Rate



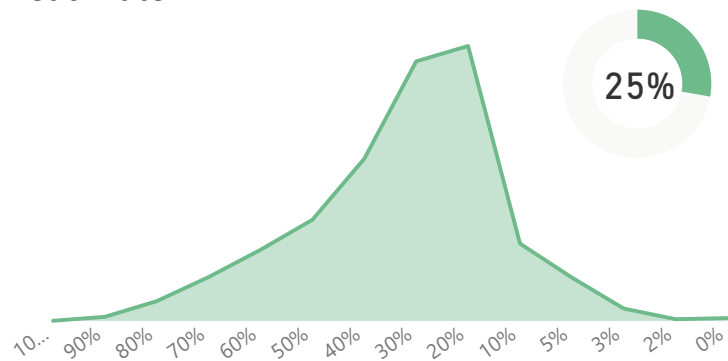
A	B	C	D	F
84%	76%	68%	56%	<55%

A	B	C	D	F
75%	66%	56%	44%	<43%

A	B	C	D	F
10%	18%	25%	31%	>32%

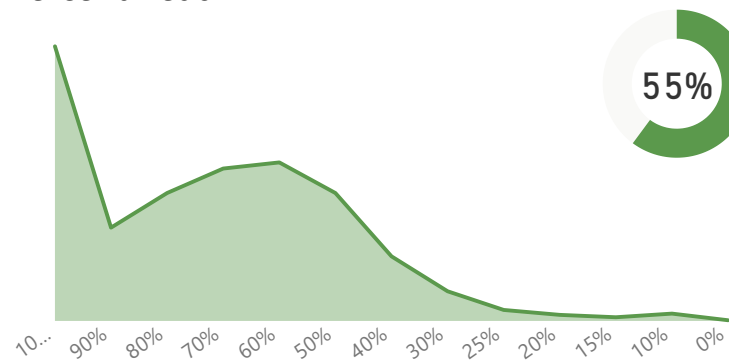
Read Rate

Avg Read Rate



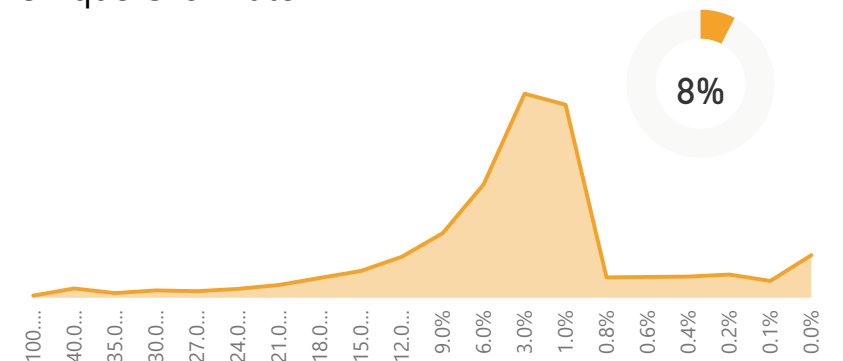
Percent Read

Avg Percent Read



Unique Click Rate

Avg Click Rate



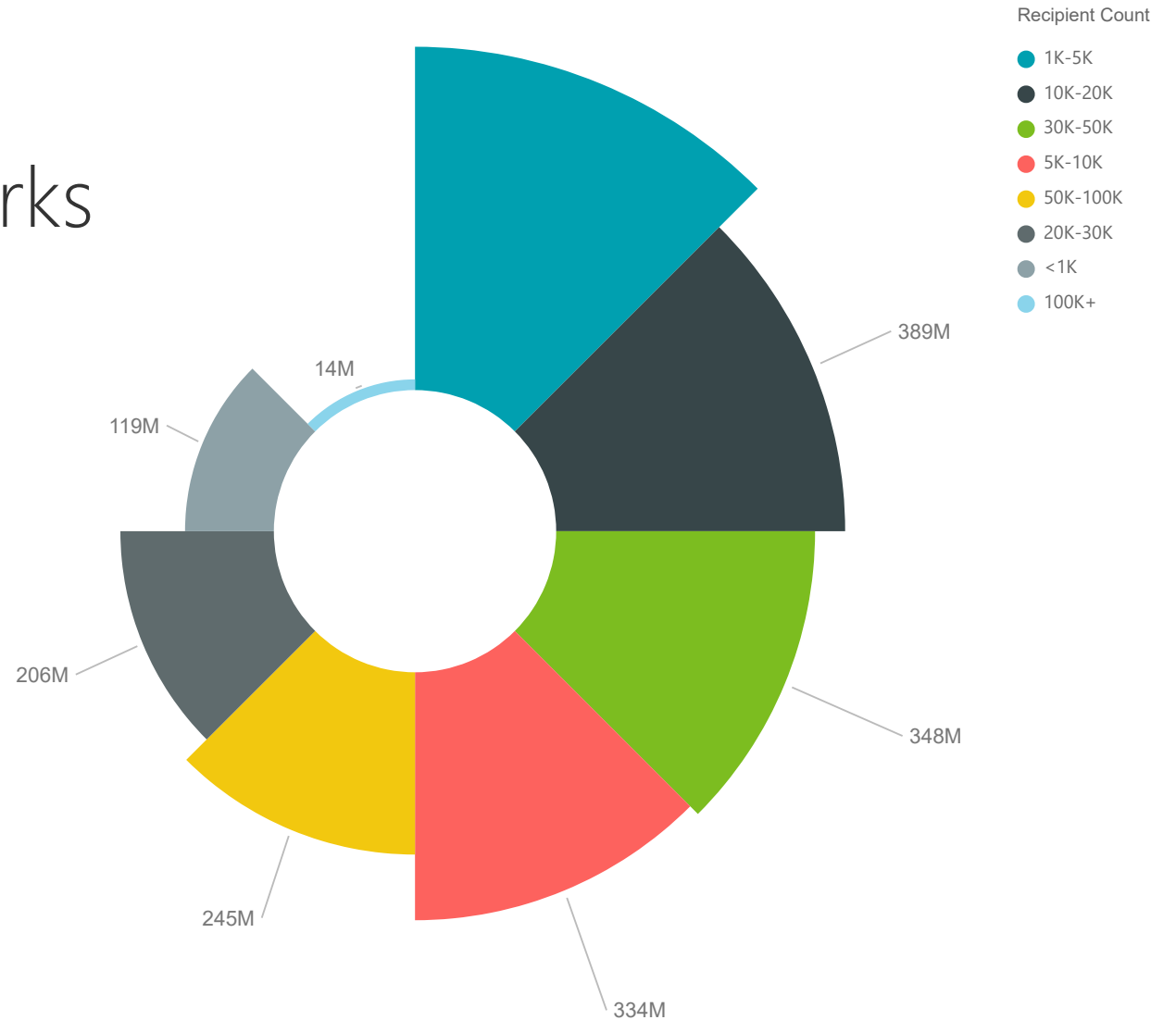
A	B	C	D	F
56%	41%	30%	21%	<20%

A	B	C	D	F
100%	89%	71%	55%	<54%

A	B	C	D	F
15%	8%	4%	2%	<1.4%

Corporate email communication benchmarks for 7 distribution group segments.

Distribution Group Broadcasts

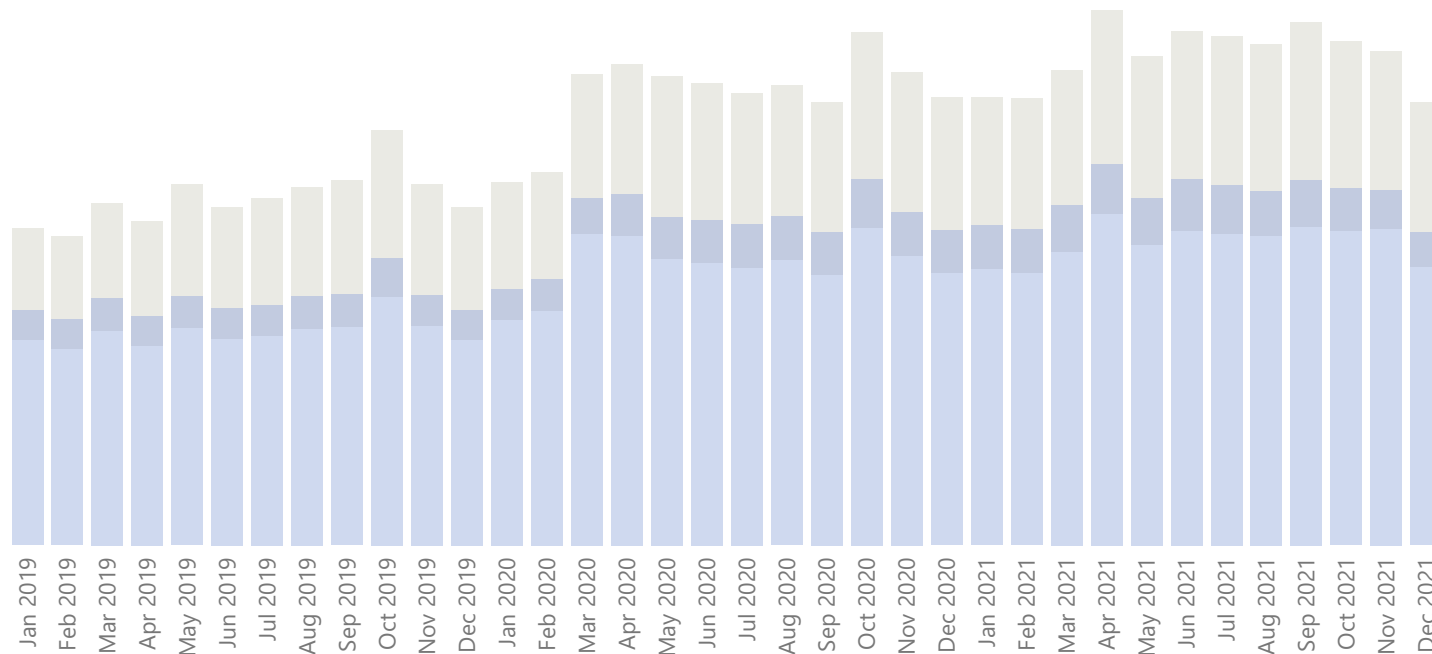


# Email Reach

Reach measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

## Email Broadcast Volume Per 1000 employees

● Opens ● Ignored ● Sent

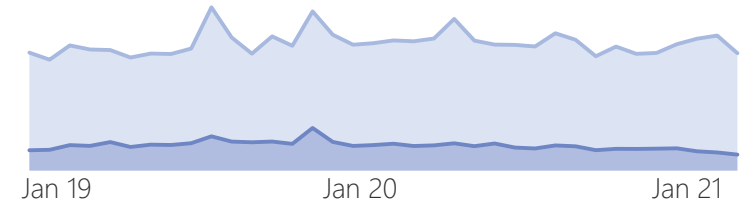


## Device Opens

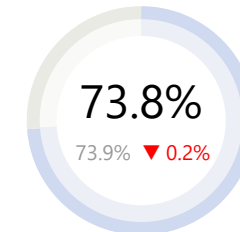
● Desktop ● Mobile

## %Mobile Opens

20.4% ▼ -6.85%

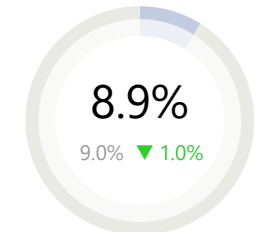


## Open Rate



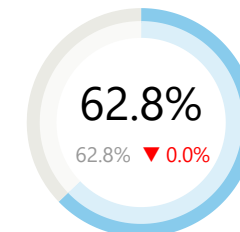
Unique Opens / Sent

## Ignore Rate



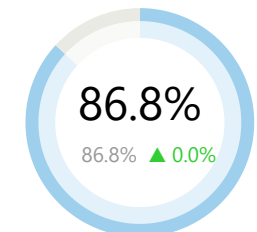
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate



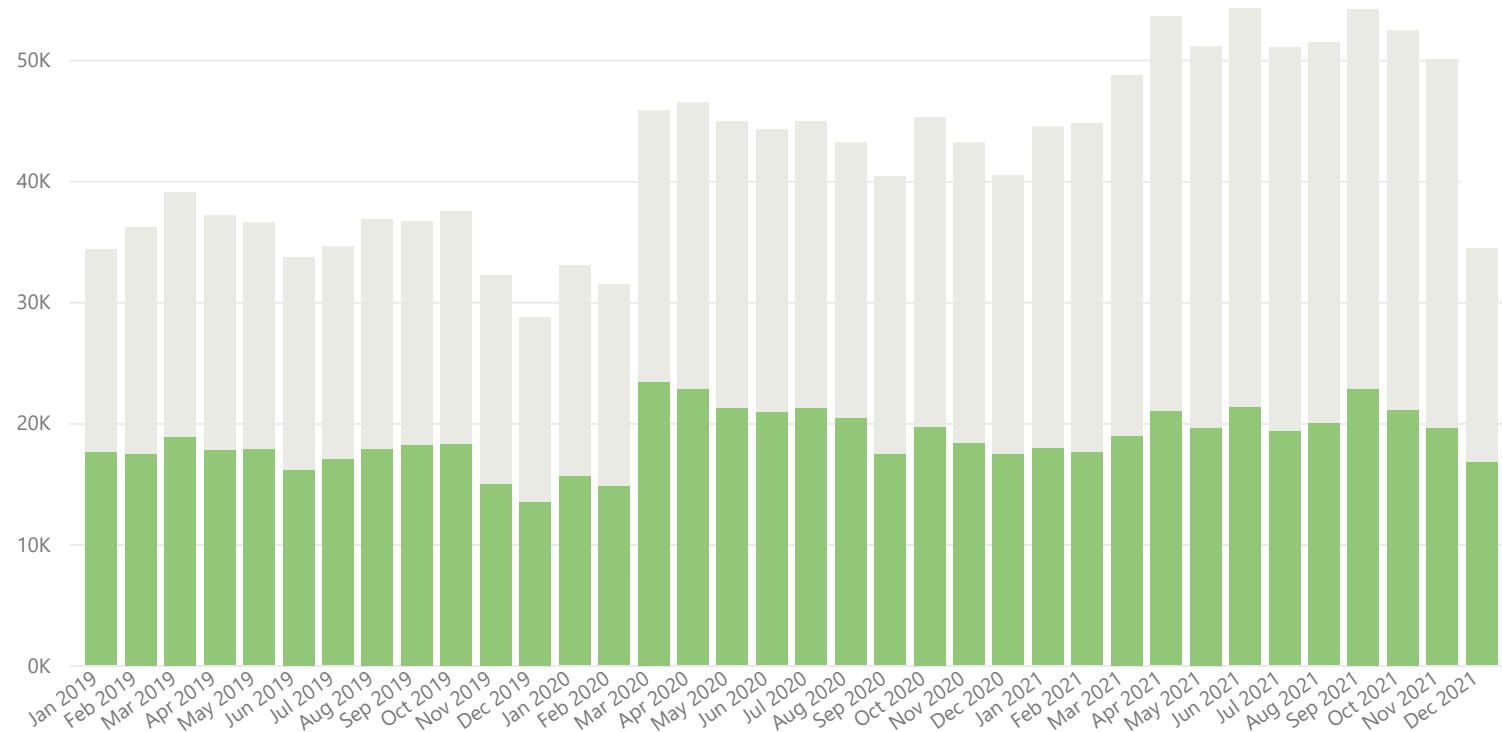
u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

# Email Readership

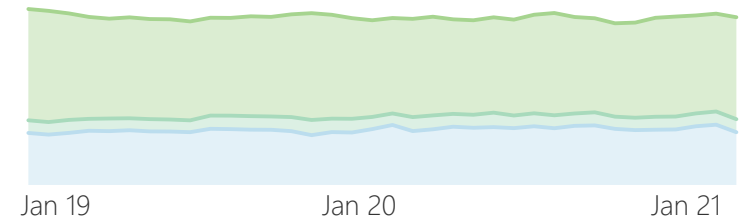
Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

Readership by Month Per 1000 employees

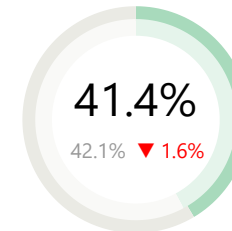
● Minutes Read ● Minutes Sent



Readership Rates

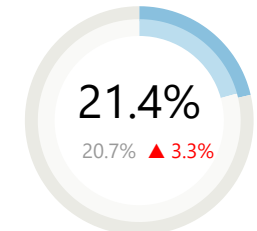


Read



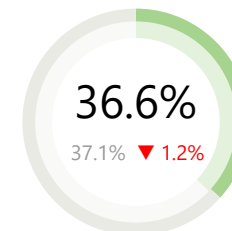
Read >= 30% of Time to Read

Skimmed



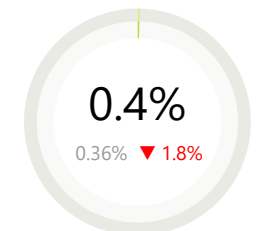
Read < 30% of Time to Read

Engaged Read



Percent of Reads > 50% of Time to Read

Left Open Read



Percent of Reads > 150% of Time to Read

# Email Engagement

Engagement measures interaction with your email, combining the percent of the content read together with click activity, if links are included in the message. Factors which impact engagement include reading ease, authenticity, content relevancy and interest, presentation and message length, and call to action and link text effectiveness.

Readership by Month Per 1000 employees

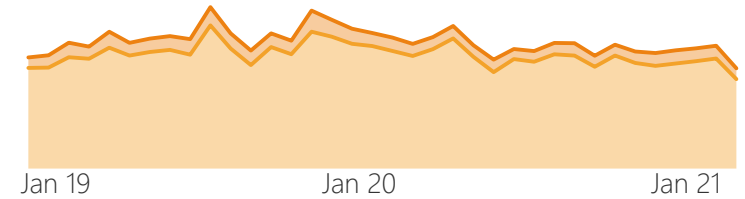


Device Clicks

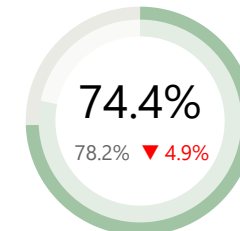
● Desktop ● Mobile

%Mobile Clicks

9% ▲ 9%

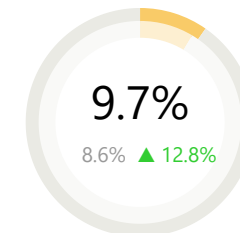


Readers %Read



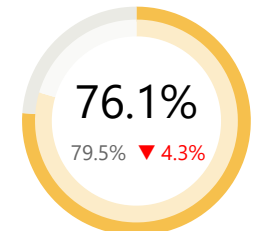
Avg(non-ignored read time) / time to read

Click Rate



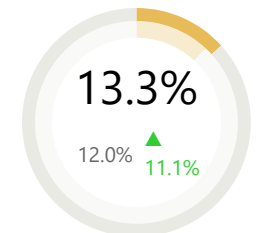
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate



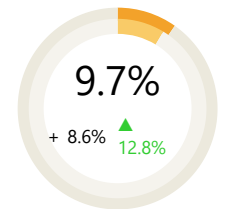
Unique Clicks / (Opens - Ignored)

# Email Clicks

Clicks are the sum of recipients' unique link clicks within the email message sent. Click rate is the percentage of recipients who clicked on at least one link within the message (regardless of how many links were sent within the message). Factors which impact clicks are positioning within the email (does it display within the preview window), design formatting (is the link or button obvious), the call to action (is it interesting and compelling), as well as all the general email readership factors.

## 2021 Avg Click Rate

compared to 2020

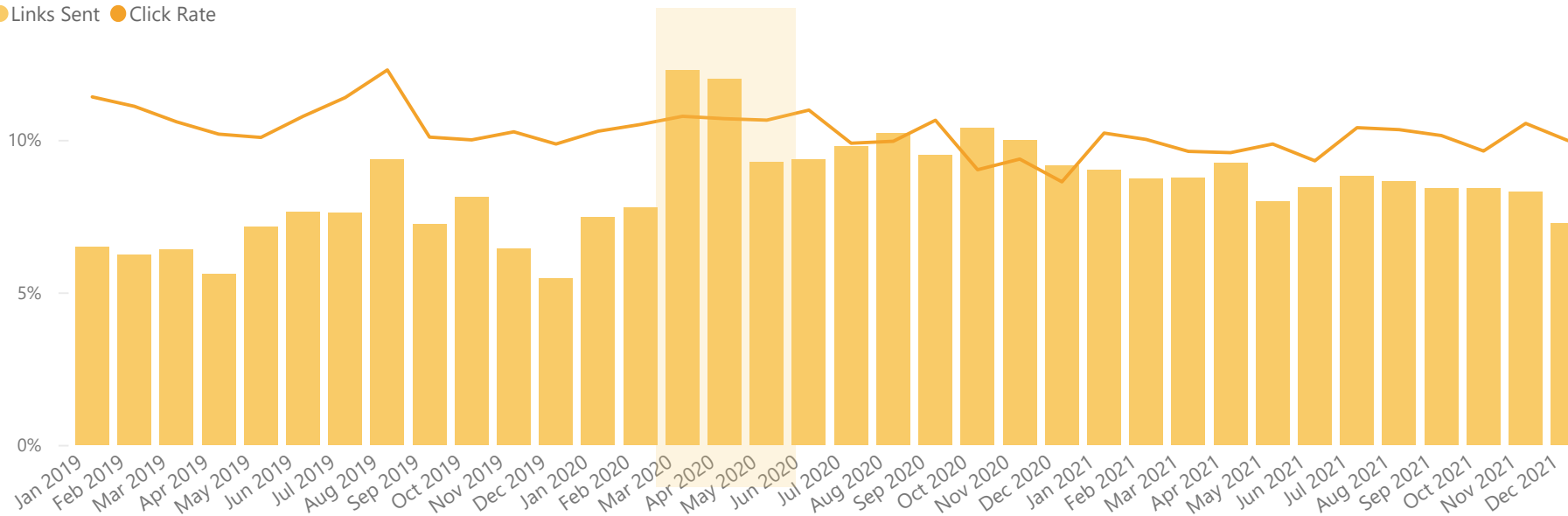


## Links Clicked Volume

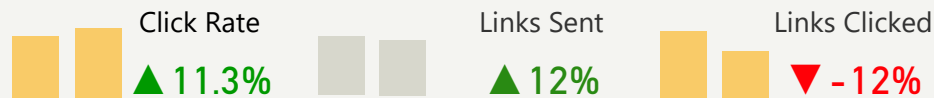


## Clicks by Month Per 1000 Employees

● Links Sent ● Click Rate



### 2021 to 2020 Click Rate and Volume



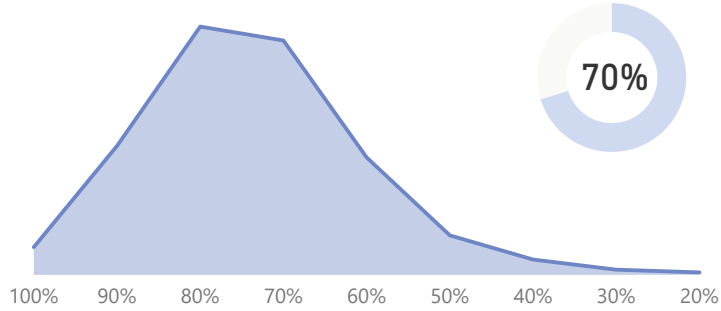
### 2021/2019 Click Rate and Volume





Open Rates

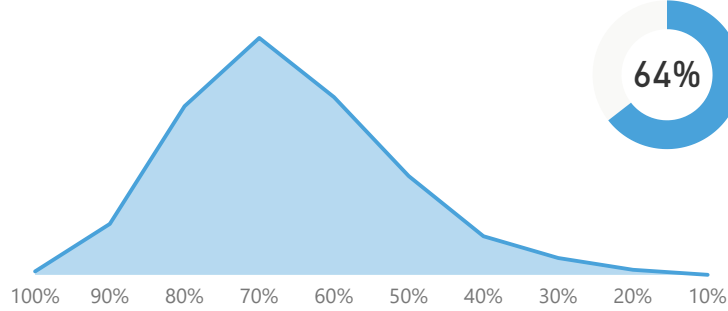
Avg Open Rate



A	B	C	D	F
84%	76%	68%	56%	<55%

Audience Attention Rate

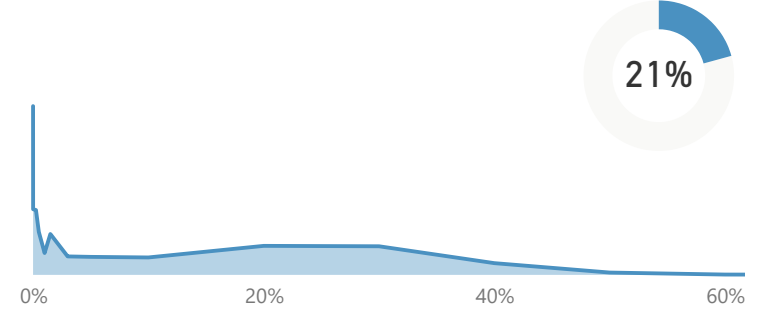
Avg Audience Attention



A	B	C	D	F
75%	66%	56%	44%	<43%

Skim Rate

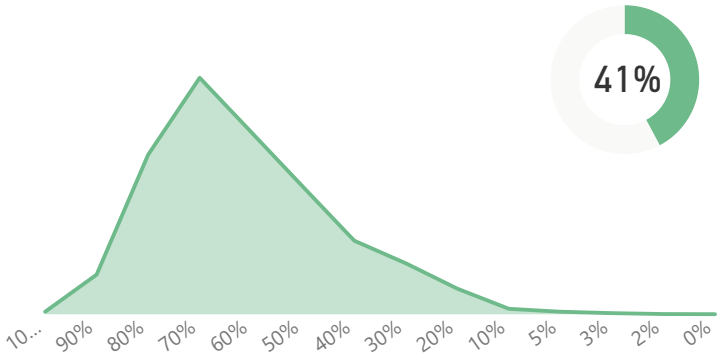
Avg Skimmed Rate



A	B	C	D	F
10%	18%	25%	31%	>32%

Read Rate

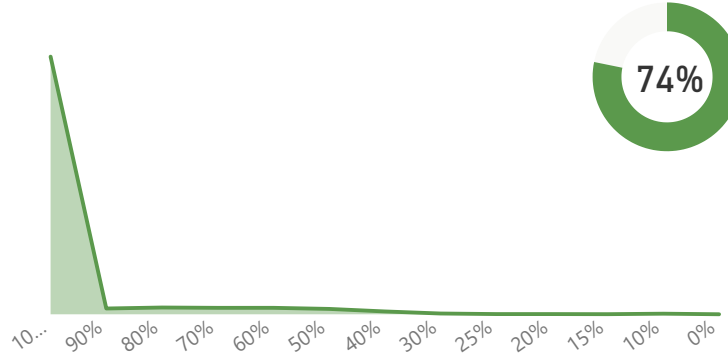
Avg Read Rate



A	B	C	D	F
56%	41%	30%	21%	<20%

Percent Read

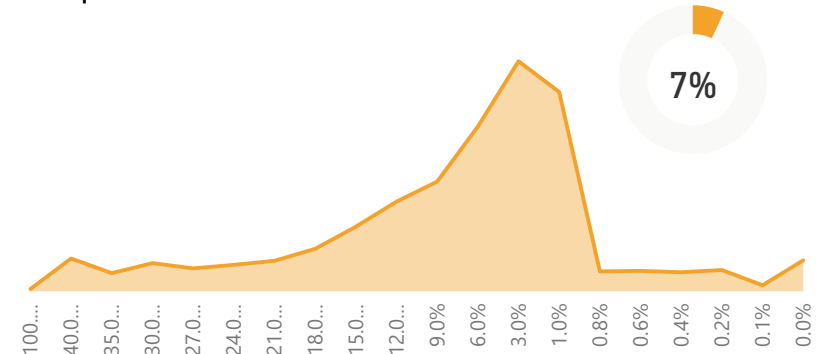
Avg Percent Read



A	B	C	D	F
100%	89%	71%	55%	<54%

Unique Click Rate

Avg Click Rate



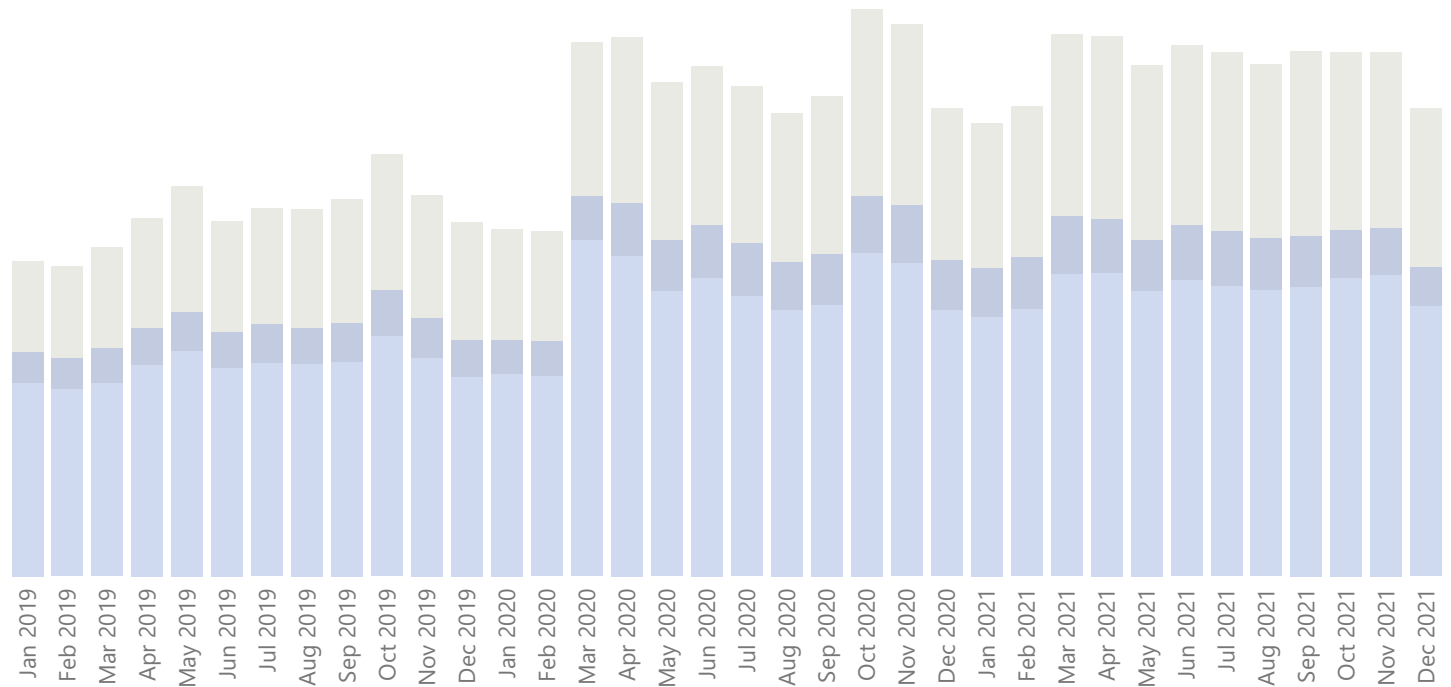
A	B	C	D	F
15%	8%	4%	2%	<1.4%

# Email Reach

Reach measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

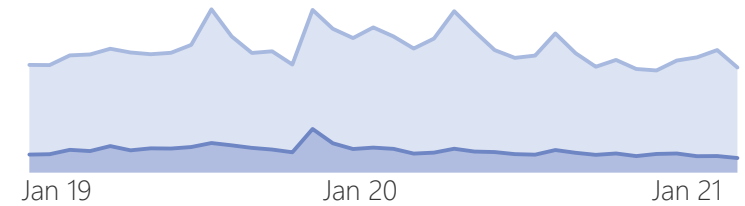
## Email Broadcast Volume Per 1000 employees

● Opens ● Ignored ● Sent



## Device Opens

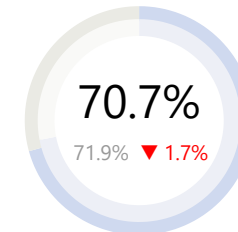
● Desktop ● Mobile



## %Mobile Opens

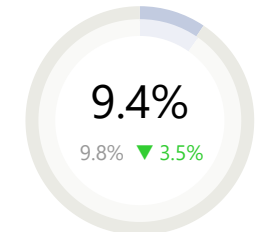
16.0% ▼ -8.31%

## Open Rate



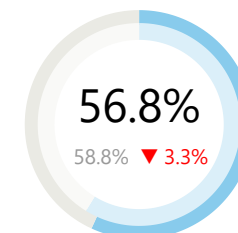
Unique Opens / Sent

## Ignore Rate



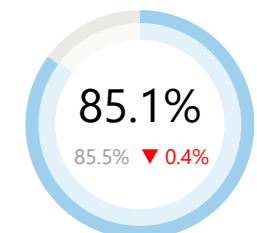
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate

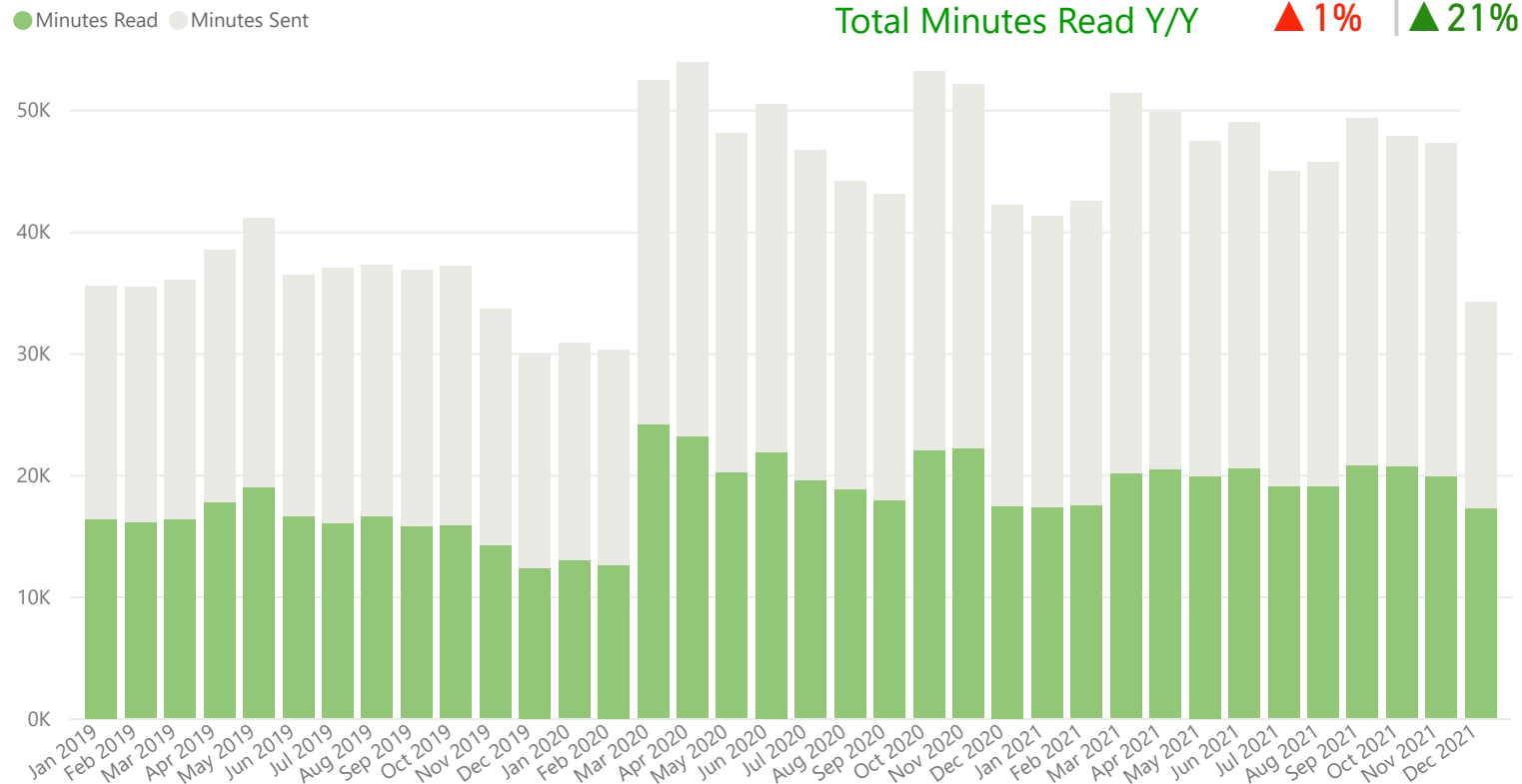


u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

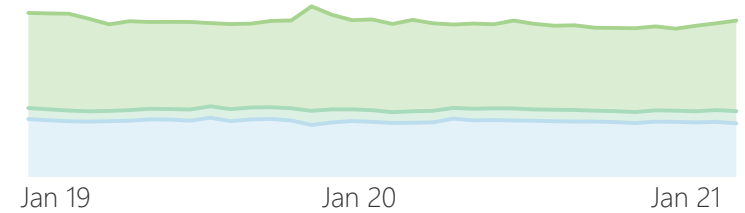
# Email Readership

Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

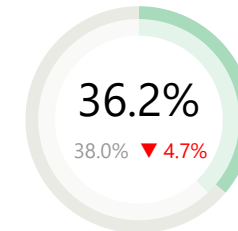
Readership by Month Per 1000 employees



Readership Rates

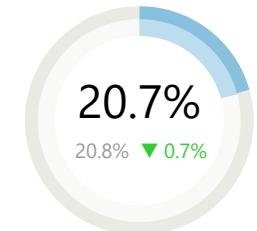


Read



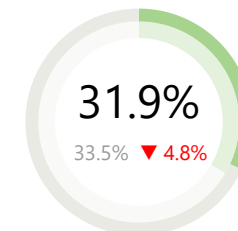
Read >= 30% of Time to Read

Skimmed



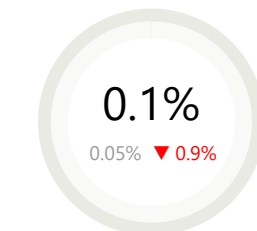
Read < 30% of Time to Read

Engaged Read



Percent of Reads > 50% of Time to Read

Left Open Read

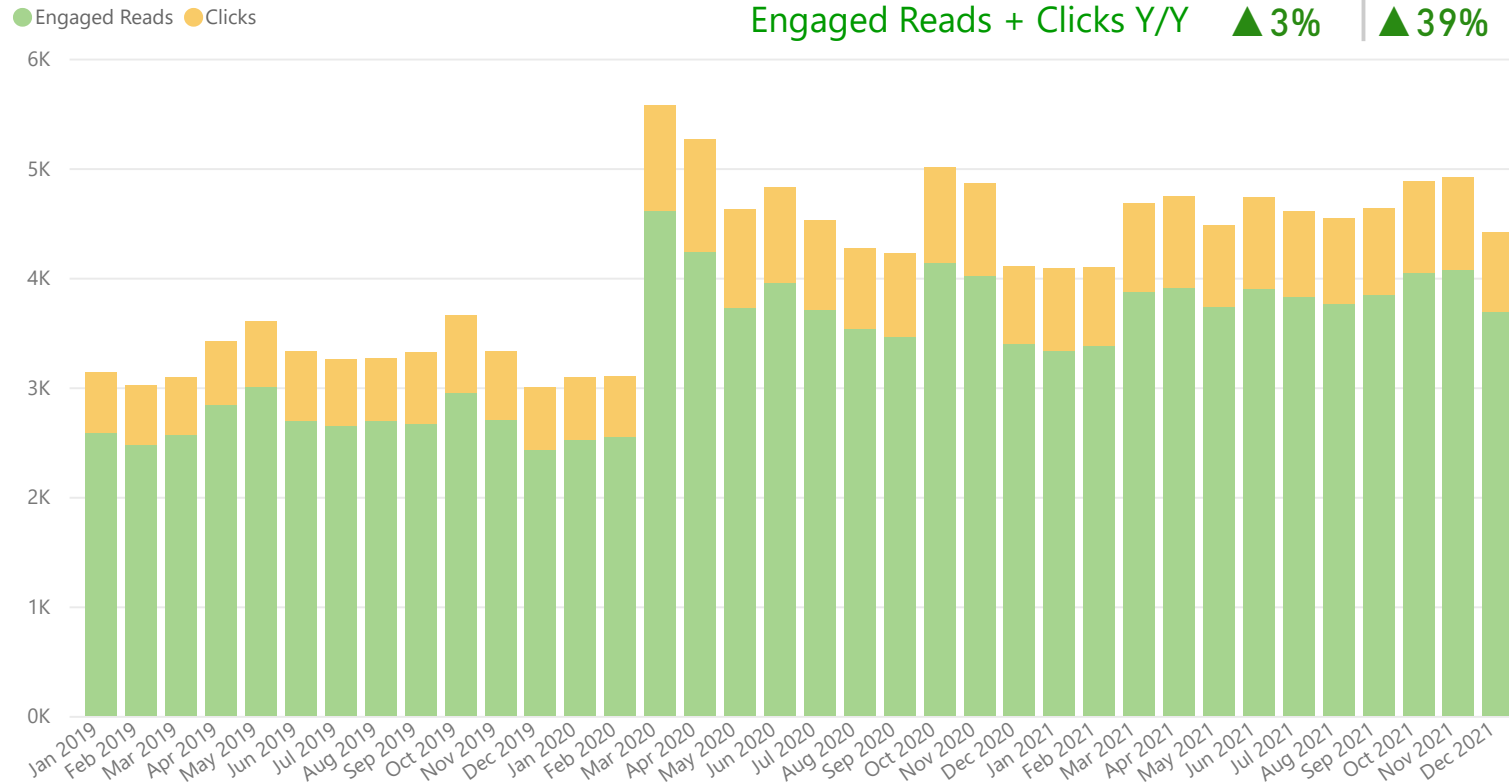


Percent of Reads > 150% of Time to Read

# Email Engagement

Engagement measures interaction with your email, combining the percent of the content read together with click activity, if links are included in the message. Factors which impact engagement include reading ease, authenticity, content relevancy and interest, presentation and message length, and call to action and link text effectiveness.

Readership by Month Per 1000 employees

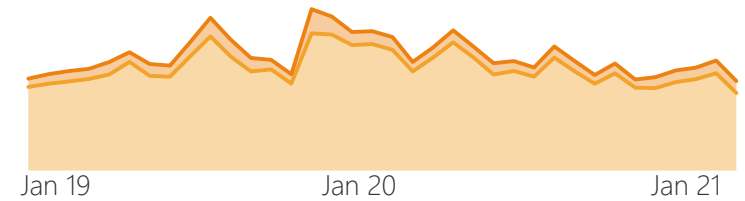


Device Clicks

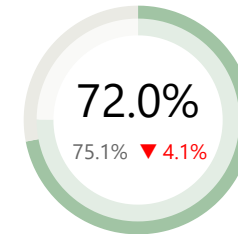
● Desktop ● Mobile

%Mobile Clicks

11% ▲ 1%

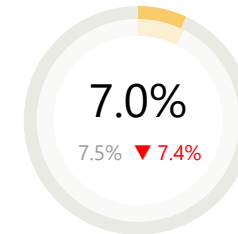


Readers %Read



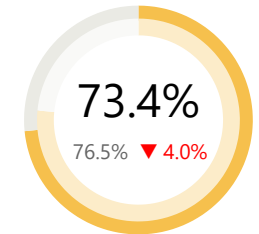
Avg(non-ignored read time) / time to read

Click Rate



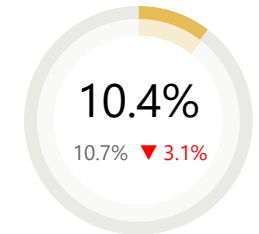
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate

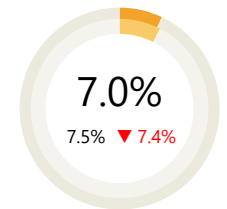


Unique Clicks / (Opens - Ignored)

# Email Clicks

Clicks are the sum of recipients' unique link clicks within the email message sent. Click rate is the percentage of recipients who clicked on at least one link within the message (regardless of how many links were sent within the message). Factors which impact clicks are positioning within the email (does it display within the preview window), design formatting (is the link or button obvious), the call to action (is it interesting and compelling), as well as all the general email readership factors.

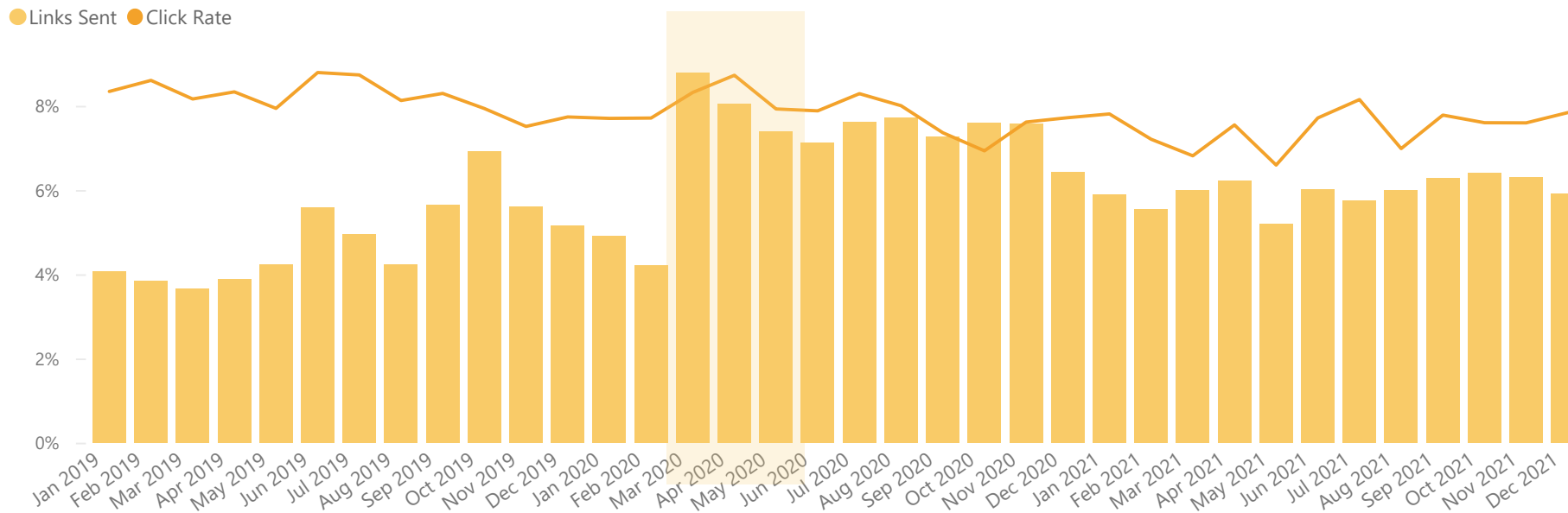
2021 Avg Click Rate  
compared to 2020



Links Clicked Volume



Clicks by Month Per 1000 Employees



2021 to 2020 Click Rate and Volume

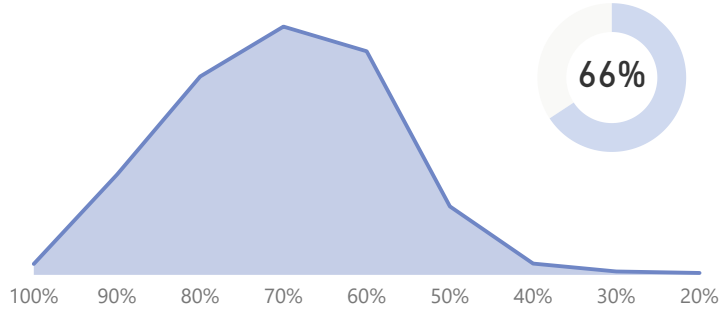


2021/2019 Click Rate and Volume



Open Rates

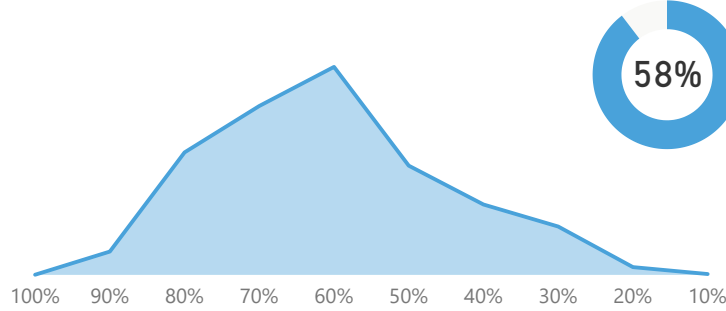
Avg Open Rate



A	B	C	D	F
84%	76%	68%	56%	<55%

Audience Attention Rate

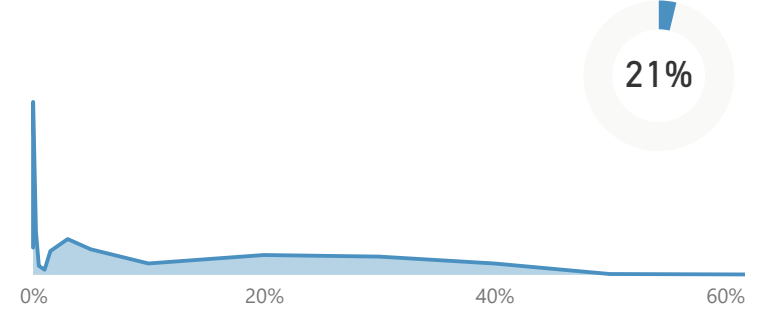
Avg Audience Attention



A	B	C	D	F
75%	66%	56%	44%	<43%

Skim Rate

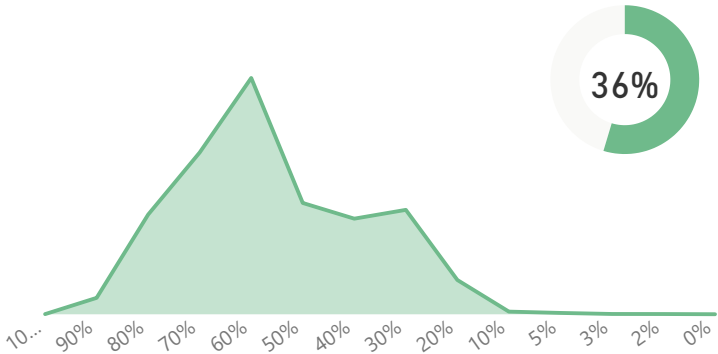
Avg Skimmed Rate



A	B	C	D	F
10%	18%	25%	31%	>32%

Read Rate

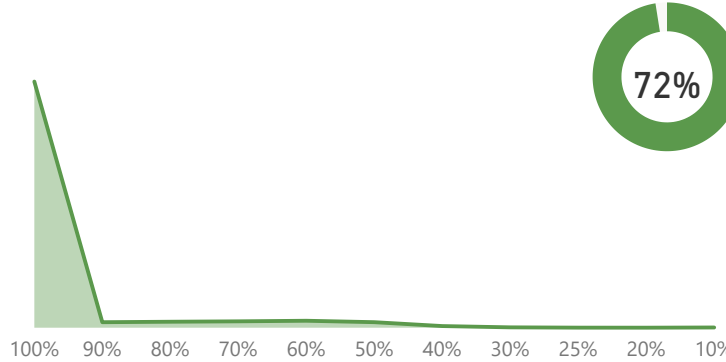
Avg Read Rate



A	B	C	D	F
56%	41%	30%	21%	<20%

Percent Read

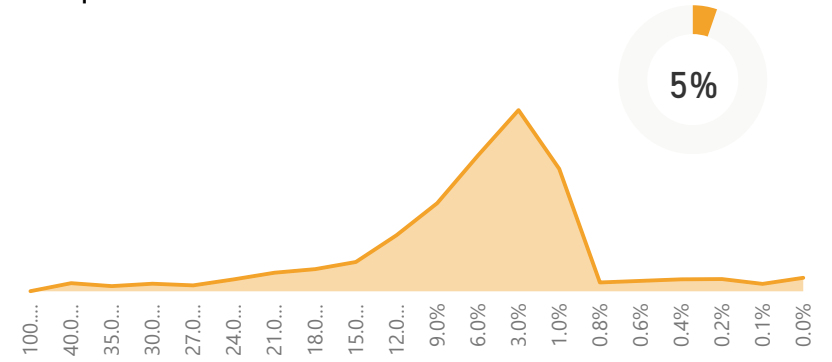
Avg Percent Read



A	B	C	D	F
100%	89%	71%	55%	<54%

Unique Click Rate

Avg Click Rate



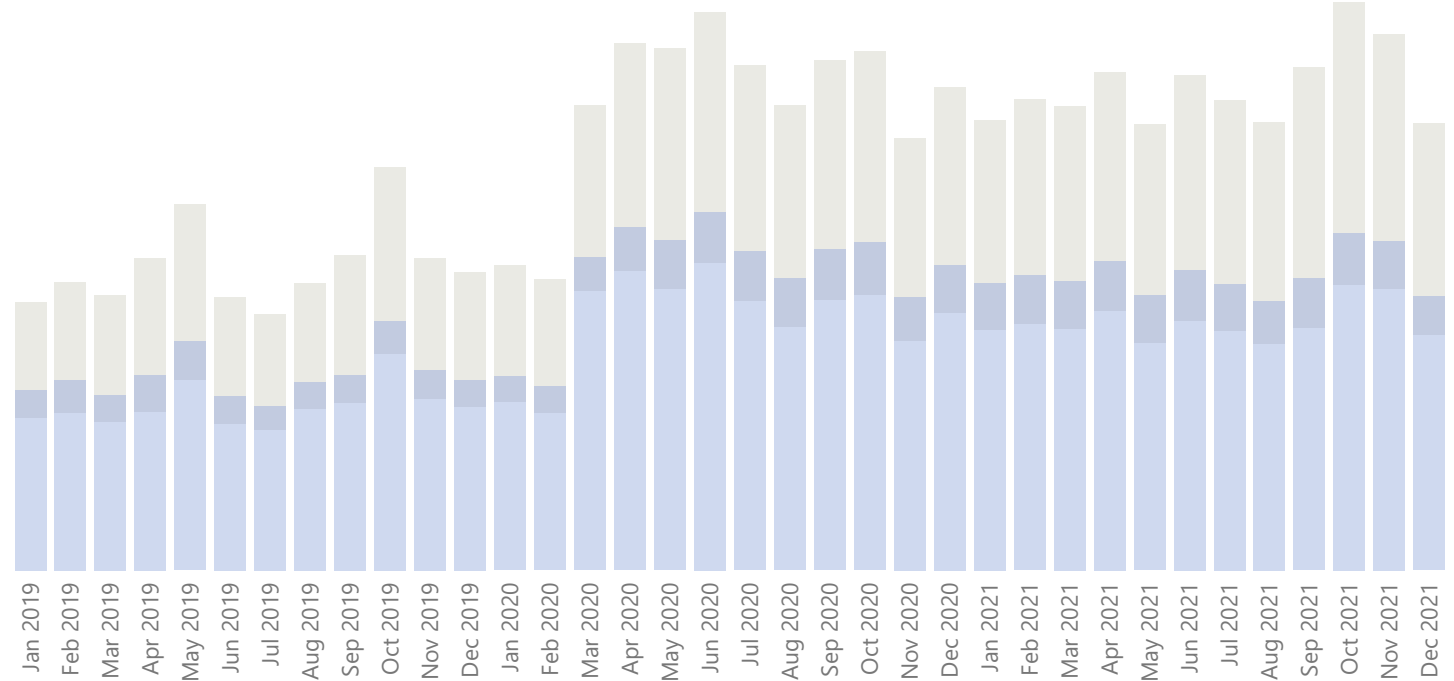
A	B	C	D	F
15%	8%	4%	2%	<1.4%

# Email Reach

Reach measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

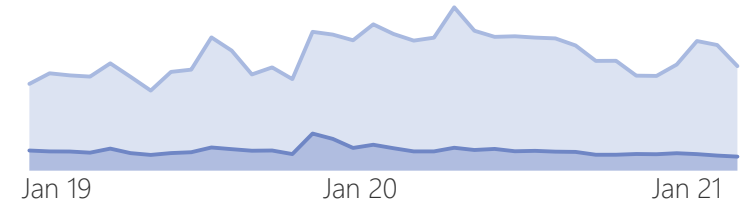
## Email Broadcast Volume Per 1000 employees

● Opens ● Ignored ● Sent



## Device Opens

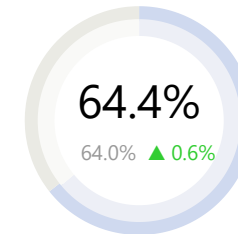
● Desktop ● Mobile



## %Mobile Opens

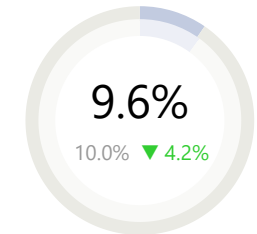
13.2% ▼ -15.6%

## Open Rate



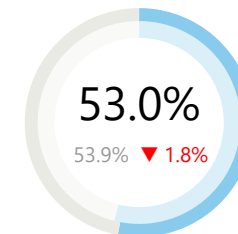
Unique Opens / Sent

## Ignore Rate



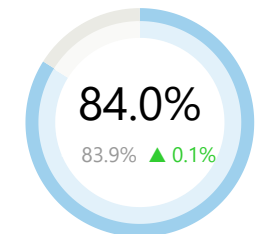
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate



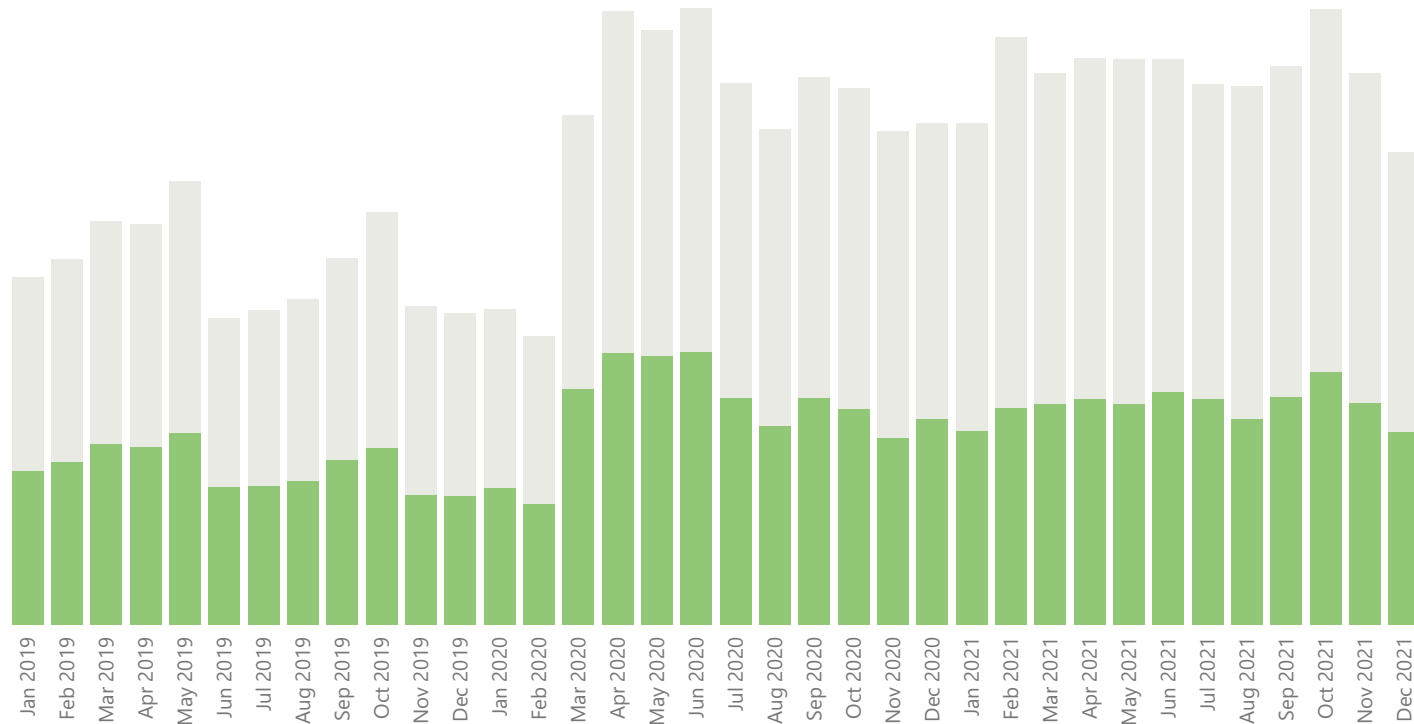
u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

# Email Readership

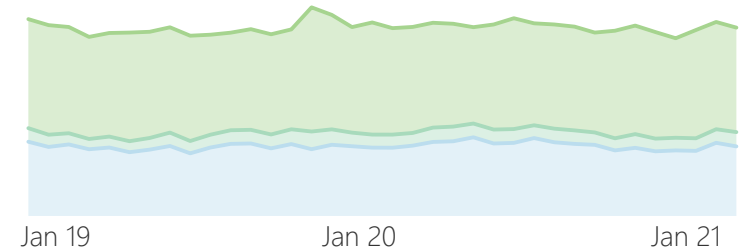
Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

Readership by Month Per 1000 employees

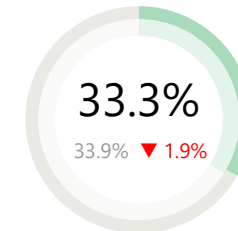
● Minutes Read ● Minutes Sent



Readership Rates

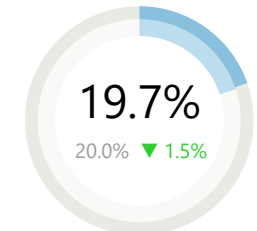


Read



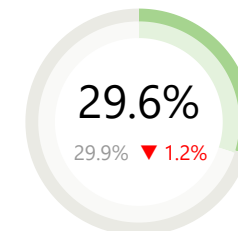
Read >= 30% of Time to Read

Skimmed



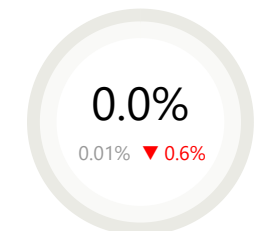
Read < 30% of Time to Read

Engaged Read



Percent of Reads > 50% of Time to Read

Left Open Read



Percent of Reads > 150% of Time to Read

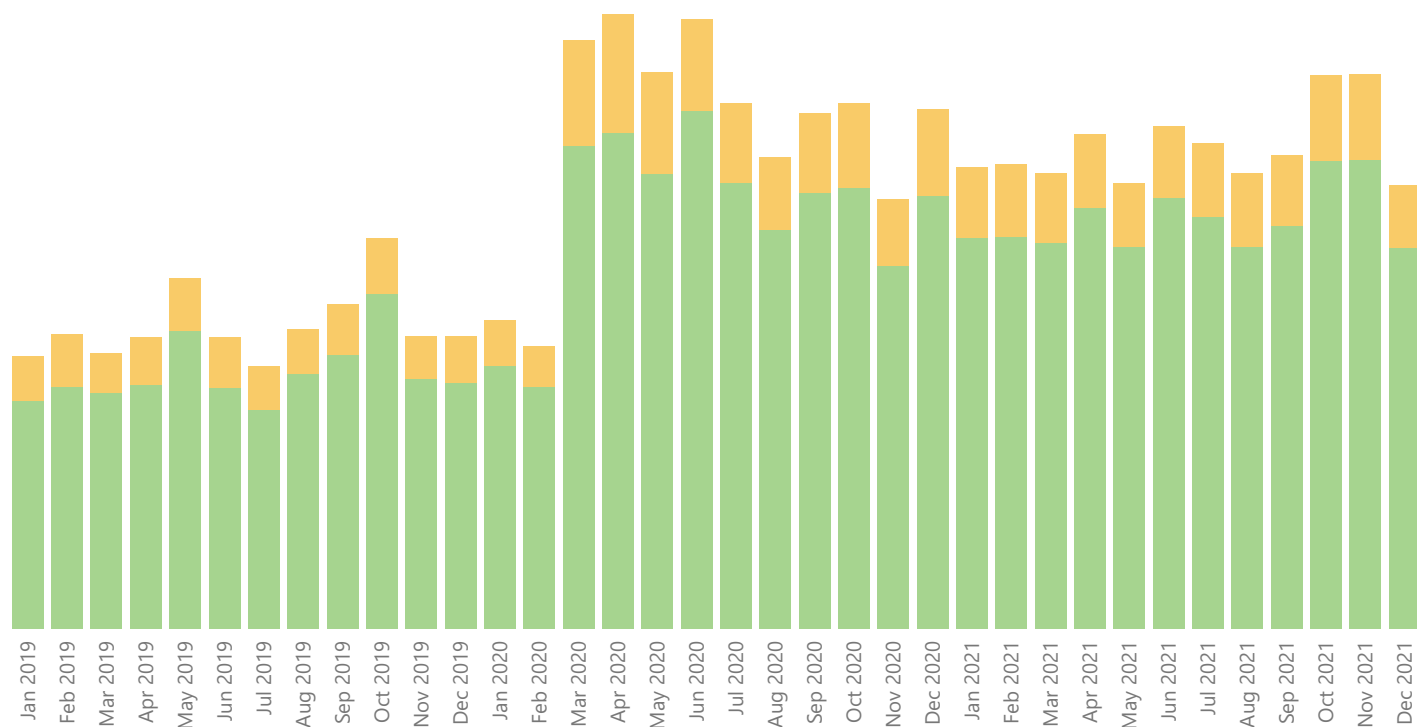


# Email Engagement

Engagement measures interaction with your email, combining the percent of the content read together with click activity, if links are included in the message. Factors which impact engagement include reading ease, authenticity, content relevancy and interest, presentation and message length, and call to action and link text effectiveness.

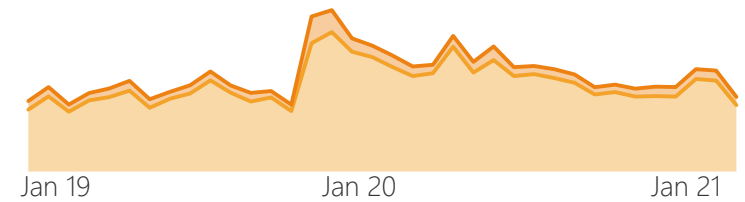
Readership by Month Per 1000 employees

● Engaged Reads ● Clicks



Device Clicks

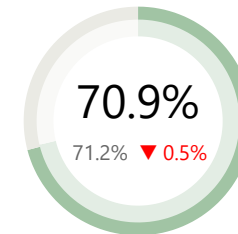
● Desktop ● Mobile



%Mobile Clicks

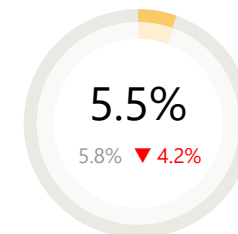
9% ▲ 2%

Readers %Read



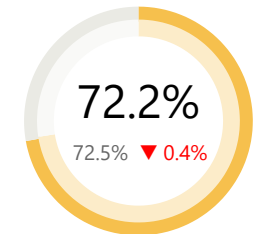
Avg(non-ignored read time) / time to read

Click Rate



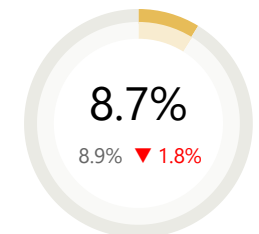
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate

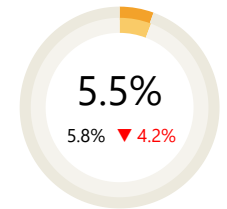


Unique Clicks / (Opens - Ignored)

# Email Clicks

Clicks are the sum of recipients' unique link clicks within the email message sent. Click rate is the percentage of recipients who clicked on at least one link within the message (regardless of how many links were sent within the message). Factors which impact clicks are positioning within the email (does it display within the preview window), design formatting (is the link or button obvious), the call to action (is it interesting and compelling), as well as all the general email readership factors.

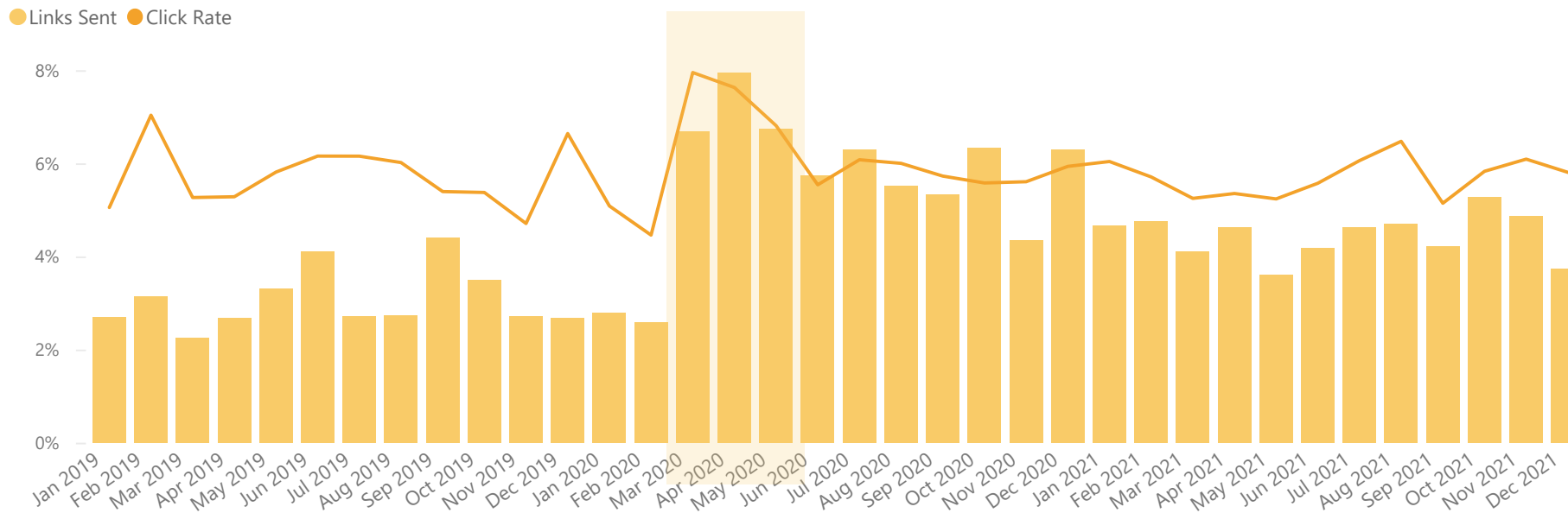
## 2021 Avg Click Rate compared to 2020



## Links Clicked Volume



## Clicks by Month Per 1000 Employees



### 2021 to 2020 Click Rate and Volume

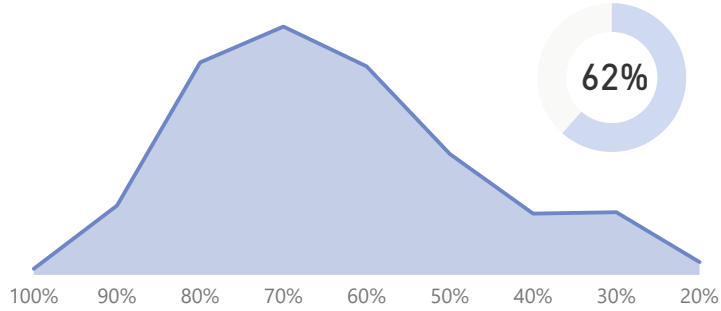


### 2021/2019 Click Rate and Volume



Open Rates

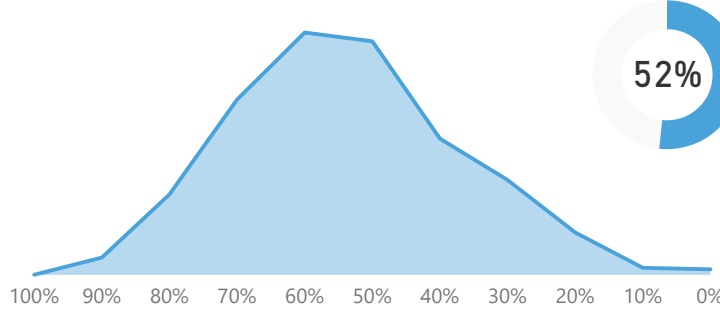
Avg Open Rate



A	B	C	D	F
84%	76%	68%	56%	<55%

Audience Attention Rate

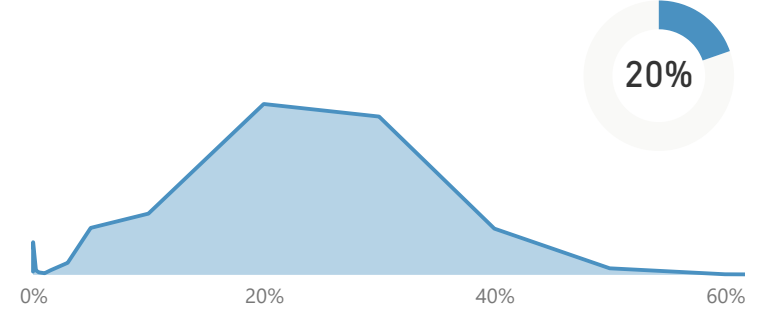
Avg Audience Attention



A	B	C	D	F
75%	66%	56%	44%	<43%

Skim Rate

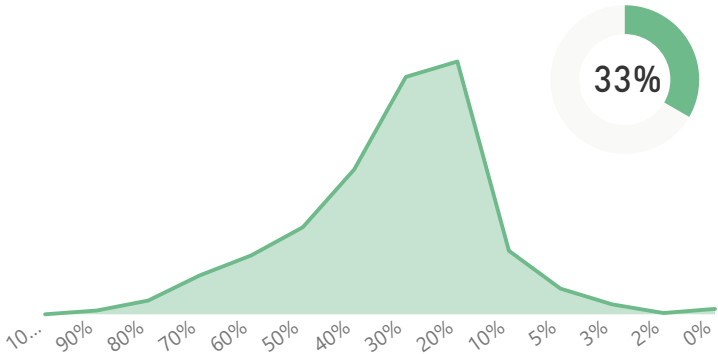
Avg Skimmed Rate



A	B	C	D	F
10%	18%	25%	31%	>32%

Read Rate

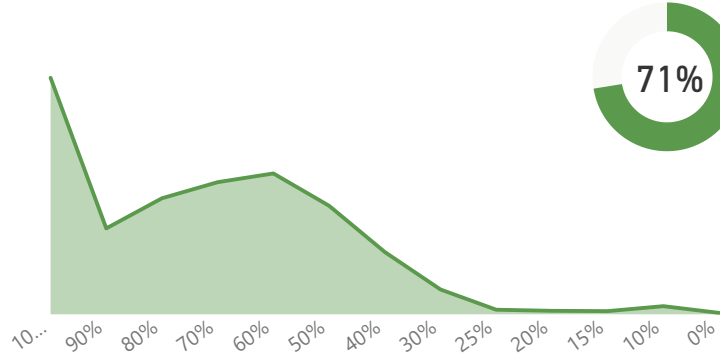
Avg Read Rate



A	B	C	D	F
56%	41%	30%	21%	<20%

Percent Read

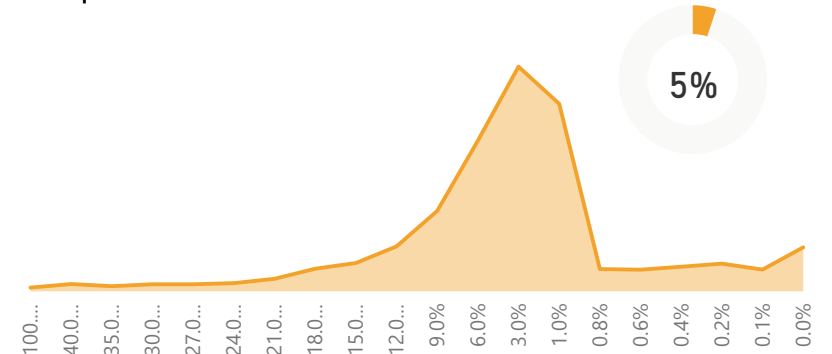
Avg Percent Read



A	B	C	D	F
100%	89%	71%	55%	<54%

Unique Click Rate

Avg Click Rate



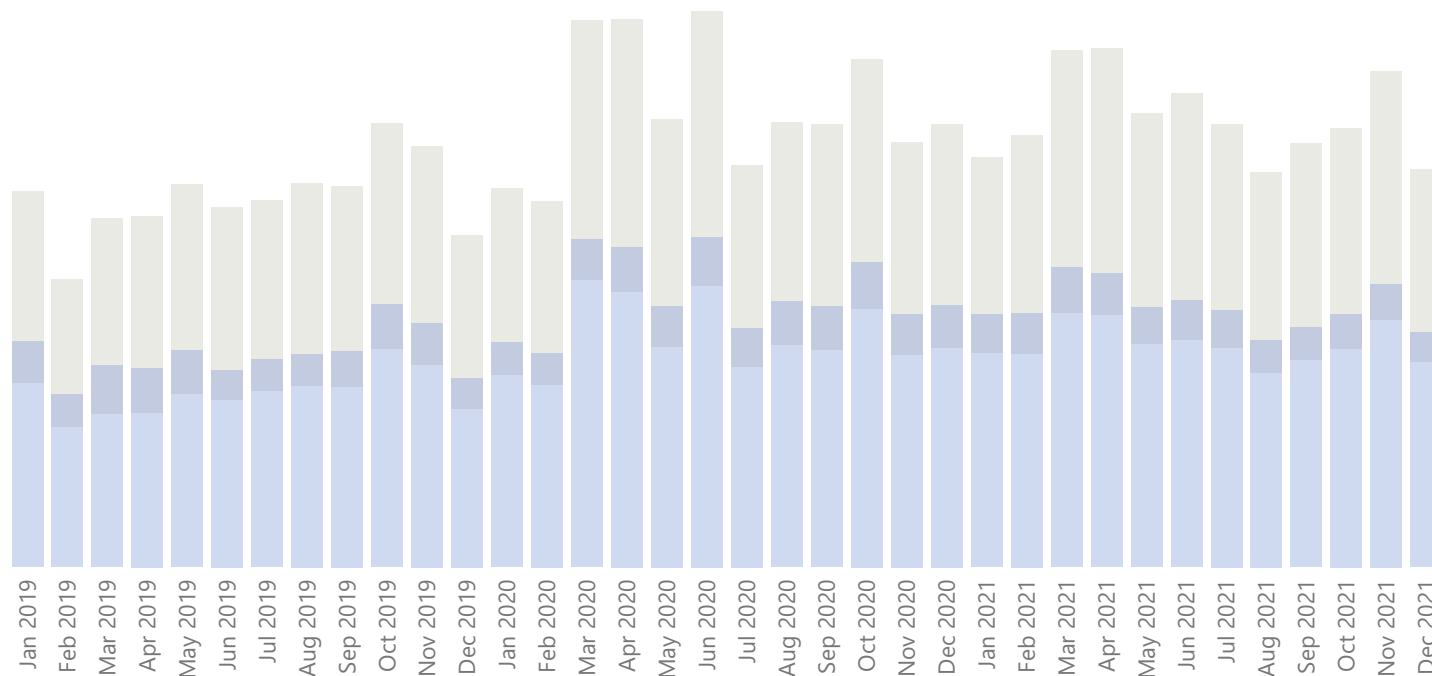
A	B	C	D	F
15%	8%	4%	2%	<1.4%

# Email Reach

Reach measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

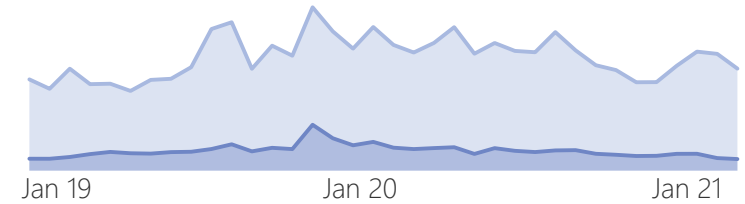
## Email Broadcast Volume Per 1000 employees

● Opens ● Ignored ● Sent



## Device Opens

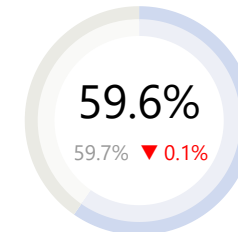
● Desktop ● Mobile



## %Mobile Opens

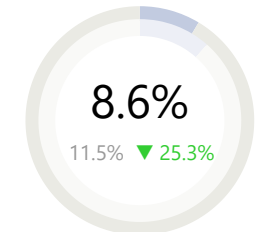
12.5% ▼ -7.38%

## Open Rate



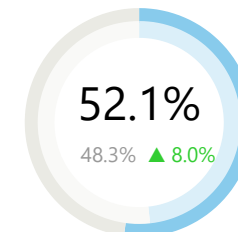
Unique Opens / Sent

## Ignore Rate



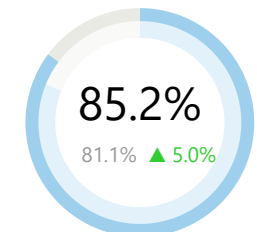
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate



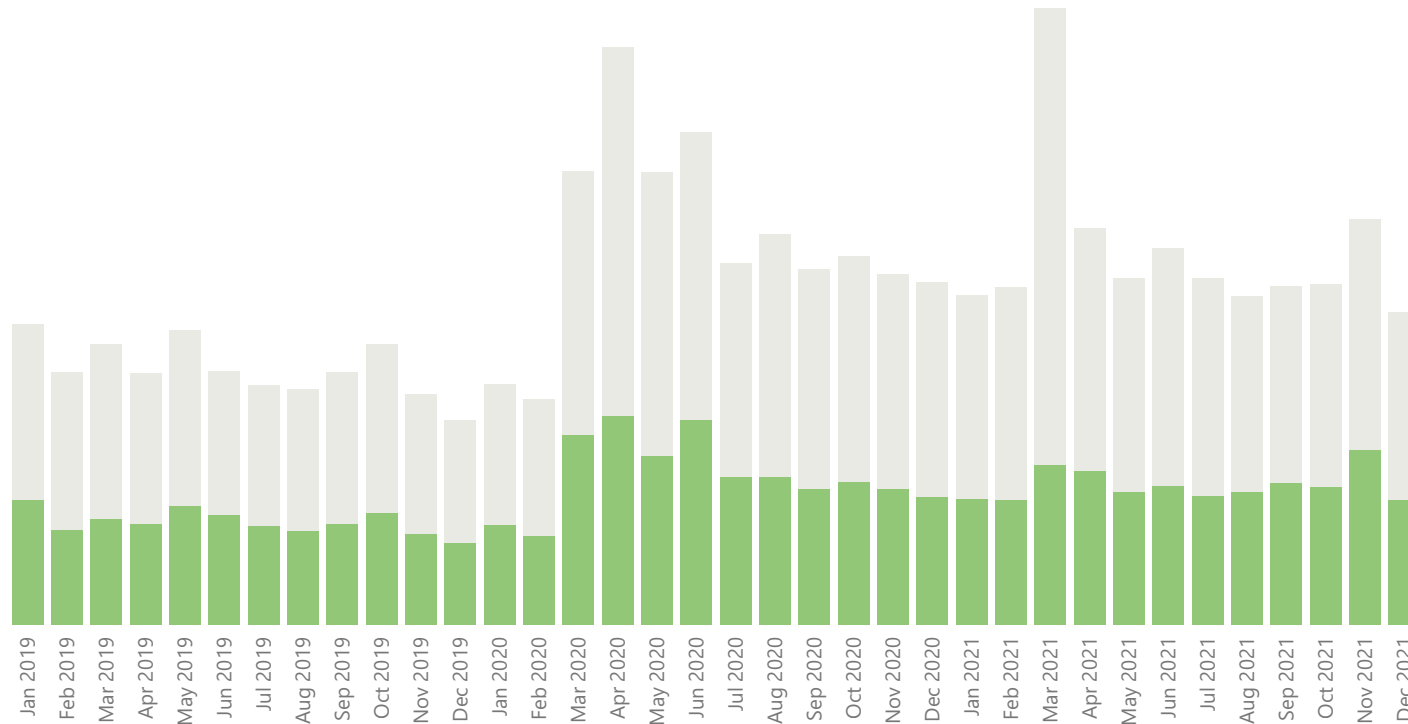
u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

# Email Readership

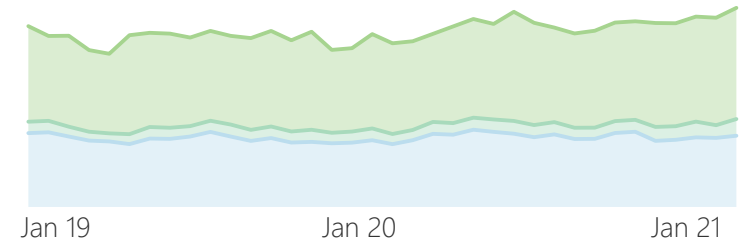
Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

## Readership by Month Per 1000 employees

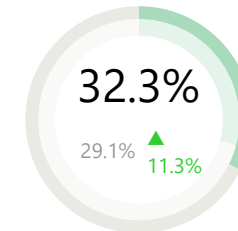
● Minutes Read ● Minutes Sent



## Readership Rates

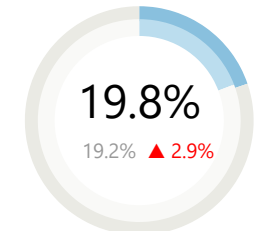


Read



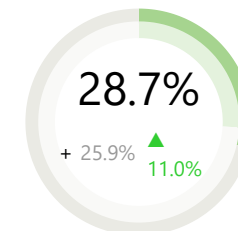
Read >= 30% of Time to Read

Skimmed



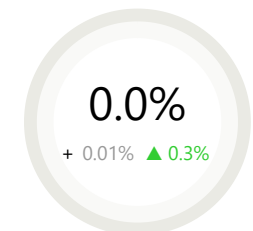
Read < 30% of Time to Read

Engaged Read



Percent of Reads > 50% of Time to Read

Left Open Read



Percent of Reads > 150% of Time to Read

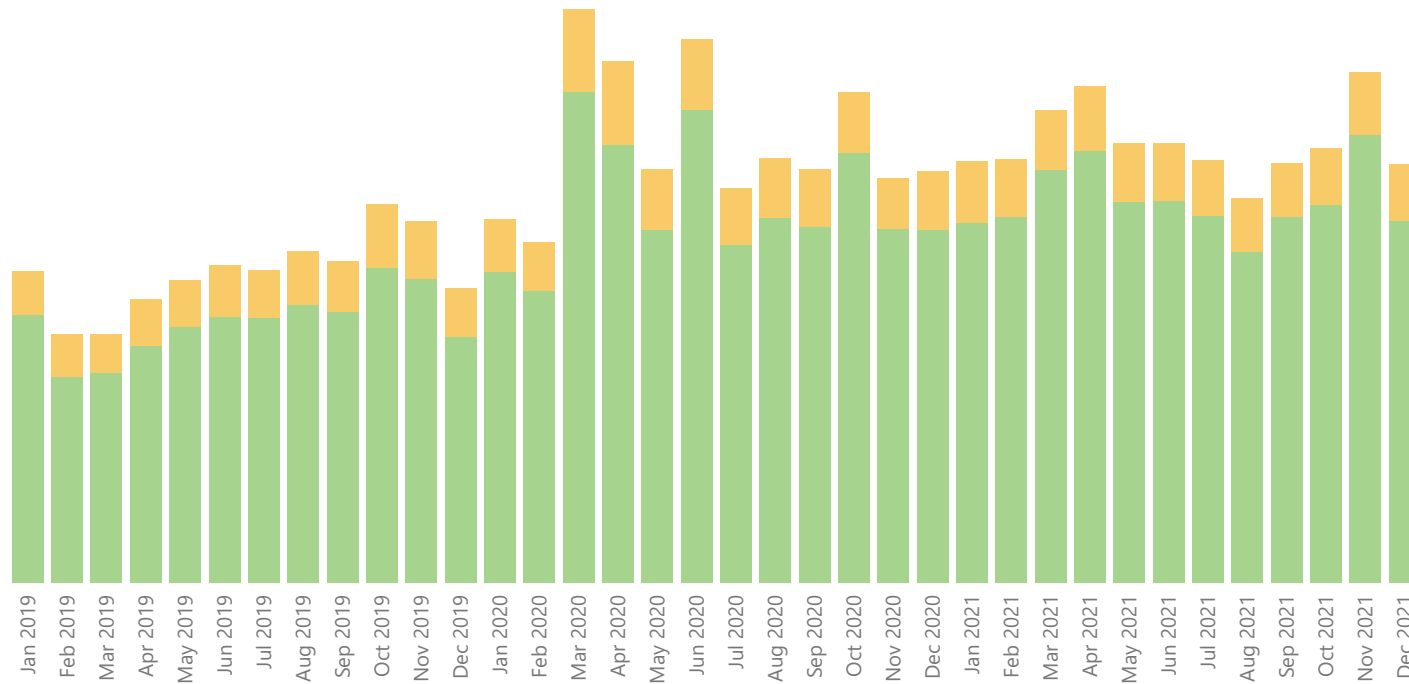
# Email Engagement

Engagement measures interaction with your email, combining the percent of the content read together with click activity, if links are included in the message. Factors which impact engagement include reading ease, authenticity, content relevancy and interest, presentation and message length, and call to action and link text effectiveness.

Readership by Month Per 1000 employees

● Engaged Reads ● Clicks

2021 Compared to 2020 | 2019  
Engaged Reads + Clicks Y/Y ▲ 0% | ▲ 42%

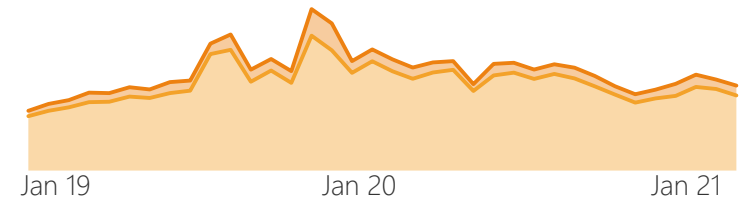


Device Clicks

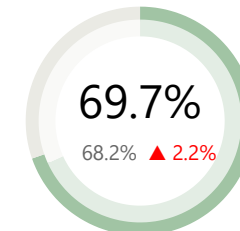
● Desktop ● Mobile

%Mobile Clicks

10% ▲ 5%

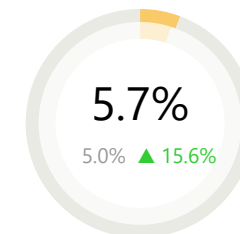


Readers %Read



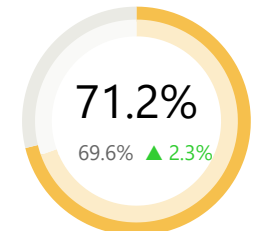
Avg(non-ignored read time) / time to read

Click Rate



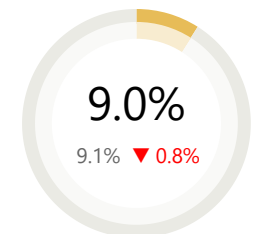
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate



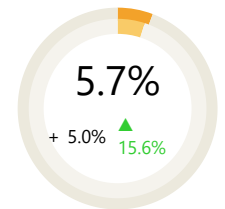
Unique Clicks / (Opens - Ignored)

# Email Clicks

Clicks are the sum of recipients' unique link clicks within the email message sent. Click rate is the percentage of recipients who clicked on at least one link within the message (regardless of how many links were sent within the message). Factors which impact clicks are positioning within the email (does it display within the preview window), design formatting (is the link or button obvious), the call to action (is it interesting and compelling), as well as all the general email readership factors.

## 2021 Avg Click Rate

compared to 2020

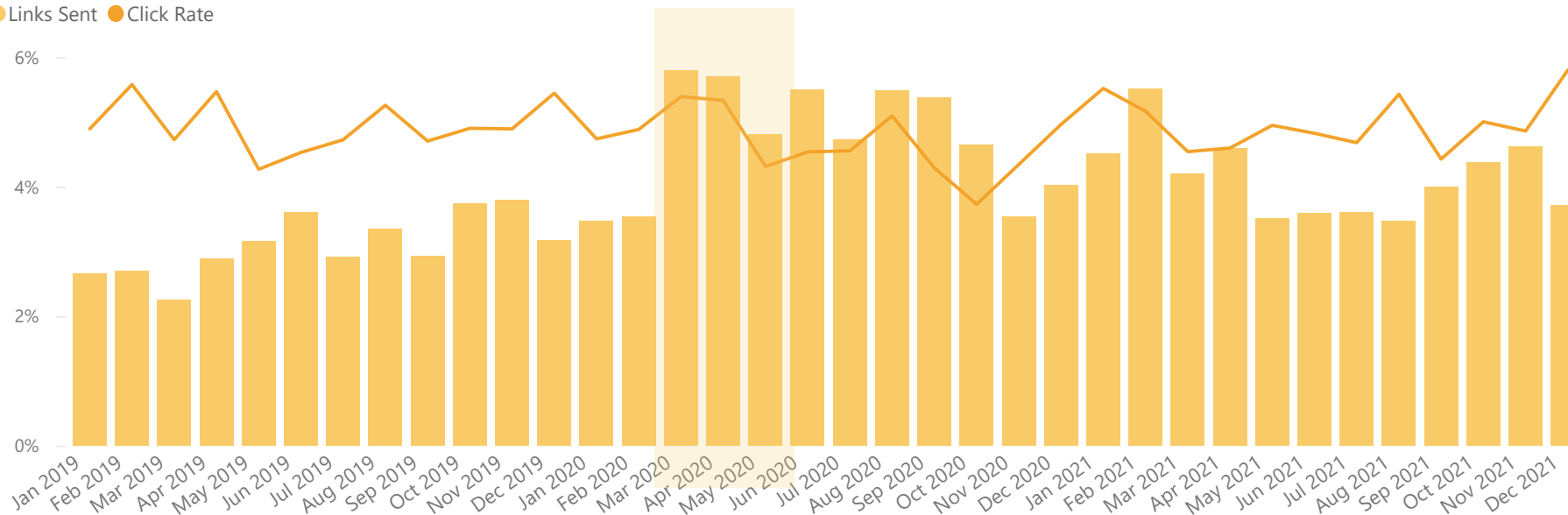


## Links Clicked Volume

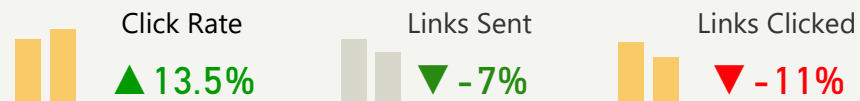


## Clicks by Month Per 1000 Employees

● Links Sent ● Click Rate



### 2021 to 2020 Click Rate and Volume

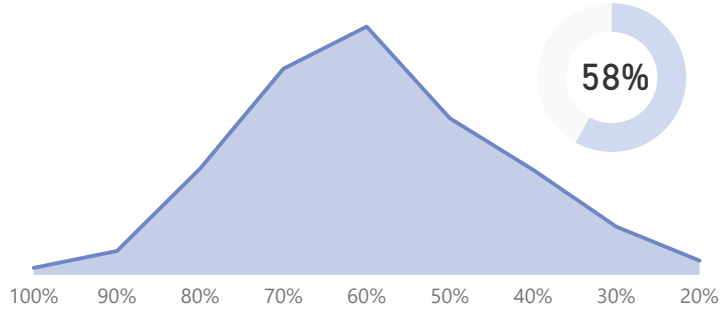


### 2021/2019 Click Rate and Volume



Open Rates

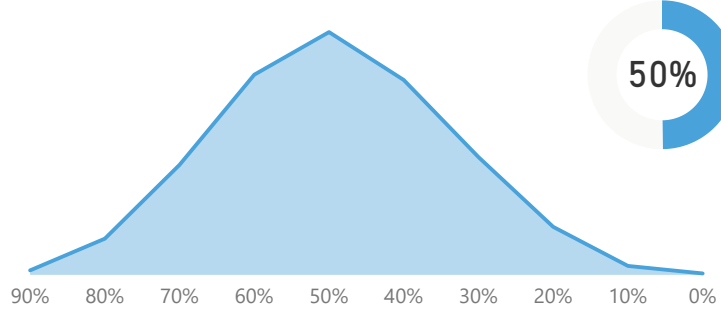
Avg Open Rate



A	B	C	D	F
84%	76%	68%	56%	<55%

Audience Attention Rate

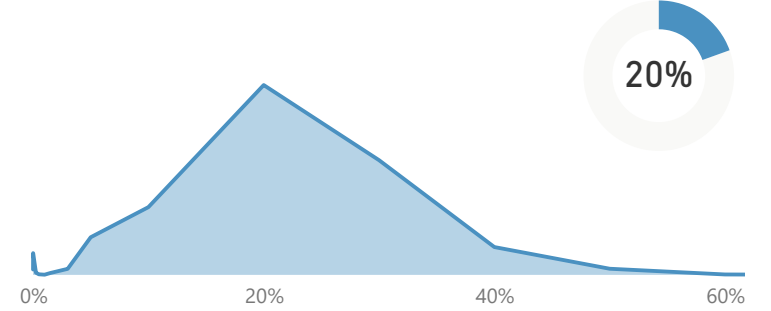
Avg Audience Attention



A	B	C	D	F
75%	66%	56%	44%	<43%

Skim Rate

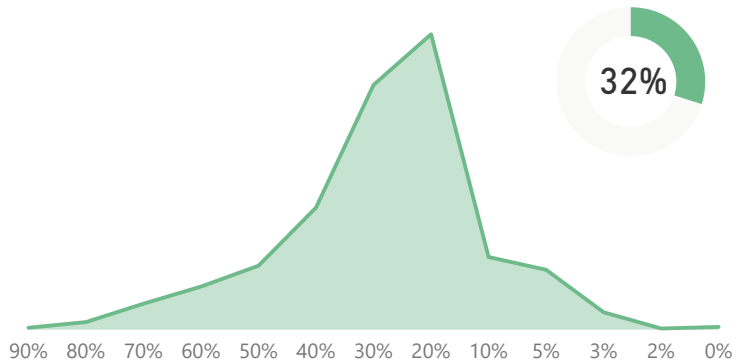
Avg Skimmed Rate



A	B	C	D	F
10%	18%	25%	31%	>32%

Read Rate

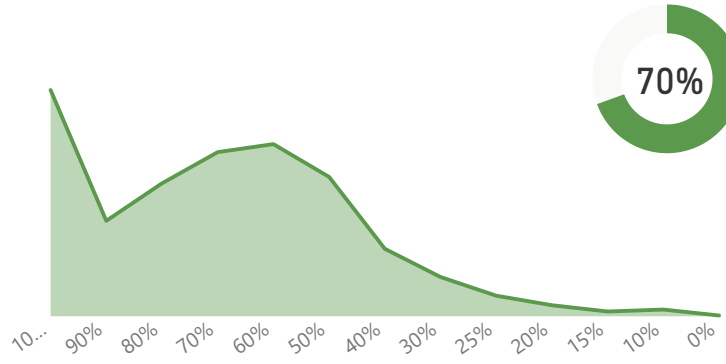
Avg Read Rate



A	B	C	D	F
56%	41%	30%	21%	<20%

Percent Read

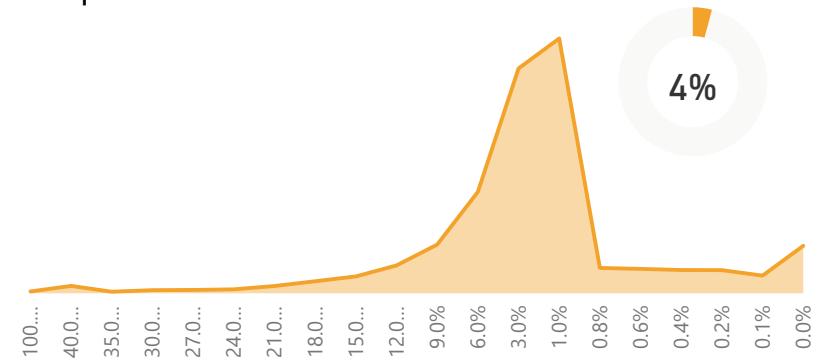
Avg Percent Read



A	B	C	D	F
100%	89%	71%	55%	<54%

Unique Click Rate

Avg Click Rate



A	B	C	D	F
15%	8%	4%	2%	<1.4%

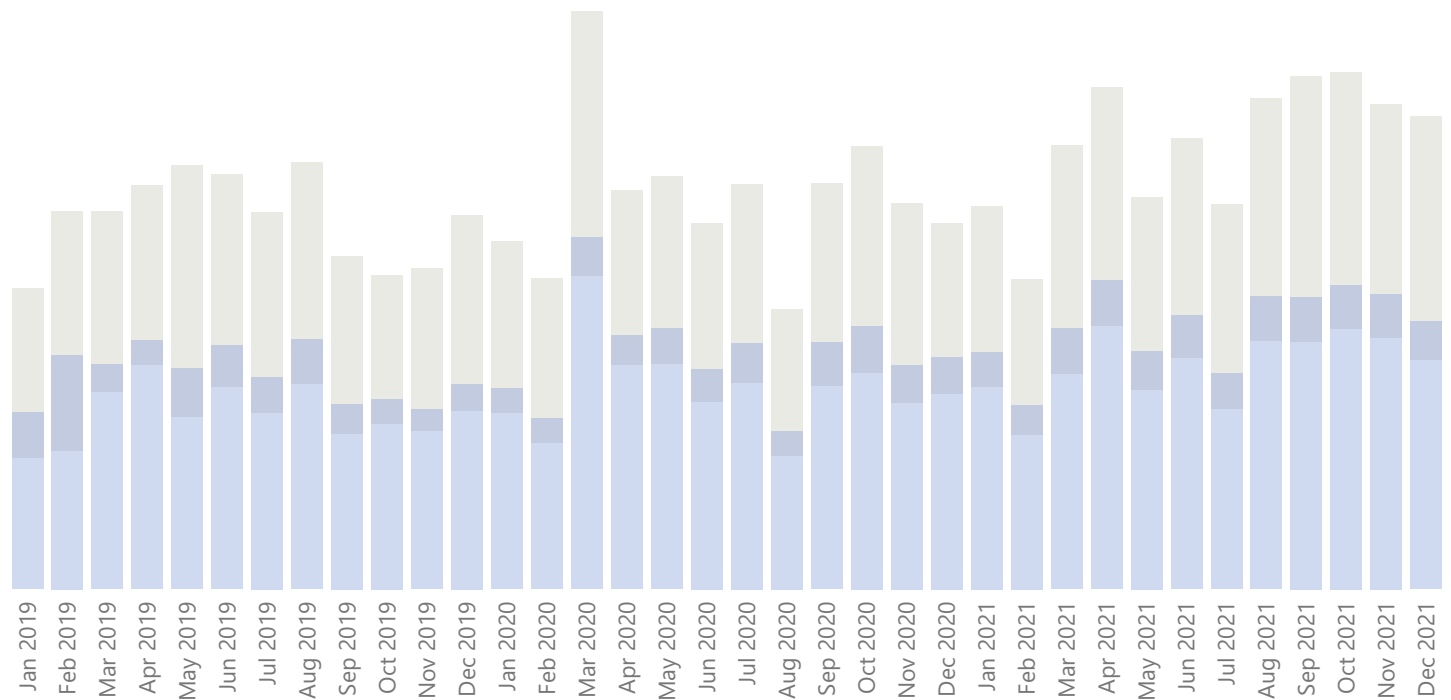


# Email Reach

Reach measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

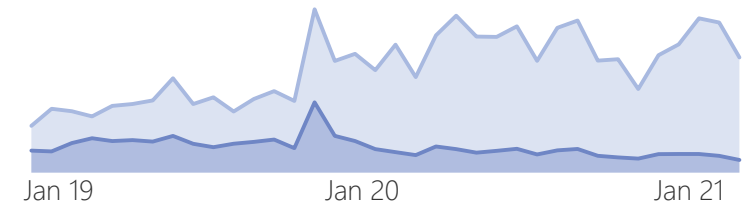
## Email Broadcast Volume Per 1000 employees

● Opens ● Ignored ● Sent



## Device Opens

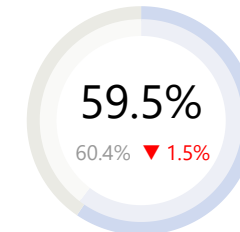
● Desktop ● Mobile



## %Mobile Opens

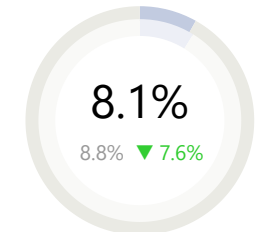
14.5% ▼ -22.82%

## Open Rate



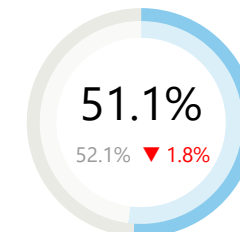
Unique Opens / Sent

## Ignore Rate



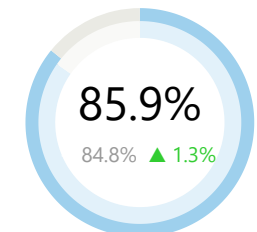
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate



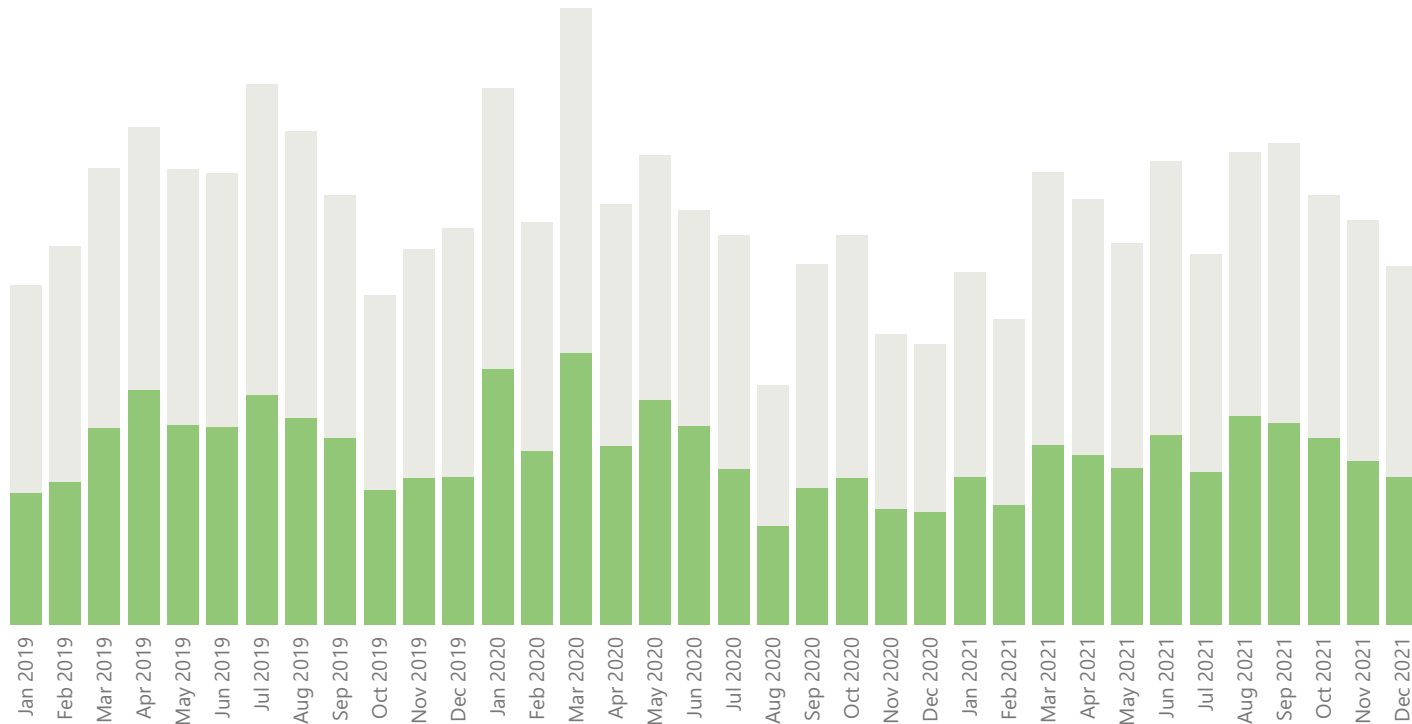
u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

# Email Readership

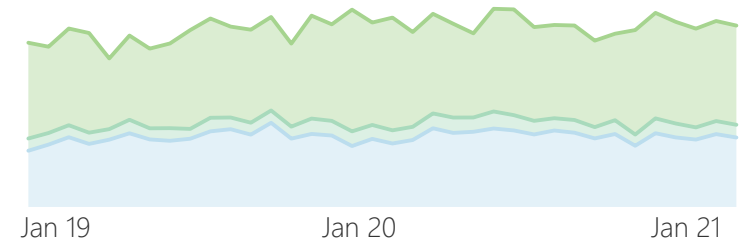
Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

Readership by Month Per 1000 employees

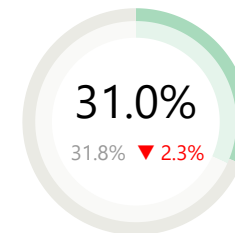
● Minutes Read ● Minutes Sent



Readership Rates

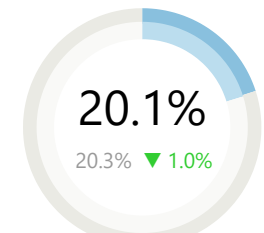


Read



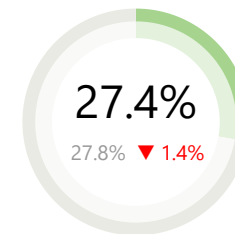
Read >= 30% of Time to Read

Skimmed



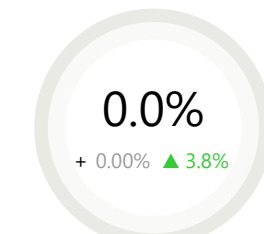
Read < 30% of Time to Read

Engaged Read



Percent of Reads > 50% of Time to Read

Left Open Read



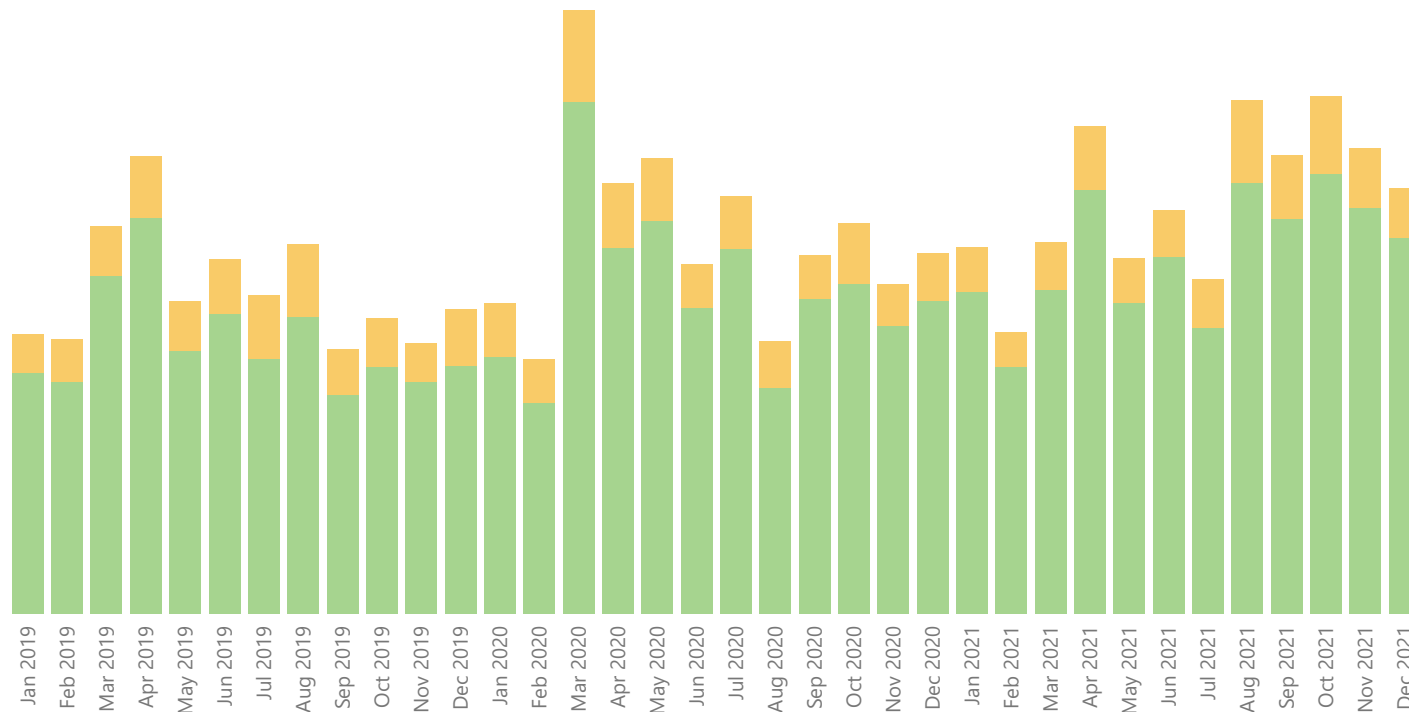
Percent of Reads > 150% of Time to Read

# Email Engagement

Engagement measures interaction with your email, combining the percent of the content read together with click activity, if links are included in the message. Factors which impact engagement include reading ease, authenticity, content relevancy and interest, presentation and message length, and call to action and link text effectiveness.

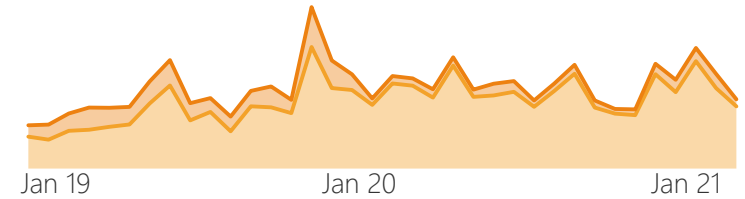
Readership by Month Per 1000 employees

● Engaged Reads ● Clicks



Device Clicks

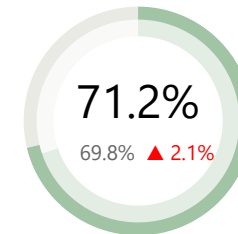
● Desktop ● Mobile



%Mobile Clicks

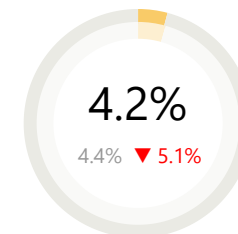
13% ▼ -11%

Readers %Read



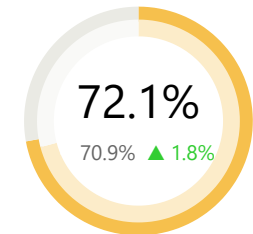
Avg(non-ignored read time) / time to read

Click Rate



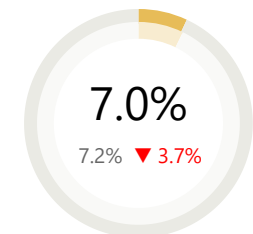
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate

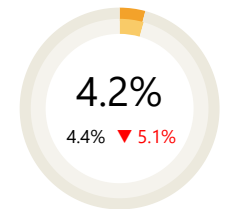


Unique Clicks / (Opens - Ignored)

# Email Clicks

Clicks are the sum of recipients' unique link clicks within the email message sent. Click rate is the percentage of recipients who clicked on at least one link within the message (regardless of how many links were sent within the message). Factors which impact clicks are positioning within the email (does it display within the preview window), design formatting (is the link or button obvious), the call to action (is it interesting and compelling), as well as all the general email readership factors.

## 2021 Avg Click Rate compared to 2020

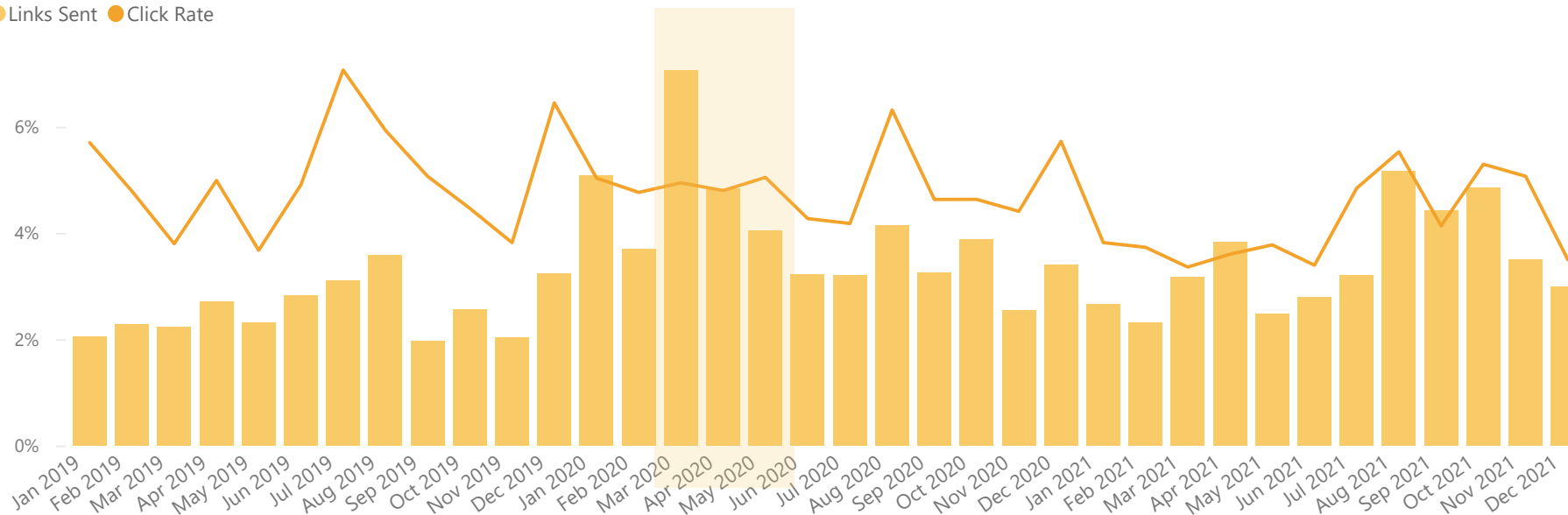


## Links Clicked Volume



## Clicks by Month Per 1000 Employees

● Links Sent ● Click Rate



### 2021 to 2020 Click Rate and Volume

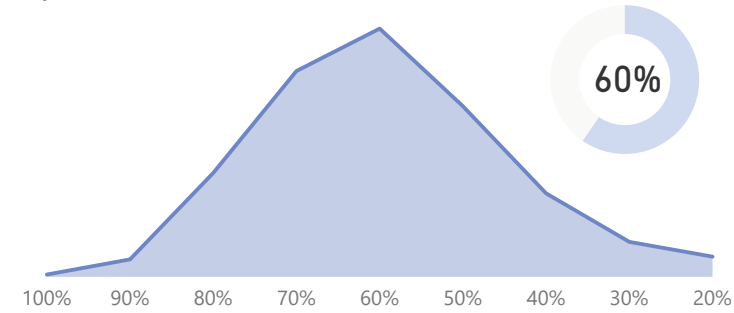


### 2021/2019 Click Rate and Volume



Open Rates

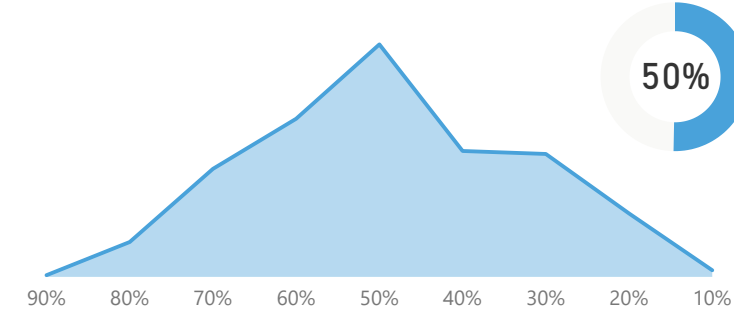
Avg Open Rate



A	B	C	D	F
84%	76%	68%	56%	<55%

Audience Attention Rate

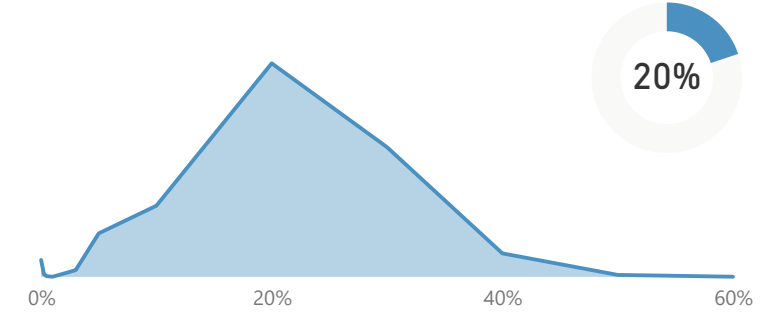
Avg Audience Attention



A	B	C	D	F
75%	66%	56%	44%	<43%

Skim Rate

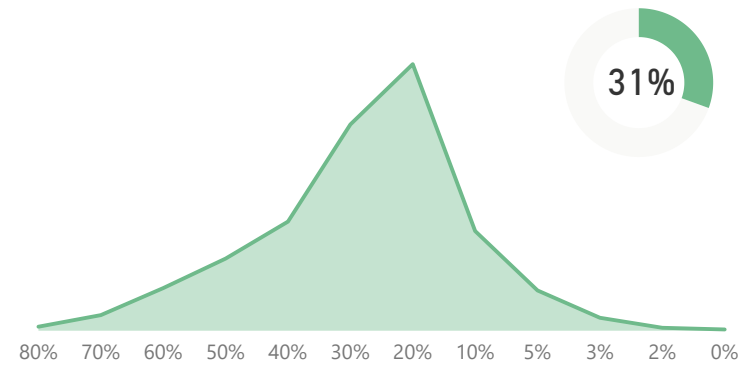
Avg Skimmed Rate



A	B	C	D	F
10%	18%	25%	31%	>32%

Read Rate

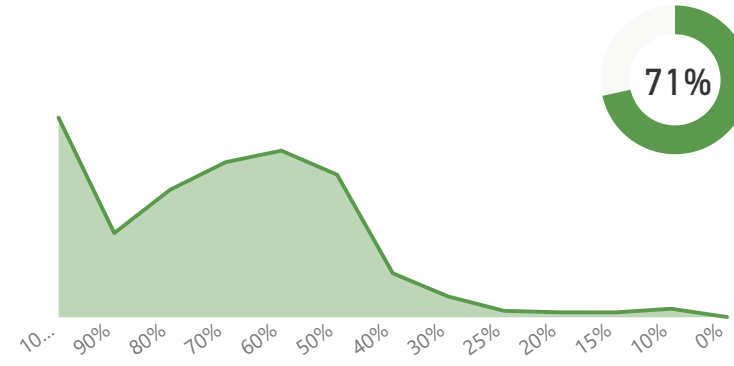
Avg Read Rate



A	B	C	D	F
56%	41%	30%	21%	<20%

Percent Read

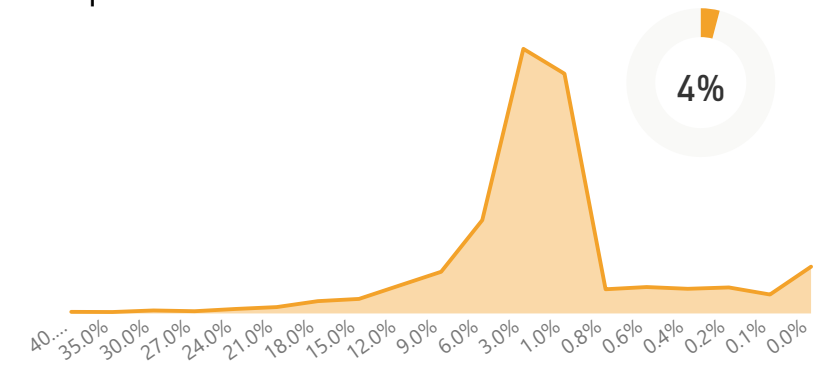
Avg Percent Read



A	B	C	D	F
100%	89%	71%	55%	<54%

Unique Click Rate

Avg Click Rate



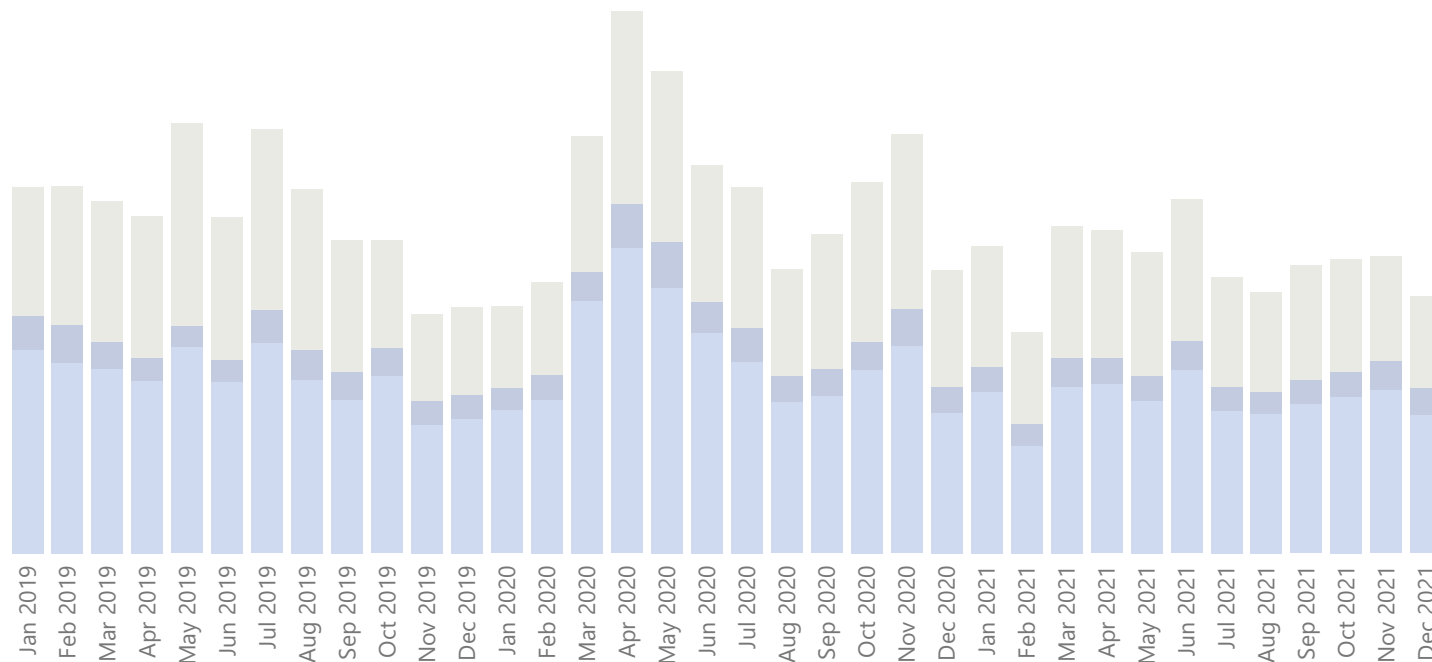
A	B	C	D	F
15%	8%	4%	2%	<1.4%

# Email Reach

Reach measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

## Email Broadcast Volume Per 1000 employees

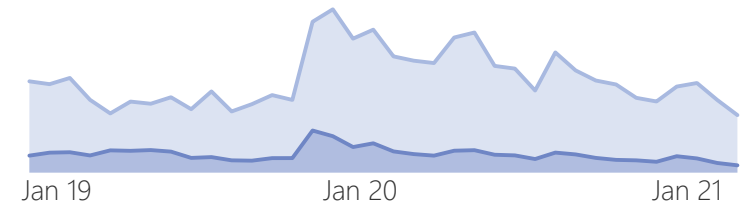
● Opens ● Ignored ● Sent



2021 Compared to 2020 | 2019  
Sent Volume Y/Y ▼ -19% | ▼ -14%

## Device Opens

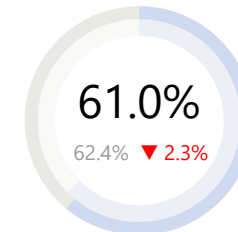
● Desktop ● Mobile



## %Mobile Opens

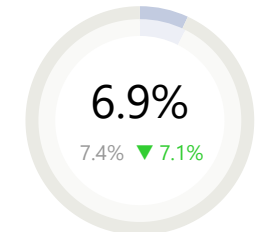
13.5% ▼ -17.4%

## Open Rate



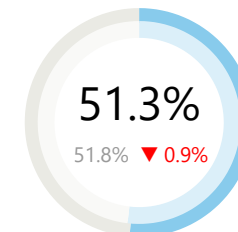
Unique Opens / Sent

## Ignore Rate



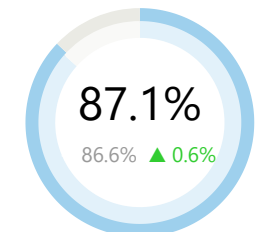
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate



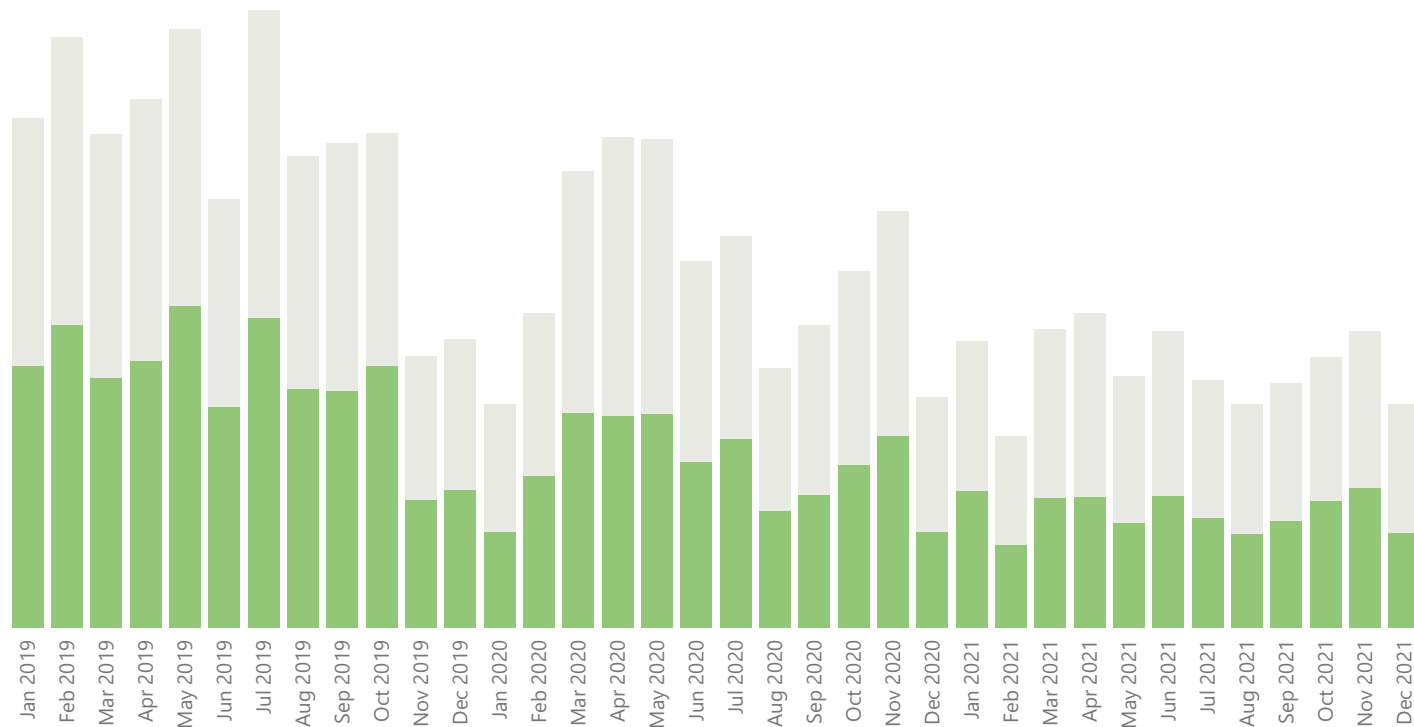
u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

# Email Readership

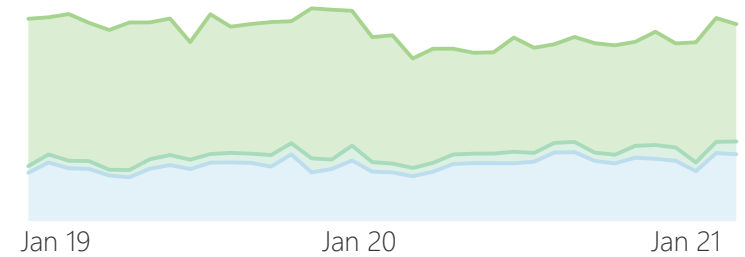
Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

Readership by Month Per 1000 employees

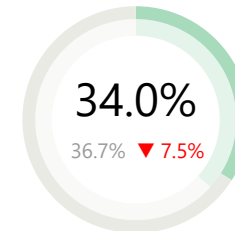
● Minutes Read ● Minutes Sent



Readership Rates

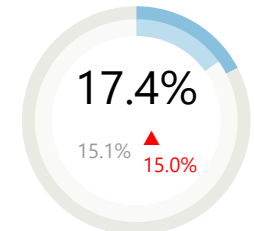


Read



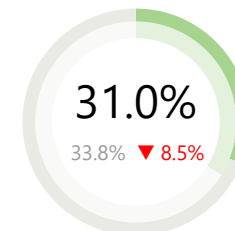
Read >= 30% of Time to Read

Skimmed



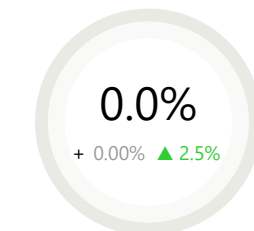
Read < 30% of Time to Read

Engaged Read



Percent of Reads > 50% of Time to Read

Left Open Read



Percent of Reads > 150% of Time to Read

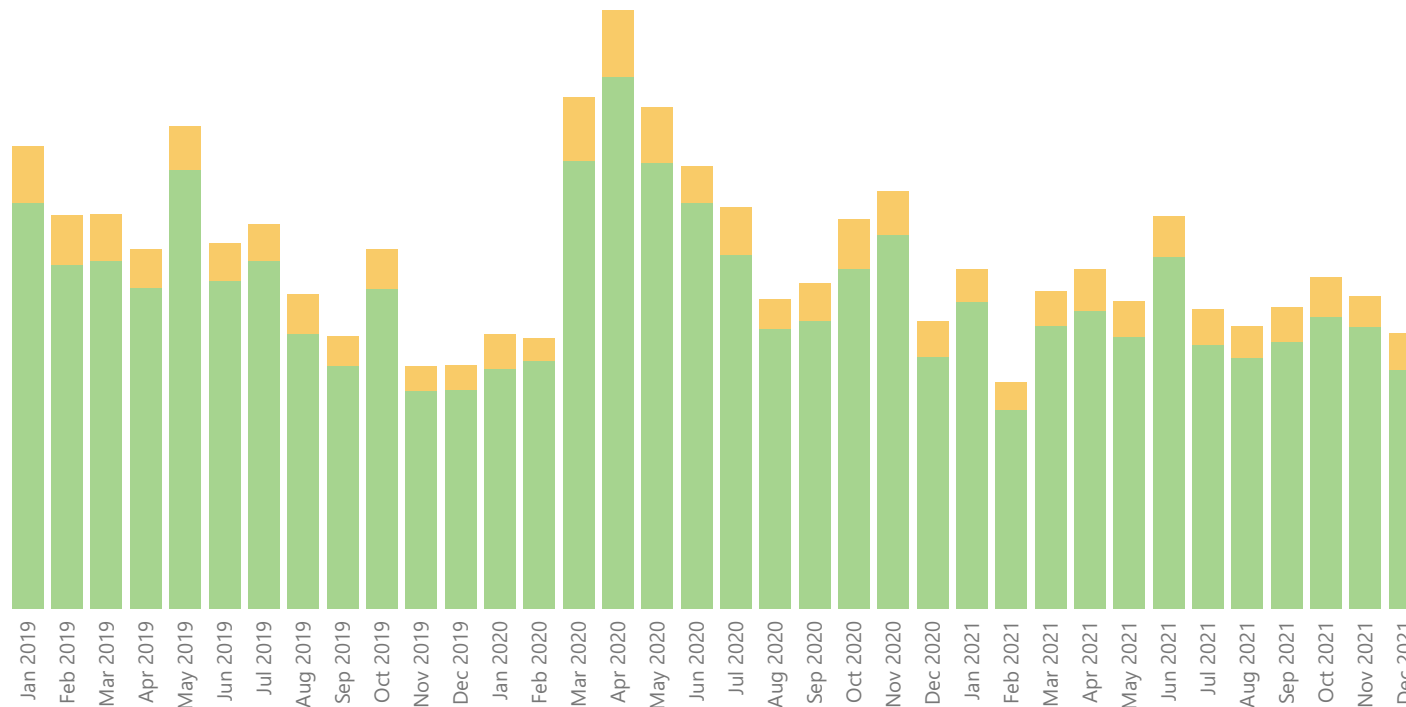
# Email Engagement

Engagement measures interaction with your email, combining the percent of the content read together with click activity, if links are included in the message. Factors which impact engagement include reading ease, authenticity, content relevancy and interest, presentation and message length, and call to action and link text effectiveness.

Readership by Month Per 1000 employees

● Engaged Reads ● Clicks

2021 Compared to 2020 | 2019  
Engaged Reads + Clicks Y/Y ▼ -21% ▼ -13%

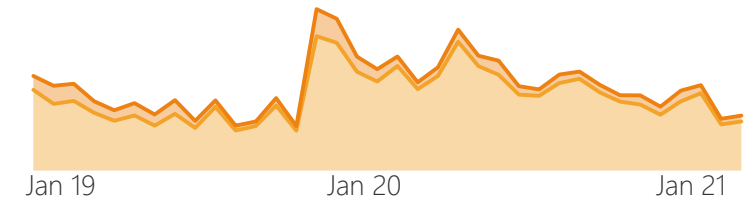


Device Clicks

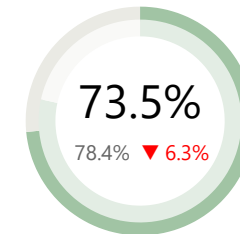
● Desktop ● Mobile

%Mobile Clicks

10% ▼ -13%

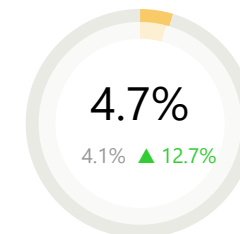


Readers %Read



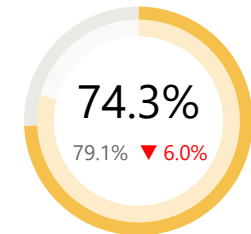
Avg(non-ignored read time) / time to read

Click Rate



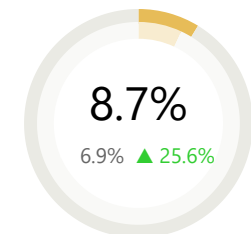
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate



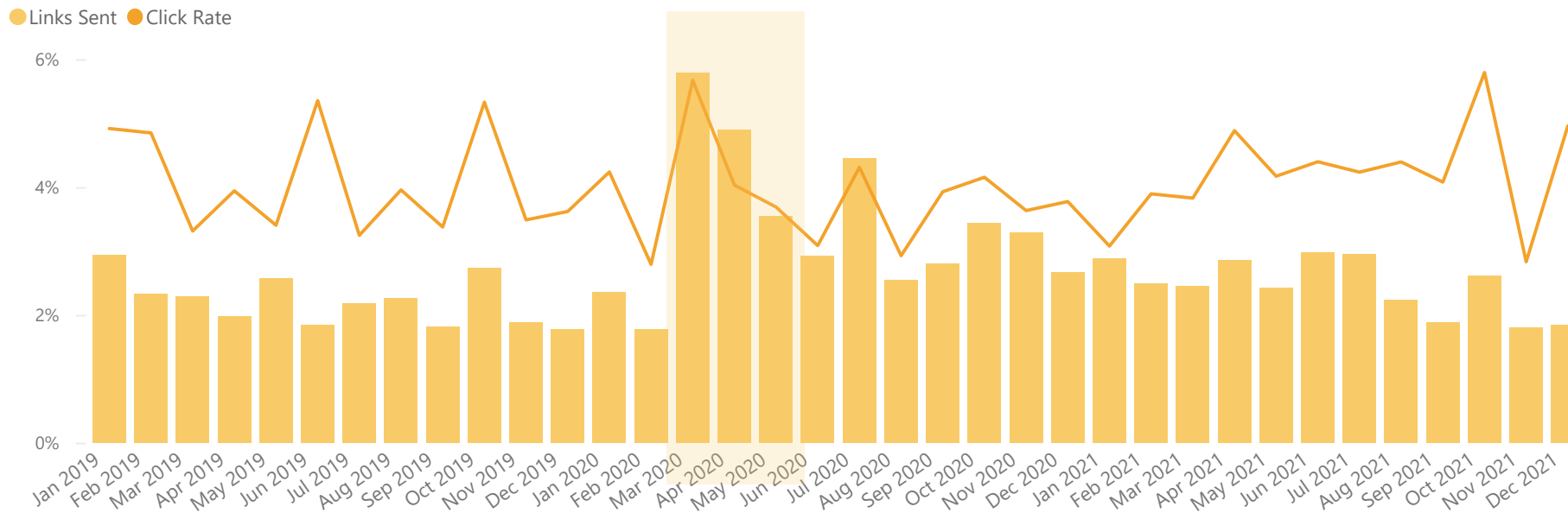
Unique Clicks / (Opens - Ignored)



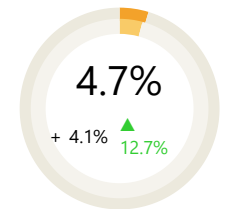
# Email Clicks

Clicks are the sum of recipients' unique link clicks within the email message sent. Click rate is the percentage of recipients who clicked on at least one link within the message (regardless of how many links were sent within the message). Factors which impact clicks are positioning within the email (does it display within the preview window), design formatting (is the link or button obvious), the call to action (is it interesting and compelling), as well as all the general email readership factors.

## Clicks by Month Per 1000 Employees



## 2021 Avg Click Rate compared to 2020



## Links Clicked Volume



### 2021 to 2020 Click Rate and Volume

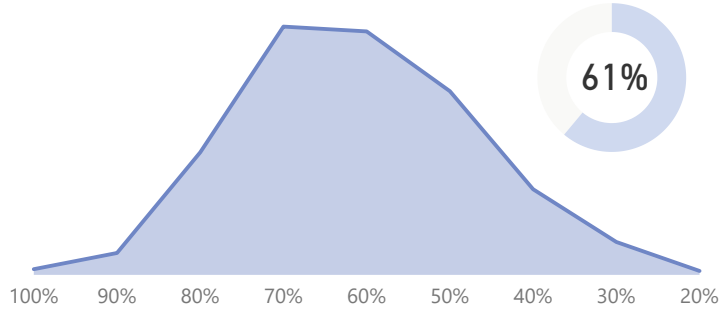


### 2021/2019 Click Rate and Volume



Open Rates

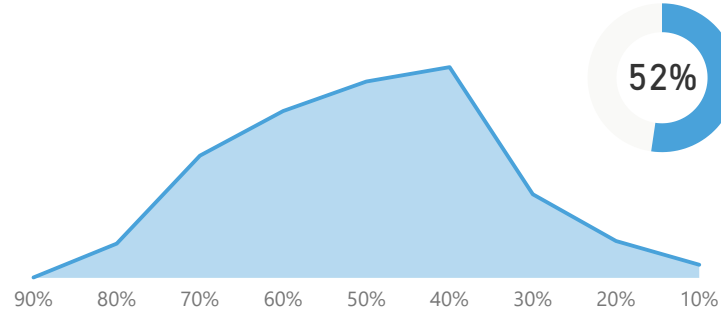
Avg Open Rate



A	B	C	D	F
84%	76%	68%	56%	<55%

Audience Attention Rate

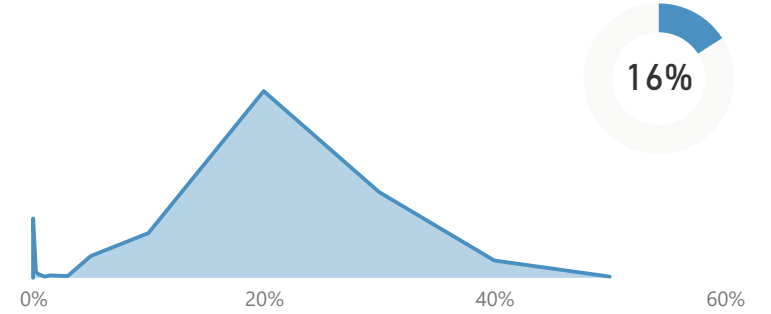
Avg Audience Attention



A	B	C	D	F
75%	66%	56%	44%	<43%

Skim Rate

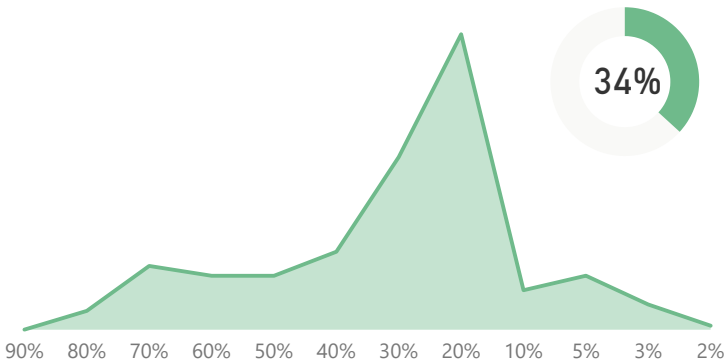
Avg Skimmed Rate



A	B	C	D	F
10%	18%	25%	31%	>32%

Read Rate

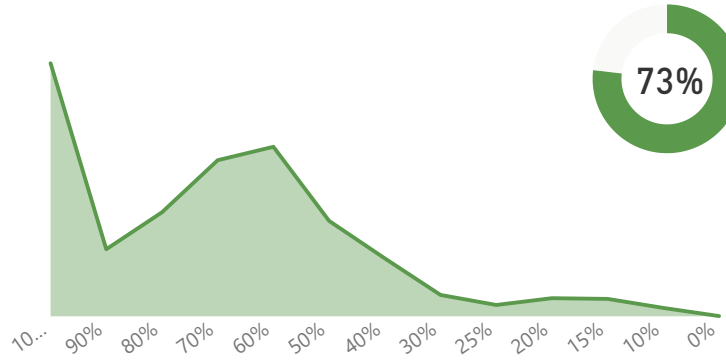
Avg Read Rate



A	B	C	D	F
56%	41%	30%	21%	<20%

Percent Read

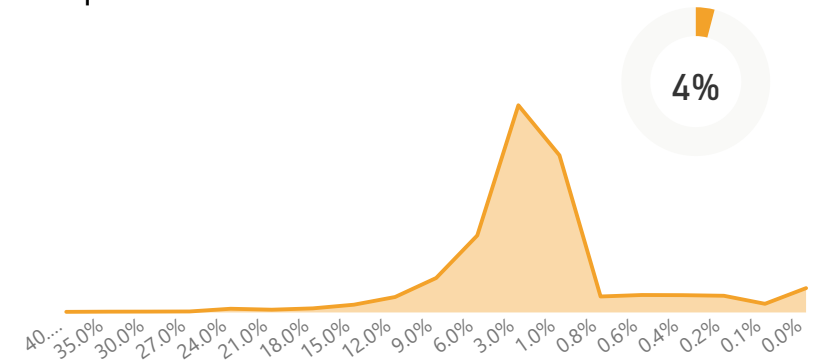
Avg Percent Read



A	B	C	D	F
100%	89%	71%	55%	<54%

Unique Click Rate

Avg Click Rate



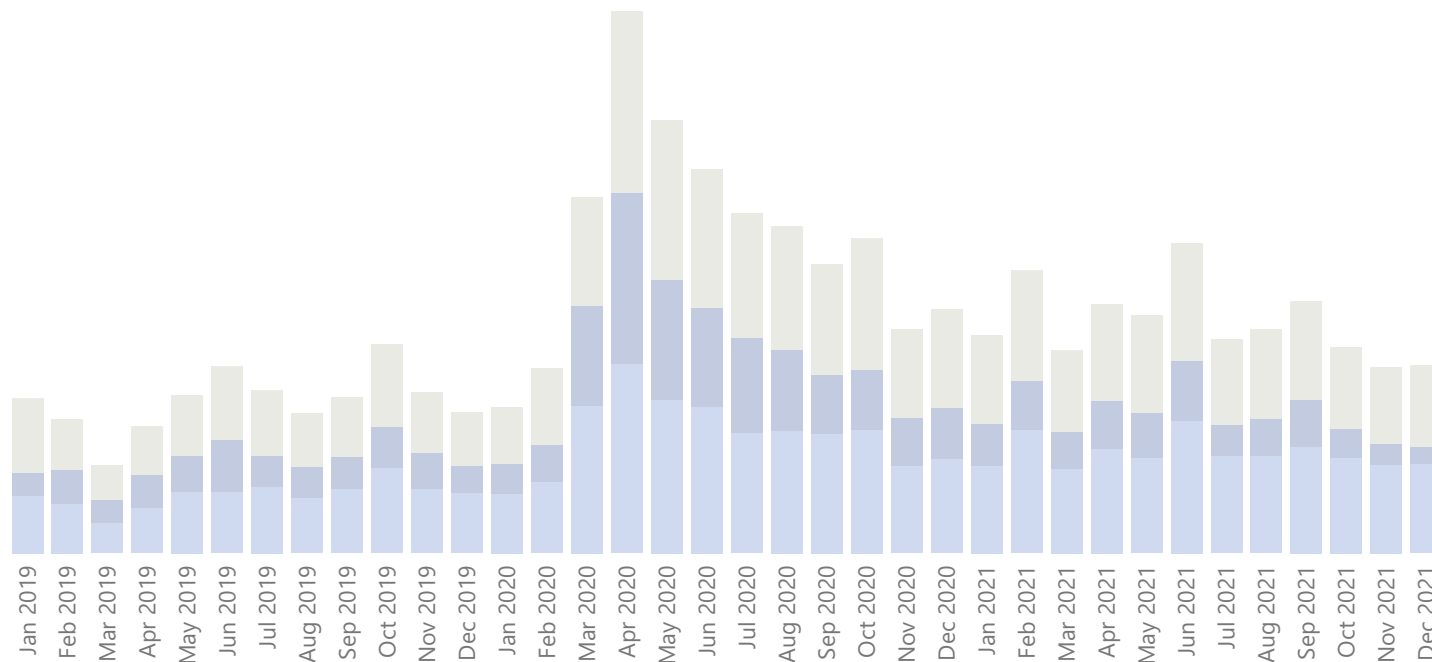
A	B	C	D	F
15%	8%	4%	2%	<1.4%

# Email Reach

Reach measures the percent of your audience that have received and opened your message, and paid a minimum threshold of attention, meaning they didn't immediately delete or skip. The primary factors which impact reach are list accuracy, measurement accuracy, from address, subject line, inbox timing and preview content.

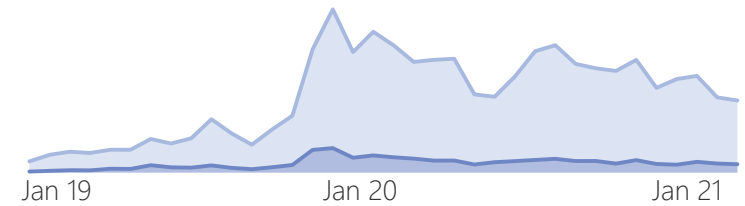
## Email Broadcast Volume Per 1000 employees

● Opens ● Ignored ● Sent



## Device Opens

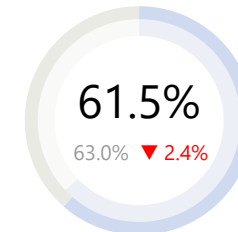
● Desktop ● Mobile



## %Mobile Opens

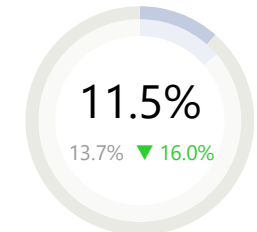
10.1% ▲ 5%

## Open Rate



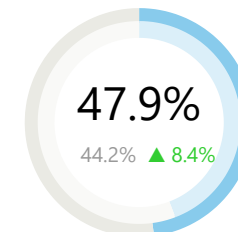
Unique Opens / Sent

## Ignore Rate



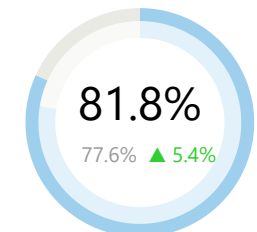
Read Time <= 3 seconds

## Audience Attention Rate



u.Opens - Ignored / Sent

## Open Attention Rate



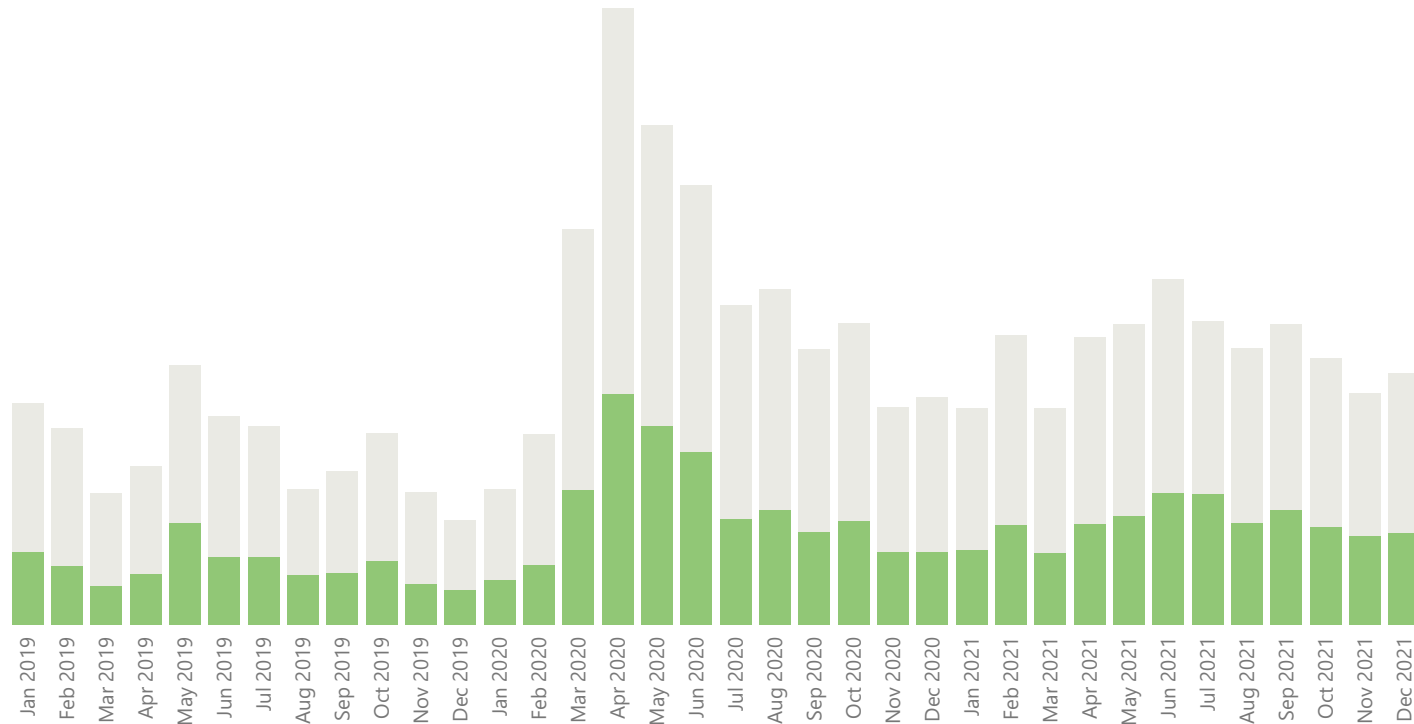
u.Opens - Ignored / u.Opens  
current PoliteMail Attention Rate

# Email Readership

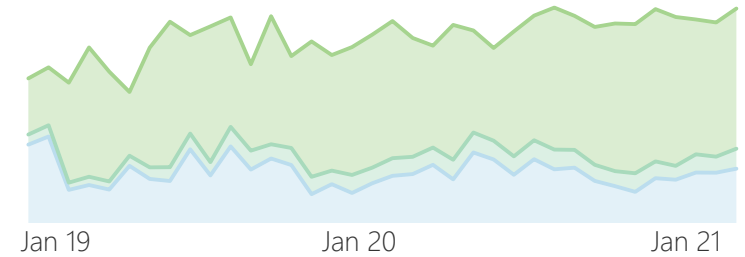
Readership measures how much time recipients spend viewing your message, categorized into groups by minimum thresholds. The primary factors which impact readership are relevant subject lines and preview content, layout and design formatting, writing and images, message length and delivery timing.

## Readership by Month Per 1000 employees

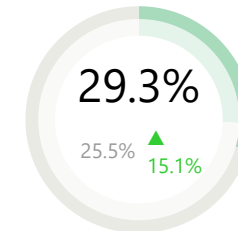
● Minutes Read ● Minutes Sent



## Readership Rates

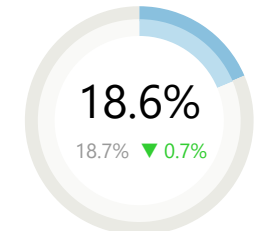


Read



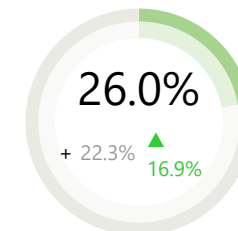
Read >= 30% of Time to Read

Skimmed



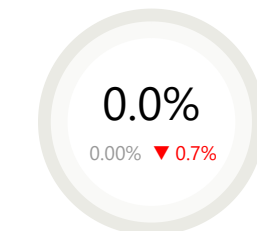
Read < 30% of Time to Read

Engaged Read



Percent of Reads > 50% of Time to Read

Left Open Read



Percent of Reads > 150% of Time to Read

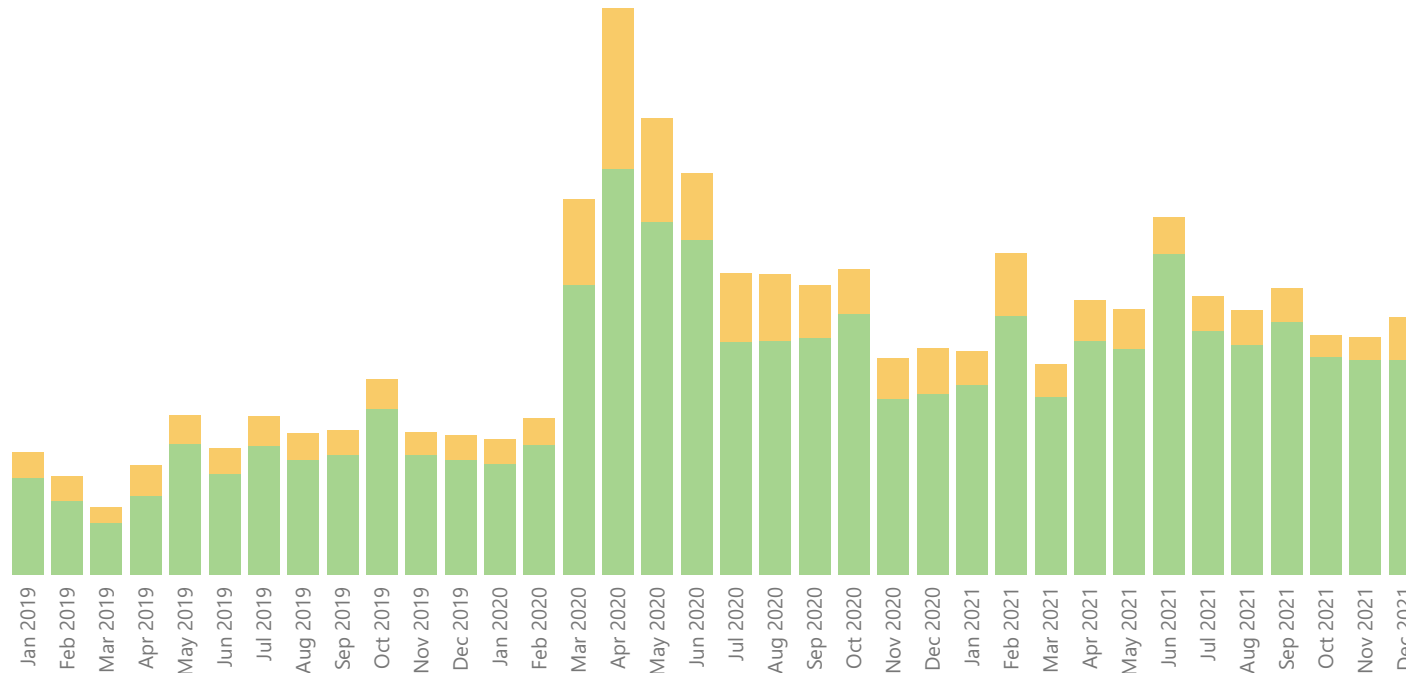
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Engagement measures interaction with your email, combining the percent of the content read together with click activity, if links are included in the message. Factors which impact engagement include reading ease, authenticity, content relevancy and interest, presentation and message length, and call to action and link text effectiveness.

Readership by Month Per 1000 employees

● Engaged Reads ● Clicks

2021 Compared to 2020 | 2019  
Engaged Reads + Clicks Y/Y ▼ -15% ▲ 95%

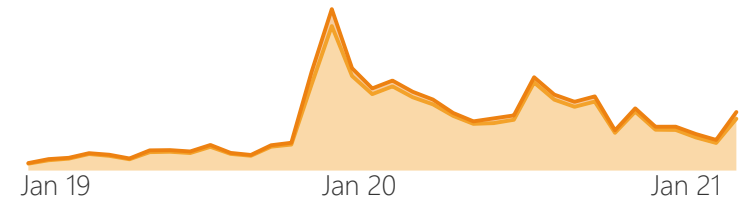


Device Clicks

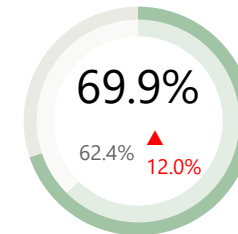
● Desktop ● Mobile

%Mobile Clicks

7% ▼ -11%

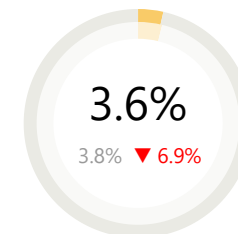


Readers %Read



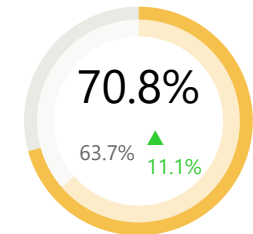
Avg(non-ignored read time) / time to read

Click Rate



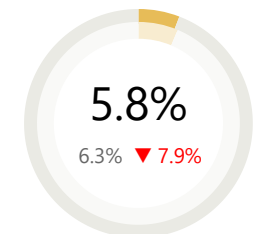
Unique Clicked / Sent

Open Engagement Rate



%Read + (1 - %Read) \* Click Rate

Effective Rate

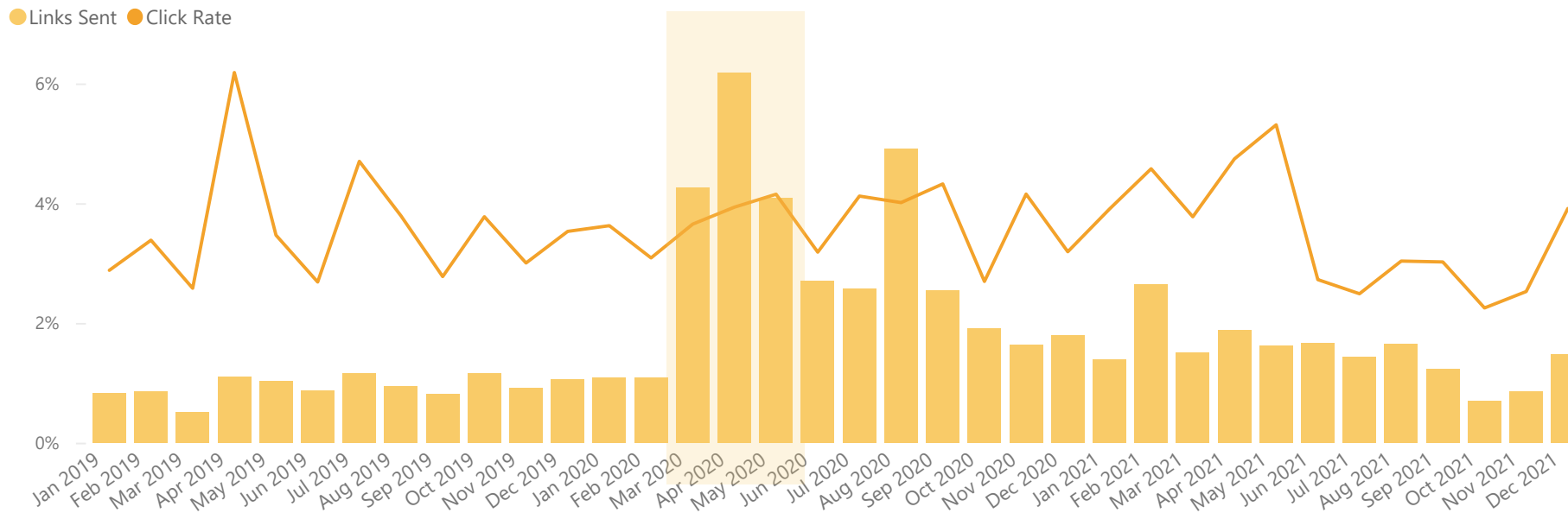


Unique Clicks / (Opens - Ignored)

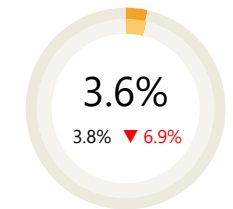
# Email Clicks

Clicks are the sum of recipients' unique link clicks within the email message sent. Click rate is the percentage of recipients who clicked on at least one link within the message (regardless of how many links were sent within the message). Factors which impact clicks are positioning within the email (does it display within the preview window), design formatting (is the link or button obvious), the call to action (is it interesting and compelling), as well as all the general email readership factors.

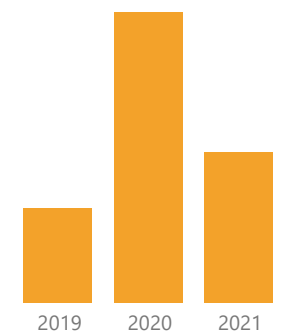
Clicks by Month Per 1000 Employees



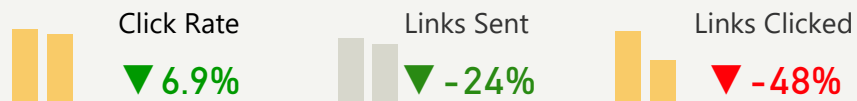
2021 Avg Click Rate compared to 2020



Links Clicked Volume



2021 to 2020 Click Rate and Volume

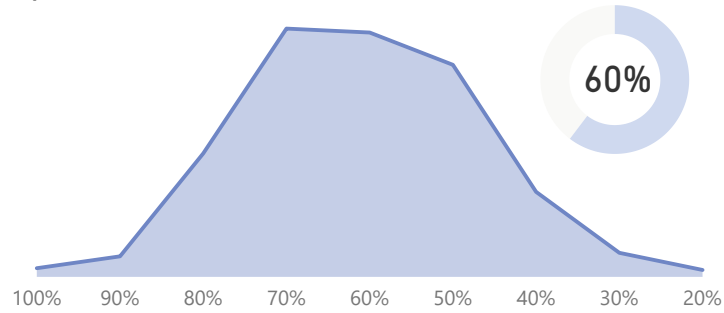


2021/2019 Click Rate and Volume



Open Rates

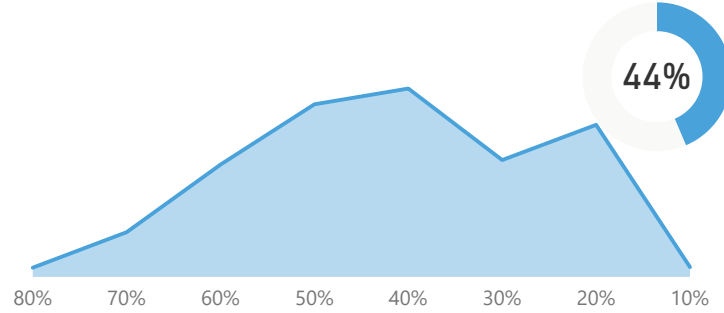
Avg Open Rate



A	B	C	D	F
84%	76%	68%	56%	<55%

Audience Attention Rate

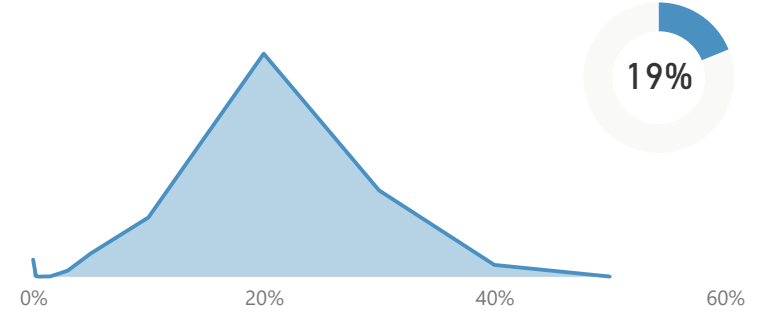
Avg Audience Attention



A	B	C	D	F
75%	66%	56%	44%	<43%

Skim Rate

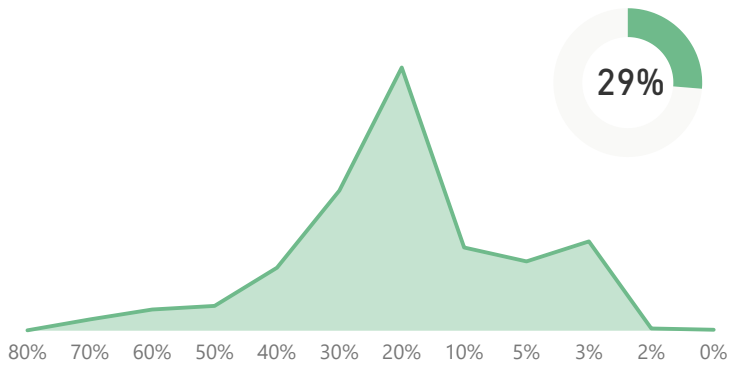
Avg Skimmed Rate



A	B	C	D	F
10%	18%	25%	31%	>32%

Read Rate

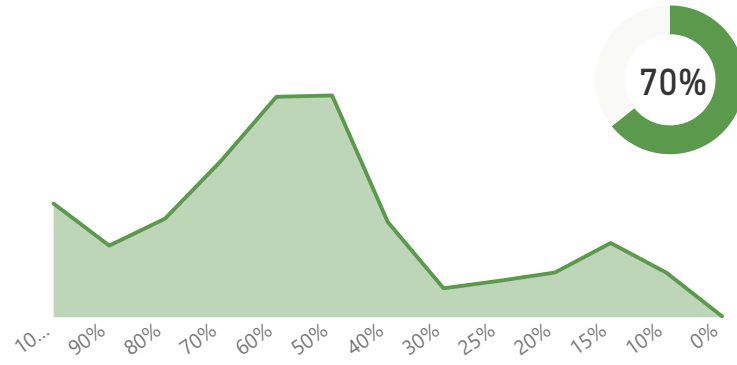
Avg Read Rate



A	B	C	D	F
56%	41%	30%	21%	<20%

Percent Read

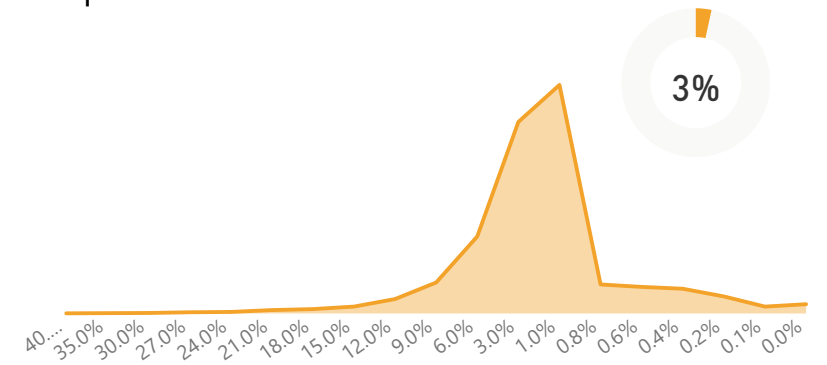
Avg Percent Read



A	B	C	D	F
100%	89%	71%	55%	<54%

Unique Click Rate

Avg Click Rate



A	B	C	D	F
15%	8%	4%	2%	<1.4%

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