What is heuristics?
Heuristics is the derivation of a non-binding approximation of the genuine opening rate of mails. It gives a non-binding approximate value about the actual opening rate and possible tracking of the bMail.

How does this tracking occur?
With the conventional tracking procedure, only the opened HTML e-mails can be counted. When an HTML mail is opened, the server receives a request to load the images contained in the mail; the number of requests corresponds therefore to the opening rate of the HTML mails.

However, there are also users to whom no images are shown, or who have disabled the display of the images. These users only get to see the text version of the mails. For such cases, a tracking is not possible: here we can only determine the number of clicks for every link.

How does the calculation of heuristics work?
You can follow the steps explained here in the example on the following page.

1. First, we determine the proportion of users who have clicked on the link after opening the HTML mail, and users who have not done so after the HTML mail has been opened. In the example below, the ratio is 1: 4.

2. We then determine the extra number of clicks to which no open HTML mail can be attributed (e.g. text mail). In this example: 20 instances

3. Finally, we set the count of the not attributable clicks (step 2) in relation to the ratio established for the counted HTML mail clicks (step 1). In this example: 1: 4 = 20:80

Example calculation:
Outcome:

From the previously determined opening rate of 20% (200 of 1,000 opened mails), a rate of 30% (300 openings) can be extrapolated.

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