RESEARCH AUTOMATORS

What does Opened mean in email sendouts?

Survey Automator guide

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The **“Opened”** status indicates that an opening has been recorded in the system, but it does not always mean that the recipient actively opened the email themselves.

This registration is based on the email’s open statistics, which use a so-called tracking pixel. When the tracking pixel loads, the email is recorded as opened. In some cases, this can happen automatically, for example, when an email system, an email client, or a security feature reads the email’s content.

This means that **“Opened”** should be viewed as an indication of activity rather than an exact measure of actual reading.

Interpretation of statuses:

“Received” means that the email has been received.

“Opened” means that an opening has been recorded in the statistics.

Therefore, it may sometimes appear as though many, or all, recipients opened the email very quickly, even though no actual manual opening necessarily took place.

The latest version of this guide: https://www.researchautomators.com/guides/opened-in-email-sendouts/