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HOW ARE CHANGES TO APPLE EMAIL TRACKING AFFECTING PERCEIVED MARKETING ROI?

Apple has launched a new feature in the current, updated versions of IOS across all platforms that significantly affects the reporting of email and newsletter open rates, and possibly click through rates (CTR). Understanding the changes and impact will help you manage historical benchmarking and future expectations from this portion of your audience traffic segment.

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WHAT'S HAPPENING WITH THE APPLE MAIL APP AND EMAIL TRACKING?

Apple made waves back in June 2021 when they announced the Mail Privacy Protection (MPP) feature for the Apple Mail App on iOS 15, iPadOS 15, and macOS Monterey devices. This new feature launched as a software update on September 20th, 2021.

WHAT IS MAIL PRIVACY PROTECTION (MPP)?

Mail Privacy Protection stops email senders from using invisible tracking pixels to collect information about the user. This new feature helps users prevent email senders from knowing when they open an email. It also masks their IP address so it can't be linked to other online activities or used to determine their location.

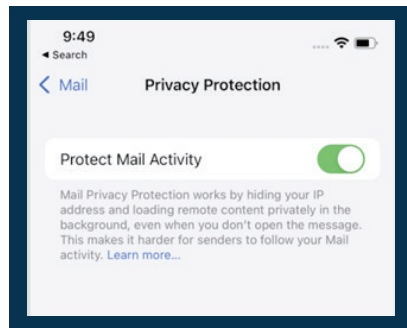


SO, WHAT DOES THAT MEAN?

It means that IF a user turns on this feature, email senders can no longer accurately report an "open" from someone who is using the Apple Mail App to view emails.

DOES THE USER HAVE TO TURN THIS ON FOR IT WORK? ARE THEY FORCED TO USE IT?

Yes, they have to opt-in, and they are not forced to turn it on. However, here is what they see when they update their device and open the Apple Mail App for the first time.



IS THIS AFFECTING ANYONE WHO HAS AN IPHONE AND CHECKS EMAIL ON IT?

No, this only affects Apple users who use the native Apple Mail App on the iPhone, iPad, or other Apple devices, and they have opted-in as shown above. As of right now, if they have an iPhone but use another third-party email app (Gmail, Outlook, Yahoo, etc.) then this does not apply. But things are changing fast, so this factor may change.



IS THIS ONLY AFFECTING THE EMAILS B2B COMPANIES ARE SENDING?

No, this affects **ALL** emails that are sent to the user. Every. Single. One. Whether it is a newsletter or an email from Best Buy, Zillow, or Bill Gates claiming he owes you money, if the user decides to turn this feature on it affects every email they receive, regardless of who the email came from.

CAN WE CHANGE THAT?

If you can get Tim Cook on the phone then...maybe?



DOES THIS AFFECT THE EMAIL ADVERTISERS SEND THEMSELVES?

Yes, as we know advertisers/manufacturers/product providers send emails through their own email platforms and this will affect them the same way.

DO WE HAVE ANY DATA THAT SHOWS HOW THIS IS AFFECTING OUR METRICS?

Yes, we're working internally and with our email partner (Omeda) as well as our industry peer group to get a better understanding of our "new normal". As information becomes available, we will make sure to keep everyone in the loop.

DO WE KNOW HOW MANY PEOPLE IN ACBM'S DATABASE THAT ARE OPENING EMAILS ON AN APPLE DEVICE AND USING THE APPLE MAIL APP?

Yes! Our email platform (Omeda) provides that data to us.

ARE OUR EMAIL OPEN RATES GOING TO DECREASE AND HOW IS THIS GOING TO AFFECT CLICK RATES?

Early indications are showing that email opens have "increased" from "Apple Devices". But, according to Apple, this is what is expected to happen, and it is by design. The Mail Privacy Protection feature "fakes" the open. Thus, prompting an increase in the open rate. As for clicks, we can still track a user who "clicks" on a URL and report Click Through Rate metrics.

OK, I THINK I GET IT. SO, WHAT DOES THIS MEAN FOR ADS IN NEWSLETTERS, THIRD PARTY EMAIL BLAST, ETC.?

For the most part it is status quo. As more email apps copy Apple's initiative, we will rely less on opens and more on engagement. And that's ok. We get great *engagement* on our emails, and we have an audience that wants our content.

Going beyond top-level metrics is vital, we will be focusing on clicks and conversions (where applicable) which will give a better sense of ROI on paid campaigns — aiming further down our advertisers' sales' funnel.

So, while we'll continue to use email metrics like sent, delivered, and opened— they are just the tip of the iceberg around what we will include in our campaign reporting. This is why we've spent so much time and money developing our audience and our first party data to go beyond just an email address. By understanding who our audience is and what they are looking for, we can deliver valuable multi-channel interactions to help ensure that the right message is delivered to the right person at the right time.





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