

How should ESP's report opens in an age of prefetching

May 21, 2024 1:30 pm EST



Agenda

1:30-1:35 pm

What are we tracking?

Interactions we're calling proxy opens - MPP (Apple Auto Opens), Gmail pre-fetching, etc.

1:35-1:40 pm

Apple Auto Opens: adding them, excluding them or adjusting for them

Take a look at a few ESP's and who is doing what

1:40-1:45 pm

Opens are less accurate but still useful

How they're still being used and why

1:45-1:55 pm

Adjusted open rates:

To use or not to use? Choice is king

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Tracking interactions or proxy opens:

Mail Privacy Protection w/ Apple Auto Opens, Gmail pre-fetching, etc

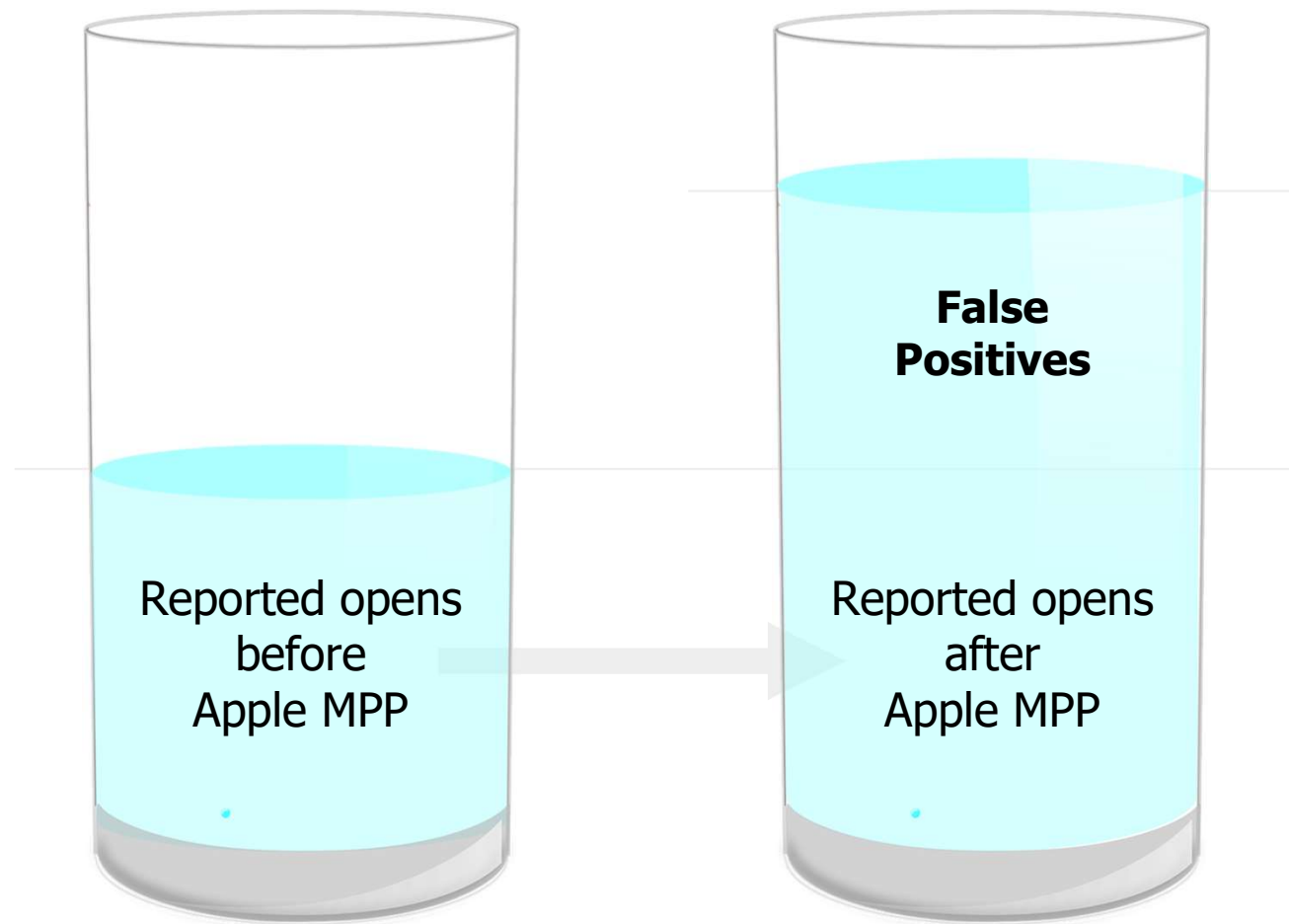
What are we tracking?

These are “user agent” strings (bits of text) specific to different proxies/pre-fetch mechanisms. See <https://xnnd.com/gupu>

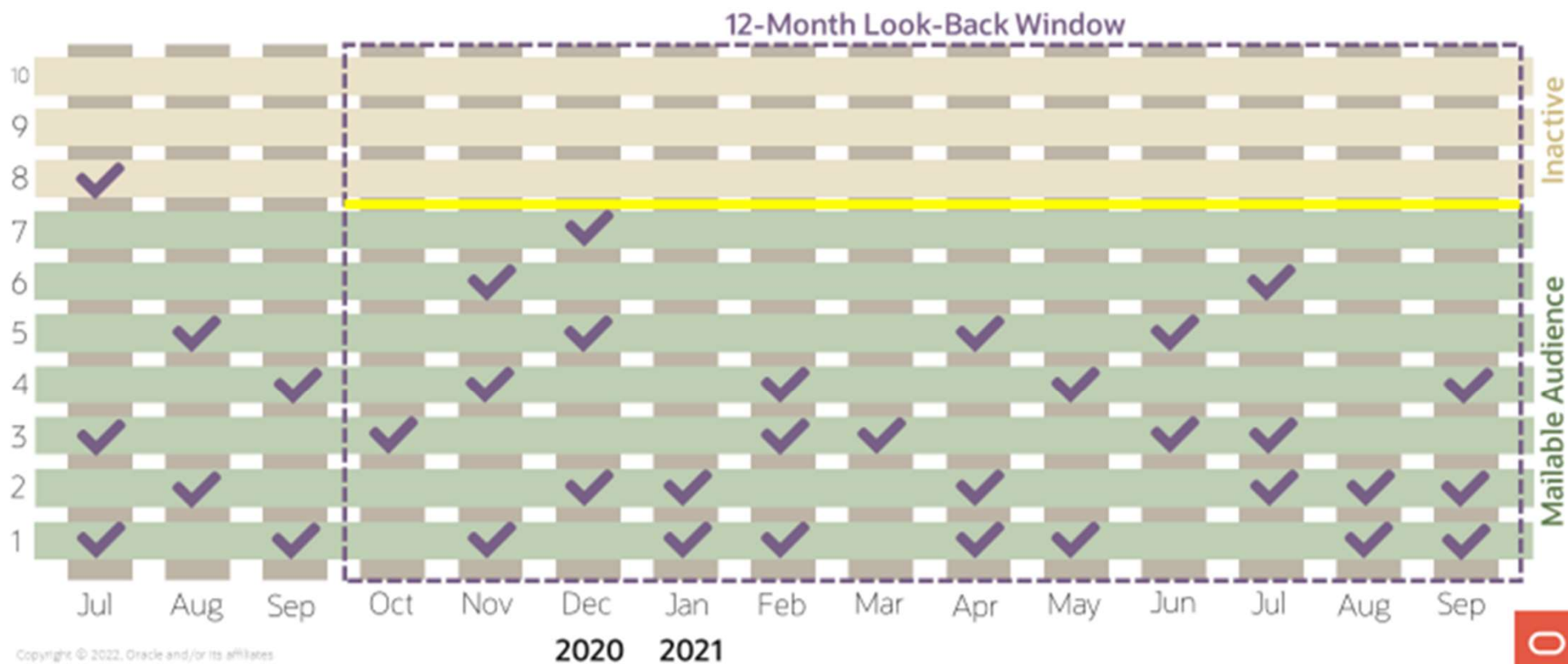
The most popular ones are:

- Apple MPP: **Mozilla/5.0** (This is “generic enough” that it could include other browsers or tools; but in practice it’ll be 99.9% Apple MPP opens)
- Gmail: **Mozilla/5.0 (Windows NT 5.1; rv:11.0) Gecko Firefox/11.0 (via ggpht.com GoogleImageProxy)**
- Yahoo Mail: **YahooMailProxy;**
<https://help.yahoo.com/kb/yahoo-mail-proxy-SLN28749.html>

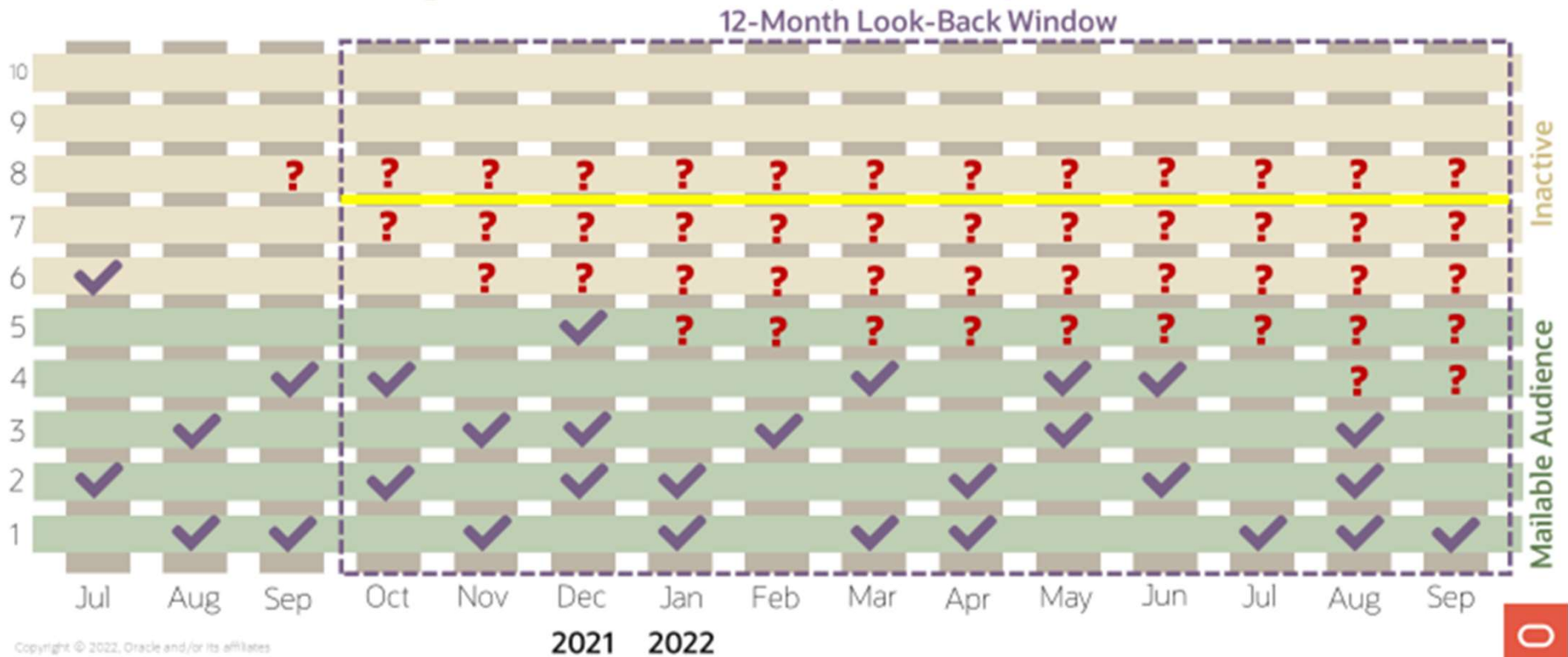
Visualizing Apple MPP Opens



Pre-MPP, **opens** were key to audience selection.



Now, they'll lead to inaccurate audience sizes,
 Either deflating audiences if only **real opens** are used...



A Sample of ESP Treatments (gathered via very human research)

	ORACLE RESPONSYS	SFMC	ITERABLE	EMARSYS	BRAZE	CORDIAL	MARKETO	SENDGRID	KLAVIYO
Default reporting includes Apple auto-opens	Flexible Includes "Opens (Adjusted)" and "Delivered (Adjusted)"	Y	Y	Y	Flexible Offers "other open rates"	Y	Y	Y	Y
Offers Apple auto-open data in specialized reporting	Y	N	Y Offers "Unique Open Rate (filtered)" and "Total Open Rate (filtered)"	Y Offers "Privacy Opens"	Y	Y Offers "Opened (Adjusted)" (calls balance "Human Opens")	N	N	Y
Includes Apple auto-opens in recency targeting	N	Y	Y	Y	Flexible	Flexible	Y	Flexible	Y (option to create filter to suppress)
Decision splits in journeys includes Apple auto-opens	N	Y	Y	Y	Flexible	Flexible	Y	Flexible	Y (option to create filter to suppress)
Easy export option of Apple auto-open data	Y	N	Y	Y	Y	Y	N	Y	Y

This is not industry standard or verified, observations made by users of the tools.

Know the Limits of Open Tracking

“Open tracking wasn't that accurate to begin with (bots mostly talking to bots) but now, with Apple's Mail Privacy Protection (MPP), it's even less accurate than before.”
– Marcel Becker, Yahoo

- Open tracking is still very useful! Don't throw it out just yet.
- While opens are less accurate, the sending community still heavily relies on them and uses opens to make targeting and segmentation decisions.
- Using “lack of opens” for suppression criteria is still good in this modern world of MPP/Gmail Proxy/etc. (example: engagement-boosting deliverability remediation).

“Adjusted” Opens

To use or not to use? Choice is king

Thank you for listening

Questions?

