



The Impact of Apple Mail Privacy Protection (OS 15)





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Agenda

1. A year in review [5 min]
2. What is visible in data / analytics? [5 min]
3. Apple Mail / MPP segmentation [10 min]
4. Resources & Conclusion [5 min]
5. Desigual's Story [15 min]
6. Q&A + Feedback [20 min]



Intro





Team Introduction



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A year in review



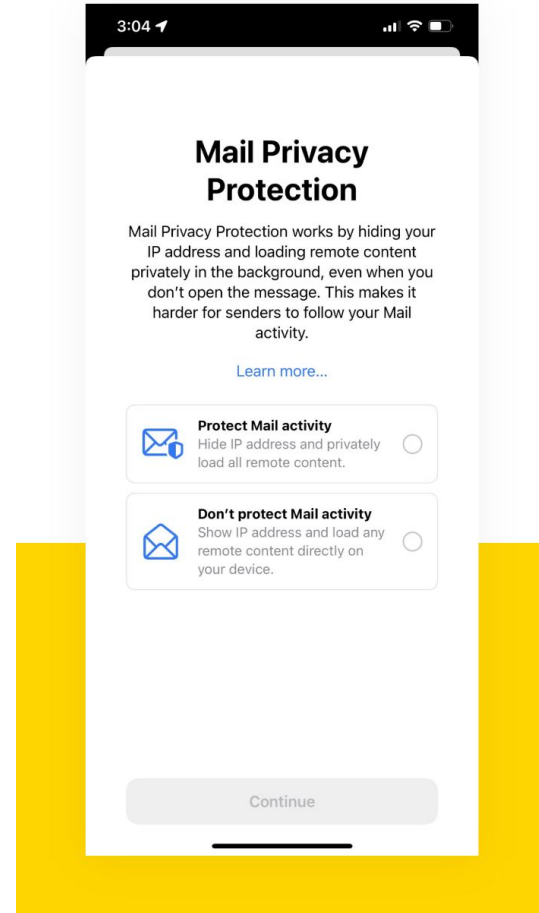


A year in review

- Apple Mail introduced a Privacy-focused opt-in (OS 15) for tracking

“Mail Privacy Protection stops senders from using invisible pixels to collect information about the user. [It prevents] senders from knowing when they open an email, and masks their IP address so it can’t be linked to other online activity or used to determine their location.”

- This featured was enabled on Sep 14 2021
- 80% of Apple mobile devices now using the 15+ version

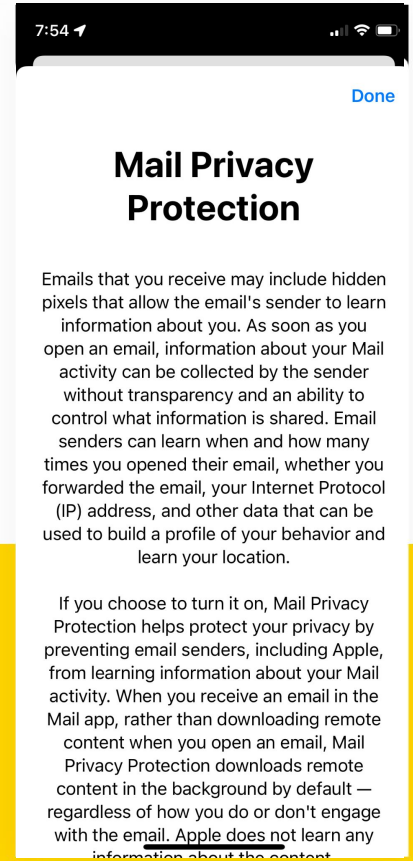




What are the implications?

These changes apply ONLY to Apple Mail users who have opted into their privacy feature “Mail Privacy Protection”

1. Opens are significantly over reported. Apple is pre-loading / pre-fetching images on delivery of the emails. This pre-fetching of images is firing the image tracking pixel which counts as an “open”. **Welcome to the world of “False Opens”**
2. This applies to both iOS and macOS - all devices are impacted

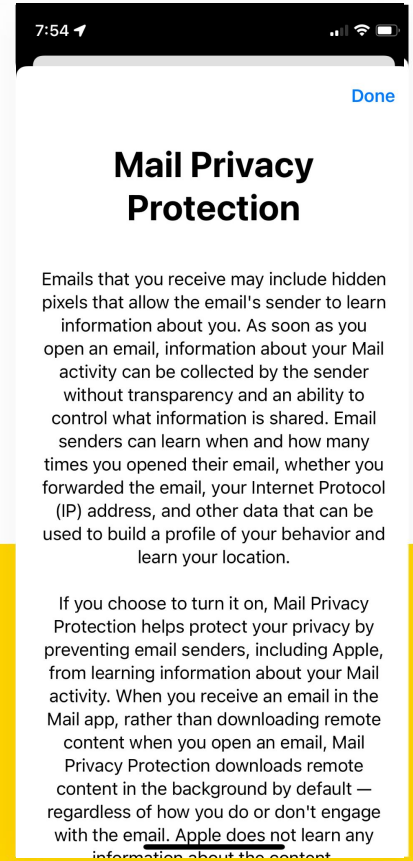




What are the implications?

These changes apply ONLY to Apple Mail users who have opted into their privacy feature “Mail Privacy Protection”

1. However, this impacts open data for any email address that is being accessed via Apple Mail e.g. Gmail, Yahoo etc
2. On-open personalization like local weather etc will be inaccurate
3. **Delivery, Bounce and Click metrics have not been impacted**



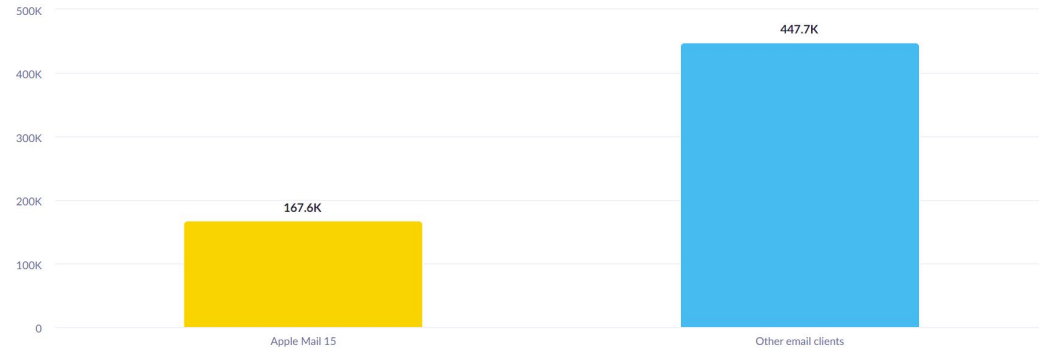


How has this impacted open rates?

Open rates have risen significantly for all clients. Pre iOS 15, the benchmark for unique open rates **used to be 20%. Today it's 40+%**

However, for some brands, whose demographic of customer brings higher levels of Apple Mail user, open rates have more than doubled.

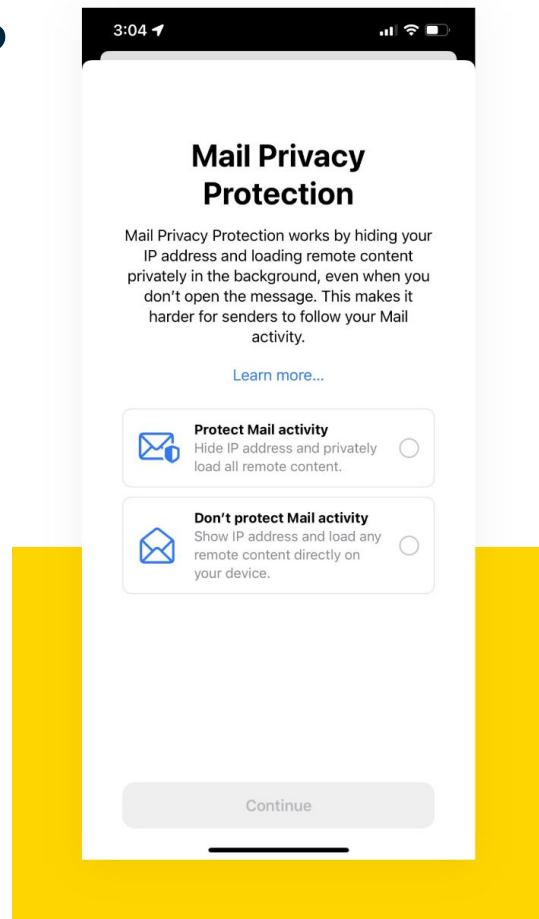
The split of Apple Mail users and non Apple Mail users is available to see using our segmentation.





What else has been impacted?

- Another impacted metric is the **click to open rate**. If we assume click activity remains constant but open rates have increased by as much as 60% (absolute increase), then the click to open rate is going to decrease significantly. This is no longer a reliable metric.
- The good news is that click to delivered is not impacted
- **AB Testing can no longer be set to open activity for MPP users**. However, these can be easily adapted to focus on click or conversion
- Existing segmentation models which reference open data are going to see the ACTIVE segment swell due to these false opens



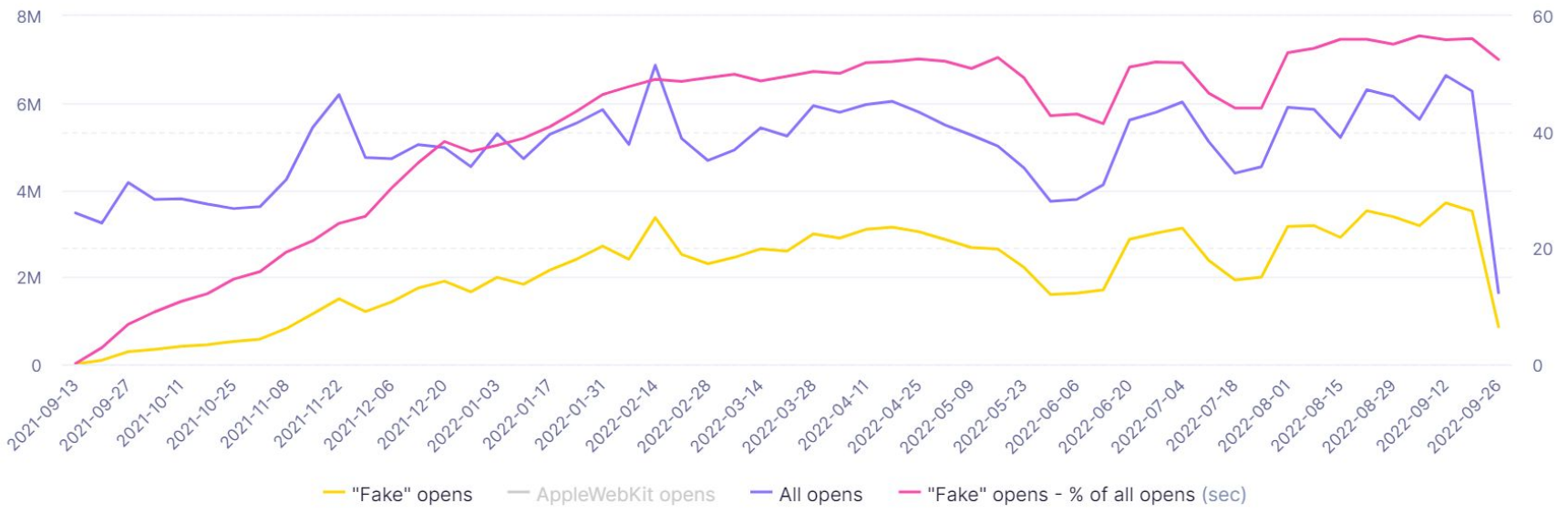


What is visible in data / analytics?





What can we see in data analytics?





What can we see in data analytics?

Key metric	OS15 customers	Non OS15 customers	% change
• Open rate	• 89.6%	• 39.4%	• 127.4% increase
• Unique open rate	• 74.7%	• 33.8%	• 121.0% increase
• Click rate (deliv)	• 1.30%	• 3.12%	• 58.3% decrease
• Click rate (open)	• 1.13%	• 6.22%	• 81.3% decrease
• Complaint rate	• 0.31%	• 0.24%	• 29.16% increase

This is aggregated data from 4 clients with 120m+ email sends considered in total, data is from the last 30 days. These brands are not fully utilizing new email list health segmentations yet.



What can we see in data analytics?

Campaign_name	U. Open Rate - non OS15	U. Open Rate - OS15 (pixel loads)	Click-To-Opened - non OS15	Click-To-Opened -
[blurred]	22.72%	69.44%	20.84%	5.60%
[blurred]	19.67%	69.91%	17.19%	4.34%
[blurred]	11.08%	26.26%	13.95%	5.45%
[blurred]	19.18%	69.07%	9.61%	2.14%
[blurred]	17.43%	59.41%	14.41%	3.36%
[blurred]	18.74%	66.73%	12.79%	2.98%
[blurred]	21.05%	68.55%	14.67%	3.42%
[blurred]	18.26%	67.33%	13.74%	3.18%
[blurred]	20.32%	68.94%	14.48%	3.30%
[blurred]	13.96%	51.26%	20.67%	4.38%
[blurred]	15.41%	65.58%	7.78%	1.57%



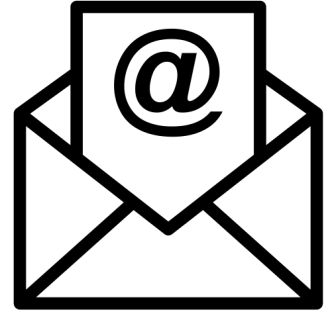
Separating out your iOS 15 users and others

Subscribers using Apple Mail would previously appear as 'Mozilla/5.0' followed by a string of information identifying which device, OS, etc. they're using. Now, that **data is simply being masked as "Mozilla/5.0"**



Can we save the open rate?

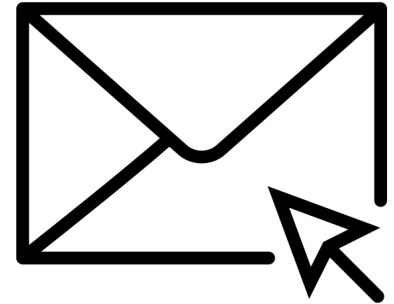
- Some good news. We can save (in part) the open rate as a metric. Because we can identify the user agent we can identify IOS 15 subscribers and non IOS 15 subscribers. It is safe to treat the metrics for non IOS 15 subscribers as your true open performance
- This same data set could be used to give a reliable “Email Health Segmentation” for non IOS 15 subscribers





Click rates are the new open rates

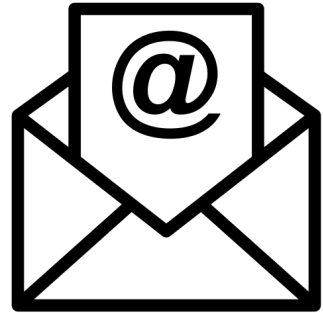
- The clear advise from the email industry is that we have to move away from our obsession with open rates and focus on click rates
- This is still in progress with many brands. We have already identified above that the click to open rates should no longer be used. Instead we need to steer our attention to **click to delivered rates**.
- Here, a healthy performance is anything between **2% and 5%**





How did we try to tackle this?

- We tried looking at timestamps of “fake” opens. However there is no correlation, most of the opens do not happen seconds after delivery. Device needs to be plugged in, connected to Wi-Fi to trigger fake open.
- We tried looking at source IP’s of opens. There is no pattern between “fake” and real opens
- There was a workaround of deploying tracking pixel via CSS, but this has been patched by Apple in Nov/Dec





Segmenting users - typical sender

Apple Mail segmentat

Apple Mail Segmentation

Global

Discard changes

Cancel

Preview

Save segmentation



Apple Mail 15

Other email clients



Please note that editing segmentations that are used by other analyses can alter their behaviour.

Apple Mail 15

0 Customers overall

0 In this segmentation

0 In this segment

CUSTOMER FILTER

Fill from template

Save filter template

Discard filters

Select customers matching **funnel**

+ Funnel completion period



Last 180 days



1. Step: campaign

campaign

user-agent

equals



Mozilla/5.0

Refine more

+ Add funnel step



Segmenting users - high-frequency

iOS15 - aggregate app

Apple Mail segmentation Global

Discard changes

Cancel

Preview

Save segmentation



Apple Mail 15

Customers overall

In this segmentation

In this segment

CUSTOMER FILTER

Fill from template

Save filter template

Discard filters

(A OR B OR C OR D OR E)

A Select customers matching attribute

Σ Last user-agent used #1 equals Mozilla/5.0

AND OR

B or matching attribute

Σ Last user-agent used #2 equals Mozilla/5.0

AND OR

C or matching attribute



Segmenting users - high-frequency

(A OR B OR C OR D OR E)

A Select customers matching attribute ▾

Σ Last user-agent used #1 × equals ▾ Mozilla/5.0

Last user-agent used #1 [✎](#) [+ Save aggregate](#)

last ▾ campaign ▾ user-agent ▾ [+ Skip](#)

WHERE user-agent ▾ has value ▾ [Refine more](#)

Lifetime ▾

AND OR

B or matching attribute ▾

Σ Last user-agent used #2 × equals ▾ Mozilla/5.0

Last user-agent used #2 [✎](#) [+ Save aggregate](#)

last ▾ campaign ▾ user-agent ▾ skip last 1 ×

WHERE user-agent ▾ has value ▾ [Refine more](#)

Lifetime ▾

AND OR



Segmenting users - comparison

Factor	Aggregate	180 days filter
• False positive rate	• Lower	• Higher
• False negative rate	• Higher	• Lower
•		

Aggregate approach is better suited for brands with higher frequency sends (5-7 sends / week), that can generate a lot of engagement (opens, clicks) - we have more data to look at, and we can use more recent data to still get a good picture.



What else has been impacted?

Analyses > Segmentations > Email list health



< Email list health >

Edit Refresh ⓘ ⋮

2021-09-13 - 2022-02-28

Segmentation Movements





How can we define active subscribers?

- This is certainly one of the biggest challenges. We now know that computers are generating opens. **Those same “opens” will be counted in existing segmentation to determine ACTIVE subscribers**
- We have rebuilt segmentation to place more focus on clicks for Apple Mail users. However, this will see segment volumes shrink massively if we use the same time references
- Test building out ACTIVE to be anyone who has clicked an email in the last 180 days. Overlay with recent online behaviour to further boost segment volumes



Any data to identify active users?

Key metric	OS15 clicked in last 90	OS15 without clicks
• Individual open rate	• 105%	• 89%
• Individual unique open rate	• 81%	• 78%
• Opens per campaign	• 1.37	• 1.31

We do not see any exact metric to use to identify more active OS15 users. Total individual open rate of 100%+ is an indication, but there are also customers clicking with total individual OR of 30%.



Measuring the health of your list

- NEW - (All) Creation date is less than or equal to 30 days in the past
- PASSIVE - (All) Creation date is between 31 and 90 days and LAST OPEN or LAST CLICK did not happen
- ACTIVE (Non IOS 15) Creation date is greater than 30 days and LAST OPEN or LAST CLICK is LESS than 90 days
- ACTIVE (IOS 15) Creation date is greater than 30 days LAST CLICK is LESS than 90 days OR has clicked more than once in the last 180 days
- LAPSING - (All) Creation date is greater than 30 days and LAST OPEN or LAST CLICK is BETWEEN 91 and 180 days
- IOS 15 Open & non click Creation date is greater than 30 day, LAST "OPEN" is less than 180 days but NO CLICK
- LAPSED – (All) Creation date is greater than 30 days and LAST OPEN or LAST CLICK is GREATER than 180 days
- INACTIVE – (All) Creation date is greater than 90 days and LAST OPEN or LAST CLICK did not happen

This part of your list needs to be managed with caution



Understanding the Health of **Your List**

- **NEW** is a good segment. New email subscribers are typically a very enthusiastic audience. For this reason, they are eligible for a reasonably high frequency.
- **PASSIVE** is still relatively “new” audience (older than 30 days but less than 90 days). We should give this segment the option to engage in your emails. If you don’t, they will end up in the **INACTIVE** segment (which is not a targetable segment). However, due to their lack of engagement, take the frequency down so as not to impact on your metrics and reputation
- **ACTIVE**; a healthy list will have at least 40% **ACTIVE** email addresses. This audience are eligible for your highest frequency of email.
- **LAPSING** this audience are starting to tune out. The number one reason why people “tune out” of brands emails is they are getting bombarded with very similar content. Try fresh content ideas, personalisation to improve engagement. However, **the number one recommendation is to move this segment to a reduced frequency.** So, as not to impact on your metrics and reputation by their lack of engagement.



Understanding the Health of Your List

- **IOS 15 Open non Click** this segment presents a risk if targeted with any degree of regularity. This segment will contain all “Fake opens” from IOS 15 subscribers who have not opened and where the open event has been generated by Apple Mail’s privacy feature. The lack of click engagement over the last 180 days confirms this audience as a not very engaged one. Contacting them should be significantly limited. The aim in contacting them should be to generate a click which will move all active subscribers to a segment where you can identify them as ACTIVE.
- **LAPSED** this audience have not opened or clicked an email in over 6 months. If you continue to email with any degree of frequency, the ISPs will filter your emails to the SPAM folder. In addition, this part of your list may contain recycled spam traps. Consider tactics to re-engage with this audience before they hit 180 days inactivity. The earlier you try to re-engage with an audience, the more success you will have
- **INACTIVE**; this audience have never opened or clicked an email. They offer zero revenue through the email channel. Do not email them, they will bring your metrics down. Targeting them is very clear evidence to the ISPs that you are spamming an audience that doesn’t want to hear from you.



Understanding the Health of Your List

Segment	Frequency
NEW	3 emails per week
PASSIVE	1 - 2 emails per week
ACTIVE	4 emails per week
LAPSING	1 - 2 email per week
IOS 15 Open no Click	Once a month
LAPSED	4 to 6 times a year
INACTIVES	DO NOT TARGET

Model for high frequency senders. What is high frequency? 4 or more emails per week

Please note; in email marketing, there is a very clear association between the number of emails you send and open rates. High email frequency produces a high level of “Emotionally unsubscribed”



Understanding the Health of Your List

Segment	Frequency
NEW	1 to 2 emails per week
PASSIVE	1 email per week
ACTIVE	3 emails per week
LAPSING	1 email per week
IOS 15 Open no Click	Once a month
LAPSED	4 to 6 times a year
INACTIVES	DO NOT TARGET

Model for medium frequency senders. What is medium frequency? 2 to 3 emails per week



Understanding the Health of Your List

Segment	Frequency
NEW	1 to 2 emails per week
PASSIVE	1 email every 2 weeks
ACTIVE	2 emails per week
LAPSING	1 email every 2 weeks
IOS 15 Open no Click	Once a month
LAPSED	4 to 6 times a year
INACTIVES	DO NOT TARGET

Model for low frequency senders. What is low frequency? 1 to 2 emails per week



Resources

- **Initiative containing all reports** is found on the link below
- This includes **reports split by OS15/non OS15, updated Email List Health** segmentation and also 2 alternatives for **segmentation of Apple Mail users**
- [Initiative with resources and assets](#)
- [Documentation for importing initiatives](#)
- If there is any trouble, please contact your CSM or consultant
- We are working with our product team on updating default Email List Health filters and frequency policies to include segmentations / changes shown today



In conclusion

- Open rates became a less reliable metric. The email industry is moving to evaluating primarily on click activity
- We can offer you insights into your “true” open rate
- **You should reflect these changes in your email list health segmentations and A/B testing**
 - 1. Compare Email list health segmentations (your existing one vs new one) - see if there is no huge drop in Active segment**
 - 2. Start to use the new one your campaigns**
 - 3. Evaluate using new reports to separate open rates and get a better performance feedback**



Desigual's Story



What we did?

Phase 1 - Discovery

Understand what is iOS15
Webinars, documentation
Workarounds

Phase 2 - Analysis

KPIs evolution since iOS15 rollout
Compare Apple vs Others KPIS
Segm. Evolution since rollout



What happened?

Experienced some relevant changes in:

KPIS

Segmentation


AB Testing





KPIS

Which changes we spotted in our KPIS?

OR% has increased and **CTOR%** has decreased due to the artificially high percentage of opens

OR% 
+60%

CTOR% 
-30%

CTR% 
Flat

Only KPI we can still 100% trust



KPIS - New approach

Find a new formula to calculate KPIS to make them reliable

Exclude iOS 15 users from KPIS calculation: OR% & CTOR%



KPIS not getting contaminated by fake opens
Rules easy applicable in Bloomreach's reports



Excluding non fake opens users from analysis
might slightly negative effect



Segmentation

After iOS15 release we experienced an increase on our segmentation volumes



Segmentations based on user's engagement considering opens

Inactive users entering the segmentations



Segmentation - New approach

Step 1

Identify iOS15 clients vs other email clients



User identification evolving

Step 2

Adjust segmentations based on other engagement rules: clicks, web visits, purchases



Slightly decrease in volumes compensated by better performance



AB Testing - New approach

Subject Lines

Test in both audiences but analyze OR separately

ODST

ODST based on opens: exclude iOS15

Non Openers

Not filtering iOS15 → Reduce volumen making sure we target real non openers for better performance

**Thanks for
listening!**





Slido + Academy

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- OR click on the link in the chat
- OR scan the QR code

- **Please give us feedback in the poll**

- **Academy - Advanced Analytics course to further expand your knowledge in working with data in the platform**

