



Apple's MPP Policy

Giving the Consumer Control of Their Data

Celerity IS, Inc. Sept 2021

A high-angle, slightly blurred photograph of a business meeting. Several people's hands and arms are visible, interacting with documents, laptops, and a calculator on a white desk. One person is pointing at a pie chart on a document. Another is using a mouse. A third is pointing at a laptop screen. The scene is brightly lit, suggesting an office environment.

What Is the Intent of Apple's New MPP Policy?

The intent is to give control back to Apple Mail end-users to decide how their data can, or can't be shared





How Will MPP Affect eMail Marketers?

It will **mask** IP addresses that they rely on for identifying the location of the recipient they sent emails to



It will **block** the pixel that they put in emails to collect info on who opened the email and any info on the forwarding of the email to others



It will **impact** emails opened from Apple Mail apps no matter which email service is used

What It Doesn't Do



- MPP doesn't fundamentally change any of the rules that govern email reputation or deliverability.
- It instead impacts how we benchmark what success looks like and what tools and functionalities can be used in connection with email campaigns going forward.

How the MPP Policy Works

- Apple will pre-fetch & load all images (even without the user opening the email), so marketers will see close to **100%** open rates.
- Images included in emails will not be automatically loaded. Instead, users will be prompted with the option to 'Load All Images', and if selected, the images appear and a 2nd email open is logged.
- Using open caching, marketers will not be able to discern real opens from false opens.
- This applies to any email opened in the iOS Mail app, including Gmail, Yahoo, Outlook, and Corporate addresses.



More Specifically....

- When the users Apple Mail app starts up, it triggers a download of the email to their device from their email host (e.g., Yahoo or Google).
- At indeterminate intervals (could be immediately or could be a couple days later), Apple downloads all the images in the email, creating a copy of the images to a new location on the Apple Privacy Cache. The download is triggered by a proxy server with an IP address assigned to the general region of the subscriber, masking their specific geolocation.
- This caching process requires Apple to request the images from the email service provider (ESP)—including the open tracking pixel—which makes the ESP think the email has been opened.
- If the subscriber *actually* opens the email, it triggers a request to download and display the email's images, but instead of coming from the sender's web host or ESP server, they're coming from the Apple Cache. So, one can't see the real open.



**eMail Marketers Will No
Longer Be Able to Accurately
Interpret 'Open Rates' on
Emails They Send**

**Emailapocalypse?
Pixelgeddon?**



Currently, Marketers Rely On “Open Rate” as an eMail Success Metric

- Open rate is sometimes referred to as a ‘vanity’ metric as it makes the campaign look good but may not have a whole lot of substance or accuracy behind it.
- The open rate is easy to track as it’s right in an ESP campaign report. As a raw number, it can be higher than the click rate (and thus make a campaign look better).
- But that changes in Sept 2021 & impacts iOS 15, iPad OS 15 & MAC OS Monterey.

How Much of an Impact Will This Have on a Company's eMail Sends?

Apple's email base is large.

Email client market share data shows Apple Mail client—on iPhone, Mac, & iPad devices, w/over **49%** of combined email opens as of July 2021.

Apple's Mail stake has steadily grown since 2019. Despite ebbs & flows, its email client market share has remained fairly large. **Too large to ignore.**



Devices & ESP Impact

Consumers opening emails from the following systems would be impacted:

- Native iPhone Mail App (iOS 15)
- macOS
- iPadOS
- watchOS

Consumers opening emails from the following systems would not be impacted:

- Outlook
- Chrome/Edge/IE Browsers
- Android
- Gmail App
- Yahoo App

Industry Comments



- Open % has always been a flawed KPI
- Apple's MPP will force marketers to reduce dependency on Open % more
- Consider other metrics like bounces, inbox placement, clicks and conversions
- Consider device-based segmentation
- Privacy features are not going away – be prepared and strategize now



- 50% of our audience's open % will be obscured
- Look for "second opens" after initial open as indicator of a real open
- Click rate will become our new gold standard KPI
- Look at historical rates as benchmarks to extrapolate data
- Email is still a solid and reliable channel
- The user's experience isn't changing. They still like email & want to engage

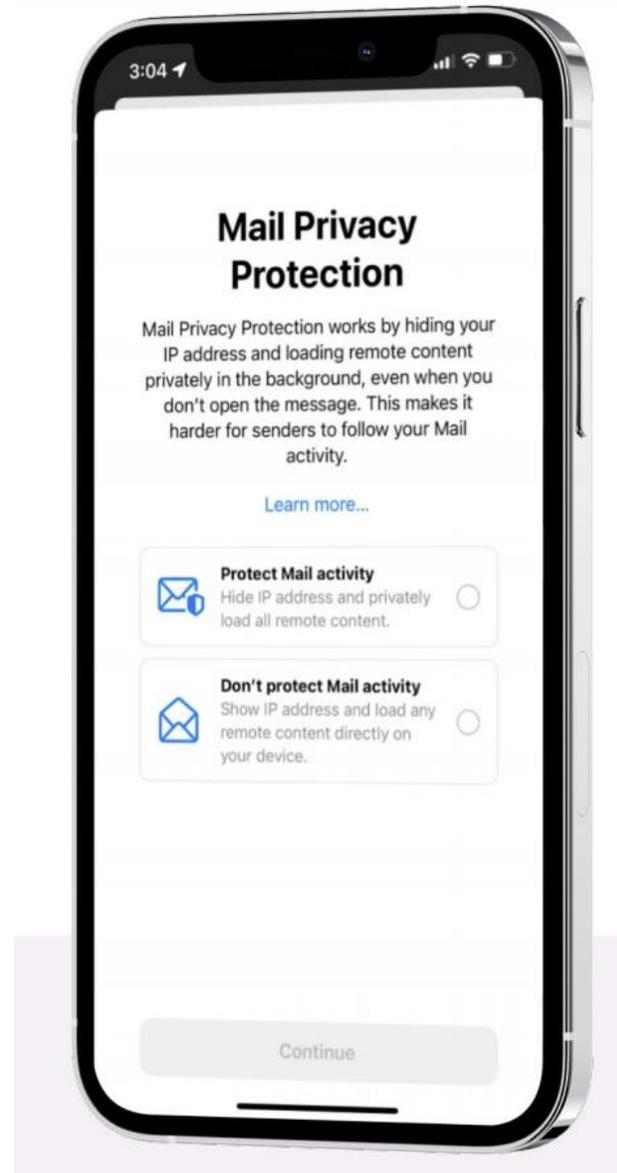


- Predicts an inflated Apple Mail open rate of ~75%
- Time to emphasize other metrics – clicks & conversions
- Plan for impacts to Email Programs that rely on open rates
- List Hygiene practices will need to look beyond opens to determine non-engagers
- Consumers might end up with more unwanted emails
- ❖ Sells a tool *Litmus Apple Audience Tracking Code* to help id the % of your audience using Apple Mail



- When measuring how opens appear, initial testing has proved to be inconsistent.
- Move away from opens and rely entirely on clicks
- Develop new ways of determining which recipients want our digital communications
- Consider sunset campaigns to identify unengaged customers

It's Expected 90% of iPhone Users Will Turn on Protections When Prompted in the Next Release





Impact on Marketers

Impact on Marketers

- Marketers will want to rely more on Clicks & Conversions to measure customer intent.
 - Metrics deeper down the conversion funnel, such as clicks, website visits, and conversions, don't go away with MPP. In fact, they provide even stronger indications of subscriber interest than open rates. Combining these metrics with deliverability metrics allows for connecting the dots and measuring true campaign performance beyond opens.
- Any audience cohort, segmentation, or targeting based on the last open date may be unreliable — especially critical for purging unengaged contacts.
- Puts more pressure on content and ad creators to up-their-game. With more stringent measurement comes the need for even more effective, engaging copy and creativity.
- Valid emails & the health of email lists will be even more important. Email service providers like Google and Apple make decisions about whether a sender should go to spam based partly on how well they maintain their email lists and weed-out unresponsive emails. Without the open rate data, it becomes trickier to prune email lists for disinterested accounts.

Check for **impacts** to existing logic rules on email campaigns

Plan for remedial action to adjust existing email journeys & associated content to see the specific impact.

Likely this will lead to a shift down the funnel in terms of engagement measurement, embracing broader and deeper engagement metrics.

This may be accompanied by revising designs to accommodate and reducing content in emails to bite size pieces encouraging response and interaction (clicks) using more CTAs and return paths.

The key is to avoid MPP's phantom opens to trigger irrelevant, unwanted campaigns via email or other messaging channels, annoying users, hurting your email reputation with mailbox providers, and undermining the effectiveness of your marketing strategy.

Impact on Marketers



A/B testing subject lines using opens to determine the winner or to auto send to the winner won't work as expected.



Send time optimization will become inaccurate.



Countdown timers might show outdated times as the cached version may be pulled at sent time, not opened time.



Localized content powered by opens or IP addresses, such as local weather or nearest store location won't be accurate.



Monitoring email deliverability will be much more challenging. Tracking of Forwarded Emails will be blocked



AI platforms that use email opens in their algorithm for creating optimized subject lines and copy may be off.

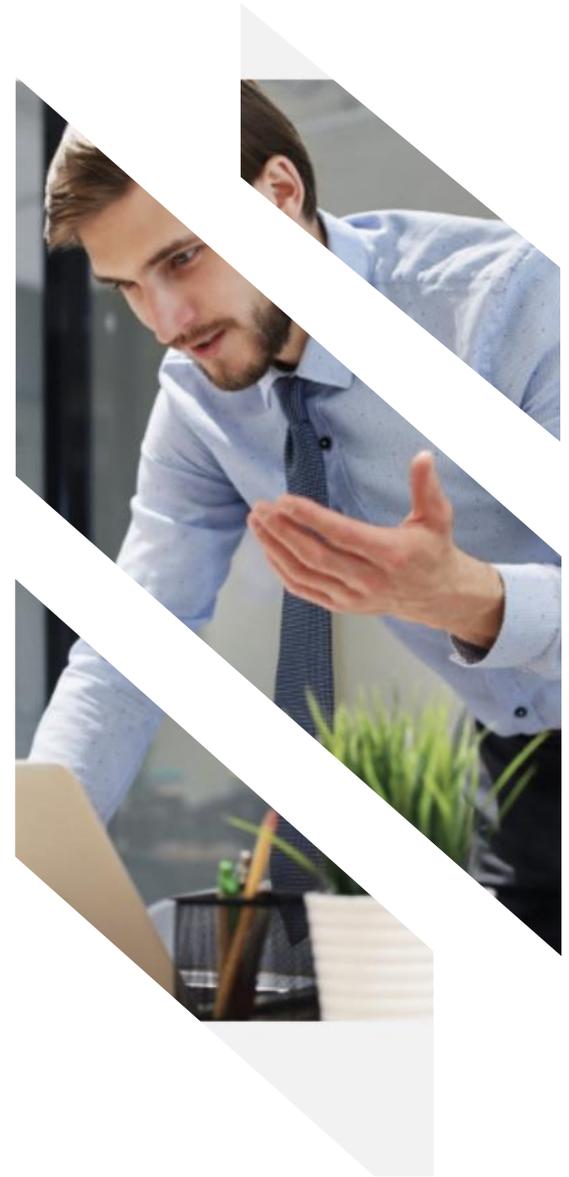


Interactive emails that reference external CSS may not work.

Any Unwanted Side-Effects of MPP for the End-User?

Consumers want privacy & personalization. By providing more privacy, they may lose personalization of content within the email.

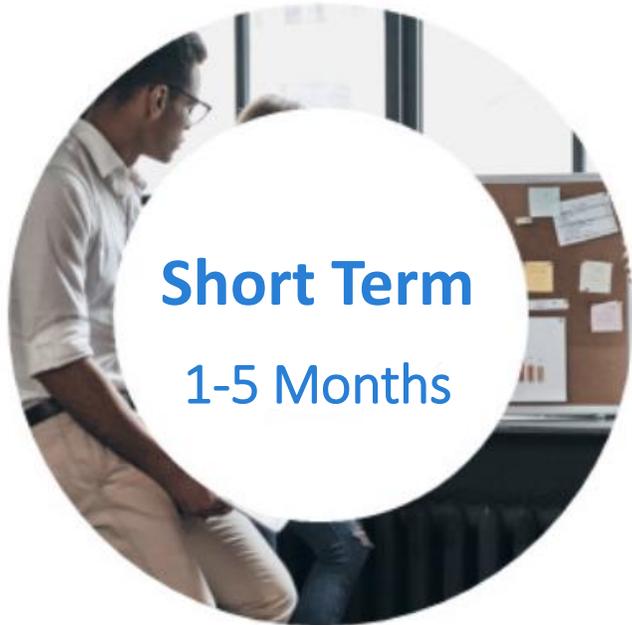
Consumers could get even more unwanted and untargeted emails.



What Should eMail Marketers Do?

Celerity
Recommendations

Recommendations for eMail Marketers



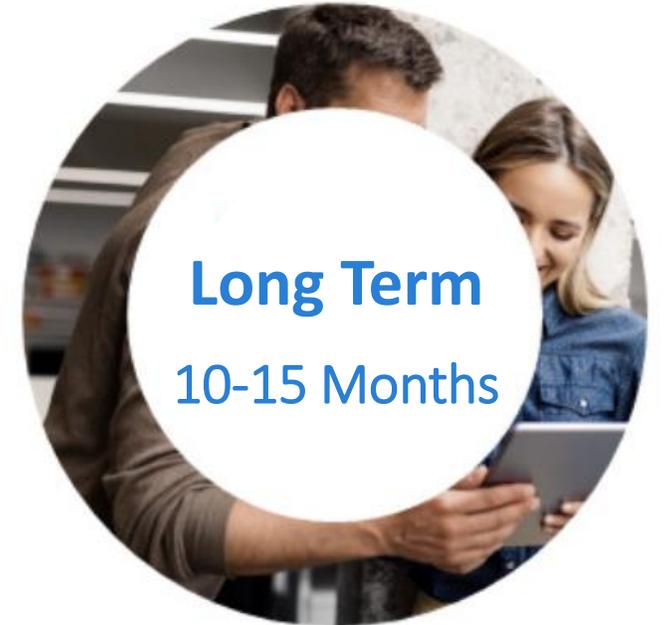
Short Term

1-5 Months



Medium Term

6-9 Months



Long Term

10-15 Months

Short-Term Actions

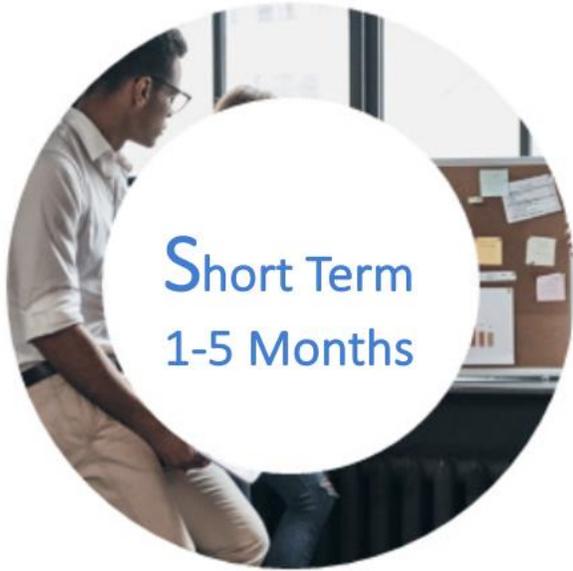


Short Term
1-5 Months

Prepare a Workplan to Start the Process & Create the Action Items

Identify & Update Campaigns or Journeys that are rules-logic based and powered by Open Rates:

- Segmentation Rules on Re-engagement Campaigns.
- Automated Nurture Flow Triggers.
- Send-Time Optimization (uses open data to calculate the best times to send email).
- Real-Time Personalization.
- Real-Time Inventory Updates or Countdown Timers.
- Content Localization.
- Automated multi-wave campaigns.
- Reliance on Open Rate to identify A/B Test Winners.
- Suppression Lists of Unengaged Subscribers.
- Win-Back & Re-Activation Campaigns (don't want to remove active customers who are being reported as not opening their emails.)



Short-Term Actions

- Size the impact to your programs & marketing base. Id the % of your readers using Apple Mail and on which devices.
- Create audience segments & cohorts that rely on clicked-on data.
- Clean up your lead lists; complete list hygiene & monitor sender reputation (which can degrade with deliverability tracking being off.) Consider implementing inbox placement monitor tools.
- Create a campaign, informing customers — of the upcoming changes and how it might affect them.' This will go towards strengthen users' trust in your brand, as well as their understanding of the situation
- Track email open rates for a month or so after the rollout to see what new averages look like based on hard data.

Medium-Term Actions



- Review Your Email Performance Reporting to Leadership to see what needs to be changed based on new metrics of success.
- Create a content taxonomy & redesign email templates and testing matrices to create more action-focused activity w/more bite-sized content including more CTAs, response & feedback loops.
- Start testing 'creative' to understand what's most compelling.



Medium-Term Actions

- Increase 'Feedback Loops' or actions into the email messages:
 - Ask your prospects/customers to interact with your emails (e.g., click to update their preferences, enter a sweepstake, claim a discount code, click to confirm a subscription). Other strategies such as surveys or polls to learn more about a subscribers' interests, what they'd like to see more of, and where content can be improved also can highly engage the reader. Consider proving an incentive to encourage them to provide more information that they may not be used to sharing.
 - Explore more direct ways to understand the sentiment of an email message. For example, including a "thumbs up" or a "thumbs down" action within an email or a one-click option to voice their opinion is a great way to gauge a prospect's interest in your campaign.



Medium-Term Actions

- On the deliverability front, confirm adherence to email sign-up and permissions best practices such as:
 - Ensuring you have obtained clear consent from all email recipients.
 - implementing a robust preference center with options for managing message cadence.
 - Including your preference center to users at the beginning of their customer journey (and as separate emails to bring it more to the forefront and moved up from the unsubscribe location).
 - Being diligent about removing users who have stopped responding.



Longer-Term Actions

Start tracking “Click-Through Rate Over Delivered Rate” versus “Clicks-to-Open Rates” and to take it a step further, be sure your Analytics Software is up to the task of measuring:

- Opens, Clicks, Traffic to Site, AOV Conversions', Number of Products Ordered
- Revenue per email, per order, per action
- Open-Reach, Click –Reach and ClickMaps
- And negative metrics such as bounces, unsubscribes and complaints

Incorporate cross-channel metrics to show customer engagement such as:

- Purchases, account activity, website visits, and SMS engagement
- This means knocking down data silos & centralizing omnichannel information—preferably in a customer data platform (CDP)

And Keep an Eye on What Google, Outlook & Other Vendors Do Next

- **Watch** as Google & Outlook may soon match Apple's direction, and then others will follow suit.
- **Watch** what ESP's do, as they will need to address deliverability problems and how they help their customers pivot.
- **Watch** what vendors offering Real-Time Personalization (e.g., Moveable Ink) do, to make sure they're still supporting marketing's efforts to deliver the right content to the right people. RTP vendors rely on open data such as time, location and device to automatically personalize or update email content.
- **Watch** what vendors offering AI tools (e.g., Persado, Phrasee) for Subject Lines and Content do to react to this change.



The Good News for Marketers



By moving away from open rate, and shifting to using more aggregate data, external activity, and direct consumer interactions, the quality of a personalized email will be much more impactful to the end-user.

- Approximately 85% of consumers are willing to share their data if you can give them a more personalized experience.
- An estimated 75% of buyers expect more personalized attention from marketers so they can develop an intimate relationship with their favorite brands.
- About 80% of customers are more likely to make a purchase from a brand that provides personalized experiences.



Thank-You!

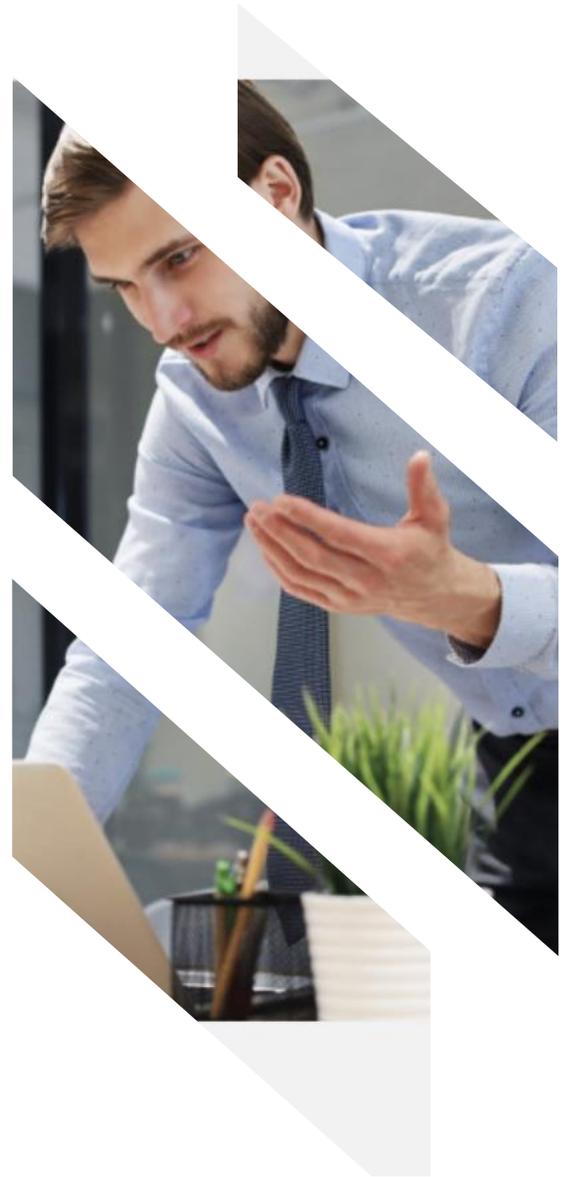
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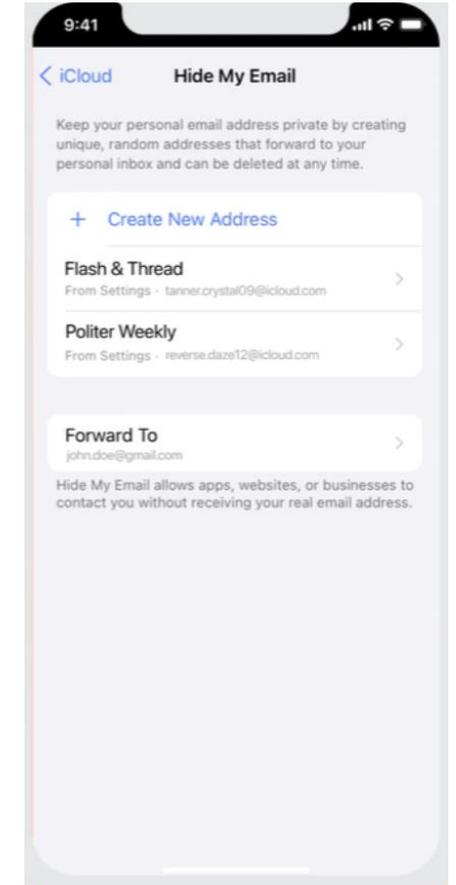
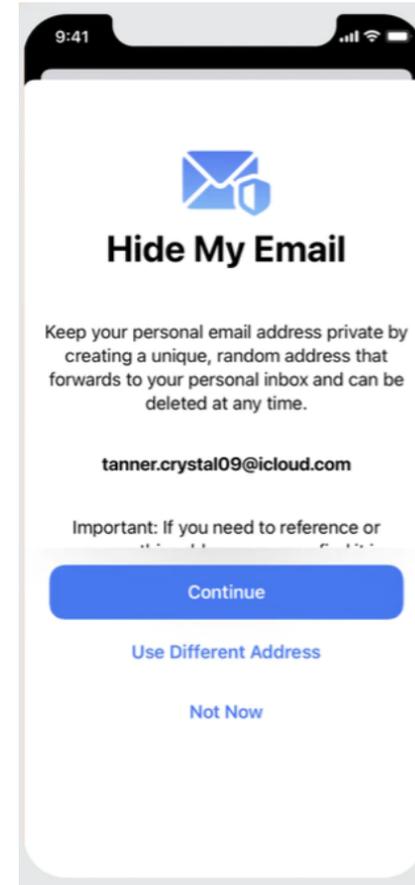
Appendix A:

Apple's Hide My Email (HME)



Apple's Hide My Email (HME)

HME is designed to protect people from inadvertently giving their email address to the wrong person, and it re-routes unwanted emails to lessen the stress related to providing an email address online.



Apple's Hide My Email (HME) policy makes it easy for consumers to provide anonymized email addresses to brands, potentially impeding their email marketing efforts.

It does this by allowing users to auto generate random emails that can be used to login, or create an account on any website or app, and then forward or block messages from those brands as the user desires.

To access HME users will need to subscribe to a paid iCloud+ plan. Minimum costs to activate this is \$0.99 a month.

The potential impact on customer engagement efforts from HME are expected to be significantly smaller than MPP.

HME only applies to a narrow slice of the mobile consumer base – Apple audiences who have the latest iOS, are logged in to iCloud and use the native Apple Mail app as their email service.

However, the launch of HME now may lead to a rise in the number of users who can easily turn off your ability to email them at will and do it without notifying you.

Similar to MPP, the best approach to minimize impact is to leverage segmentation, personalization, and real-time data to better inform your outreach and provide real value to your customers via email.

Doing this effectively, users will keep engaging. And if not, they don't need HME to unsubscribe; they can just do it the old-fashioned way.