

SEPTEMBER 2021

APPLE UPDATES SEPTEMBER 2021

Summary of Mail Privacy Protection and Expected Email Reporting Impacts



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WHAT IS THE UPDATE?

Mail Privacy Protection, a new feature to be introduced to users of Apple devices using iOS 15, iPadOS 15, and macOS 12 Monterey, will impact the ability of marketers to record and track open rates of their email messages. iOS 15 and iPadOS 15 will be released to the public on September 20, 2021. The macOS Monterey 12 update is expected to be released later in 2021.

Mail Privacy Protection will be integrated with Apple's email clients including Apple Mail on Macs and the Mail app on the iPhone (and iPad); it does not matter which email service is used (Gmail, Yahoo, Exchange, etc.) with Apple's email clients. (Other email clients/apps used on Apple devices like the Gmail app should *not* be affected.) The updates will provide users with the ability to:

- Hide open email behavior by pre-loading email images, including tracking pixels
- Hide specific (e.g., city-level) location data by blocking IP addresses
- Obscure click-through activity by using a proxy email address

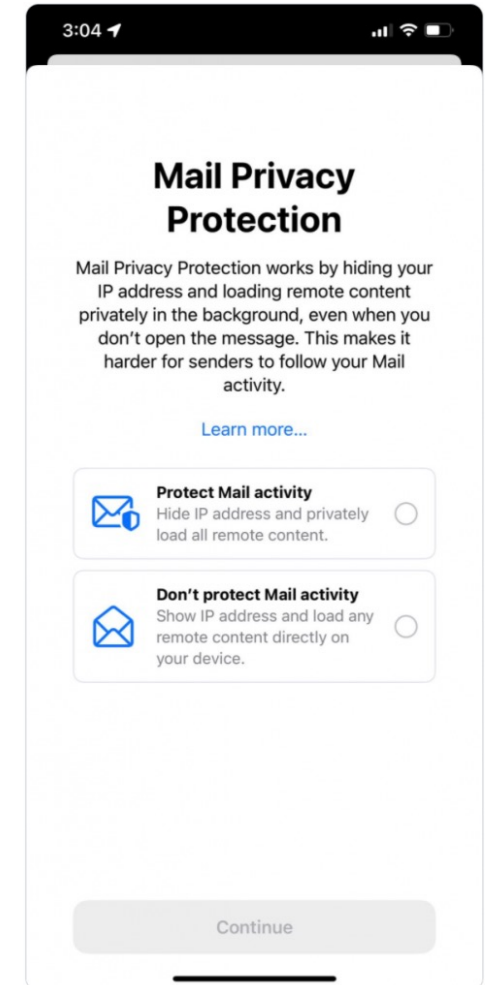
HOW WILL IT WORK?

When someone first opens the Apple Mail app, they'll get a message prompting them to either "Protect Mail activity" or "Don't protect Mail activity."

This will not be turned on by default. People will have to actively make a choice.

Based on the 4% opt-in to ad tracking from Apple's App Tracking Transparency tool (released with iOS 14) and the language around the Mail Privacy Protection options, it's highly likely there will be similar opt-in rates for email tracking.

In other words, a significant number of opt-ins will likely be affected if or when they update their iPhones, iPads, and/or Mac computers.



WHAT ARE THE EXPECTED IMPACTS?

Expected impacts include but are not limited to the following:

- An inflated Apple Mail open rate of around 75% (or otherwise inaccurately heightened)
- Audience segmentation or targeting based on the last open date would be rendered useless—especially critical for purging unengaged contacts
- Automated flows and journeys that rely on someone opening an email would need to get re-engineered
- A/B testing subject lines (or anything else) using opens to determine the winner or to automatically send out the winner won't work anymore
- Send time optimization would become inaccurate
- Location tracking may no longer be reliable at the city and region/state level
- Revenue attribution may be inflated

WHAT IMMEDIATE ACTIONS CAN WE TAKE?

This impending change is an opportunity to improve and renew our focus on the end goal of our emails.

Tiny Bully will embrace the following actions as we navigate these changes with our clients.

TEST SUBJECT LINES AND CREATIVE

Enticing people to open your emails will always be important. We will experiment with A/B-tested variations of subject lines to decipher what type of messaging works best. A/B-testing works whether your emails are solely of the promotional variety, triggered by marketing automations, or a mix of both.

We will switch up components such as length, tone, featured emojis, and special characters. We'll also use preheader text to its full potential as a valuable extension of the subject line.

WHAT IMMEDIATE ACTIONS CAN WE TAKE? *continued*

OPTIMIZE FOR CLICKS

We will loosen current click, conversion, and on-site engagement definitions to better replicate invisible open interactions. Click-throughs will have new importance in our email designs, and clicks will be prioritized in welcome series emails as well as re-engagement campaigns.

REASSESS WORKFLOWS

We will move toward engagement-based logic to track the success of workflow/drip emails, such as click activity. This will be a stronger indicator of both our subscribers' interest in our offerings and our emails' success in conveying the right message for the stage of the customer journey they are in.

WHAT IMMEDIATE ACTIONS CAN WE TAKE? *continued*

SEGMENT BY LOCATION

Analyze IP location of our subscriber base (e.g., Canada, New York, etc.) while still available and create relevant segments for post-iOS 15 use.

BUILD RELATIONSHIPS

Though it's always been a focus of Tiny Bully and the work we do for our clients, we will continue to build real relationships with customers, earn the information they're choosing to share, and craft better first-party data strategies from top to bottom.

For example, we'll leverage fun and interactive tactics — such as quizzes and surveys — to continue to learn more about our audiences, and tailor content to them that they will be likely to engage with.

ADDITIONAL RESOURCES

[Apple advances its privacy leadership with iOS 15, iPadOS 15, macOS Monterey, and watchOS 8](#)

[Apple is changing Mail Privacy Protection and email marketers must prepare](#)

[Apple's Mail Privacy Protection Will Force Marketers To Innovate Beyond The Open](#)

[How Apple's Mail Privacy Changes Impact Email Marketing](#)

QUESTIONS, COMMENTS, BIG IDEAS? LET'S COLLABORATE!

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NICE PEOPLE with MEAN IDEAS.