ORACLE
Marketing Consulting

The Definitive Guide to

Adapting to Mail Privacy Protection

Prior to the launch of Mail Privacy Protection (MPP) by Apple in the fall of 2021, marketers could easily see the engagement of their subscribers and reliably manage their email deliverability by following best practices established over the course of more than a decade. However, MPP has blurred marketers' visibility into engagement and is causing all of those deliverability best practices to be rewritten to account for the obscuring of open signals.

This playbook is your guide to those changes. It covers six opportunities to improve your email marketing program so that it functions more effectively under MPP:

+ Strengthening permissioning and onboarding

+ Qualifying active mailable audiences

+ Evolving your messaging to encourage clicks

+ Revamping reengagement programs

+ Increasing re-permissioning

+ Creating a MPP mitigation dashboard

Let's do a deep dive into each of those opportunities. And, of course, if you'd like assistance, we're always here to help. Just talk to your Oracle account manager, **visit us online**, or reach out to us directly at **CXMconsulting_ww@Oracle.com**.

Clint Kaiser
Head of Analytic & Strategic Services,
Oracle Marketing Consulting

Strengthening Permissioning & Onboarding

Apple's Mail Privacy Protection makes it more difficult to use engagement to confirm that a new subscriber wants your emails. That means that stronger permissioning will be necessary in some instances.

Improving Permissioning

Many email marketing programs use a single opt-in (SOI) process that relies on subscriber engagement early in the relationship to confirm opt-ins. With opens no longer available as a confirmation signal for many of your subscribers, it's time to reassess your opportunities to use **double opt-in (DOI) permissioning**.

Check out our **Audience Acquisition Source Ideas checklist**, which indicates the subscriber acquisition sources for which it's most appropriate to use double opt-in. But also look at your own data. If one of your acquisition sources is producing high levels of engaged subscribers with SOI, then there's no need to switch to DOI. However, if one or more of your acquisition sources is attracting non-MPP users with low open and click rates, or MPP users with low click rates, then it may make sense to add DOI to capture a strong engagement signal from the start of the relationship.

If you're not already tagging your subscriber acquisition sources so you can track which subscribers you gain through each of them and how they perform, then we highly recommend you do that.

Keep in mind that the goal isn't to have a 100% DOI confirmation rate. After all, you're using DOI because you recognize that some of your opt-ins are harmful and overly risky. You want DOI to screen out bots, malicious signups, and other problematic signups. That said, you can take a number of steps to simplify and **streamline your DOI process to maximize confirmations**.

Onboarding That Drives Clicks

If you're concerned about moving to DOI, you could consider as a half-measure revamping your onboarding with an eye on driving clicks. Honestly, even if you use DOI, you should consider strengthening your click-based calls-to-action in your welcome emails by:

- Giving subscribers a rich signup incentive or a chance to win one

- Present them with "email exclusives," whether it's a special deal, freebie, or piece of content

- Requesting that they indicate their preferences so you can serve them better

- Asking them to take a one-question poll, which you reward them for taking

- Highlighting your most popular content

- Selling them on signing up for your loyalty program

- Urging them to follow you on social media

- Prompting them to download your mobile app

"Consider employing more than one of these CTAs as part of a series of welcome emails, but pay particular attention to those that create a uniqueness about the channel. You want to reward subscribers for their loyalty to the email channel, and you should use this same tactic across all of your channels, delivering unique value propositions across the customer experience while leveraging technology that enables rich experiences that are unique to the channel and that drives ongoing engagement and discovery."

JT Capps
Strategic Director of Analytic & Strategic Services, Oracle Marketing Consulting

"Couple these click-driving CTAs with action-oriented subject lines and preview text," adds Kaiser. "While contextual, something passive like "Welcome to <<brand>>" is going to lose out on opens and clicks versus a subject line that reminds the new subscriber about accessing something valuable, like "Your welcome gift awaits.""

Getting a subscriber to click early in the relationship—either as part of a DOI process or in a welcome email—means that you don't have to worry about them becoming a **never-active subscriber**.

ACTION ITEMS

- [ ] Identify problematic subscriber acquisition sources that could benefit from DOI.
- [ ] Streamline your DOI process to maximize confirmations.
- [ ] Reexamine your welcome emails and onboarding process to encourage clicks.

Want help with any of that? Talk to your Oracle account manager, **visit us online**, or reach out to us directly at **CXMconsulting_ww@Oracle.com**.

Qualifying Active Mailable Audiences

Marketers have traditionally used a waterfall of criteria to qualify their active mailable audiences. While that hasn't changed under Mail Privacy Protection, the most complicated and least used criteria are seeing a multifold increase in importance because of the need to fill the gaping void caused by the obscuring of opens.

Qualifying Non-MPP Users

Let's start with your email subscribers who are not generating auto opens, as this will provide a refresher on how this process has gone traditionally and allow you to appreciate how things need to change when addressing your MPP users. Here's the first question in our waterfall:

1. **Are they a new subscriber?**
   New subscribers should be given a grace period, where they qualify for mailings even if they haven't engaged yet. For those subscribers who aren't new to your list, you then proceed to the next question.

2. **Do you see recent opens?**
   Opens are still the best way to qualify a subscriber as active and safe to mail. Opens are the most frequent sign of engagement email marketers have and—imperfections aside—match up well enough with email reads, which mailbox providers heavily use for gauging user engagement with a sender's emails.

   Of course, how long ago is "recent" varies from brand to brand, based on their sender reputation, engagement levels, and email frequency. That said, many high-frequency senders use a look-back window of 6 months for opens, while lower-frequency senders use a window that's anywhere from 12 to 18 months.

   Be aware, if you're sending your **transactional emails** or **automated campaigns** through a different email service provider, you'll want to export that open and click activity and add it to your subscriber profiles in the email service provider you use to send your promotional campaigns. Engagement with those triggered emails are valid for qualifying your subscribers to receive your promotional emails.

   For your non-MPP users, opens will get you the vast majority of your mailable audience. However, there are important gaps and exceptions to also factor in. That brings us to the next part of our waterfall. For all of your non-MPP users who you don't have recent opens for…

3. **Do you see recent clicks?**
   Image blocking and other mechanisms can keep marketers' tracking pixels from loading, making a read email appear unopened. Because of that, it's important to look for clicks, which is a behavior that can't be obscured. Since a subscriber can't click without opening an email, this is a sign that they're indeed opening and engaging with your emails.

   This third question will qualify an additional small percentage of your non-MPP users. However, marketers are generally wise to press even beyond this group to the fourth leg of our waterfall. For your remaining non-MPP users…

4. **Do you see strong omnichannel engagement?**
   Promotional email campaigns have the ability to influence subscribers even when they don't open or click them. That's because their mere presence in the inbox delivers a brand impression through their sender name. Moreover, the key messages contained in their subject line and preview text can prompt subscribers to launch a browser and visit the sender's website directly, open up the brand's mobile app, or hop in their car and visit the brand's store.

   Relatedly, you might also see activity from another member within a household. For example, your subscriber might see your email and then ask their partner to take action. That's yet another way that an email can lead to engagement across channels that appear unrelated to it.

   "While there's potential for this kind of untrackable email-prompted activity, you want to avoid wishful thinking. To qualify non-MPP subscribers who aren't showing evidence of opens or clicks, you need to be able to see evidence of strong engagement across other channels—with a particular focus on purchases. For example, you might exempt inactive subscribers who frequently convert via other channels, since emails that appear to be unopened may actually be having an impact on these customers. In a high-value case like that, the risk is worth the reward, but it's generally not in other instances."

   Daniel Deneweth
   Head of Email Deliverability Services,
   Oracle Marketing Consulting

5. Do you see third-party purchases?

We've already mentioned the power of first-party purchases, but even purchases with other brands associated with an email address have proven to be a powerful indicator that the subscriber is safe to mail.

"We've proven this out by matching Active Shopper flags from **Oracle Advertising** to subscriber profiles," says Heather Goff, Strategic Director of Email Deliverability Services, Oracle Marketing Consulting. "For non-MPP users, we've used this as the basis for deep reactivation campaigns for many years."
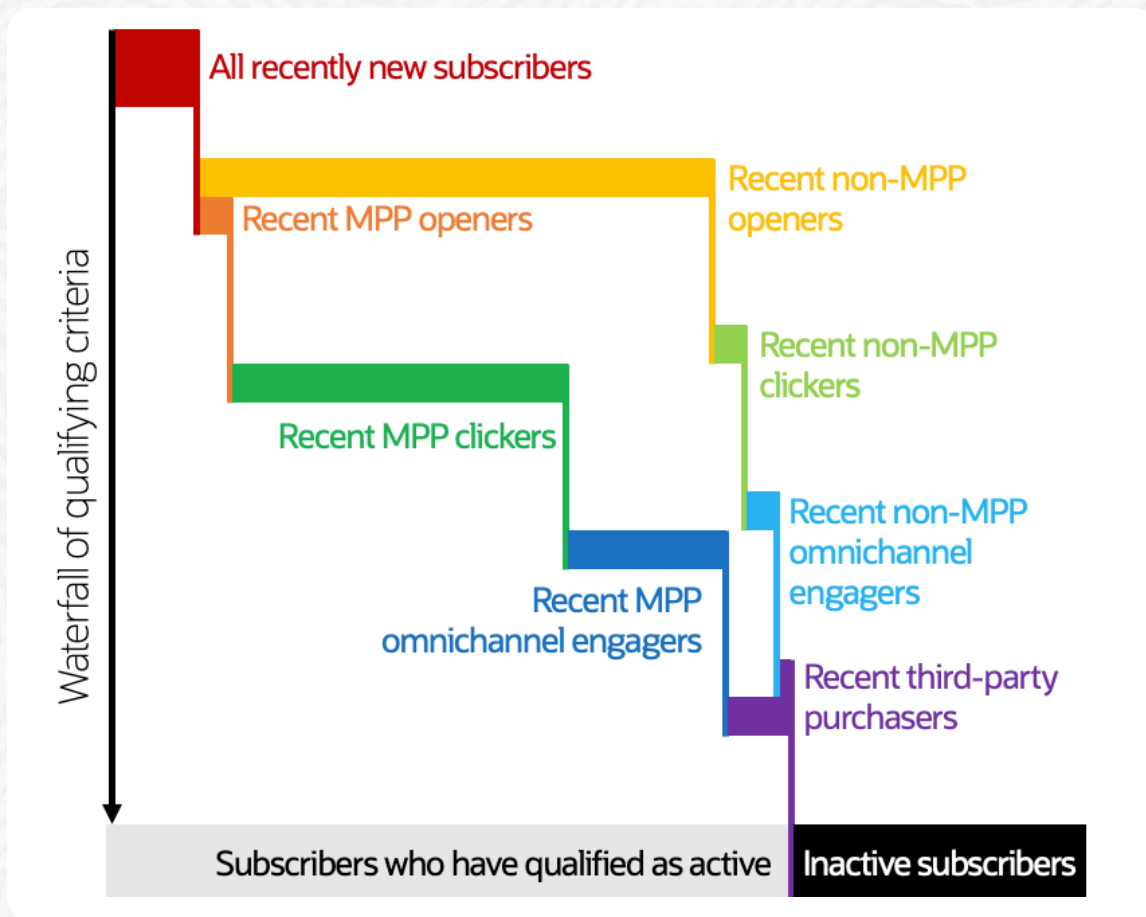
If you're interested in this data service, talk to your Oracle account manager, **visit us online**, or reach out to us at **CXMconsulting_ww@Oracle.com**.

What to do with what's left?

What's left of your waterfall will be inactive subscribers, which you'll want to address through reengagement programs. We'll talk about those separately later. But before we get to that, let's discuss how to address your subscribers who are using Apple's Mail app on an iPhone, iPad, or Mac with Mail Privacy Protection enabled.

Qualifying Active Email Marketing Audiences Post-MPP

The path to qualifying subscribers who have enabled Apple's Mail Privacy Protection (MPP) as active and safe to mail looks quite different than qualifying non-MPP subscribers

Waterfall of qualifying criteria

All recently new subscribers

Recent MPP openers

Recent non-MPP openers

Recent non-MPP clickers

Recent MPP clickers

Recent non-MPP omnichannel engagers

Recent MPP omnichannel engagers

Recent third-party purchasers

Subscribers who have qualified as active   Inactive subscribers

Two Paths Diverged. The issues that qualify a subscriber as safe to mail are the same for both subscribers who use Apple Mail with Mail Privacy Protection enabled and for those who don't enable it or don't use Apple Mail. However, the contribution of each of those qualifiers will be very different for MPP users and non-MPP users. The goal is to have each of those paths qualify roughly the same portion of subscribers as active.

Qualifying MPP Users

The **percentage of your subscribers who will be affected by MPP** will vary. For many B2C marketers, these subscribers represent **50%, 60%, or even more** of their list. However, B2B brands may see 20% or even less of their subscribers using Apple Mail with MPP enabled.

Before you can analyze and treat these subscribers separately, you need to identify them. For example, Oracle Responsys and Oracle Eloqua automatically remove auto opens from reporting, including by providing an adjusted open rate that removes MPP users from the calculation to provide a more historically accurate open rate. However, users can export their auto open data via a CED file, and then use that data in this selection process. Oracle Responsys also allows you to track subscribers who are only generating auto opens via a 'PET' that can be used for targeting or analysis. This table allows for easy access to a list of MPP-impacted subscribers for use in analysis and targeting, providing a simpler alternative to ingesting an auto open CED.

The good news is that one of **the uses of auto opens** is that they confirm that an email address is deliverable—that is, that your emails aren't being junked or blocked by the mailbox provider. But just because an email address is deliverable doesn't mean that the subscriber is engaged and safe to mail, especially on a regular basis.

Indeed, we know for certain that regularly emailing all of your auto openers will tank your engagement rates and lead to deliverability problems. After all, you didn't email all of those subscribers before MPP went into effect because they all weren't engaged. The fact that we can no longer see that lack of engagement as clearly doesn't mean it's magically disappeared, so we need additional factors to qualify these subscribers as safe.

Let's go through our waterfall of questions again…

1. **Are they a new subscriber?**
    Again, new subscribers should be given a grace period.

2. **Do you see recent opens?**
    At first this question may seem confusing, because you know there's no easy way to identify the real opens from the haystack of fake opens generated by Apple. However, not every subscriber who enables MPP will use their Apple Mail app exclusively to read your emails. For example, if they access their Gmail account via Apple Mail but also occasionally read your emails through gmail.com, then you'll see real opens from those gmail.com sessions.

    Again, remember to import reliable open and click activity from any other email service providers that are used to send transactional or automated emails. That engagement data is valuable for confirming it safe to send promotional campaigns to your subscribers. Just be careful that you're not importing auto open data, as that will pollute your metrics.

    Granted this question will only qualify a small percentage of your MPP users, but it's a good starting point. Next, with the remaining subscribers, let's ask…

3. **Do you see recent clicks?**
    With MPP obscuring most opens, clicks have become dramatically more crucial to qualifying active subscribers. We've also learned through testing that the look-back window for clicks can be roughly twice as long for clicks than for opens. For example, if you have typically used a 6-month look-back window for opens, then you can probably safely use a 12-month look-back window for clicks.

    This stage of the waterfall is more important for MPP users than it is for non-MPP users. However, even using a longer look-back window won't qualify nearly enough of your audience. You'll need to rely on the rest of the waterfall.
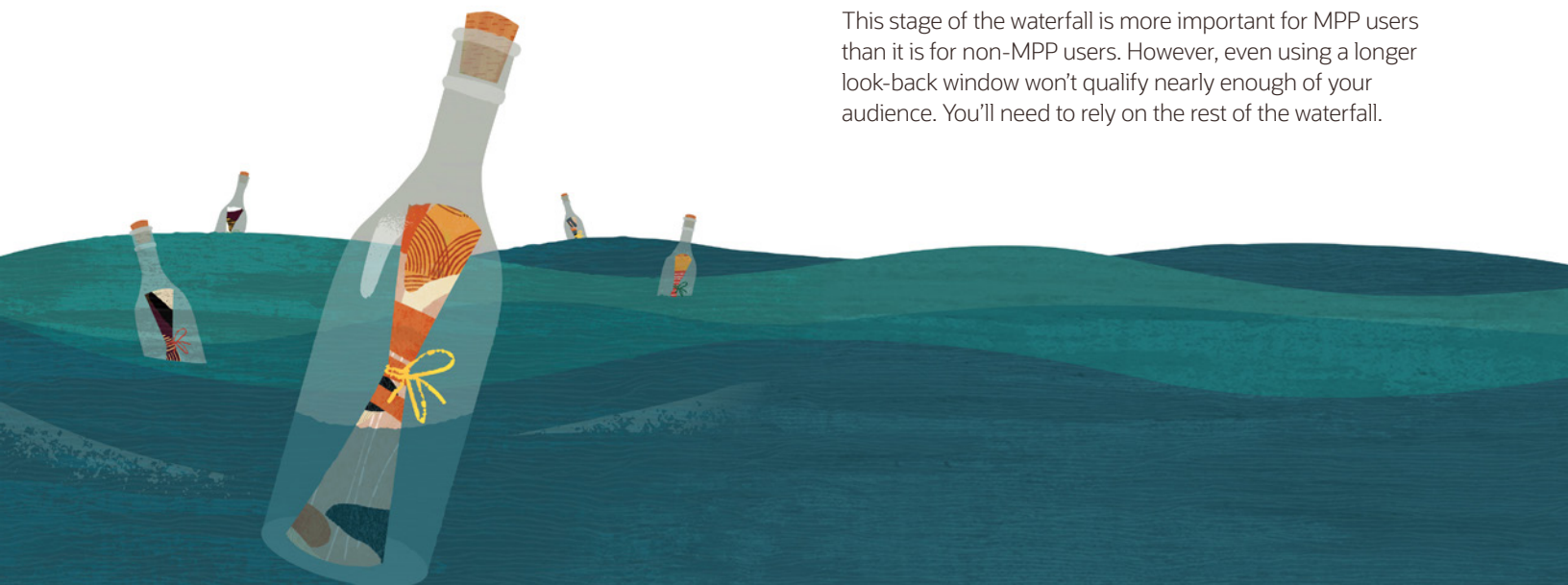
4. Do you see strong omnichannel engagement?

While this was a minor element of qualifying non-MPP users, it's a major question when working with your MPP users. There are a number of **omnichannel behaviors you can use to qualify email subscribers**, including:

- ☐ Web sessions
- ☐ App sessions
- ☐ SMS engagement
- ☐ Mobile push engagement
- ☐ Purchases

With the exception of purchases, all of those behaviors tend to be weaker indicators of subscriber engagement than opens, so you should use a shorter look-back window for them or look for multiple web sessions, for example, during your window. You'll need to determine the exact window size to use for each behavior through experimentation, as it will vary from brand to brand.

You'll also want to ensure that the cross-channel data you're using is reliable, since you're using it to qualify a significant number of MPP users. If you don't have ready access to reliable cross-channel data, a **customer data platform (CDP)** like **Oracle Unity** can help.

As mentioned before, purchases are a particularly strong indicator of email engagement, allowing you to use a longer look-back window than you use for opens. The strength of purchases also plays a central role in the next leg of our waterfall for MPP users, which is…

5. Do you see third-party purchases?

Again, even purchases with other brands associated with a subscriber's email address are a powerful indicator that they're safe to mail.

"We solidly recommend this as a proven tactic to dip into Apple auto open audiences that aren't showing other signs of engagement."

Heather Goff
Strategic Director of Email Deliverability Services Oracle Marketing Consulting

What to do with what's left?

Chances are that after asking all the questions in our waterfall, you're still left with a significant number of subscribers. Today, the proportion of your unqualified MPP users is likely to be considerably higher than your unqualified non-MPP users, but over time you'll be able to marshal better data and better understand the specific behaviors that are the most effective at qualifying subscribers as active.

Regardless, now and in the future, your unqualified subscribers represent a sizable risk to your deliverability if you were to treat them like active subscribers. The safest path is to declare these MPP users as inactive and route them into a reengagement program. We'll talk about that next as part of reengagement strategies.

ACTION ITEMS

- ☐ Identify which of your subscribers have only used Apple Mail apps with Mail Privacy Protection enabled recently and which are using other email clients during your timeframe, so you can address each of those groups separately.

- ☐ Merge reliable open and click data from transactional or triggered sends from other email platforms into your promotional email service provider.

- ☐ Ideally via a CDP, pull in omnichannel data like web sessions and purchases to help qualify subscribers who don't appear to be opening or clicking.

- ☐ Explore using third-party purchase data to qualify subscribers.

Want help with any of that? Talk to your Oracle account manager, **visit us online**, or reach out to us directly at **CXMconsulting_ww@Oracle.com**.

Evolving Your Messaging to Encourage Clicks

As already mentioned, MPP has devalued opens while increasing the value of clicks dramatically. While we continue to be concerned that MPP may lead some brands to make **changes detrimental to the subscriber experience**, we think that messaging changes are a key way of mitigating the negative impact of MPP.

Optimizing Your Calls-to-Action

Email marketers have historically paid outsized attention to subject line A/B testing, eager to drive higher open rates. In the age of auto opens, it's time for marketers to refocus their testing zeal on calls-to-actions to drive much needed clicks.

While split testing CTAs is a straight-forward and easy way to improve CTR on your creatives, having a baseline understanding of what's been tried before and how it did can be useful. As a starting point, consider a lookback analysis on CTA usage from your large promotional sends for the past 1-2 years (6 months minimum). Calculate the average CTR by keywords used in the CTA and compare vs. the baseline to determine both frequency and performance of different approaches. It may also be helpful to group CTAs into categories such as "Hard Sell" and "Soft Sell," allowing you to look for more macro trends.

Look for instances where you use a CTA frequently but the click-through rate is below average. That's a sign that you need to look for alternatives to this CTA. You can start that process by reviewing other similar CTAs in your list that have better performance, but also consider testing entirely new wordings.

Also look for instances where you use a CTA infrequently but the click-through rate is above average. That's a sign that you should look for opportunities to use that CTA more often, if possible. Again, when appropriate, consider replacing lower-performing CTAs on your list with this one, but also brainstorm some alternative CTAs to test.

*"Establishing a clear link naming taxonomy makes periodic performance reviews of your CTAs much easier. For example, you could include **mod1_** in the CTA link for your primary message block, **mod2_** for your secondary message blocks, **nav2_** for your bottom navigation bar, and so on. That level of tagging allows much wider and more detailed analysis of CTA performance, which provides valuable insights for your creative development by understanding where subscribers are looking and what they're responding to."*

Tommy Hummel
Analytics Manager for Analytic & Strategic Services
Oracle Marketing Consulting

Adding Non-Promotional CTAs

Most email marketing programs are geared toward generating revenue, which is great. The email channel excels at driving sales. However, if all of your content is focused on getting people to buy, that can leave your subscribers who are between buying cycles feeling left out, which can cause them to disengage and tune out your emails.

The solution is to include more content in your campaigns that appeals to subscribers who aren't ready to buy yet. This content could be:

- ☐ **Instructional**, such as how-to videos for home improvement or craft projects
- ☐ **Educational**, such as blog posts and third-party articles
- ☐ **Informative**, such as news and trends coverage
- ☐ **Entertaining**, such as movie trailers or games
- ☐ **Social**, such as social content related to your brand, especially user-generated
- ☐ **PR-oriented**, such as your company's efforts to be more green or diverse
- ☐ **Cause-related**, such as your company's support for charities
- ☐ **Influencer-driven**, such as fashion tips from a TikTok influencer
- ☐ **Community-related**, such as popular forum discussions
- ☐ **Profiling efforts**, such as polls and surveys
- ☐ **Seeking feedback**, such as asking subscribers to rate this email
- ☐ **Promoting other channels**, such as links to your social media pages

And we're sure you can come up with others. The point is that subscribers can find value in this content without spending money. That said, part of the aim is to use this non-promotional content to nurture leads, grow brand loyalty, inspire evangelism, and expose them to content that may increase their likelihood to purchase in the future.

High- and Low-Commitment CTAs

Relatedly, brands often have opportunities to pair a promotional call-to-action with a less promotional one. Generally, the promotional CTA is thought of as high commitment, because it asks the subscriber to spend money. Meanwhile, the less promotional CTA is thought of as low commitment, because it only asks for a little of a subscriber's time.

Here are some examples of high- and low-commitment CTA pairings:

High-Commitment CTA	Low-Commitment CTA
» Book Trip	» Explore the Destination
» Buy Now	» See a Demo
» Schedule a Demo	» Learn About the Benefits
» Reserve a Table	» View the Menu
» Rent Movie	» Watch Trailer
» Subscribe Today	» Read a Sample Issue

Designwise, the high-commitment CTA is typically a solid button and the low-commitment CTA is either a ghost button or text link. This makes the hierarchy of the CTAs clear.

When CTAs are paired in this way, it helps engage a wider audience. For the people who are already convinced they want to buy, they can easily do so. And for the subscribers who are unsure, it gives them a way to engage with the brand that sets a low expectation.

That low-commitment path provides two benefits to the marketer. First, after engaging with the content, some of those subscribers will likely become interested in buying, even if they were sure they weren't initially. That increases sales today.

And second, a click on that low-commitment CTA should be a flag that you use to then follow up with that subscriber in the weeks ahead, using segmentation or personalization to deliver additional messages related to that content. That will increase sales later.

Using Gamification

Many of **the best loyalty programs** reward their members for regularly engaging with the program by completing surveys, reading articles, watching videos, and taking other actions in addition to making purchases. Email programs should consider borrowing from that playbook.

Here are some click-driving schemes to inspire you:

☐ **Monthly chance to win a random prize.** Some retailers already run occasional "Mystery Sale" and "Secret Offer" campaigns where the subscriber has to click through the email to see if they earned a 20%-, 30%-, or 50%-off coupon, for example. This format could become a monthly staple to encourage clicks. It could be tailored to specific product categories, include a chance to get free shipping with no minimum, or provide freebies with purchase, among other schemes. The incentives would just need to be alluring enough to generate clicks on a regular basis.

☐ **Snowballing reward for every month that they click.** Rather than just a one-time reward, consider having rewards increase over time if a subscriber continues to engage. For example, the first month that they click the designated link, they earn a 10%-off coupon. If they don't use it and click during the next month, the coupon is worth 20%-off, and so on (up to a cap). To avoid frustrating subscribers, you could give them a surprise grace period if they go a month without clicking, so they don't lose their progress.

☐ **A raffle entry per click.** Another way of generating escalating value is to give subscribers an additional chance for a prize drawing for each unique click on the entry link in one of your emails. So, if you send 20 emails over the course of a month and they clicked each of those entry links, then they'd have 20 entries in that month's prize raffle.

In each of these cases, the gamification element could sit in every promotional email—for example, in a banner right below your header or navigation bar, or in a box to the right of your logo in the header. The messaging of that banner would be updated to reflect the subscriber's current status and the current offer. Whatever the design and messaging, the goal is to make it fun and exciting for subscribers to routinely click your emails so you know they're engaged and safe to mail.

Being Transparent about Activity Targeting

As a soft form of gamification, brands could consider explicitly letting subscribers know when they're sending special content to subscribers because they're active. For example, you could use messaging like:

- We're only sending this to our most engaged subscribers

- Because you've shown our emails some love…

- Only 20% of our subscribers are getting this early

- A sneak peek - just for our most loyal subscribers

Essentially, you'd spin the activity-based targeting that you already do as a reward for their email loyalty. Being transparent in this way should encourage those subscribers to remain engaged, so long as you send this kind of messaging routinely.

ACTION ITEMS

☐ Analyze the performance of CTAs you've used in the past and identify optimization opportunities.

☐ Test adding more non-promotional content to your campaigns.

☐ Look for opportunities to pair a low-commitment CTA with a high-commitment one.

☐ Experiment with adding gamification to your emails.

Want help with any of that? Talk to your Oracle account manager, **visit us online**, or reach out to us directly at **CXMconsulting_ww@Oracle.com**.

Revamping Reengagement Strategies

Traditionally, **reengagement programs** targeted inactive subscribers with campaigns that had the simple goal of getting an open. That open was enough to requalify the subscriber as active. However, in the age of auto opens, reengagement strategies need to evolve. And just like qualifying active mailable audiences, reengagement has to get more complicated in order to be effective. Let's talk about the two approaches to reactivation and how they should be adapted to better address MPP users.

Improving Triggered Reengagement Campaigns

These automated campaigns are triggered after a period of no opens and no clicks for a subscriber, with the goal of getting an open. While these campaigns are still appropriate for non-MPP users, they are completely insufficient now for MPP users.

To adapt them, marketers should:

- [ ] **Change their campaign goal to getting a click.** While finding the right subject line and preview text was a strong component of reactivation before since the goal was only an open, now marketers need to optimize both the **envelope content and body content** of the email to work together to propel the subscribe toward clicking.

- [ ] **Consider changing their reengagement messaging.** Messaging strategies here vary. For example, some highlight their best content recently (e.g. What you've been missing). Others assume that the subscriber isn't engaging because the content isn't relevant, so they urge them to **update their preferences**. Others lean into non-promotional content, like surveys or sweepstakes. While still others go the entirely opposite direction and send a win-back campaign that contains a rich discount, with the goal of getting a conversion. With most reengagement campaigns being a series of emails, it makes sense for marketers to experiment with more variation in their messaging to see what works best for their audience.

- [ ] **Use strong, clear calls-to-action.** To get the click that you want, use large buttons with clear CTA wording. Using action-oriented CTAs is more important than ever. Also consider testing the use of the word click in your CTA, such as Click for your offer or Click to update your preferences.

- [ ] **Consider segmenting their reengagement messaging.** Instead of trying to find a one-size-fits-all solution to reactivation messaging, experiment to find the right messaging for certain kinds of inactives. For example, a subscriber who is relatively new to your list and hasn't bought anything is likely to respond to very different messaging than a subscriber who has been on your list for 3 years and has a history of regular purchases.

- [ ] **Consider triggering their reengagement campaigns much earlier.** Instead of waiting for a subscriber to be defined as inactive, consider establishing an earlier threshold of inactivity and taking some action before they become inactive. For example, if your company defines a subscriber as inactive when they haven't opened or clicked in the past 6 months, consider defining them as, say, disengaged at 4 months and triggering special messages to them at that time. Sometimes this is called a lapsed engager churn mitigation program. This can help you get ahead of a potential problem, since the longer a subscriber is disengaged, the harder it is to reengage them.

In this new era of email marketing, triggered reengagement campaigns may be best suited to addressing disengaged subscribers who haven't engaged in a little while rather than those we've traditionally defined as inactive because they haven't engaged in a long time. For the latter, the better approach is likely using reengagement segments.

Creating More Effective Reengagement Segments

Moving inactive subscribers into a separate reengagement segment allows you to email these risky subscribers significantly less. How much less? Generally, 66% to 75% less. That equates to sending your inactives subscribers one email for every three or four that you send your active subscribers. This offers two key benefits.

First, in the eyes of mailbox providers, it makes your subscribers seem significantly more engaged. That's because you're emailing your unengaged subscribers a lot less, which means that more of the subscribers who receive your campaigns are active subscribers. This protects your engagement levels, and therefore your deliverability.

And second, by reducing your email frequency to these subscribers, you can afford to keep them on your list considerably longer. That gives them more time to potentially become interested in your brand again or come back into the market for your products or services.

In addition to mailing these subscribers less frequently, it's also wise to spread out your sends to this group of subscribers over a few days, depending on how large the audience is. That's because emailing to a large number of less engaged subscribers can quickly lead to spam folder placement and blocking.

Optimizing Message Selection

While sending only one out of every three or four of your campaigns sounds like a big step down in frequency, you can mitigate the impact of that by sending this segment your most effective campaigns.

For example, retailers often send sale campaigns that have one email launching the sale, another trumpeting the impending end of it, and one or more emails in between those focused on products or product categories available as part of the sale. For these senders, their reengagement segment would only receive the sale launch email—and possibly the sale ending soon email, if the overall campaign consisted of at least four emails.

A secondary benefit of using a reengagement segment is that you can email these subscribers content that's better geared explicitly toward reengaging them, such as requests to **update their preferences** and **progressive profiling campaigns**.

Adding a Rest Period

A counterintuitive way of boosting the effectiveness of your reengagement efforts is to suppress this audience from business-as-usual (BAU) mailings for a week or two before they are added to your reengagement segment or receive triggered reengagement campaigns.

"Beginning your reengagement programs with a rest period clears the subscriber's inbox of your BAU sends and enables your reengagement efforts to really stand out. Rest periods coupled with subject lines and body copy that differ from your BAU sends can help to drive that important open and click. It gives your reengagement efforts a little kick."

Ana Jablonski
Director of Analytic & Strategic Services
Oracle Marketing Consulting

ACTION ITEMS

☐ Update your triggered reengagement campaigns to ask for a click.

☐ Test trying to reengage disengaged subscribers before they become inactive.

☐ Create a reengagement segment, if you don't already have one.

☐ Test adding a rest period before adding subscribers to your reengagement segment.

☐ Optimize your messaging to your reengagement segment, trying to maximize reactivation while reducing message frequency dramatically.

Want help with any of that? Talk to your Oracle account manager, **visit us online**, or reach out to us directly at **CXMconsulting_ww@Oracle.com**.

Increasing Re-permissioning

Apple's Mail Privacy Protection makes it more difficult for marketers to confirm that a subscriber is no longer interested in receiving their emails anymore. That makes re-permissioning an even more essential tool.

Leveraging Re-permissioning Best Practices

Eventually a subscriber will become inactive for such a long period of time that the risk of continuing to email them is just too high, especially when weighed against the shrinking opportunity that they represent. Some brands simply suppress these subscribers from future mailings and move on.

However, given the increasing uncertainties around accurately determining inactivity, it's wise for all brands to send re-permission campaigns. Sent as a last-ditch effort to reactivate an inactive subscriber, these triggered campaigns in many ways mirror **double opt-in confirmation requests**. For example, their goal is to get a single click and to accomplish that they tend to be very simply designed, consisting of:

☐ **The brand's logo,** for easy sender identification, but no navigation bars

☐ **A brief message,** which might acknowledge that it looks like they haven't been opening your emails and that you only want to email customers who are interested in hearing about your latest deals, for example, and then ask them to reconfirm their interest in receiving your emails by clicking…

☐ **A permission confirmation button,** which might have a call-to-action like *Keep Sending Me Deals* or *I Want to Stay Subscribed*

Subject line language to consider includes:

- We will miss you
- Your subscription is about to be canceled
- Don't let this be goodbye
- Still there? Click YES to confirm
- Verify your subscription and get XX% off

Re-permission campaigns often consist of a series of three emails, which are each sent on different days of the week at different times of the day with different subject lines. If at the end of the series, the subscriber hasn't clicked the permission confirmation button in any of them—or clicked in any of your other past campaigns—then you move them to your suppression list and don't send them any more emails until you see a click from them.

Re-permission campaigns have the additional benefit of being good etiquette. In the absence of one, a subscriber might eventually notice that you stopped emailing, search for your emails and see that the last one they received is just a regular promotional email, and not know why you stopped emailing. A re-permission campaign makes it clear why you stopped. It also makes it clear how they can begin receiving your emails again.

ACTION ITEMS

☐ If you don't already have a re-permission campaign, create one.

☐ If you already have one, rework the messaging and design to ask for a click, if it doesn't currently.

☐ Run A/B tests on the subject line, preview text, body copy, and call-to-action of your re-permission campaign to maximize confirmations.

Want help with any of that? Talk to your Oracle account manager, **visit us online**, or reach out to us directly at **CXMconsulting_ww@Oracle.com**.

Creating a MPP Mitigation Dashboard

To stay on top of the effectiveness of all of your efforts to mitigate the impacts of MPP, we highly recommend creating a dashboard that summarizes the health of your email marketing audience. Establish thresholds for action, since Apple could change how they administer MPP and your subscribers' reactions to your mitigations might wane over time. Mirroring our recommendations above, here are the major elements to include in your dashboard, along with changes over different time periods so you can see if you're improving or not.

Permissioning

Among those signups that are subject to double opt-in confirmation, what percentage have **confirmed their opt-in**?

Onboarding

What percentage of **new subscribers have clicked** within 7 days of having received the last email in your welcome series.

The Audience Qualification Waterfall

Of your **total audience**, what portion is **affected by MPP** and **unaffected by MPP**? For the remaining components of your dashboard, you should track these two groups separately. For each group, what percentage and how many have **opened recently** and **clicked recently**—however it is that you're defining "recently" in each case? Of those who haven't opened or clicked, what percentage and how many have qualified as safe to mail based on their **recent omnichannel engagement**? And of those who haven't qualified yet, what percentage and how many have qualified based on **recent third-party purchases**?

Comparing the sizes of each of those groups month over month or quarter over quarter will allow you to gauge whether those groups are growing or shrinking. You may also want to break down open and click behavior into smaller periods, such as looking at the percentage of subscribers who have clicked in the past 30, 60, 90, and 120 days, for example.

Reengagement Success

For your non-MPP users and your MPP users, what percentage and how many are **the target of reengagement efforts**, either in the form of triggered reengagement emails or being diverted into a reengagement segment? You'll want to keep a close eye on this group because they are among your most at-risk subscribers of churning out of your email marketing program. What percentage and how many of your inactive subscribers are **successfully reactivated within 60 days** (or whatever time period makes sense for your brand).

Re-Permissioning

Among those subscribers that don't reengage, what percentage are **successfully re-permissioned within 90 days** (or whatever time period makes sense for your brand).

Having all of these data points handy—along with how each is changing from month to month—will allow you to:

- ☐ Understand audience fluctuations
- ☐ Determine how well you're doing at maintaining your audience size and health
- ☐ Decide whether interventions or testing are needed

All of that will help you successfully manage the negative effects of Apple's Mail Privacy Protection.

ACTION ITEMS

☐ Create a MPP mitigation dashboard.

☐ Streamline the process for exporting or flowing data into your dashboard.

☐ Set up a monthly meeting to review this data, take action, and plan tests.

Want help with any of that? Talk to your Oracle account manager, **visit us online**, or reach out to us directly at **CXMconsulting_ww@Oracle.com**.

Does your email marketing program need to evolve to adapt to Mail Privacy Protection? Are you facing other challenges? We can help.

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+ Loyalty Program Services

Want help?

Let's talk about how we can work together to seize your opportunities and overcome your challenges. Talk to your Oracle account representative, **visit us online**, or **drop us a line**.