

Sailthru key areas of review

Looking to get ahead of Apple's Mail Privacy Protection update? Check out these features in your Sailthru account to review core areas of engagement and proactively collect your account-specific engagement benchmark data, before the new privacy changes take effect. As always, reach out to your Sailthru Customer Success Manager with any questions.

Lifecycle Optimizer

Use case	Effect if unchanged	Consider this update	Where to find
Using the Opened engagement entry to a Lifecycle Optimizer flow...	More users will enter the flow due to inflated opens from Apple Mail app on iOS15	Swap the entry criteria to Clicked ; This is likely to result in fewer flow entries as click-rate is typically lower than open-rate	Filter active flows by Entry Type
Using the Email Opened entry...	More users will enter the flow due to inflated opens from Apple Mail app on iOS15	For Campaign List/Label entries, a complementary Email Clicked flow is needed. As Campaign Open/Clicked flows only set custom fields (vars), we recommend setting fields up the same way using a format such as: <code>last_[list/label name]_clicked_date</code> Swap triggered flows entries from Email Opened to Email Clicked	Filter active flows by Entry Type
Using the Email Opened check	More users will pass the check due to inflated opens from Apple Mail app on iOS15	Either switch the check to Email Clicked or add another check immediately after to check clicks, as well: <ul style="list-style-type: none"> • Check: Email Opened [X message] • If yes/no (use case dependent), check Email Clicked [X message] 	Spot check any active flows

Audience Builder

Use case	Effect if unchanged	Consider this update	Where to find
Using Last Opened to build audiences based on user engagement...	These audiences / lists will grow over time, including users who may not actually be opening	Change Last Opened to Last Clicked/Last [Other Primary Conversion Metric, i.e. purchased, browsed on site, logged in]	Review criteria of most commonly used sending and suppression lists
Using the Opened query (ex. <i>Opened 4 times in the last 30 days</i>)...	This query will include users who may not have actually initiated a true email open	Change to Clicked for a raw number of clicks (ex. Clicked 10 times in the last 30 days) Also consider using your own conversion metric, sending that data via user and/or event APIs.	Review the markup of most commonly used sending and suppression lists

Campaign Builder

Use case	Effect if unchanged	Consider this update	Where to find
Retargeting on opens (message users who received and opened X campaign) or using opens as A/B winner criteria	Retargeting will be less effective since the opens will include users who may not have actually opened the email, and more emails will be sent as a result of this retargeting strategy.	Change future selection to clicks instead of opens	"Audience Tab" (retargeting) and "Schedule Tab" (AB testing)

Sailthru key areas of review

Looking to get ahead of Apple's Mail Privacy Protection update? Check out these features in your Sailthru account to review core areas of engagement and proactively collect your benchmark data. And as always, reach out to your Sailthru Customer Success Manager with any questions.

Snapshot Reports

On either the Lists page by clicking the chart icon then "List Snapshot " or in Audience Builder, we advise you to **run Snapshot Reports of all your key target and suppression lists** to store a moment in time of how they were composed prior to Apple's updates (i.e. breakdown of user engagement based on recent opens, clicks, and pageviews).

Review all previously run Snapshot Reports here: <https://my.sailthru.com/reports/snapshots>

Recommendation Summary

This document includes recommendations based on industry insight and in-depth testing of features within Apple's OS betas. **We continue to monitor releases and will update you as we learn more, specifically in the weeks following the iOS full release.** It is important to note that the main impact of Mail Privacy Protection is an increased number of opens (due to the Apple image pre-fetch), so any automated sends based on opens will increase. If not addressed, over time this may cause an impact to your sender reputation, so at Sailthru we recommend finding other downstream engagement metrics that are applicable to your business.