How does Deployteq deal with machine opens?

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Background

On September 20, 2021, Apple released iOS 15, which includes the optional 'Privacy Protection in Mail' feature. This feature has also been included in the Apple desktop Mail client in macOS 12 since October 2021. For ESPs (Email Service Providers), this means that with iOS 15 and macOS 12, users who opt for this feature will no longer be able to see if and when a recipient has opened an email when using the Apple Mail App. This feature results in 'false' opens, as the email is opened by the system, not by the recipient. As a result, the open rate appears artificially (too) high.

Solution

Deployteq provides two Data Sources in Analytics to display the Open rate:

1. Confirmed open rate = (opens - machine opens) / (emails sent - bounces)

2. Corrected open rate = (opens - machine opens) / (emails sent - bounces - machine opens)

Deployteq also shows the percentage of total opens generated by automatic systems (Machine opens):

- Opened by Machine = (machine opens) / (total number of opens)

The Confirmed open rate represents an open rate where the number of human opens is divided by the number of received emails.

The Corrected open rate shows an open rate for the part of the sending/campaign that can be reliably measured. This is done by subtracting Machine Generated opens not only from the incoming opens but also from the number of sent emails. This way, you calculate an open rate for the part of the sending that we could measure, providing a more realistic view of the actual open rate.

The percentage Opened by Machine indicates the percentage of opens automatically generated by spam filters, scripts, AI, machines, such as

Apple's iOS 15 Privacy Protection feature. This information can help you assess whether the open rate is still representative enough for your business/target audience.

Example

Metric	Aantal
Number of emails sent	3000
Bounces	50
Number of accepted emails	2950
Totaal aantal opens	1100
Aantal opens door machines	100
Aantal opens door personen	1000
Totaal aantal clicks	400
Confirmed open rate	1000 / 2950 = 33,90%
Corrected open rate	1000 / 2850 = 35,09%
Opened by Machine	100 / 1100 = 9,09%
CTO	400 / 1000 = 40,00%

Note

Please note that the Opened Mail object in the Profile builder inclused machine opens.

