Lower open rate due to expanded IP ranges — what's going on?

Deployteq - Suzanne Martens - 2025-12-19 - Comments (0) - Reports and Analytics

Following this news update of **16 December 2025**, we have prepared this FAQ.

Question

Is it correct that for all ratios and absolute numbers of opens and clicks, only engagement from non-machine opens is used?

Answer

For Unique Opens, only non-machine opens are counted. For Clicks, all data is used, as no filtering is applied there. A click implies a legitimate open, but unfortunately some opens associated with clicks are still classified as machine opens.

Question

What impact does this change have on the Engagement tab in the CRM, and on the Engagement object in Profiles, where this data is also used?

Answer

Machine opens are **not** included in the Engagement calculation. As a result, you only see Unique Opens there.

Question

What impact does this change have on the Activity tab in the CRM (visible if you have activated the Customer Activity app in the Store), where this data is also used?

Answer

In the Activity calculation, **all opens** are included, including machine opens.

Note

We continuously work to keep open-rate reporting as accurate as possible, while email providers and iOS continue to tighten their privacy measures.

As a result, users can configure their settings in such a way that part of their open and click behavior is classified as machine opens.

Behind the scenes, we keep improving these measurements to ensure we can continue to present the most reliable figures possible.