Do you know about: the Apple’s Mail Privacy Protection policy? and how Auto Opens in Oracle Responsys is designed to help?

You can do more with Oracle Responsys Auto Opens!

- Understand when an email is protected and opened automatically by the Apple Mail app
- Get a more accurate view of opens by actual email recipients
- Filter out automatically opened email activities from email reporting measures
- Automatically send Auto Opens data to integrations through an API

Administrators can provide users with access rights to view the new Auto Opens metric in Oracle Responsys Insight Interactive Dashboards. For more information, see the Role Descriptions and Access Rights.

Users can access the new Auto Opens measure within Oracle Responsys Insight Interactive Dashboards. For more information, see Auto Opens Dashboard.

Tremendous benefits:

- Drive performance improvements for better email engagement, higher quality leads, and more revenue
- Get more accurate insights on performance of your email campaigns
- Gain better understanding on true email open signals and open rate KPI
- Continue to make decisions based on open signals to improve email campaign performance results

Try it and let us know what you think:
Topliners for Oracle Marketing

ALSO IN THIS KIT:
- Introductory Video
- Best Practices for Deploying Oracle Responsys Auto Opens