Do you know about:

- the Apple's Mail Privacy Protection policy?
- and how Auto Open in Oracle Eloqua is designed to help?

You can do more with Oracle Eloqua Auto Open!

- Understand when an email is protected and opened automatically by scanning tools including the Apple Mail app
- Generate custom reports with Auto Open data to understand impact of privacy protection-enabled mail clients
- Filter out automatically opened email activities from email reporting measures
- Get a more accurate view of opens by actual email recipients

Administrators can provide users with access rights to view the Auto Open metric in Oracle Eloqua Insight subject areas and Insight Reports. For information, see Insight users and permissions.

Users can create or customize reports to include the Auto Open metric in Oracle Eloqua Insight reporting solution. For information, see Insight.

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 (Oracle Marketing Community)

Also in this kit:
- Introductory Video
- Best Practices for Deploying Oracle Eloqua Auto Opens