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Best Practices for Quick Deployment of Oracle Eloqua Auto Open

Oracle Eloqua Auto Open

The Auto Open metric helps marketers separate the false-positive email open signals attributed to scanning tools and privacy protection-enabled mail applications, such as iOS 15 native mail clients. The primary goal is to reduce inflated open rate data and enable marketers to continue using the email open rate to determine their email campaigns' effectiveness.

The below metrics along with other associated open metrics have been adjusted to filter out Auto Opens to help mitigate the impact of privacy protection-enabled mail applications and false-positive open signals.

1. **Auto Open metric**

   Separately tracks the number of opens that Eloqua attributes to scanning tools and privacy protection-enabled mail applications, such as iOS 15 native mail clients.

2. **Total Opens**

   Total open and any associated open metric will already have Auto Opens filtered out. If a user clicks then we will presume an open and update open metrics accordingly.

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For Administrators

These steps are specifically for **Eloqua Account Administrators**.

1. **Enable Analyzer or Reporter access**

   Oracle Eloqua users must have the Analyzer role to create custom reports using Auto Opens. To view reports, users must have the Reporter role assigned.
   You can help users access this data by enabling the Analyzer or Reporter role for them.

   ☐ Identify Eloqua users who should have Analyzer or Reporter access

   ☐ Enable user access (Analyzer or Reporter) For more information, see Insight users and permissions.

For Users

These steps are specifically for Eloqua Users with **Analyzer or Reporter** role.

1. **Understand the adjusted Total Opens metric**

   The Total Opens metric is the total number of email opens minus Auto Opens.

   The adjusted Total Open measure calculates email open rates more accurately by automatically excluding emails that are opened automatically by scanning tools and privacy protection-enabled mail applications, such as iOS 15 native mail clients.

   This adjustment applies anywhere the Total Opens metric is displayed. For more information, see Email Open.

2. **View the Auto Open metric in Insight**

   Use the subject area links to see all available attributes and metrics to help build a custom analysis and monitor campaign performance. For more information, see the metrics section in Email Open.

3. **View the Auto Open metric in customized reports**

   Create and customize reports with the new Auto Open metric. You can use these reports to view the number of Auto Open events, the type of Open event that Eloqua attributes to scanning tools and privacy protection-enabled mail applications, such as iOS 15 native mail clients.

   These reports help you understand the impact of privacy protection-enabled email contacts. For more information, see Insight.

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Resources

- [22A](#) New Feature Summary
- [Email Open](#) in the Oracle Eloqua Help Center
- [Subject Area Links](#) in the Oracle Eloqua Help Center
- [Impacts of Apple Mail Privacy Changes on Oracle Eloqua](#)
- [New Insight OBIEE Metric: Auto Open](#)

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