

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](#)