ORACLE
Advertising and CX

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

• **Filter out automatically opened email** activities from email reporting measures

• **Get a more accurate view of opens** by actual email recipients

• **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 <u>Role Descriptions and Access Rights</u>.

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

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:

<u>Topliners for Oracle Marketing</u>

ALSO IN THIS KIT:
• <u>Introductory Video</u>
• <u>Best Practices for Deploying Oracle Responsys Auto Opens</u>