

# Best Practices for Quick Deployment of Oracle Responsys Auto Opens

## Oracle Responsys Auto Opens

The Auto Opens measure helps marketers separate the false-positive email open signals caused by 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.

These two measures help mitigate the impact of privacy protection-enabled mail applications and false-positive open signals:

### 1. Auto Opens measure

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

### 2. Adjusted Opens measure

Automatically subtracts the total number of Auto Opens to reflect a more accurate number of recipients truly opening and reading email messages.



#### Target audience

- Marketer
- Analytics Manager
- Responsys Administrator

#### More kit components

- [Video](#)
- [Do you know about Responsys Auto Opens](#)

#### Quick link to resources

- [Apple Mail Privacy Protection Data Sheet](#)
- [Oracle Help Center](#)
- [Oracle Release Readiness](#)
- [My Oracle Support \(MOS\)](#)

#### Other Helpful Links

- [System Requirements](#)
- [Oracle University](#)
- [Oracle Partner Finder](#)

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## For Administrators

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

### 1. Enable Email Analytics Manager role

Oracle Responsys users must have the Email Analytics Manager role to access the Auto Opens and adjusted Opens measure.

You can help users access this data by enabling the Email Analytics Manager role for them.

- Identify Responsys users who need to access this data
- Enable users with the Email Analytics Manager role. For more information, see [Role Descriptions and Access Rights](#).

## For Users

These steps are specifically for Responsys Users with **Email Analytics Manager** role.

### 1. Access the Email Auto Opens Dashboard

Oracle Responsys Insight Interactive Dashboards has an Email performance dashboard called 'Auto Opens'.

You can use this dashboard to view the number of Auto Open events, the type of Open event that Responsys attributes to privacy protection-enabled mail clients, such as iOS 15 native mail clients. For more information, see [Auto Opens Dashboard](#).

### 2. View Auto Opens in the Live Report

Live Report now shows the Auto Opened count for email campaigns.

Using the Live Report, you can quickly review key metrics for your campaigns and monitor campaign performance. For more information, see [Live Report](#).

### 3. Export Auto Opens and adjusted Open measure to external programs

With Connect, you can export the Auto Opens and adjusted Open measure to third-party programs and reports. For more information, see [Connect](#).

**Note:** Connect must be enabled for your account to access and users must have the Data Director role to work with Connect. To enable connect for your account, contact [My Oracle Support \(MOS\)](#).

### 4. Understand the adjusted Opens measure

The email Opens measure is the total number of Opens minus Auto Opens.

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

This adjustment applies anywhere the Opens measure is displayed. For more information, see [Measures for Email](#).


## Resources

- [Impacts of Apple Mail Privacy Changes on Oracle Responsys](#)
- [21D and 22A New Feature Summary](#)
- [Auto Opens Dashboard](#) in the Oracle Responsys Help Center
- [Measures for Email](#) in the Oracle Responsys Help Center
- [Connect](#) in the Oracle Responsys Help Center

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