

# MPP checklist

There are many scenarios beyond reporting that depend on opens, IP address or location. To ensure your email strategies are in a good spot to adapt to the MPP, go through the following steps.

1

**Check what percentage of your email lists utilize an iOS mail system, to see how large the effect of the MPP could be for your sends.**

You can do this by creating a segment for Apple Mail users. Keep this segment around in case you want to filter it out of reporting, or from campaigns where you want to leverage elements like personalization or send-time optimization.

2

**Check whether you have any workflows that depend on opens. If so, adjust them to respond to a different metric.**

Example: a workflow that sends a follow-up email if the subscriber opened the previous email. This workflow could send follow-ups to Apple Mail subscribers who never personally opened the email. Consider changing the workflow logic to something else, such as a subscriber who clicked.

3

**Check whether you leverage A/B testing that depends on opens. If so, consider using a different metric or mechanism to select the winning version, or testing with just a segment of your list.**

Many subject line A/B testing scenarios depend on opens to choose a winner. You could consider filtering out Apple Mail users from your testing, and sending to mail users with more reliable open rate data. Or, use email clicks as the winning metric instead of opens.

4

**Check whether any of your segments depend on opens. If so, adjust them to pull from a different metric or combination of metrics.**

You can do this by creating a segment for Apple Mail users. Keep this segment around in case you want to filter it out of reporting, or from campaigns where you want to leverage elements like personalization or send-time optimization.



5

**Check whether you have any workflows that depend on opens. If so, adjust them to respond to a different metric.**

Example: Many email marketers like to create engagement-based segments to distinguish engaged subscribers from less engaged subscribers, who may receive different volumes of emails based on their status. Fixes for this could be asking subscribers to indicate the volume of emails they want to receive as part of sign-up or in a preferences form, using clicks to measure engagement instead, or implementing more regular re-engagement campaigns to ensure your lists are healthy. That way you KNOW your list is full of engaged users (pro tip: you might want to revisit HubSpot's 'don't send to unengaged contacts' setting).



6

**Check if you've used send time optimization for past sends, and hold off on implementing it for future sends. Email marketing platforms will likely come out with algorithm updates to ensure STO is accurate moving forward, but they may be a little ways out.**



7

**Identify any of your planned email campaigns that feature personalization based on geography or open times, and choose alternative ways to either get that information or deploy personalization.**

You can do this by creating a segment for Apple Mail users. Keep this segment around in case you want to filter it out of reporting, or from campaigns where you want to leverage elements like personalization or send-time optimization.



8

**Re-format email reporting to focus on broader metrics. If opens and open rate had been prioritized in past reporting, shift your dashboards to focus more on the metrics that matter for your business, and tell the story of how email is driving performance.**

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9

**Conduct an audit of your recent email campaigns and identify the strongest performers. Pull out the elements that you should keep including in future sends. Strong calls-to-action that lead to high clicks and conversion rates should be your goal.**