



WEBINAR

Email Engagement Report Q3'23



Your hosts



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Agenda



1

Email Stats from
last quarter

2

Update on iOS17

3

Email Deliverability
best practices



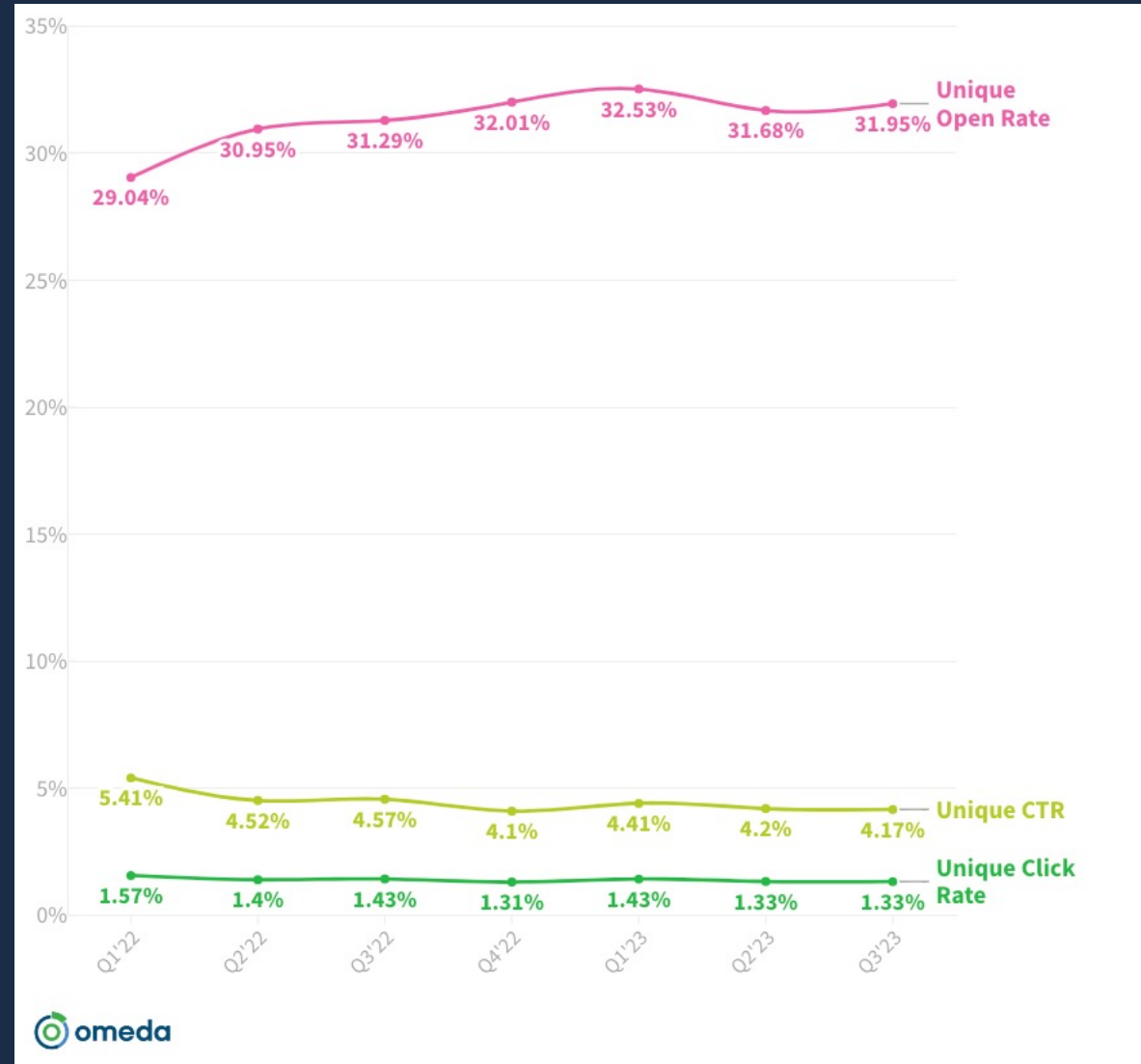
Email Engagement Data

Q3, 2023

Overall Stats



Stable metrics compared to last quarter, with no significant gains or losses



Focus on events



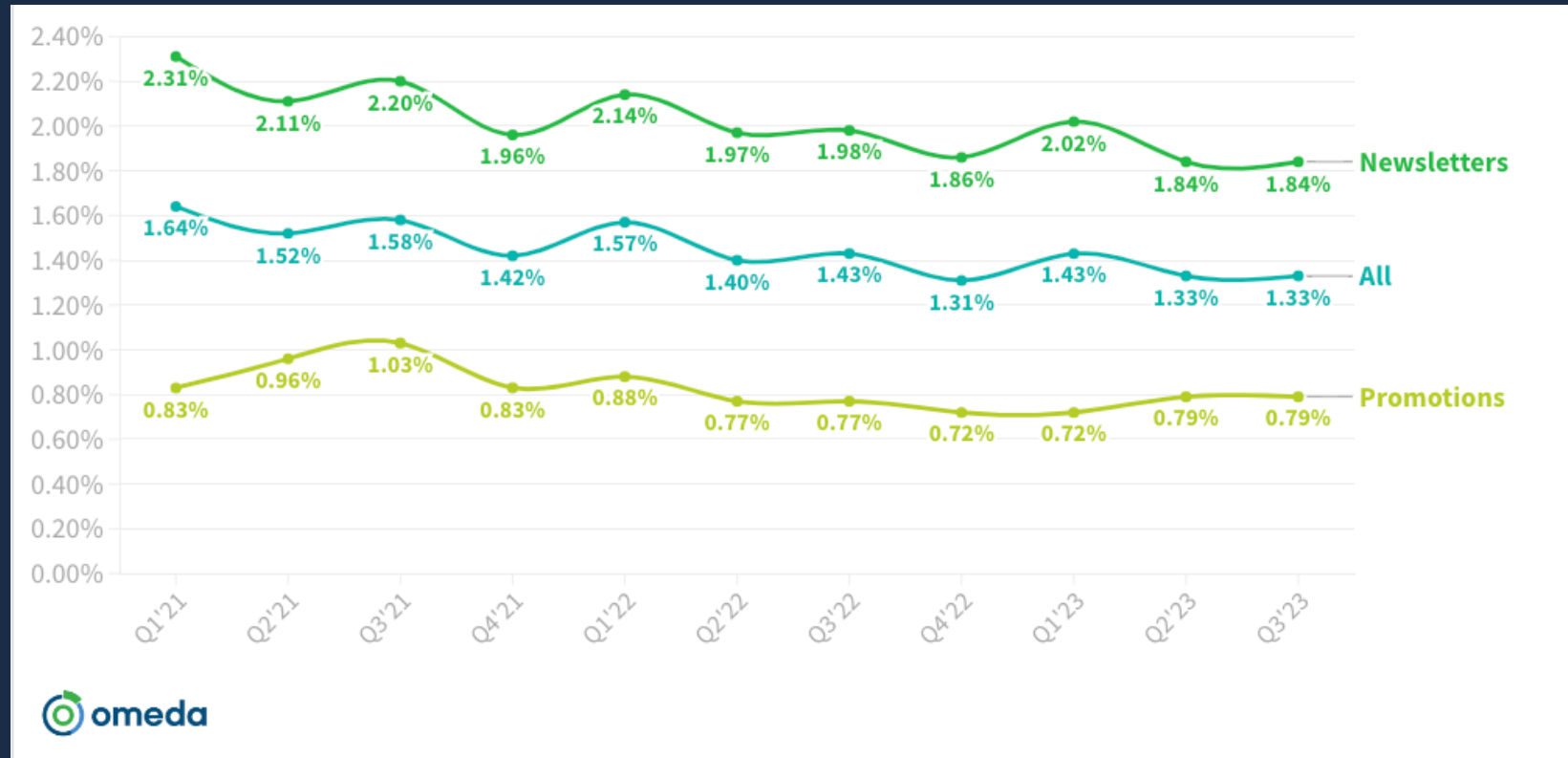
More engagement within Event emails – gearing up for the fall event rush.



Deployment Performance



Unique click rate stayed flat quarter over quarter





Update on iOS17

Apple's Link Tracking Protection

What is Link Tracking Protection?



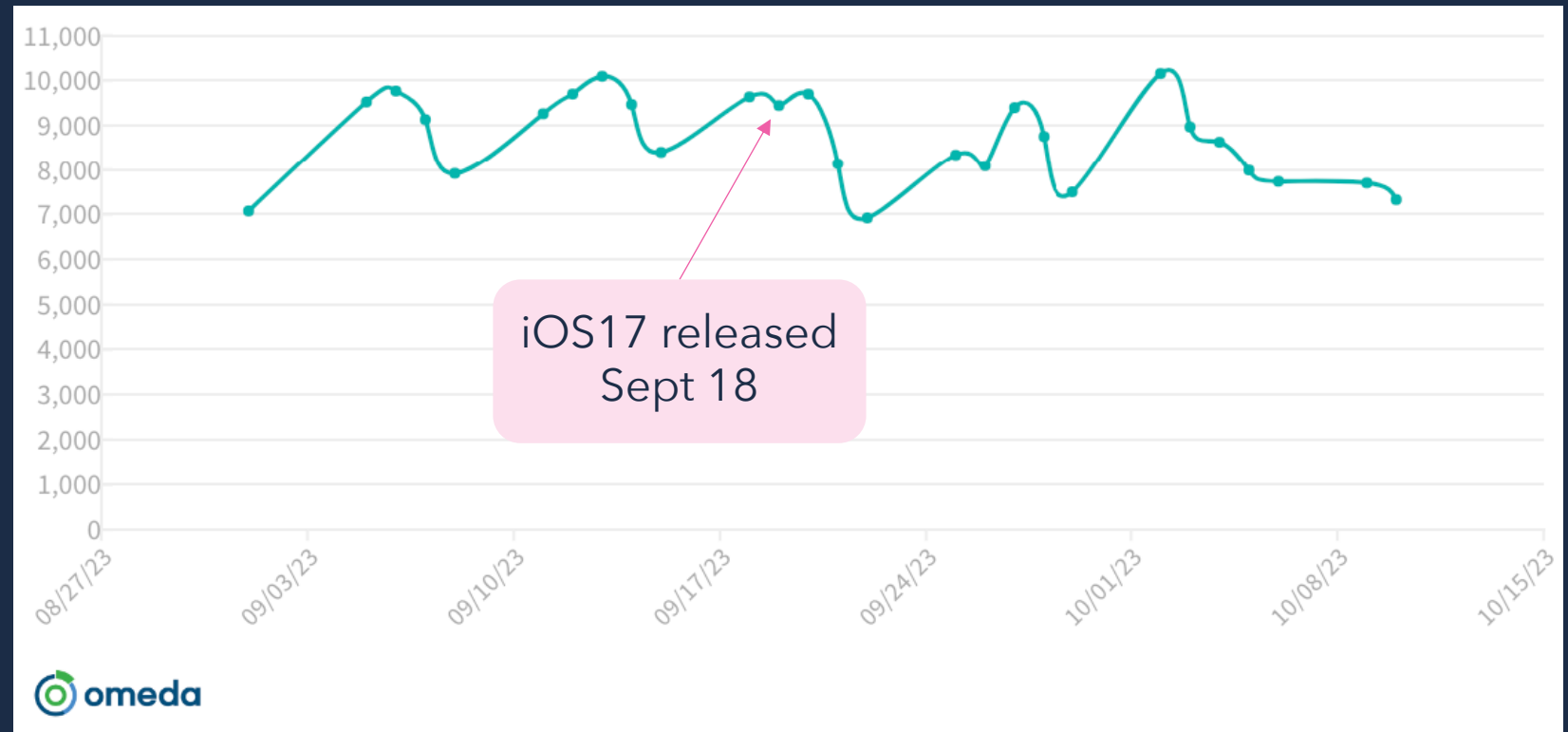
Recipient's Email Client	Recipient's Browser	Is Link Tracking Enabled?	oly_enc_id ▼	UTM parameters	Email parameters
Gmail	Safari - Tracking All	Yes	Removed	Included	Included
Mail	Safari - Tracking All	Yes	Removed	Included	Included
Gmail	Safari - Tracking Private	Yes	Included	Included	Included
Gmail	Chrome	Yes	Included	Included	Included
Mail	Safari - Tracking Private	Yes	Included	Included	Included

Apple's Link Tracking Protection released in iOS17 automatically removed link trackers from URLs sent through Messages and Mail, as well as from Safari Private Browsing

Impact from Link Tracking Protection



Good news – no discernable impact in known audience tracking





Email Deliverability

Secrets from the experts

How do you know if you have a deliverability problem?



- ✗ Deliverability rate below the benchmark (98.00%)
- ✗ Domains with 0 bounces, clicks, or unsubscribes
- ✗ Audience complains that they don't see your emails

Why customers stop engaging



Natural churn

Loss of interest

Pristine SPAM traps

Inbox placement

12 tips to email deliverability success



#1

Only add zero- and first-party data to your database

#2

Make changing email preferences easy

#3

Only add opt-ins to newsletter products

12 tips to email deliverability success



#4

Suppress unengaged customers

#5

Run re-engagement campaigns

#6

Remove unengaged customers from your database

12 tips to email deliverability success



#7

Mind your spelling

#8

Conduct outreach
campaigns

#9

Create a welcome
series

12 tips to email deliverability success



#10

Segment your
audiences and
target messaging

#11

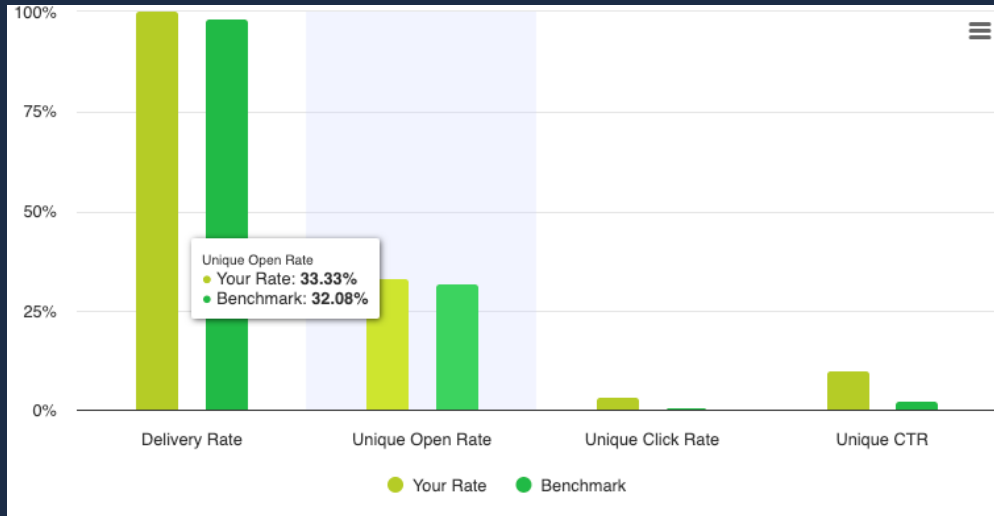
Focus on your email
design

#12

Throttle your
deployments



What to do next



omeda.com/benchmark



omeda.com/email-report