

Is Your Company Prepared for iOS 15?

Apple's iOS 15 update is here and ready to change the email marketing world. While this is big news affecting Apple users, we expect other email providers to make similar updates in the near future. Now is the time to make sure you're prepared.

We've pulled together a handy checklist of everything you need to do to make sure you're prepared for the iOS 15 changes.

- **Track open rates from the past year**
 - Correlate open rates to email domains
 - Understand your historical baselines
- **Build audience segments**
 - Segment based on current open-rate data
 - Switch to conversion metrics once data is established
- **Re-structure your re-engagement campaigns**
 - Adjust campaign triggers from opens to clicks
- **Monitor bounce rates more closely**
 - Understand baseline of bounces/blocks pre-launch
 - Make adjustments if you notice increases post-iOS 15
- **Measure your own iOS 15 footprint**
 - Determine the percent of Apple domains in current database
 - Use this percent to estimate iOS 15 impact
- **Clean your email lists**
 - Remove inactive subscribers now
- **Measure your clicks vs. delivered**
 - Understand current baseline overall and by segment
 - A/B test your CTAs
- **Update your preference center**
 - Provide recipients more opportunities to opt-in and opt-out
 - Allow choice of frequency and content
 - Be empathetic and rational when determining what you send
- **Prioritize the right metrics**
 - Ensure accurate tracking for conversion data, website visits, and other relevant customer data
- **Don't panic**
 - Act now to be proactive, not reactive

Deliverability Tip:

Sending to unintended audiences leads to a negative sender reputation. Make sure your future reactivation campaigns are based on clicks instead of opens.

Deliverability Tip:

Sending timely and relevant emails is always going to drive better email metrics.

