

How Apple Mail could be spoiling email performance metrics

Article

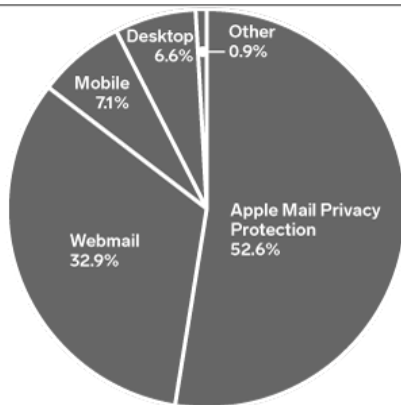
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In March, just over **half** of email opens worldwide came from **Apple** devices using **Mail Privacy Protection (MPP)**, a feature released in September 2021 that prevents email senders from receiving data on Mail app users' devices, among other information. About **one-third** of

opens came from webmail, while the remaining slice was split fairly evenly between desktop and mobile.

Beyond the chart: MPP first overtook webmail in email opens during December 2021, when MPP accounted for a **40.6%** share, up significantly from **14.2%** in October 2021 as more Apple users adopted the feature. That said, these figures could be inflated given that MPP reports email downloads as opens. As subscriber data and accurate open rates become more elusive, marketers worldwide need to find new metrics for email marketing analysis.

**Email Marketing Performance Metrics Worldwide:
Open Share, by Device/Platform, March 2022**
% of total emails



*Note: numbers may not add up to 100% due to rounding
Source: Litmus as cited in company blog, April 7, 2022*

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