

Apple Bomb Podcast Episode 4

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SUMMARY KEYWORDS

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SPEAKERS

Jack Humphrey, Chris Lang



Jack Humphrey 00:00

This is inbox leader podcast brought to you by better call Chris lang.com. So Chris, Apple dropped a bomb this last week, and you've had almost a week to think about it. A lot of people jumped the gun and made a whole bunch of, you know, predictions about what Apple's doing with their mail and how it can affect. It sounds serious when you hear some people talk about it. And you have some serious concerns. But let's back up first and tell everybody what Apple talked about with male privacy protection this year this week? And what if anything, we need to be worried about what should we be watching for is emailers.



Chris Lang 00:54

One sentence in the mail app, mail privacy protection stop senders from using invisible pixels to collect information about the users opens. That's what concerns us. Secondly, the only piece of information that we have is a screenshot that shows will become a new setting to prompt users to make a decision. All it says is male privacy protection works by hiding your IP address and loading remote content privately in the background. Even when you don't open the message, that being an email. This means to order for shaders to follow your male activity. The prediction is that you have two choices, don't protect mail activity protect mail activity. The prediction is it 90 96% of all iPhone users. And of course, a very small percentage read their email on an iPad, which is an odd demographic that they will select to protect this. Now we only know two things. They want to stop our open pixels. And number two, they want you stop our open pig shows by loading all content in

the background, whether you open the email or not. It shouldn't be a whole lot of supposition as to what's going to happen here. Number one, they plan to break open pictures. Never do they play the very show by opening every open pixel there is that your list sends to a user of any Apple mobile device and then skew open data by creating an open on your pixel whether the person opens it or not. Okay, so that's what that's all we know so far is one little screenshot. Good. Jake, I think you inserted sure we could show there in one little sentence. And that's it one little things. And it's great for scotches. And everybody, there's predictions of Yes, the end of deliverability, the end of the email newsletter. Well, God knows, you know, we've been here the SEO for 20 years, the end of email marketing for 15. At least, we all know that's true. It's just clickbait. But let's take a look, it shouldn't you know, I was pretty upset about this that I heard it two weeks ago. But this past week, all I've been doing is thinking about how I can help my clients better understand this, and, of course, make better use of the tools that they currently have. Should let's talk about what I found, number one, reaching out to all the ESP owners opposed to base three is that I know no one is showing what's called a user agent, for lack of a better term. Usually, user agent pertains to the browser that browser did, but nobody if they are gathering It is really showing what device your emails being read on it nach what's important is while it says in most stage that Gmail has 70 80% web bale dominance, the problem is of that 70 or 80%, some large percentage might be being read in that app. So you're facing a double whammy, okay. And a double whammy obviously is going to get worse. So I started walking around it and I found that sendgrid does display email client stach. And, and, and again, I've spent a lot of a lot of time in the last four years understanding. Again, the litmus data, every article refers to Litmus Litmus data. And I talked a little bit linked about this before I published my article on it last week. Now man, let me scan it is true 38% of the 3 billion emails, they were able to get data on through their system. 28 anywhere from 28% in log long ago, to currently the last few years, somewhere around 38 appreciate of your email on the big forum, Gmail, Microsoft, Yahoo, AOL, the 90% of the bulk of the email that said did read today is being read in app. But when I went to sendgrid, for one particular client, I was able to deduce by understanding they did a very well, is that while certainly their list is 75%, Gmail, I found that 20% of the time it was being read on the default Mail app on an iPhone. So what does it show is I've talked about I expect esbs, to be giving us better tools, this ball to better be able to react to this threat by Apple. But I really gotta ask you esbs out there, why are you not giving us data on on on where our emails being read, it can easily be done through the open pixel that still works. If you are a sendgrid user, go into your login your sendgrid account, go to stats on the left hand side, go to email client, email client share, I believe the exact fake let me look, I've got it up right here. It's called email clients and devices. In that left hand, left hand navigation pane your open stach email clients and devices. I know there are a couple real good pieces of data mailbox provider stamps mailbox provider comparsion browser steps, now you do have to adjust the date range is

in danger, you have to make some leaps of faith and you have to do some of your own math, the data is pretty raw. But if you've if you're sending a fair amount of emails somehow through sugar, either the full suite or as an SMTP provider, here's some good data there. And I can pretty much heavy working theory, not a guesstimate. not mad scientist stuff, but a working theory supported by data that my particular client that I'm looking at right now Jay grid is seeing 20% of his email read in a iPhone default mailing. And that differs widely from what Libby shares that differs widely from what some sparkpost stats that I just read say in that is not to say they're wrong, guys. That is true shade edge, I think that Apple footprint is going to be very different is true niche. And in the short time that we have this summer for all of my clients, I'm going to be going out of my way to gather my own data independent of the SPS in my clients emails show, I can tell them how much you're going to be affected. In September, or possibly a little later, when a yearly iOS update comes in, we suddenly see these alerts to you know, skewed at use third party openings, all that what little we know that Apple is saying, Let's use it whatever you're doing and whoever you're working with. And if you can take any action to get these stamps before they disappear and know what you're really going to be facing? Is it 20%? Is it 38%? does it differ by niche, I suggest you go find out via your team. Or if you're one of my clients, I'm already going to be talking to you next week, showing you how I'm going to get that data for you.



Jack Humphrey 09:14

And if you like what you're hearing here, and you think it's really important to keep up on such things, and you should head over to better call Chris Lang comm and make sure that you're on the list, have your list checked out for free, he's got a free calculator over there. That'll show you an estimate a very accurate estimate of how your list is doing, what your deliverability is like, you know and then what you might be able to do to take steps to get a lot more out of your email. So follow this issue follow Chris. This is really important stuff. And very few people keep up on it and the ones that do have a wide varying opinion on these things like the really topical stuff Really, you know, right when the announcement was made, or the leak was was was revealed or whatever, you know, the the very average generic response by the newspapers who don't have somebody like Chris laying on their staff, I, you know, they're they're the sky is falling in everything and you can't react to stuff like that and your business when it's so much depends on it, you got to follow the experts. So definitely better call Chris Lang comm and get on a list so you can hear the follow up to this. And I'm sure Chris, you're gonna have a lot more information after next week when you work with your client data a little bit more, and get to see some more trends. And I'm sure you'll probably want to follow up on this as well right?



Chris Lang 10:41

Now we're going to be looking at a compiled data for at least through the end of the month. Again, if you use sendgrid is your ESB or the back end to some mailing platform. There's some good stats in here go take a look at it. Though these these stats are going to disappear, as to validity very soon. And we're going to have to do some basically some reverse lookups show, you know, there's going to be no data over here. But let's say we have 60% good data, you're going to be able to make real quick judgments that where you have no data, that sample or at least we believe so. Again, we really aren't going to know until you know at least check gammer but between now and then, gotta get ready. Gotta get that get if you can get it. Because when it's gone, it's gone. If you wait till September, you know, we'll wait and see like a lot of people have said to me a lot of people have said to me now you'll wait and see nothing. Take it you're now in then you should have some idea of what data you have is valid, what opens you here is failure and what percentage is out there in the ether