



# Data Privacy Future: Upgrading Your Account Engagement Reporting Strategy

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# Agenda

- Data Privacy and Email:  
What's New
- How Data Privacy Impacts Your  
Email Strategy
- MCAE Tools You Should Use!
- Tips for Reporting



# Goals

Understand Data Privacy

Determine the Impact

Using MCAE to Identify Issues

Updating Your Reports and Strategy

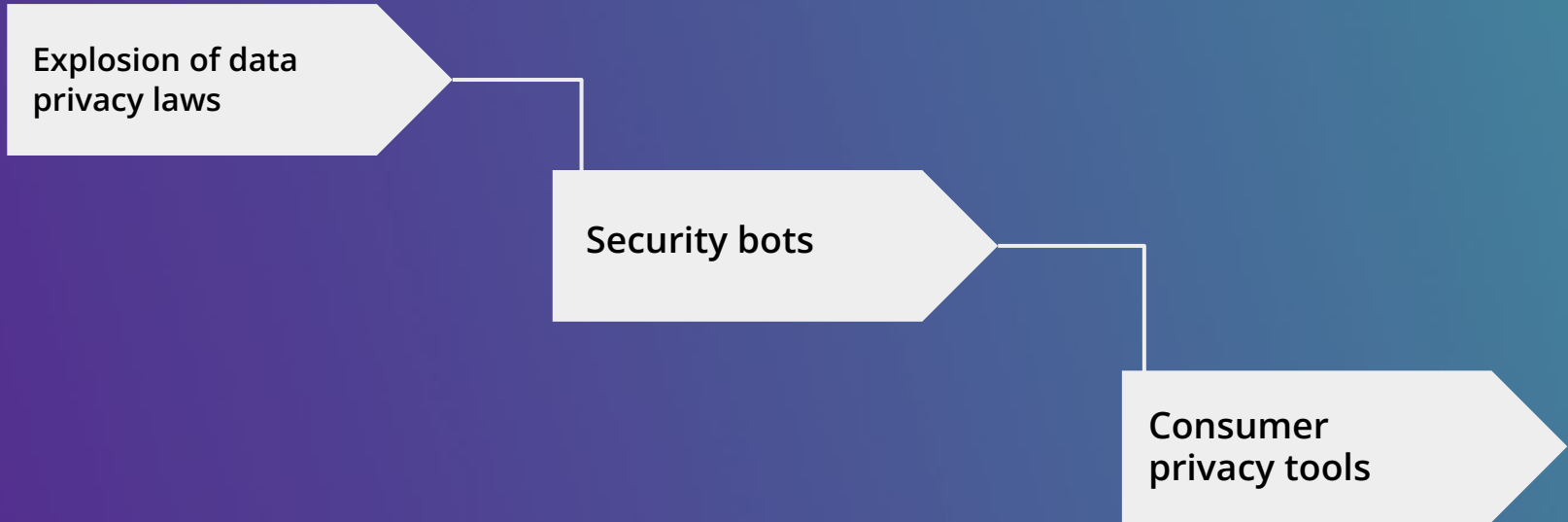


# Not a Lawyer, but...

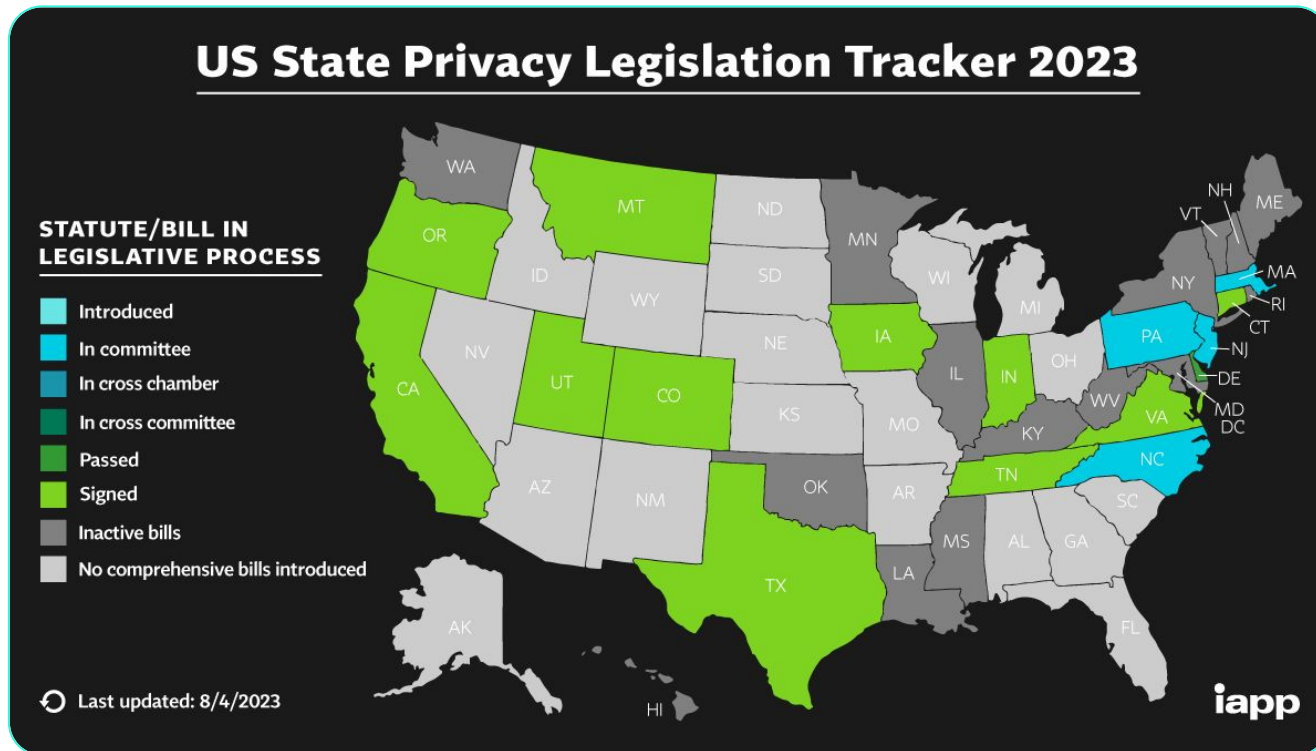
- B2B email geek
- Women of Email Member
- Co-host of Humans of Email Podcast
- Director of Demand Gen at CBIZ
- Learner of marketing laws
- Assisted in the studying of a bar exam many years ago (still not a lawyer!)



# Key pressures on email marketers include:



# Data Privacy Isn't Just California



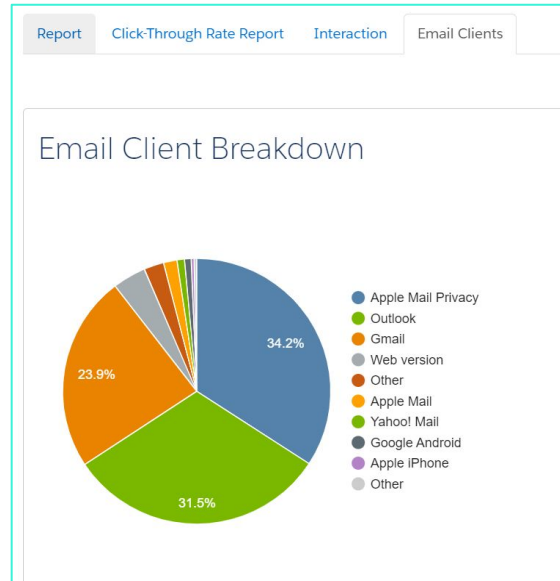
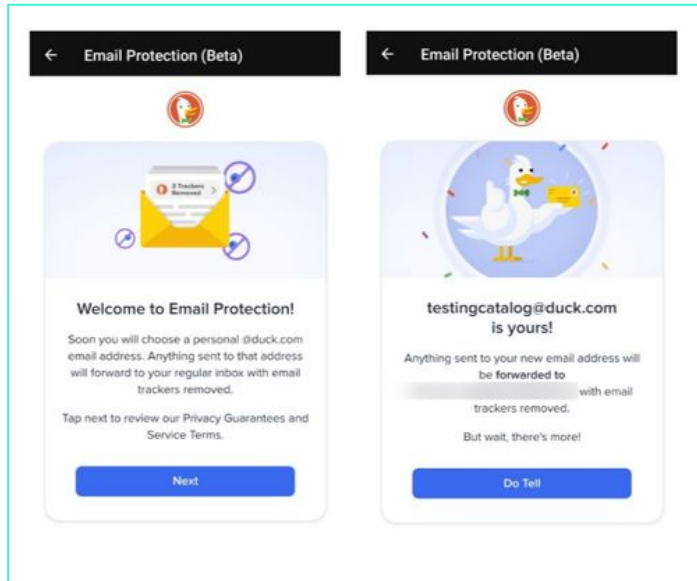
Source: [US State Privacy Legislation Tracker \(iapp.org\)](https://iapp.org)

# ...And It's Bigger than Advertising

|       | Right to Delete | Opt Out/<br>Profiling | Opt Out/<br>Access Data | Opt Out/<br>Targeted Ads |
|-------|-----------------|-----------------------|-------------------------|--------------------------|
| CPRA  | X               | X                     | X                       | X                        |
| CDPA  | X               | X                     | X                       | X                        |
| CPA   | X               | X                     | X                       | X                        |
| UCPA  | X               |                       | X                       | X                        |
| CTDPA | X               | X                     | X                       | X                        |



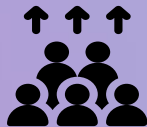
# 47% say the impact of data privacy has had a neutral impact on their email strategy, and yet:



# Where It Hurts The Most



Are you using scores to automate your customer journey or email nurtures?



Are you using website page actions to trigger messages?



Are you handing off leads to sales based on engagement with MCAE?



Are you assuming form fills equal email opt ins?

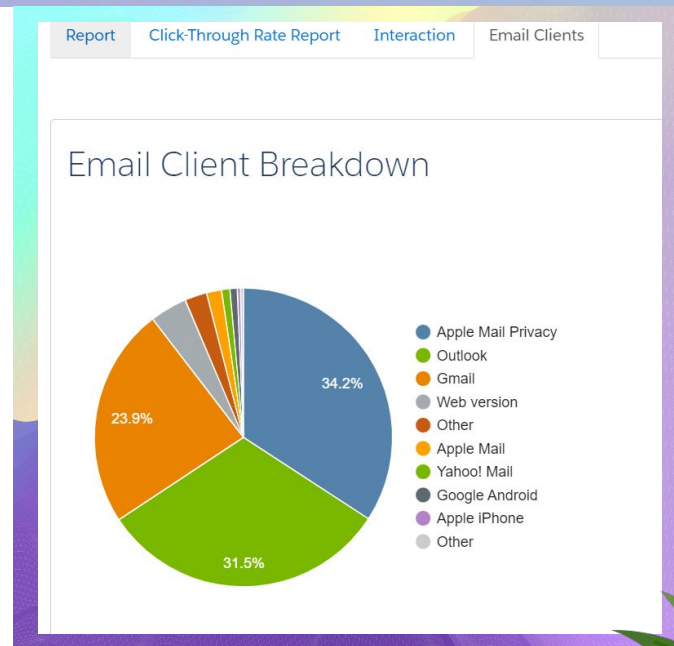


# View Email Clients in a Send Report

Tab over to “Email Clients” on an Email Send Report.

Check percentages for Outlook and Apple Mail Privacy.

Seeing a high percentage on both? Your email opens are unreliable.



# Next Up: Automations

Tab over to “Reports,” then “Marketing Assets,” then “Automations.” Select “Open Rules Audit.”



## Open Rules Audit

### Overview

Review which of your automations and Engagement Studio programs rely on email open data from your prospects.

**183**

#### Engagement Programs

The total number of programs containing open-based triggers

**848**

#### Engagement Program Triggers

The total number of open-based triggers across programs

**30**

#### Dynamic Lists

The total number of lists with open-based rule criteria

**1**

#### Automation Rules

The total number of rules with open-based criteria



# Email Open Checklist

- List Cleansing
  - Are you using opens to keep “active” subscribers on your send list?
- Scoring
  - Are you increasing scores based on email opens?
- Prospect Reports
  - Have you communicated with team members on email open credibility?
- Deliverability
  - Did you know you can use email opens to monitor deliverability?
- Variable Images
  - How are you being charged for views on opens?

# Extra Credit: Bot Clicks

Seeing prospects click on *every* link in your emails? It's a bot!

Check that Visitor Filters are in place under **Admin > Automation Settings > Visitor Filters**

Then add a Custom Redirect link to hide in your email templates.

Decrease score accordingly!

## Completion Actions

Add tags spambot

Adjust score -3 point(s)

# Is It Time for Marketing Data Sharing?

You might be ready for Marketing Data Sharing if:

- You have a lot of “Never Active” prospects
- You can’t identify the source of many prospects
- You’re seeing a decrease in your Sender Scores, high opt-out rates, high bounce rates, or other deliverability issues
- You’re thinking about the future impact of CPRA, GDPR, and “opt in” requirements

# Adapt What You Report



- Website visits
- CRM reports
- Account-based marketing software
- Hidden links
- Revenue impact of list membership vs. no list membership
- “Have you picked up the phone and called them?”

**“Is email even the right channel for this communication?”**



# Email Addresses Are Currency.

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I consent to volunteer as a participant in a Zentoso Health clinical trial.

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In order to deliver you a personalized experience, we may process some pieces of personal information considered "sensitive" under US Privacy laws. Would you like to opt-in? You can opt out at any time.

Events  Newsletters  Research Opportunities

**SUBMIT REQUEST**

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Your personal data is being collected by Zentoso based in London, United Kingdom. We use [third party technologies](#) to provide you with a secure and seamless user experience.

Content is secured and managed by OneTrust

# Are Your Emails RAD?

**R** elevant

**A** dds Value

**D** esigned in a way that's  
easy to navigate

**Congrats, Natalie!**

Did you know you officially reached  
emfluence super fan status? Based on  
our contact scoring models, your  
current score is:

**33**

Want to learn how to run an email  
like this for your audience?

[Learn How](#)

**Thank You!**

