



Mail Designer 365

Your Mail Privacy Protection Checklist

Use this mini checklist to prepare your business for the arrival of Mail Privacy Protection in macOS Monterey and iOS 15. For more information on the changes expected with Mail Privacy Protection, check out this [blog post](#).

Getting ready for the arrival of MPP: **Coming Fall 2021**

TASK	TIPS/RESOURCES	DONE
Analyse your email list to identify Apple Mail users	Use the tools provided by your ESP or marketing platform	<input type="checkbox"/>
Calculate open rate impact based on your target group(s)	Try out the Litmus Open Rate Calculator to predict how you may be affected	<input type="checkbox"/>
Clean up your email lists and send reengagement emails	Find more ideas for reengagement campaigns in our List Maintenance Guide	<input type="checkbox"/>
Switch to new performance indicators for email campaigns	Tip: Set up Google Analytics campaign links to track website traffic generated from emails	<input type="checkbox"/>
Optimize your emails with stronger CTAs and better design	Design and send powerful email templates in Mail Designer 365	<input type="checkbox"/>



Mail Designer 365 App
For Mac

Mail Designer 365 helps you and your team create stylish, professional HTML emails on your Mac.

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