How Tracking Works Under Modern Privacy Protections

General · https://coreel.ai/help/how-tracking-works-under-modern-privacy-protections/

Tracking data is useful, but some privacy features can affect how events appear.

What You May Track

- Opens (where available)
- Clicks
- Video views

Why Open Data Can Be Noisy

Some mail clients/privacy systems preload content or mask signals, which can inflate or reduce open reliability.

Stronger Intent Signals

Use these as higher-confidence indicators:

1. Link clicks
2. Video views
3. Direct replies

Practical Interpretation Model

- **Open only**: low-confidence intent
- **Click**: medium intent
- **View + click/reply**: high intent

Best Practice

Base follow-up decisions on combined signals, not opens alone:

- Engagement events
- Reply behavior
- Account context
- Timing since send

Team Reporting Tip

Segment dashboards by:

- Opens (informational)
- Clicks/views (actionable)
- Replies (outcome metric)