

Beyond the Open

Rethinking email measurement for casino marketers, and
building a scorecard around what players actually do

Purpose of This Guide	3
Executive Summary	4
Key Findings	5
How the Open Rate Works	6
The Privacy Shift	8
Open Rate, Reconsidered	15
The Casino Angle	18
A Fuller Scorecard	22
The Casino Measurement Playbook	26
Conclusion	27
Methodology & Sources	28
About iPost	29

100+

casino and gaming clients served
directly on the iPost platform

The iPost View

Open rate still has a job. It just isn't the job most casino dashboards give it. This guide is about putting it in the right seat, not throwing it out of the car.

Purpose of This Guide

Few questions come up in casino marketing reviews as often as this one: can we still trust our open rate?

It is a fair question, and it deserves more than a quick answer. Since 2021, the way mailbox providers handle images and tracking pixels has changed significantly, and those changes affect every email platform and every operator, regardless of size, market, or ownership structure. Commercial resorts, tribal gaming enterprises, regional properties, and multi-state operators with online sportsbook or iGaming brands are all working within the same measurement environment.

This guide brings together platform documentation, cross-industry benchmarking, and commentary from email deliverability specialists to explain what an "open" really measures today, where it is still useful, where it can mislead, and which additional metrics give casino teams a more complete picture of program health.

What this guide is, and what it isn't

It is not an argument to stop tracking opens. Open rate remains a helpful directional signal, particularly for spotting deliverability problems and watching trends on a consistent audience. The argument is narrower: open rate works best as one input on a balanced scorecard, not as the single number that decides whether a campaign, a segment, or a program is succeeding.

The bottom line

Open rate hasn't become useless. It has become a different measurement than the one many dashboards assume. Keep it, read it in context, and put player and guest actions such as clicks, redemptions, visits, and revenue at the center of how email success is judged.

Executive Summary

For nearly two decades, open rate was the first number casino marketers checked after a campaign went out. It was simple, comparable across sends, and easy to put on a slide. It is still all of those things.

What has changed is what sits underneath it. A meaningful share of recorded opens now happens without a person ever looking at the message, driven by Apple's Mail Privacy Protection; image proxying by Gmail, Yahoo, and Microsoft; security scanners; and automated prefetching. Litmus, one of the most widely cited sources on email client data, now classifies privacy-protected Apple opens as unreliable.¹

Casino programs feel this more than most. Player files skew toward mobile consumers, Apple devices are heavily represented, and many operators still use "opened in the last 30 days" logic to decide who gets a reactivation offer or a host call.

This guide recommends a balanced approach: keep open rate as a directional and deliverability signal, and elevate the metrics that reflect deliberate player behavior, including click rate, offer redemption, visits, and revenue per email, as the primary way to judge email performance.

As the publisher of this guide, iPost works on this problem directly. The iPost platform already screens known bot and automated activity out of reporting, and its recognition of machine behavior continues to be refined. Filtering narrows the gap but cannot fully close it, which is why the measurement approach in this guide applies no matter which platform a casino uses.

Email remains one of the highest-return channels available to gaming operators. The goal is simply to measure it in a way that reflects how the inbox works in 2026.

Key Findings

Five data points that shape how casino marketers should read an open rate in 2026.

62%

of tracked email opens came from Apple clients in July 2026, including privacy-protected opens, per Litmus Email Analytics.¹

98%

of tracked opens came from just four providers (Apple, Gmail, Outlook, Yahoo), and every one of them now proxies, caches, or prefetches images in some form.¹

~2^x

jump in unique open rate, from 15.2% to 29.0%, in a before-and-after study of roughly 2 billion emails as MPP rolled out, while click behavior held roughly steady.³

15-25%

is iPost's current guidance for a good casino open rate, revised from a previous range of 20% to 28% to reflect privacy changes and a shift toward click and conversion metrics.²⁶

0.3%

is the spam complaint ceiling Gmail and Yahoo enforce for bulk senders. Mailbox providers now grade senders, casinos included, on complaints, authentication, and engagement, which is exactly why a fuller scorecard matters.²⁵

What this means for casino teams: the open is now best read as a signal about the inbox, not a verdict on the guest. The rest of this guide explains why, and what to measure alongside it.

How the Open Rate Works

And what it was always measuring

01

1×1

the size, in pixels, of the transparent tracking image that records an open

The iPost View

Even before any privacy change, the pixel measured an image loading, not a player reading. That distinction is the heart of this guide.

A Pixel, Not a Pair of Eyes

An email open is recorded through a tracking pixel: a tiny, transparent image embedded in the message. When an email client renders the message and loads that image, the request reaches the sender's server and the platform logs an "open." For most of email marketing's history, that was a reasonable proxy for attention, because a real person usually had to open the message and allow images for the pixel to fire.

Known blind spots, even before 2021

The method always had gaps. Litmus has long noted that opens are undercounted when recipients block images by default, and are logged when someone opens a message only to delete it immediately.² In other words, the pixel measures an image-load event, not comprehension or interest.

Why it became the default anyway

Open rate earned its place because it was fast, universal, and available the moment a campaign deployed. It helped teams compare subject lines, spot deliverability issues, and gauge the general health of a list. Those strengths are real, and several of them still hold, as Section 3 explains.

What has changed is the share of pixel loads that come from machines acting on a player's behalf rather than the player. The next section covers how that happened.

The Privacy Shift

Apple, Gmail, Yahoo & Microsoft

02

Sept. 2021

Apple introduced Mail Privacy Protection with iOS 15, iPadOS 15, and macOS Monterey

The iPost View

MPP didn't break email. It broke one assumption: that a loaded pixel means a person looked. Everything downstream of that assumption needs a second look.

The Turning Point: Apple Mail Privacy Protection

When a subscriber enables Mail Privacy Protection (MPP), Apple no longer lets remote content load directly on the recipient's device. Instead, messages are routed through Apple-operated proxy servers that prefetch remote content, including the tracking pixel, typically before the person ever looks at their inbox.

The practical effect: an email can be logged as "opened" shortly after it lands, whether the guest reads it, glances at it, deletes it unread, or never opens the Mail app that day. This is not an edge case. Apple is consistently the largest source of tracked opens, and its share has ranged from roughly half to nearly two-thirds of opens across 2025 and 2026, depending on the month and dataset.¹

In plain English: proxy servers and image caching

A **proxy server** is a computer that sits between two others and acts on their behalf before passing information along. Apple runs a large network of these for MPP. When a casino sends a campaign to a guest on an iPhone, the images don't travel straight from the email platform to the phone. They are fetched by Apple first.

Image caching is what the proxy does next: it downloads a copy of every image in the email, including the invisible tracking pixel, and stores it on Apple's servers. Apple does this for a legitimate privacy reason. If images loaded only when the guest opened the message, the sender would learn the guest's IP address, approximate location, and device. Prefetching in bulk hides who opened what, and when.

The side effect is that the pixel loads, and an open is recorded, before the guest has done anything at all.

Two Paths to the Same "Open"

The same event label in a reporting dashboard can describe two very different realities.

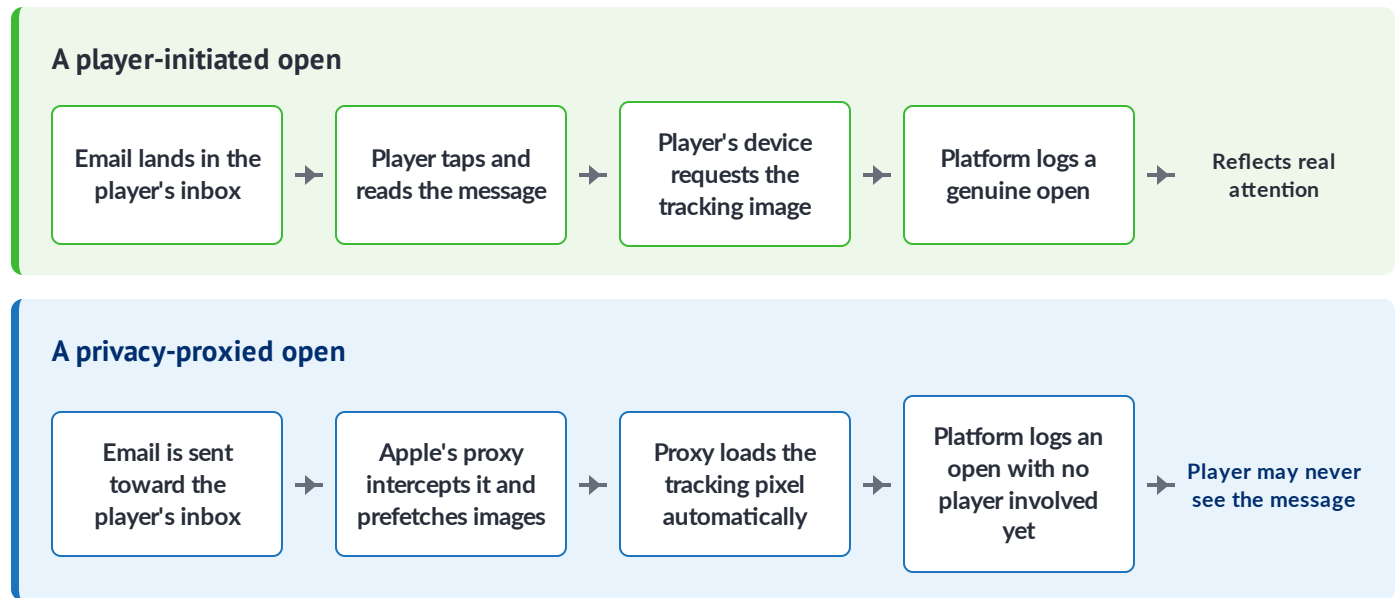


Figure 1. Both paths produce an identical "open" in most reporting tools. After the fact, there is no reliable way to tell them apart for an individual recipient.

A simple analogy

Think of Apple's proxy as a hotel front desk that signs for every package on a guest's behalf. The delivery log says "received," but that says nothing about whether the guest ever opened the box. An open rate that includes proxy activity is a delivery-and-rendering signal first, and a reading signal only partially.

Why this matters for measurement

The event being counted (a pixel loading on a server) has been partly decoupled from the event marketers care about (a player looking at the message). That doesn't make the number meaningless. It changes what the number means.

Why it can't simply be filtered away

Some Apple Mail users genuinely read the message too. Suppressing every Apple open undercounts real engagement; keeping all of them overcounts it. The most accurate view comes from pairing opens with actions.

Documented Inflation in the Data

When MPP reached a sender's audience, reported opens rose sharply. Click behavior did not follow.

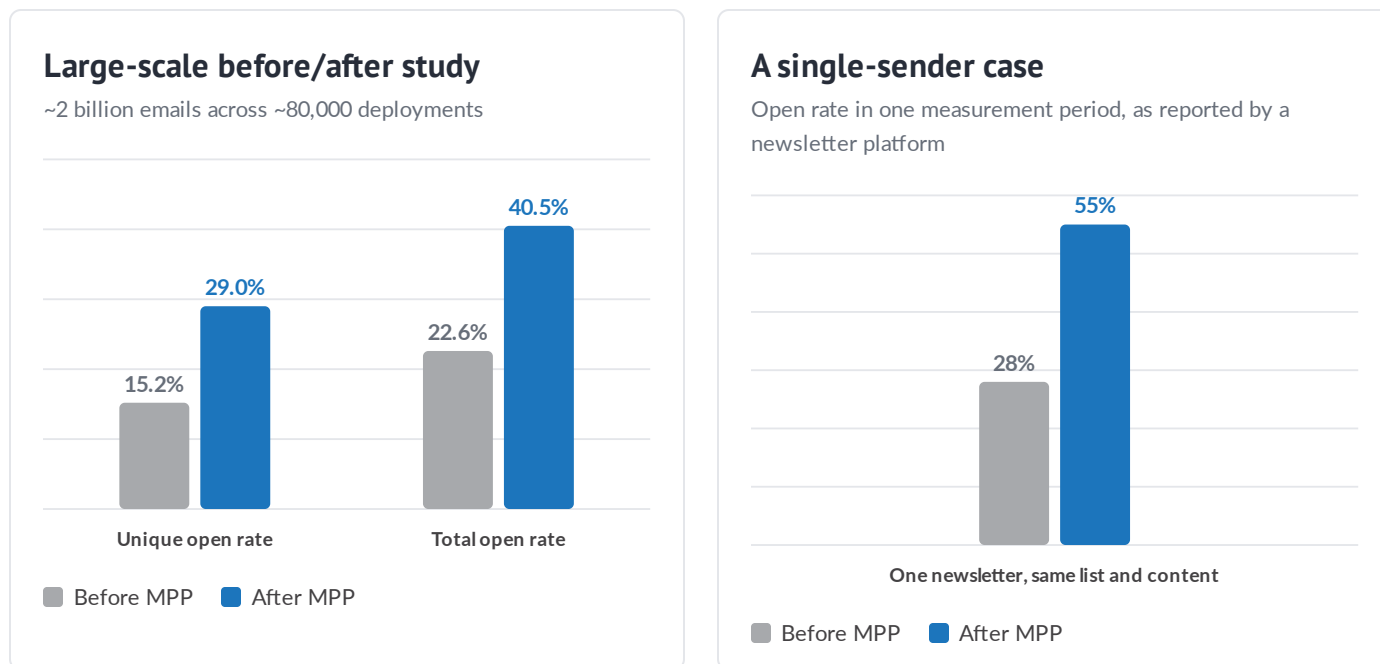


Figure 2. Sources: references 3 and 4. Both analyses report click activity holding roughly flat over the same periods.

What the studies show

- A study of roughly 2 billion emails across about 80,000 deployments found that unique open rates nearly doubled and total opens rose from 22.6% to 40.5% as MPP spread through the audience.³
- A newsletter platform's published analysis cites a newsletter whose open rate jumped from a typical 28% to 55% with no change in content or list quality.⁴
- A marketing agency's review of benchmarking data describes the same pattern: open rates that jumped suddenly once MPP reached a sender's list.⁵

How to read it

None of these senders suddenly got twice as good at email. The meter changed. For casino teams, the practical lesson is simple: never compare a post-2021 open rate to a pre-2021 baseline as if they were the same metric, and treat any sudden open-rate jump with curiosity before celebrating it.

Click rate, by contrast, requires a deliberate action and is far less affected by prefetching, which is why it held steady while opens moved.

55-60%

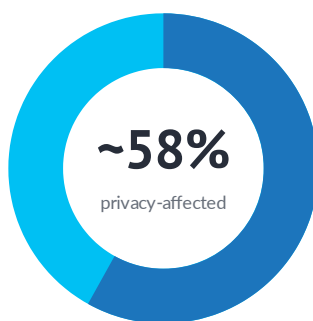
of all email opens are now affected by Apple's MPP, according to Litmus¹

The iPost View

If more than half of an open rate can't be confirmed as human, the number is still useful for trends. It just can't carry the weight of a program-level verdict on its own.

What's Inside a Reported Open Rate?

On a typical consumer list today, a majority of recorded opens cannot be verified as player-initiated, because they can originate from an automated proxy process rather than a person's action. The remaining opens aren't guaranteed to be human either: security scanners and other prefetching can fire the pixel too.



- **Privacy-affected opens.** Apple MPP proxy loads that cannot confirm a person saw the message.
- **All other opens.** More likely to reflect a person, but still subject to scanners, caching, and prefetch.

Figure 3. Illustrative composition based on the Litmus estimate that MPP affects roughly 55% to 60% of opens (reference 1). Individual casino lists will vary with their Apple audience share.

Email platforms handle this differently

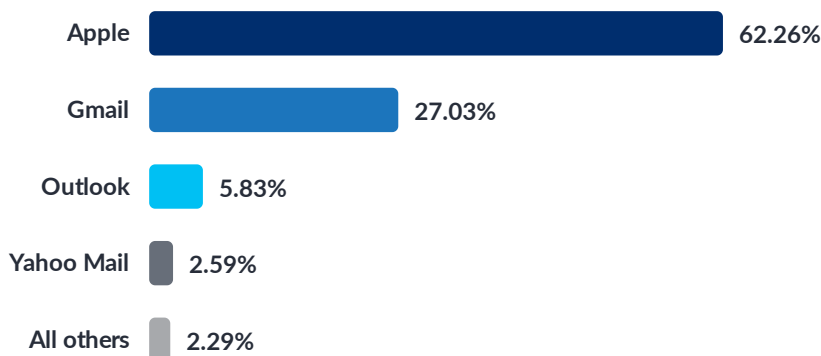
There is no industry standard for how to treat privacy-affected opens. Some email service providers include them by default, some flag or filter them, and others have de-emphasized open data in their reporting interfaces altogether. That lack of consensus, five years after MPP launched, is itself evidence of how structurally difficult the problem is. Screening out known bot activity, as iPost does, removes some of that noise, but no platform can yet reliably separate every real player open from a privacy-proxy prefetch after the fact.^{7,8}

It's Not Just Apple

Apple gets the attention because MPP was the most aggressive and most publicized change. But Gmail, Yahoo, and Microsoft also place their own image handling between the send and the read.

Share of tracked email opens by client, July 2026

Litmus Email Analytics, calculated from more than 1 billion opens¹



~98% of tracked opens come from four providers that all proxy, cache, or prefetch images in some form.

Figure 4. Source: Litmus Email Client Market Share, July 2026 (reference 1). Apple's figure includes privacy-protected opens. Shares shift month to month; Apple's share has ranged from roughly 45% to 65% across 2025 and 2026.

Gmail: proxying every image since 2013

Gmail has routed images through Google's own proxy servers since 2013 and displays images by default. The first image request comes from Google's infrastructure rather than the player's device, which is enough to register an open. Once Google has cached the images, later opens of the same message often won't fire the pixel again, which can understate genuine repeat engagement.

Yahoo Mail: aggressive prefetching

Yahoo research cited by a deliverability firm found that IMAP mail clients that are plugged in and connected to Wi-Fi can prefetch entire messages, images included, causing nearly every message to register as opened. Yahoo, which also handles AOL addresses, proxies images in a way similar to Gmail.⁹

4

major mailbox providers, all of which now insert automated image handling between send and read

The iPost View

Every compounding factor on this page pushes in the same direction: the open counts more machine activity than it used to. Deliberate actions like redemptions, visits, and bookings are far harder for a machine to fake.

Microsoft, and Other Compounding Factors

Microsoft and Outlook: from blocked images to proxying

Microsoft's handling has shifted over time. Classic Outlook desktop historically blocked external images until a recipient chose to download them, which made it one of the few environments where a loaded pixel reliably signaled a human action. Outlook.com webmail now proxies images much as Gmail and Yahoo do, masking the recipient's IP address and device behind Microsoft's infrastructure.

Beyond the big four

- **Security and spam filters.** Corporate and consumer security tools increasingly pre-scan incoming email, including images and links, which can register as opens or even clicks that no person generated.
- **Apple Link Tracking Protection.** Introduced in 2023, it strips certain known tracking parameters from links opened in Apple Mail, Messages, and Safari Private Browsing, which can degrade downstream attribution as well as opens.
- **AI summaries and previews.** Inbox features that summarize or preview messages mean some guests now get the gist of an offer without ever opening the email, so a missing open doesn't always mean a missed message.
- **VPNs and caching services.** These can mask real activity or duplicate open events for security-conscious audiences.
- **Privacy regulation.** CCPA and other U.S. state privacy laws have independently pushed platforms and consumers toward more restrictive defaults, reducing the precision of any pixel-based metric.

Open Rate, Reconsidered

What it still tells you, and what it can't

03

Trend

is where open rate is still most useful: movement over time on a consistent audience

The iPost View

A sudden overnight collapse in opens rarely means guests stopped caring. It usually means something happened at the inbox. That early warning is one of the most valuable things open rate still offers.

A Directional Signal, Not a Verdict

Across the deliverability community, the emerging view is not that open rate should be deleted from dashboards. It is that open rate should be read as a directional indicator: good for spotting trends and problems, weak as a precise count of players who read a message.

- Litmus notes that open rate has earned a reputation as a vanity metric and cautions against relying on it too heavily for judging overall program success, especially for Apple-heavy audiences.²
- Practitioners in the Email Geeks community recommend treating proxy-inclusive opens as a trend signal rather than a precise people count.¹⁰
- Several deliverability specialists recommend keeping open tracking on specifically because a sudden, steep drop often signals a reputation or filtering issue rather than a creative problem.^{11,12}
- One major marketing automation provider describes the industry's choice to work with platform changes rather than against them, shifting primary measurement toward click-based engagement.¹³
- iPost's own guidance has long been to pay attention to open rates without over-focusing on them, and to read them alongside click-through and click-to-open rates.^{28,29}

None of these sources argues that email is in decline. The channel remains one of the highest-ROI tools available to marketers. The argument is about which metric deserves to sit at the center of the scorecard.

Where Open Rate Still Helps, and Where It Can Mislead

A quick reference for casino teams deciding how much weight to give the number in different situations.

Still useful for	Use with caution for
Deliverability early warning. A sharp, sudden drop across a stable list often points to filtering, blocking, or a reputation issue.	Declaring a campaign a success. A strong open rate can consist largely of proxy prefetches.
Trend lines on a consistent audience. Month-over-month movement on the same segment, in the same environment, is still informative.	Comparing to pre-2021 history. Opens before and after MPP are effectively different metrics.
Non-Apple subject line tests. Tests run on Gmail, Outlook, and other non-MPP cohorts give a cleaner read on subject-line pull.	Whole-list A/B tests. Both variants absorb the same proxy noise, and the "winner" may simply have reached more Apple inboxes.
Audience composition insight. Open data by client shows how Apple-heavy a list is, which tells you how much to discount the number.	Engagement segmentation. Rules like "opened in the last 30 days" can flag dormant Apple users as active.
Context alongside clicks. Paired with click rate, opens help diagnose whether the subject line or the content is the weak link.	Location and send-time inference. Proxy opens mask a player's real IP address and timing.

Five habits for reading open rate responsibly

Watch the slope Track trends on consistent segments, not the absolute number.	Split by client Report Apple and non-Apple opens separately where your platform allows.	Investigate spikes A sudden jump deserves the same scrutiny as a sudden drop.	Always pair it Never show open rate without click rate beside it.	Label it honestly Note on reports that opens include automated activity.
---	---	---	---	--

The Casino Angle

Why the vertical feels this more than most

04

15-28%

the spread of casino open rate benchmarks cited across sources and years

The iPost View

When a single vertical's benchmark can legitimately land anywhere across a 13-point range depending on who you ask, that range is a symptom of measurement instability, not a target to hit.

Benchmarks Vary Widely, and That's a Warning Sign

Casino email programs have reporting quirks even before privacy changes are considered: mobile-heavy consumer audiences, high Apple device penetration, frequent promotional sends, and a mix of property, loyalty, and digital brands on the same file.

Source	Reported open rate	Notes
iPost, 2026 guidance ²⁶	15% to 25%	Revised to reflect privacy changes
iPost, 2025 casino benchmark ²⁷	20% to 28%	Varies by audience and campaign type
Large-platform benchmark, gambling category ¹⁵	~21.6%	Paired with ~3.3% click-through rate
Cross-platform aggregate, "games" category ¹⁶	~25.5%	Lowest average of all industries measured

iPost serves more than 100 casino and gaming clients directly, and it revised its own published benchmark downward in 2026 guidance explicitly because of privacy changes, pointing to click-through and conversion metrics as more trustworthy indicators. When the same vertical's benchmark can be cited anywhere from 15% to 28% depending on source, quarter, and platform, casino teams are better served by benchmarking against their own click and conversion trends than against a single industry open rate.

A Specific Risk for Player Development

Many casino programs use "opened in the last X days" logic to build win-back segments or to decide which players get a host call versus an automated offer.

Because MPP can mark an Apple Mail user as having opened a message they never saw, this logic can misclassify genuinely dormant, at-risk players as engaged. That can delay the outreach, comped offers, or personal touch that would bring them back, while directing scarce host time toward players who were never actually reading.

The illustration below uses round numbers only. It does not represent any operator's actual data. It is built to show how open-based segmentation can sort a player file differently than action-based segmentation would, at the scale many casino programs operate.

Segment (illustrative 100,000-player file)	Under open-rate logic	More likely reality once actions are isolated
"Engaged" opened in the last 30 days	~40,000 players (40%) flagged as engaged	A meaningful share never touched the message. Only players with a click, login, redemption, or visit should be treated as confirmed active.
"Lapsed" no open in 30+ days, queued for reactivation	~60,000 players flagged lapsed and queued for a win-back or free-play offer	Some may already be engaged through channels an open can't see, such as on-property visits, app sessions, or AI inbox previews, so reactivation spend may be misdirected.
Apple Mail players specifically	Recorded opens skew high across the board	Roughly half to two-thirds of all tracked opens now come from Apple clients, per Litmus data cited in Section 2.

The takeaway

"Our open rate looks fine" is not the same statement as "our program is reaching the right guests." The simplest test is to rebuild a key segment using clicks, logins, redemptions, visits, or wager activity, and compare the resulting list to the open-based version.

Questions We Hear From Casino Marketers

Every organization has stakeholders who have watched open rate track with program success for years and are understandably reluctant to move away from it. These are fair questions, and they deserve direct answers.

What we hear	A more complete read
<i>"Our open rate is 24%, right in line with the casino benchmark, so the program is healthy."</i>	That's a good sign for inbox placement and a reasonable starting point. But published casino benchmarks span 15% to 28%, and a figure that lands in range can still consist largely of proxy activity. Confirm health with click rate and redemption trends.
<i>"Our open rate jumped 15 points after the template redesign. It worked."</i>	It might have. But the most common false positive in the research reviewed for this guide is an open-rate jump driven by privacy-proxy timing, not by the creative. Check whether clicks and conversions rose too before crediting the redesign.
<i>"We use opens to decide which players get a host call."</i>	This is the highest-risk use of the metric, because it can route high-value human outreach toward players who were never truly engaged. Layering in click, visit, or play activity keeps host time focused where it pays off.
<i>"Open rate is still useful for subject line testing."</i>	Yes, with a caveat. Tests are most reliable when run on non-Apple cohorts, or when the winning variant is judged by click rate or conversion rather than opens.
<i>"If it isn't broken, why change the dashboard?"</i>	The dashboard isn't broken; it's working exactly as designed. The shift is in what it measures (a pixel load) versus what leadership often assumes it measures (a player reading). Adding action metrics alongside it closes that gap.

A Fuller Scorecard

Measuring what players deliberately do

05

Pairing Each Legacy Metric With a Stronger Signal

Every source reviewed for this guide converges on the same principle: measure what a player deliberately does, not only what their device or a proxy server did on their behalf. The right move is to complement familiar metrics, not simply delete them.

Familiar metric	What changed	Pair it with
Open rate	Privacy proxies load tracking pixels automatically, recording opens whether or not a player saw the message.	Click rate, deliverability rate, non-Apple open trend
Click-to-open rate	The denominator (opens) is inflated, so the ratio skews even though the click count itself is accurate.	Click rate as a share of delivered, revenue per email
Open-based segmentation	Proxy opens make disengaged Apple users look active, diluting win-back and sunset logic.	Click-, visit-, or play-based engagement scoring
Open-based A/B tests	Both variants absorb proxy noise, masking genuine subject-line differences.	Click-rate goals, or tests on non-Apple cohorts
Location or time from opens	Proxies mask the player's real IP address and open timing.	Declared location from loyalty profile or preference center



Figure 5. A layered email scorecard. Open rate still has a place; it sits among engagement signals rather than at the top.

The Metrics to Elevate

- **Click rate.** Requires deliberate action and is far less affected by pixel prefetching, making it the most trustworthy day-to-day engagement signal.
- **Revenue per email or per recipient.** Ties performance directly to visits, reactivations, bookings, and on-property or online play, the numbers that matter most to properties and ownership.
- **Conversion on the intended action.** Claiming an offer, redeeming free play, booking a comped stay, funding an online account, or returning to play.
- **Deliverability and inbox placement.** A strong open rate means little if some sends never reach the inbox. Google Postmaster Tools and similar tools give a cleaner read on sender reputation.
- **Unsubscribe and spam complaint rate.** A rising trend is a clear early warning of list fatigue or irrelevant offers, and mailbox providers enforce complaint ceilings directly.
- **Automated flow performance.** Welcome series, reactivation triggers, and bonus-expiry reminders often generate outsized revenue relative to volume, and are best judged on clicks and conversions.
- **Open rate, in context.** Tracked as a trend, split by client where possible, and always reported beside click rate.

Casino-Specific Metrics Worth Adding

Beyond the core metrics, these measures give casino teams a fuller, more defensible picture of email and CRM performance across land-based loyalty, hotel, and digital audiences.

Metric	What it tells your team
Click-to-visit rate	Of guests who clicked, the share who actually engaged with the destination page, app screen, or offer, confirming the click came from a real visit rather than a scanner.
Revenue per email	Ties each campaign to dollars generated from on-property spend, bookings, or online play. It is the cleanest single number for justifying program investment to leadership or a gaming board.
Offer redemption rate	The share of recipients who redeem a comp, free-play offer, or promotional gift sent by email, a direct measure of offer relevance and promotional ROI.
Visits per email delivered	Property visits or app sessions attributable to a send, connecting email activity to real trip and session generation.
App installs driven by email	Recipients who install the casino, loyalty, or sportsbook app after an email prompt, a forward-looking intent signal for digital channels.
Time to revisit	How quickly guests return to play or visit after receiving a message, a useful proxy for how urgent and relevant the offer was.
Engaged list size	The absolute count of players with action-confirmed engagement in a defined period, a healthier view of the real active list than raw subscriber counts or open-based scores.
New loyalty enrollments from email	Brand-new rewards sign-ups directly attributable to email, tying acquisition results back to the channel.

Several of these require connecting email data to player tracking, loyalty, or online account systems. That integration is where email measurement becomes genuinely strategic, and where the gap between "opened" and "played" becomes visible.

Seven Moves for Casino Email & CRM Teams

1 Keep open rate, reposition it

Report it as context and a deliverability signal, alongside click rate, conversion, and revenue per email, rather than as the headline KPI.

2 Rebuild engagement logic

Base win-back, sunset, and host-call triggers on clicks, logins, visits, redemptions, or play activity, not only “opened in the last N days.”

3 Upgrade your testing

Judge subject line and send-time tests by click or conversion, or isolate non-Apple cohorts when an open-based read is needed.

4 Monitor deliverability directly

Maintain SPF, DKIM, and DMARC authentication, keep complaints well under mailbox provider thresholds, and use inbox placement testing.

5 Lead with outcomes

Start performance reviews with revenue and conversion, and note the known limitations of any open figure shown for historical comparison.

6 Measure consistently across brands

Apply one framework to property, loyalty, hotel, and online audiences, recognizing that each differs in Apple share and in what counts as a conversion.

7 Revisit annually

Re-check segmentation and benchmarks each year as device mix, privacy features, and mailbox provider rules keep evolving.

Next

the question to ask of every email:
what did the guest do after it
arrived?

The iPost View

iPost works with casino teams every day to connect email to player data, so reporting reflects visits, redemptions, and revenue, not just pixels.

Conclusion

Open rate didn't stop mattering because marketers lost interest in it. What changed is what it measures.

Apple's Mail Privacy Protection, along with image proxying at Gmail, Yahoo, and Microsoft, has made the open a blend of guest attention and automated activity. Casino email programs, with their mobile-heavy consumer audiences and their unusually wide range of reported "typical" open rates, are among the verticals most exposed to that shift.

The path forward is not to abandon the open rate, and it is certainly not to abandon email. Every source reviewed here shows that the channel remains one of the highest-return tools available to gaming operators. Open rate still earns a place on the dashboard as a trend line and an early warning system for deliverability.

The path forward is to stop asking only whether an email was opened, and to start asking what the player did next. Making that shift explicit in reporting language and CRM logic, rather than leaving open rate quietly driving decisions in the background, gives casino teams a scorecard that reflects how the inbox actually works in 2026, and a clearer line from every send to the casino floor.

Methodology & Sources

This guide compiles publicly available platform documentation, benchmarking data, and practitioner commentary gathered through September 2026. Statistics and expert commentary are summarized and paraphrased rather than reproduced. Superscript numbers in the body refer to the numbered sources below. Client-share figures fluctuate monthly; where sources differed, we cite the most recent primary data and note the range. The illustrative player-file model in Section 4 uses round numbers and does not represent any operator's data.

1. Litmus. "Email Client Market Share," July 2026 report.
litmus.com/email-client-market-share
2. Litmus. "22 Email Marketing Metrics to Measure Success."
litmus.com
3. Omeda. "The Impact of Apple's Mail Privacy Protection."
omeda.com
4. beehiiv. "Impact of Apple MPP on Open Rates (And What To Track Instead)."
beehiiv.com
5. Marketboats. "Email Marketing Metrics to Track Instead of Open Rates."
marketboats.com
6. Paubox. "How Apple Mail Privacy Protection Inflates Email Open Rates."
paubox.com
7. Campaign Monitor. "Apple Mail Privacy Protection."
help.campaignmonitor.com
8. EmailToolTester. "Apple MPP Open Rate Tracking: How Do ESPs Handle Them?"
emailtooltester.com
9. Validity. "Email Open Rates Are Actually Up to Three Times Lower Than Reported."
validity.com
10. Suped. "How to Estimate Real Open Rates With Apple MPP and Image Caching."
suped.com
11. Instantly. "Email Tracking Myths Debunked."
instantly.ai
12. Mailflow Authority. "Apple Mail Privacy Protection: Impact on Open Tracking and Deliverability."
mailflowauthority.com
13. Dotdigital. "Is Apple Killing Email Marketing?"
dotdigital.com
14. Deployteq. "What Metrics Matter More Than Open Rates in 2026?"
deployteq.com
15. Mailchimp. Email marketing benchmarks by industry (gambling category), as cited by Yournotify.
yournotify.com
16. Bloggingwizard. "Average Email Open Rates by Industry for 2026."
bloggingwizard.com
17. MailerLite. "Email Marketing Benchmarks."
mailerlite.com
18. HubSpot. "Email Marketing Benchmarks by Industry."
blog.hubspot.com
19. Sopro. "The End of Email Open Rates: Why It's Time to Move On."
sopro.io
20. Data Axle. "Email Marketing Metrics That Matter."
data-axle.com
21. Moosend. "Are Email Open Rates a Vanity Metric in 2026?"
moosend.com
22. Loops. "Open Rates Are a Vanity Metric."
loops.so
23. New North. "Why Email Open Rates Are Unreliable."
newnorth.com
24. SendPulse. "Tracking Pixels in Email Marketing: A Complete Guide."
sendpulse.com
25. Google, Yahoo, and Microsoft bulk sender requirements (2024 to 2025), via Resend, GMass, and InboxAlly summaries
26. iPost. "Understanding Email Open Rates (Updated for 2026)."
ipost.com
27. iPost. "Casino Email Marketing Strategies for 2026."
ipost.com
28. iPost. "Click-to-Open Rate (CTOR) in Email Marketing 2026."
ipost.com
29. iPost. "Email Open Rate Meaning: Why You Shouldn't Worry."
ipost.com



About iPost

iPost is an email marketing platform built for enterprise marketers, with deep specialization in casino and gaming. More than 100 casino and gaming clients rely on iPost for player-data-driven segmentation, deliverability expertise, and managed services that connect every send to real guest behavior.

If your team is ready to build a scorecard that goes beyond the open, we'd welcome the conversation.

ipost.com