

Open Tracking: New Rules New Features

WHAT GETRESPONSE BUILT FOR YOU

Inside GetResponse's open-tracking consent tools

 Open Tracking Consent Settings · Contacts		
AK	Anna Kowalska anna.k@example.com	☒ Given
JM	James Miller j.miller@example.com	☐ Unknown
SR	Sofia Rossi sofia.rossi@example.com	☒ Given
LW	Lukas Weber lukas.w@example.com	☐ Refused
MC	Maya Chen maya.chen@example.com	☒ Given

AGENDA

Today's agenda

Discussion.
Live demo.
Q&A.



PART 1

Discussion with Ola & Karolina on what this regulation means day-to-day

PART 2

Live demo: consent tools inside GetResponse

PART 3

Open Q&A with the team

WRAP-UP

Resources & recording link

YOUR HOSTS

Meet today's hosts

Marijana



Understand the customer, their usage
rhythm and their value

Ola



Act at the right time based on customer
signals

Karolina



Deliver value before asking for another
purchase

Product marketing, retention and
onboarding — three perspectives on
consent


HOST


RETENTION


ONBOARDING


DEMOS

DISCUSSION

What this
regulation
really changes?

POINT OF VIEW

An honest take from the team

Big deal, or manageable if you know what you're doing?

What's at risk if you get consent wrong?

One thing every FR/IT customer should sort before Oct 29.

LIVE DEMO

The consent tools in GetResponse



Open Tracking Consent

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Given

Let’s see the tools in action.

Karolina walks us through,
one tool at a time.

Drop your questions in the Q&A box.

Open tracking consent in practice

- ✓ Activate and configure OTC for your account
- ✓ Manage OTC statuses and filter contacts
- ✓ Let subscribers manage their OTC preferences
- ✓ Collect OTC through signup and registration forms
- ✓ Understand how OTC affects reports and automation workflows



Your next steps

- ✓ Enable OTC and choose how to track opens for contacts with an Unknown status
- ✓ Add OTC to your signup and registration forms
- ✓ Make sure existing subscribers can manage their OTC preferences
- ✓ Review your open-based segments and automation workflows

Q&A

Your questions.

LIVE

Q & A

We'll get through as many as we can.
Anything we don't cover — we'll follow up by email.



WRAP-UP & NEXT STEPS

Thanks for joining



Email

Recording & resources will be sent by email

CS & chat

Follow-up questions: reach out any time