

Impacts of iOS 18 on Email and SMS Marketing

iOS 18 introduces major changes to email and SMS marketing strategies, driven by advanced features, AI integration, and evolving user expectations. Marketers need to adapt to stay competitive while leveraging the new opportunities in communication and personalization.

Key Features and Updates

Apple Intelligence

AI-Powered Summaries: Apple Intelligence generates summaries for emails, SMS, and push notifications, aiming to provide quick, digestible content.

User Control: Users can disable AI summaries globally or on a per-app basis, highlighting the need for clear and engaging subject lines and content.

Challenges: AI prioritizes highly relevant messages, making it harder for overly promotional or vague content to stand out.

Inbox Categorization

Tabs for Organization: Automatically sorts emails into Primary, Transactions, Updates, and Promotions tabs, impacting visibility for marketing emails.

“Smart” Categorization: Intelligent reclassification prioritizes time-sensitive content (e.g., password resets).

User Options: Tabs default to “on” but can be disabled by users, adding a layer of unpredictability for email placement.

Branded Mail

Enhanced Brand Visibility: Apple Branded Mail allows businesses to display logos in emails, exclusive to Apple’s ecosystem.

Setup via Apple Business Connect:

This platform supports logo management, enhancing authenticity and engagement.

Opportunities for Marketers: Brands without a logo will default to a generic icon, emphasizing the importance of adopting branded mail features to build trust.

RCS (Rich Communication Services) Messaging

Rich Features: RCS transforms traditional SMS into interactive experiences with branded sender details, high-resolution media, and actionable buttons (e.g., “Buy Now”).

No Third-Party Apps Needed: RCS works natively on supported devices, ensuring seamless deployment.

End-to-End Encryption: Provides secure communication, fostering consumer confidence in message reliability.

Challenges and Implications for Marketers

Reduced Email Visibility

- + Inbox categorization may push promotional emails into less visible tabs.
- + Grouped emails rely on brand engagement, making consistent, high-quality content critical.

Performance Impact

- + Open rates may lose value as summaries and grouping streamline user interaction.
- + Click-through rates could decline due to additional steps needed to access full content.

Content Optimization

- + Strong subject lines, live text, and relevant alt text are essential for AI summarization accuracy and engagement.
- + Placing CTAs at the top of emails ensures effectiveness as message grouping consumes more space.

Final Takeaway

Marketers must focus on personalization, content relevance, and strategic design to maintain visibility and performance in the iOS 18 era. Staying proactive with features like Apple Branded Mail and RCS messaging while optimizing for AI tools will be crucial for future success.

For deeper understanding on the impacts of iOS 18 on email and SMS marketing, check out our comprehensive MERGE POV!

[READ THE MERGE POV →](#)

