

Marketo Engage: email tracking consent before the deadlines

The settings pass for the CNIL and Garante email pixel rules. Complete in order; every box is verifiable inside your own instance. Companion to the full how-to and the free seven-gate pre-check on valuegravity.io.

14 JULY 2026

FRANCE / CNIL

Inform existing recipients; real chance to object.

28 OCT 2026

ITALY / GARANTE

End of the six-month adaptation window.

01 Scope: does this apply to you?

- ☐ **Confirm whether you email recipients in France or Italy.**
Marketing, operational and sales-triggered email all count, and so do people whose country you cannot determine.
- ☐ **Inventory every sending surface.**
Marketo campaigns, operational emails, Sales Insight / Sales Connect sends, and anything hitting the same database from outside Marketo.

02 Find every pixel

- ☐ **Review open tracking defaults at admin level.**
Campaign-level open tracking settings decide what new emails inherit.
`Admin > Email | docs: email-open-tracking-at-campaign-level`
- ☐ **Check per-email settings.**
Edit Settings on an individual email exposes Disable Open Tracking. This is your per-asset kill switch.
`Email > Edit Settings > Disable Open Tracking`
- ☐ **Review link tracking separately.**
Individual links can be untracked in the editor; tracked links carry per-recipient identifiers.
`docs: disable-tracking-for-an-email-link`
- ☐ **Do not confuse Munchkin with the email pixel.**
Web tracking is a separate consent conversation, but your DPO will ask about both in the same meeting.

03 Consent model

- ☐ **Separate consent to send from consent to track.**
A newsletter opt-in is not pixel consent. France wants purpose-specific consent at capture; Italy accepts bundling but demands granular withdrawal.
- ☐ **Create a dedicated tracking-consent field.**
One boolean with history, synced to CRM, answering only: may we measure opens for this person?
- ☐ **For per-recipient control, use the selective tracking pattern.**
Documented by Sanford Whiteman for both links and opens: disable open tracking on the email, then emit the pixel conditionally in Velocity via the branding domain and `mktmail.QpMarketold`, keyed to the consent field. The post dates from 2018; validate in current Engage before rollout.
`blog.teknkl.com/selectively-track-marketo-links-based-on-lead-opt-in-gdpr`

- ☐ **Evaluate consent-aware tracking layers if duplication is the blocker.**
An emerging tool category keeps one email version and decides the pixel per recipient at send time, writing opens back only for consented contacts.
- ☐ **Build granular withdrawal.**
Preference centre must separate receives the email from is tracked in the email. Italy is demanding on exactly this exit.

04 Suppression mechanics

- ☐ **Segment France, Italy and unknown-location people.**
Recipient country decides. Build the segmentation before the sends, not inside each program.
- ☐ **Search Smart Campaigns for open-based logic.**
Opened Email as trigger or filter, Score Change rules on opens, Engagement Program transitions, inactivity-based re-engagement flows.
- ☐ **Review scoring models and lifecycle rules.**
In mature instances open-based logic is years of accumulated Smart Campaigns, not one setting. Budget accordingly.
- ☐ **Rebuild intent on stronger signals.**
Clicks with consent, form fills, event attendance, sales-qualified activity.

05 What breaks after the toggle

- ☐ **Open-rate reporting goes partial.**
Report over the consented segment or move program KPIs to clicks and conversions.
- ☐ **Engagement Programs stall or misroute.**
Transitions and exhaustion logic that read opens see silence. Audit stream moves before cutting the pixel.
- ☐ **Score decay and inactivity models misfire.**
Non-consented people look permanently disengaged; sunset policies start deleting live prospects.
- ☐ **Not-opened resends stop working.**
The classic resend-to-non-openers play needs a click-based or holdout-based replacement.

Finding the settings is the easy half. The hard half is what years of Smart Campaigns do once opens stop arriving.

That second half is the Consent & Tracking Readiness Pulse: a fixed-scope Marketo audit with a readiness report, action brief and DPO-ready pack in three working days.

[Consent & Tracking Readiness Pulse -> valuegravity.io/pulse/consent-tracking-readiness/](https://valuegravity.io/pulse/consent-tracking-readiness/)

[Run the free pre-check, ungated -> valuegravity.io/email-tracking-consent-check.html](https://valuegravity.io/email-tracking-consent-check.html)

[Read the full how-to -> valuegravity.io/insights/email-tracking-pixel-consent-how-to.html](https://valuegravity.io/insights/email-tracking-pixel-consent-how-to.html)