7 Secrets for Generating New Digital Revenue
Increasing revenue should be a top priority for digital marketers. While most of our campaigns focus on hitting an open-rate or click-thru benchmark, the reality is those metrics are merely a means to an end—the real goal is to generate income.

In fact, more than half of CMOs say that increasing customer profitability is a primary objective*, yet for a whopping 40%, generating enough content to engage customers across multiple channels is a problem, as is a lack of budget (23%).

Wouldn’t it be great if you could grow revenue without having to invest heavily in content?

How awesome would it be if there was a digital marketing tactic that literally paid for itself, eliminating “lack of budget” as a problem entirely?

What if there was a way to overcome all of the obstacles with paid search, banner ads and social marketing?

What if this secret weapon was right under your nose at this very moment? In fact, it may be how you came to be reading this e-book right now!

The answer is EMAIL. That’s right. Email – that bastion of internet messaging that some industry pundits have dismissed as being “old school,” dying, or worse: already dead.

In fact, email is very much alive and well, and it’s now become the most powerful and effective channel for reaching new and existing customers consistently. Think Facebook and Twitter generate tons of traffic? They pale in comparison. There are nearly 3X as many email accounts as Facebook and Twitter accounts combined, and nearly 4x as many emails are sent each day compared to the combined number of Facebook and Twitter updates, Google, Yahoo! and Bing searches and website page views COMBINED.

Email also:
• Is preferred by 74% of all consumers
• Drives 10X more response rate than direct mail
• Is the first and most frequent online tool people check
• Drives 22% greater likelihood of purchase compared to Facebook

If you haven’t figured it out by now, email is a hot property, and your mailing list holds tremendous value for maximizing revenue, beyond just driving purchase.

In fact, the email itself can generate income, adding an entirely new digital revenue stream.

Inside, we’ll cover 7 proven ways to generate thousands of dollars in new revenue from emails you’re probably already sending. Sound like a great deal? Keep reading to learn more!
Native ads instantly monetize any email campaign

Incorporating ads that blend seamlessly with your content into your existing templates creates a valuable revenue stream without turning off consumers. In fact, it could earn as much as $6 RPM, and unlike paid search and online ads, native email ads are impervious to ad-blocking technology. So, your ads appear every time, on every open, even in webmail platforms. That means guaranteed income that delivers virtually instant, dependable ROI.

The ads appear as native content, flowing seamlessly with Need 2 Know’s format. We’ve even had some subscribers comment on the content, thinking it was our original content. We’ve been pretty impressed with the results, and have come to rely on the income generated—around $5,000 a month between the two newsletters.

– Brad Phillips, Creative Marketing Director for Need 2 Know and Headlines and Heroes email newsletters
Personalization drives relevancy, drives revenue

Certainly just dropping in any old content will never do. Your subscribers count on you to deliver relevant content that piques their interests and reinforces why they subscribed to your list in the first place. Using hyper-targeted content, based on your first-person data and personalized click history, as well as device-, time- and geo-targeting, creates relevancy that resonates with your audience and keeps them opening, clicking and coming back for more. In fact, personalized content has been shown to boost click-to-open rates by as much as 73%, which means more money in your pocket.

“After just a quick set-up, partner content automatically populates into every email. After more than a year in operation, the campaign still generates $3 CPM per open of purely incremental revenue. People keep saying that email is dead, but it proves itself to remain relevant. Your database is gold; it only makes sense to leverage dynamic features to personalize it, drive clicks and even make money.”

– Laura Derr, Marketing Operations Manager, Hearst
You’re probably already using an ad server platform, like Google DoubleClick for Publishers, but that only covers your online placements. By using an email monetization platform that offers ad server email integration, you can serve up those same ads to your email recipients effortlessly. Ads trafficked through DFP will automatically and dynamically appear within your email template, and if no ads are available, the platform can automatically backfill, displaying its own high-CPM content to subscribers without you having to lift a finger. It not only simplifies email monetization, but ensures every email opened is monetized to the maximum potential.

3  Leverage ad server integration to extend existing investment
Subscribers can quickly grow bored and impatient – or worse, frustrated – with seeing the same ads every single time they open your email. Ad fatigue can send subscribers scrolling to the “unsubscribe” link faster than you can say, “Wait! Don’t goooo!” But with dynamic-powered content, subscribers see a new ad on every open to maintain engagement and keep subscribers happy.

The demographic of our readership skews older, so we have to be particularly sensitive to the content we place within the newsletters. One mis-targeted ad means you’ve completely lost a reader. But, in more than six months, this has not happened. We’re now able to include valuable contextual advertisements targeted to each reader, and recognized revenue, quickly. The ads load automatically and have the dynamic look-and-feel of a website or social media ad rather than a static banner ad, yet are unobtrusive, taking nothing away from the content – the reason why readers opted in in the first place.

– Ford Jordan, COO, Liftable Media
Besides just changing up the ad content, changing the format can help keep things interesting and provide new opportunities to monetize emails. Of course, traditional banner-style ads are one option. But, try switching things up a bit with various-sized marquee spots for sponsored content, or scrolling offers “below the fold.” Want an even more compelling component? Add a play-on-the-open video spot, sponsored by one of your partner brands. It can (and should) be something informational or educational—content that brings value to your audience—not just a straight-up product pitch.

“With highly personalized, real-time optimized content and customization options, we’ve been able to design and test various formats, content categories and more to optimize response and drive click-thru. We saw a great response and feedback from our users, and our click-thru rates were surprisingly high, providing an added source of revenue from the email campaigns that we were running already.

– Landy Ung, Founder of 8coupons
Breaking news alerts have some of the highest open rates in the industry. Why? Because subscribers know that they contain highly relevant information, allowing them to cut through the inbox clutter. They also contain ample real estate for ad placements. If you don’t already use alerts, now is the time to start. Adding paid sponsorship or dynamic ads to alert emails drives urgency, opens and revenue by capturing subscribers’ full attention.

Create “Breaking News” alerts
So far, we’ve covered multiple ways to earn revenue by placing ads within your emails. Why not earn a little by placing ads in other emails? Joining an email monetization ad network places your brand and your products in front of high-value opt-in subscribers. Not only have they raised their hands, inviting publishers to market directly to them, but they also trust content provided by those publishers, giving your brand an implied endorsement. This is a powerful way to build or reinforce brand awareness—and drive direct sales. Because in-email ads are immune to ad blockers, your ads are guaranteed to appear, and tracking clicks and budget can’t get any easier.

It’s one of the most unique media content recommendations out there. If you’re looking to drive newsletter leads at scale, I would highly recommend it. We’re seeing strong ROI and hitting all of our CPA goals, plus it delivers a better customer value, too.

– Mark Monjeau, Digital Media Buyer at Nutriclick
The Right Partner Makes All the Difference

In life, in business and in email, choosing the right “you complete me,” partner is critical. Email monetization requires a delicate balance of maximizing revenue while not detracting from your mission, your content or your subscriber value.

In order to be successful, you need a partner that offers a complete package:

• Dynamic personalization and relevant, laser-focused targeting
• Seamless ad placement in a variety of engaging formats
• A robust and trusted advertiser network
• Platform, device and ESP agnostic technology
• Guaranteed ROI

At PowerInbox, we offer this complete package and more. Our unique RevenueStripe email monetization platform delivers up to $6 RPM, covering 15+ content verticals and 175 categories for content that’s guaranteed to resonate with your audience and drive revenue. Plus, our in-house consultants can help you design, configure and execute creative and campaigns that drive results.

RevenueStripe ads appear as organic updates, tailored to your audience through our advance algorithm that incorporates first person data, personalized click history and on-the-open data for device-, geo- and time-targeting for highly relevant content that boosts CTR.

All at ZERO up-front cost and no minimum commitment.

And, getting started takes just 15 minutes.

Do you have 15 minutes to spare that could add thousands of dollars in new monthly revenue?

Contact sales@powerinbox.com today to get started!

Ready to ratchet up your email revenue? PowerInbox makes it easy to add real-time, hyper-targeted, dynamic advertising to every campaign. Our RevenueStripe email monetization platform turns every email into a moneymaker, bringing in up to $6 CPM courtesy of our network of well-known, trusted and relevant advertisers. Used by a wide range of brands and verticals, RevenueStripe works on every ESP, every device and every template, delivering guaranteed ROI on billions of emails delivered every month. Get started now at www.powerinbox.com