7 Email Monetization Myths DEBUNKED!
Marketers are under tremendous pressure to drive revenue. No longer is lead generation, growing audience or even engagement enough—today’s number one success metric is revenue generation. In fact, 32% of marketers say they are directly measured on influenced pipeline and nearly a third say ROI is now the key metric in evaluating email campaign effectiveness.

For publishers, the stakes are even higher as print revenue has declined sharply and online ad revenues have slipped. Consumers have grown frustrated with online ads, turning to adblocking technology in droves to stop what many feel is an intrusion into their user experience. This widespread use of adblockers is having a devastating effect, expected to cost publishers up to $35 billion by 2020.

In the face of these mounting challenges, many CROs and marketers are considering email monetization as an option to drive revenue and offset online losses. But many are hesitant, worried that email advertising might negatively impact the trust they’ve worked so hard to earn among subscribers.

The truth is, most of these worries are unfounded. When done right, email advertising can be a tremendous advantage, driving guaranteed revenue with every email sent and bolstering audience loyalty and trust.

And the results are powerful: revenue from advertising in emails can generate more than 20% of total ad revenue for some publishers, creating an extremely valuable new stream of income.

If you’re considering adding email monetization, but are concerned it might undo all that you’ve done to nurture subscribers, fear not! Read on to learn the truth behind these 7 email monetization myths.

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1. DemandGen Report
2. The DMA
3. Hubspot
4. DigiDay
5. Email Design Workshop
Ha! This myth is almost so absurd, it's laughable. Despite all the rumblings about how “email is dead,” it remains the single most powerful channel for selling to audiences—even Millennials, who have grown up with social media and might say that email is blasé. But, the numbers speak for themselves. Compared to social media and other channels, email:

- Is the preferred channel for 74% of all consumers
- Drives 22% greater likelihood of purchase compared to Facebook
- Generates 3X higher order value
- Delivers the highest conversion rate (66%) of all other channels

Because email has already proven to be so effective at driving purchase, it only makes sense that adding email advertising will have the same results. As the most preferred channel, email subscribers are loyal and active, and they trust you to only send them content that's relevant and valuable. Email advertising is the perfect way to deliver that value to subscribers while also adding an entirely new digital revenue stream.

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1. Adrigin
2. McKinsey & Company
3. The DMA
Advertising will cheapen the look & feel of emails

While it's true that many consumers have grown weary of what they perceive to be annoying, intrusive ads online, native ads deliver an entirely different—and overwhelmingly positive—experience. Unlike popups and banner ads, native organic advertising blends seamlessly with the content already being delivered in the email. To be effective, native ad content must be valuable and desirable for the audience, to the point that it appears to be original, and is educational and relevant. When done right, native ads are viewed 53% more than banners, providing one of the best sources of income for both publishers and marketers.

Adding native advertising to emails with relevant, valuable content from trusted advertisers not only drives revenue, but can also bolster campaigns that may be short on content—a problem that many marketers know all too well. It's a win-win for marketers and publishers.

1. Ad Age
2. dedicated media
Personalization is the hottest topic in digital marketing right now, and we know that personalized web and email content drives results. In fact, 74% of marketers say that targeted personalization increases customer engagement and personalized emails have proven to drive up to 6X higher transaction rates.\(^1\)

If emails are personalized, then of course the ads within them should be as well. Advanced personalization algorithms can deliver precisely targeted, highly relevant native ad content to each individual subscriber based on their profile characteristics and other data. This ensures each ad delivered builds on the relationship you've worked so hard to establish and maintain. So, let's review: Personalized content + 1:1 connection with core audience = Deeper engagement across all channels That's a winning formula for any publisher or brand!

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1. Experian
Adding advertising may scare away subscribers

The evidence shows that this simply does not happen. Let’s start with Gmail, which has been reading subscribers’ emails for years to deliver contextual ads. Now with over 1 billion subscribers, Gmail’s userbase has steadily increased, despite the addition of ads that, until recently, have been based on the company basically snooping in its users’ inbox. In fact, advertising doesn’t even appear on the list of reasons consumers unsubscribe—it’s actually brands peppering them with too many emails that sends most subscribers looking to opt-out.

“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,” said Brad Phillips, creative marketing director for Need 2 Know and Headlines and Heroes email newsletters. “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.”
Well, that might depend on what type of content your subscribers are already into (just kidding! Sort of...). But, the truth is that the biggest brands are coming to realize the tremendous power of native advertising in email to grow their audience and, as a result, are first in line for coveted spots. Household-name brands know that email subscribers are an incredibly captive and valuable audience because they’ve raised their hands to request content from you as a publisher, and as a result, these high-quality brands are clamoring to get their ads in front of your subscribers.

Contextual, native email advertising is generated based on personalization data—a combination of your first-party subscriber data and click behavior. In other words, the adverts delivered for each subscriber are highly targeted and personalized based on their individual tastes. So you can be confident that the ads your subscribers see will be relevant, valuable and entirely...ahem, appropriate.

PowerInbox even offers a premium ad network program, called InboxChoice, that allows marketers to monetize with the confidence that their subscribers will see only the highest quality, sophisticated ad content.

#5 Ads will come from low-brow advertisers
You are in control with two different options for sourcing ads.

1. Your existing ad partners. Easily run ads exclusively from your existing online advertising partners, pulling the same artwork and using the same targeting metrics as your online properties. There is a seamless integration, like PowerInbox’s AdServer for Email, with Double Click for Publishers (DFP) and other ad server technologies. The best part is that this not only optimizes monetization between direct and third-party sources, but also allows for easy management of inventory and delivery, and tracking and billing of all email advertising, from every source, in one simple dashboard your team is already familiar with and using.

2. No DFP? No problem. Take advantage of PowerInbox’s existing and well-established network of high-quality advertisers to make monetization extremely simple and easy. For publishers without existing ad programs, this is a great way to get started. Our personalization algorithm will leverage multiple data sources to ensure your subscribers see only relevant, targeted ads from our network of quality partners.
Dynamic delivery of native email ads ensures that the content is continuously fresh, new and variable. We already know that personalization is key—personalized emails improve click-thru by 14% and conversions by 10%—so ads delivered must be highly relevant to subscribers.

But we take that one step further with dynamic customization that happens in real time on the open. That means your subscribers may see a different ad each and every time they open the exact same email. That way your content is always real-time fresh, ads are never stale and subscribers don't become weary.

“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,” said Landy Ung, founder of 8coupons.

1. Aberdeen
Monetizing your email campaigns with native advertising is a tremendous opportunity to add a lucrative new revenue stream with very little effort, from newsletters and programs that you were running already. As marketers come under mounting pressure to deliver bottom-line results—not just leads and audience engagement—email advertising provides the monetization marketers need while maintaining the trust they've worked so hard to build with their subscribers. Plus, with relevant, personalized content that provides value to subscribers too, it's a win-win-win for advertisers, publishers and readers.

PowerInbox provides the most flexible, effective and easy-to-use email monetization platform on the market. Our dynamic delivery provides precision targeting and personalization at the moment of open, to ensure your content is always fresh and your subscribers stay engaged.

PowerInbox 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.

And, with emails that are guaranteed to earn money—all at ZERO up-front cost and no minimum commitment—you'll be on your way to hitting those ROI and revenue targets in no time.

“One miss-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 recognize revenue, quickly. The ads have a dynamic look-and-feel and are unobtrusive, taking nothing away from the content -- the reason why readers opted in in the first place.” said Liftable Media COO Ford Jordan.