







# *Email: The Critical Link in Your Monetization Strategy*





***For years, email has suffered with somewhat of an identity crisis. It first emerged as a fantastic business tool that was soon morphed into a vehicle for spammers and scammers, before supposedly being rendered “dead” by social media.***

But, the truth is email has always been and continues to be a primary communication channel for millions of people. In fact, email is the preferred channel for nearly ¾ of consumers and it drives more commercial value than social and other channels. For publishers, this is incredibly good news, and it comes at a pivotal time.

Forced onto the social media bandwagon as consumers flocked to these new and novel platforms, many publishers are now feeling the squeeze of putting all of their eggs in the social basket.

With algorithms that have pushed publishers' content off readers' screens, the prevalence of fake news, and advertising and data privacy scandals that have shaken consumers' confidence in social platforms, publisher traffic and therefore revenue from social has taken a major hit.

Not to mention the fact that these same platforms now dominate the competition for advertising dollars. It's no surprise that publishers feel betrayed, platforms like Facebook practically begged them to come onboard to create more traffic.

Now that the tables have turned, publishers need a new solution to reclaim control over their audience relationships, traffic and revenue.

It turns out that new solution is, in fact, not new at all. We surveyed 1000 consumers and it turns out, email is still one of the very best channels for reaching and engaging with an audience. It's trusted, reliable and it gives both publishers and subscribers control—something social platforms have completely stolen from the user experience.

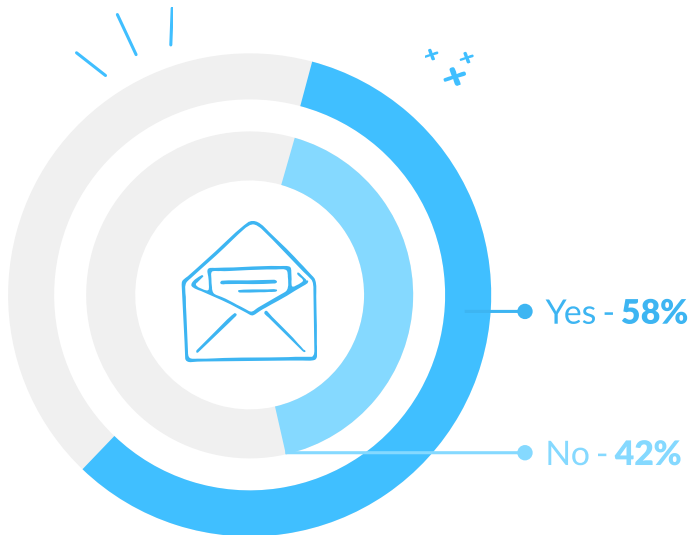
Read on to learn how email can breathe new life into your monetization strategy.



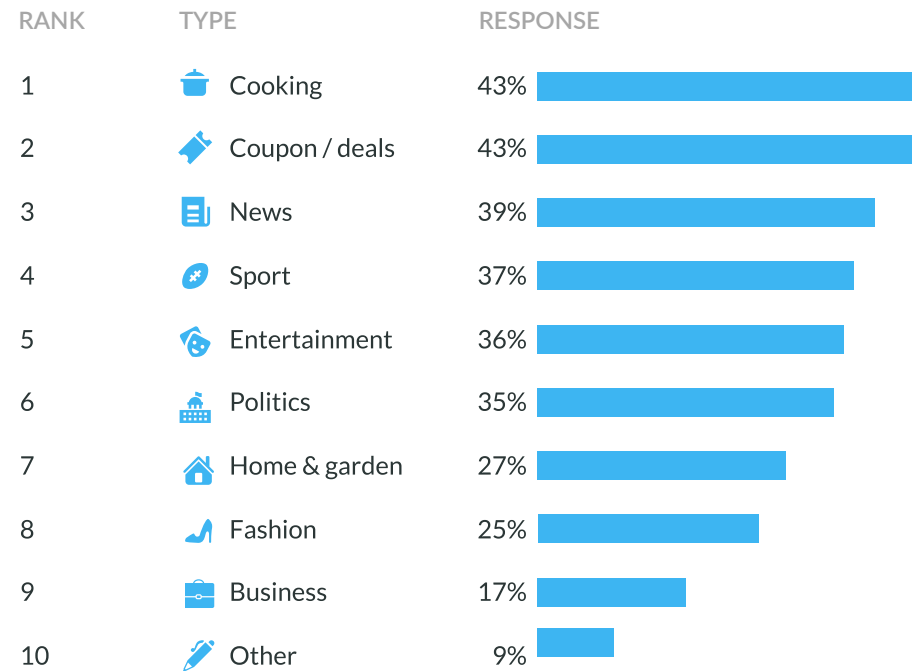
# Email is NOT dead

In fact, email is still very much alive and well, with the majority of adults subscribing to email newsletters. Cooking, couponing and news rank highest among the types of subject matter subscribers prefer, but other lifestyle categories, like sports, fashion and home & garden, are also favorites. That means there's plenty of opportunity for publishers of almost every genre to leverage email to engage subscribers.

## The majority of adults subscribe to email newsletters



## Cooking, couponing & news top the list of favorites



# Trust & Enjoyment Drive Readership

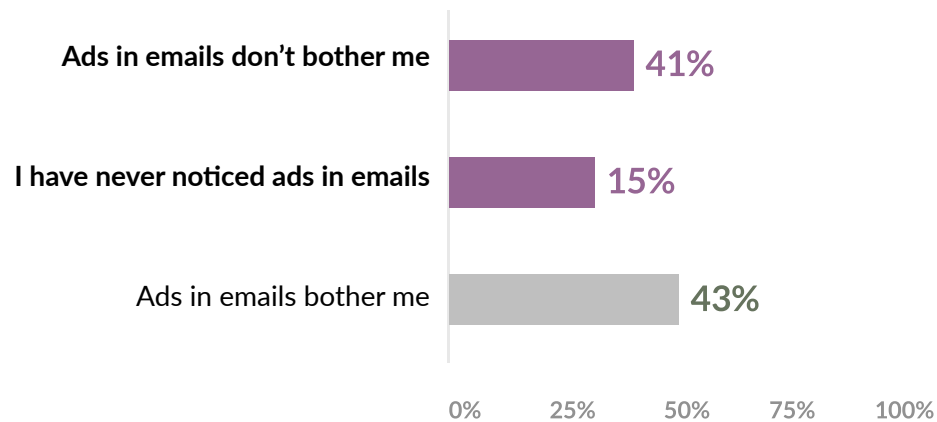
Subscribers actually READ publishers' emails and it turns out there's more to it than just great content. Trust in the publisher sending the email plays a huge role in readership, which means cultivating that trust is critical for publishers. They must protect their relationship with readers, not only through the quality of content they feature, but also through the advertising partners they choose.



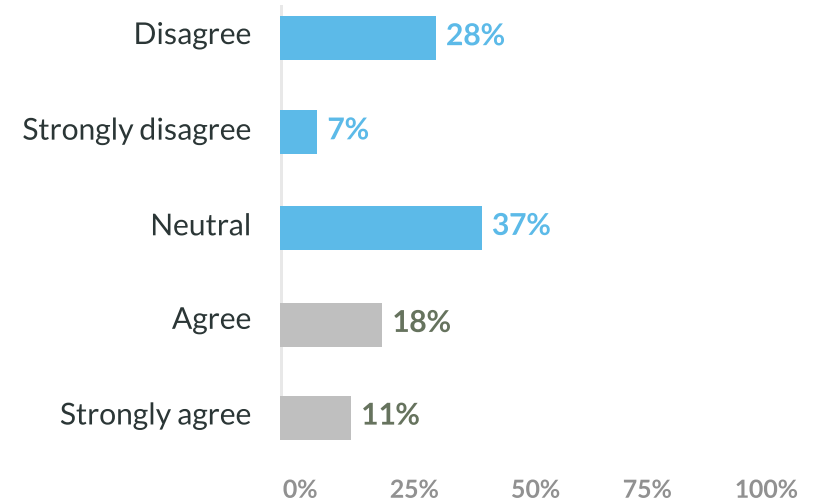
# Email Ads Don't Drive Readers Away

Many publishers fear that adding advertisements into their email newsletters will be offensive, and drive subscribers away. But, in fact, the opposite is true for most email subscribers. The majority aren't bothered by or even seem to notice email ads. And, fewer than 1/3 say they will unsubscribe if an email newsletter contains ads. Of course, being cautious not to overwhelm subscribers with advertisements is key to keeping the right balance.

## Most people are OK with ads in emails



## "I will unsubscribe from an email if it includes ads"

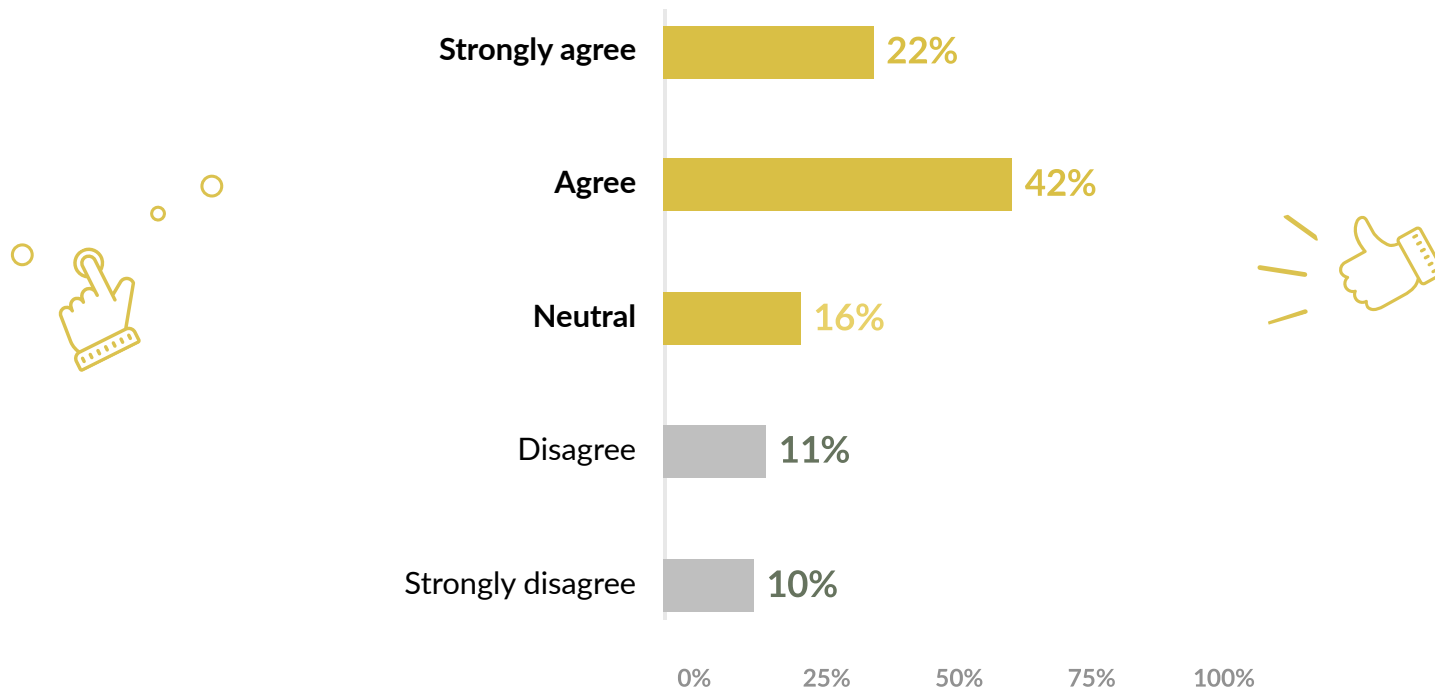


*Sidenote: Gen X is the least likely to be bothered by ads in email while Gen Z is most likely to unsubscribe if an email includes ads.*

# Relevancy Drives Action

Of course, engagement is where the monetization rubber meets the road. Publishers need subscribers to click on ads in order to realize the revenue that keeps the business running. It turns out, 2/3 of adults will click on ads if they're relevant and interesting, which further ups the ante on publishers to partner with advertisers whose products, service or messages are aligned with their audience.

**2/3 of adults will click on an email ad if it is relevant/interesting**



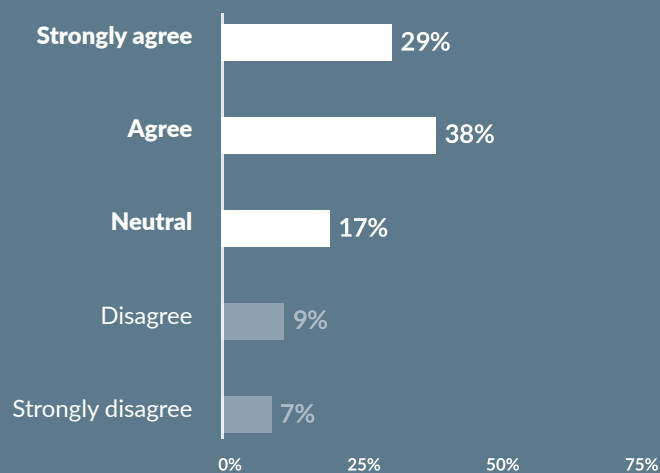
*Big Clickers: Gen Z is most likely to click on ads that are interesting and relevant.*

# Conveyed Trust

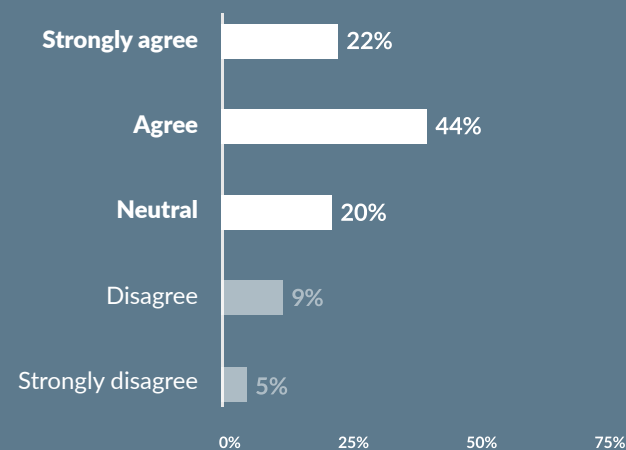
Here's the big breakthrough: the trust that plays such a big role in enticing subscribers to read publishers' emails translates to the advertiser. Two-thirds of adults are more likely to click on an ad if they trust the sender. This notion of conveyed trust reinforces the demand that publishers choose advertising partners wisely and make sure that the brands and brand messages they include in emails are aligned with their audience's values. and, the same goes for ads when they appear on a trusted website.



## Trust in the sender drives email ad clicks



## Trust also impacts web ad engagement



*Trust drives clicks: 2 out of 3 adults will click on an ad if it appears on a website they trust.*

## Subscribers Know: Content Comes at a Cost

Most audiences know that even so-called “free” content isn’t really free, and they know that advertising is what pays the bills for publishers, allowing them to continue delivering valuable content. In other words: no ads = no more content. The majority recognize that accepting a few ads is a small price to pay for the content they want.

*4/5 of adults recognize that ads are the price to pay for “free”*

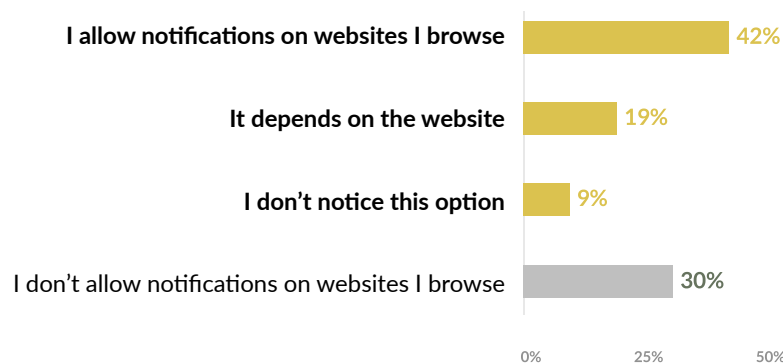




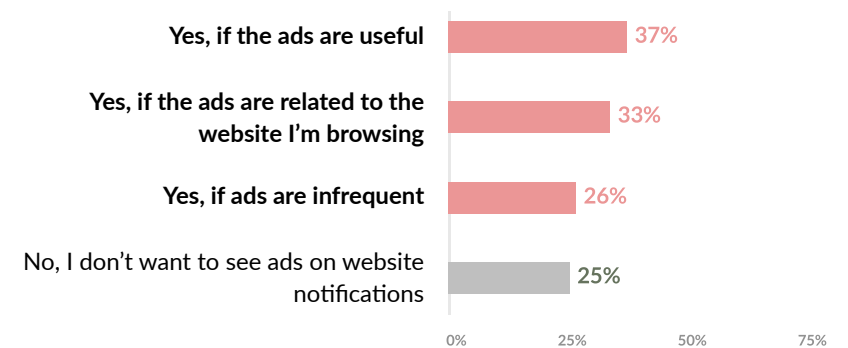
# Notifications: The New Frontier

Notifications, either in-browser or in-app, are almost the next evolution of email. They create a one-to-one channel where publishers can control the message, delivery and cadence of the content they share. Not surprisingly, the same rules of email advertising apply to this emerging channel: subscribers are fine with ads, as long as they're relevant.

## Consumers are coming around to notifications



## Consumers accept ads in notifications

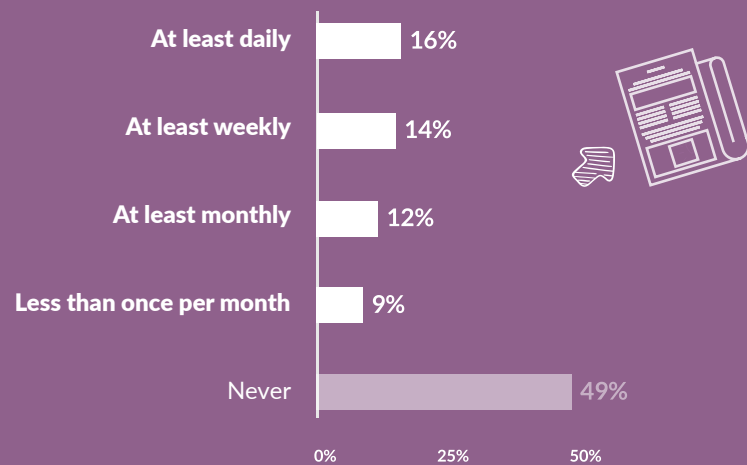


*The Power of Push: Gen Z is the most open to website notifications, with 75% of them open to seeing ads in those notifications.*

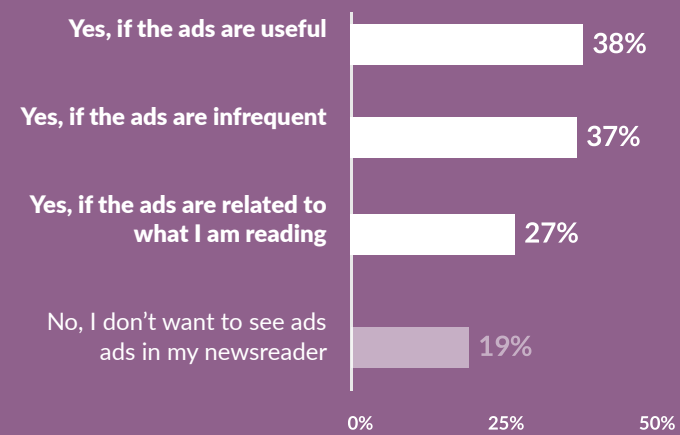
# Newsreaders are Next

It stands to reason, then, that other emerging channels would follow the same pattern, and our survey data confirms it. Newsreaders, such as Apple News, Flipboard, etc. are growing in popularity as time-crunched audiences look for ways to get consolidated updates on the world around them. Ads displayed in newsreaders, while not quite in production at the moment, are definitely a possibility, as consumers are open to seeing them. Again, relevancy rules.

## Newsreader usage is growing



## Relevant ads are accepted



*Food for thought: Gen Y and Z are more likely to use a newsreader & are receptive to seeing ads in newsreaders. But, they must be relevant and infrequent.*

## Email: The Tie that Binds Monetization Strategy

Building trust with subscribers through a proven channel like email opens the doors to new, incredibly valuable possibilities. By leveraging subscribers' email address as a unique identifier, and gathering and aggregating data about their clicks, likes, behaviors and interests gleaned through interaction across emails, site visits and more, publishers can develop deeper, more relevant relationships with subscribers.

With this insight, building a personalized, highly relevant advertising program for subscribers fuels a continued, loyal relationship that's built on trust.

Subscribers know they can rely on their preferred publishers to give them the content and value they expect. And, that trust translates to the brands who advertise with them.



At PowerInbox, this is our specialty: we match the right advertiser and message with the right audience for hundreds of publishing partners across a wide range of genres. Our personalization engine delivers real-time, relevant email advertising content live on-the-open, to help publishers drive new revenue and take back control of their audience relationships.

**Make no mistake:** email is here to stay, and it's driving the future of multi-channel publisher monetization.

Contact [PowerInbox](#) now to prepare for the future of messaging.

