

✉ powerinbox

# Common Audience Engagement Misconceptions

**What Digital Consumers  
REALLY Want**





*Publishers are struggling to maintain a connection with audiences. The erosion of traffic, monetization and the public's trust in social media has become a huge obstacle. Combined with the crackdown on (and the public's suspicion of) browser cookies, it's made engaging audiences and monetizing traffic extremely difficult.*

Balancing audiences' desires for trust, privacy and relevancy of content alongside publishers' needs to drive engagement and revenue is a slippery slope. Publishers need clear answers if they're to survive and thrive as the digital landscape evolves.

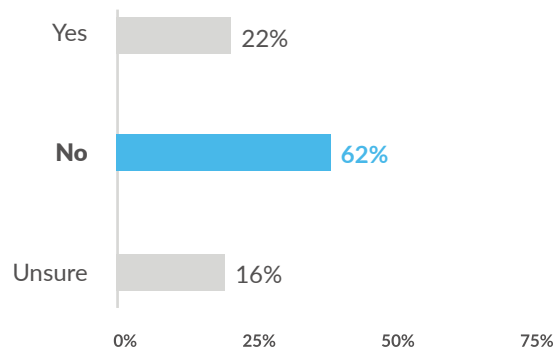
We're here to help. The results of our recent consumer survey shed some much-needed light on what digital consumers really want, helping publishers to gain clarity on strategies to take control of their own audience engagement. Inside, you'll learn how balancing trust and personalization through the power of email can help you build a relevant, loyal and 1:1 relationship with subscribers.



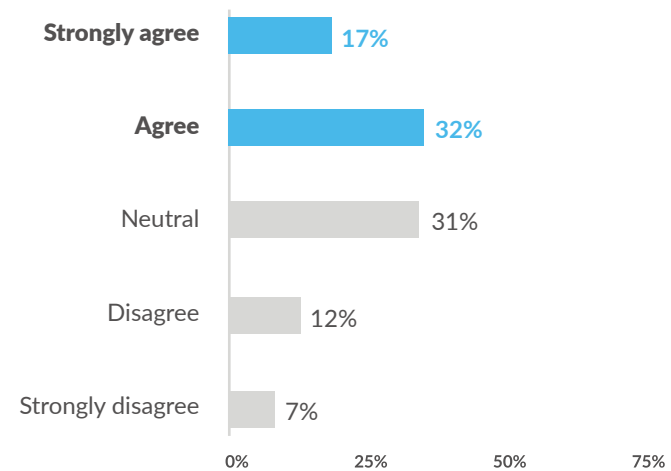
# Privacy vs. Personalization

Consumers want to have their cake and eat it, too. On one hand, 62% say they do not want a website to track their online behavior in order to have a more personalized experience. Yet, 49% prefer seeing ads that are personalized to their online behaviors and interests. While this seems contradictory, it underscores the fact that consumers generally don't trust companies with their data. Publishers must work hard to overcome this stereotype, which has largely been cultivated by major data breach scandals at companies not at all related to publishing (such as Facebook, Marriott, First American Financial Corp. etc.).

*A website should track my online behavior*



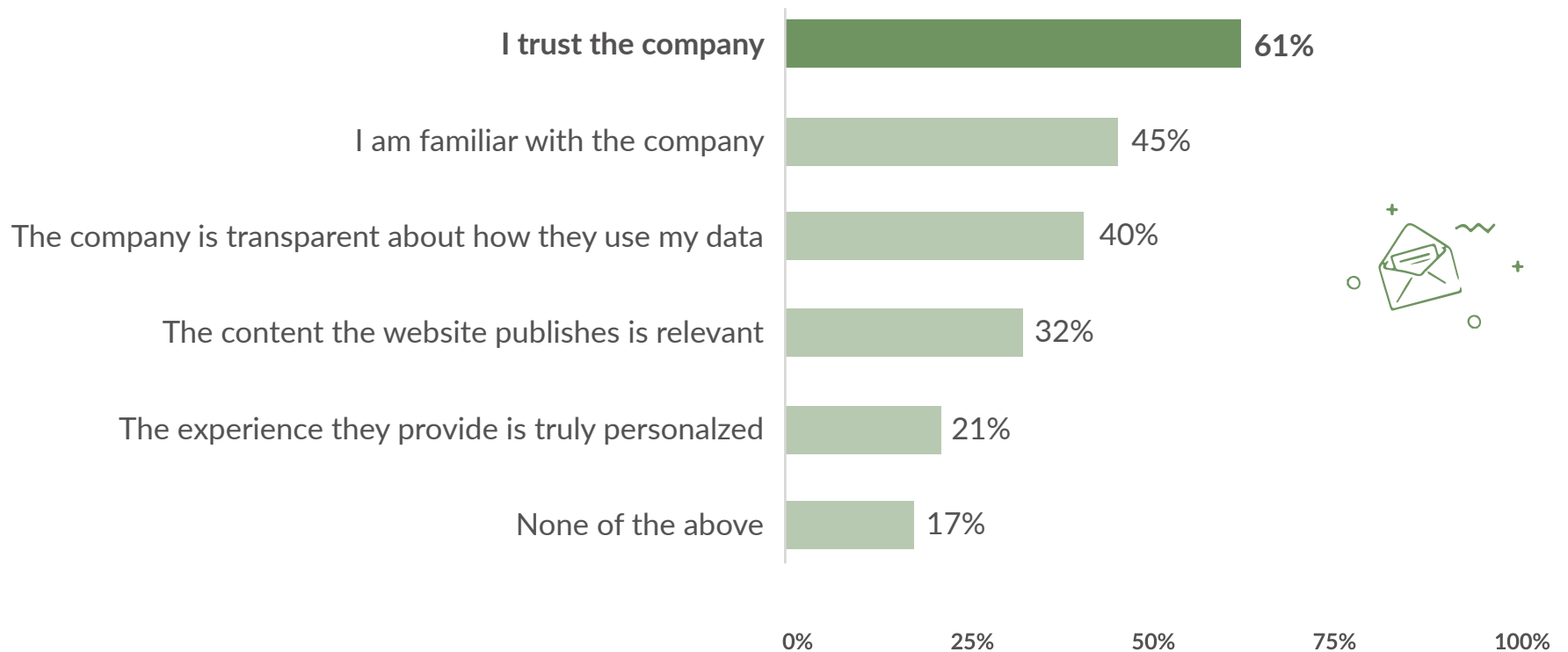
*Ads should be personalized based on my online behaviors and interests*



# Trust in the Publisher is the Key to Personalization

Trust is currency when it comes to publishing. Two years running, trust in the publisher is still the most important factor influencing consumers' level of comfort with tracking of their online behavior. By focusing on trust, publishers can provide a more personalized experience to their audience.

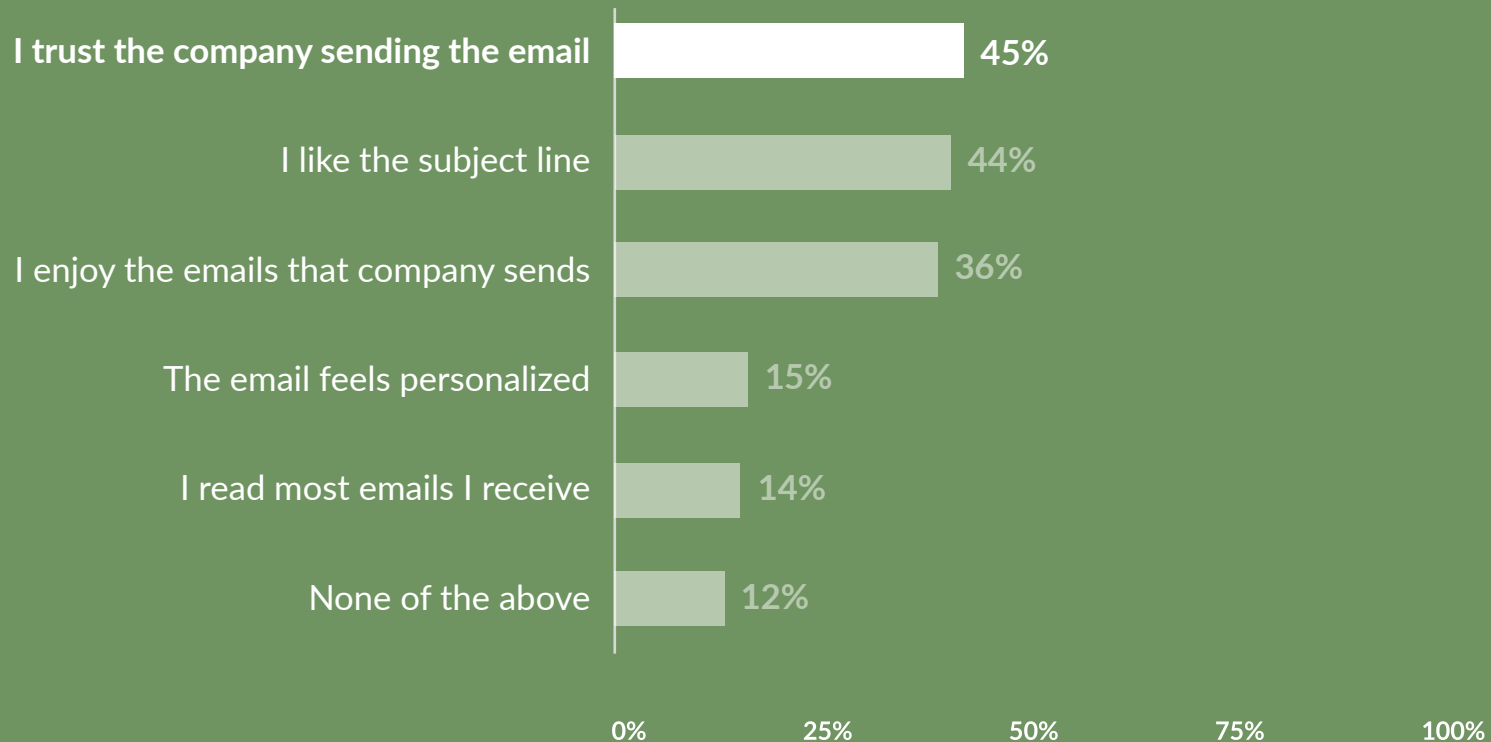
## *I am comfortable with companies tracking my online behavior when...*



# Trust & Enjoyment Still Drive Readership

Subscribers do actually READ publishers' emails, and it turns out there's more to why than just great content. For the second year in a row, we see that trust in the publisher sending the email plays a huge role in readership. Publishers therefore need to protect their relationship with subscribers, not only through quality content, but also through the advertising partners they choose.

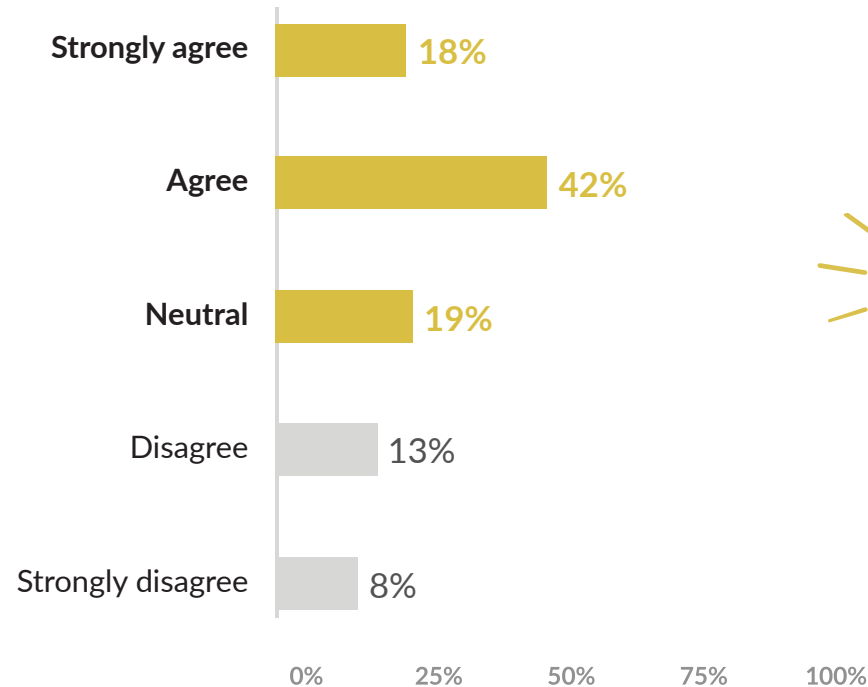
## *I am more likely to read publishers' emails when...*



## But, Relevancy Drives Clicks (& Revenue)

The fact that subscribers read their emails is one thing—publishers need them to take action by clicking on ads to drive revenue. Once again, 2/3 of subscribers say they will click on ads in emails if they're relevant and interesting. That means publishers must partner with advertisers whose products, service or messages align with their audience.

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



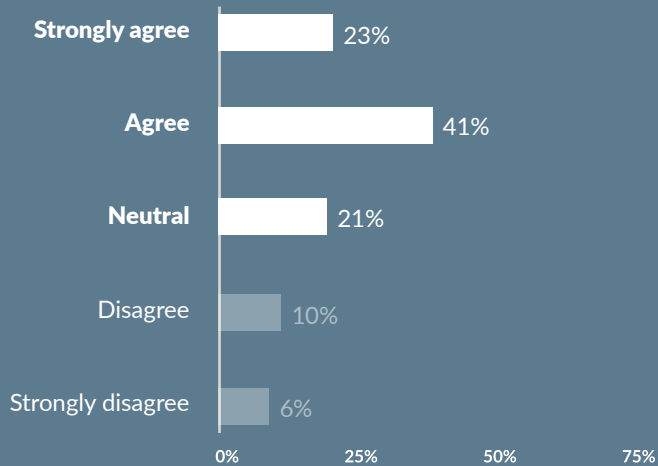
# Conveyed Trust

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 in an email if they trust the sender. This notion of conveyed trust--where consumers trust the advertiser because of their inherent trust in the publisher—is an extremely valuable commodity for publishers. And, it's why choosing quality ad partners that match subscribers' interests and your brand reputation is critical for monetization success. Of course, the same goes for online ads--users trust them when they appear on a trusted website.

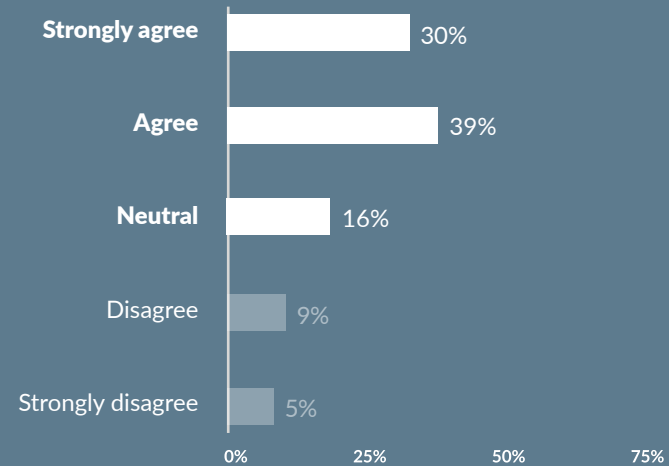


## 2/3 of Adults Will Click on an Ad if it Appears in a Medium They Trust

*I am more likely to click on an email ad when I trust the sender...*



*I am more likely to click on an online ad when I trust the site...*

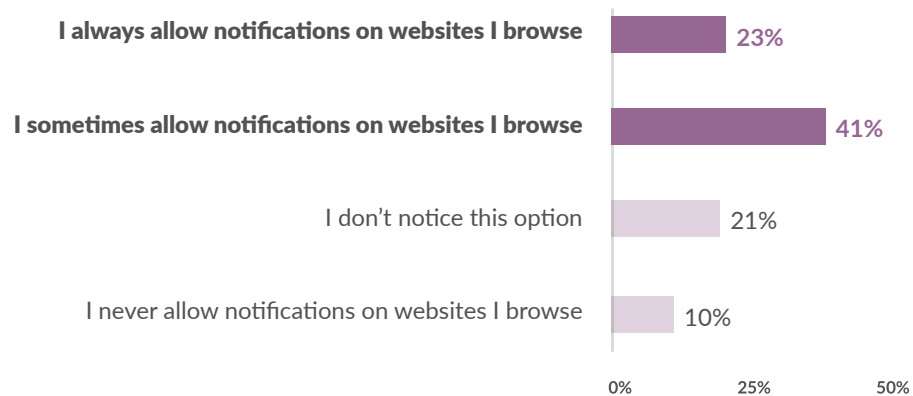


# Web-based Push Notifications – Not So Pushy After All

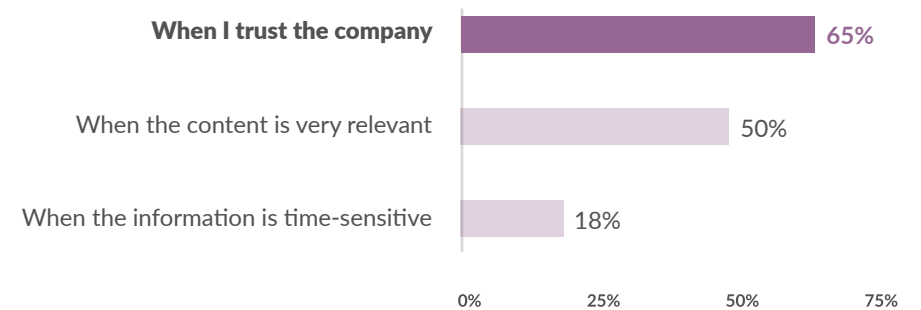
Despite assumptions that consumers find web-based push notifications intrusive or annoying, over 70% allow push notifications. For publishers, this a great way to increase daily repeat traffic and offer personalized experiences over multiple channels. And, just as with email, trust in the publisher plays an important role in determining whether users when sign up for push notifications.



## Consumers are on board with push notifications...



## As long as they meet consumers' standards...



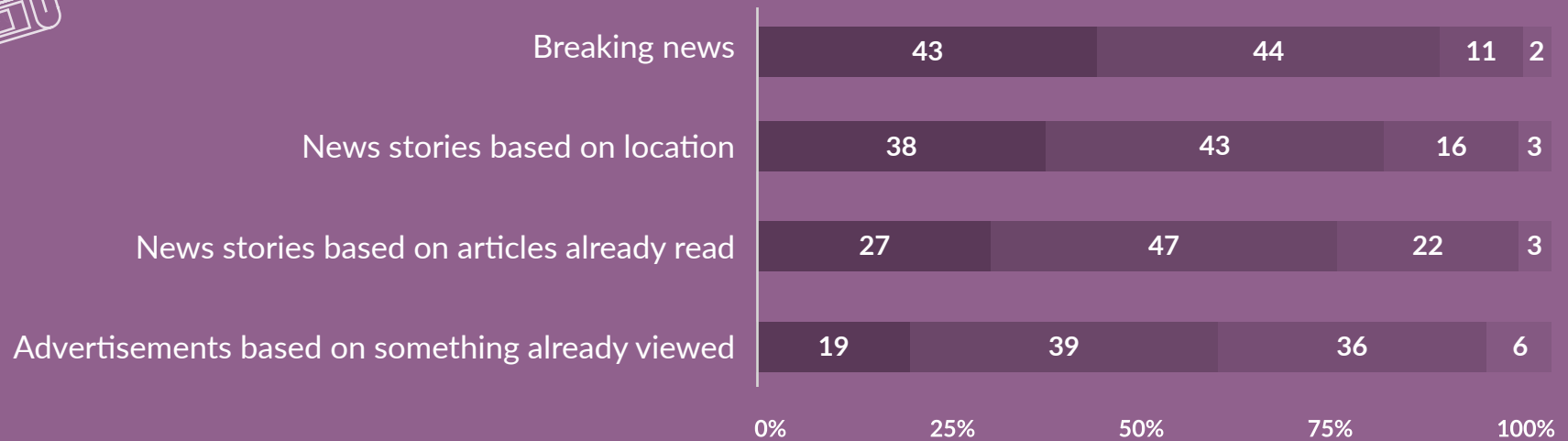


# Notifications – An Important Source of Information

Consumers are happy to receive web-based push notifications from trusted publishers when the content is relevant and useful, opening the door to a new engagement channel. And, if you add automated push distribution based on known subscriber interests, audiences get the content they want with much less work for the publisher.



## What kind of push notifications do you find useful?



■ VERY USEFUL ■ SOMEWHAT USEFUL ■ NOT VERY USEFUL ■ UNSURE

## Conclusion:

Audiences are demanding more transparency and control over their data and the relationships they have with companies online. For publishers, that means finding a way to deliver relevant content while maintaining trust, engagement and monetization is growing increasingly difficult.

But, as our research shows, consumers overwhelmingly want the convenience and relevancy that personalized content delivery offers, and they're willing to "pay" for that privilege with their data when trust is established and cultivated.

That's why email-based engagement has become such a crucial strategy for publishers. It puts subscribers in control, delivers more accurate content curation based on a known identity graph, and it offers the 1:1 relationship that eliminates the social media and cookie middlemen that spark suspicion. Once you've built that trusted relationship, it opens the door to new engagement channels, such as push notifications, which reinforce the relationship.

Are you ready to take control of engagement and own your own audience? **Get in touch with PowerInbox today to learn how you too can OWN YOUR AUDIENCE.**

