Presented By: LiveIntent

5 Myths about Sending Email

MYTH #1

Ads are Obtrusive:
More ads will negatively affect your content.

Reality:
Our technology allows you to seamlessly integrate ads and maintain a solid user experience. Our coordinated ad units work together as a canvas for brand message, while our optimization allows advertisers to serve in the right places and at the right time, adding value to the end user!

23% of every mobile internet hour is spent in email

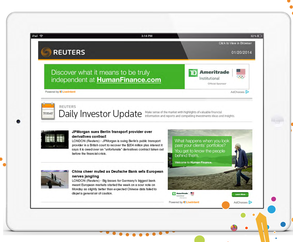
MYTH #2

Additional ad slots will hurt your deliverability.

Reality:
As a publisher, you can implement LiveTags in increments to your total email list to ensure no detriment to sales. This provides real-time advertising capabilities — allowing you to sell ad placements directly to your 3rd party advertisers, just as you do on your website.

MYTH #3

If ads are not screened carefully, I'll end up with advertisers that detract from my brand and risk readers unsubscribing.



Reality:
No one likes out-of-context ads that are targeted to someone else. We don't send everyone the same ad – we decide which one to show on open, in real-time, using modern optimization technologies.

Furthermore, we also offer the ability to institute a block list on your newsletter inventory, as you would on display.

MYTH #4

Click-through rates for ad placements in newsletters aren't enough to justify continued ad sales.

Reality:
Email Ads click at a rate of **5x - 10x** greater than IAB standard display ads on web sites. This is because the email opener is a subscriber. They have opted-in, trust the content associated with the publisher, and spend more time in the environment. CTR and CCR are both higher in emails ads than display ads.

MYTH #5

Fragmented Attention: The more options given to a reader, the more divided their focus.

Reality:
Every medium has ads occurring in between content, such as TV commercials, or adjacent to the content. People will almost always click on the most compelling content.

People will always click on The Jump to the story more often than on the ad, and very few email ad buyers – less than 1% – buy on CPC. In fact, most buy on CPM like they do in TV, newspaper, magazine and radio, so the publisher gets paid whether they click or not.