

Publishers: Add a New Revenue Stream with Exclusive Email Advertising

Dedicated email sponsorships have become a staple in publishers' revenue-generating arsenal and help advertisers get their brand in front of valuable opt-in subscribers. However, running a dedicated program can be resource intensive, offers no targeting and requires advertisers to pay a flat rate for an unknown number of impressions. This typically leads to gaps in the calendar and missed monetization opportunities.



The better way to monetize – Exclusive Emails

By delivering highly targeted, exclusive ad content on a CPC basis, you can monetize continuously in your distribution calendar

and earn a much higher RPM with very little effort. On the flip side, advertisers gain access to a high-value, captive audience.

The PowerInbox Exclusive Email Program Offers



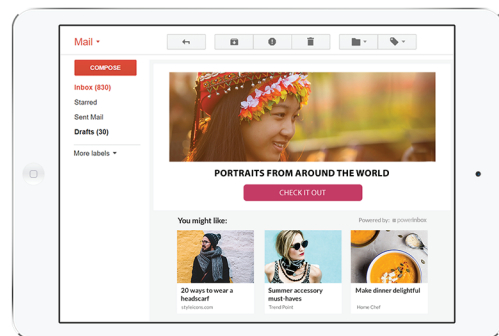
PUBLISHERS

- As high as \$10 RPM with higher CTR & CPC than standard monetized newsletters
- Hands-free automated real-time bidding (RTB) placements through PowerInbox's Ad Network—we fill the spots; you make the money!
- Personalized ad content for each user based on past behavior
- Continuously fresh content that reduces subscriber fatigue and maintains engagement
- Control over subject line and small bits of content to maintain subscriber trust
- Double monetization opportunity: in the email and on a click-thru landing page
- Simple copy/paste code for a 600x1200 creative that fits in a ready-to-launch template
- Responsive content for mobile compatibility
- Consolidated email monetization management in the PowerInbox dashboard
- Ready-made content to fill and monetize gaps in the distribution calendar



ADVERTISERS

- ONLY your content, with no competition for subscribers' attention
- 600x1200 ad space to make a lasting impression
- Competitive CPC billing for better ROI and lower risk than flat rate
- Conventional RTB buying to help manage spend
- Better CTR than conventional placements
- User targeting based on past behavior
- Real-time performance monitoring
- Ability to change creative, update and pause campaigns on the fly



Our once-weekly Exclusive Email sends produce 30-40% higher RPM compared to our normal newsletters and drive enough traffic to offset the cost of the send. We've been so pleased with the performance, we're actually looking to increase the frequency of Exclusive Email sends and cultivating a new list for distribution.

Cory Chenard, Righters Group

Not sure how to get started? Don't have a program already in place? No problem.

PowerInbox can help with automated content creation that delivers new revenue streams across new subscriber touchpoints. Contact us today to get started!