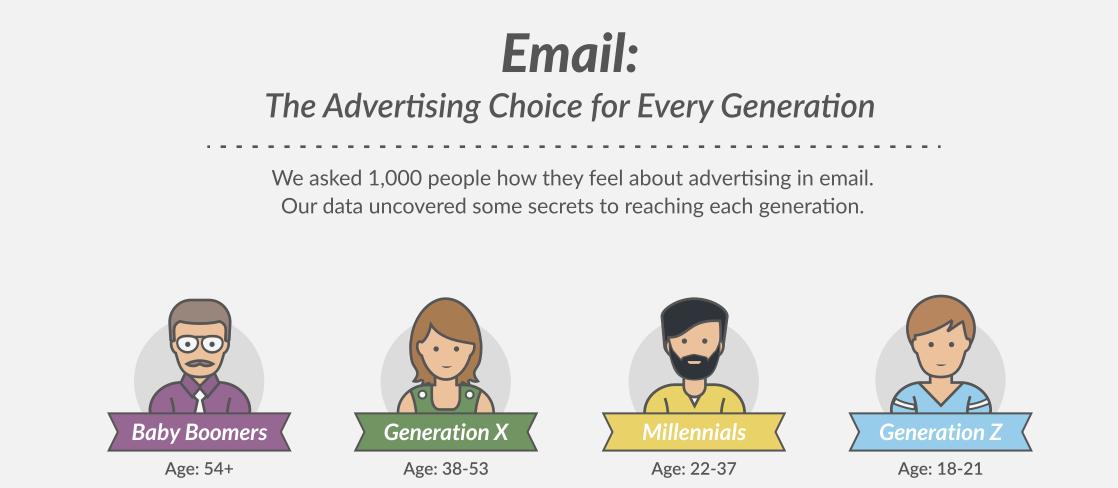
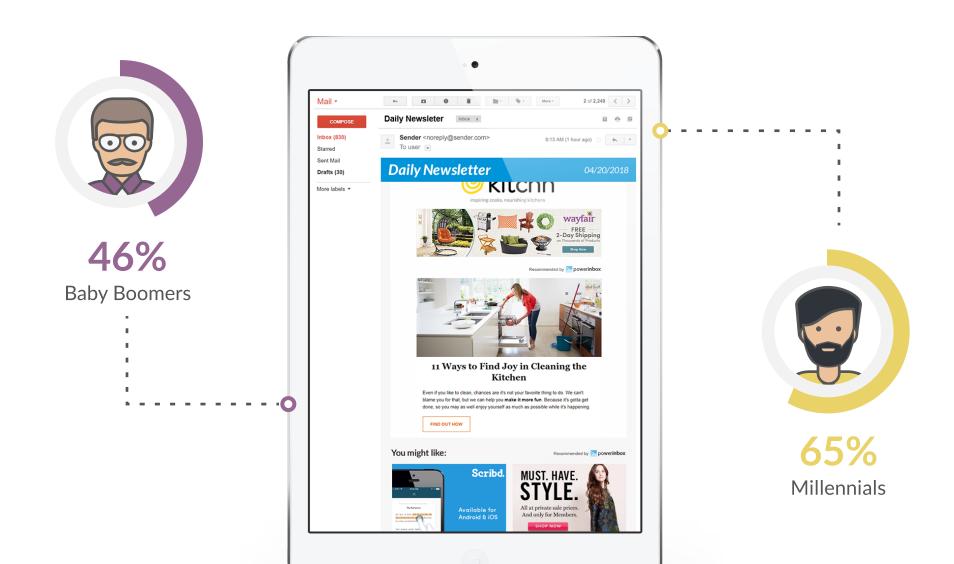
# Mail Q Search mail Mail Search mail The Atlantic Daily Inbox × Gollive Test <sender@golivetesting.com> the Atlantic Daily the Atlantic Daily</td

to sher

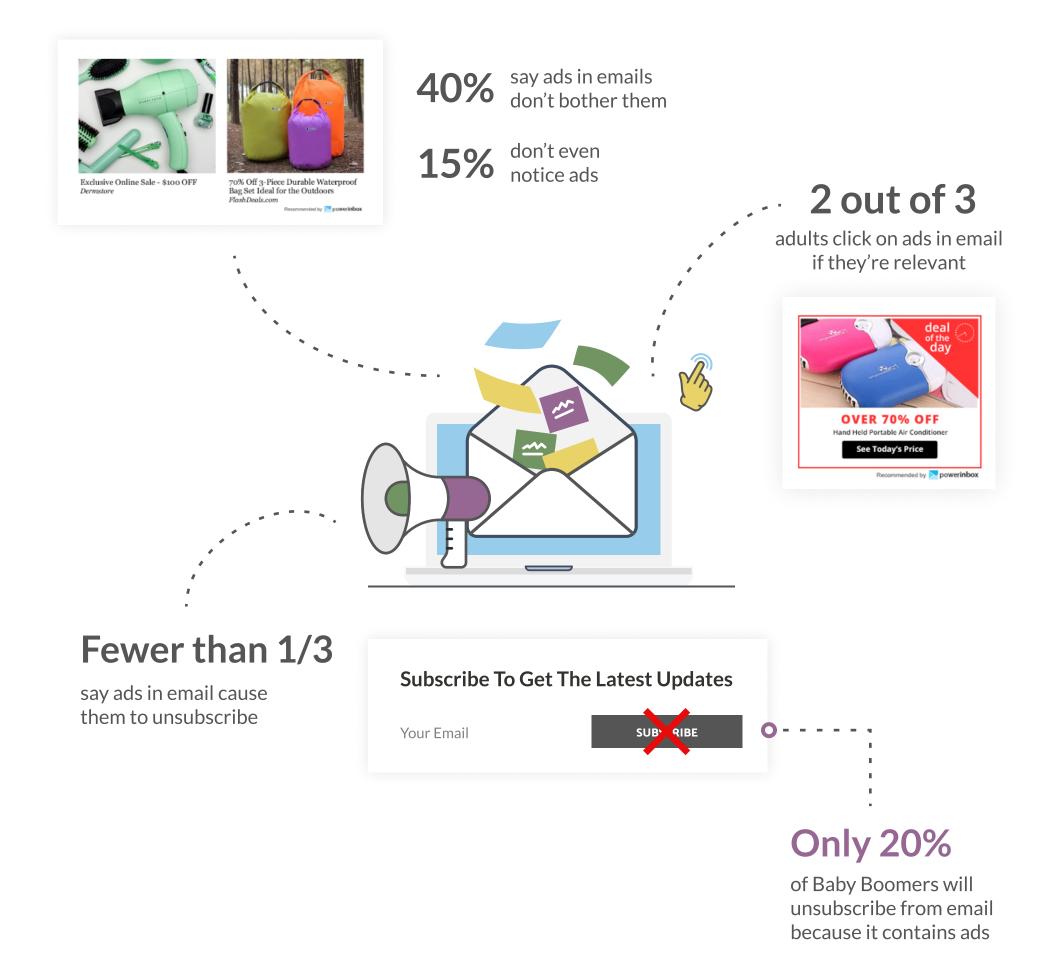


### EMAIL NEWSLETTERS ARE ALIVE AND WELL

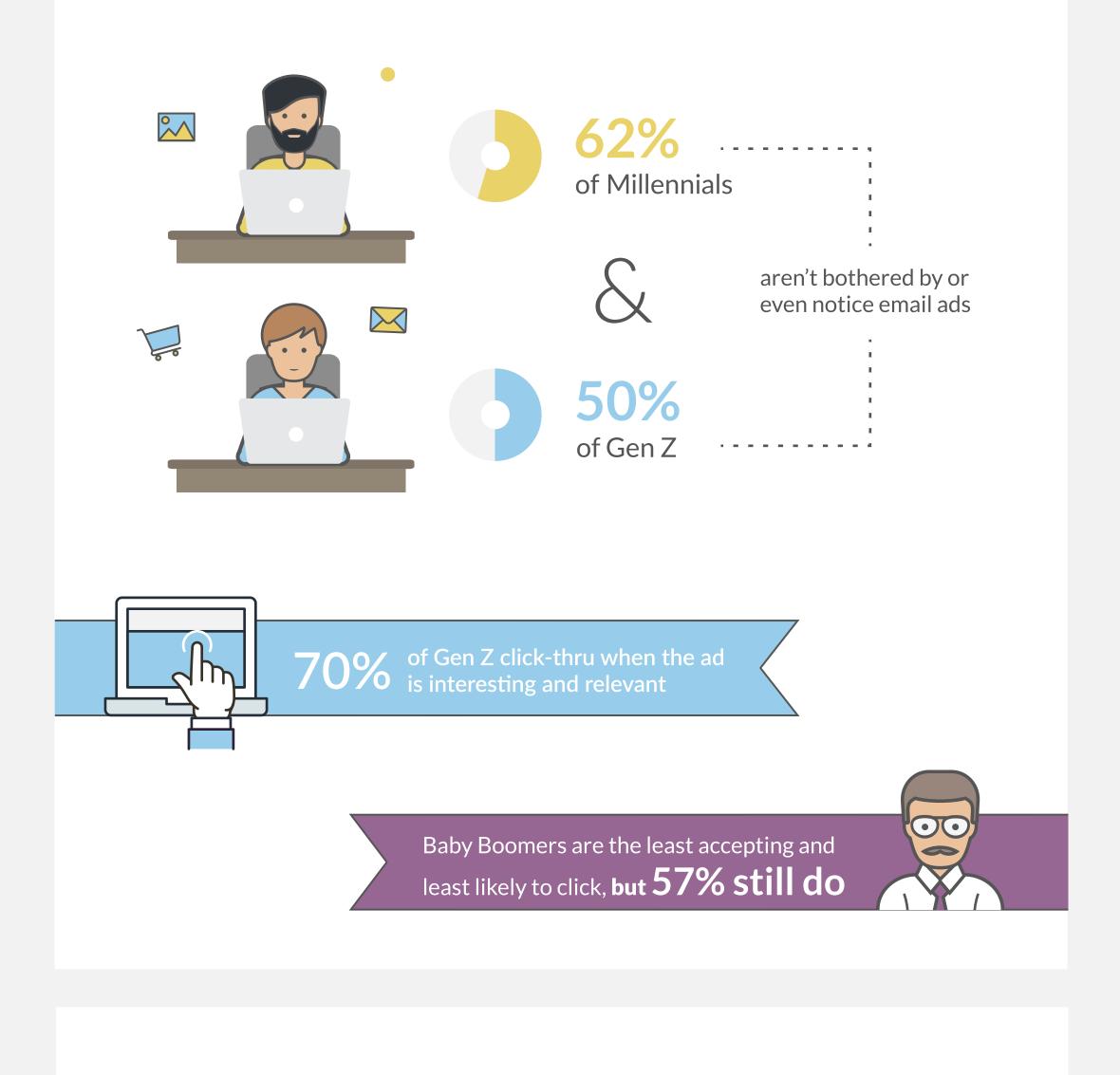
Nearly 60 percent of adults subscribe to some kind of email newsletter



#### SUBSCRIBERS ARE SURPRISINGLY TOLERANT OF EMAIL ADS



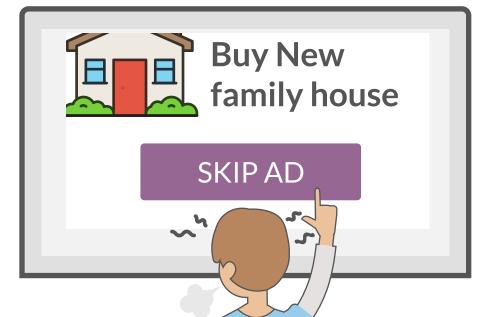
GEN Y & GEN Z ARE MOST ACCEPTING OF EMAIL ADS, AND MOST LIKELY TO CLICK THROUGH



### CONTENT RELEVANCY IS CRITICAL



**Irrelevancy** is the **#1** reason ads are bothersome



## 63%

of **Gen Z** is the most annoyed by ads for products they've already purchased

### WHEN WE'RE DONE, WE'RE DONE



### 74%

unsubscribe from newsletters they no longer wish to receive Millennials use the **filter method** 





### 89%

Baby Boomers are the fastest on the unsub trigger

36% use their email program to sort unwanted mail

**The message is clear:** subscribers welcome ads delivered effectively over email when they're **targeted**, **relevant** and **interesting**. Working with publishers who can deliver this one-to-one connection can drive subscriber engagement and clicks.