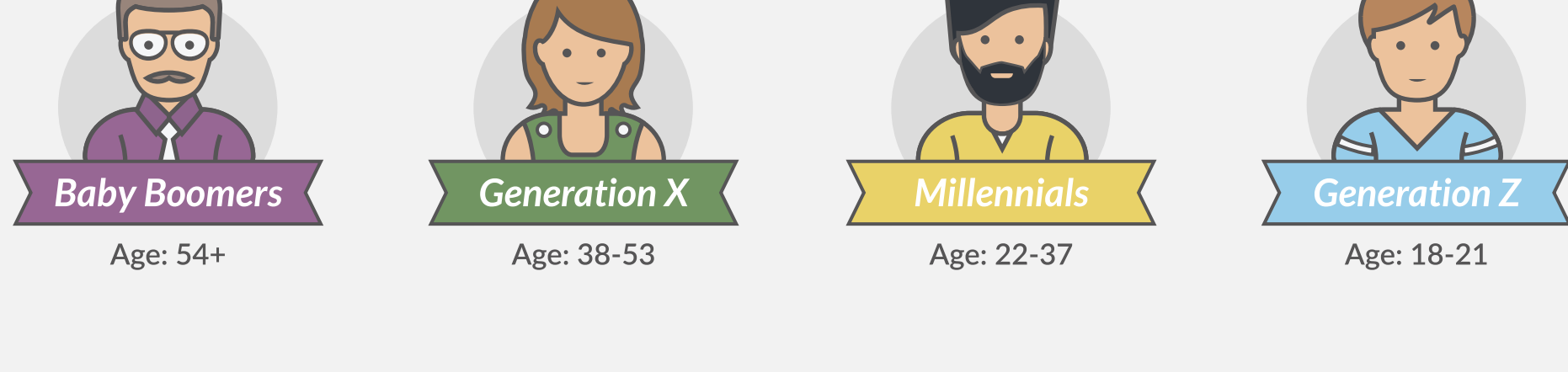


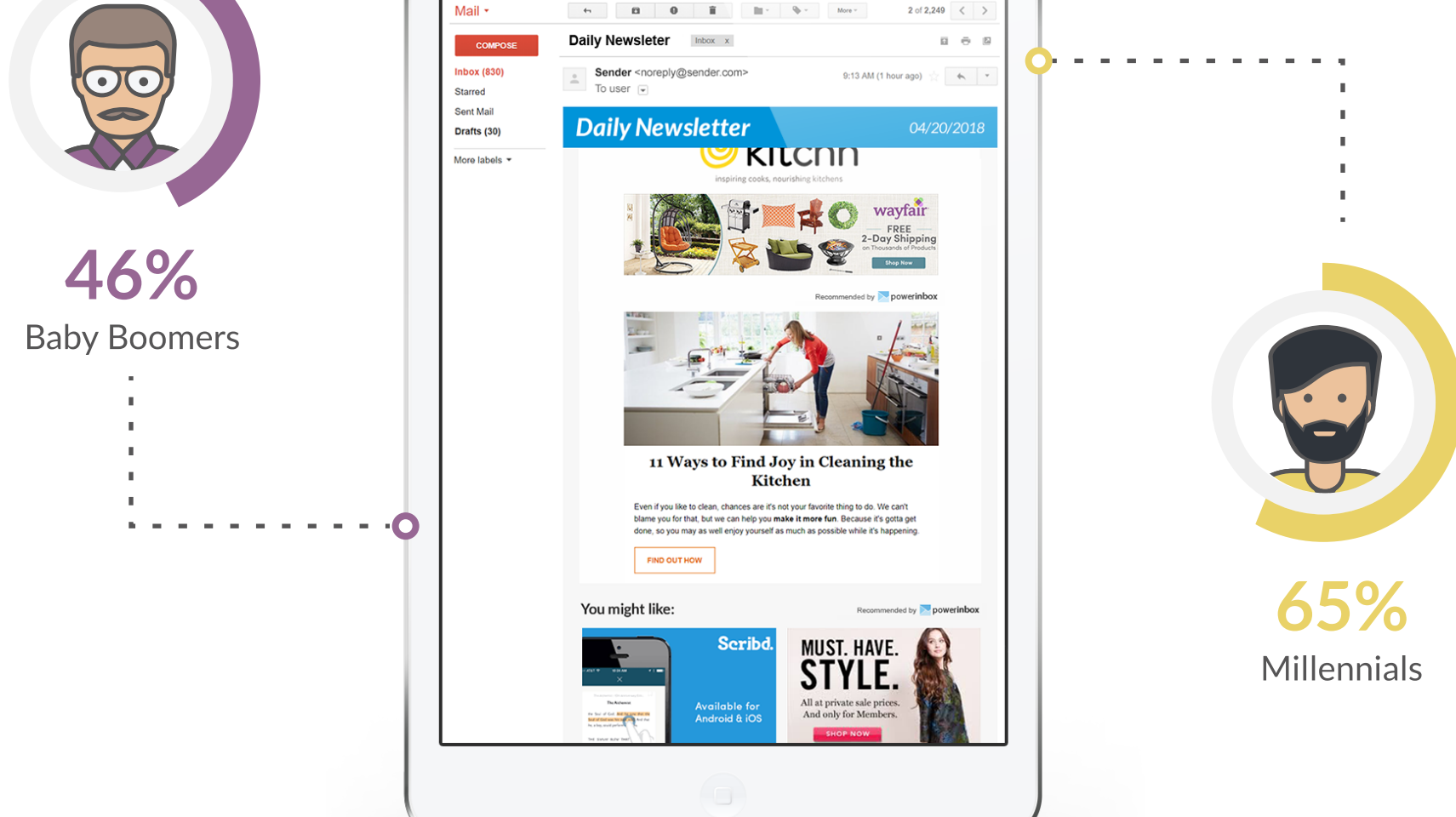
Email: The Advertising Choice for Every Generation

We asked 1,000 people how they feel about advertising in email.
Our data uncovered some secrets to reaching each generation.

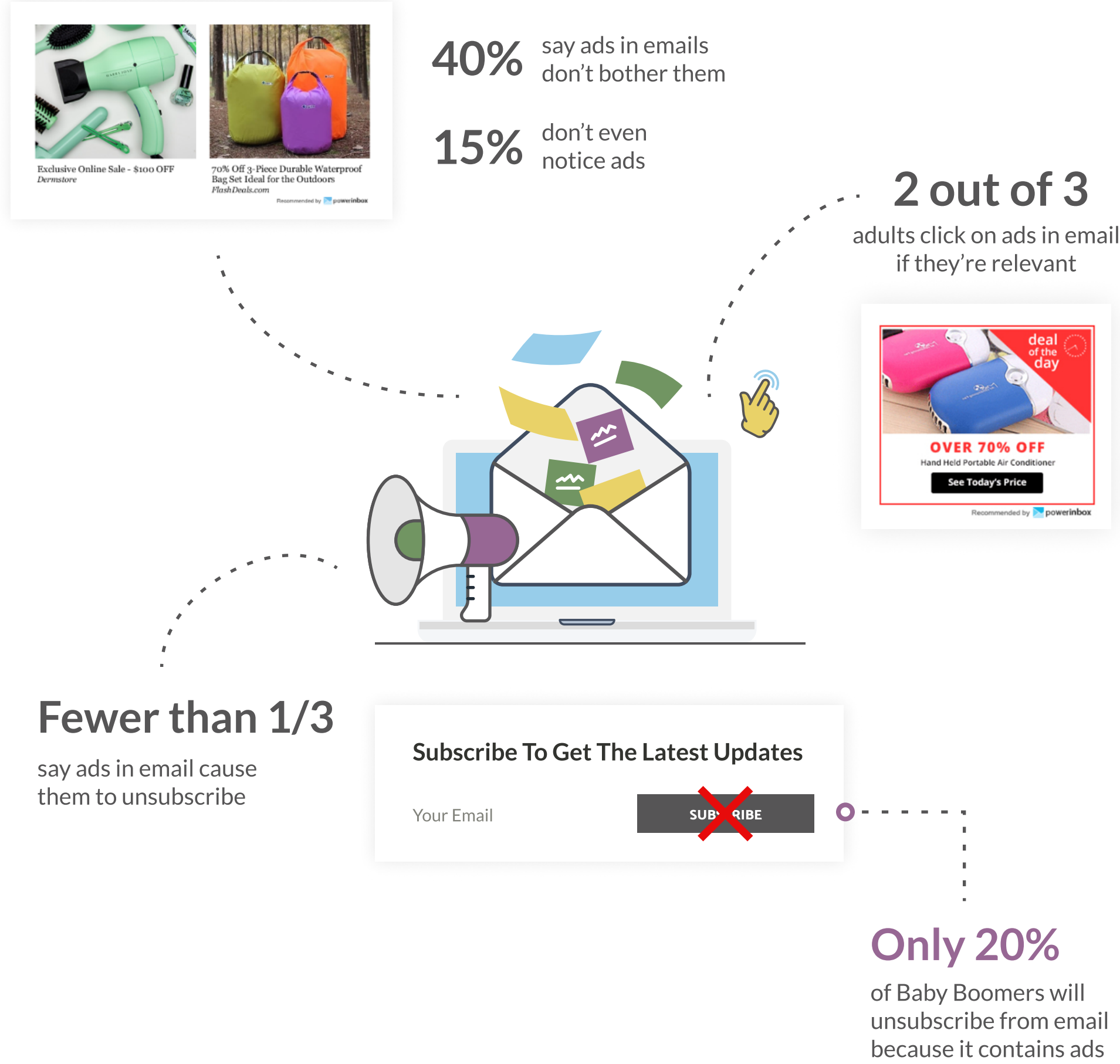


EMAIL NEWSLETTERS ARE ALIVE AND WELL

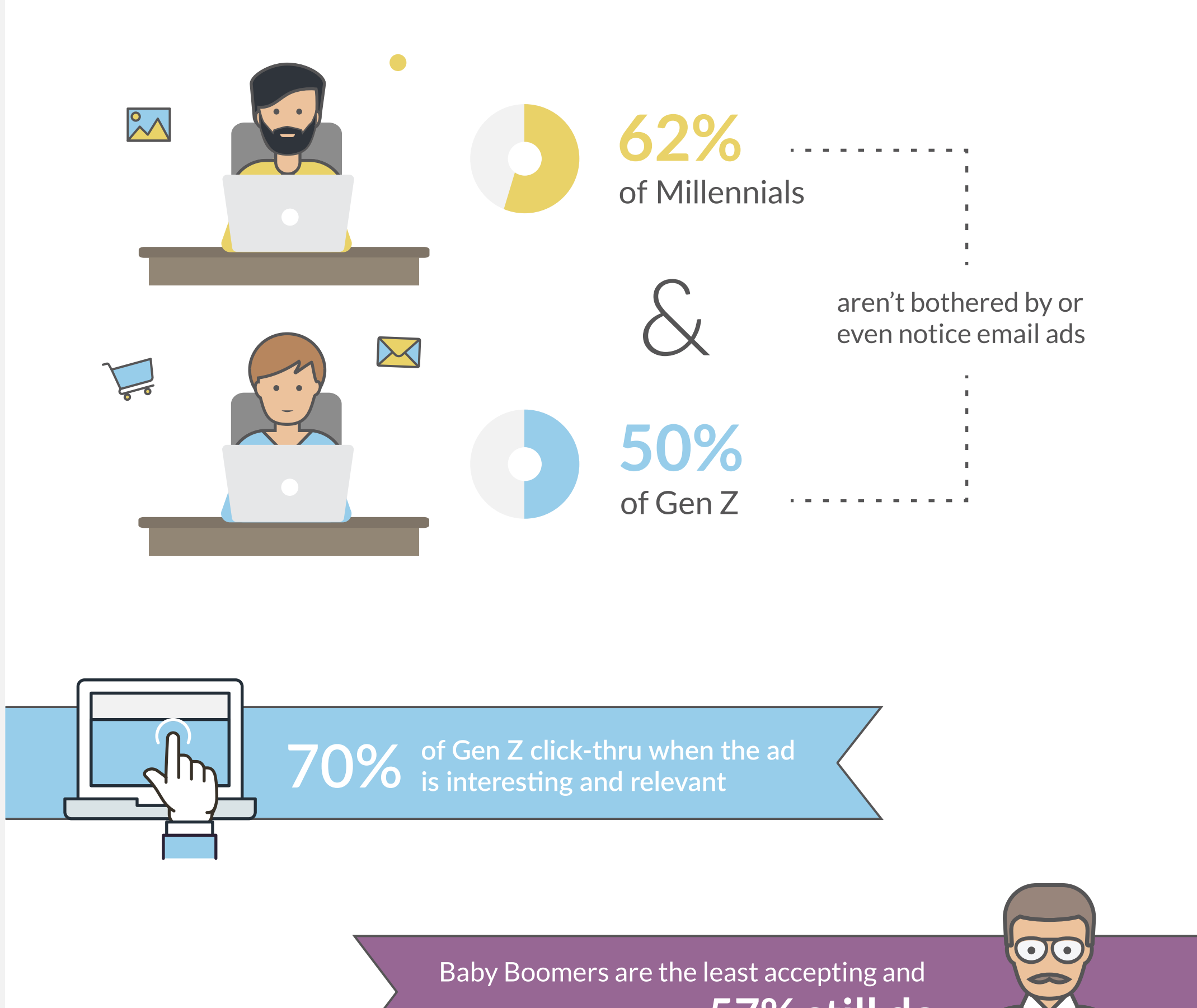
Nearly **60 percent** of adults subscribe to some kind of email newsletter



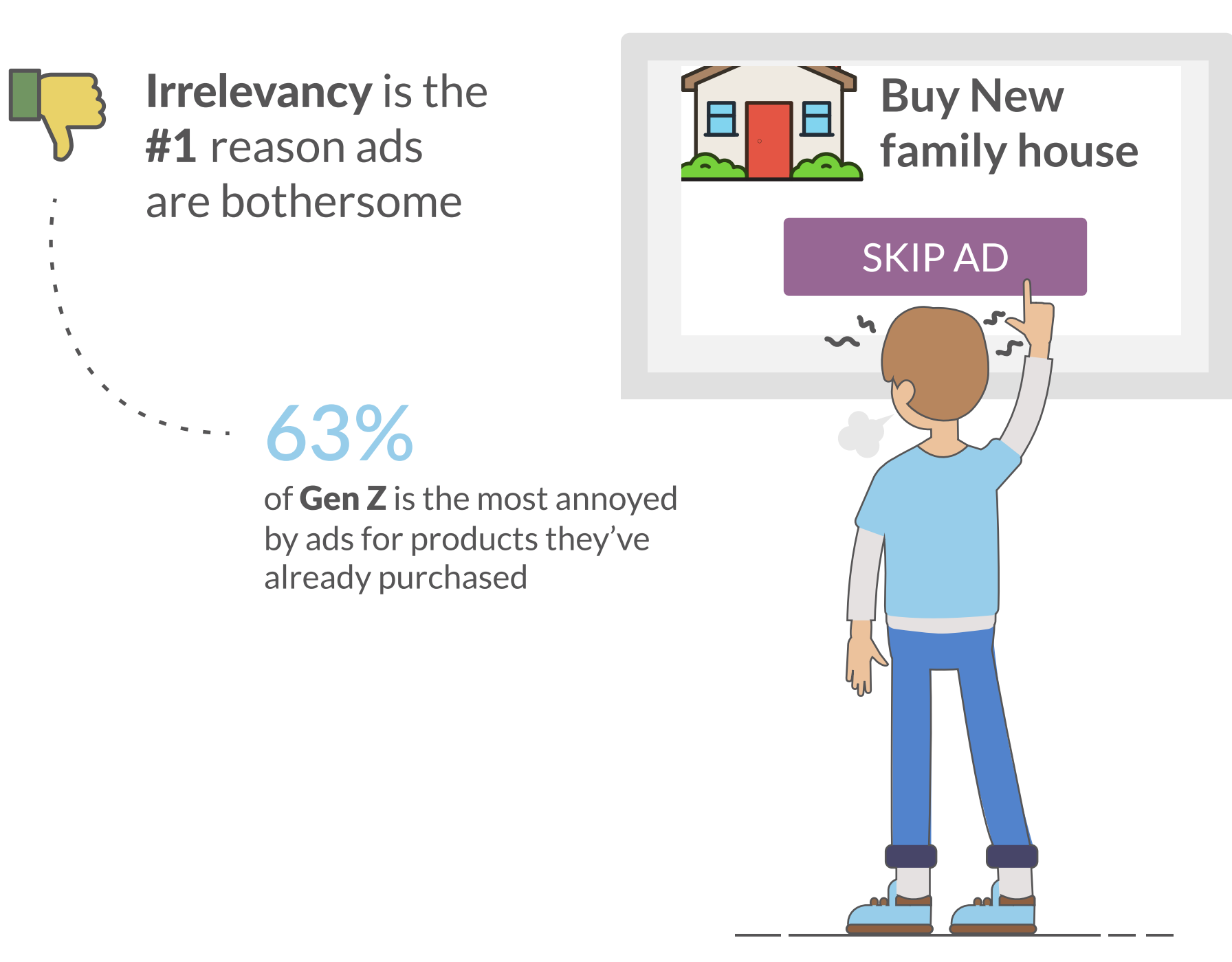
SUBSCRIBERS ARE SURPRISINGLY TOLERANT OF EMAIL ADS



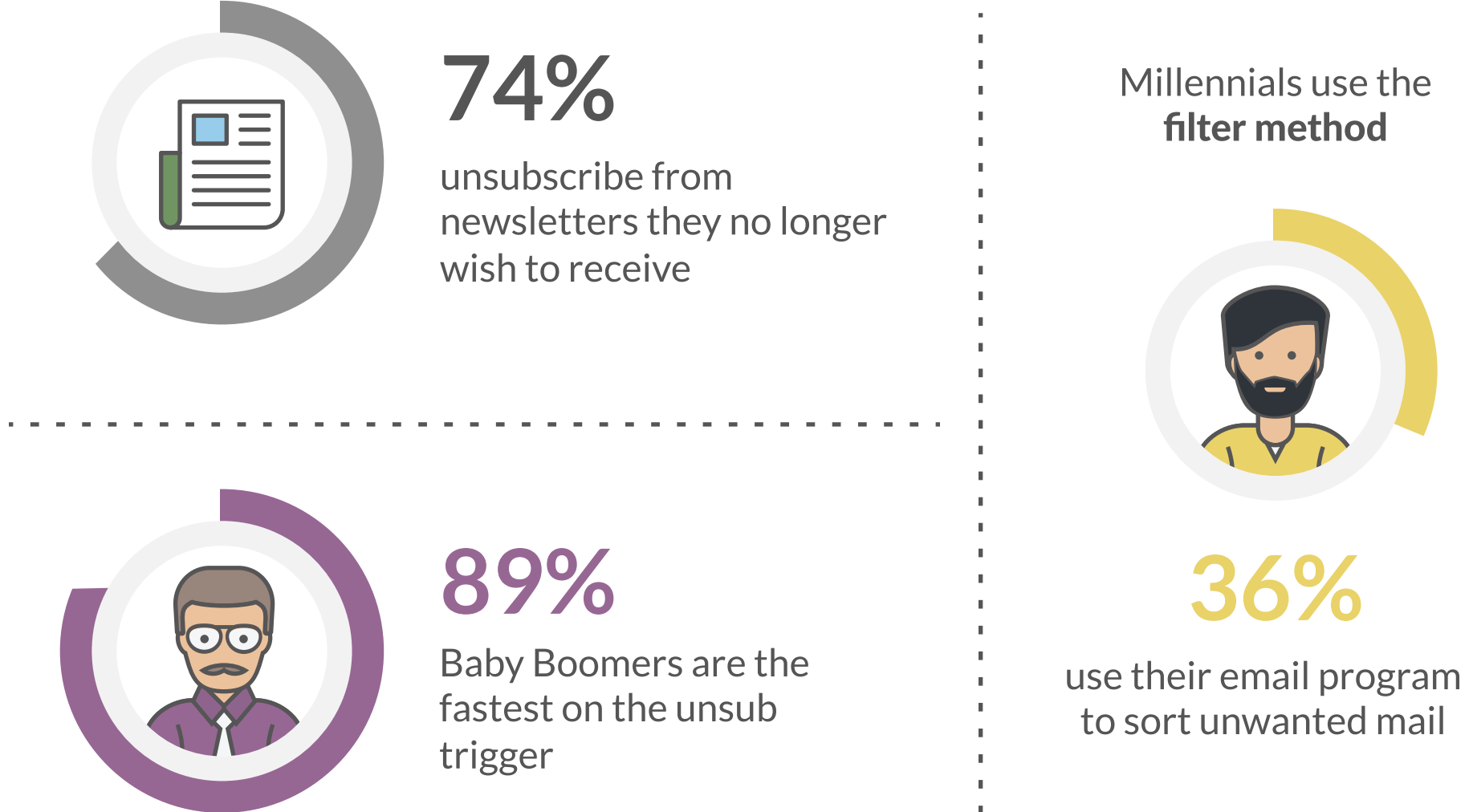
GEN Y & GEN Z ARE MOST ACCEPTING OF EMAIL ADS, AND MOST LIKELY TO CLICK THROUGH



CONTENT RELEVANCY IS CRITICAL



WHEN WE'RE DONE, WE'RE DONE



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.