

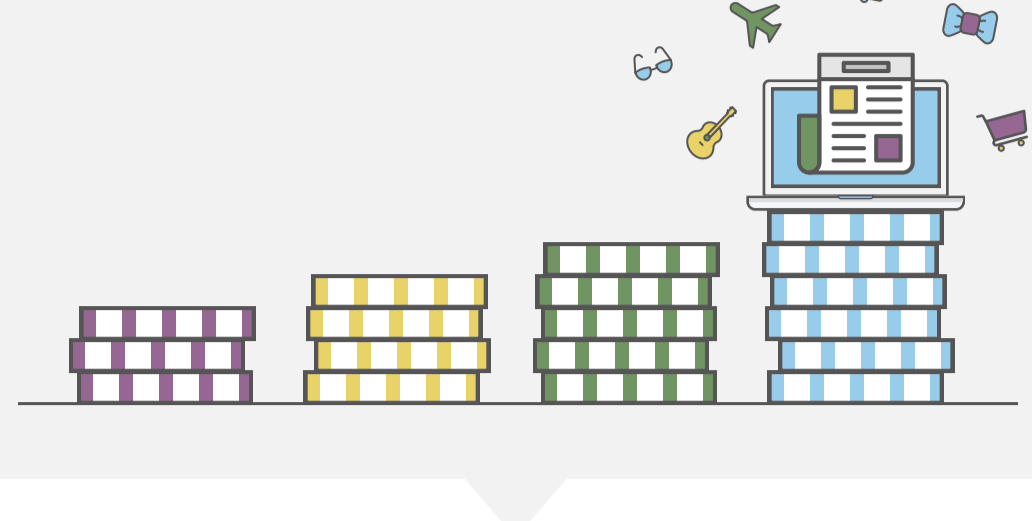
Email:

The Publisher's Channel of Choice for Building Audience Trust

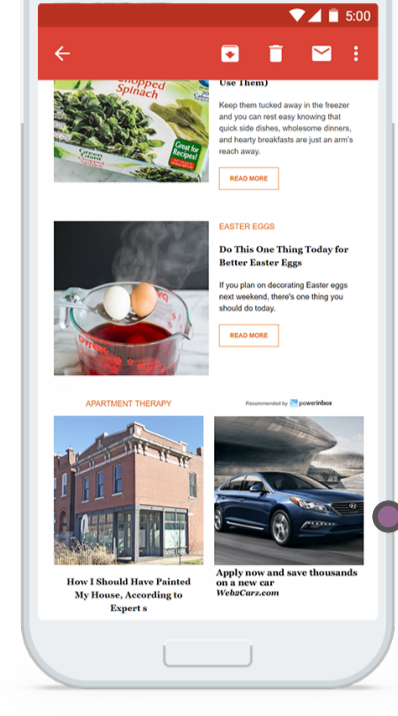
Trust seems to be on thin ice. Between fake news and questions around data privacy, it's easy to see why consumers are leery of virtually everything they see online these days.

But, all hope is not lost!

We asked 1,000 people about the role trust plays in how they consume information online. Here's what publishers and advertisers need to know:



TRUST IN THE MEDIA IS STILL ON SHAKY GROUND

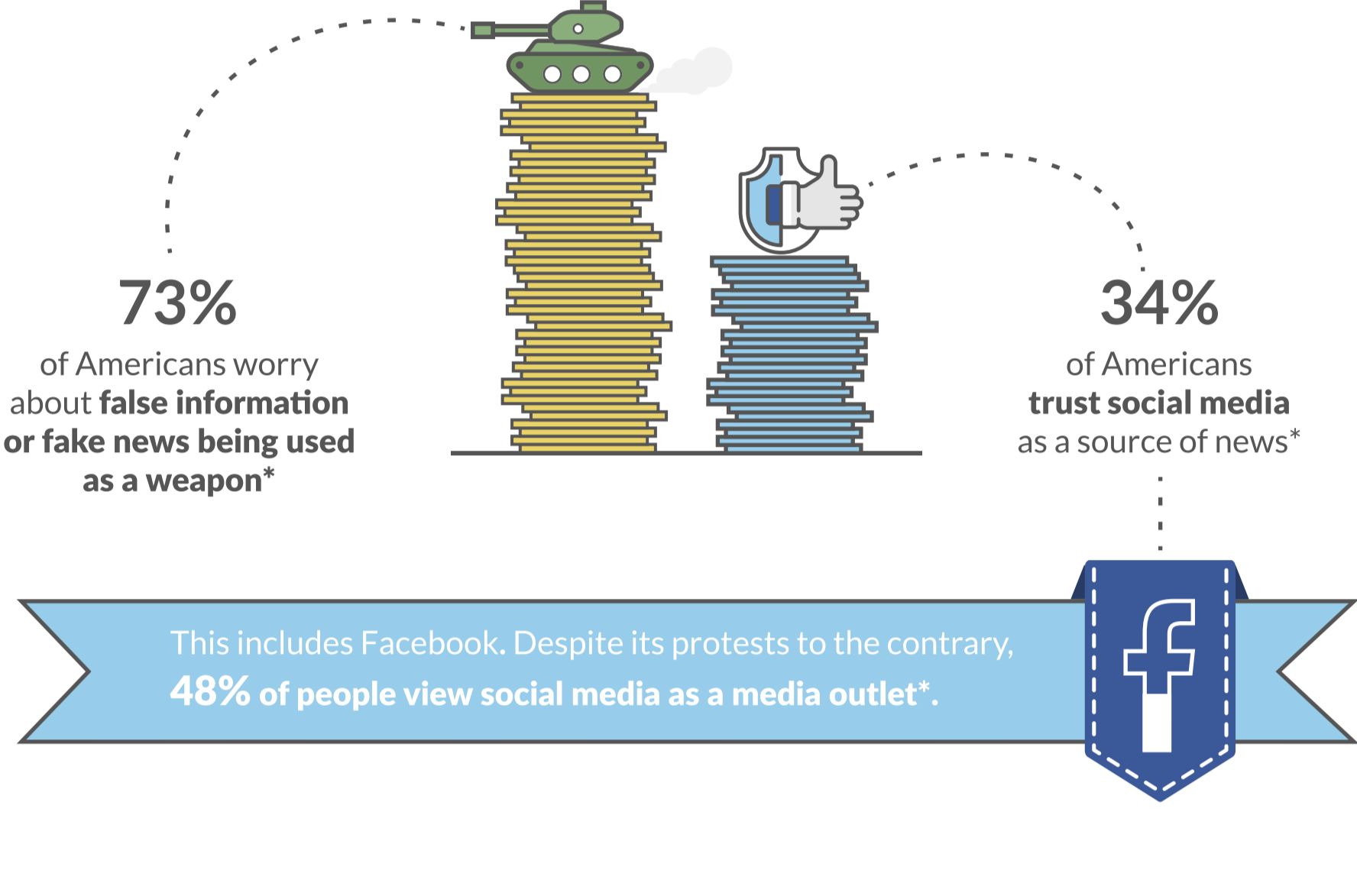


Media is still the least trusted institution*

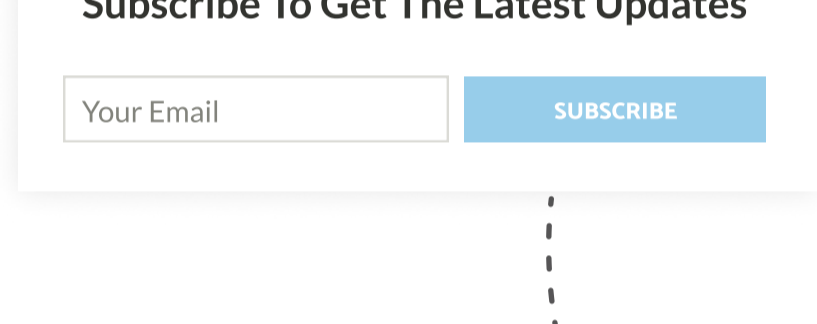


Online-only media earns just a **55%** trust rating

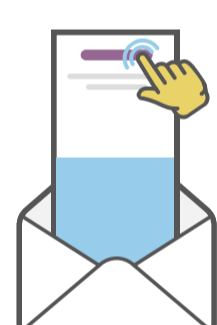
THIS IS A MAJOR CHALLENGE FOR PUBLISHERS



EMAIL HAS PROVEN TO BE A MORE TRUSTED CHANNEL

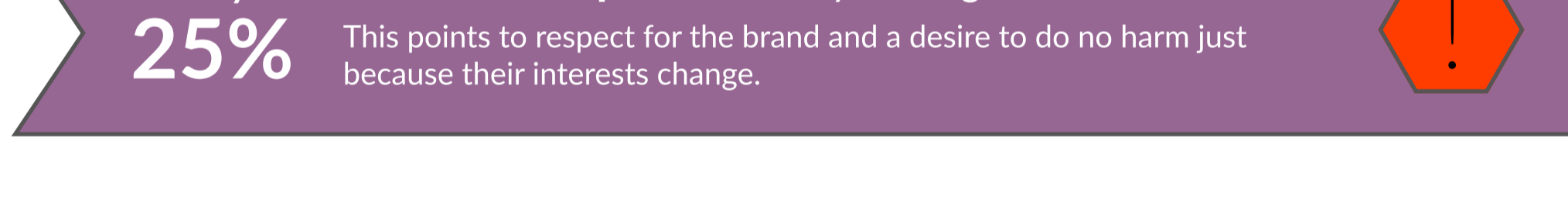


Nearly **60%** of adults subscribe to some kind of email newsletter



58% say trust in the publisher sending the email entices them to read it

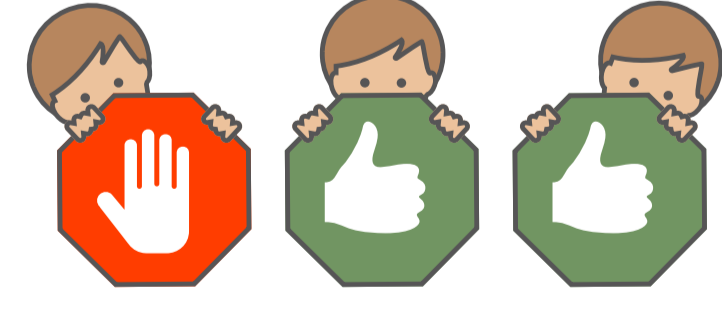
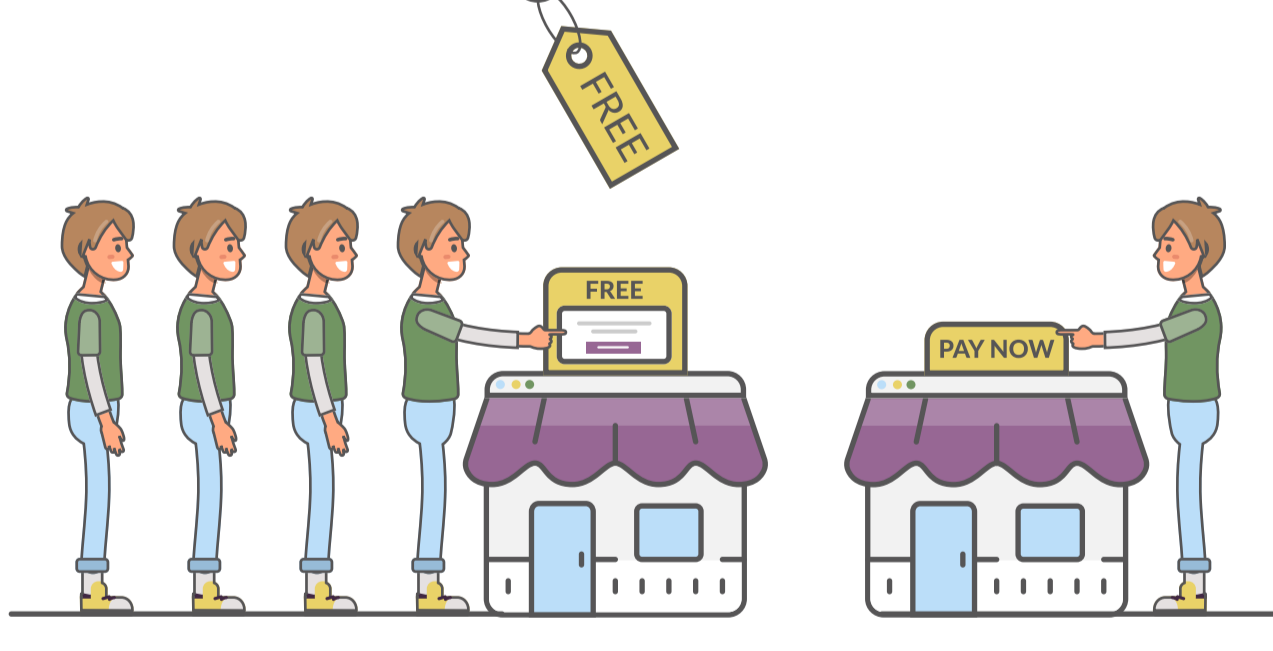
SUBSCRIBERS HONOR THAT TRUST



TRUST IN THE PUBLISHER TRANSLATES TO ADVERTISERS

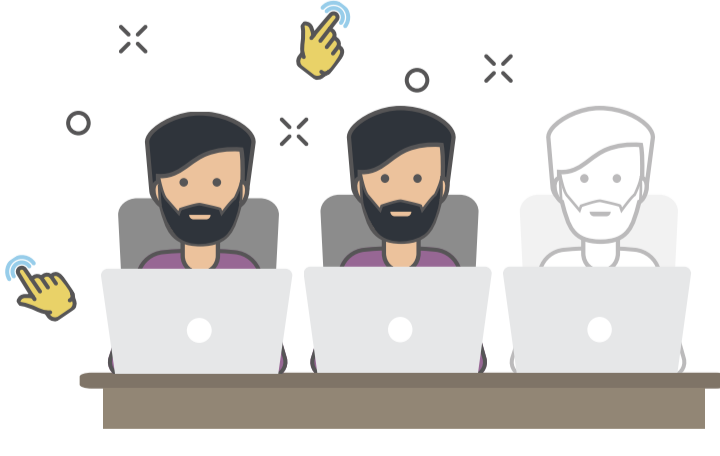
CONSUMERS RECOGNIZE THAT "FREE" CONTENT COMES AT A COST

4 out of 5 adults prefer **free mobile apps** that contain ads than to pay for the app with no ads



Fewer than **1 out of 3** use a digital ad blocker

AND, THEY'RE NOT JUST WILLING TO ACCEPT ADS. THEY'LL TAKE ACTION.



Email is a highly effective, personalized engagement channel that enables publishers and their advertisers to build and maintain subscriber trust.

By putting publishers in control of content distribution, traffic and advertising partners, **email drives both engagement and revenue by eliminating reliance on third-party social platforms.**