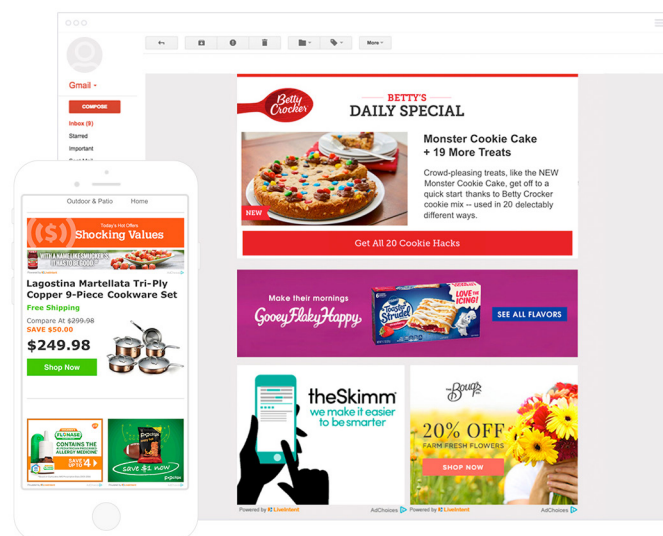


# Email Advertising

People spend, on average, 6.3 hours per day checking email—that's more time than spent on Facebook or watching TV. Email advertising, powered by LiveIntent, allows you to **advertise within the newsletters** of premium publishers like Biz Journals, Bon Appetit, CNET, Country Living, AdWeek, Deadspin, and Fodor's to **reach these opted-in and highly engaged users**.



## What's Email Advertising?

**Email advertising**, powered by LiveIntent, is a unique, unduplicated source for premium native and display advertising inventory. LiveIntent is the only supply vendor that can advertise within email newsletters from premium publishers like The Wall Street Journal, Target, Women's Health, and more.

## How It Works

LiveIntent partners with thousands of premium newsletter publishers to provide inventory within email environments. Premium publishers like The Wall Street Journal, Condé Nast, NBCUniversal, Hearst Media, and many more choose to monetize their email newsletter audiences by implementing our platform.

When a newsletter subscriber opens their email on Monday morning, a real-time auction occurs, inserting highly targeted offers optimized to drive both engagement and revenue. Marketers get access to premium inventory that's 99% fraud-free, 100% cross-device, and delivers 10x higher performance on display ads.

LiveIntent needs to approve the advertiser account before you can fully use this feature. Reach out to your account manager or support center if you're interested in leveraging LiveIntent, and they'll work with you to obtain access. Within the ad group targeting, you can either use site targeting to bid exclusively on specific newsletters or select from LiveIntent's private marketplace deals.

## Notes & Best Practices

- Long-tail, aggregator inventory is unavailable with this targeting tactic.
- You can apply cross-device targeting, contextual category targeting, site lists, and first and third-party data to ad groups targeting LiveIntent inventory.
- Since LiveIntent only serves one to three ads per email (around 60-70% of above the fold), you must set the frequency to "Unlimited Frequency". This will allow you to scale your reach every time there is an available bid that meets your requirements.