LiveIntent

More than an email: Your ticket to 1st party data

Email is no longer just about sending and receiving emails– it's the ticket to marketing and advertising in a world where cookies go away. Read on to see how email newsletters and alerts not only get you noticed, but deliver the data you crave.

Your customer's digital passport

Email is the one piece of data people use to log into every social site, mobile app, bank account, and e-commerce platform on the web. It is the only digital identifier that travels with your audience across device, browser, platform and app. It's always with them.

4.26 billion people across the globe use email.

Email marketing revenue is expected to hit almost **$18 billion by 2027.**

People spend almost **6 hours a day on email** vs. 2.5 hours on social media.

A safe and secure journey

Advertising within email newsletters and alerts is brand safe with trusted inventory. Ads are only delivered when and if an email is opened, and brands can rest assured they will appear aligned to contextually relevant content.

80% of consumers agree that brands should be concerned about their ads appearing next to negative user-generated content.

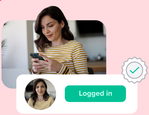
$100B advertising dollars will be lost to fraud this year.

First-class treatment

Consumers have a 1:1 relationship with email. They've signed up for that newsletter, opted-in to receive the content they are most interested in or made a purchase for a receipt confirmation. Advertising in email newsletters is personal and engaging… like a hot towel with extra legroom on an international flight.

60% of GenZ agrees that email is the most personal channel.

Almost **70% of consumers** prefer to receive brand communications via email.



A captive, logged-in audience

Every ad interaction in email newsletters and alerts are targeted to a person with a real account, not a device. It's a smart ad spend.

Email generates a **CTR that is 51x higher** than Facebook

Nearly **22% of all email campaigns** are opened within the first hour of sending.

Get better mileage on mobile

Email works just as effectively across devices (meaning it solves the mobile conundrum), and you can continue the conversation with the person based on what action they had taken.

Almost **60% of global website traffic** comes from mobile devices. Mobile accounts for the majority of email opens, beating desktop and tablet devices.

Tap into the rewards: Data

LiveIntent doesn't just deliver ads, we give actionable data back to advertisers:

From initial exposure to final purchase, we provide data at every phase of a customer's journey.

Get privacy-safe insights on who saw your ad, where, when and what they did afterward.

Now let's talk about what you can do with this data.

Optimize cost efficiency

You can help bring down the cost of ALL your online advertising by building data-driven, targeted campaigns.

Brands using first-party data see a **2.9X revenue increase** and **1.5X cost savings**

Deliver a better experience

Frequency capping and suppression capabilities not available elsewhere are made possible in email.

One LiveIntent advertiser **lowered acquisition costs by 14%** after leveraging their 1st party data to suppress existing customers.

Grow customer base

By getting data back, brands are able to truly understand the attributes of their best customers and find more people like them.

Lookalike audiences (new customers who behave like your best existing customers) helped LiveIntent advertisers increase **ROAS 2.5X.**

Personalize ad campaigns

By leveraging the data that brands get back from advertising platforms, you can give customers more of what they love and engage with.

Personalization in marketing can reduce acquisition costs by as much as 50% and increase marketing **ROI by up to 30%**

Improve attribution

Compare email ad metrics to online and in-store purchase data for true, closed-loop attribution.

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