

The Ad Platform: Advertising in the Personal, Permissioned Environment of Email

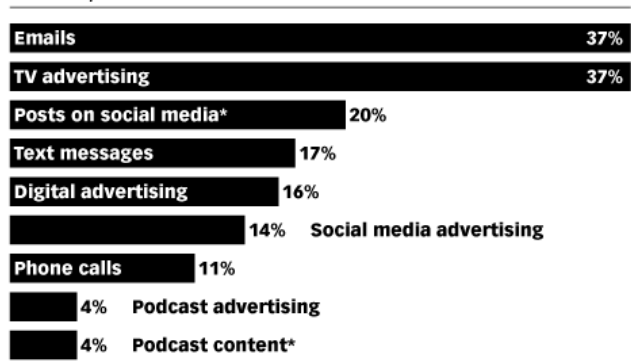
AUDIO |

eMarketer Editors

Publishers have renewed their focus on connecting directly with consumers via email after years of intermediation on social platforms. Kerel Cooper, senior vice president of global marketing at LiveIntent, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss how consumers are engaging with those messages, and how publishers are monetizing them with ads.

US Adults' Preferred Channels for Brands to Advertise and Communicate During the Coronavirus Outbreak, March 2020

% of respondents



Note: ages 18+; *excluding ads
 Source: Opinium, "US Brand Marketing in a Crisis: Why Now Is Not the Time for Silence", March 27, 2020

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The third-party cookie is going away, the pandemic is disrupting behavior, and privacy is now an expectation. That's why [Neustar](#) launched [Fabrck](#)[™] - to give brands, publishers, and platforms sustainable options to future-proof their marketing. Fabrck combines powerful Identity-based solutions with trusted industry partnerships to solve today's challenges.