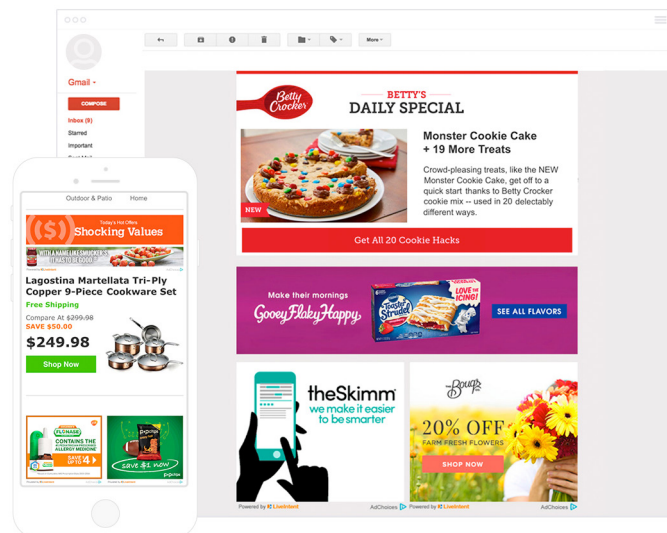


People spend, on average, 6.3 hours per day checking email—that's more time than spent on Facebook or watching TV. Email advertising, powered by LivelIntent, allows you to advertise within the newsletters of premium publishers like Biz Journals, Bon Appetit, CNET, Country Living, AdWeek, Deadspin, and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



### What's Email Advertising?

Email advertising, powered by LivelIntent, is a unique, unduplicated source for premium native and display advertising inventory. LivelIntent 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



LivelIntent needs to approve an advertiser account before allowing access to their inventory. Reach out to your Strategist if you're interested in leveraging LivelIntent, and they'll work with you to obtain access. Your Strategist will then manually add LivelIntent as a supply vendor to your ad groups.

As for how the tactic itself works, a user needs to subscribe, confirm their subscription, log in to their email, and then open the email and click to enable images for the LivelIntent pixel to fire and the user to see the ad. The triple opt-in ensures complete transparency and fraud-free ads.



### Notes & Best Practices

- Email advertising is a part of Choozle's Supported Solutions and can be implemented with the help of our Client Experience team. Reach out to us to learn more.
- Long-tail, aggregator inventory is unavailable with this targeting tactic.
- Media buyers can apply cross-device targeting, contextual category targeting, site lists, and first and third-party data.
- LivelIntent only serves one to three ads per email (around 60-70% of which are above the fold).