



The Complete Guide to

Programmatic Advertising in Email



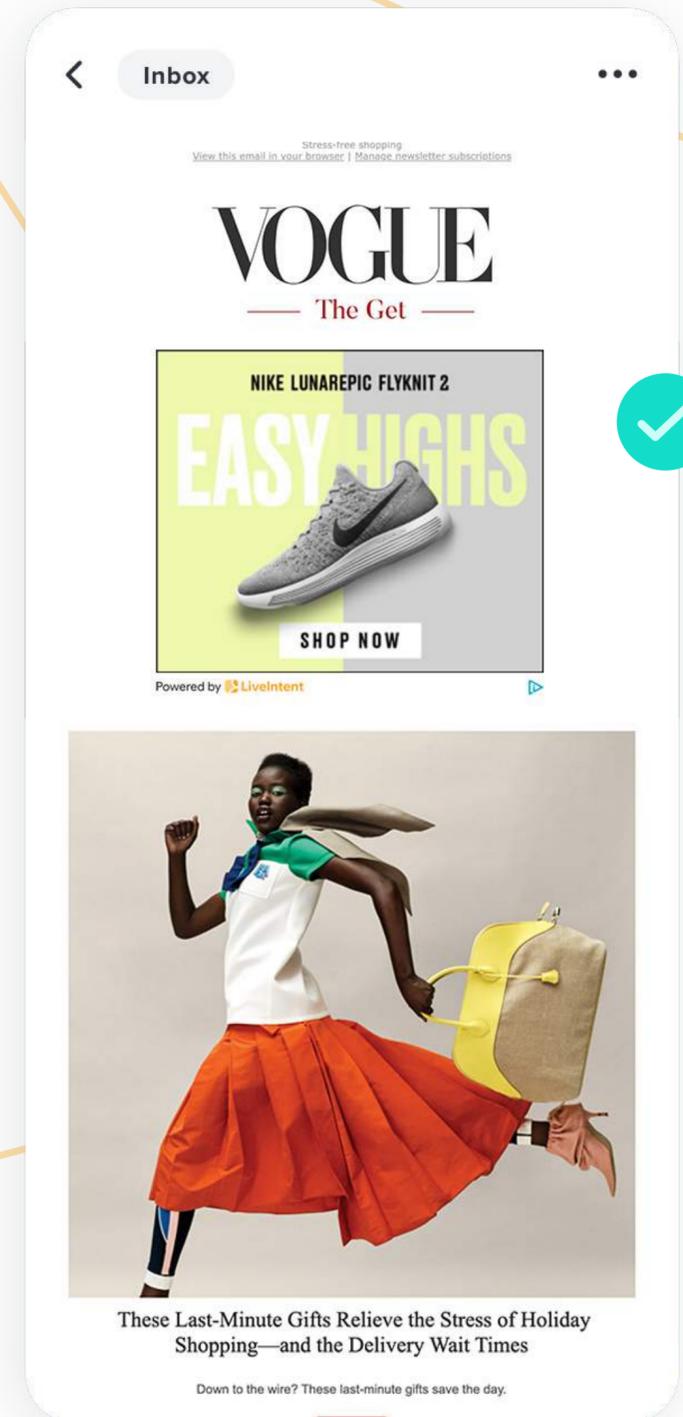
Introduction

Programmatic advertising, or the use of software to automate the buying and selling of digital advertising inventory, has redefined the way advertising is done. It's brought greater speed and efficiency to the industry, opening new opportunities for advertisers and publishers alike.

Before programmatic advertising, buying and selling digital media was a painstaking process that involved submitting a request for proposal (RFP), negotiating terms for purchasing inventory from a publisher, and creating an insertion order before a campaign could go live. Programmatic has mostly eliminated these manual processes by leveraging technology to make it easier for advertisers to bid on impressions in real-time. So prevalent is real-time bidding that programmatic ad spend is projected to reach **\$96.59 billion in 2022**¹— that's more than just a little pocket change!

With programmatic ad spend nearing the **\$100 billion** mark, you're likely already using programmatic to reach your audiences across various formats, channels, and mediums like video, social, and web. But did you know that programmatic advertising lends itself to email too?

Programmatic advertising solutions, like those that LiveIntent offers, enable advertisers to quickly and easily reach an audience of over **200 million logged-in people** in the engaging and premium environment of email. Intrigued? Well, we're just getting started.



¹ Us Programmatic Digital Display Advertising Outlook 2021, eMarketer, Jan 2021

How this eBook can help

Modern marketers sure have their work cut out for them. For starters, standing apart from the competition isn't easy in today's crowded digital landscape. Furthermore, consumers these days are more discerning than ever with high expectations of their favorite brands and digital experiences. And, lest we forget, the focus on privacy-first targeting has marketers exploring ways to more effectively leverage their first-party data to get in front of key audiences. Luckily, programmatic advertising in email can help you overcome these obstacles.

This eBook will give you all the insights you need to understand how email can help you meet your business goals.

You'll learn:

- ✓ **What makes email a powerful advertising channel**
- ✓ **How programmatic advertising works in email newsletters**
- ✓ **How to get started**
- ✓ **Best practices for advertising in email newsletters**



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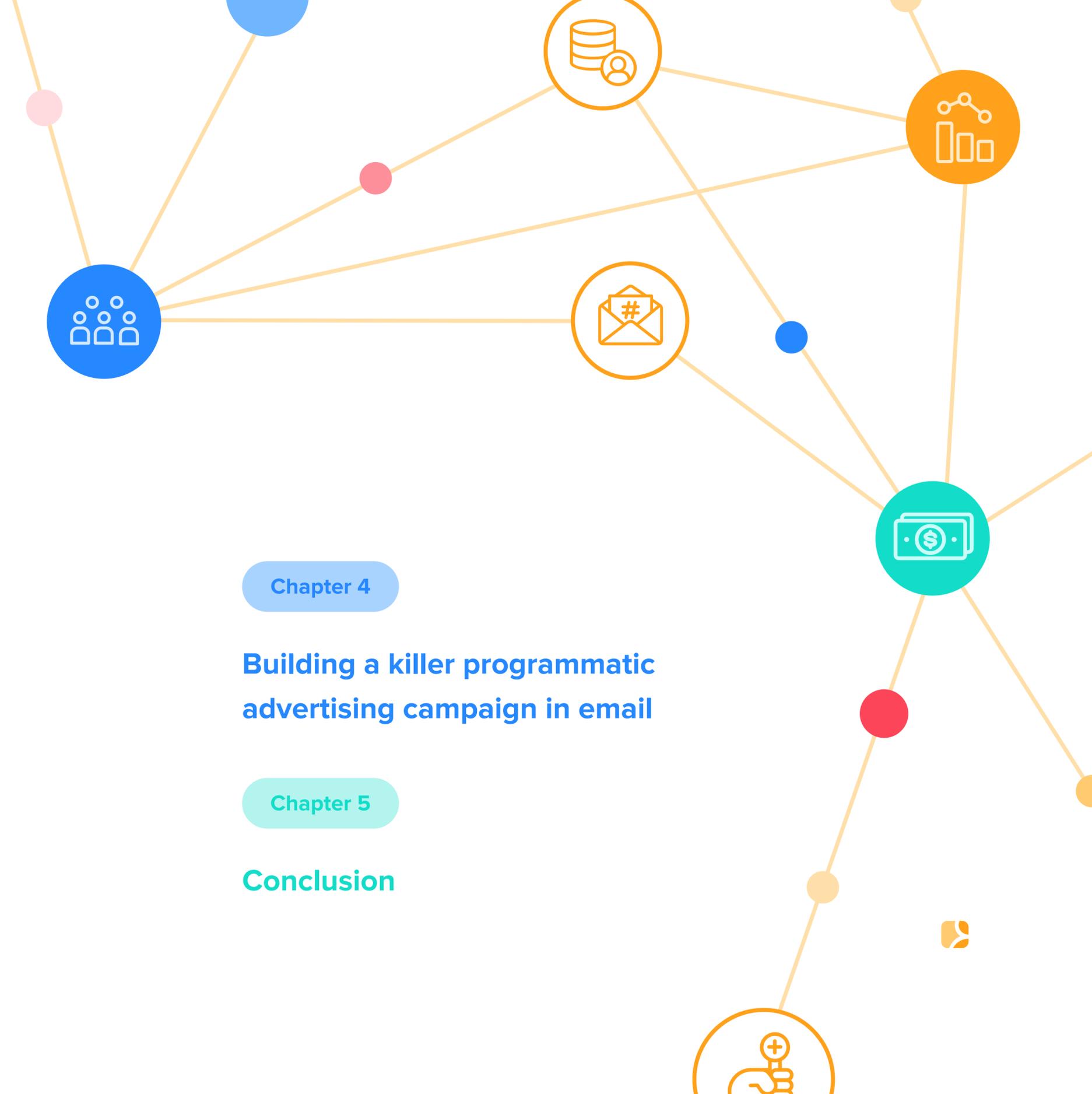
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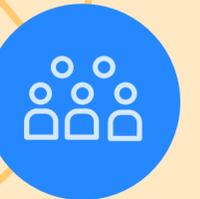
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Chapter 1

The power of email



Email has been around for a while. And many even thought it would have been killed off by now — some solutions even promised to replace it. Yet, despite the shady smack talk, email persists and continues to solidify its place in the average consumer's life.

Email is everywhere. Nearly 90 percent of Americans over the age of 15, and more than half the world's population use email.²

These figures are unsurprising when you consider that the email address not only connects you to your virtual mailbox but also functions as a digital passport to access streaming services, bank accounts, merchant platforms, and loads of other personal services and platforms.

As an advertiser, you probably already know that email newsletters are a powerful and important channel. After all, more than **60 percent of consumers**³ cite email as their preferred method for hearing from brands. Today's savvy brands know that email newsletters enable a one-to-one connection with their customers in a less noisy, more engaging channel. Publishers recognize the value of this connection too, which is why many sell advertising space in their email newsletters.



of consumers cite email as their preferred method for hearing from brands.

² How many email users are there?, 99 Firms, 2021

³ Leading ways consumers prefer to be contacted by brands in the United States as of July 2019, Statista, 2021



Why advertise in email newsletters?

It's worth repeating — email newsletters are a powerful channel for creating one-to-one connections with audiences. By advertising in email newsletters, you can amplify your reach outside of your own email and get your brand's message in front of premium publishers' most engaged audience: their loyal newsletter readers. In this section we'll explore the benefits and advantages that set email apart from other programmatic channels.

Merriam-Webster *Learner's Word of the Day*
June 15, 2021



There was a lot of media hype surrounding the candidate's announcement.

hype */haɪp/ noun*

[noncount] *informal* + often *disapproving*
talk or writing that is intended to make people excited about or interested in something or someone

- There was a great deal of media hype surrounding the senator's announcement.
- After months of promotional hype, the band finally released their new album.

This Summer, Take a Trip with The Magic School Bus



Powered by Livintent

Inbox



The All-New RAV4
Choose the path of most resistance with the all-new RAV4 Adventure.



Options shown. Learn More

Powered by Livintent



There's a New Way to Car Search!

We believe there's a perfect car out there for everyone. Meet the car of your dreams with our new tailored shopping experience.

Get Matches

Inbox



bon appétit

Tell us what you like.
We'll send healthy food and recipes catered to your taste.

TAKE THE QUIZ - SAVE 40%

Powered by Livintent



This Italian Baking Extract Is So Bewitching That I Wear It as Perfume

Even if you've never heard of Fiori di Sicilia, you may recognize the incredibly fragrant extract from its starring role in Italian classics like

Inbox



wayfair.ca UP TO 70% OFF BOXING WEEK Shop All Sales

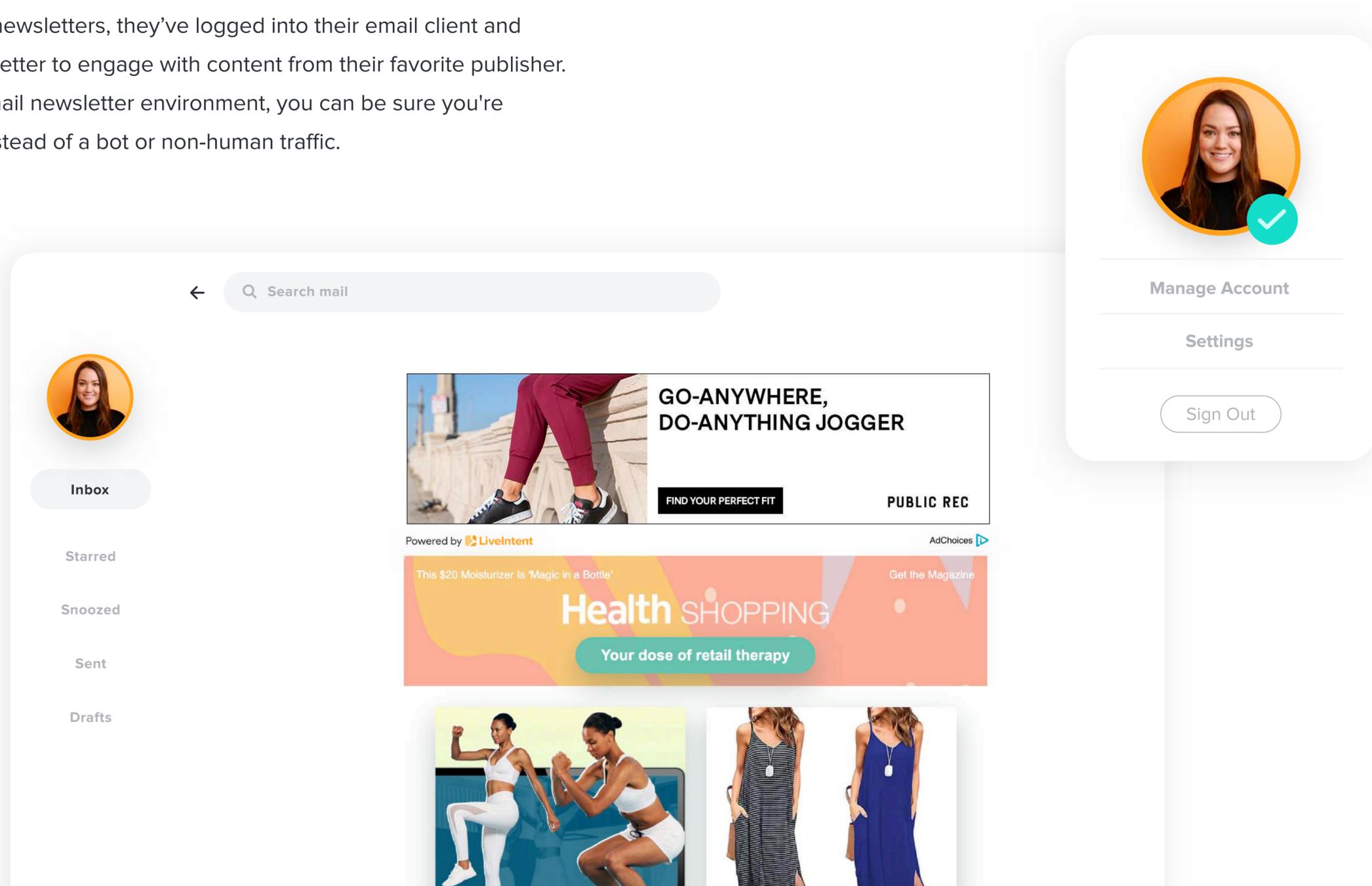


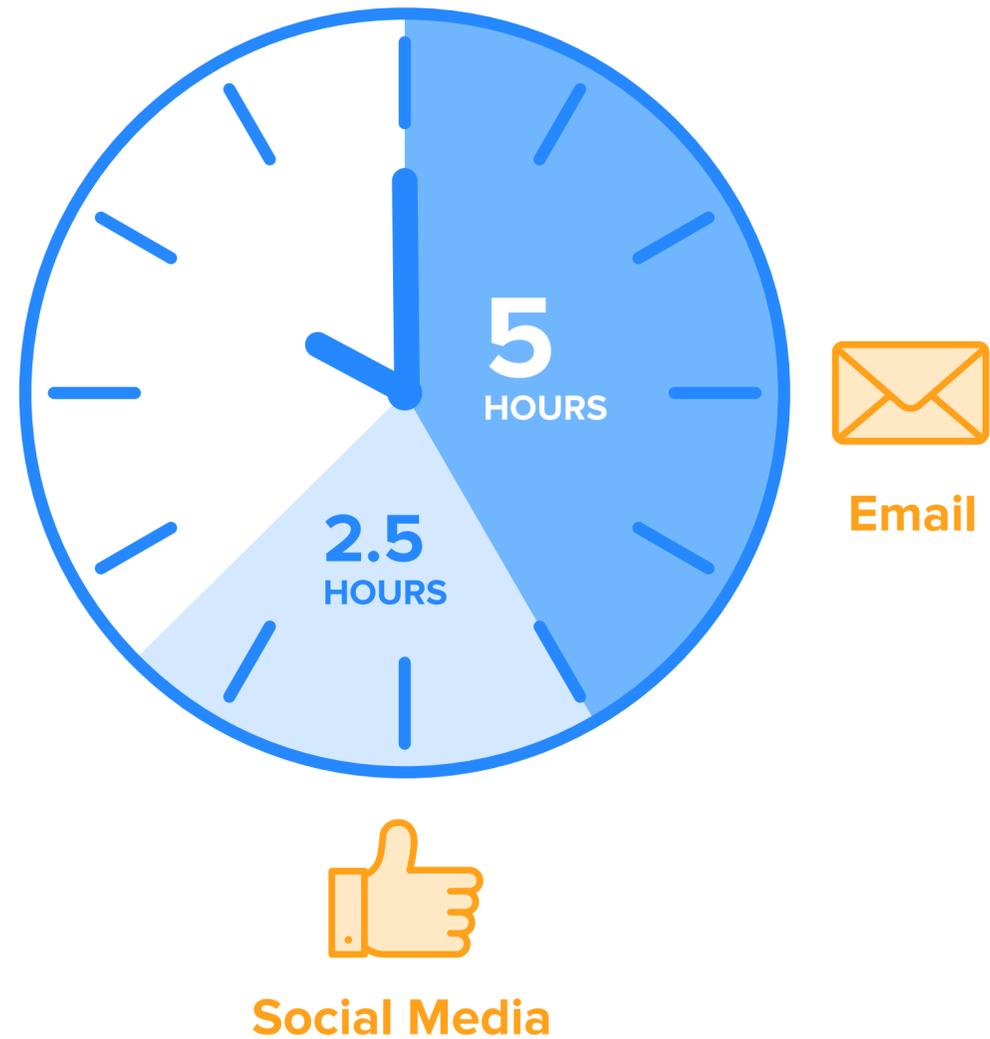
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100% opted-in, logged-in audiences

Email is an opt-in channel. Every newsletter in the LiveIntent exchange is one that a person has subscribed and consented to receive from a publisher. When subscribers open their newsletters, they've logged into their email client and chosen to open a newsletter to engage with content from their favorite publisher. By advertising in the email newsletter environment, you can be sure you're reaching real people instead of a bot or non-human traffic.





Scale that stands up to other logged-in media

One of the main draws of Facebook is that it has one of the largest logged-in audiences available to advertisers. However, it's not the only channel with extensive scale. LiveIntent's email exchange gives advertisers access to over **200 million active email readers** in the U.S. Furthermore, U.S. consumers spend an average of **5 hours per day checking email**,⁴ while only spending 2 hours and 24 minutes per day on social media.⁵ By incorporating email into your media plan, you can reach consumers at scale.

⁴ 2019 Adobe Email Usage Study, Adobe, Sept 2019

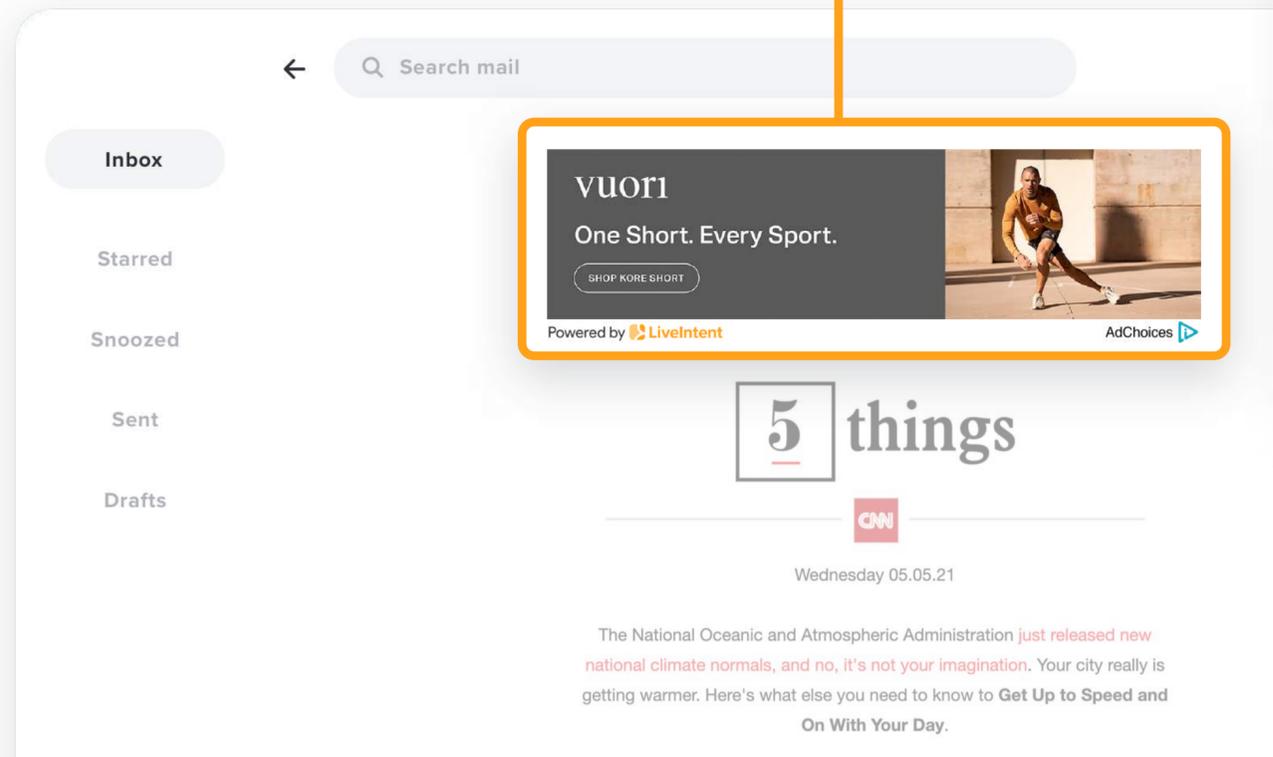
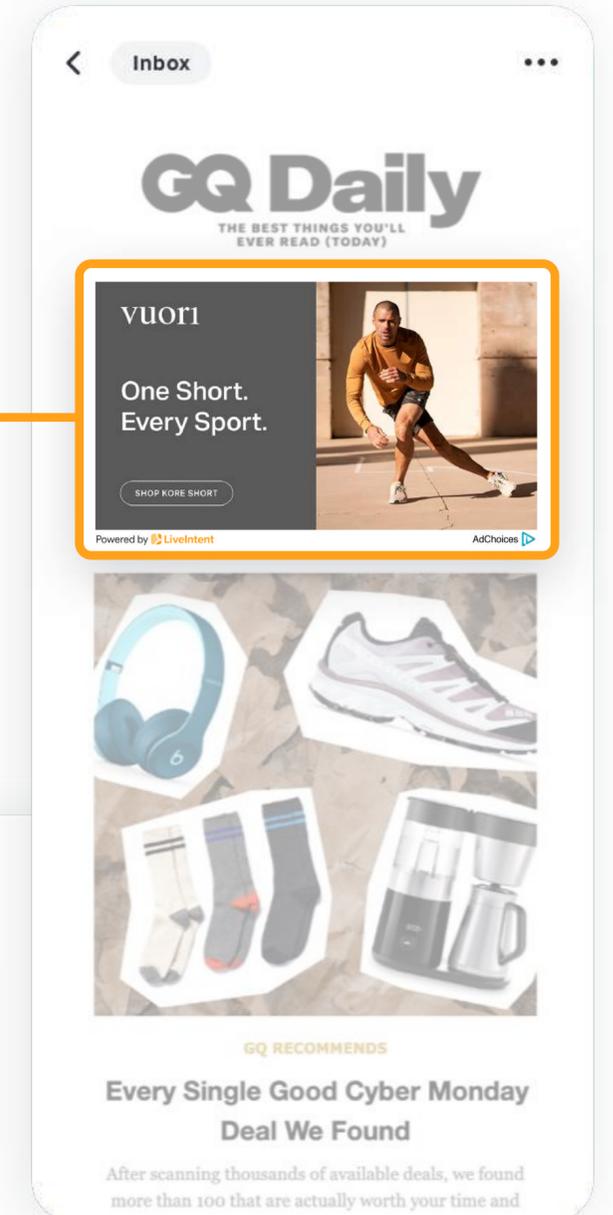
⁵ How Much Time Do People Spend on Social Media in 2021?, TechJury, March 2021

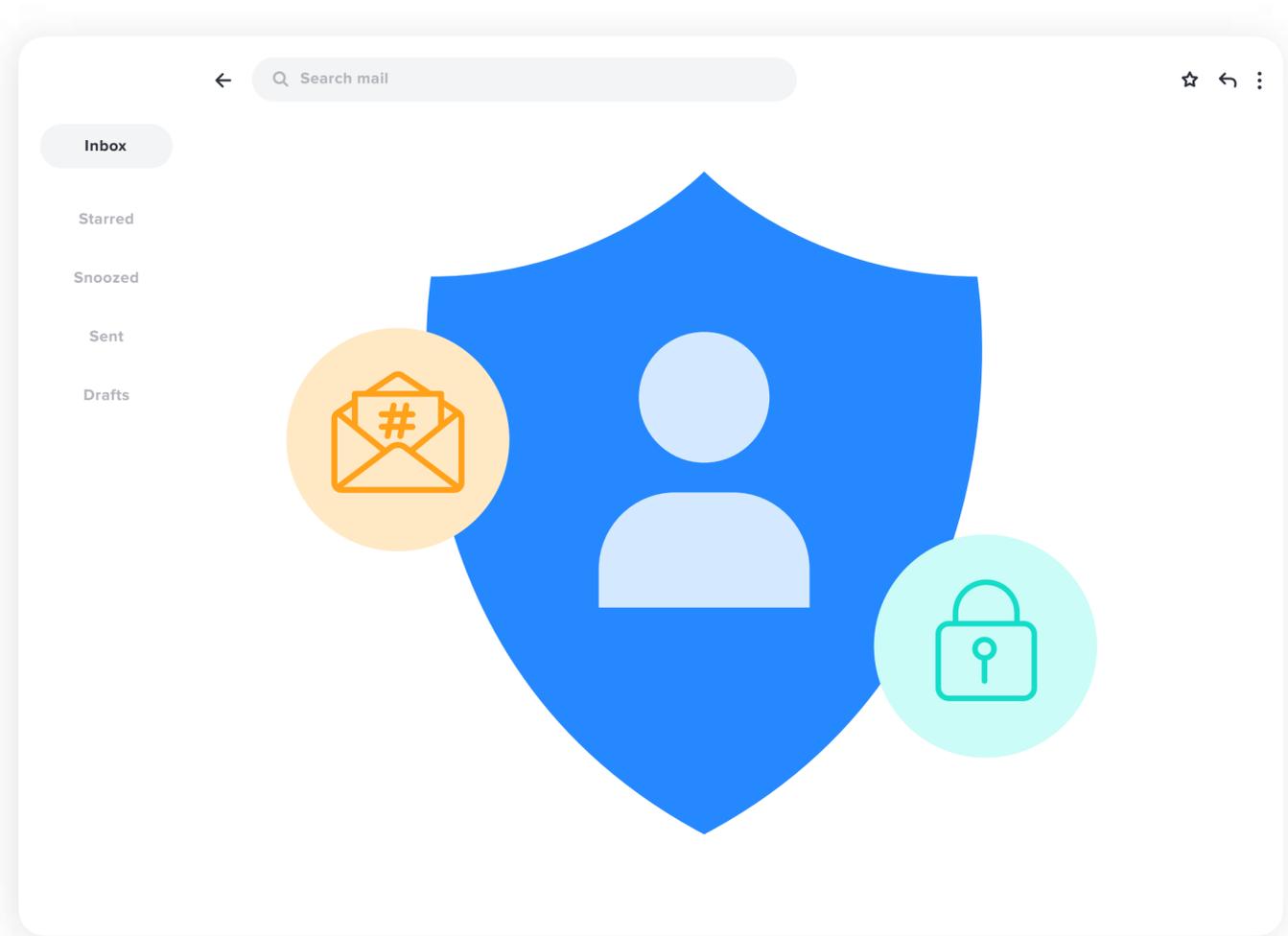


First-party data activation made easy

People may share devices but they don't share emails. So, it's highly likely that the person logged into an email is in fact the account owner and user of that email. Because the email address is used to log into most platforms and services, it serves as a deterministic, cross-device identifier.

First-party data like email, browsing and purchase history, and ad engagement for instance are especially useful for targeting known customers. Equipped with this data, advertisers can leverage campaign targeting that drives results. Onboarding your data with LiveIntent allows you to match your customer audiences to publishers' subscriber audiences for precise one-to-one targeting.





Privacy-safe advertising

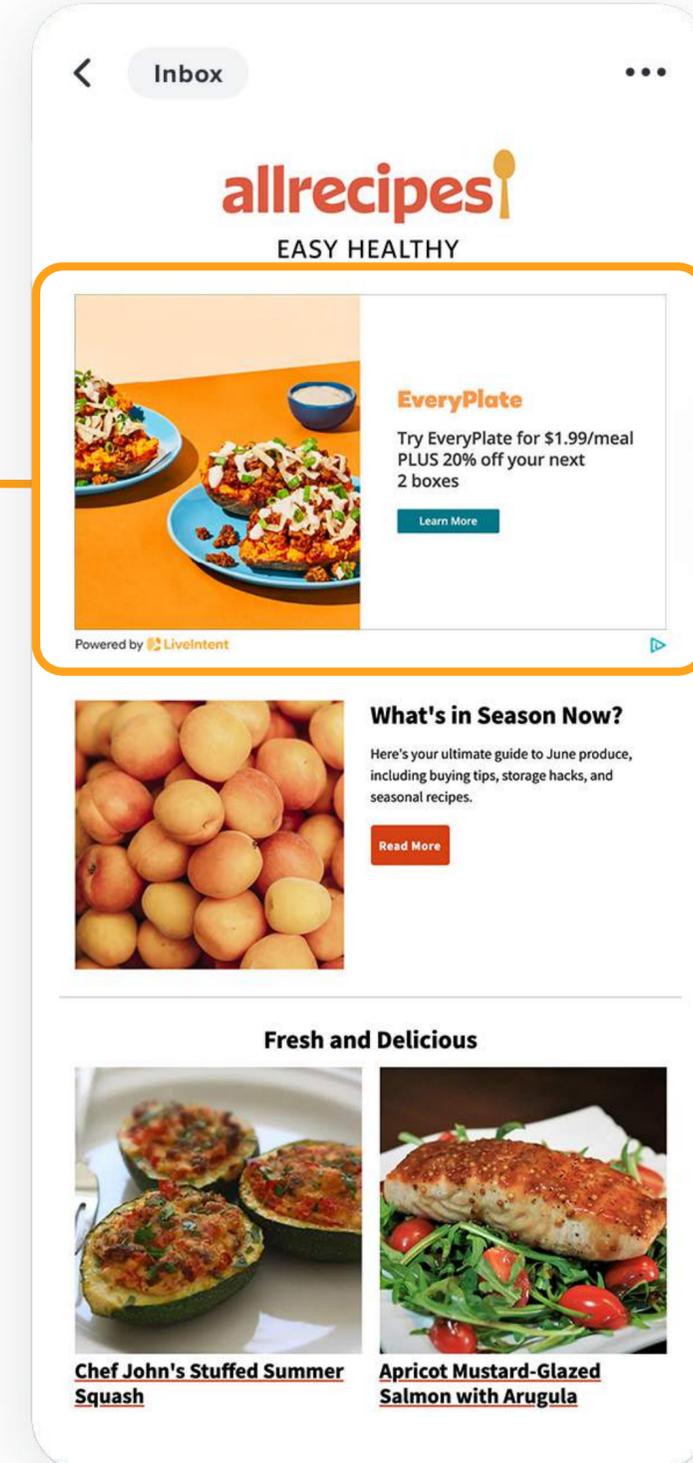
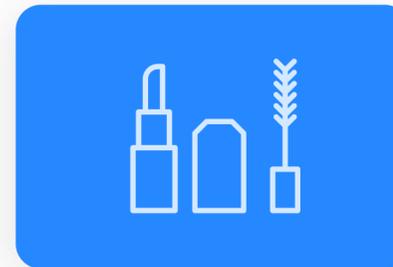
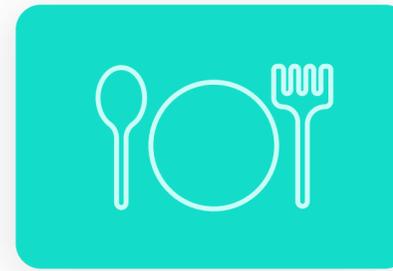
Email newsletters do not leverage third-party cookies to enable targeting but rather hashed emails. A hashed email is an email address that's run through a hashing algorithm returning a series of characters unique to that specific email. Hashed emails cannot be reversed to reveal a user's actual email.

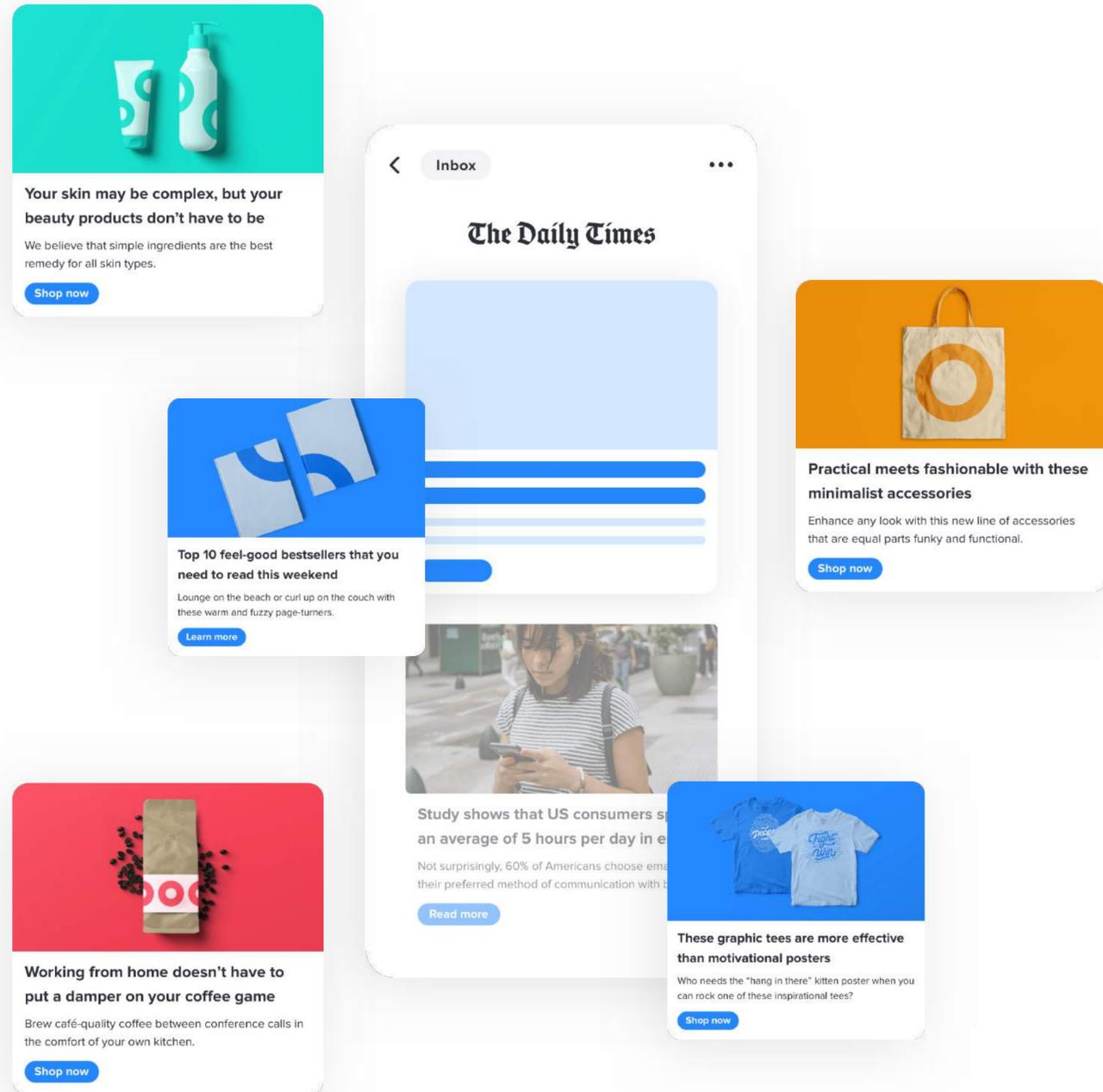
With email, businesses can rest assured that they're communicating directly with their customers while honoring their privacy preferences. LiveIntent complies with CCPA and GDPR, helping advertisers and publishers respect their customers' privacy preferences and display contextually relevant ads.



Brand-safe, contextually relevant ad experiences

Email newsletters offer a high-quality, brand-safe oasis for advertisers to engage audiences with contextually relevant messages. Custom allow or block lists permit both publishers and advertisers to set rules for the types of ads that will and won't display in certain newsletters. Contextual targeting and blocking enables advertisers to leverage creative messages that suit the particular context across various newsletters. By putting these practices to use, both publishers and advertisers can provide their audiences with relevant and valuable ad experiences.





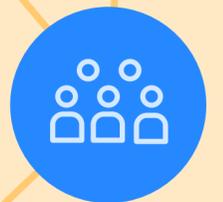
Native ads

Native ads in email newsletters kick the ad experience up a notch. Built to reflect the look and feel of its surrounding environment, native ads provide a less interruptive, more seamless reader experience as to not detract from the content. Consumers reward marketers who use native ads with more engagement and increased purchase intent. The same cannot be said of advertising on the web, where consumers instinctively avoid making eye contact with display banners, a phenomenon known as banner blindness. And when disinterest transforms into rage toward annoying disruptive ads, consumers turn to ad blockers.



Chapter 2

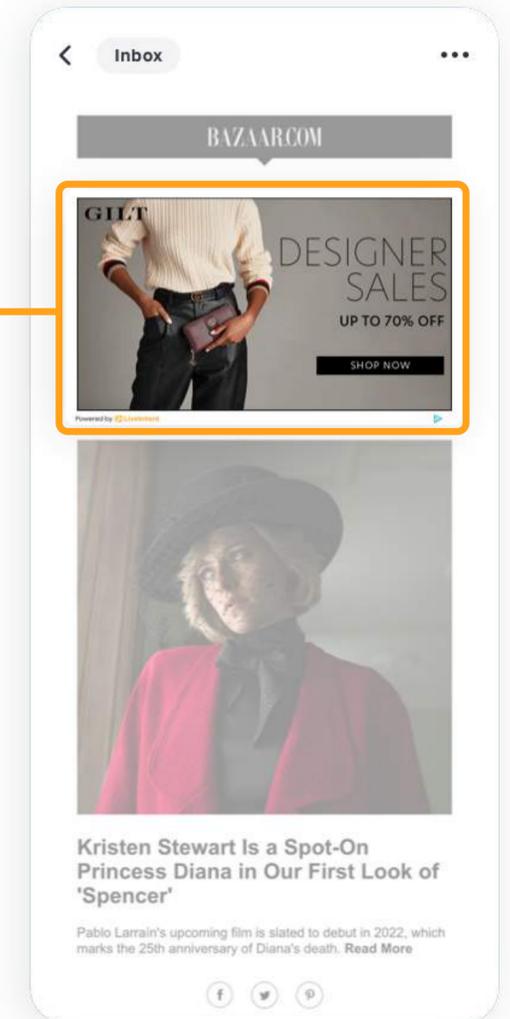
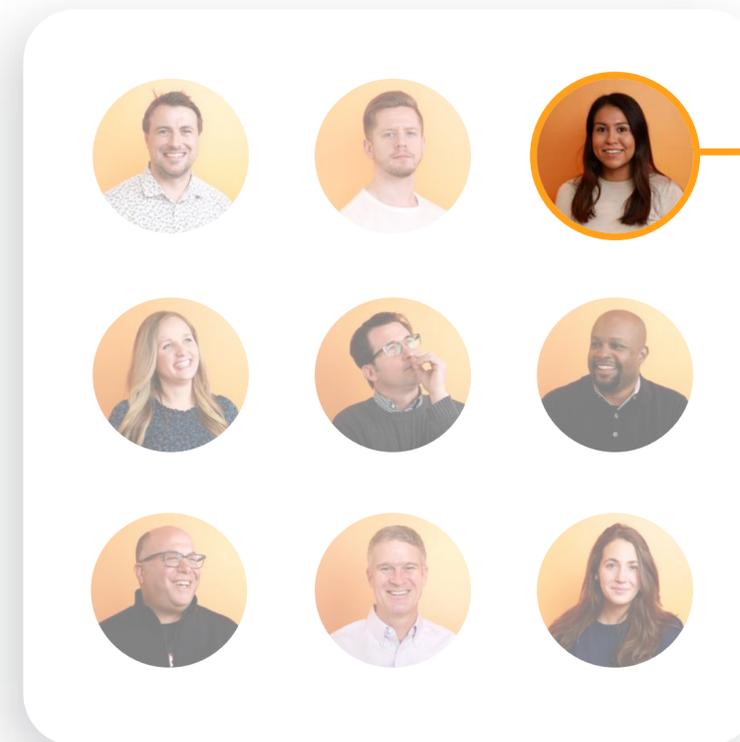
Delivering premium ad experiences

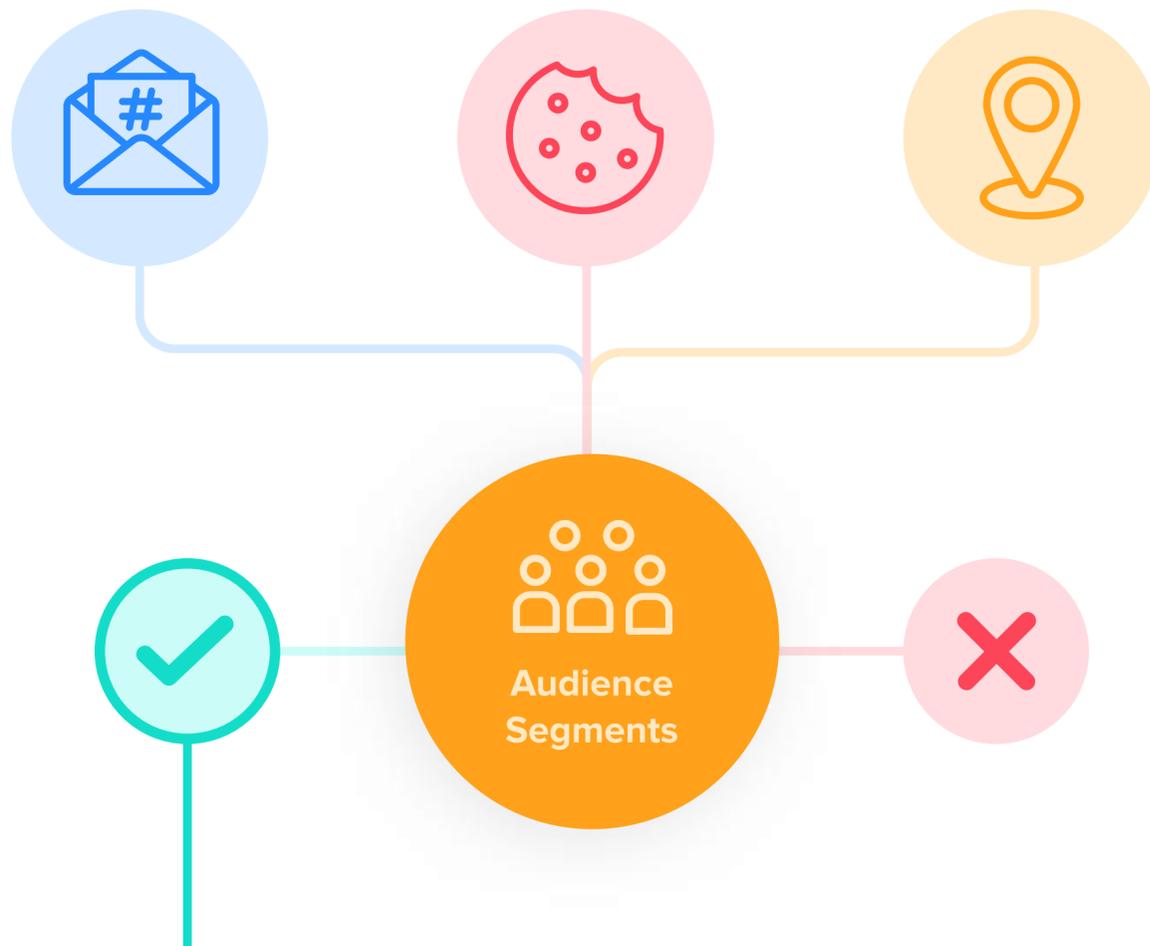


You've likely experienced this before: You need a product and decide to visit your favorite retailer's website to purchase the item in question. You whip out your credit card, purchase the product, and leave the site. Then, despite having already purchased the product, you begin receiving ads for that very item on every site, app, and social media platform you visit. Annoying, right? Unfortunately, programmatic on the web still has room for improvement. Programmatic advertising in email on the other hand, can help you elevate your ad experiences. Here's how.

When an email newsletter subscriber opens their newsletter, a real-time auction kicks-off, **inserting highly targeted ads optimized to drive both engagement and revenue.**

So, not every reader is served the same ad — they only receive messages that are most relevant to their customer journey. Furthermore, advertisers can up the ante on their email ad campaigns by leveraging their first-party data.





Using first-party data to drive campaigns and results

First-party data has become increasingly important to advertisers in light of emerging data privacy laws and changes in the industry made by tech giants like Apple and Google. The good news is that you can easily start taking advantage of the data that's already at your fingertips.

Equipped with first-party data, advertisers can create tailored ad experiences that speak to consumers' interests, behaviors, and their unique customer journeys by either suppressing or targeting specific audience segments.



LiveIntent makes it easy

LiveIntent offers several tools that make activating your first-party audience data a piece of cake so you can easily create campaigns that support your business goals and objectives.

Audience Manager

Audience Manager is LiveIntent's central hub for managing and creating first-party audiences built with your data. Below are the types of audiences you can easily create to target, exclude, or re-engage your new or existing customers within LiveIntent's email exchange.

Custom Audiences:

With Custom Audiences you can onboard a list of existing customers you want to target or suppress in your campaign.

Dynamic Audiences:

With Dynamic Audiences, you can retarget website or mobile app visitors based on specific behaviors like visiting product pages, cart abandonment, and product purchases.

Lookalike Audiences:

With Lookalike Audiences you can reach new audiences that are more likely to be interested in your product or services because they are built and modeled after your high-value customers.



Below are a few examples of campaigns you can run by leveraging first-party data.



Customer acquisition campaigns

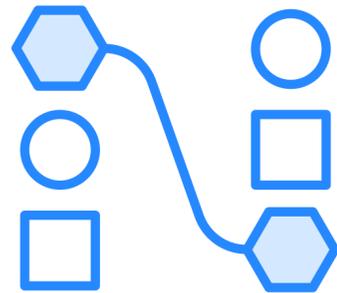
Say you're a pet food brand looking to acquire net-new customers. You wouldn't want to serve your existing customers with ads that read, "10 percent off your first order." Not only would that be a waste of resources, but your existing customers might find it frustrating that they're receiving that ad from your brand. Instead, use your data to suppress a Custom Audience of your existing customers.



Product launch campaigns

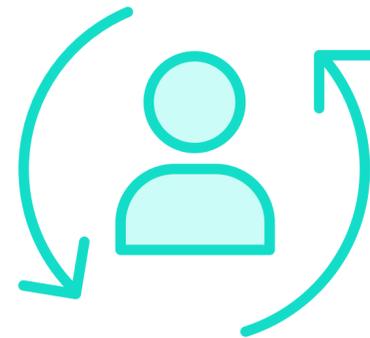
Imagine you're a health and wellness brand that sells protein shakes, powders, and bars. You notice that a segment of your audience only ever purchases chocolate flavored shakes. You could launch a "Chocolate Lovers" campaign, promoting a package of your chocolate products to a segment of customers that can't get enough of your chocolate-flavored goods.





Cross-selling campaigns

If you're a brand with a suite of products, you can target existing customers with ads for products that complement those they've already purchased. Imagine you own a company that sells bikes, helmets, and other biking accessories. A segment of your customers purchase reflectors or bike lights. These product purchases indicate that this segment intends to ride at night or increase their visibility in poorly lit areas. Your company may want to target this segment with ads for reflective clothing. In doing so, you deliver added value to your customers while driving product sales.



Re-engagement campaigns

Imagine you're a brand or retailer that sells personal care products like toothpaste, shampoo, and soap. You may notice that a segment of your customers haven't replenished their products in their usual timeframe. You may choose to re-engage these customers by using, you guessed it, your first-party data. Target your lapsed customers with messaging that inspires them to check out a new product or stock up on an old favorite. Maybe even throw in a special offer to really pique their interest. Letting them know you noticed their absence can go a long way for your business.



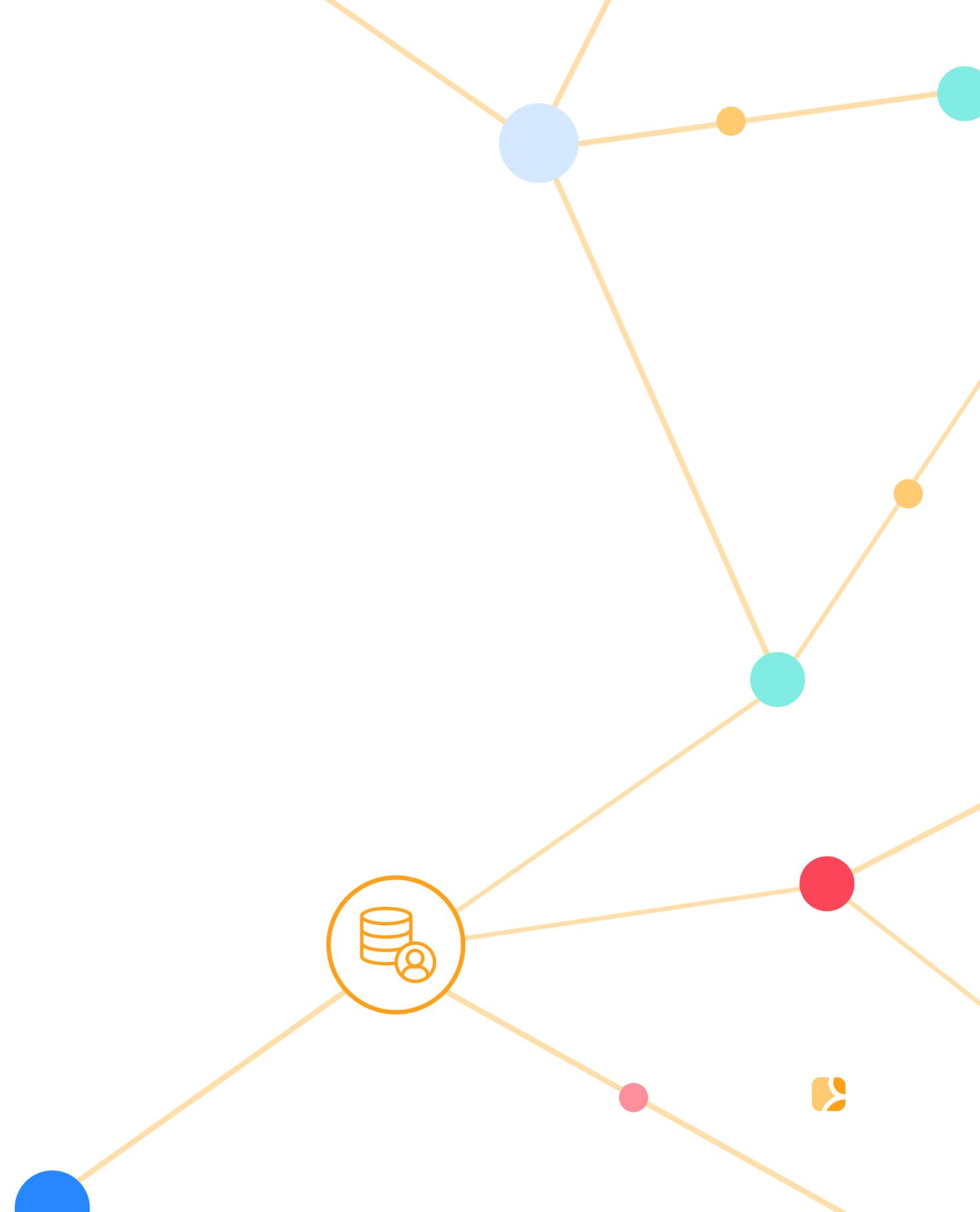
Delivering premium ad experiences



Loyalty campaigns

We all know the stat: it's 5x more expensive to acquire a new customer than it is to keep one.⁶ Why not show your loyal customers a little love and appreciation for their continued business? By leveraging your first-party data, you can identify customers that have consistently purchased your products over a given period of time and reward them with a special promotion via email newsletters as a “thank you for choosing us.”

⁶ Customer acquisition vs. retention costs - Statistics and trends, Invesp, November 2011

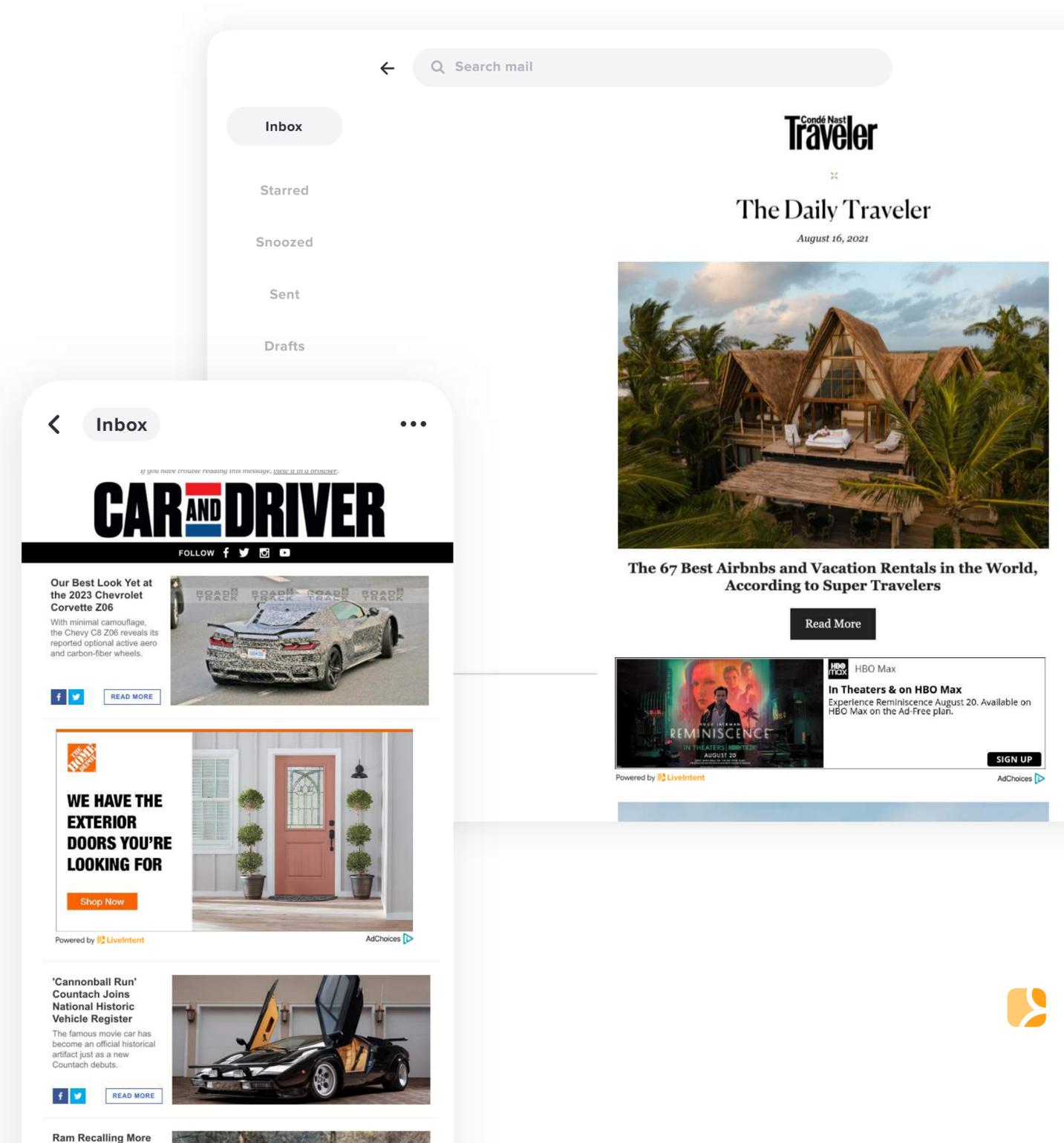
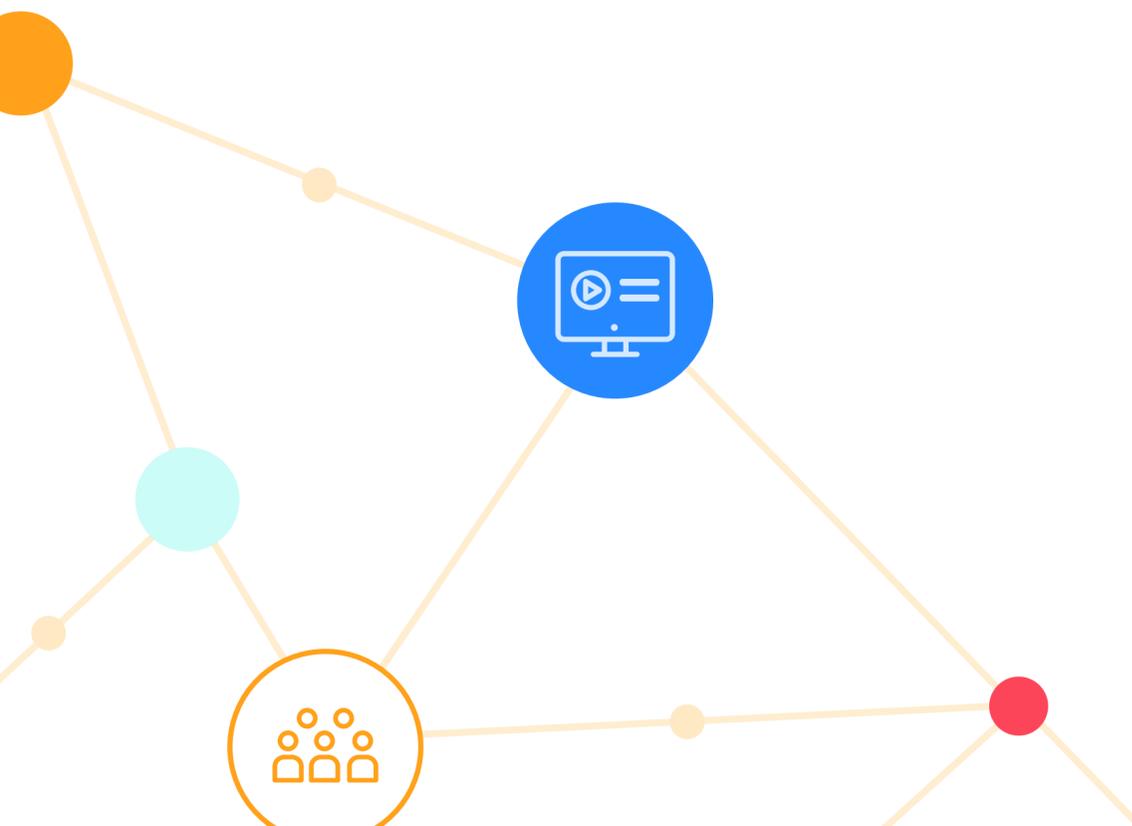


Chapter 3

Do you know where your programmatic ads are running?



If you're already buying programmatically, LiveIntent offers an opportunity to expand your reach and diversify advertising spend while using your preferred demand-side platform (DSP). In fact, there's a chance you are already buying programmatically in email, as many DSPs bundle inventory provided by LiveIntent into open or private marketplaces that they set up in their platforms. To ensure you're making the most of your media investments, particularly within email, consider asking your DSP the following questions:



Am I buying newsletter inventory from LiveIntent on your platform?

Experienced marketers know that no two channels are the same, so you'll want to know just where exactly your media budget is spent so you can best optimize performance.

 theTradeDesk

MediaMath

 xandr

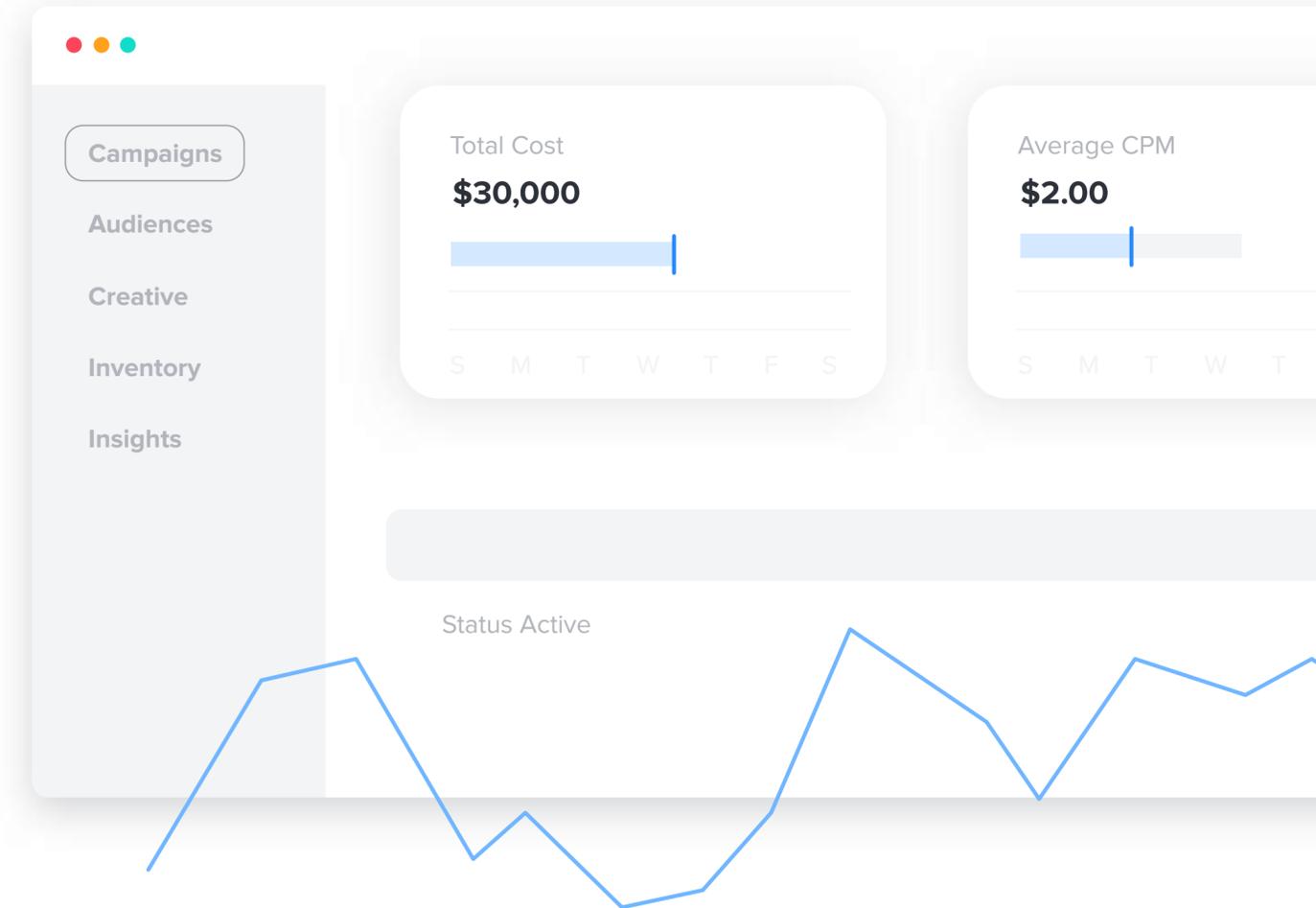
 AMOBEE

Basis
BY CENTRO

Roku

verizon

 Display & Video 360



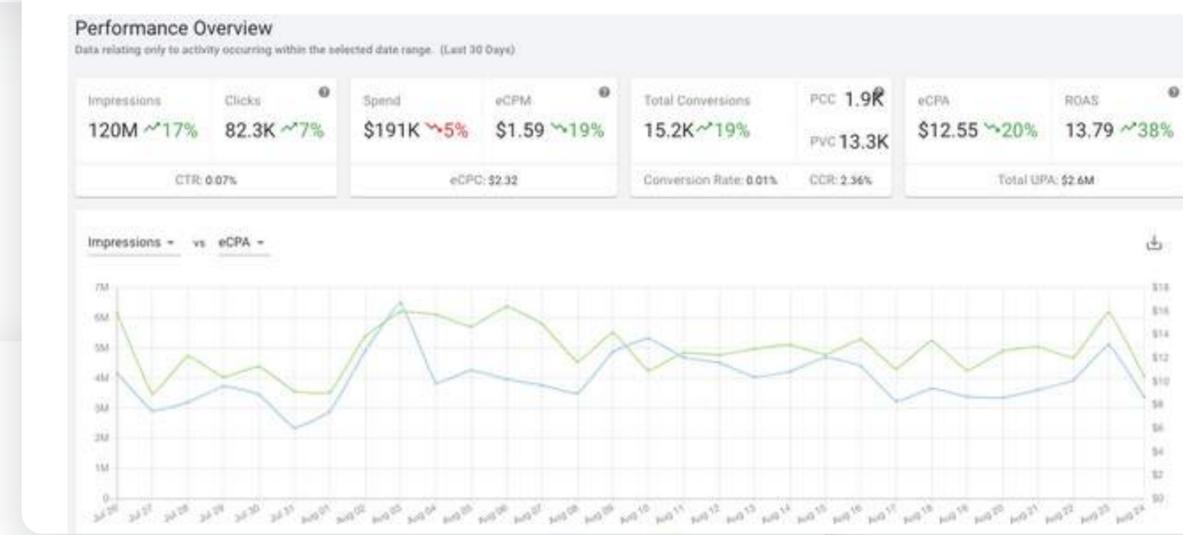
Do you know where your programmatic ads are running?

In which publications and newsletters are my ads appearing and how are they performing?

So, you learned that your ads are indeed appearing in LiveIntent inventory. Great! You'll want to dive a little deeper and learn on which publications and newsletters your ads appear, and how those ads are performing. This information can help you further understand your audience, their interests, behaviors, how, and where you can best engage them.

Top Level 98 elements 0 elements

Id	Name ↑	Actions
1589	LI-Deal Back to School	✓
1591	LI-Deal Black Friday Cyber Monday	✓
1590	LI-Deal Holiday Season	✓
1564	LI-Deal IAB Category 1 Arts & Entertainme...	✓
1576	LI-Deal IAB Category 10 Home & Garden	✓
1577	LI-Deal IAB Category 11 Law, Gov't & Politi...	✓
1578	LI-Deal IAB Category 12 Health & Beauty	✓
1579	LI-Deal IAB Category 13 Food & Beverage	✓



List Of Packages

Apply filter or start typing to search...

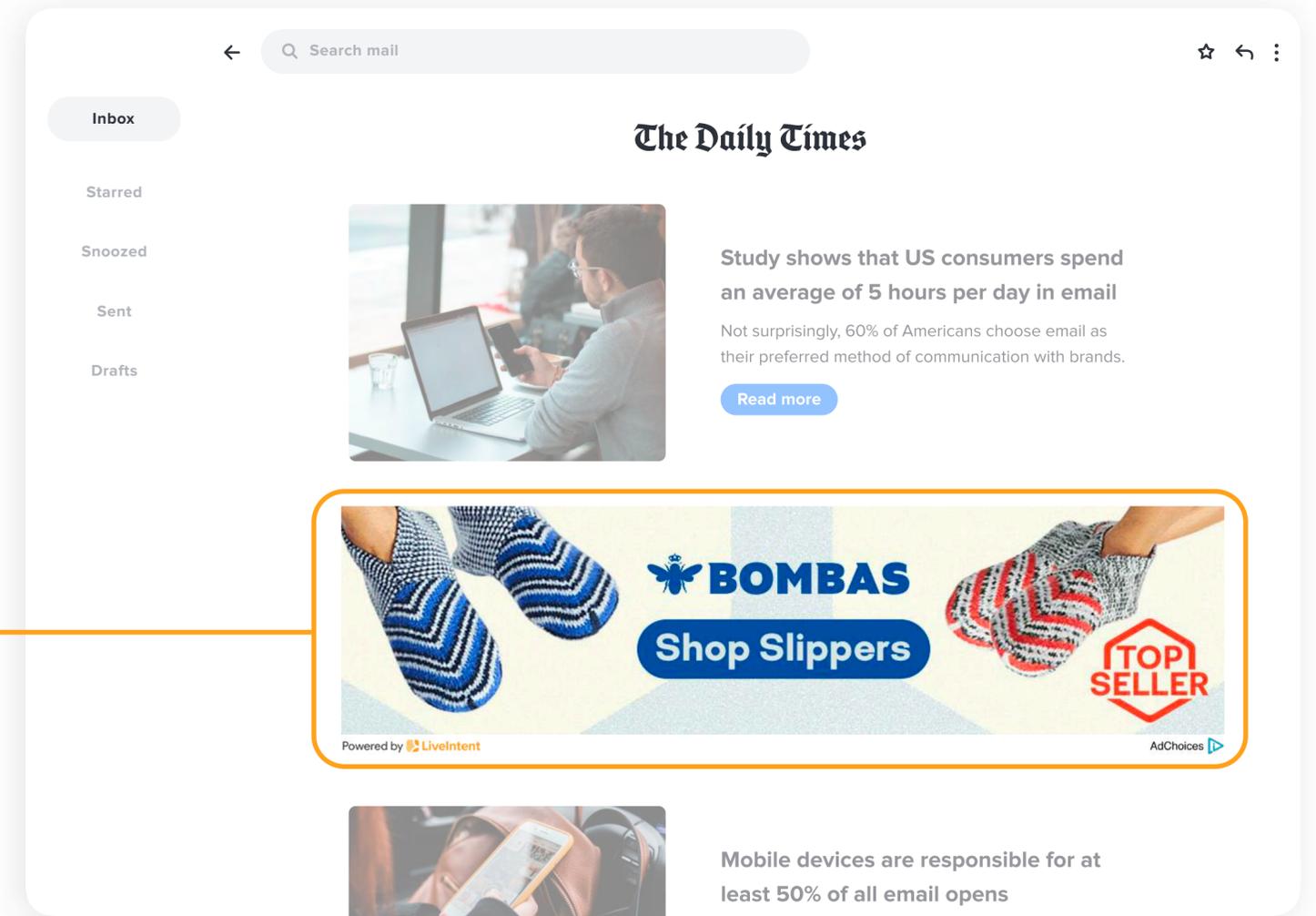
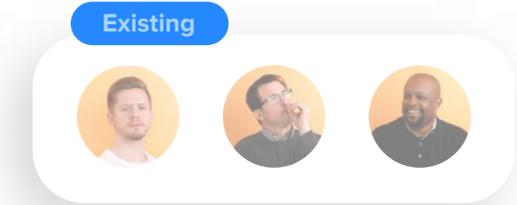
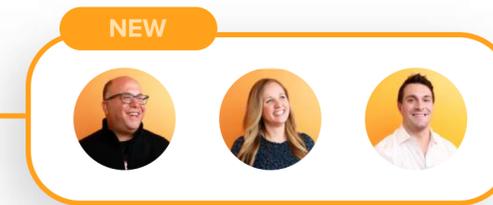
Status is Active li-deal

Id ↓	Name	Status
1591	LI-Deal Black Friday Cyber Monday	Active
1590	LI-Deal Holiday Season	Active
1589	LI-Deal Back to School	Active
1588	LI-Deal IAB Category 22 Shopping	Active
1587	LI-Deal IAB Category 21 Real Estate	Active
1586	LI-Deal IAB Category 20 Travel	Active
1585	LI-Deal IAB Category 19 Technology & Computing	Active
1584	LI-Deal IAB Category 18 Style & Fashion	Active
1583	LI-Deal IAB Category 17 Sports	Active
1582	LI-Deal IAB Category 16 Pets	Active
1581	LI-Deal IAB Category 15 Science	Active



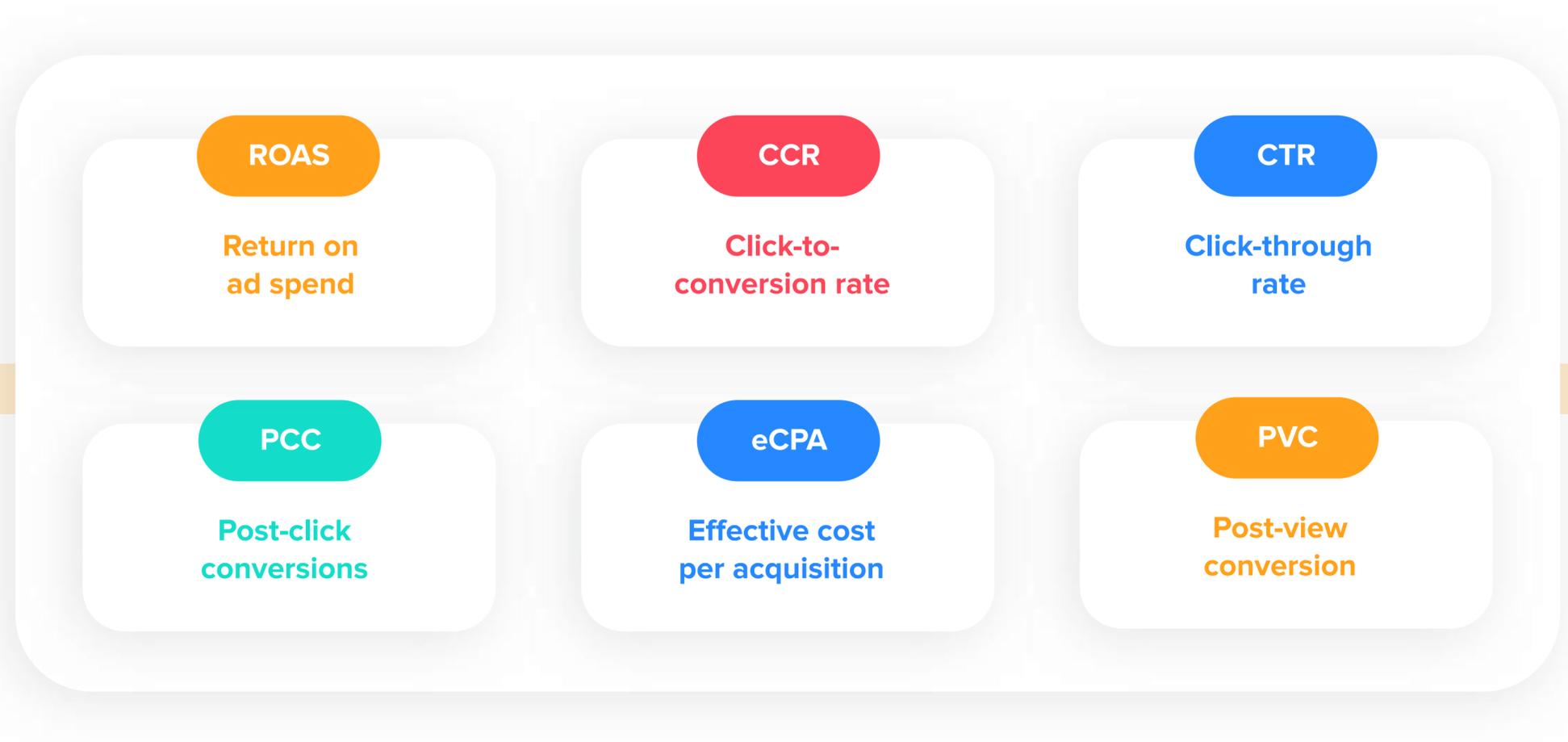
Am I reaching the right people in those newsletters?

As we learned, delivering premium ad experiences requires that marketers ensure their messages reach the right customers at the right moment in their customer journey. Aligning your audience targeting or suppression efforts to your campaign goals is critical to campaign success. For example, if your goal is to acquire new customers, suppressing existing ones is a helpful tactic to ensure your media budget is only spent reaching audiences who are new to your brand. That's why it's so important to identify who you might be reaching, so you can better optimize your campaigns and advertising spend. With tools like LiveIntent's Audience Manager you can easily onboard your first-party data for targeting or suppression.



How is email performing against other channels?

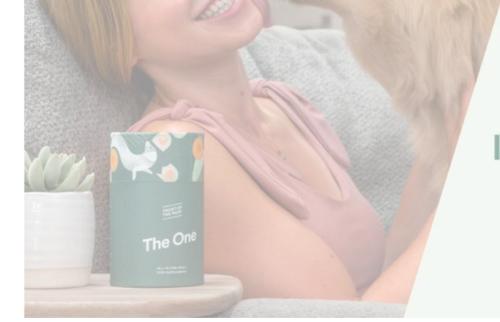
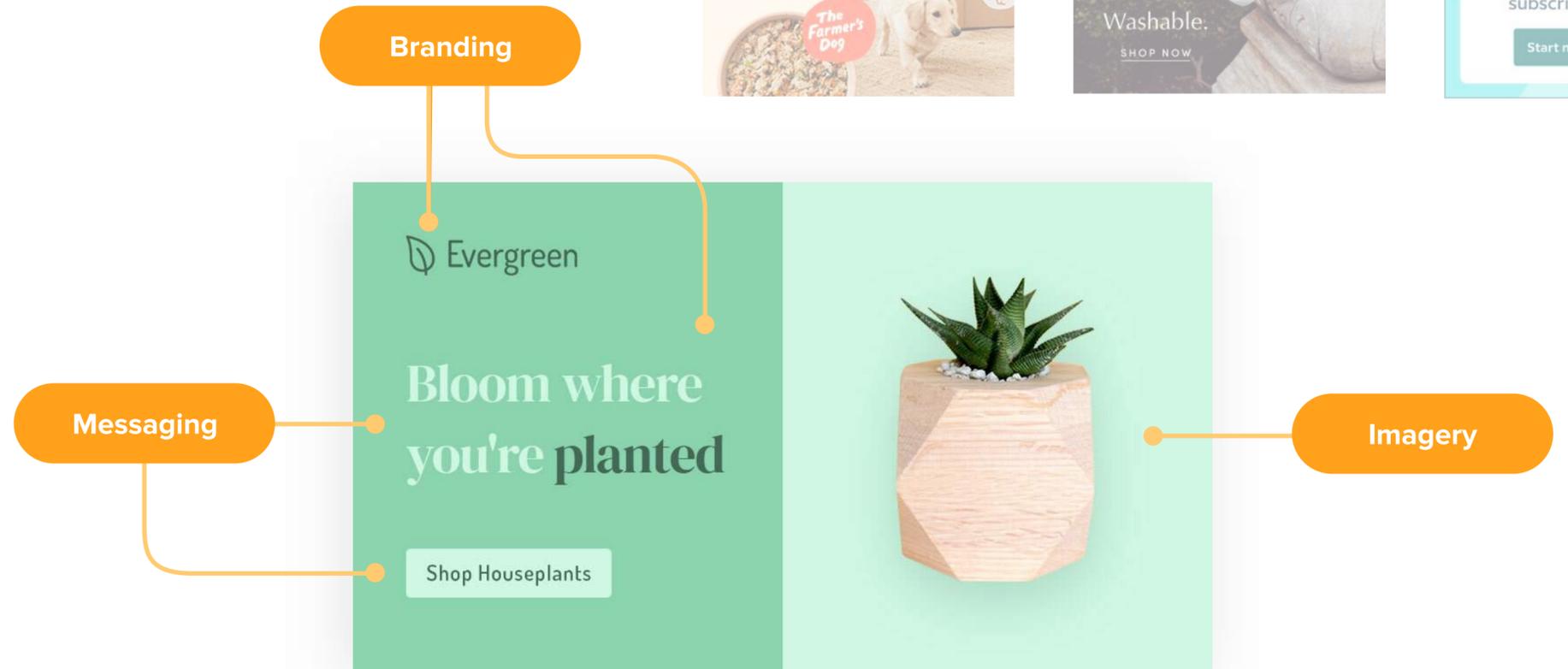
It's always great to get a pulse check on how your channels are performing against each other. Understanding where email stacks up in your marketing mix can help you unlock insights that may improve engagement and performance. Consider checking email's performance against other channels by comparing the following metrics:



Do you know where your programmatic ads are running?

Is my ad creative optimized for email?

Email newsletters are less crowded and noisy than other advertising channels, allowing your email ads to really stand out. If you discover that your ads are running in email inventory there are several design tactics you can leverage to ensure optimal performance — but that’s a topic worthy of its own [eBook!](#)

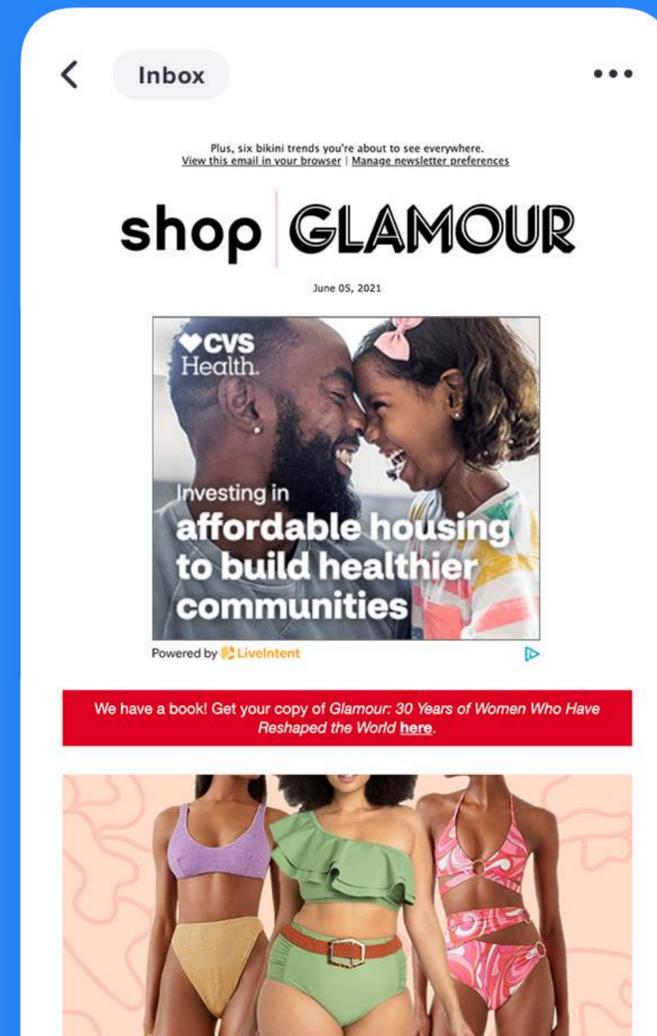
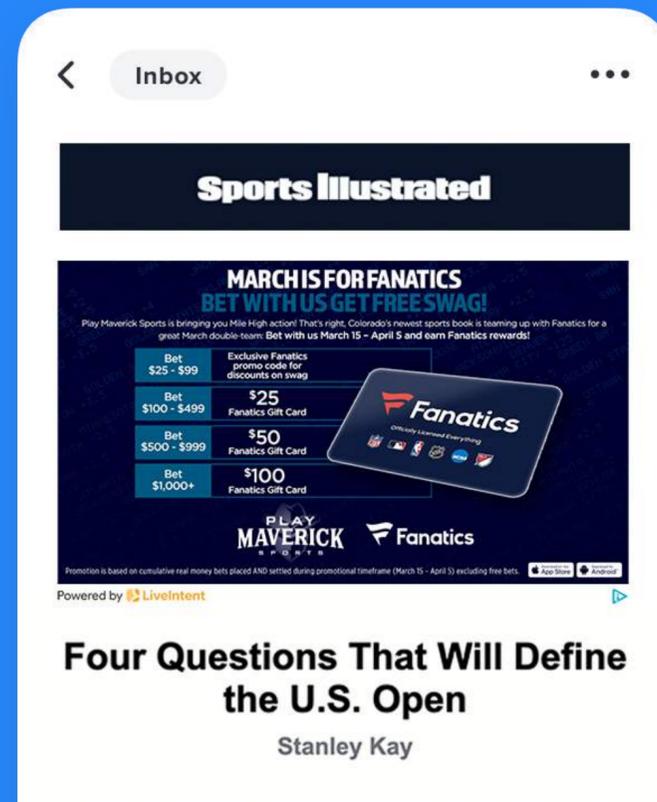
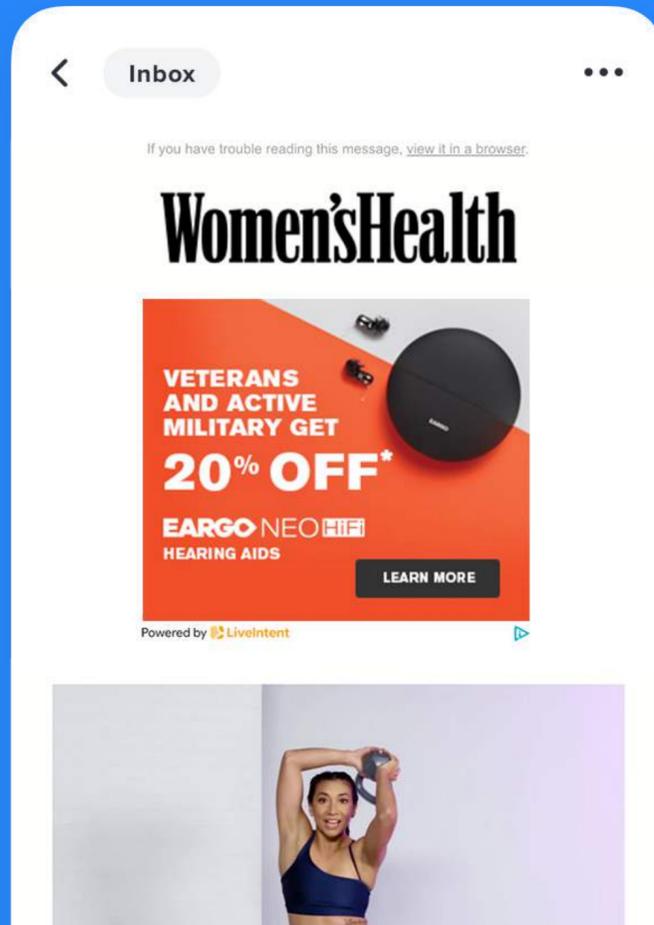


Chapter 4

Building a killer programmatic advertising campaign in email

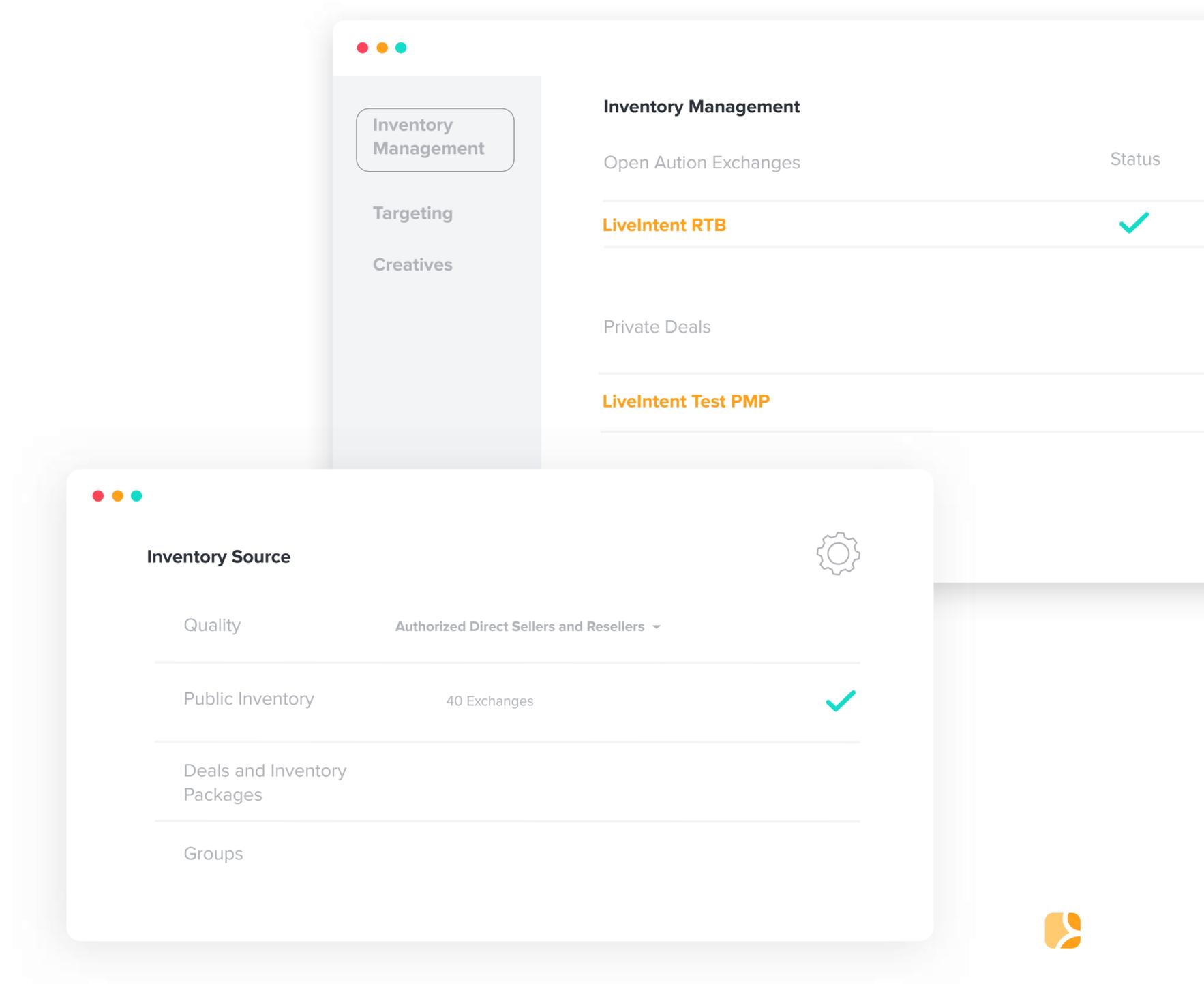


Now that you know what questions to ask your DSP to determine whether or not your ads are running in email and how they're performing, you need to know how to run a great email advertising campaign. Take a look at our best practices for running an email advertising campaign with LiveIntent using your preferred DSP.



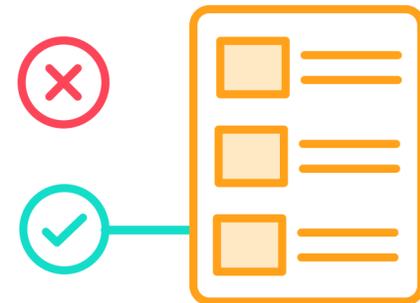
Campaign setup

In some DSPs, LiveIntent's email newsletter inventory can be accessed in the open exchange without needing to coordinate with a LiveIntent account manager directly. However, in order to set your campaign up for success, we recommend utilizing a deal ID. LiveIntent account teams frequently partner with marketers to customize a deal ID with the right inventory, targeting, and other details to best achieve campaign goals.



Inventory

LivIntent has direct partnerships with more than 2000 premium publishers. Marketers have the option to choose the content in which they want to serve their ads by:



Applying a block list or an allow list.

This gives marketers the ability to define the specific publisher domains they want to target or exclude.



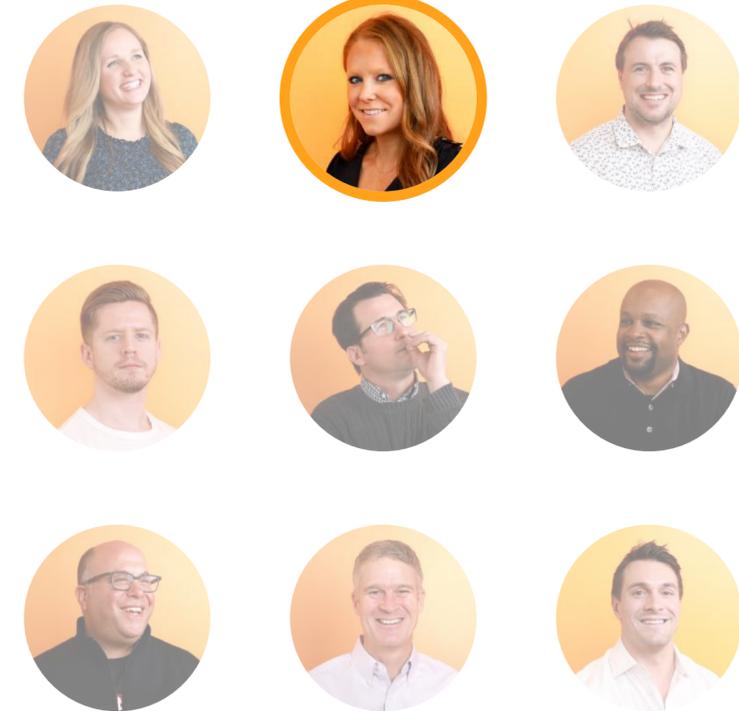
Selecting a LiveIntent Curated Package.

These are tailored to specific verticals, such as Technology, Food & Drink, and News. Inventory packages are an easy way for marketers to contextually align their ads with the most relevant content without needing to maintain a list.



Targeting

Using LiveIntent's Audience Manager, marketers can onboard their first-party data to target or suppress their known customers in their email advertising campaigns. This first-party data can also be used as a seed audience to build Lookalike Audiences. Otherwise, third-party data in the DSP, or audiences curated by LiveIntent, can also be leveraged for audience targeting.



Audience Size

Use the sliding scale to determine your audience size. Audience size ranges from 1% to 10% of LiveIntent's total addressable audience of people most similar to your lookalike source. Increasing the range will create a bigger, broader audience that is less similar to your seed audience.

Number of Audiences* 1

Name of Audience 1* Lookalike Audience 1

Range* 5%

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Most Similar Low Reach Least Similar High Reach

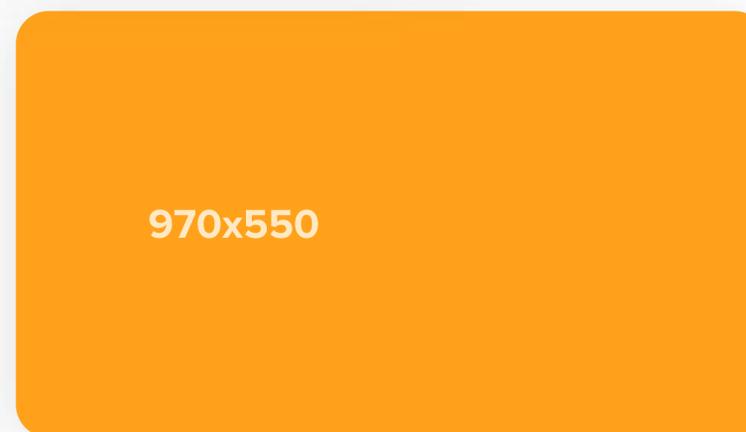
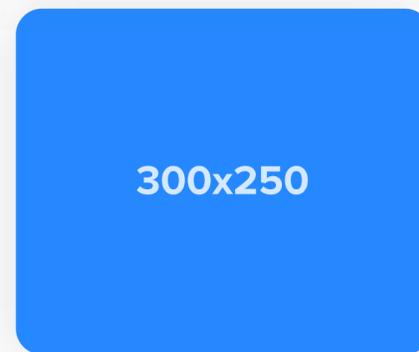
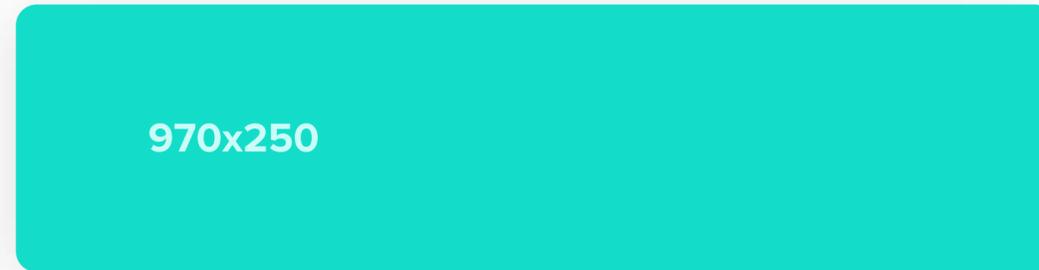


Creative ad tags

As fantastic as email is, it does have its limitations in terms of rich media. Due to JavaScript restrictions in the email channel, all JavaScript tags need to include the <noscript> static backup enabled. This way, a static image can be served. Avoid including wrapped tags or blocking tags, as they will not serve. Instead, please use monitoring pixels only.

See below for our creative specifications:

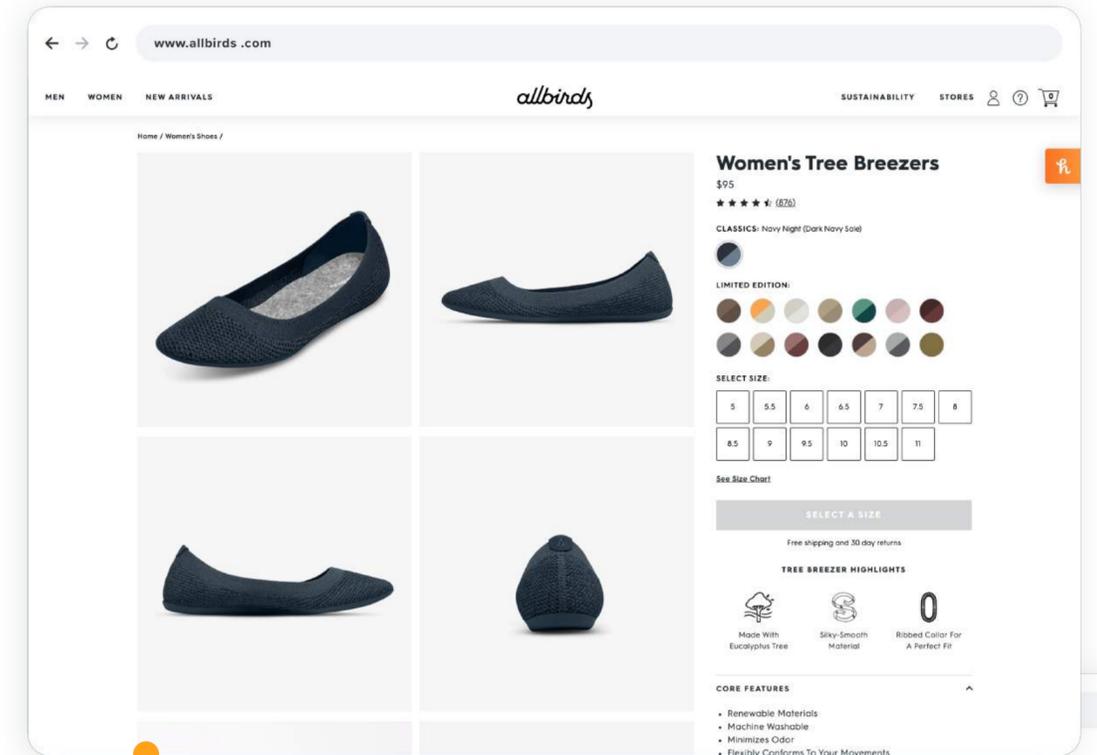
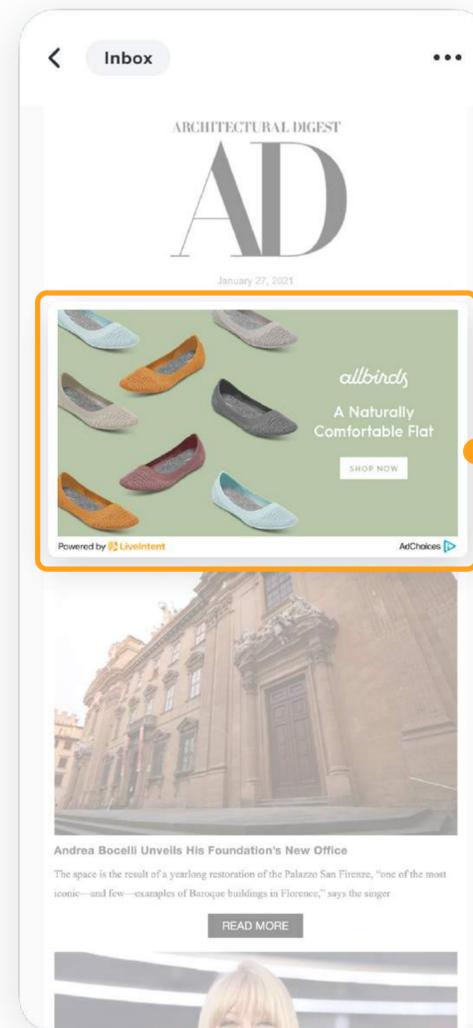
- HTML5 standard tags, GIF/PNG/JPG file types
- JavaScript with static backup
- Top-performing creative sizes:
300x250, **970x550**, **970x250**



Landing pages

Ensure your landing page matches the imagery and message of the creative. For example, if your creative includes the CTA “Buy Now” your landing page should be a product or category shopping page, as opposed to a generic homepage. Consider the customer journey and how your website’s sales funnel is structured.

The shorter the path to conversion,
the easier you make it for your customers!



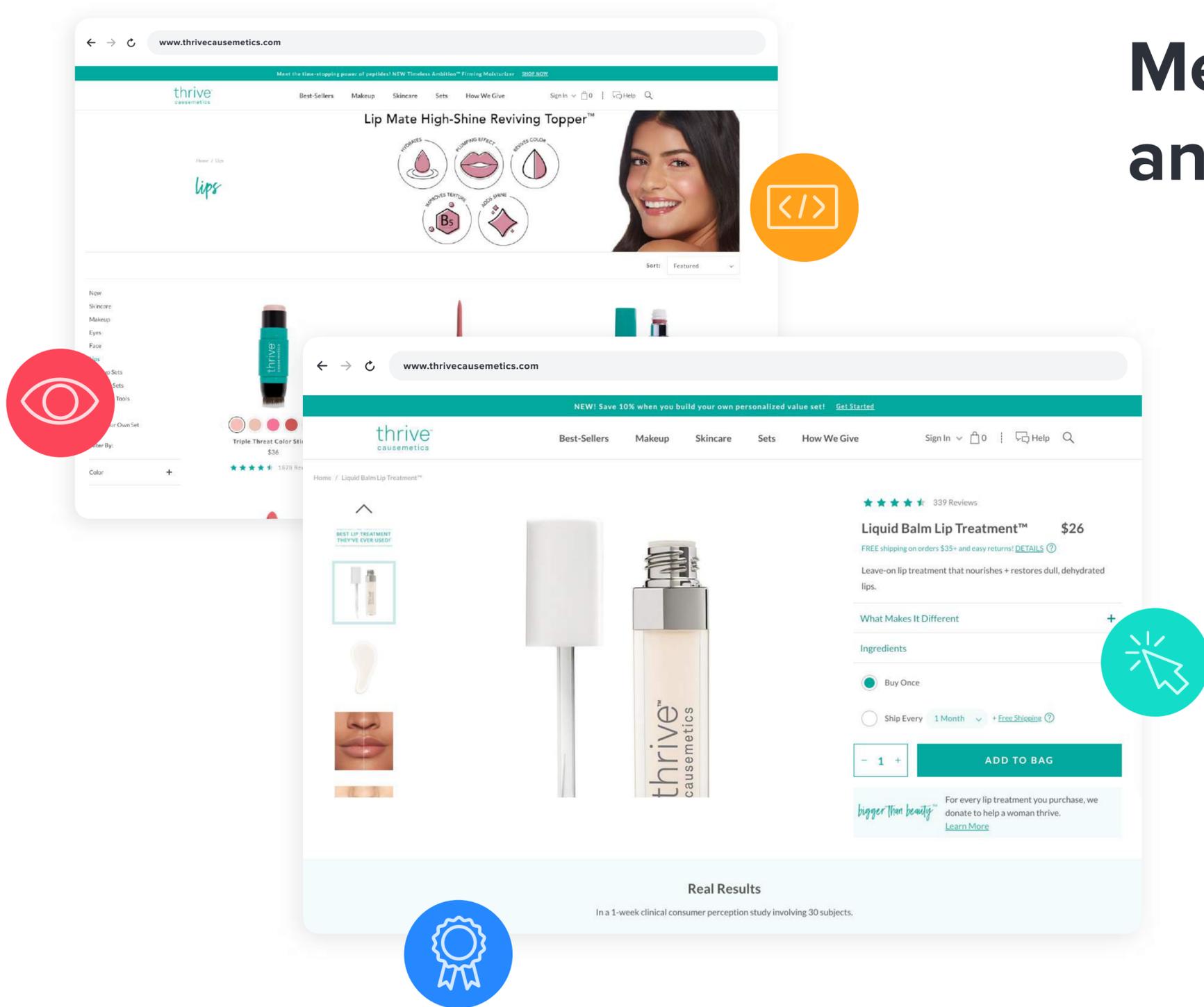
CASTOR BEAN INSOLE
Plant Your Feet In Comfort

We layered castor bean oil, which emits less carbon than petroleum-based foam, and ZQ Merino wool for a cushiony, moisture wicking, and odor reducing insole.



Measurement and attribution

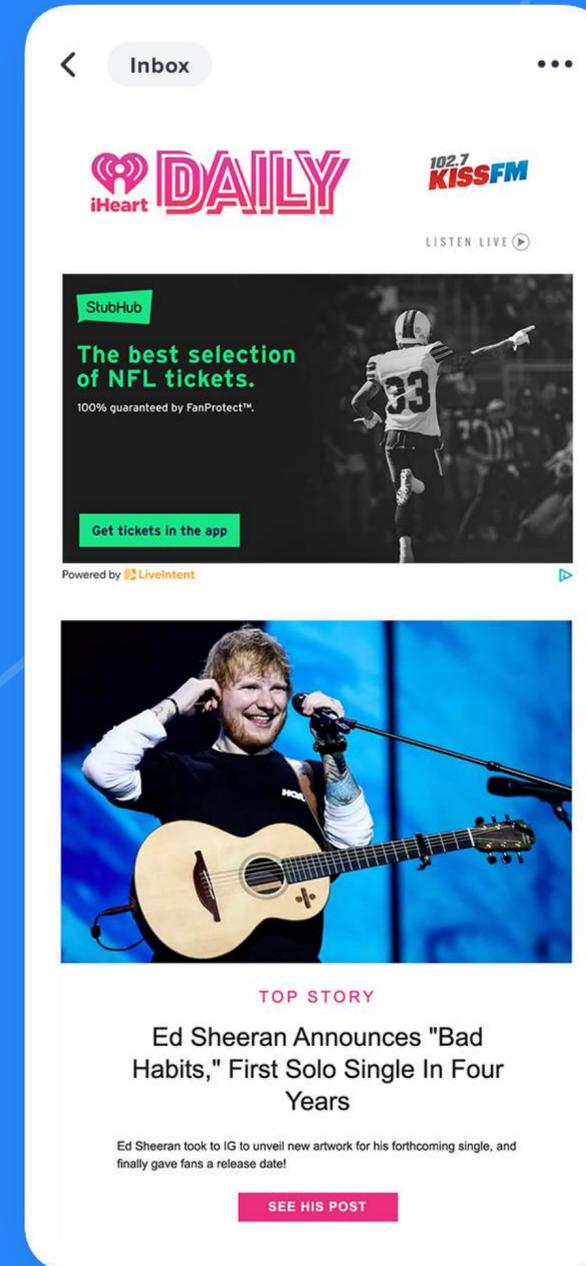
By implementing the LiveConnect tag on every page of your website you enable LiveIntent to properly track activity on your site and attribute post-view or post-click conversions to your email advertising campaigns. Plus, with LiveConnect tags, you can capture engagement insights that help build out your first-party audience data.



Conclusion

Through programmatic advertising in email, marketers can reach an incremental audience of **200 million** people across premium, fraud-free inventory.

And consumers get more of the personalized content they crave. We've come a long way since the famous AT&T "Have you ever clicked your mouse right here?" banner ad. But have you considered looking at email newsletters as a programmatic advertising channel? You will now!





Before you go...

We want to let you know that our door is always open. Please reach with any questions you have. We're happy to work with you to help achieve your programmatic advertising goals. Click below to get in touch, or reach out directly to your dedicated LiveIntent team.

[Get in touch](#)

LiveIntent remains committed to utilizing the power of email to connect brands with over 200 million authenticated readers across all types of media.

LiveIntent's people-based marketing platform provides publishers and advertisers innovative ways to monetize their email, acquire new customers, and retain valuable relationships. Through enriching a brand's data, we make it possible for them to better understand their audience and refine their targeting to engage customers.

For more information, check out our [Advertiser Solutions](#)