

Inbox/Newsletters

Reach an **opt-in subscriber** audience with **demographic, geographic, behavioral, and contextual targeting opportunities.**

Tier 1: Brand Awareness

Drive traffic and generate brand awareness with a targeted newsletter program.

Tier 2: Lead Generation

Leverage a “lower funnel” approach to generate leads, drive sales, and gain higher conversions. Behavioral targeting N/A.

Includes exclusive tag that allows MediaMax to monitor conversions and gain insights about who’s clicking, their journey and more.

Minimum:

Tier 1: \$15,000; Based on flat CPM

Tier 2: \$35,000; Based on dynamic CPM

