

How a Daily News Newsletter Earns \$3,800+ Per Day With a Single Offer

Real results from one publisher. One e-commerce offer. One day.

\$3,840

PUBLISHER EARNINGS (1
DAY)

5,524

CLICKS GENERATED

80

CONVERSIONS

\$0.70

EARNINGS PER CLICK

PROJECTED MONTHLY

\$115,200

PROJECTED ANNUAL

\$1,401,600

*Projections based on maintaining the same daily performance. Actual results vary by list size, engagement, and offer fit.

The Publisher

This case study features one of our top-performing publishers—a widely-read daily news newsletter with a highly engaged subscriber base. Like many newsletter operators, they were looking for monetization that wouldn't compromise their reader experience or require heavy integration work.

The Challenge

Newsletter publishers face a familiar set of monetization headaches: CPM-based display ads pay pennies, sponsorship sales are time-consuming and inconsistent, and many ad networks insert low-quality creatives that erode subscriber trust. This publisher wanted a partner that could deliver high-converting, brand-safe offers—without the overhead of managing direct advertiser relationships.

The Solution: EmailNewsletter.ad

Through EmailNewsletter.ad, the publisher gained access to a curated marketplace of premium e-commerce offers, with performance-based payouts that reward engagement—not just impressions. Key advantages:

80% Revenue Share: Publishers keep the lion's share of every dollar earned. No hidden fees, no minimums.

Curated, High-Converting Offers: Every offer is vetted for conversion quality and brand safety before it reaches a publisher's list.

Zero Integration Friction: Simple link placement in existing newsletter layouts. No SDKs, no pixel headaches.

Real-Time Reporting: Publishers see clicks, conversions, and earnings as they happen—full transparency, no black boxes.

The Results

On a single send, the publisher generated the following results from one e-commerce offer:

Metric	Result
Clicks	5,524
Conversions	80
Conversion Rate	1.45%
Gross Revenue	\$4,800
Publisher Payout (80%)	\$3,840
Earnings Per Click (EPC)	\$0.70

Why It Works

Newsletter audiences are uniquely valuable. Subscribers opted in, they read regularly, and they trust the sender. That trust translates directly into higher click-through and conversion rates compared to display, social, or programmatic channels. EmailNewsletter.ad connects this high-intent audience with offers that match—creating a monetization flywheel that grows with your list.

“We plugged in one offer and earned \$3,840 in a single day. No sales calls, no contracts, no creative approvals. Just results.”

— Publisher, Daily News Newsletter

Ready to Monetize Your Newsletter?

Join the publishers already earning with EmailNewsletter.ad.
80% rev-share. Premium offers. Real-time reporting. No minimums.

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Results shown are from a single publisher on a single day. Individual results will vary based on list size, engagement, niche, and offer selection.