

I Know We Should Focus More on Newsletters...

...and we're actively working on it.

And if you manage multiple sites or simply don't enjoy writing emails and maintaining lists, Grow's Automailer (by Mediavine) is a game changer.

Using Automailer is especially valuable if you manage multiple sites because you no longer have to manually coordinate emails. Instead, you can focus entirely on scaling your email list effectively.

The screenshot shows the Grow dashboard interface. On the left sidebar, under 'YOUR WEBSITES', the 'Automailer' option is selected and highlighted with a red box. In the main content area, the 'Automailer General Settings' section is displayed. A specific setting, 'Global Automailer Sending Status: Automailer On', is also highlighted with a red box. The Automailer Appearance section includes settings for Link Color (#006A4D), Send As (Safe Support Sandbox), and Reply To. The Grow logo is prominently displayed at the bottom of the sidebar.

<https://help.grow.me/hc/en-us/articles/13118134816539-Getting-Started-with-Automailer>

### Here's what it does:

- Sends weekly emails on autopilot
- Simple setup in your Grow dashboard (even if you're not on Mediavine Journey)
- Prioritizes high-performing articles (tracks clicks & adjusts the content in your emails automatically)

### Your only job?

Grow your subscriber list & create solid lead magnets.

Personally, we avoid pop-ups because we just don't like them.

Instead, we experiment with in-content opt-ins & interactive quizzes with tools like QuizWizard\*—which converts 5x better than standard forms.

## **Ongoing Testing**

We're currently testing different formats and ideas to see which ones are efficient to create and deliver the best results.

As soon as we have clear data about this, we'll update this here with our recommendations.

\*(Aff link, we earn a commission if you make a purchase, at no additional cost to you.)