crown jewel marketing

Owned vs. Rented Audiences

Use platform reach to build direct, permission-based relationships.

RENTED AUDIENCES

Reach people on their platforms.



PLATFORM ACCESS

Social followers / Paid reach

Platforms shape visibility
and access to your audience.

OPT IN

Subscribe
Get a guide
Register

OWNED AUDIENCES

Build direct connections.



DIRECT CONNECTION

Email / SMS / CRM

Permission-based contact data.
More control over follow-up.

Owned means more control. Permission and provider rules still apply.