

Owned vs. Rented Channel Map

Owned

You control the list, the send, and the relationship.

Pre-populated examples:

- Email list
- SMS subscribers
- Podcast RSS feed

My owned channels:

Total owned audience: _____

Rented

The platform controls your reach.

Pre-populated examples:

- Social media (LinkedIn, TikTok, Instagram, etc.)
- Podcast streaming services (Spotify, Apple, Amazon, etc.)
- Organic search traffic

My rented channels:

Total rented audience: _____

“If your rented audience is more than 5x your owned audience, closing that gap is your first priority.”