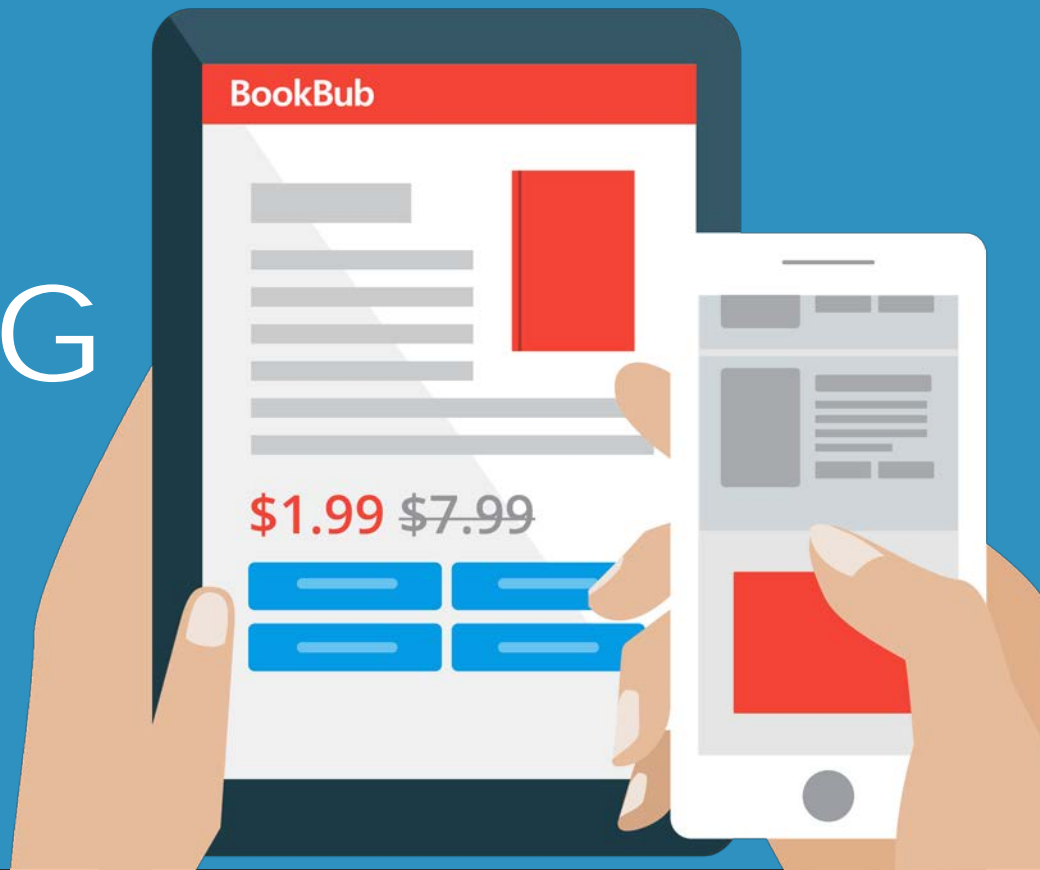


DATA- DRIVEN MARKETING TIPS

from BookBub

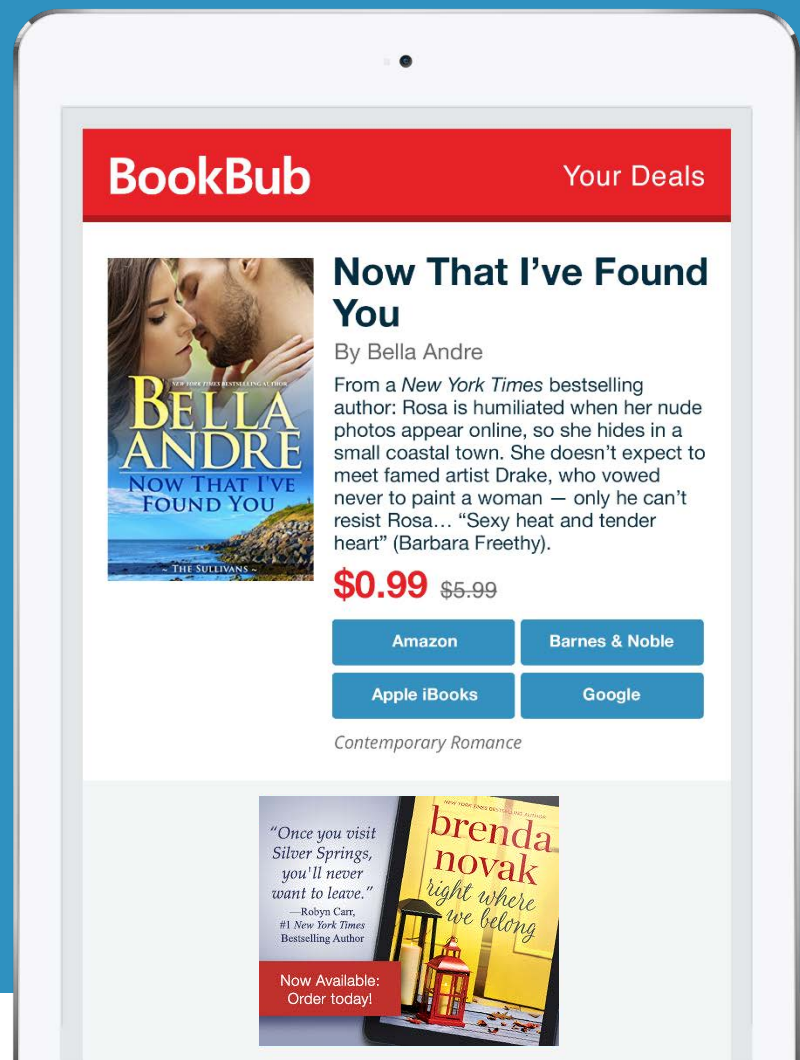


What we'll cover today

- 1 What is BookBub?
- 2 Price promotion best practices
- 3 Marketing copy best practices
- 4 Questions
- 5 New product announcement!

What is BookBub?

- Service helping millions of readers discover great new authors and ebooks
- Marketing platform for authors and publishers to find new readers



The screenshot shows the BookBub app interface. At the top, there is a red header with the 'BookBub' logo on the left and 'Your Deals' on the right. Below the header, a book recommendation is displayed. On the left is the book cover for 'Now That I've Found You' by Bella Andre, featuring a couple in a romantic embrace. To the right of the cover, the title 'Now That I've Found You' is written in a large, bold font, followed by the author's name 'By Bella Andre'. Below the author's name is a short synopsis: 'From a *New York Times* bestselling author: Rosa is humiliated when her nude photos appear online, so she hides in a small coastal town. She doesn't expect to meet famed artist Drake, who vowed never to paint a woman — only he can't resist Rosa... "Sexy heat and tender heart" (Barbara Freethy)'. The price is shown as '\$0.99' in red, with the original price '\$5.99' in grey. Below the price are four blue buttons for purchasing: 'Amazon', 'Barnes & Noble', 'Apple iBooks', and 'Google'. Underneath the buttons, the genre 'Contemporary Romance' is listed. At the bottom of the screenshot, there is a smaller promotional banner for another book, 'right where we belong' by Brenda Novak. This banner includes a quote: '“Once you visit Silver Springs, you'll never want to leave.” —Robyn Carr, #1 *New York Times* Bestselling Author'. Below the quote, it says 'Now Available: Order today!' and shows the book cover for 'right where we belong' with a lantern.

BookBub

Your Deals



Invasion

By Sean Platt and Johnny B. Truant

In six days, a host of alien crafts will descend upon Earth — an event Meyer Dempsey has been anticipating for months. Can he and his family get to their safe house in Colorado before society breaks down and chaos ensues? With over 800 five-star reviews on Amazon.

Free! ~~\$2.99~~

Amazon

Barnes & Noble

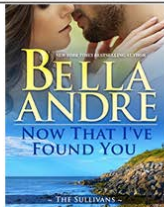
Apple iBooks

Google

Science Fiction

Featured Deals

nude photos appear online, so she hides in a small coastal town. She doesn't expect to meet famed artist Drake, who vowed never to paint a woman — only he can't resist Rosa... "Sexy heat and tender heart" (Barbara Freethy).

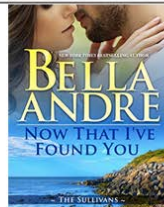


\$1.99 ~~\$10.99~~

Amazon

Contemporary Romance

nude photos appear online, so she hides in a small coastal town. She doesn't expect to meet famed artist Drake, who vowed never to paint a woman — only he can't resist Rosa... "Sexy heat and tender heart" (Barbara Freethy).



\$1.99 ~~\$10.99~~

Amazon

Contemporary Romance

BookBub Ads

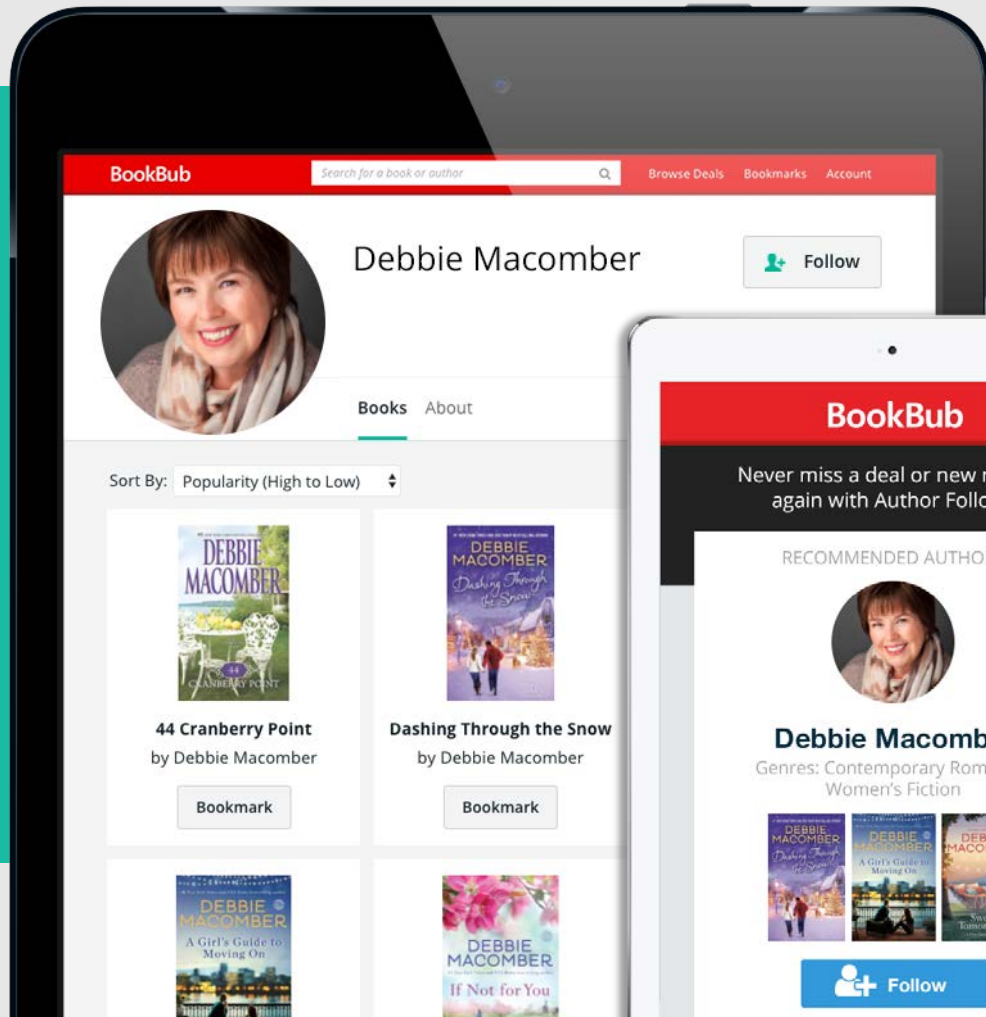
"Smart, sexy and oh-so romantic."
—MARY BALOGH,
New York Times bestselling author

START READING

ON SALE NOW



Author Profiles



New Release Alerts

BookBub

New Release from Daniel Arenson



Author Alerts include new releases from your favorite authors! [Modify Preferences](#)



The Heirs of Earth (Children of Earthrise Book 1)

by Daniel Arenson

NOW AVAILABLE AT:

Amazon

Barnes & Noble

Google

Kobo

Apple iBooks

SAVE FOR LATER:

Bookmark

PUBLISHER DESCRIPTION

We hide in shadows. Our planet is lost. We are the last humans, and we must go home.

Two thousand years ago, aliens destroyed Earth. Our fleets shattered. Billions died. The last humans fled a burning planet, heading to the stars. Today we are still refugees. Hungry. Afraid. Our enemies hunt us everywhere.

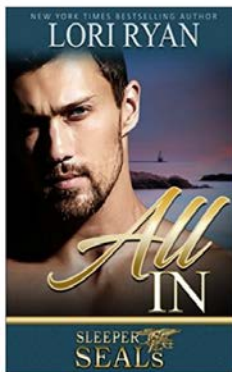
So we hide. On distant asteroids. In rundown space stations... [Read More >](#)

BookBub

Preorder from Lori Ryan



Author Alerts include updates from your favorite authors! [Modify Preferences](#)



All In (Sleeper SEALs, #9)

by Lori Ryan

PREORDER NOW AT:

Amazon

Barnes & Noble

Google

Kobo

Apple iBooks

SAVE FOR LATER:

Bookmark

PUBLISHER DESCRIPTION

The Sleeper SEALs: former U.S. Navy SEALs recruited by a new counter-terror division to handle solo dark ops missions to combat terrorism on U.S. soil.

Mission Assignment: Luke Reynolds

When a SEAL is in, he's all in.

When hardened Navy SEAL Luke Reynolds sacrificed his career eight years ago to raise his sister's child, he never looked back. [Read More >](#)

Preorder Alerts

BEST PRACTICES FOR
Running Price
Promotions

Why discount your books?

Bargain readers try new authors

95%

have purchased a book
from an author unknown to
them because of an ebook
price promotion



They read a lot of books

74%

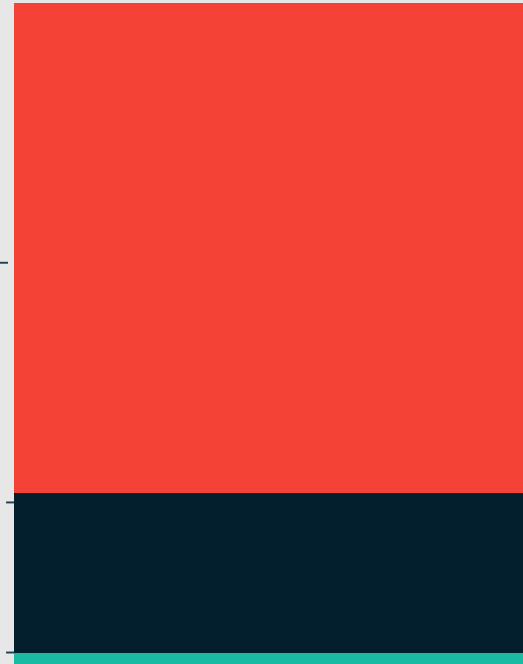
Read 4+ Books Per Month

24%

Read 1-4 Books Per Month

2%

Read <1 Book Per Month



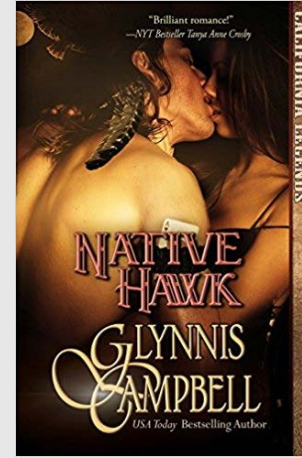
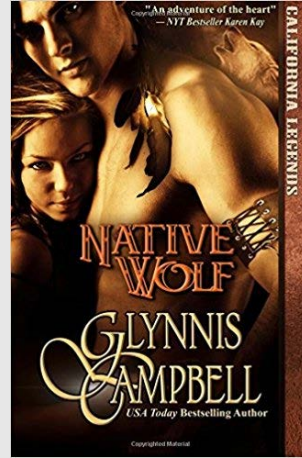
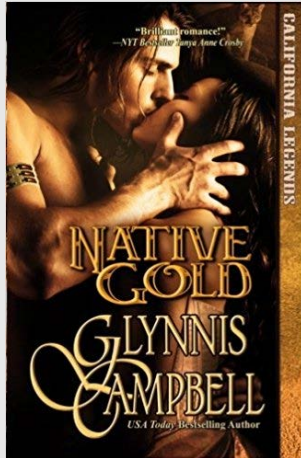
BookBub Readers

They get hooked

I've never read anything by Marti Talbott, but the *Highlander Series* book 1 was free and it was such a good book I had to purchase the series. I'm up to #8!



They become loyal fans



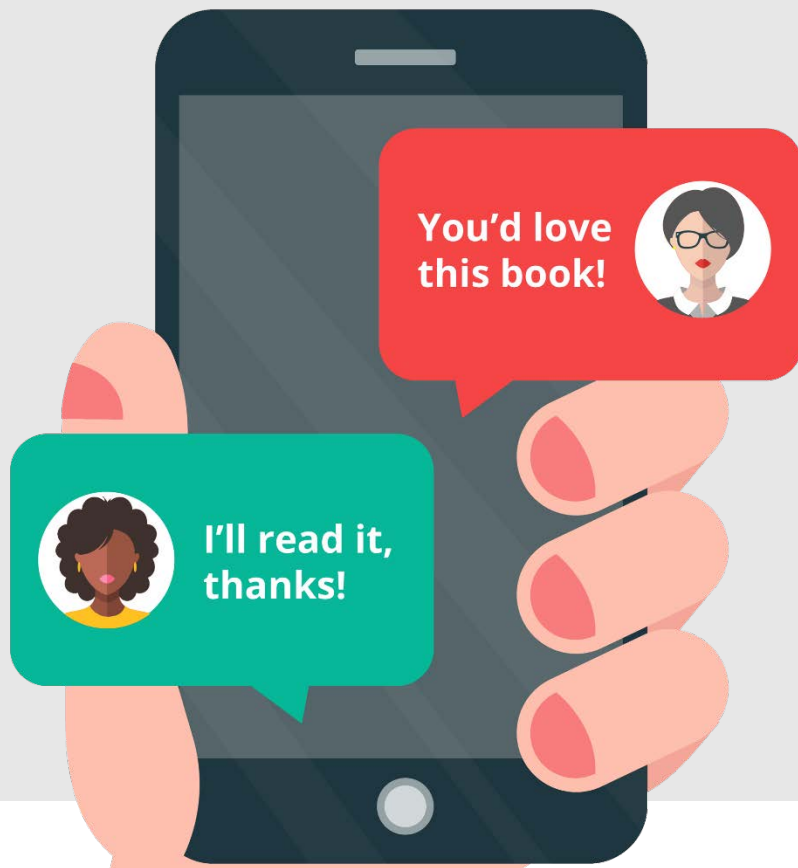
63%

of readers have purchased other books by an author that they discovered as part of a price promotion

They recommend books

65%

of BookBub readers tell their friends about books they discover

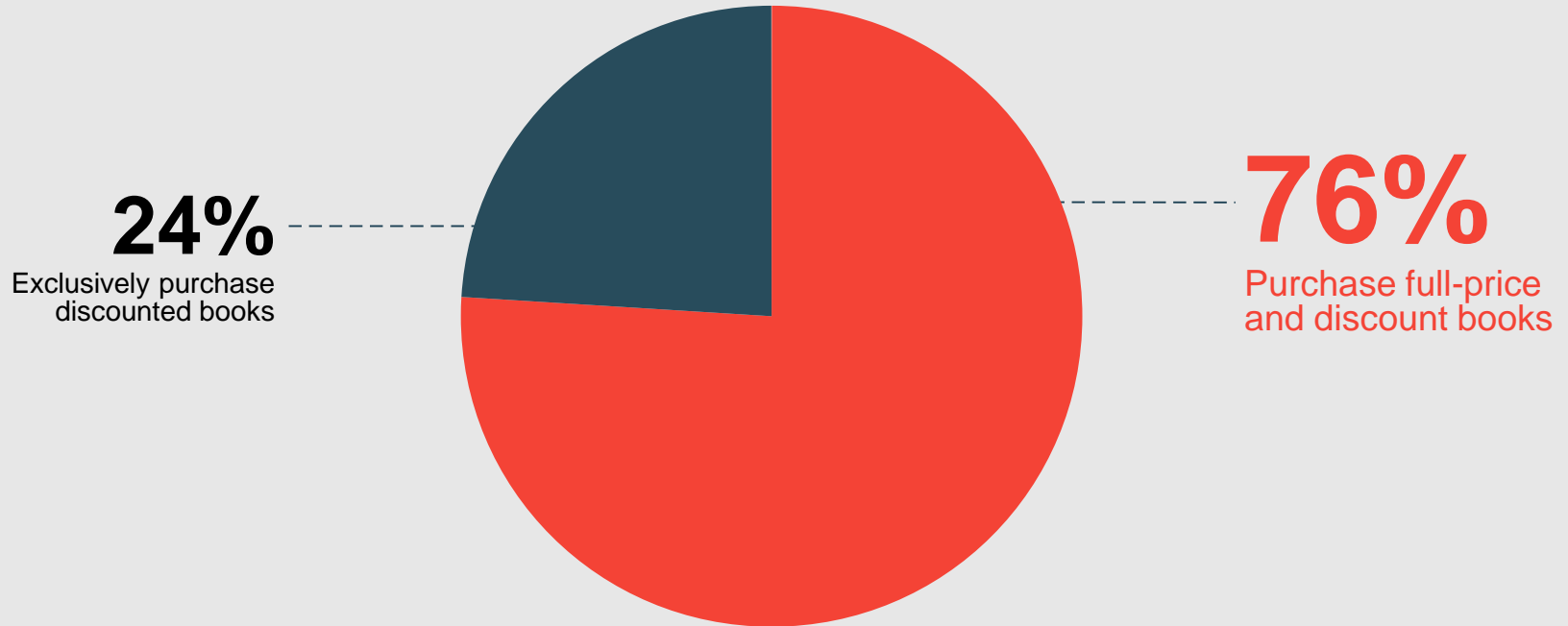


While they are price sensitive...



Purchase rates decline as prices go up

...they also buy full-priced ebooks



...they also buy full-priced ebooks

90%

of authors reported an increase in full-price sales of other books after a BookBub Featured Deal





Discounting



New fans



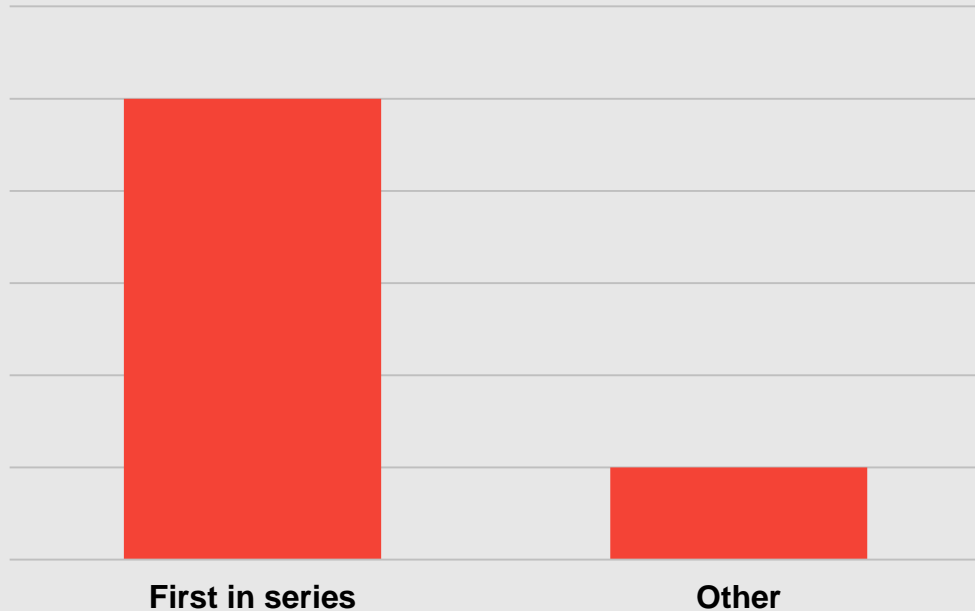
**Repeat
customers**

What's your goal?

1 Boost series sales



Discount first-in-series book



5x

higher increase in sales of other series books when the first book is discounted vs. any other in the series

Make the first book free

8x

higher sales of other books in a series when the first book was **free**



Include links in the back matter



200%

increase in sales of other books in the series if links are included in back matter

2 Hit a bestseller list



Discount most popular book



15%

increase in sales when a book
has at least 150 Amazon
reviews going into the
Featured Deal

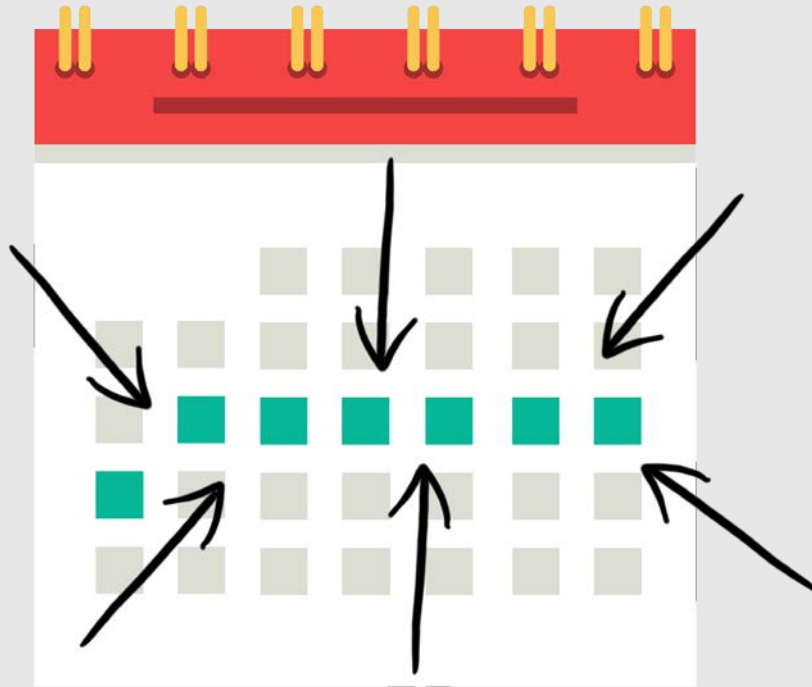
Discount the book to \$0.99

70%

higher engagement at
\$0.99 than \$2.99



Concentrate promotions in one week



New York Times: Sun - Sat

USA Today: Mon - Sun

Wall Street Journal: Sat - Sun

3 Launch a new book



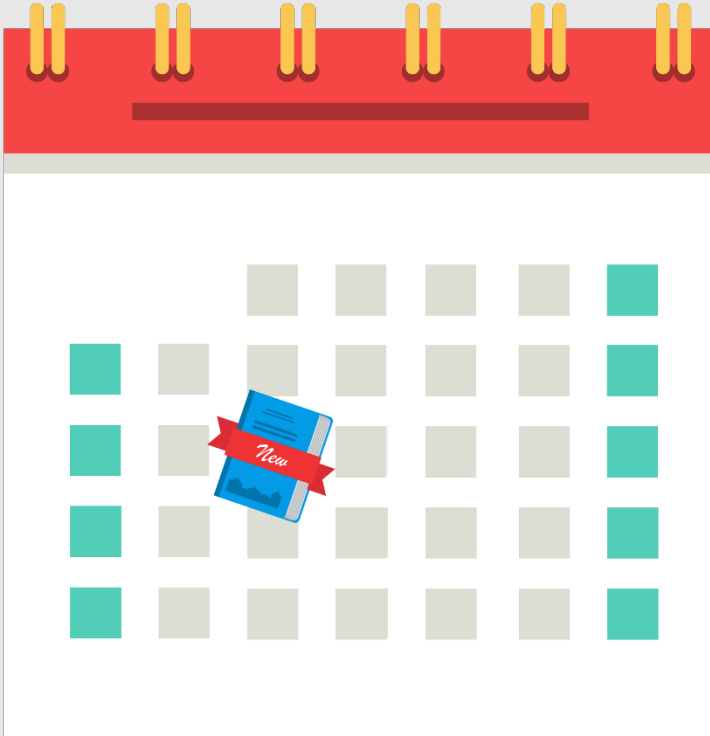
Discount backlist book to free or \$0.99

11x

more downloads of **free**
books than \$0.99 books



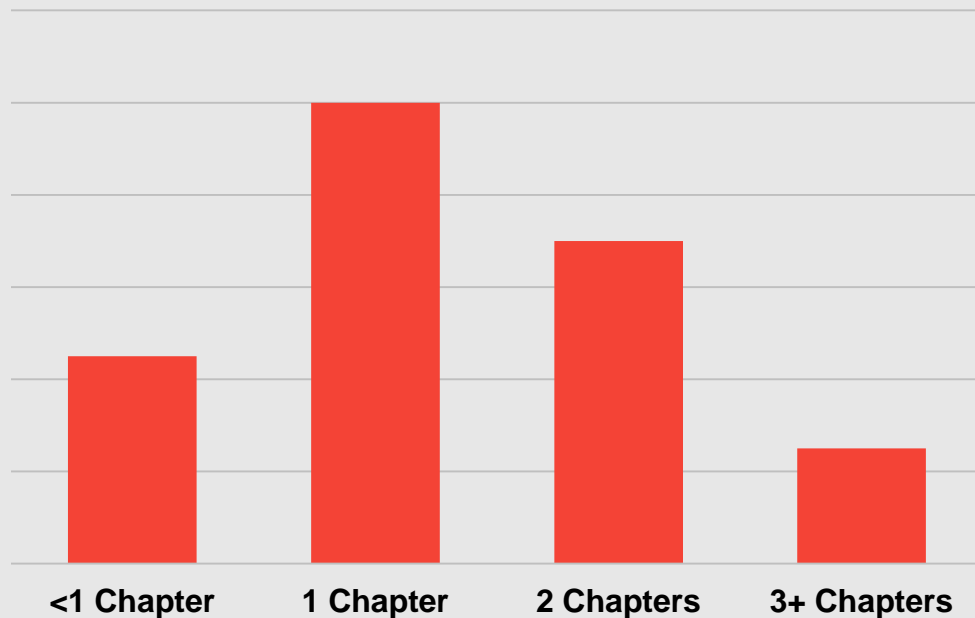
Discount when the new book is live



22x

increase in sales of
other books authors see
on the day of their
BookBub Featured Deal

Include an excerpt of the new book



Authors who included a **one-chapter excerpt** in their back matter saw the highest increase in sales of the promoted book

4 Drive sales and revenue



Discount popular book to free or \$0.99



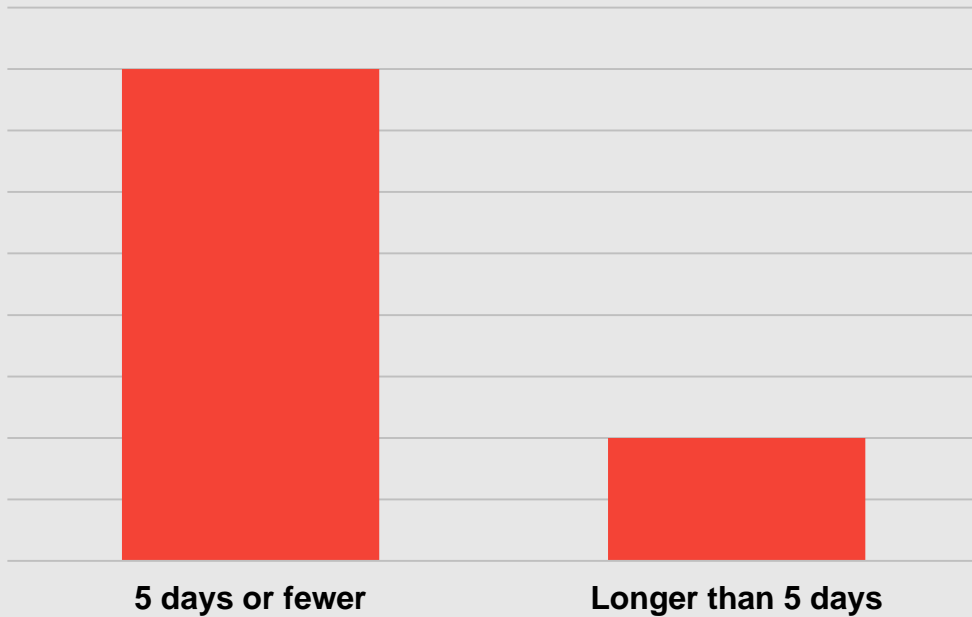
Make a box set \$1.99 or \$2.99

29%

higher purchase rates for box sets than single books.
Box sets also generate a **high ROI** at any price point.



Discount for 5 days or fewer



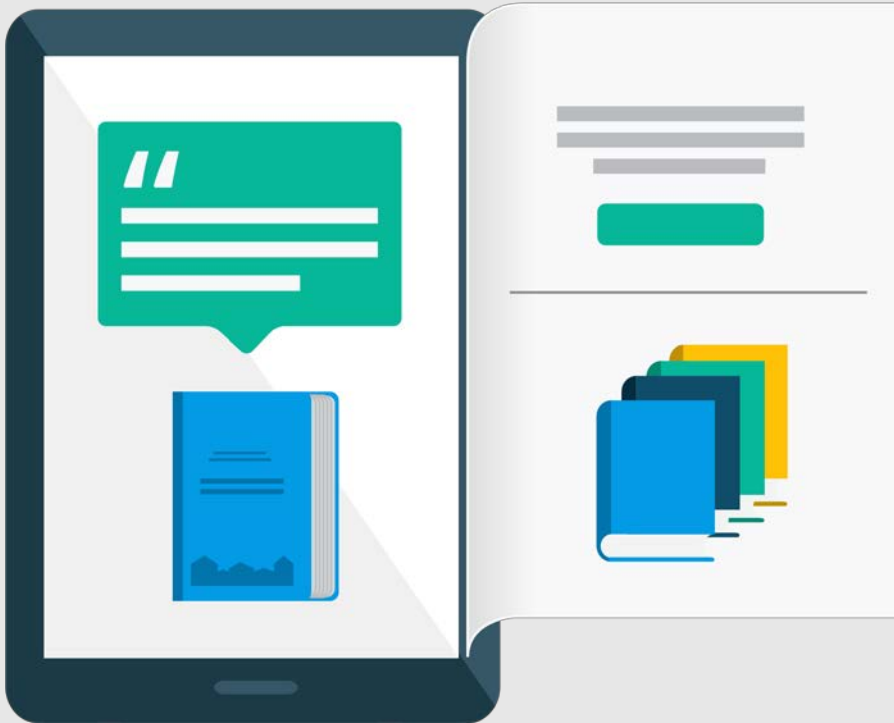
4x

increase in post-promotion revenue if the book was discounted for 5 days or fewer

5 Get reviews or newsletter signups



Ask readers to review in back matter

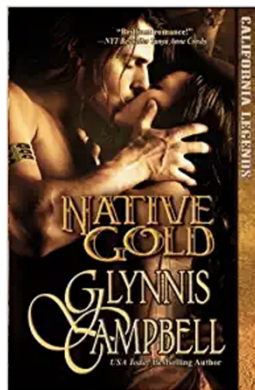


84%

of authors who asked
readers for a review saw
an increase in reviews

Always
promote your
discount!

BookBub



Native Gold

By Glynnis Campbell

Rebellious Mattie Hardwicke flees New York society for the wild West. When she arrives in a mining town, she discovers how difficult life is. But she gains the protection of a warrior... From a USA Today bestselling author.

\$0.99 ~~\$4.99~~

Amazon

Apple iBooks

Historical Romance



nude photos appear online, so she hides in a small coastal town. She doesn't expect to meet famed artist Drake, who vowed never to paint a woman — only he can't resist Rosa... "Sexy heat and tender heart" (Barbara Freethy).

\$1.99 ~~\$10.99~~

Amazon

Contemporary Romance

Get the New
York Times
bestselling
mystery...
Now at a new
Low Price!

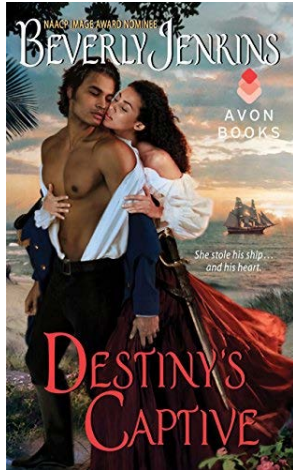
Buy Now! ⇨



Questions?

WRITING COPY THAT
Sells Ebooks

How we test copy



Destiny's Captive

By Beverly Jenkins

This *USA Today* bestseller will sweep you off your feet! Noah Yates is furious when a woman leaves him tied up and steals his property — and he decides to make her pay when they meet again. “A rewarding read” (*Library Journal*) with over 350 five-star reviews on Amazon.

\$1.99 ~~\$5.99~~

Amazon

Barnes & Noble

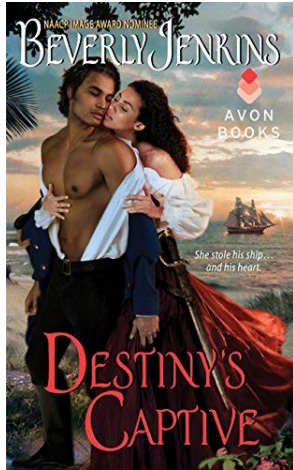
Apple iBooks

Google

Kobo

Historical Romance

How we test copy



Destiny's Captive

By Beverly Jenkins



This *USA Today* bestseller will sweep you off your feet! Noah Yates is furious when a beautiful woman leaves him tied up and steals his property — and he decides to make her pay when they meet again. “A rewarding read” (*Library Journal*) with over 350 five-star reviews on Amazon.

\$1.99 ~~\$5.99~~

Amazon

Barnes & Noble

Apple iBooks

Google

Kobo

Historical Romance

What can we learn from A/B tests?



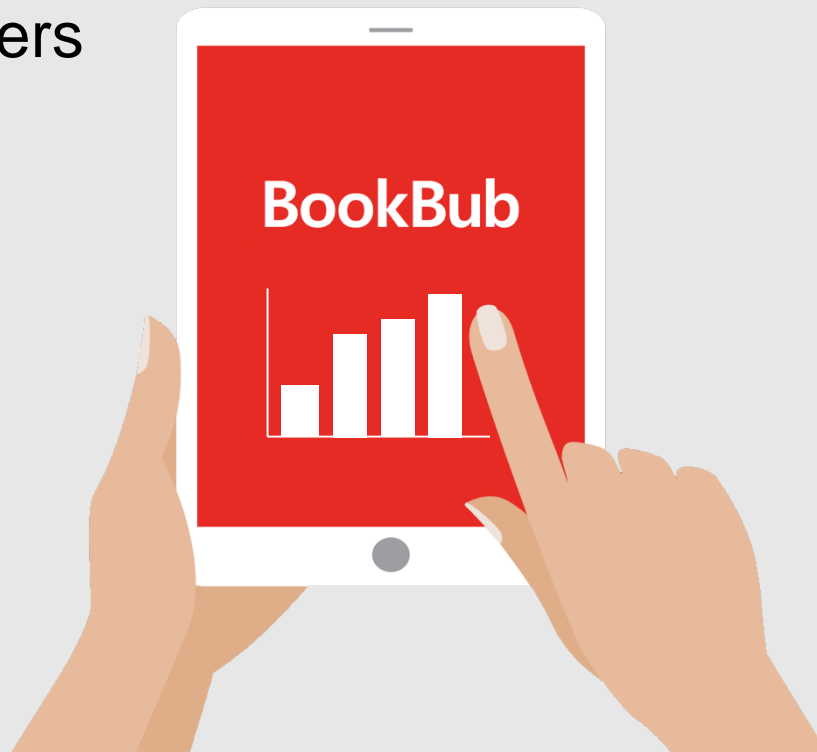
How to write more
engaging ad copy and
product descriptions



What copy and
tropes our readers
prefer

Keep in mind about our data...

- ✓ Results unique to BookBub readers
- ✓ Results change over time
- ✓ BookBub's blurbs are a specific, unique copy format
- ✓ We can't use every A/B test takeaway in every blurb



**Copy that sells based on
A/B test data**

1 Reviews and ratings help



Mention reader reviews

“A masterpiece” (*The New York Times*): With a focus on the days and weeks leading up to World War I, this riveting *New York Times* bestseller discusses the causes of war. Guaranteed to delight history buffs, **with nearly 2,400 five-star ratings on Goodreads!**

11.4%
HIGHER CTR

“A masterpiece” (*The New York Times*): With a focus on the days and weeks leading up to World War I, this riveting *New York Times* bestseller discusses the causes of war. Guaranteed to delight history buffs!

Include editorial reviews

From a *USA Today* bestselling author: Scarred by her parents' divorce, garden designer Frankie guards her heart. But her friend Matt is determined to prove love still exists...

From a *USA Today* bestselling author whose **“brilliant talent never ceases to amaze” (RT Book Reviews)**: Scarred by her parents' divorce, garden designer Frankie guards her heart. But her friend Matt is determined to prove love still exists...

8.2%
HIGHER CTR

Include author quotes

When a human foot is discovered in the woods, forensic pathologist Birdy goes after an ingenious killer. She seeks help from detective Kendall... but is she playing right into the psychopath's hands? From a *New York Times* bestselling author.

“Olsen will scare you — and you’ll love it” (Lee Child). When a human foot is discovered in the woods, forensic pathologist Birdy goes after an ingenious killer. She seeks help from detective Kendall... but is she playing right into the psychopath's hands? From a *New York Times* bestselling author.

38.9%
HIGHER CTR

Quote authors vs. publications

From a *New York Times* bestselling author: After a friend's near-death experience, bed-and-breakfast owner Josie is inspired to bring her three fractious daughters back together. But can she reconcile her fragmented family? **“Full of warmth, humor, and characters I adore”** (Dorothea Benton Frank).

32.7%
HIGHER CTR

From a *New York Times* bestselling author: After a friend's near-death experience, bed-and-breakfast owner Josie is inspired to bring her three fractious daughters back together. But can she reconcile her fragmented family? **Filled with characters “drawn with sympathy and keen-eyed humor”** (*Booklist*).

2 Use comp titles and authors



Compare to similar authors

From the host of *The Bachelor* and *The Bachelorette* comes a swoon-worthy romance: With a *Bachelor*-esque backdrop, a classic love triangle, and heartbreaking decisions, this novel is a delight! What would you sacrifice for true love?

From the host of *The Bachelor* and *The Bachelorette* comes a swoon-worthy romance: With a *Bachelor*-esque backdrop, a classic love triangle, and heartbreaking decisions, this novel is a delight **for fans of Nicholas Sparks!** What would you sacrifice for true love?

25.6%
HIGHER CTR

Compare to similar titles

In 1919, four sisters embark on unpredictable new lives when they join the exciting world of vaudeville. “You won’t soon forget the Turner girls” (#1 *New York Times* bestselling author Christina Baker Kline).

Perfect for fans of *Water for Elephants*: In 1919, four sisters embark on unpredictable new lives when they join the exciting world of vaudeville. “You won’t soon forget the Turner girls” (#1 *New York Times* bestselling author Christina Baker Kline).

53.7%
HIGHER CTR

**3 End blurbs with a
positive statement**



Say something positive

Rowan's painful past makes her believe she's unworthy of being loved — but when confident Jax walks into her life, he proves her wrong.

Rowan's painful past makes her believe she's unworthy of being loved — but when confident Jax walks into her life, he proves her wrong. **A powerful, captivating tale!**

5.7%
HIGHER CTR

Say something positive

After coffee-addicted Whitney misses the chance to talk to the man of her dreams, she places an online ad to find him. But when he does appear, she'll discover that happily ever after isn't what it seems!

After coffee-addicted Whitney misses the chance to talk to the man of her dreams, she places an online ad to find him. But when he does appear, she'll discover that happily ever after isn't what it seems! **A fun, effervescent read full of laughs.**

26.7%
HIGHER CTR

4 Author accolades usually help, but results vary



Awards usually help

From a #1 *New York Times* bestselling author: Lachlain, a ferocious werewolf warrior, discovers his insatiable desire for alluring vampire Emmaline. “A unique romance — it truly stands on its own” (Sherrilyn Kenyon).

From a #1 *New York Times* bestselling author: Lachlain, a ferocious werewolf warrior, discovers his insatiable desire for alluring vampire Emmaline **in this RITA Award winner**. “A unique romance — it truly stands on its own” (Sherrilyn Kenyon).

12.7%
HIGHER CTR

“Bestselling” usually helps...

When Melinda is kidnapped by three smoking-hot bank robbers, she discovers a luxurious new lifestyle. But will she be able to win over the hearts of her captors?

When Melinda is kidnapped by three smoking-hot bank robbers, she discovers a luxurious new lifestyle. But will she be able to win over the hearts of her captors? **From a bestselling author.**

2.0%
HIGHER CTR

...but not always

RARE CASE!

Once best friends, Aria and Tristan can't stand each other — but they also can't deny their off-the-charts chemistry. They agree to spend two hours a week giving in to their desires, with no strings attached. But what happens when it isn't enough?

4.0%
HIGHER CTR

From a bestselling author: Once best friends, Aria and Tristan can't stand each other — but they also can't deny their off-the-charts chemistry. They agree to spend two hours a week giving in to their desires, with no strings attached. But what happens when it isn't enough?

Specific bestseller lists usually help...

From a *USA Today* bestselling author: Iris's world changes when she assumes care of her sister's three young children. She has to team up with her ex, Camden, to keep the kids safe – but is God leading them toward the perfect unexpected family?

3.4%
HIGHER CTR

From a bestselling author: Iris's world changes when she assumes care of her sister's three young children. She has to team up with her ex, Camden, to keep the kids safe – but is God leading them toward the perfect unexpected family?

...but not always

RARE CASE!

From a **USA Today** bestselling author who “will blow your mind on every page” (*RT Book Reviews*): Jess has been taken captive by Dimitri, a man desperate for revenge — and one she can’t resist... With nearly 1,000 ratings on Goodreads.

From a bestselling author who “will blow your mind on every page” (*RT Book Reviews*): Jess has been taken captive by Dimitri, a man desperate for revenge — and one she can’t resist... With nearly 1,000 ratings on Goodreads.

12.7%
HIGHER CTR

The specific list doesn't usually matter...

From a *New York Times* bestselling author: Sebastian Foxx returns to his Portuguese homeland on a mission of vengeance – only to unleash forces even he can't control. “Foxx is reminiscent of Lee Child's Jack Reacher... Action-packed” (*Booklist* starred review).

From a *USA Today* bestselling author: Sebastian Foxx returns to his Portuguese homeland on a mission of vengeance – only to unleash forces even he can't control. “Foxx is reminiscent of Lee Child's Jack Reacher... Action-packed” (*Booklist* starred review).

No
difference

...but we can be surprised!

RARE CASE!

From a *New York Times* bestselling author: These three sizzling novels follow the members of the Callaway family as they contend with their pasts — and find life-changing love.

From a bestselling author: These three sizzling novels follow the members of the Callaway family as they contend with their pasts — and find life-changing love.

3.0%
HIGHER CTR

Content takeaways specific to romance categories

5 Identify hooks and tropes



Best friends' siblings

When soldier Marco returns from war, he reconnects with **his best friend's little sister** Alyssa. But now the attraction between them can't be ignored... A *USA Today* bestseller with over 3,000 five-star ratings on Goodreads.

20.8%
HIGHER CTR

When soldier Marco returns from war, he reconnects with Alyssa. But now the attraction between them can't be ignored... A *USA Today* bestseller with over 3,000 five-star ratings on Goodreads.

Next door neighbors

When Stanley needs a fake relationship, Sage agrees to play along. But then real sparks begin to fly... A *USA Today* bestselling author serves up a delightful contemporary romance!

When Stanley needs a fake relationship, **his next door neighbor** Sage agrees to play along. But then real sparks begin to fly... A *USA Today* bestselling author serves up a delightful contemporary romance!

5.9%
HIGHER CTR

Violence

Having accidentally traveled to the 16th century, Halley quickly falls for Edmund, a dreamy and outrageously wealthy earl. But can their blossoming love overcome the odds?

21.2%

HIGHER CTR

Halley accidentally travels to 16th century England and quickly falls for Edmund, a dreamy and outrageously wealthy earl. But **when a malicious thief threatens to tear them apart**, can their blossoming love overcome the odds?

6 Use adjectives to describe character traits, not appearance



“Gorgeous”

To keep her family from matchmaking, Jen comes up with a plan: She'll bring someone they won't like as her fake date to Thanksgiving dinner. But there's more to **gorgeous** Zach than meets the eye...

To keep her family from matchmaking, Jen comes up with a plan: She'll bring someone they won't like as her fake date to Thanksgiving dinner. But there's more to Zach than meets the eye...

No
difference

“Arrogant”

To help pay off her debts, Taylor agrees to attend a wedding with **arrogant** Mason, her ex’s brother. But while their fake relationship seems like great plan — they’ll have a hard time keeping their hands off each other...

6.3%

HIGHER CTR

To help pay off her debts, Taylor agrees to attend a wedding with Mason, her ex’s brother. But while their fake relationship seems like great plan — they’ll have a hard time keeping their hands off each other...

7 Include the book's real-world location



Town name

After her parents' death, Jessica's return home **to Bluebell Hill** is bittersweet... But an old friend and a handsome gardener could help bring warmth to her lonely old house! Set in the beautiful English countryside, this uplifting story is an emotional look at loss, love, and belonging.

After her parents' death, Jessica's return home is bittersweet... But an old friend and a handsome gardener could help bring warmth to her lonely old house! Set in the beautiful English countryside, this uplifting story is an emotional look at loss, love, and belonging.

No
difference

City name

When Anne-Marie moves to **Houston**, she can't deny her attraction to Kit, the fast-living astronaut next door. But when the space race collides with their desires, can their unlikely romance achieve liftoff?

6.8%
HIGHER CTR

When Anne-Marie moves to the city, she can't deny her attraction to Kit, the fast-living astronaut next door. But when the space race collides with their desires, can their unlikely romance achieve liftoff?

State

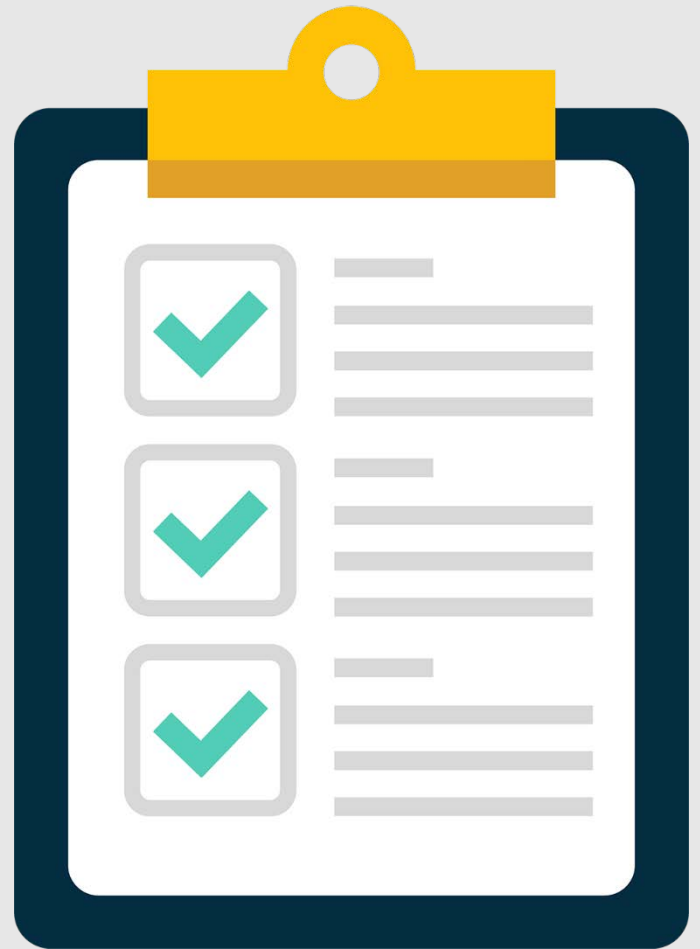
A collection jam-packed with action and romance: When three special forces operatives arrive in small-town **Wyoming**, they'll sacrifice anything to protect the women who have stolen their hearts...

4.5%
HIGHER CTR

A collection jam-packed with action and romance: When three special forces operatives arrive in a small town, they'll sacrifice anything to protect the women who have stolen their hearts...

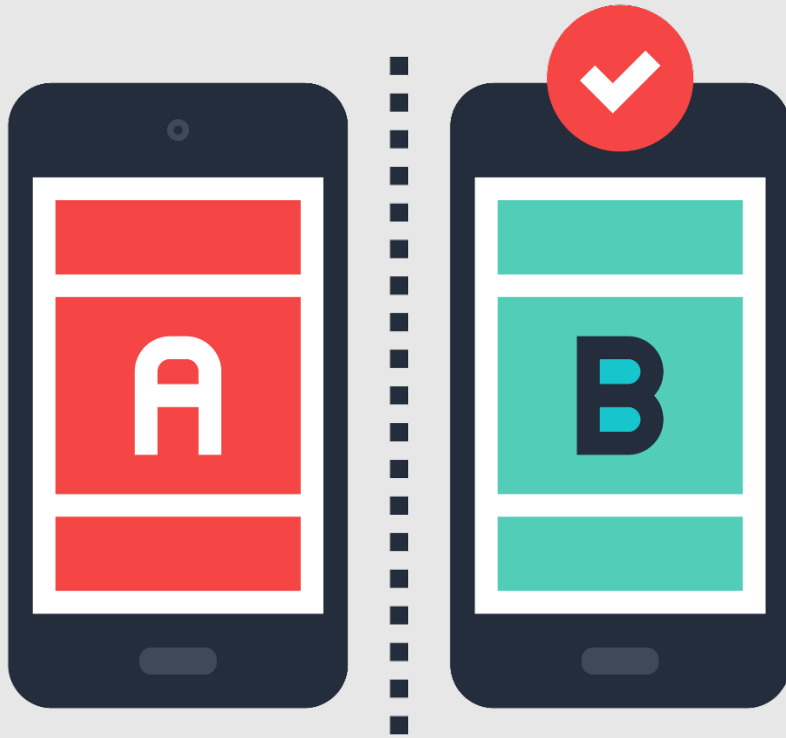
Things to include:

- ✓ Reviews and ratings
- ✓ Author quotes & editorial reviews
- ✓ Comps (“for fans of”)
- ✓ Tropes/hooks



How to run your own tests

What should you test?



- ✓ Book description
- ✓ Blurbs
- ✓ Ad copy
- ✓ Subject lines
- ✓ Length of copy
- ✓ Tone

Where can you run copy tests?

- ✓ Email newsletters
- ✓ Banner ads
- ✓ BookBub Ads



Pick one element to test



NEW YORK TIMES BESTSELLING AUTHOR OF ELEANOR & PARK

RAINBOW ROWELL

ATTACHMENTS

a novel

"If ATTACHMENTS were an animal, I'd be forwarding it to my center for adoptions." —JODI FICOUIT, #1 bestselling author of ONE YOU NONE

READ NOW

The image shows the front cover of the book 'Attachments' by Rainbow Rowell. The cover is light yellow with black text. At the top, it says 'NEW YORK TIMES BESTSELLING AUTHOR OF ELEANOR & PARK'. Below that is the author's name 'RAINBOW ROWELL' in large, bold, black letters. The title 'ATTACHMENTS' is written in large, bold, orange letters, with a paperclip graphic integrated into the letter 'A'. Below the title, it says 'a novel' in a smaller, blue font. At the bottom, there is a quote from Jodi Picoult and an illustration of two office chairs with a paperclip between them.

**“A
delightful
book—5
stars” – a
happy
reader**

READ NOW



NEW YORK TIMES BESTSELLING AUTHOR OF ELEANOR & PARK

RAINBOW ROWELL

ATTACHMENTS

a novel

"If ATTACHMENTS were an animal, I'd be forwarding it to my center for adoptions." —JODI FICOUIT, #1 bestselling author of ONE YOU NONE

**Over 400
5-star
reviews
on
Amazon**

READ NOW

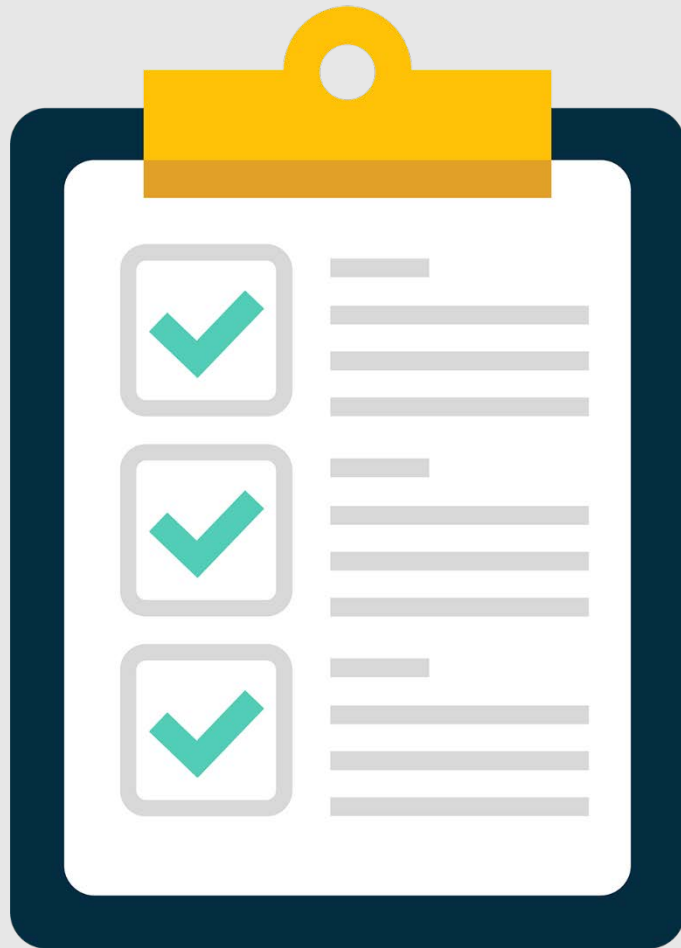
The image shows the front cover of the book 'Attachments' by Rainbow Rowell, identical to the one on the left. It features the author's name, the title 'ATTACHMENTS' with a paperclip graphic, and a quote from Jodi Picoult. The background is light yellow with black text.

**Over 400
5-star
reviews
on
Amazon**

READ NOW

Key takeaways

- ✓ Test one element at a time
- ✓ Randomly split A/B groups
- ✓ Measure your results
- ✓ Keep testing and optimizing



Questions?

insights.bookbub.com/sas18

partners@bookbub.com



NEW PRODUCT
ANNOUNCEMENT

NEW!

Recommendations

BookBub

Home

Deals

Author Updates

Recommendations

Search...



Look for Me

Lisa Gardner

Save to Bookmarks



Crime Fiction, Thrillers



Tess Gerritsen

@TessGerritsen

2w



I recommend this book

My fellow New England author Lisa Gardner has a new book out 2/6. It's called LOOK FOR ME. I'm interviewing her for the LA Book Review shortly, and can't wait to talk about this dark family crime featuring her signature homicide detective DD Warren. The story starts with a bang, literally, and we are shown a crime scene where a family has been wiped out. But wait, a teen-aged daughter is missing! What???? Is she victim or perp? I love Lisa's edgy suspense!

(edited)

Reasons I enjoyed this book:

Action-packed

Page-turner

Twisted

Unpredictable

Wonderful characters