

BookBub Fundamentals



What we'll cover today

- 1 All of BookBub's products
- 2 The logistics of using each product
- 3 Strategic tips for using each product
- 4 Questions!

The Partner Dashboard

You're almost finished!

Only a few more details

Create your account

Create Account

[< Back](#)

The Partner Dashboard

BookBub | *Partners*

Welcome back!

Reach millions of power readers

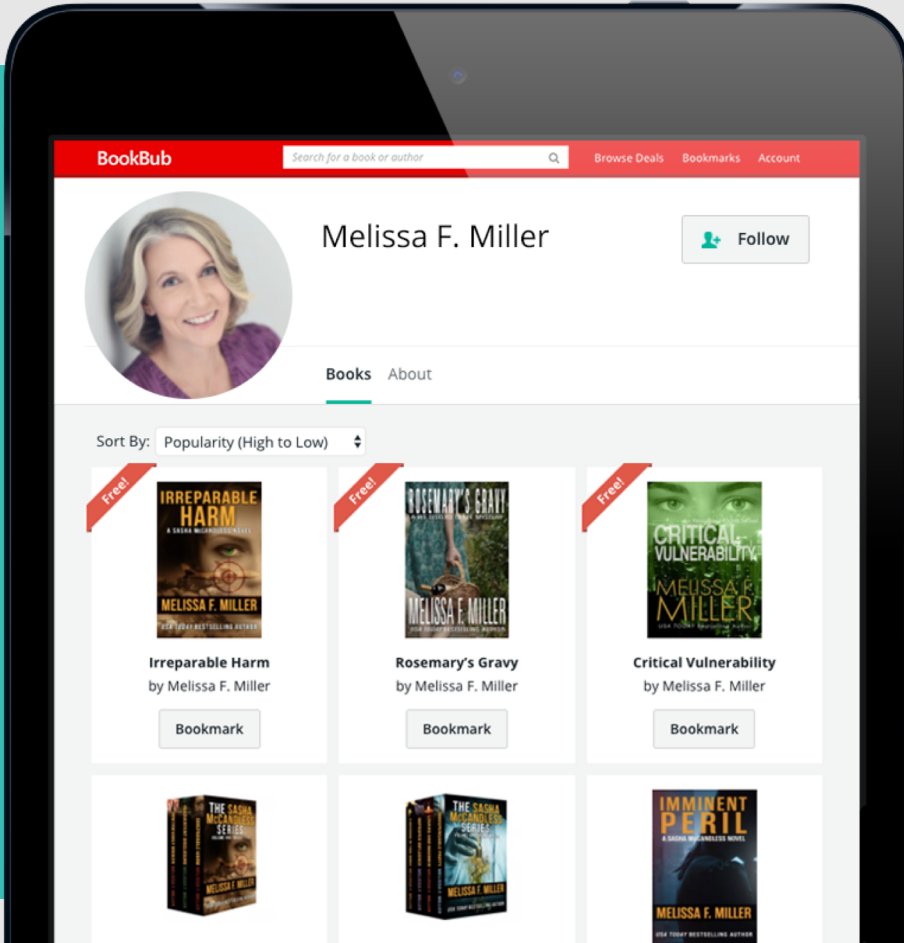
Sign in to BookBub

Remember me

[Password Trouble?](#)

Sign In

Don't have a Partner account? [Sign Up](#)



Author Profiles

- ✓ Great way for authors to list their books on BookBub
- ✓ Free to set up & manage

Claiming a Profile

Become a BookBub Partner

Now, let's get you started

Which best describes you?

- I'm an Author
- I work at a company that publishes books
- Other

Just looking for books? [Use our reader sign up](#)

Claiming a Profile



Claim Your Author Profile

Start by searching for your author name. If you can't find your name on the list below, please [let us know](#).

A search input field with a blue border and a light blue background. The text "Search" is displayed in a light gray font inside the field.

Claiming a Profile



Are You J. K. Rowling?

To help us review your Author Profile claim, please log in with a Facebook or Twitter account associated with **J. K. Rowling**. Your Twitter or Facebook account will only be used to confirm your author claim and BookBub users will not have access to it.

CONFIRM YOUR IDENTITY



Twitter



Facebook

[I don't have a Facebook or Twitter account >](#)

Have questions? [Contact us >](#)

Editing a Profile

Author Profile


View Profile >

TOTAL FOLLOWERS
4,703

FOLLOWERS BY REGION
4,173 followers in the United States

Profile Details

Cancel Done



Mark Dawson
[View Profile >](#)

genres ⓘ





Action and Adventure ⓘ Crime Fiction and Mysteries ⓘ Political Thrillers ⓘ Thrillers ⓘ [Add Genre](#)

Biography ⓘ

Mark Dawson has worked as a lawyer and in the London film industry. His first books, *The Art of Falling Apart* and *Subpoena Colada*, have been published in multiple languages. He is currently writing three series. The John Milton series features a disgruntled assassin who aims to help people make amends for the things that he has done. The Beatrix Rose series features the headlong fight for justice of a wronged mother—who happens to be an assassin—against the six names on her Kill List. *Soho Noir* is set in the West End of London between 1940 and 1970. The first book in the series, *The Black Mile*, deals with the (real-life but little-known) serial killer who operated in the area during the Blitz. *The Imposter* traces the journey of a criminal family through the period; it has been compared to *The Sopranos* in austerity London. Mark lives in Wiltshire with his family.

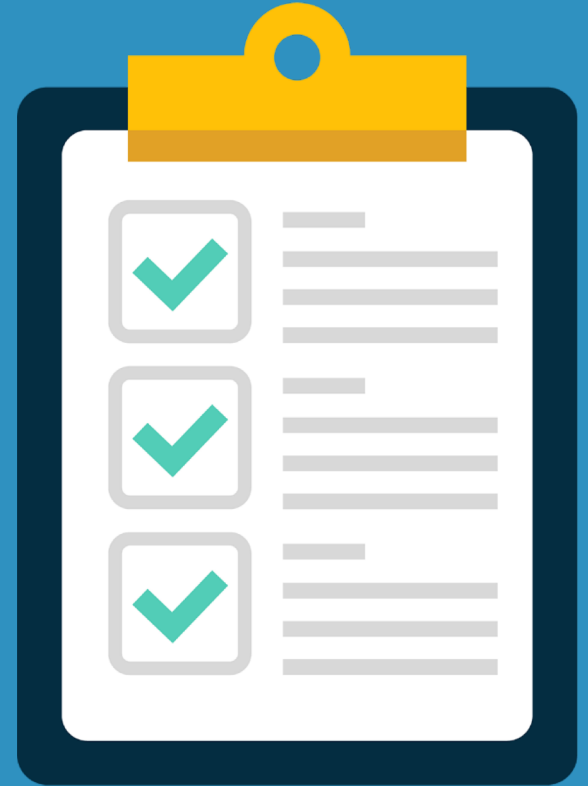
Adding Books to a Profile

My Books Add Books

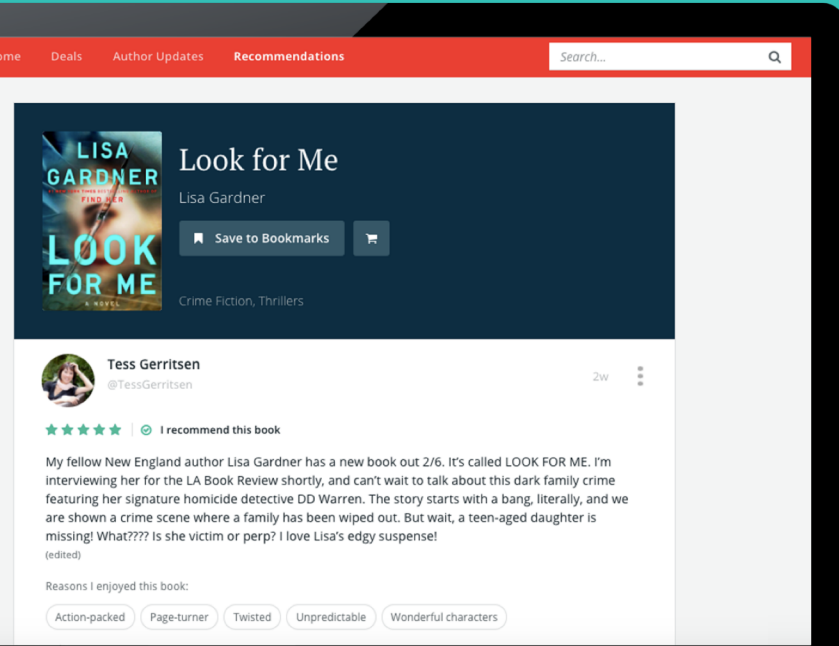
Title ↕	Author(s)	Release Date ↕	Actions
 In Cold Blood	Mark Dawson		+ Add Links Request Change
 The Beatrix Rose Box Set	Mark Dawson		+ Add Links Request Change
 The Alamo - John Milton #11	Mark Dawson	Jun 12, 2017 New Release Alert Sent	+ Add Links Request Change
 Phoenix	Mark Dawson	May 16, 2017 New Release Alert Sent Preorder Email Sent. View details	+ Add Links Request Change

Things to Note

- ✓ Free for all authors
- ✓ Must have a book available
- ✓ Review process can take up to a week
- ✓ Only one profile per account



Recommendations



- ✓ Completely free to use
- ✓ Engage with fans
- ✓ Stay top-of-mind and
- ✓ Boost exposure
- ✓ Drive sales

Engaging With Followers

The screenshot shows the BookBub website interface. At the top is a red navigation bar with the BookBub logo and links for Home, Deals, Author Updates, Recommendations, and Blog. A search bar is on the right. Below the navigation bar is a white header area with the word 'Recommendations' and a green button that says 'Recommend a Book'. Underneath, there are two tabs: 'People You Follow' and 'Notable', with 'Notable' being the active tab. The main content area displays four book recommendation cards, each featuring an author's profile picture and name, the text 'recommended:', and the book cover. Each card also has a heart icon, a bookmark icon, and a 'Details' link at the bottom.

BookBub Home Deals Author Updates Recommendations Blog Search...

Recommendations

[Recommend a Book](#)

People You Follow Notable

Author
Katherine Stone recommended:

4 New York Times bestselling author
DEBBIE MACOMBER
COTTAGE by the SEA
A NOVEL

[Details](#)

Author
J Leni Dörner recommended:

NEW YORK TIMES BESTSELLER
NEIL PATRICK HARRIS
CHOOSE YOUR OWN AUTOBIOGRAPHY

[Details](#)

Author
Kendall Ryan recommended:

BILLIONAIRE UNCHALLENGED
Carter
J.S. Scott
MY TIMES AND USA TODAY BESTSELLING AUTHOR

[Details](#)

Author
Amanda Lindhout recommended:

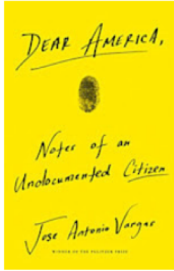
THE BOY ON THE BEACH
MY FAMILY'S ESCAPE from Syria and Our Hope for a New Home
TIMA KURDI


[Details](#)

Engaging With Followers

RECOMMENDATIONS


New from People You Follow




Recommended by  **Amy Tan** Author

Read it, feel it at a gut level, and go beyond the noise of hate politics... This is a book about America. I cried reading this book, realizing mo... [See More](#)

♥ Like



Recommended by  **Lauren Blakely** Author

No one does suspenseful, emotional second chance like AL Jackson! [See More](#)

♥ Like

More From People You Follow

Posting a Recommendation

< Select a Different Book ✕

Share a review of *The Emperor's Blades*

Your Rating Excellent ★★★★★

I recommend this book

What did you like about this book?

Steamy Scary Twisted Tragic Tear-jerker **Entertaining**

Realistic Haunting Witty Whimsical Inspirational

Great world building Happily Ever After Funny **Action-packed**

Original Easy-to-read Romantic **Page-turner** Informative

Wonderful characters Unpredictable

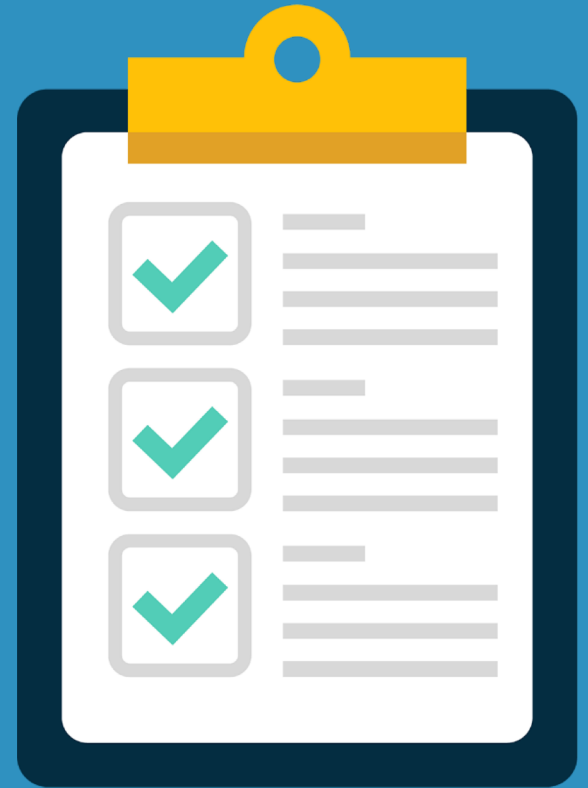
Write a review (optional):

What did you think of this book?

Share

Things to Note

- ✓ Completely free
- ✓ Appear in weekly email digests and Recommendations feed
- ✓ Check the “I recommend this book” box to share your review with your followers





Author Alerts now include new releases from your favorite authors!



Hero Born: Project Solaris

by Chris Fox

NOW AVAILABLE AT:

[Amazon](#)[Barnes & Noble](#)[Google](#)[Kobo](#)[Apple iBooks](#)

SAVE FOR LATER:

[Bookmark](#)

PUBLISHER DESCRIPTION

I write software at a San Francisco startup. I have my dream job, but I also have a secret.

We are not alone. The last time I was taken I was fourteen. Three weeks ago I celebrated my twenty-first birthday, and I know that the grey men will soon come again. I devoted my life to technology so I'd be ready when they returned. Others have prepared too, and I will find them.

Together we will harness the abilities they have given us... [Read More >](#)





New Release Alerts

- ✓ Completely free
- ✓ Sent to an author's followers
- ✓ Easy to request an alert

My Books Page

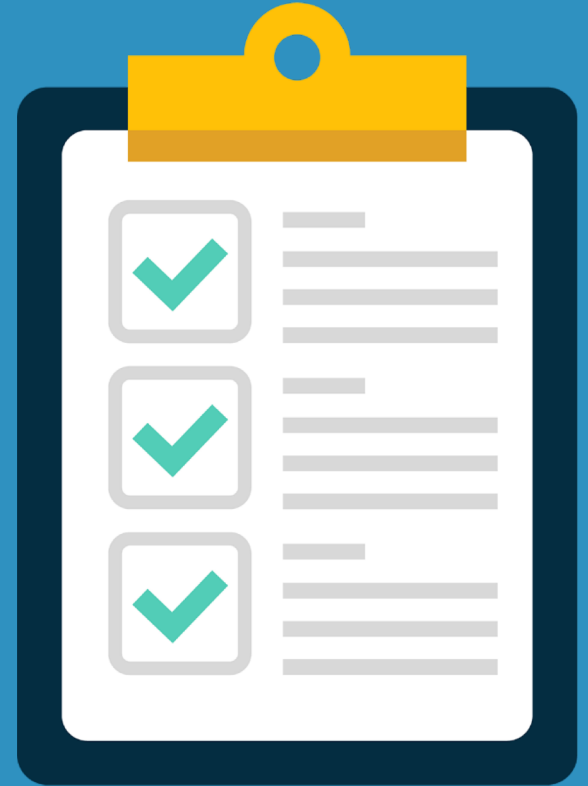
My Books

[Add Books](#)

Title ↕	Author(s)	Release Date ↕	Actions
 In Cold Blood	Mark Dawson		+ Add Links ✎ Request Change
 The Beatrix Rose Box Set	Mark Dawson		+ Add Links ✎ Request Change
 The Alamo - John Milton #11	Mark Dawson	Jun 12, 2017 New Release Alert Sent	+ Add Links ✎ Request Change
 Phoenix	Mark Dawson	May 16, 2017 New Release Alert Sent Preorder Email Sent. View details	+ Add Links ✎ Request Change

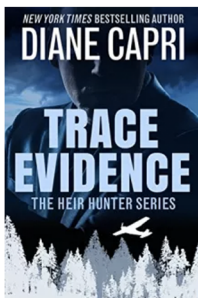
Things to Note

- ✓ Free for all authors
- ✓ Add new releases to the author's My Books page
- ✓ Only sent to US followers
- ✓ Eligibility requirements





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



Trace Evidence (The Heir Hunter Book 2)

by Diane Capri

PREORDER NOW AT:

Amazon

Barnes & Noble

Google

Kobo

Apple iBooks

SAVE FOR LATER:

Bookmark

PUBLISHER DESCRIPTION

The child of billionaire tech CEO Veronica Beaumont is in desperate need of a bone marrow transplant. With his health rapidly declining, she hires Michael Flint, the heir hunter of last resort, to do the impossible: find Josh Hallman, the boy's father, to provide a hoped-for match. Six years ago, Hallman piloted a plane that crashed, claiming the lives of two friends. Hallman's body was never recovered, and he's been presumed dead ever since. But Flint is beginning to have doubts—because he's not the... [Read More >](#)

Preorder Alerts

- ✓ Highly targeted
- ✓ Cost-effective
- ✓ Easy to set up
- ✓ Flexible timing

Setting up a Preorder Alert

Choose an Upcoming Release ⁱ

ADD A BOOK +

Or Choose an Upcoming Release Below



Bachelor SEAL (Sleeper SEALs Book 5)

by Sharon Hamilton

Release Date: October 31, 2017

CHOOSE +


Can't find your upcoming release? [Add It Here >](#)

Setting up a Preorder Alert

My Preorders Schedule Preorder Preorder FAQs

Promote A Preorder

Send an email to your BookBub followers about an available preorder to drive sales and buzz for your new release!



Fallen Ink
by Carrie Ann Ryan
Book Release Date: April 17, 2018

Retailer Urls (at least one url is required)

Please enter retailer links to your book below. URLs should point to the preorder's ebook edition, and should not include redirects or affiliate codes. [Contact us directly](#) if there are any changes after scheduling your preorder.

Amazon Kindle	Enter a url starting with http:// or https://
Barnes & Noble Nook	Enter a url starting with http:// or https://
Apple iBooks	Enter a url starting with http:// or https://
Google Play	Enter a url starting with http:// or https://
Kobo	Enter a url starting with http:// or https://

Setting up a Preorder Alert

Requested Email Date (required)

Select a date between 7 and 30 days from now when you would like your followers to receive an email about this preorder.

Select Date

Fee

Below is a fee based on the number of US followers who will receive your preorder email. You will not be charged until your preorder is confirmed.

Fee: \$298.18

Followers: 14,909

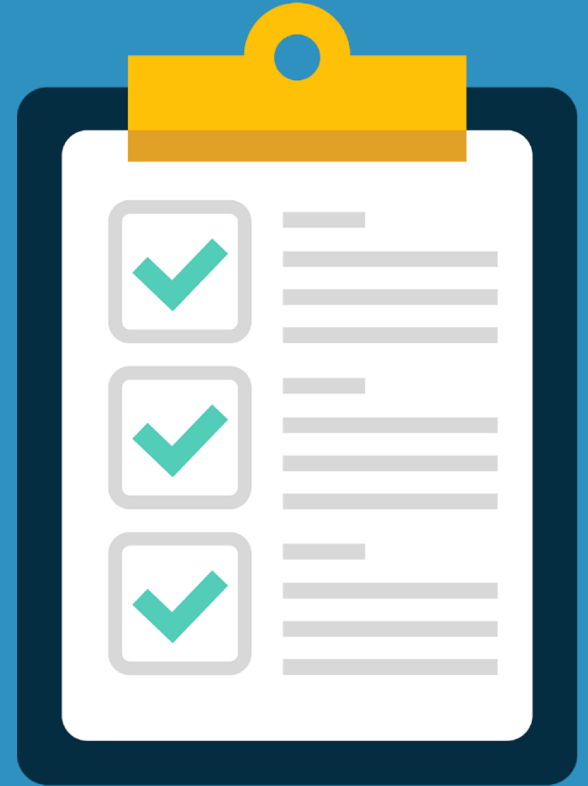
I authorize BookBub to charge my payment method for the amount listed above once my preorder is confirmed (typically within a few days).

Submit

Have questions? [Contact us](#).

Things to Note

- ✓ Available to authors with 1K+ followers
- ✓ \$0.02 per follower
- ✓ Sent to all US followers
- ✓ Flexible timing



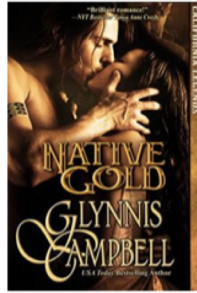
BookBub

Your Daily Deals

Native Gold

by *Glynnis Campbell*

Rebellious Mattie Hardwicke abandons New York society for the untamed West. When she arrives in a mining town, she discovers how difficult life can be — until she gains the protection of a fierce warrior... From a *USA Today* bestselling author.



\$0.99 ~~\$4.99~~

Amazon

Barnes & Noble

Apple iBooks

Google

Historical Romance

Featured Deals

- ✓ Reach power readers interested in specific genres
- ✓ Get readers hooked on the first book in a series
- ✓ Drive sales for backlist books
- ✓ Boost a book up bestseller lists

Adding a Book

Add a Book

harry potter



Harry Potter and the Goblet of Fire

by J. K. Rowling

CHOOSE +



Harry Potter: The Complete Collection...

by J.K. Rowling

CHOOSE +



Harry Potter and the Order of the Pho...

by J.K. Rowling

CHOOSE +

Submitting a Featured Deal

Submit a New Deal



Harry Potter and the Sorcerer's Stone

by J. K. Rowling

Release Date: December 08, 2015

1 Suggested Category [ⓘ]

Suggest a category:

2 Regions [ⓘ]

All

3 Pricing [ⓘ]

Please tell us which regions you'd like to include in the promotion, and how your book will be priced in each. Note that your book will be considered for each region separately, so it may only be selected in some of the regions you've requested.

select none

	Original Price	Deal Price
<input checked="" type="checkbox"/> United States	\$ <input type="text"/>	\$ <input type="text"/> ▼
<input checked="" type="checkbox"/> United Kingdom	£ <input type="text"/>	£ <input type="text"/> ▼
<input checked="" type="checkbox"/> Canada	\$ <input type="text"/>	\$ <input type="text"/> ▼
<input checked="" type="checkbox"/> India	₹ <input type="text"/>	₹ <input type="text"/> ▼
<input checked="" type="checkbox"/> Australia	\$ <input type="text"/>	\$ <input type="text"/> ▼

4 Retailer Availability [ⓘ]

Amazon Kindle (1 missing link)

Amazon Kindle:

URL not found

Enter URL (optional)...

Barnes & Noble Nook (1 missing link)

Barnes & Noble Nook US:

URL not found

Enter URL (optional)...

Apple iBooks

Google Play (1 missing link)

Google Play:

URL not found

Enter URL (optional)...

Kobo (1 missing link)

Kobo:

URL not found

Enter URL (optional)...

5 Date [ⓘ]

Is your date flexible?

Yes No

6 Comments (optional) [ⓘ]

Submit

That's it!

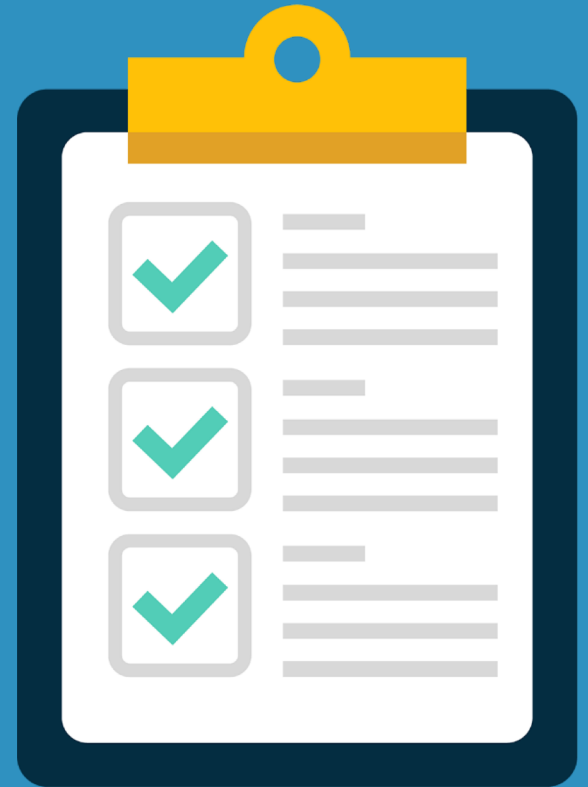
Thanks For Your Submission!

We have received your submission and will be in touch soon.

If we select your price promotion for a BookBub featured deal, we'll email you to confirm scheduling and payment. If your price promotion is not selected we will notify you via email within seven days. You can also [check submission status](#) online, or [view all your featured deals](#)

Things to Note

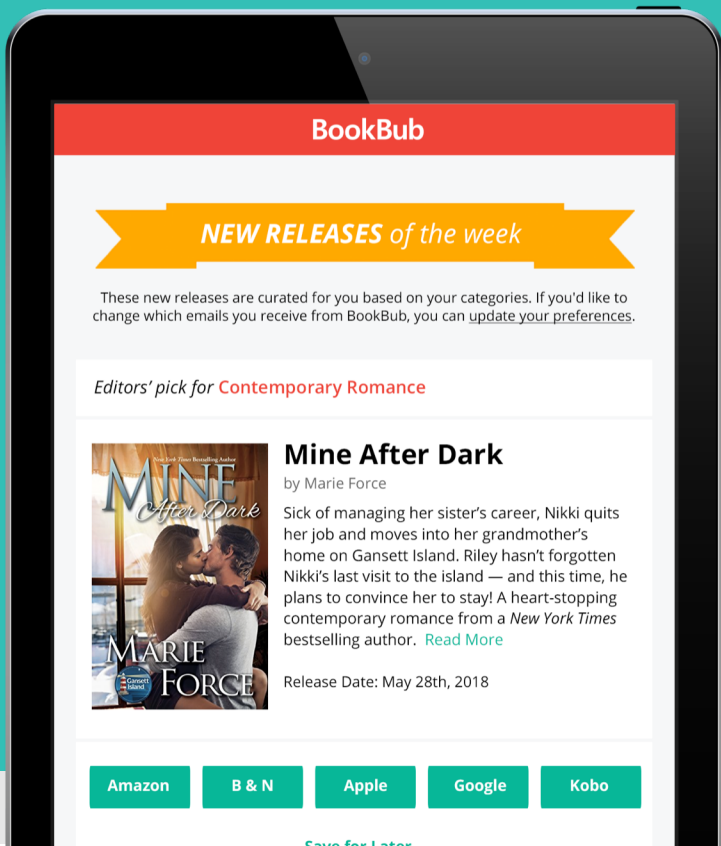
- ✓ Minimum requirements
- ✓ Editorial selection process
- ✓ Only 10-20% get selected
- ✓ Flat fee



Featured New Releases

.....

- ✓ Reach power readers interested in specific genres
- ✓ Drive full-price sales and boost rankings for brand new books
- ✓ Generate exposure



Submitting a Featured New Release

Submit a Featured New Release

Choose a Book

Select an upcoming new release. If you can't find the book you're looking for, please [contact](#) our partner support team or your account rep.



Ten Two Jack (The Hunt for Jack Reacher, #10)

by Diane Capri



Release Date: September 14, 2018

[Contact us](#) if the release date is incorrect.

Retailer URLs

Please select all retailers where your book will be available.

- Amazon Kindle
- Barnes & Noble Nook
- Apple iBooks
- Google Play
- Retailer included, but we're missing the link. Please [add the retailer URL](#) (optional)
- Kobo

Suggested Category

Our editorial team may select your book for a different category than the one you select if another audience is a better fit.

Select Category

Book Page Count

Please let us know an estimated page count for this book.

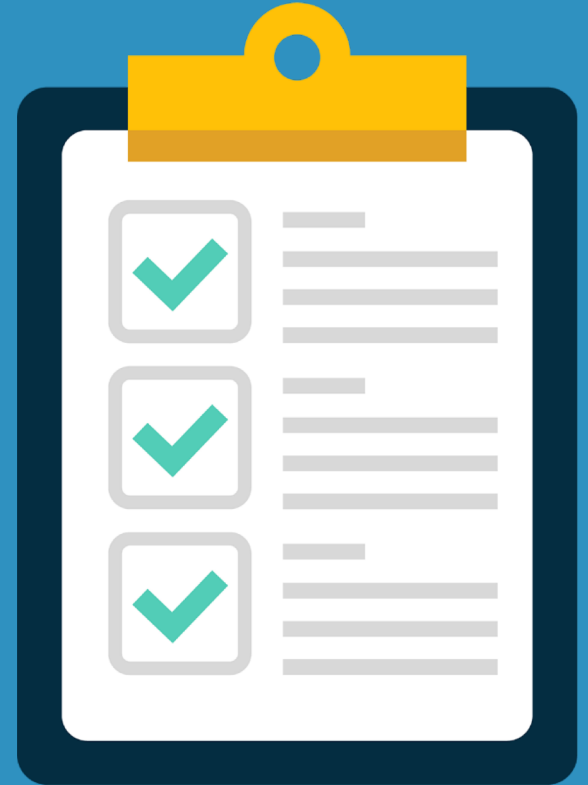
Additional Comments (optional)

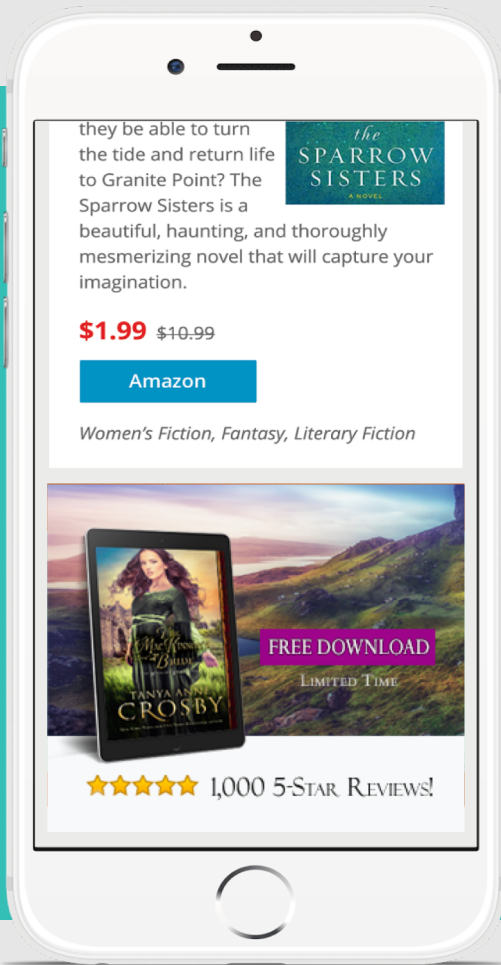
Our editorial team will review your book on retailers and review sites, but please share any additional information you would like us to know that is not otherwise available on your book's retailer pages, including alternate category suggestions.

Submit

Things to Note

- ✓ Submit up to 6 months before release date
- ✓ Editorial selection process
- ✓ Sent to US subscribers
- ✓ Flat fee





BookBub Ads

- ✓ Reach millions of power readers in dedicated ad space
- ✓ No editorial process
- ✓ Set your own targeting & spend
- ✓ Easy-to-use interface

Choose a Book and Add an Image


Create a New Ad

Choose a Book NEED HELP?


Choosing a book for your Ad pulls in the book cover. If you can't find or choose not to associate a book, you can skip this step and continue creating an Ad.

Book Name

Ad Creative NEED HELP?

**UPLOAD EXISTING CREATIVE**
Upload your own 300x250px Ad image.

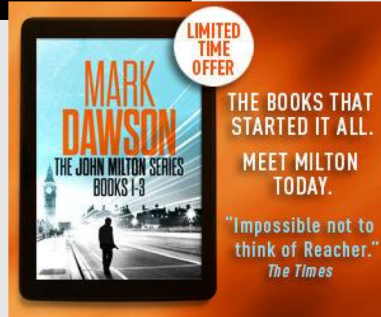
-or-

**BUILD NEW CREATIVE**
Add your book cover, copy and button label.

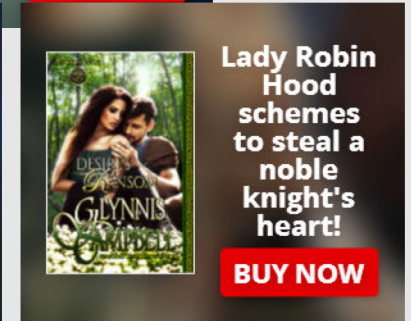
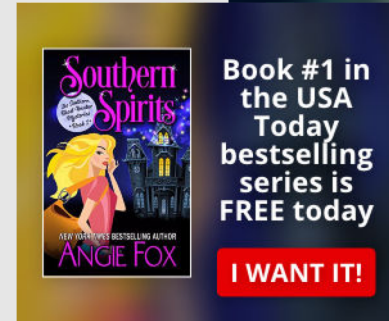
Ad Image

Please upload a 300x250 pixel image. Read our other Ads policies [here](#).

Option #1: Upload an image



Option #2: Use our creative builder



Set Up Audience Targeting

Audience Targeting

[NEED HELP?](#)

Specifying book categories and authors will further tailor your audience so you target only the readers you want to reach. Not making a selection will target all readers within the selected regions and retailers above.

Refine by Author

Use author targeting to reach readers interested in any of the authors below. This will allow you to reach readers who have indicated interest in an author across the BookBub platform (e.g. clicked on a deal by that author, followed the author, etc).

Refine by Book Category

Use book category targeting to reach readers interested in any of the book categories below. Combining this option with author targeting will only include readers who are interested in both the selected book categories and authors.



Audience: Fairly Broad

Max Daily Reach: **1 million+** impressions

Broad targeting enables you to reach more readers, but could lead to lower engagement. If ROI is your primary goal, try including options like author and retailer targeting to narrow your audience.

Set a Schedule and Budget

Schedule and Budget [NEED HELP?](#)

Enter a schedule and budget for your ad. You'll never be charged more than the budget you set, and you can stop your ad at any time.

Schedule

Run my ad continuously, starting now

Select a start and end date

Date range (All dates and times are displayed in Pacific Time)

through at 11:59 p.m.

Total Campaign Budget

\$

Pacing

Spread across date range Fulfill as quickly as possible

Set Your Bid and Name the Ad

Bid

[NEED HELP?](#)

Enter your maximum bid. Note that a higher max lets you reach more readers, and you'll usually pay less than what you bid.

Bid Type

CPM (cost per 1,000 impressions)

CPC (cost per click)

Maximum CPM Bid

\$ 0.00 per thousand impressions

Average winning bids are between \$6.01 and \$9.99

Name Your Ad

[Continue](#) [Save As Draft](#)

Confirm Your Campaign

Confirm Ad Details



BASIC INFO

Date Range: 09/28/17 through 09/29/17

Associated Book: [Harry Potter and the Order of the Phoenix](#)

CLICKTHROUGH LINKS

Amazon Kindle (US): <https://www.amazon.com/Harry-Potter-Order-Phoenix-Rowling-ebook/dp/B0192CT...>

Barnes & Noble Nook (US): <http://www.barnesandnoble.com/w/harry-potter-and-the-order-of-the-phoe...>

Google Play (CA, AU): http://play.google.com/store/books/details?id=jk87_y-ubEOC

Google Play (US): <http://play.google.com/store/books/details?id=zpvysRGsBlwC>

Kobo (US): <https://www.kobo.com/us/en/ebook/harry-potter-and-the-order-of-the-phoenix-5>

AUDIENCE TARGETING

Book Categories: None selected

Authors: J. K. Rowling

BID AND BUDGET

Maximum CPM Bid: \$8.00

Total Budget: \$10.00

Budget Pacing: Spread across date range



You can go back to edit this ad at any time or duplicate it from the Your Ads page in your Partner Dashboard.

I have read and agree to BookBub's [Ad policies](#).

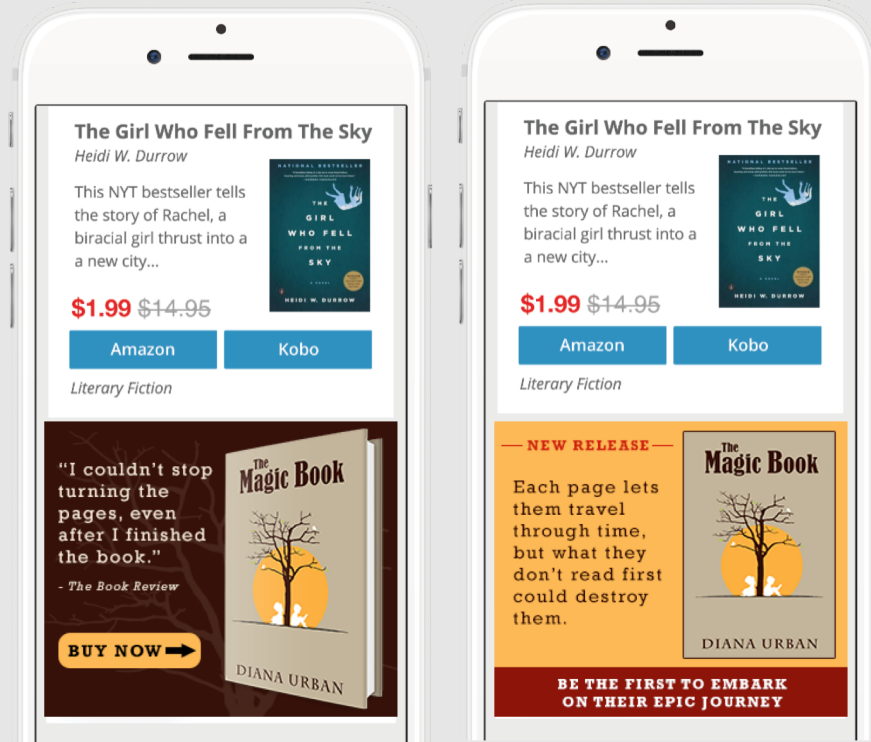
Create Ad

Save As Draft

Edit Ad

Run Low-Budget Tests

- ✓ \$10-20 budget campaigns
- ✓ Test one element at a time
- ✓ Check clicks & conversions
- ✓ Allocate budget to winner
- ✓ Continue to optimize



Ads Overview Page

My Ads Ad FAQs Help & Resources

Your Ads

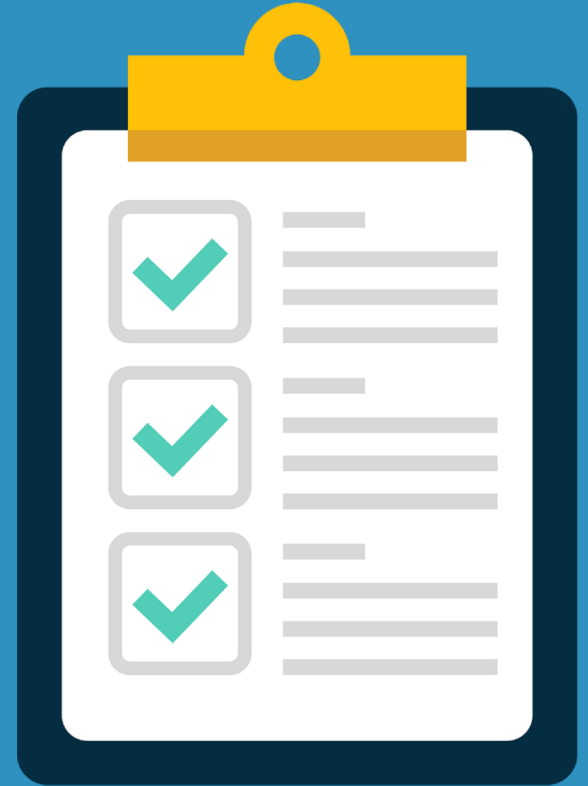
[+ Create New Ad](#)

SEARCH STATUS: All Live Draft Scheduled **Completed** Paused Archived - STATS BY BOOK: All Books

Name	Status	Date Range	Effective CPM	Effective CPC	Remaining Budget	Budget Spent	Impressions Served	Total Clicks	CTR	Actions
Witty Banter_New Adult_091718 Rush Me	Completed	09/18/18 - 09/18/18	\$7.09	\$10.01	\$0.00 (Total)	\$10.01	1,412	1	0.07%	Select Action
NFL Golden Boy_New Adult_091718 Rush Me	Completed	09/18/18 - 09/18/18	\$7.03	\$5.03	\$0.00 (Total)	\$10.06	1,431	2	0.14%	Select Action
NFL Golden Boy_Amazon Authors_091618 Rush Me	Completed	09/17/18 - 09/18/18	\$8.81	\$0.53	\$0.00 (Total)	\$10.00	1,135	19	1.67%	Select Action
Amazon Review_Amazon Authors_091618 Rush Me	Completed	09/17/18 - 09/18/18	\$8.88	\$0.77	\$0.00 (Total)	\$10.00	1,126	13	1.15%	Select Action

Things to Note

- ✓ No editorial process
- ✓ Any book is eligible
- ✓ Totally self-serve
- ✓ Auction model
- ✓ Pricing based on CPM/CPC



Questions?

insights.bookbub.com/NINCFundamentals18/

partners@bookbub.com

