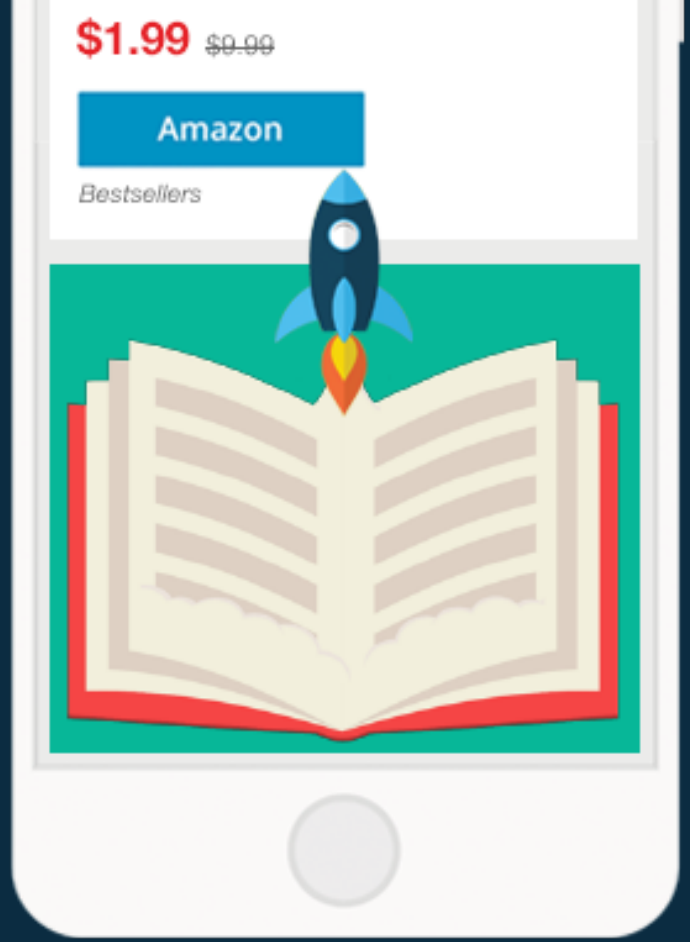
Mastering
BOOKBUB ADS

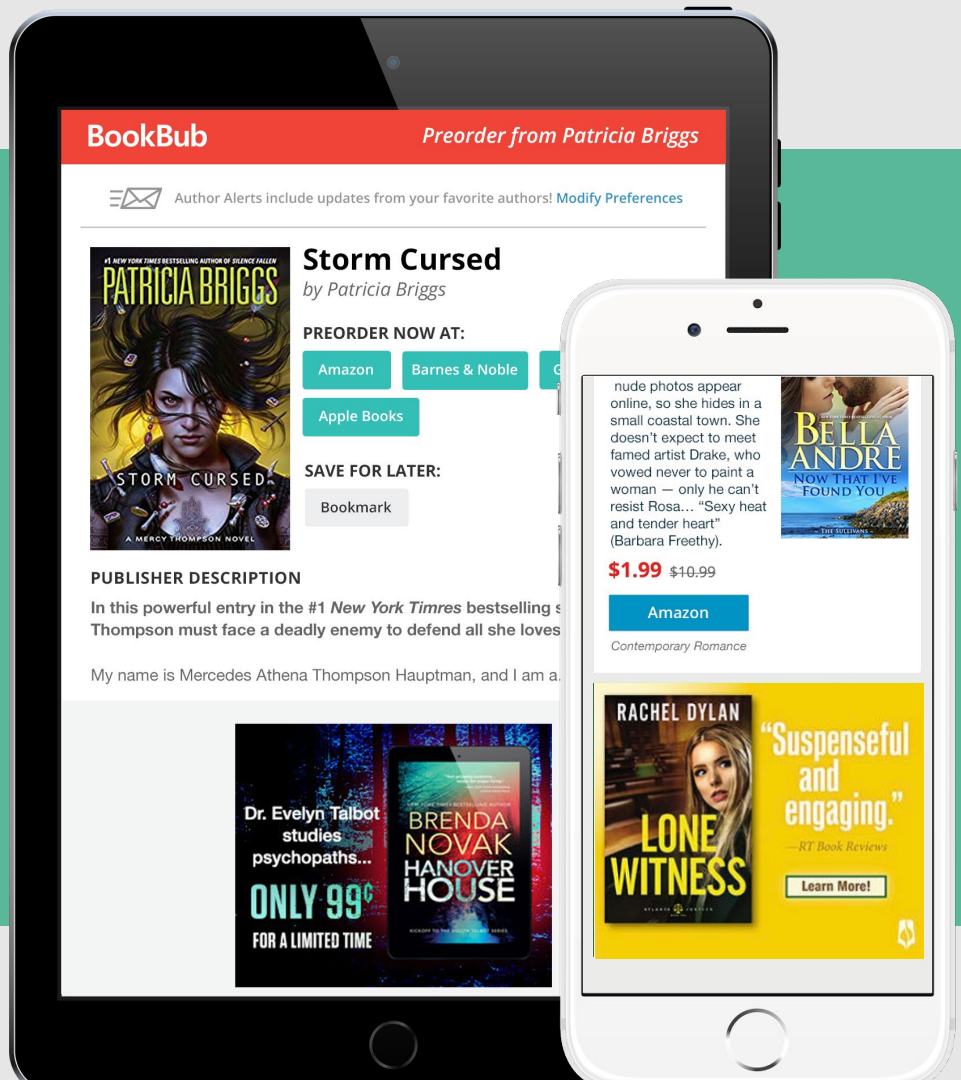


What we'll cover today

1. How BookBub Ads work
2. How to set up effective campaigns
3. How to measure results
4. Questions

BookBub Ads: The Basics

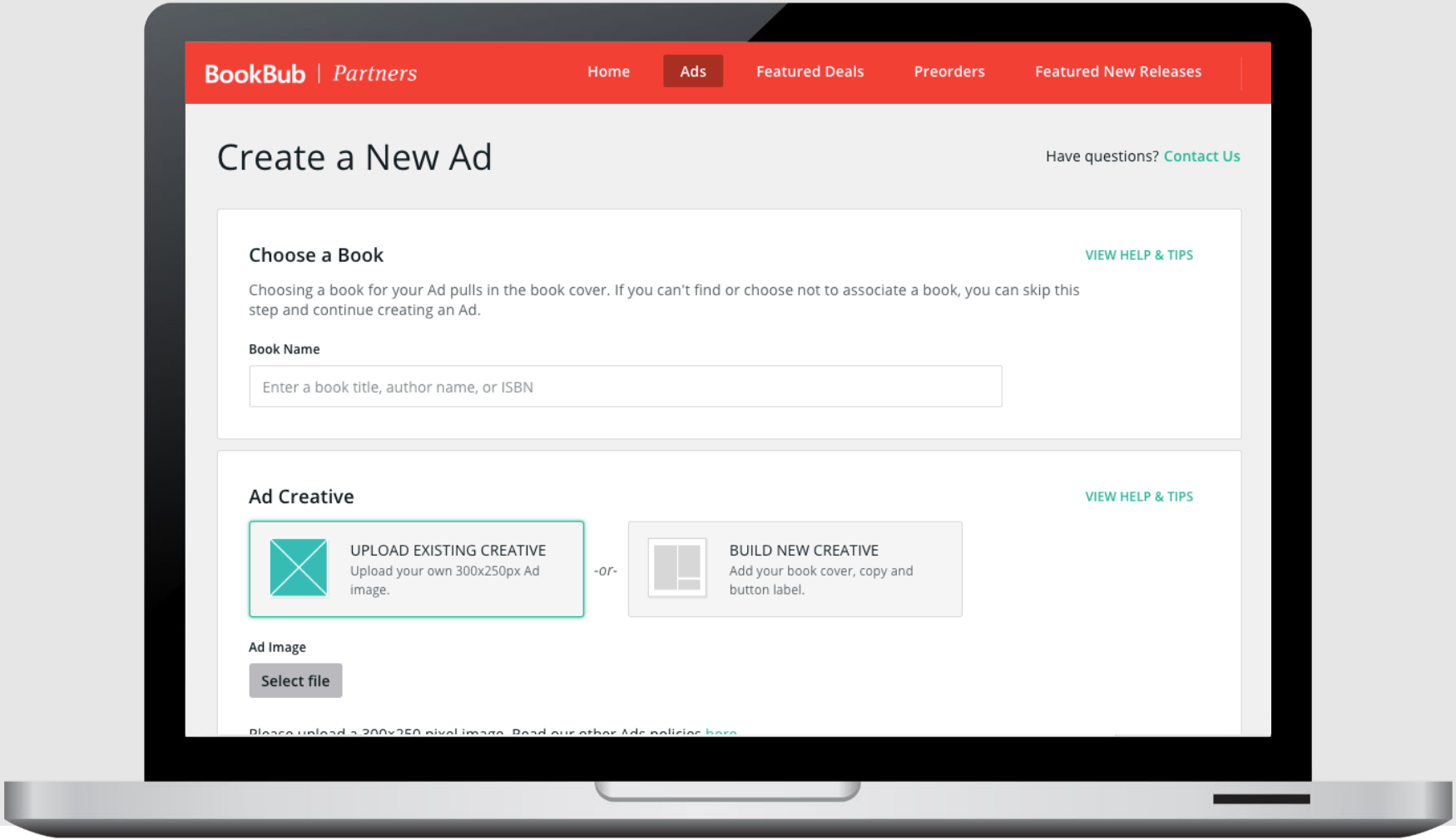
Self-serve auction ad platform



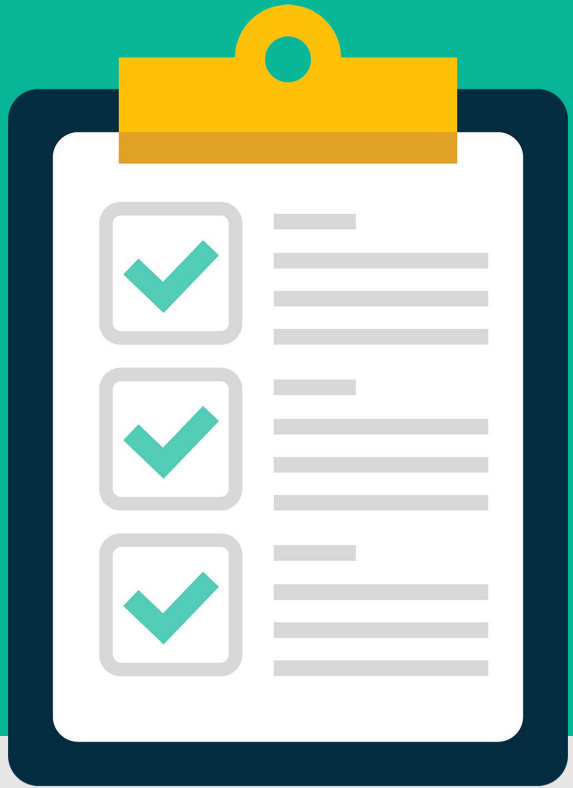
Benefits of BookBub Ads

- ✓ No requirements or selection process
- ✓ Available to all book marketers at any time
- ✓ Completely customizable
- ✓ Easy to track results and edit campaigns

Creating a BookBub Ads Campaign


BookBub | Partners
Home
Ads
Featured Deals
Preorders
Featured New Releases
Create a New Ad
Have questions? Contact Us
Choose a Book
VIEW HELP & TIPS
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
Enter a book title, author name, or ISBN
Ad Creative
VIEW HELP & TIPS
UPLOAD EXISTING CREATIVE
Upload your own 300x250px Ad image.
-or-
BUILD NEW CREATIVE
Add your book cover, copy and button label.
Ad Image
Select file

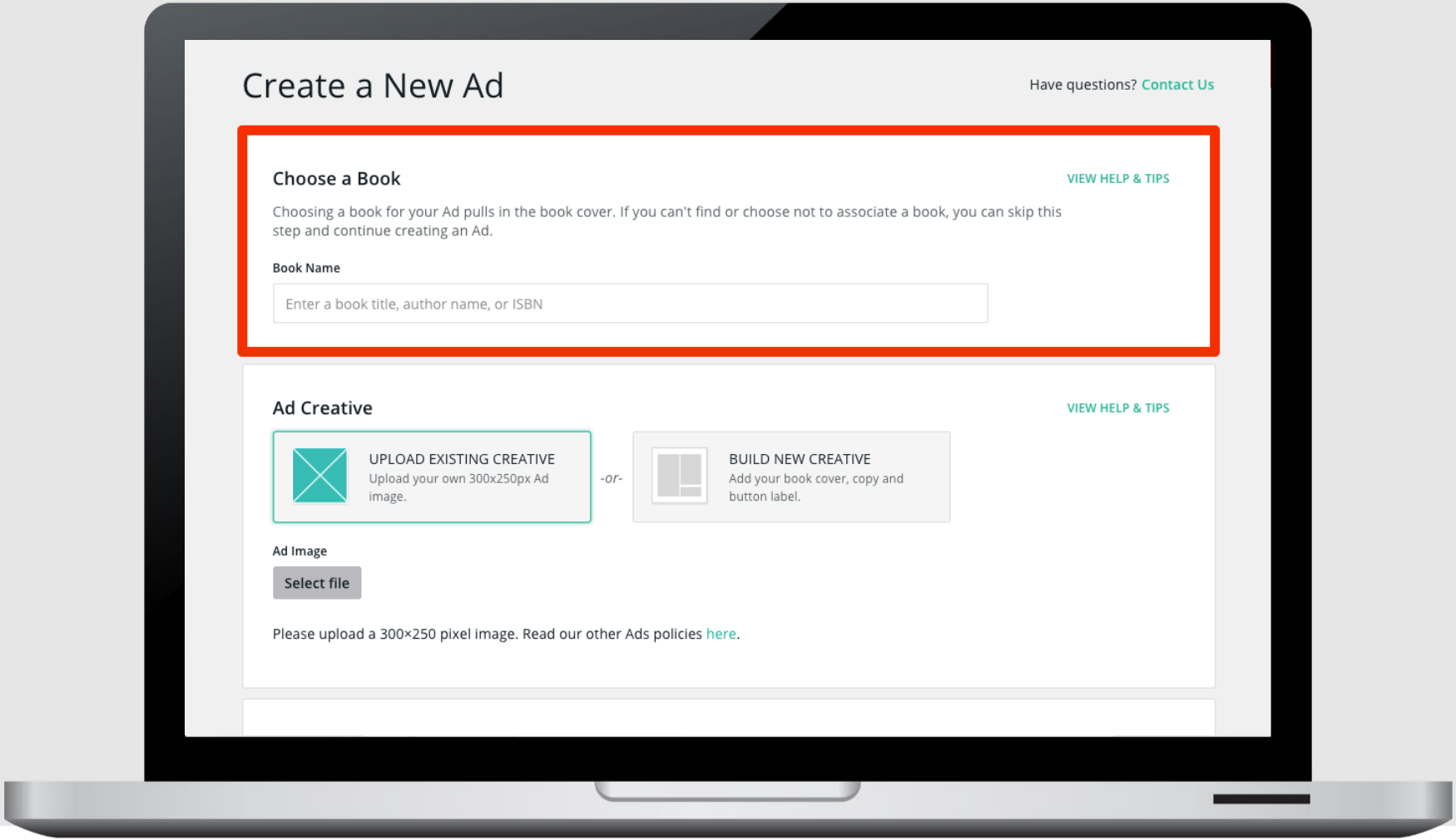
1. Set Your Goals



What can you do with BookBub Ads?

- ✓ Generate exposure & branding
- ✓ Drive ROI-positive sales
- ✓ Gain new readers
- ✓ Reengage existing fans

2. Choose a Book


Create a New Ad
Have questions? Contact Us
Choose a Book
VIEW HELP & TIPS
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
Enter a book title, author name, or ISBN
Ad Creative
VIEW HELP & TIPS
UPLOAD EXISTING CREATIVE
Upload your own 300x250px Ad image.
-or-
BUILD NEW CREATIVE
Add your book cover, copy and button label.
Ad Image
Select file
Please upload a 300×250 pixel image. Read our other Ads policies here.

What can you advertise?

New releases

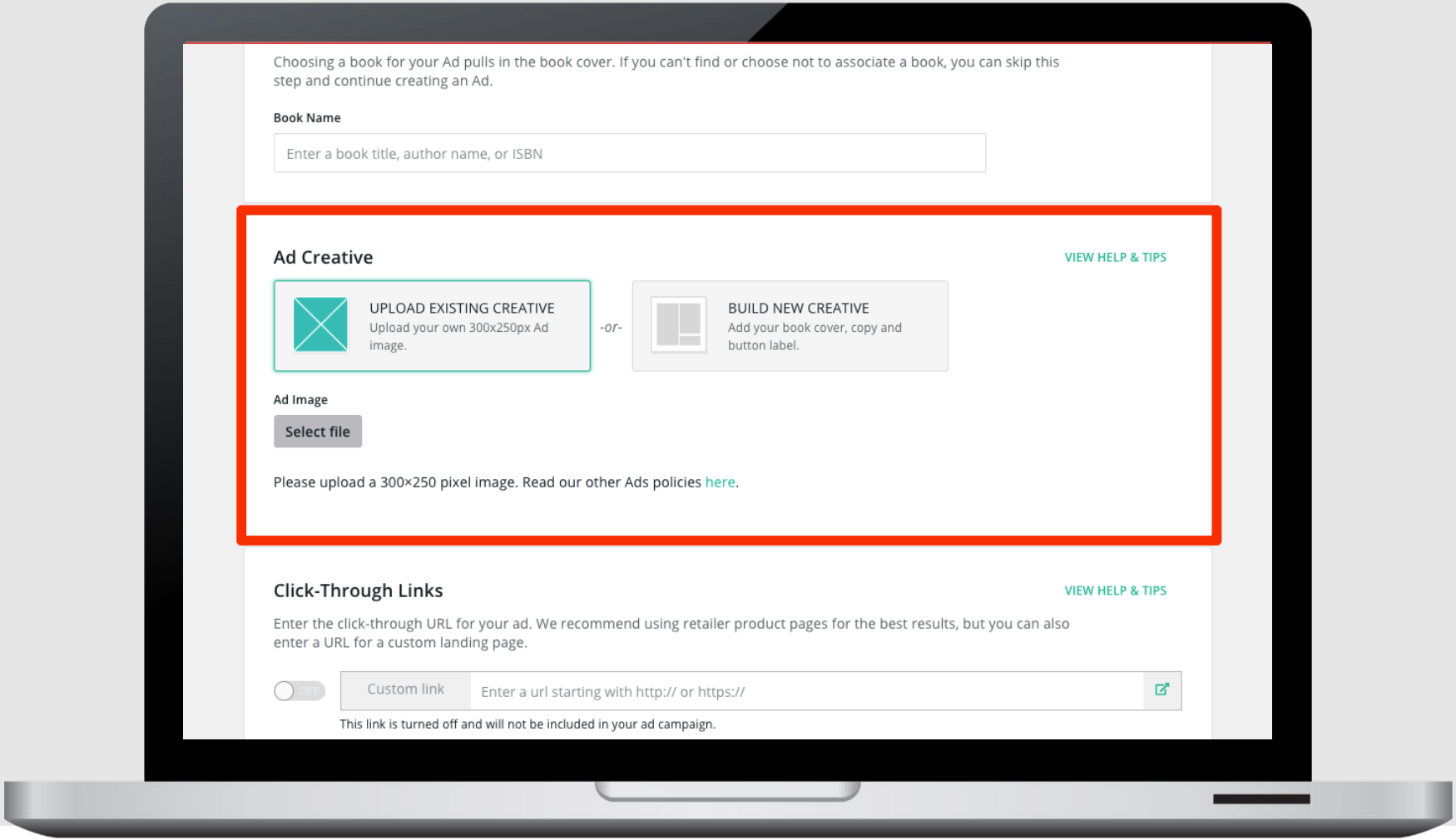
First-in-series

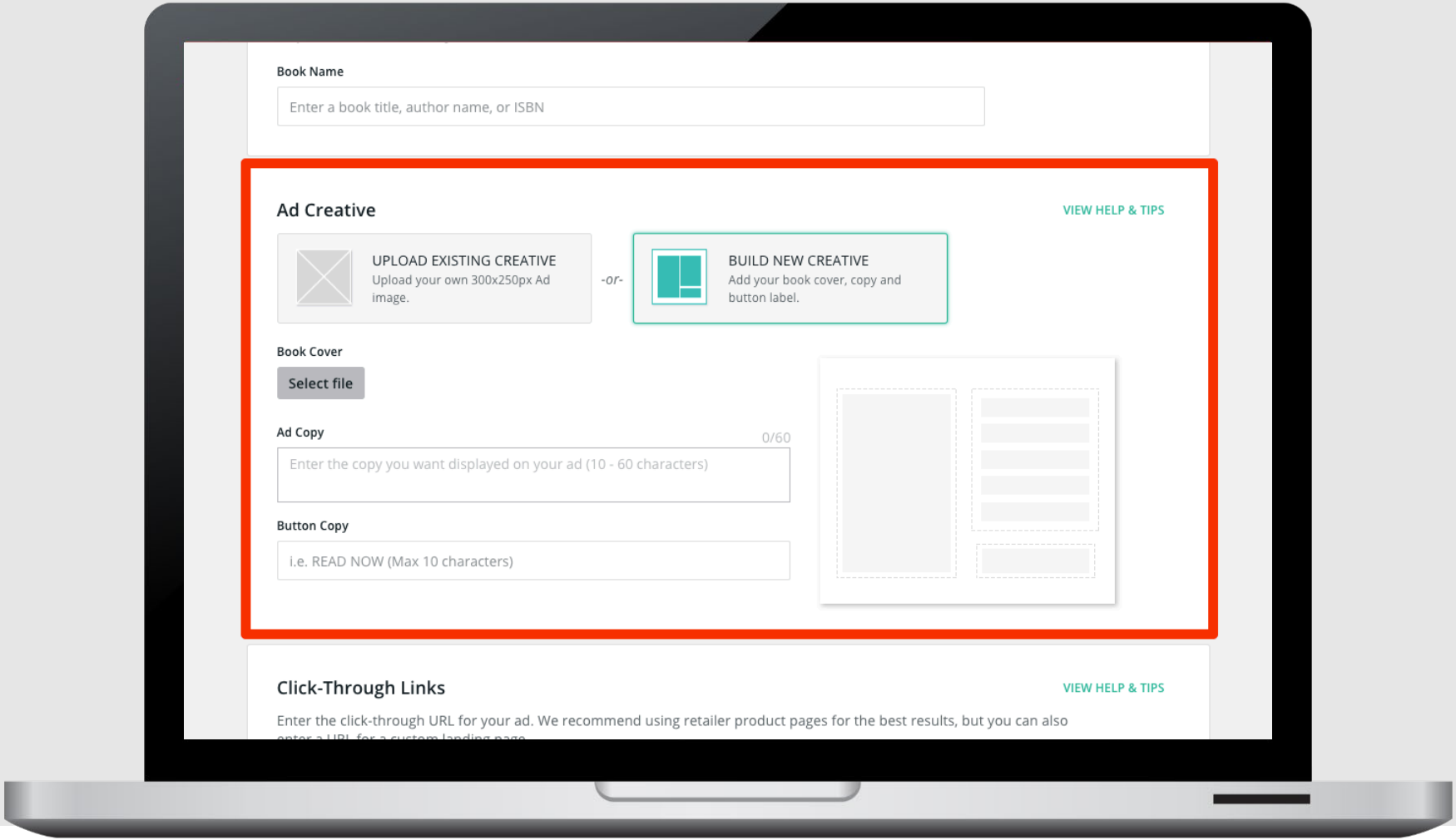
Discounts

Box sets

Full-priced books

3. Ad Creative


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
Enter a book title, author name, or ISBN
Ad Creative
VIEW HELP & TIPS
UPLOAD EXISTING CREATIVE
Upload your own 300x250px Ad image.
-or-
BUILD NEW CREATIVE
Add your book cover, copy and button label.
Ad Image
Select file
Please upload a 300×250 pixel image. Read our other Ads policies here.
Click-Through Links
VIEW HELP & TIPS
Enter the click-through URL for your ad. We recommend using retailer product pages for the best results, but you can also enter a URL for a custom landing page.
OFF
Custom link
Enter a url starting with http:// or https://
This link is turned off and will not be included in your ad campaign.


Book Name
Enter a book title, author name, or ISBN
Ad Creative
VIEW HELP & TIPS
UPLOAD EXISTING CREATIVE
Upload your own 300x250px Ad image.
-or-
BUILD NEW CREATIVE
Add your book cover, copy and button label.
Book Cover
Select file
Ad Copy
0/60
Enter the copy you want displayed on your ad (10 - 60 characters)
Button Copy
i.e. READ NOW (Max 10 characters)
Click-Through Links
VIEW HELP & TIPS
Enter the click-through URL for your ad. We recommend using retailer product pages for the best results, but you can also

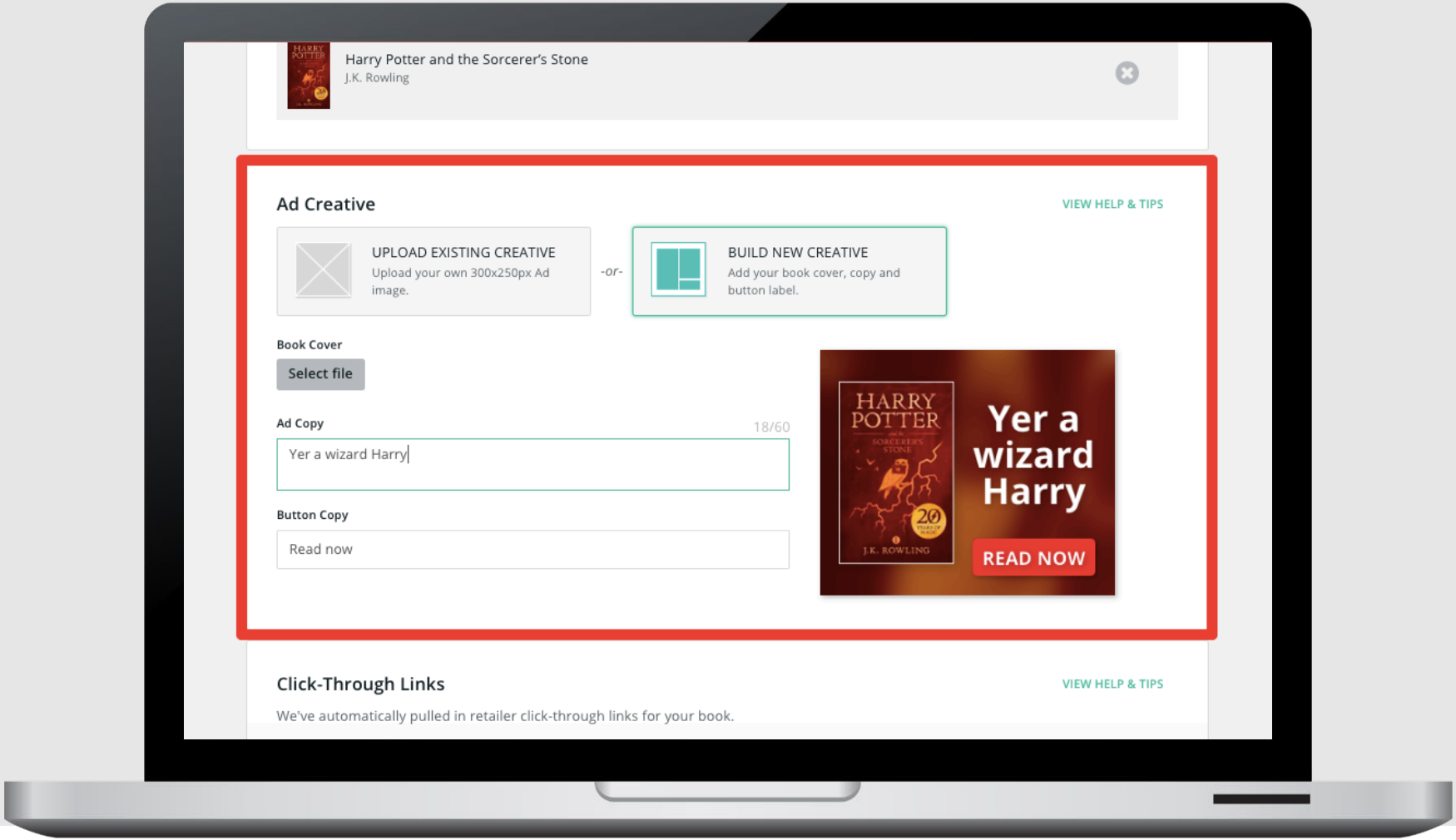

Harry Potter and the Sorcerer's Stone
J.K. Rowling
Ad Creative
VIEW HELP & TIPS
UPLOAD EXISTING CREATIVE
Upload your own 300x250px Ad image.
-or-
BUILD NEW CREATIVE
Add your book cover, copy and button label.
Book Cover
Select file
Ad Copy
18/60
Yer a wizard Harry
Button Copy
Read now
HARRY POTTER
SORCERER'S STONE
J.K. ROWLING
Yer a wizard Harry
READ NOW
Click-Through Links
VIEW HELP & TIPS
We've automatically pulled in retailer click-through links for your book.

Image design best practices

- ✓ Keep it simple and legible
- ✓ Clearly signal genre and mood
- ✓ Use the book's cover
- ✓ Include a call-to-action
- ✓ Write a short, snappy blurb

Write a strong hook

- ✓ Deal price
- ✓ Trope that will appeal to your ideal fan base
- ✓ Quote from another author or a review
- ✓ Comparable books, movies, or tv shows

Include a deal

11x

more downloads for free Featured Deals than sales at $0.99

Include tropes

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

Include quotes

23%

increase in clicks if blurbs include quotes from authors or publications

Include quotes from authors

30%

higher CTRs when quoting well-known authors than recognizable publications

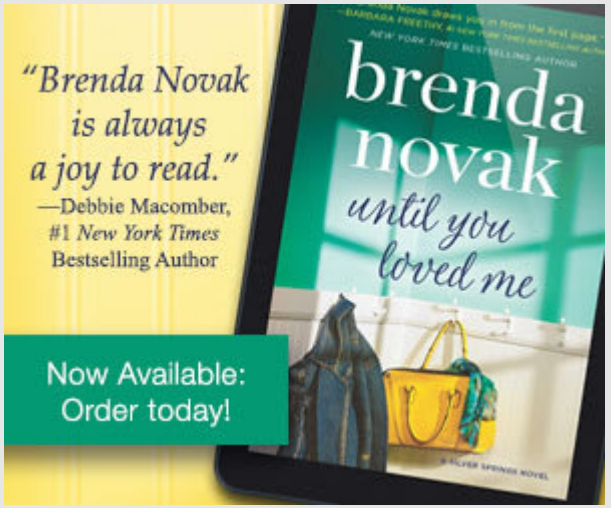
Include comparisons

26%

increase in clicks when blurbs include comp titles, authors, movies, or TV shows

SHE WASN'T MEANT TO FIGHT.
HE DIDN'T WANT TO RULE.
WHAT THEY THOUGHT THEY WERE MEANS NOTHING WHEN CHAOS AND DESTRUCTION FALL ON THEIR REALM.

Go on a rip-roaring adventure complete with blazing sensuality in this exciting new Regency series...
Buy Now!
Dangerous
Minerva Spencer

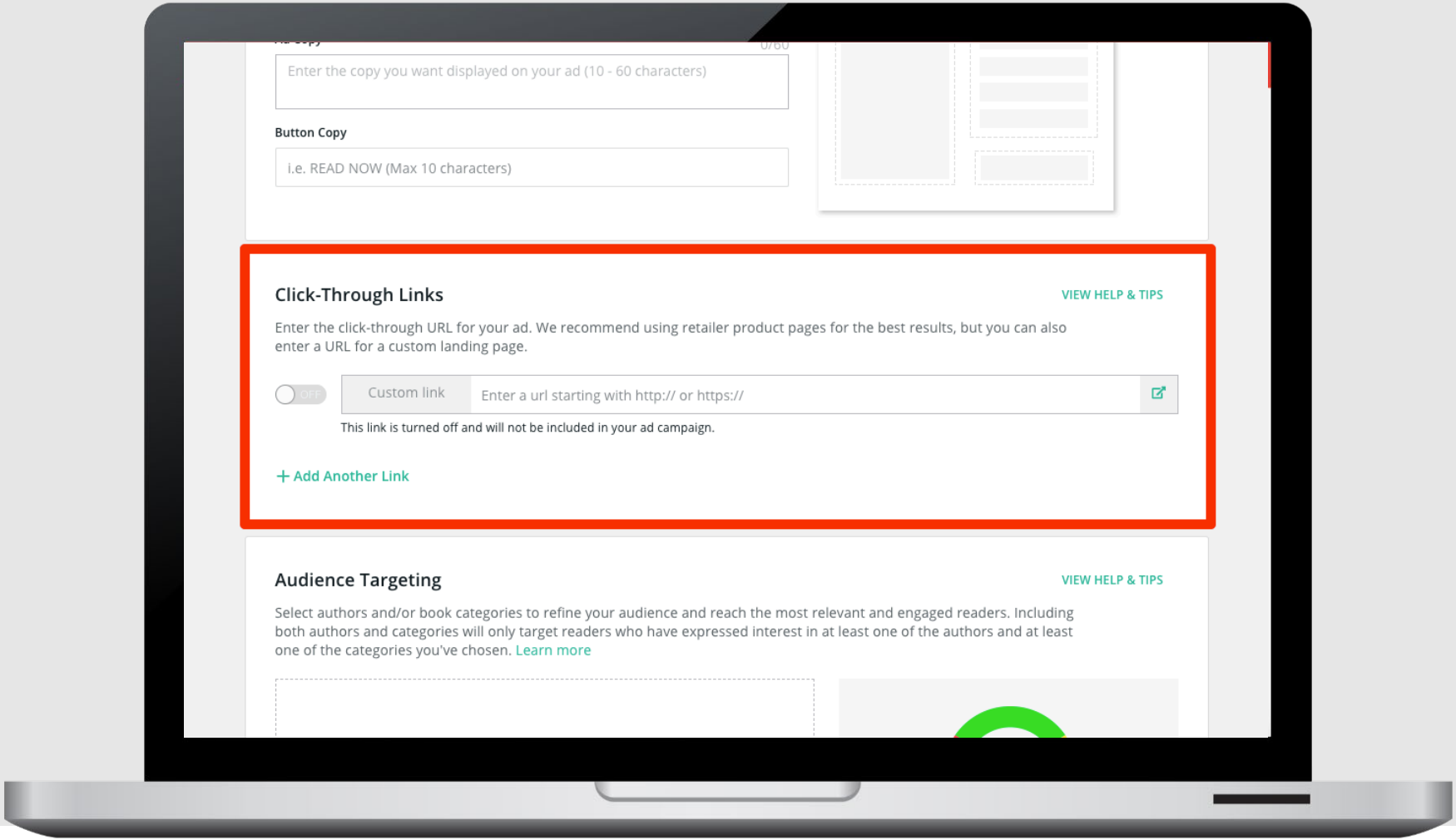

"Brenda Novak is always a joy to read."
—Debbie Macomber, #1 New York Times Bestselling Author
brenda novak
until you loved me
Now Available: Order today!

ON SALE NOW
one week only
99¢
Cheeky Royal

BELLA ANDRE
love me like this
HOT, NEW ROMANCE RELEASE!!!

SADDLE UP
A.M. ARTHUR
On This Ranch, Lassos Aren't Only Used for Roping Horses...
READ NOW

4. Click-through Links


Enter the copy you want displayed on your ad (10 - 60 characters)
Button Copy
i.e. READ NOW (Max 10 characters)
Click-Through Links
VIEW HELP & TIPS
Enter the click-through URL for your ad. We recommend using retailer product pages for the best results, but you can also enter a URL for a custom landing page.
OFF
Custom link
Enter a url starting with http:// or https://
This link is turned off and will not be included in your ad campaign.
+ Add Another Link
Audience Targeting
VIEW HELP & TIPS
Select authors and/or book categories to refine your audience and reach the most relevant and engaged readers. Including both authors and categories will only target readers who have expressed interest in at least one of the authors and at least one of the categories you've chosen. Learn more

Click-Through Links

VIEW HELP & TIPS

We've automatically pulled in retailer click-through links for your book.

ON | Kobo US | https://www.kobo.com/us/en/ebook/harry-potter-and-the-sorcerer-s-stone-the-first-book-in-the-pher

You're targeting Kobo readers in United States

ON | B & N US | https://www.barnesandnoble.com/w/harry-potter-and-the-sorcerers-stone-j-k-rowling/1100036321?e

You're targeting Barnes & Noble Nook readers in United States

ON | Amazon US | https://www.amazon.com/Harry-Potter-Sorcerers-Stone-Rowling-ebook/dp/B0192CTMYG

You're targeting Amazon Kindle readers in United States

ON | Google | http://play.google.com/store/books/details?id=wrOQLV6xB-wC

You're targeting Google Play readers

Choose which readers to target:

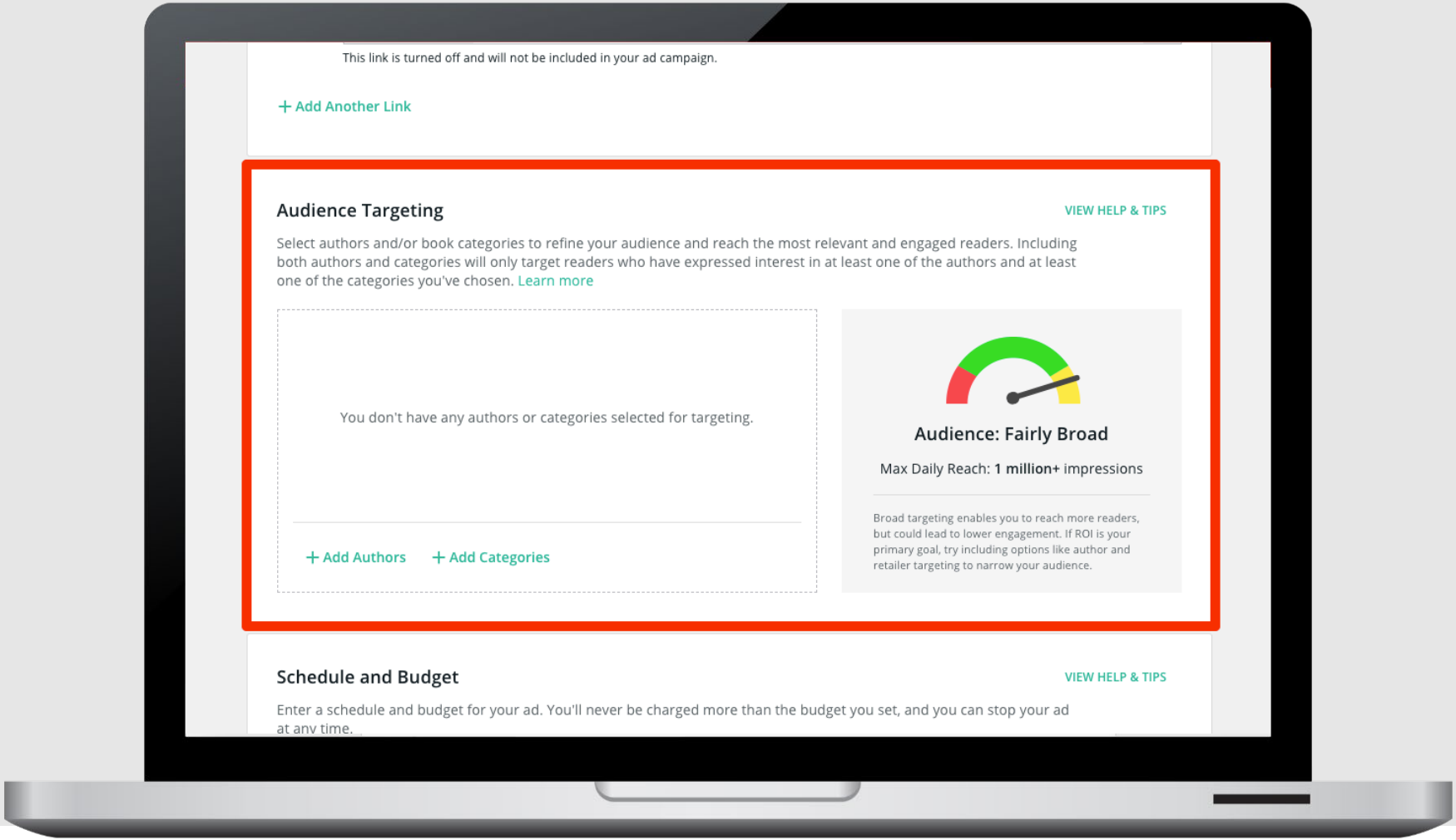
- [x] United States
- [x] United Kingdom
- [x] Canada
- [x] India
- [x] Australia

OFF | Custom link | Enter a url starting with http:// or https://

This link is turned off and will not be included in your ad campaign.

+ Add Another Link

5. Audience Targeting


This link is turned off and will not be included in your ad campaign.
+ Add Another Link
Audience Targeting
VIEW HELP & TIPS
Select authors and/or book categories to refine your audience and reach the most relevant and engaged readers. Including both authors and categories will only target readers who have expressed interest in at least one of the authors and at least one of the categories you've chosen. Learn more
You don't have any authors or categories selected for targeting.
+ Add Authors
+ Add Categories
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.
Schedule and Budget
VIEW HELP & TIPS
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.

Target readers by…

- ✓ Category interest
- ✓ Author interest

Author targeting = higher engagement

New Adult Romance

0.14% CTR

12x
HIGHER CTR

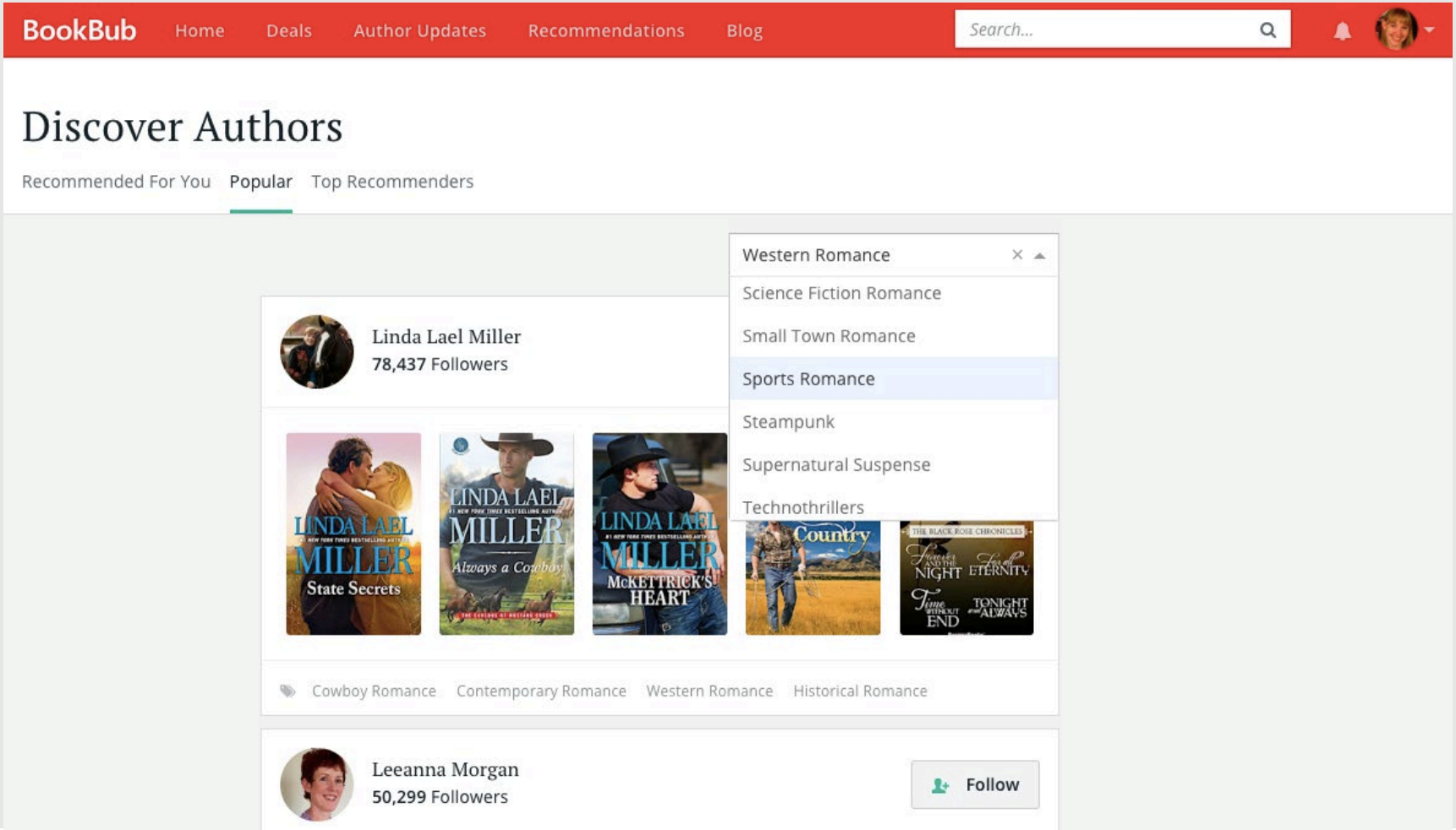
New Adult Romance

\+ 8 comp authors

1.67% CTR

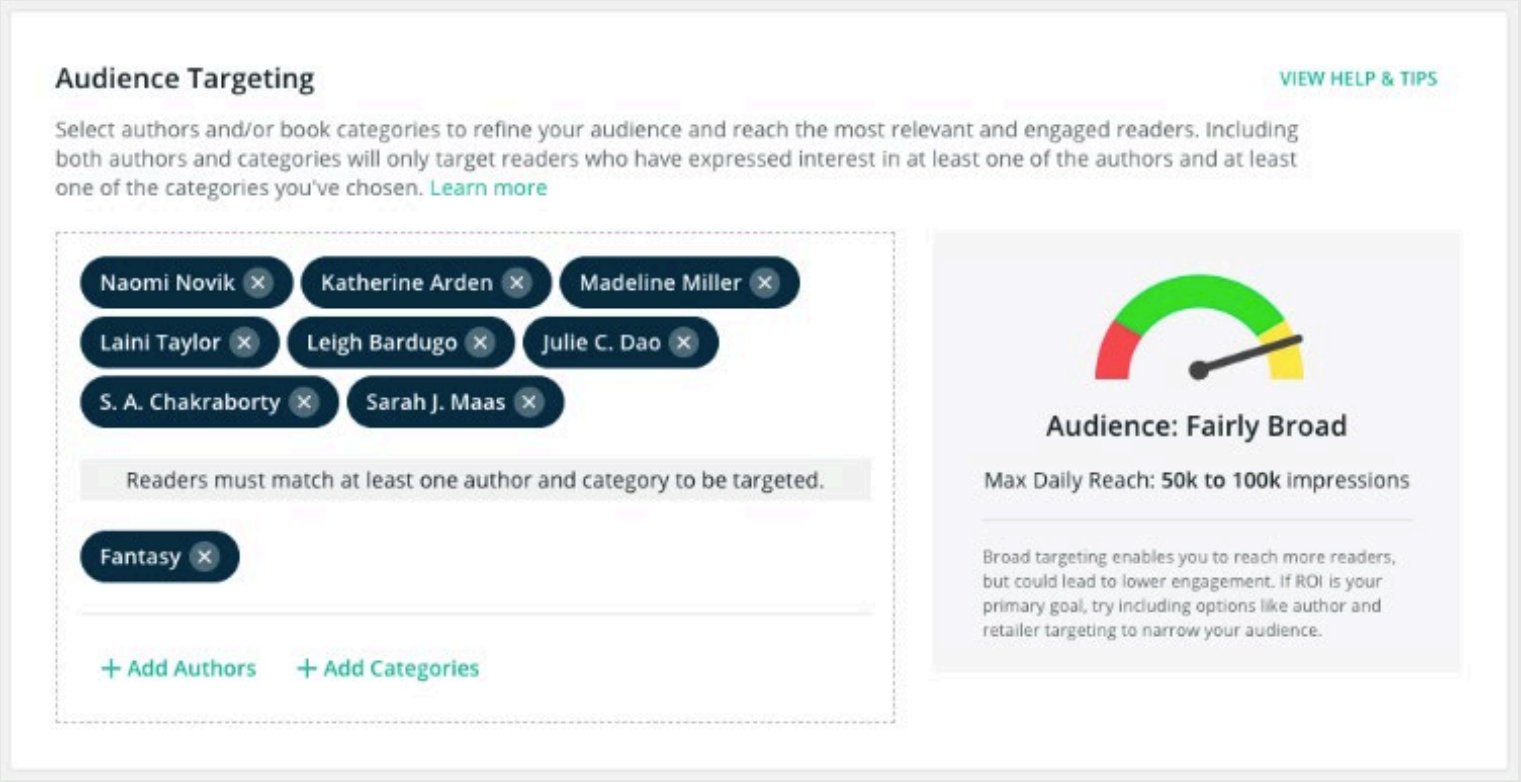
Target fans of similar authors

- ✓ Look at also-boughts on retailers
- ✓ Browse popular authors in the genre on retailers
- ✓ Keep an eye out for authors featured on BookBub with similar books
- ✓ Check out popular authors in the genre on BookBub.com

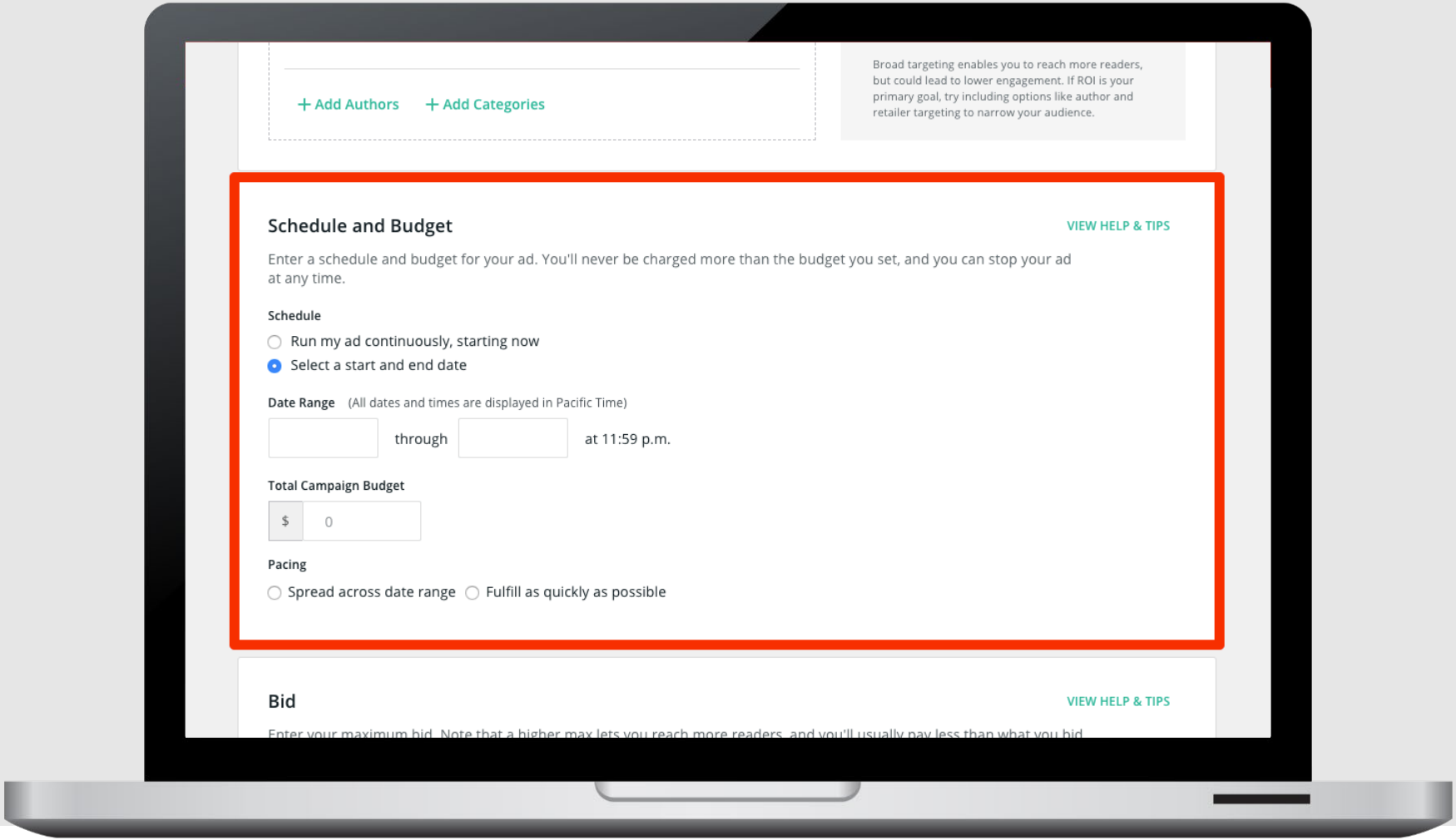

BookBub
Home
Deals
Author Updates
Recommendations
Blog
Search...
Discover Authors
Recommended For You
Popular
Top Recommenders
Western Romance
Science Fiction Romance
Small Town Romance
Sports Romance
Steampunk
Supernatural Suspense
Technothrillers
Linda Lael Miller
78,437 Followers
LINDA LAEL MILLER
State Secrets
LINDA LAEL MILLER
Always a Cowboy
LINDA LAEL MILLER
McKETTRICK'S HEART
Country
THE BLACK ROSE CHRONICLES
Forever and the Night
Eternity
Time Without End
Tonight and Always
Cowboy Romance
Contemporary Romance
Western Romance
Historical Romance
Leeanna Morgan
50,299 Followers
Follow

Target fans of the book's author

Combine authors & categories

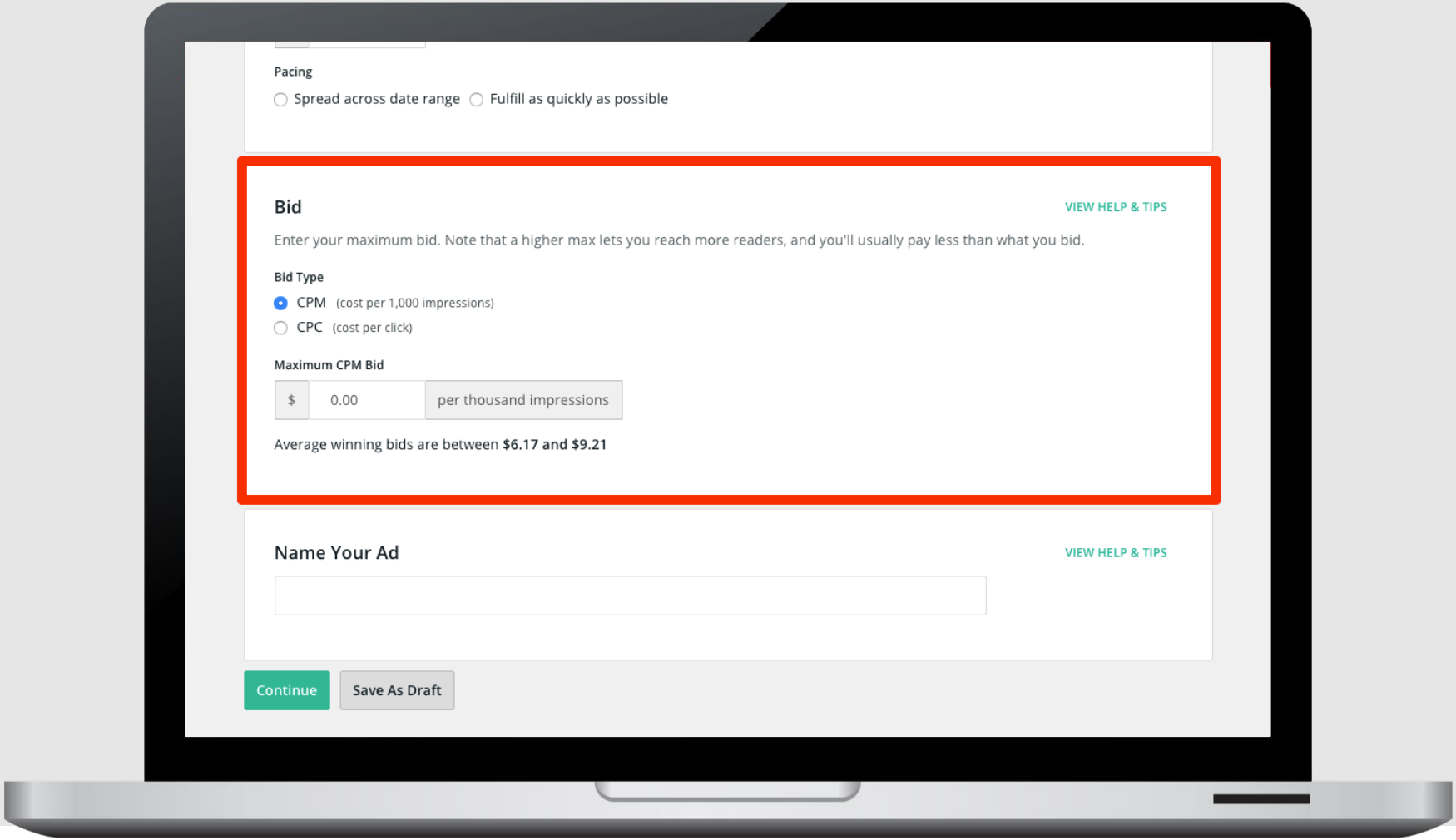


6. Schedule, Budget, & Bid


+ Add Authors
+ Add Categories
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.
Schedule and Budget
VIEW HELP & TIPS
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
$
0
Pacing
Spread across date range
Fulfill as quickly as possible
Bid
VIEW HELP & TIPS

Choose your schedule & budget

- ✓ Set date range + total campaign budget
- ✓ Continuous + daily budget


Pacing
Spread across date range
Fulfill as quickly as possible
Bid
VIEW HELP & TIPS
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 $6.17 and $9.21
Name Your Ad
VIEW HELP & TIPS
Continue
Save As Draft

When to use CPM bidding

- ✓ Running tests
- ✓ Short campaigns
- ✓ To maximize reach or spend

When to use CPC bidding

- ✓ Long-term drip campaigns
- ✓ If you're focused on ROI
- ✓ Ads for audiobooks or other more narrowly-targeted content

7. Putting it all together

Content should inform strategy

New release → Target existing fans and new readers

First-in-series → Hook new readers

Discount → Maximize reach to boost sales

Box set → Maximize reach to boost sales and revenue

Full-price book → Target narrowly to boost revenue

Keep purchase price in mind

95%

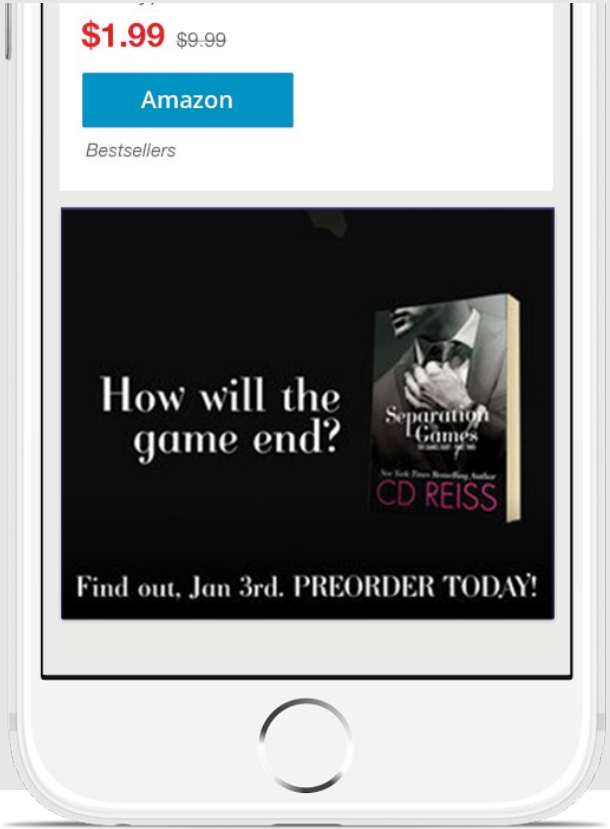
have purchased a book from an unknown author because of a discount

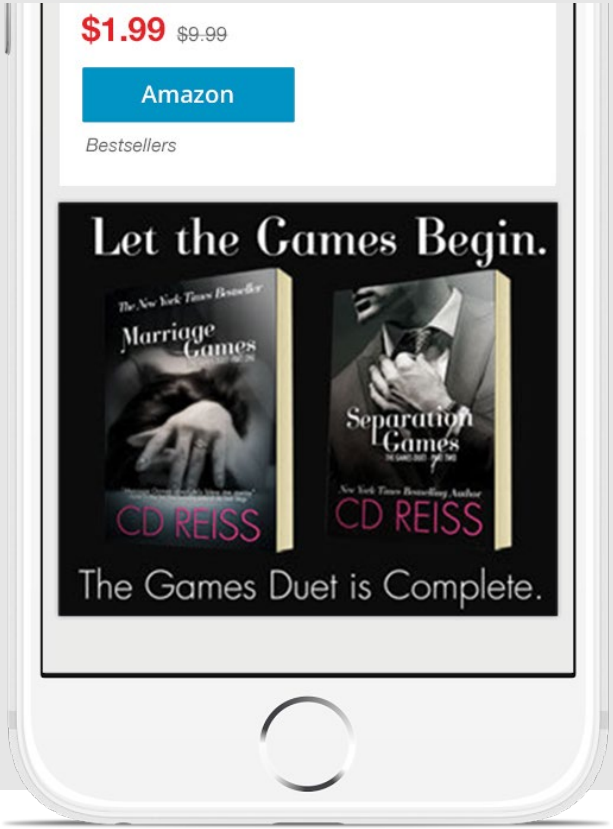
84%

choose new books to read because they're by an author they already like

Audience should inform ad creative

Targeted existing fans





Targeted new readers

8. Measuring Results

What to look for

- ✓ Maximize impressions
- ✓ Maximize click-through rate
- ✓ Calculate or estimate conversion rate
- ✓ Aim for a profitable cost-per-click

Run test campaigns

- ✓ Edit just one element at a time (image, targeting, etc.)
- ✓ Start with low budgets
- ✓ Use CPM bidding
- ✓ Compare CTR or cost
- ✓ Continue to test and optimize

Test and iterate

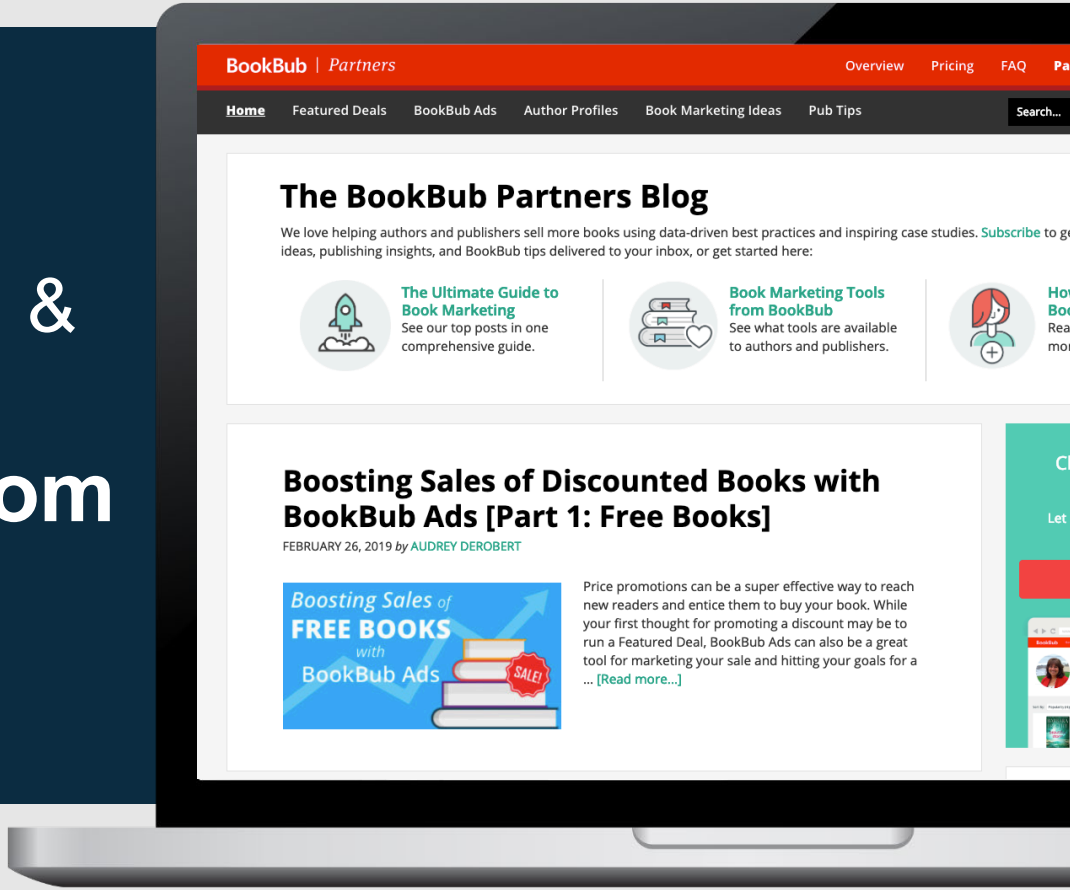
	NFL Golden Boy_Amazon Authors_091618 Rush Me	Completed	09/17/18 - 09/18/18	$8.81	$0.53	$0.00 (Total)	$10.00	1,135	19	1.67%
›	NFL Golden Boy_All Authors_091518 Rush Me	Completed	09/15/18 - 09/17/18	$8.63	$1.25	$0.00 (Total)	$10.01	1,160	8	0.69%

Test and iterate

1.67% CTR **0.84% CTR** **1.90% CTR**

Find case studies, tips, & other resources at

insights.bookbub.com



Questions?

Get the slides at: insights.bookbub.com/BLC2019

Email partners@bookbub.com