7 Strategies *for reaching* Romance Readers *with* BookBub Ads

BookBub

Romance Author MASTERMIND

What we'll cover today

1. BookBub Ads basics
2. Our unique audience
3. Top BookBub Ads strategies
4. Resources to learn more
5. Questions

BookBub

Home Browse

Search...

Noteworthy Picks
IN YOUR CATEGORIES

Free & Under $1
IN YOUR CATEGORIES

Explore All Deals
VIEW ALL LATEST DISCOUNTS

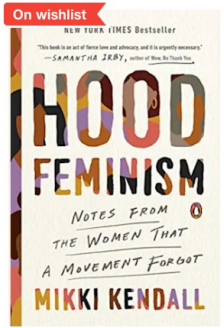
MOST POPULAR DEALS IN

Your Categories | Romance | Nonfiction | Fiction | Mysteries, Thrillers, Action | Fantasy, Science

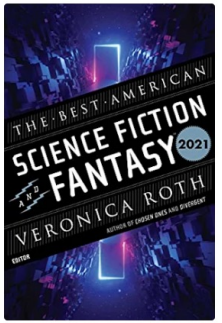
On wishlist

Just Haven't Met You Yet
Sophie Cousens
Contemporary Romance
$2.99 ~~$11.99~~
Get Deal

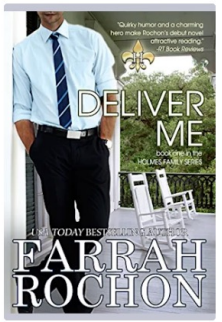
On wishlist



Hood Feminism
Mikki Kendall
General Nonfiction
$1.99 ~~$8.99~~
Get Deal



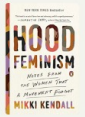
The Best American Science Fiction and...
Collected Authors
Fantasy
$1.99 ~~$9.99~~
Get Deal



Deliver Me
Farrah Rochon
Contemporary Romance
Free! ~~$2.99~~
Get Deal

WISHLIST
2 new deals
+ Add Book

Just Haven't Met You Yet
Sophie Cousens
$2.99 ~~$11.99~~
Get Deal



Hood Feminism
Mikki Kendall
$1.99 ~~$8.99~~
Get Deal

View All 217 Suggestions for Your Wishlist

MY AUTHORS
12 new deals

BookBub

Your Ebook Deals

Before Sunrise

By Rick Mofina

After his plane crashes in the rugged Rocky Mountains, officer Will Fortin's assignment transporting an incarcerated man becomes a powerful struggle for survival. An unforgettable read from "one of the best thriller writers in the business" (*Library Journal*).

Thrillers

$1.99 ~~$3.99~~

Apple Books

Can't Take My Eyes Off You

By Kait Nolan

When Dr. Miranda Campbell becomes the target of some serious threats, the local police chief, Ethan Greer, steps up to protect her. Will he be able to find who's responsible — and prove what she really means to him — before time runs out? A gripping small-town romance!

Romantic Suspense

Free! ~~$4.99~~

Apple Books

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Your Ebook Deals

Before Sunr

By Rick Mofina

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Romantic Suspense

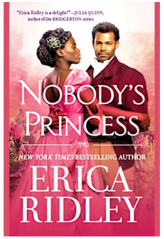
Free! ~~$4.99~~

Apple Books

BookBub

New Release from Erica Ridley

New release alerts from your favorite authors!



Nobody's Pri

Erica Ridley

**A fun and feminist Reg
genre hailed as "a delig
Quinn.**

Nothing happens in Lon
knowing. His massive col
invaluable to his family's
need. So when he deciph
the scandal sheets, Graha
royal ... Read More

Save to Wishlist

or buy from...

Amazon

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An internationally bestselling author delivers "a cerebral puzzler's delight" (*Booklist*): Tokyo police detective Kaga mus
unravel a complex web of secrets to solve t
murder of a complicated woman. "Part Sherlock Holmes, part Harry Bosch, Higashino's hero is a quietly majestic force
be reckoned with" (*Kirkus Reviews*).

Crime Fiction

$2.99 ~~$11.99~~

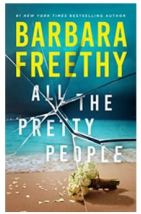
Kobo

AD FEEDBACK

Inbox

BookBub

New Releases for Less



All the Pretty People

Barbara Freethy

Release Date: February 8th, 2022

From a #1 *New York Times* bestselling author: A decade after her best friend disappeared from Hawk Island, Willow must return for her sister's wedding — and history repeats itself when the bride goes missing. "Barbara Freethy delivers riveting, plot-twisting suspense... Every book is a thrilling ride" (*USA Today* bestselling author Rachel Grant).

Psychological Thrillers

$6.99

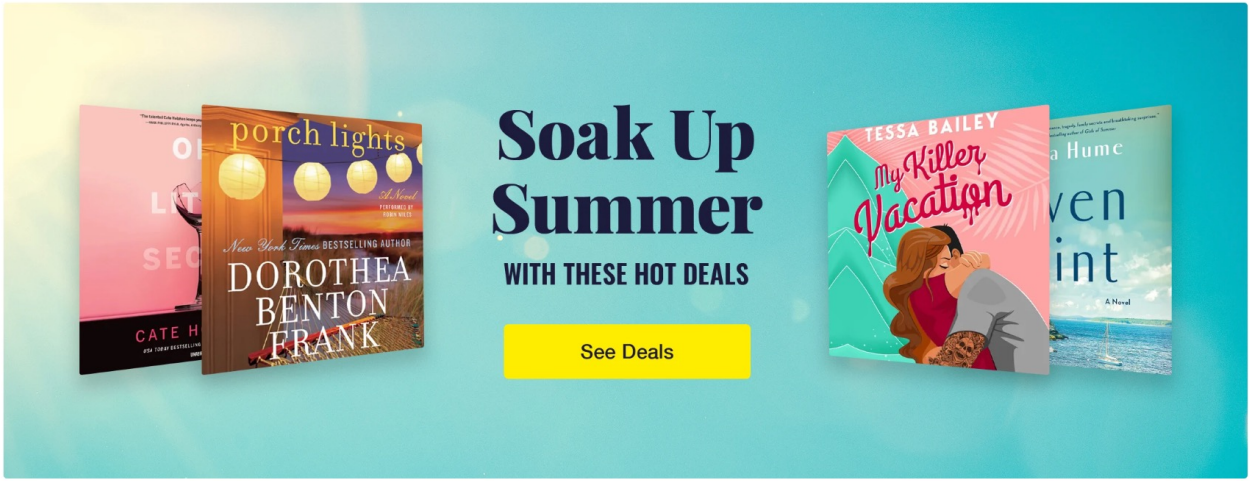
Barnes & Noble

plore All Deals

W ALL LATEST DISCOUNTS

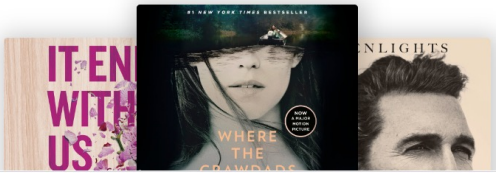
Get Deal

12 new deals



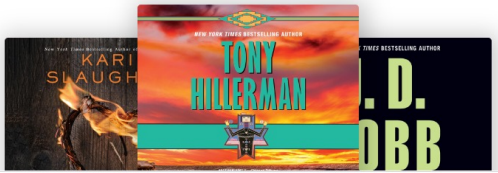
New York Times Bestsellers

Updated every week

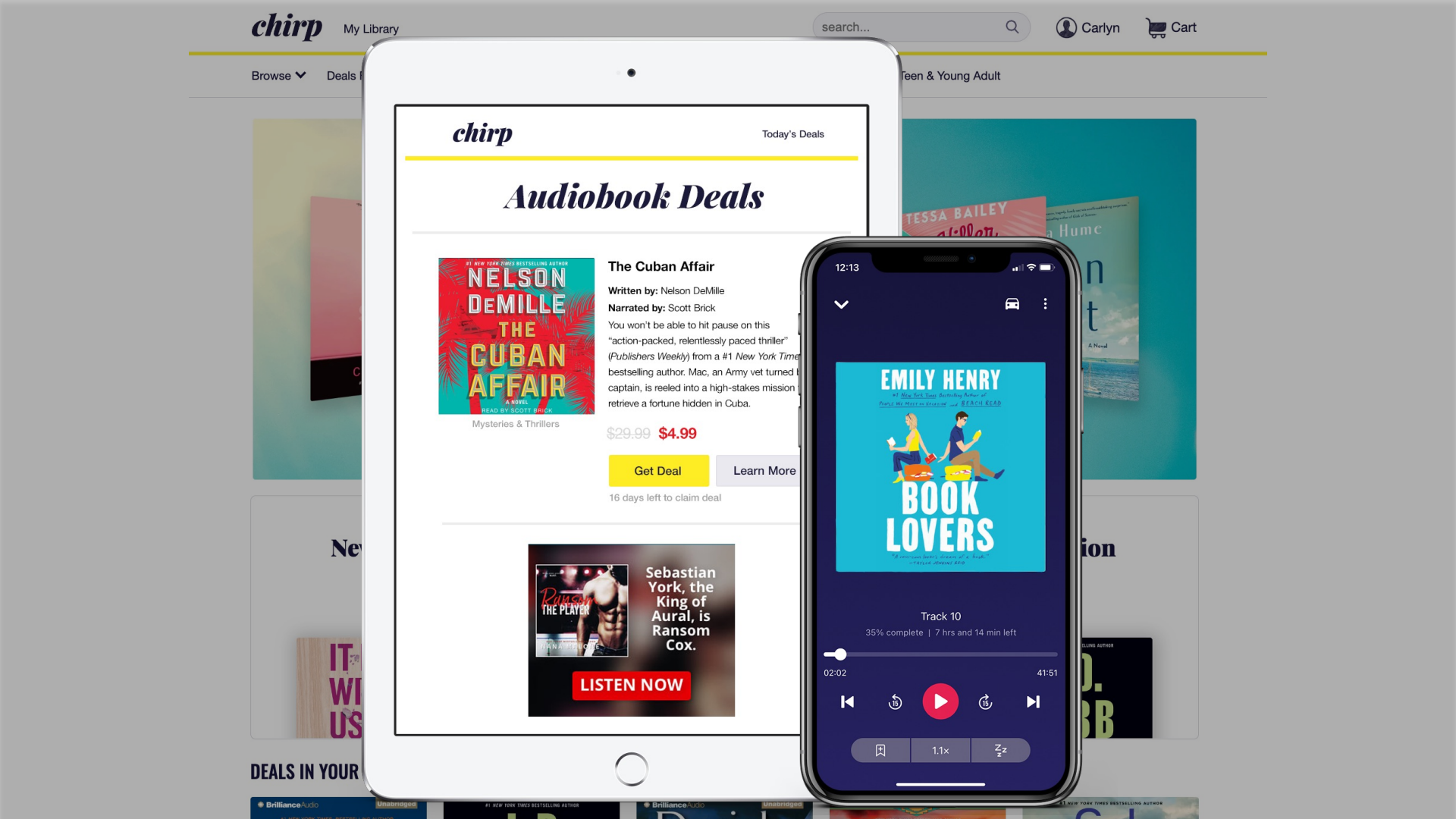


Top Deals in Crime Fiction

All Under $5!



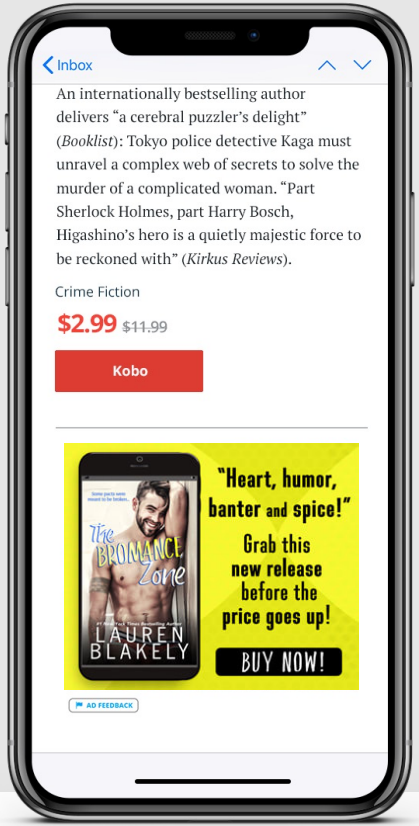
DEALS IN YOUR CATEGORIES View All


chirp
My Library
search...
Carlyn
Cart
Browse
Deals
Teen & Young Adult
chirp
Today's Deals
Audiobook Deals
NELSON DEMILLE THE CUBAN AFFAIR
A NOVEL
READ BY SCOTT BRICK
Mysteries & Thrillers
The Cuban Affair
Written by: Nelson DeMille
Narrated by: Scott Brick
You won't be able to hit pause on this "action-packed, relentlessly paced thriller" (Publishers Weekly) from a #1 New York Time
bestselling author. Mac, an Army vet turned
captain, is reeled into a high-stakes mission
retrieve a fortune hidden in Cuba.
$29.99 $4.99
Get Deal
Learn More
16 days left to claim deal
Ransom THE PLAYER
Sebastian York, the King of Aural, is Ransom Cox.
LISTEN NOW
12:13
EMILY HENRY
BOOK LOVERS
Track 10
35% complete | 7 hrs and 14 min left
02:02
41:51
1.1x
DEALS IN YOUR

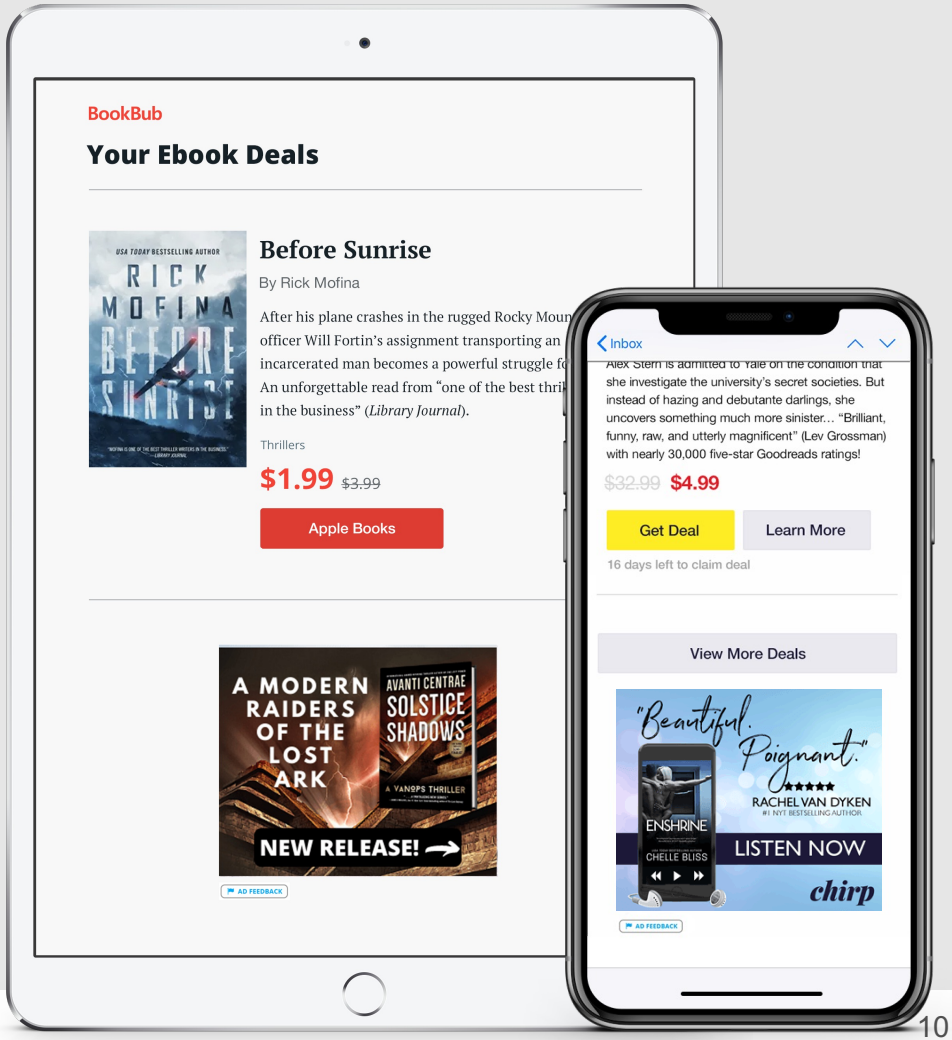
The BookBub Ads platform

Why run BookBub Ads?

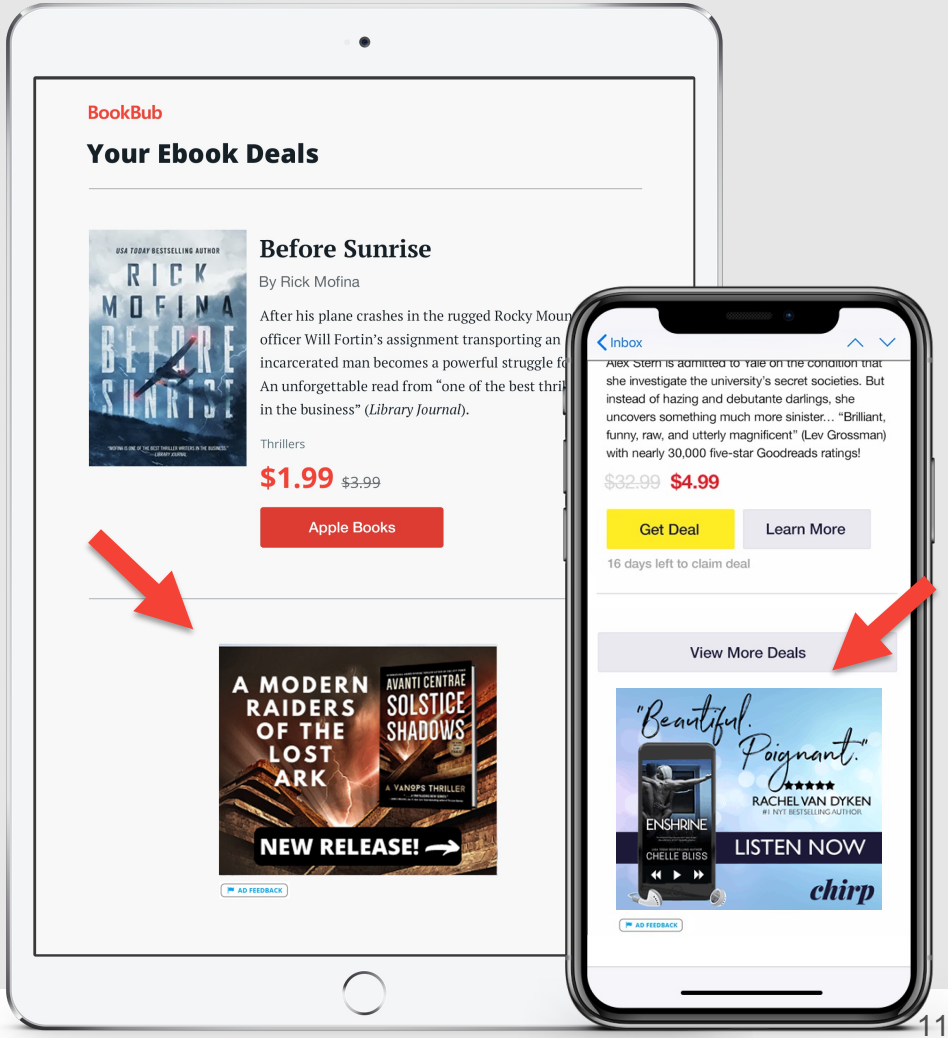
- ✓ No submission & selection process
- ✓ Narrow targeting
- ✓ Completely customizable
- ✓ Designed exclusively for book marketers



Ads compete in a live auction to win impressions



One impression
= one reader's eyes on your ad



Six campaign elements

1. Ad creative
2. Click-through links
3. Audience
4. Schedule
5. Budget
6. Bid

The BookBub Ads auction

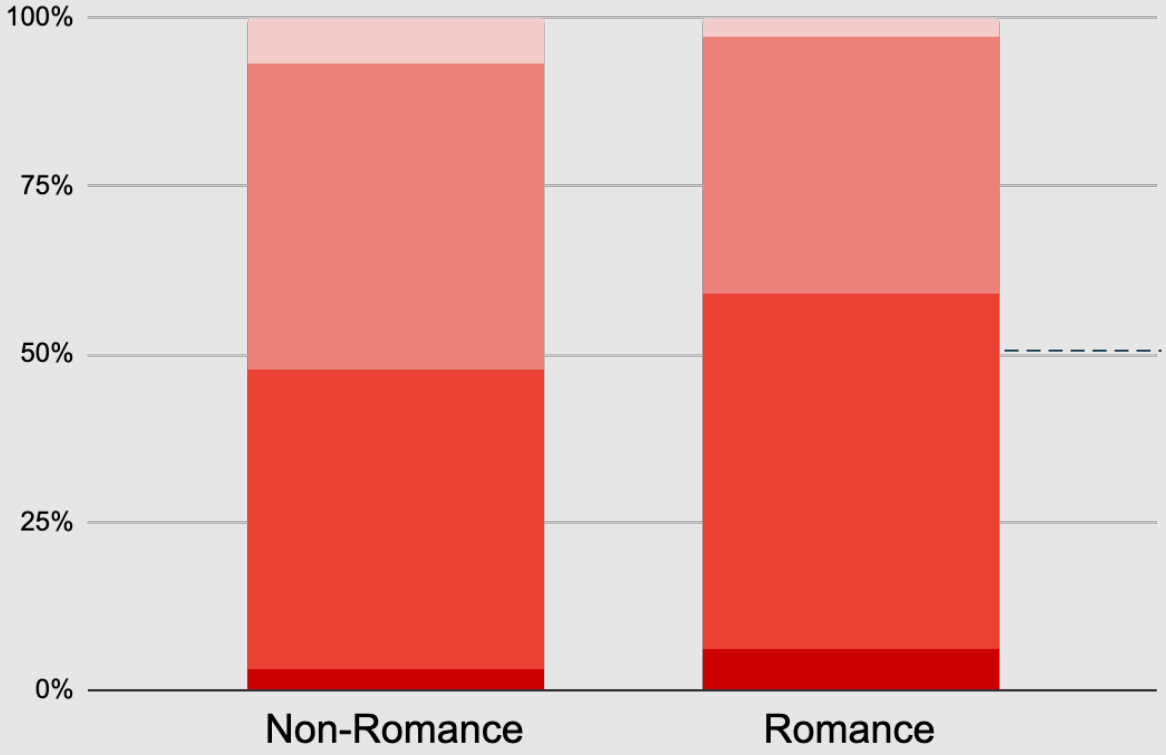
- ✓ You compete with other ads that are targeting the same audience to win impressions among that audience
- ✓ The auction runs each time a reader opens an email
- ✓ The ad with the highest bid wins the impression
- ✓ Ads continue competing in the auction until they run out of budget or reach the end of their schedule

The audience

13,000,000+

readers subscribed to
9 romance categories

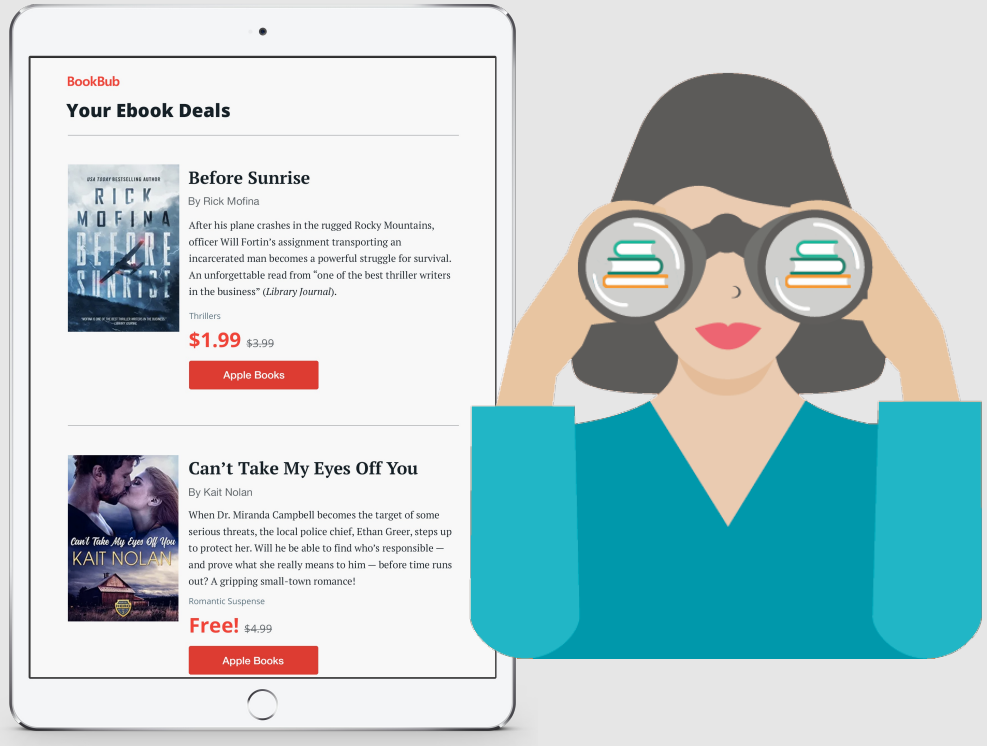
They're power readers



58%

Read at least 1 book per week

They’re actively looking for books



They purchase from all major retailers

They’re price sensitive

They use deals to discover new authors

95%

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

They become loyal fans

63%

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

They become loyal fans

84%

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

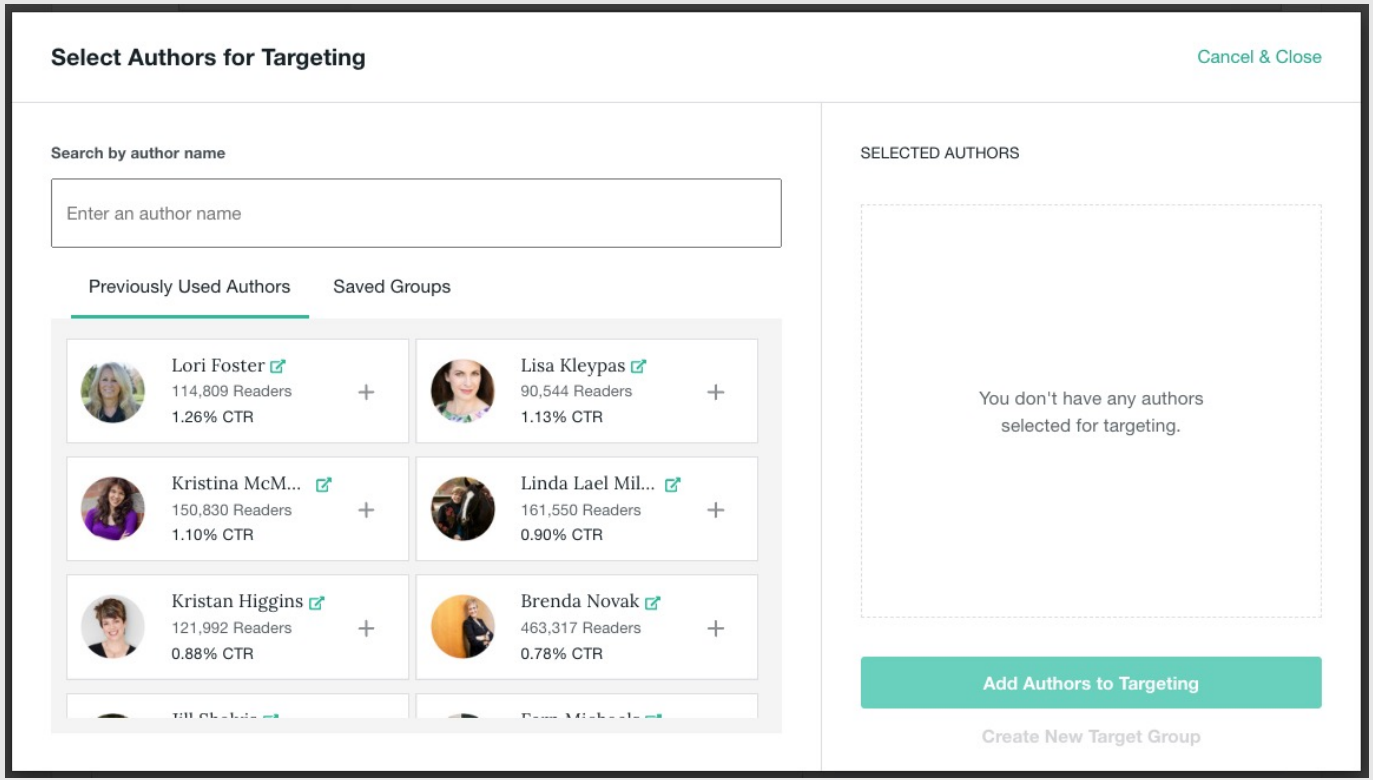
Strategy #1

Target existing fans

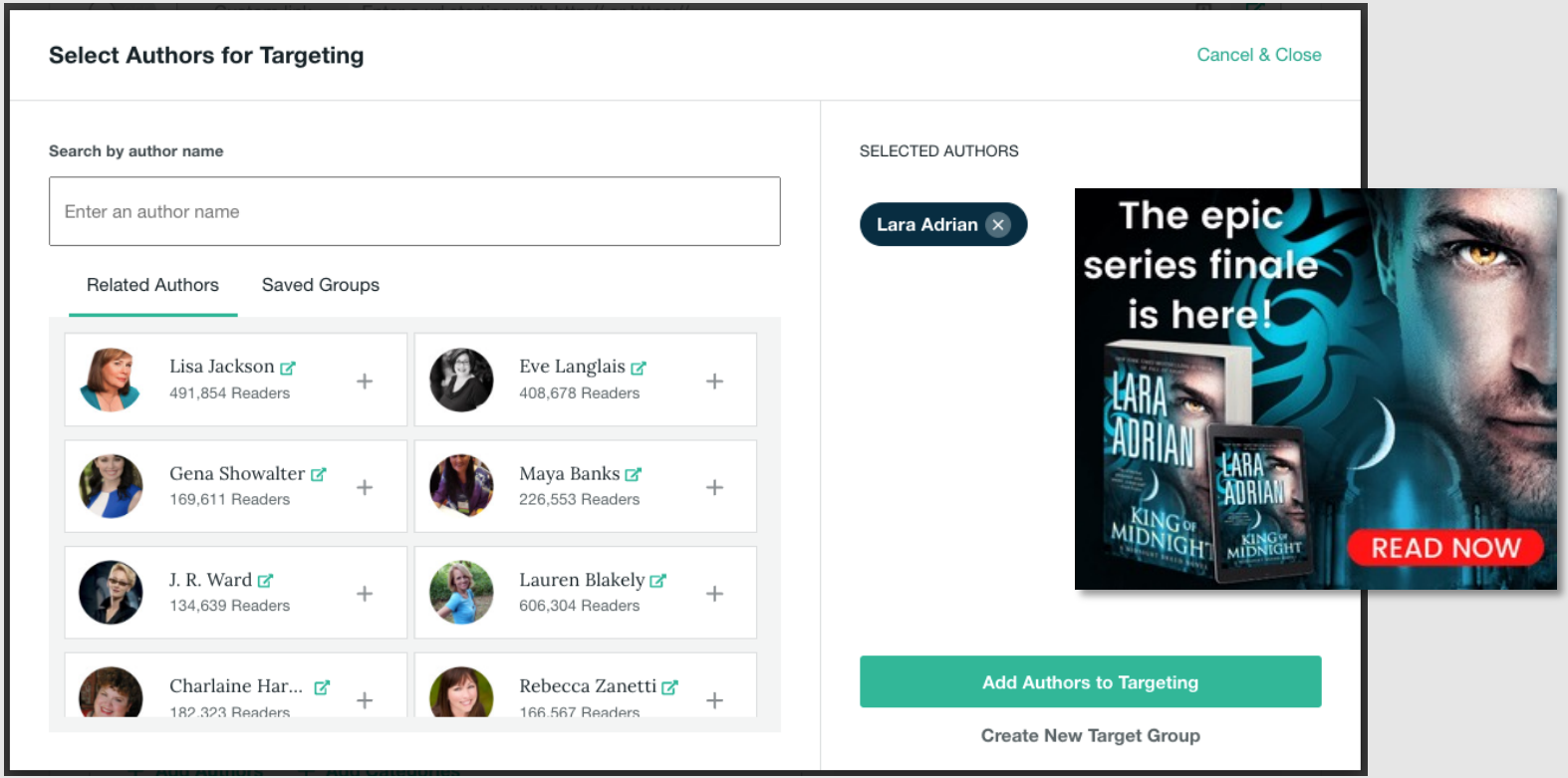
Targeting options

- ✓ Reading format preference
- ✓ Region
- ✓ Retailer preference
- ✓ Category interest
- ✓ Author interest

Author interest



Target your own fans



Increase familiarity with your brand

Target: RJ Blain

3.8% click-through rate	**2,042** clicks
10 days campaign length	**$0.49** effective CPC

Increase familiarity with your brand

Target: RJ Blain

3.8% click-through rate	**2,042** clicks
10 days campaign length	**$0.49** effective CPC

Target: RJ Blain

3.8% click-through rate	**3,343** clicks
7 days campaign length	**$0.51** effective CPC

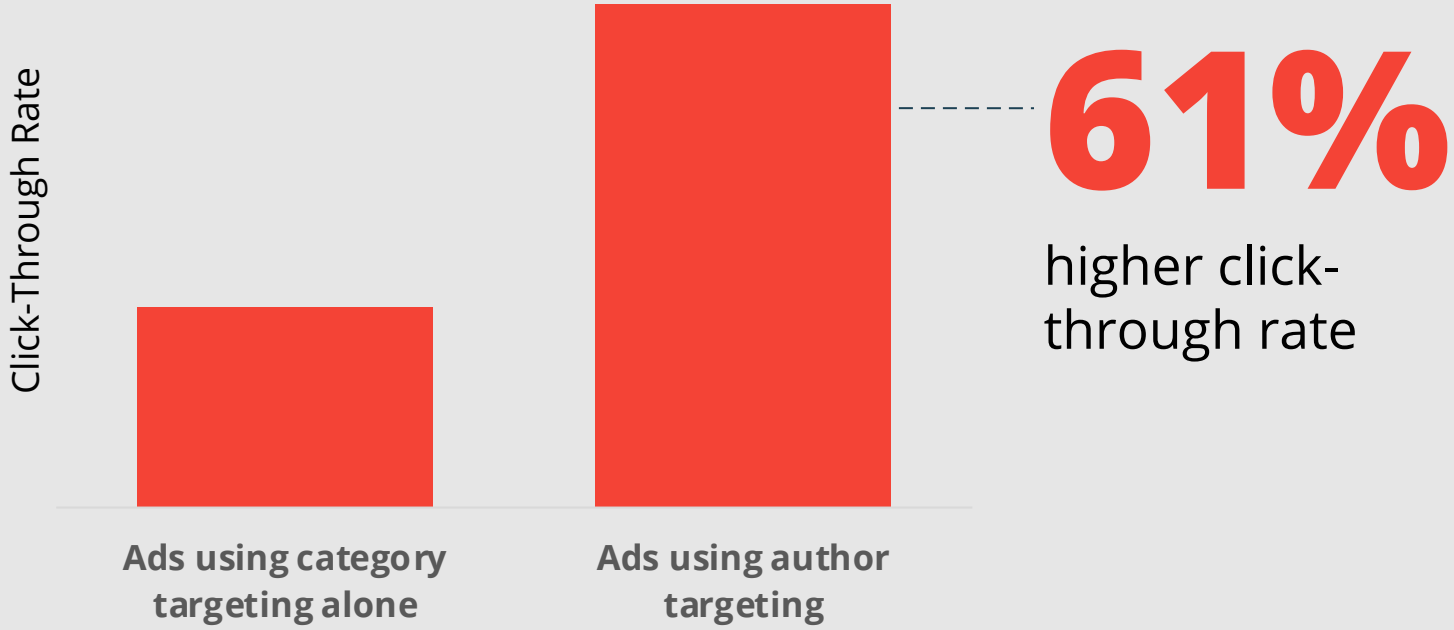
When to use this strategy

- ✓ Preorders
- ✓ New releases
- ✓ After a Featured Deal or New Releases for Less feature

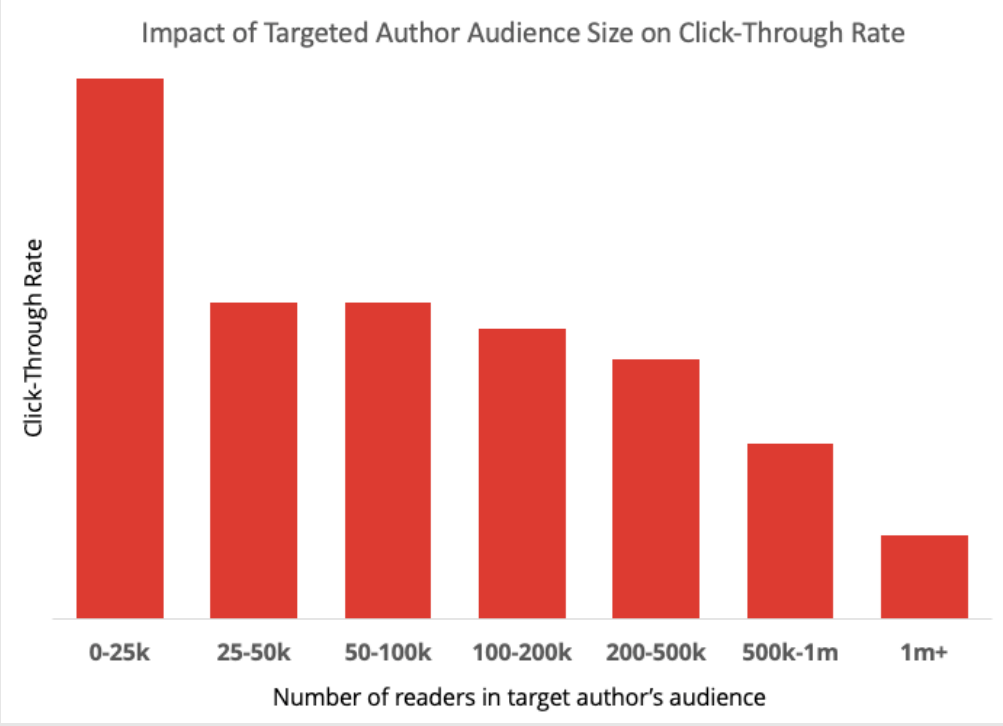
Strategy #2

Expand your audience

Author targeting = higher engagement



Avoid the most popular authors

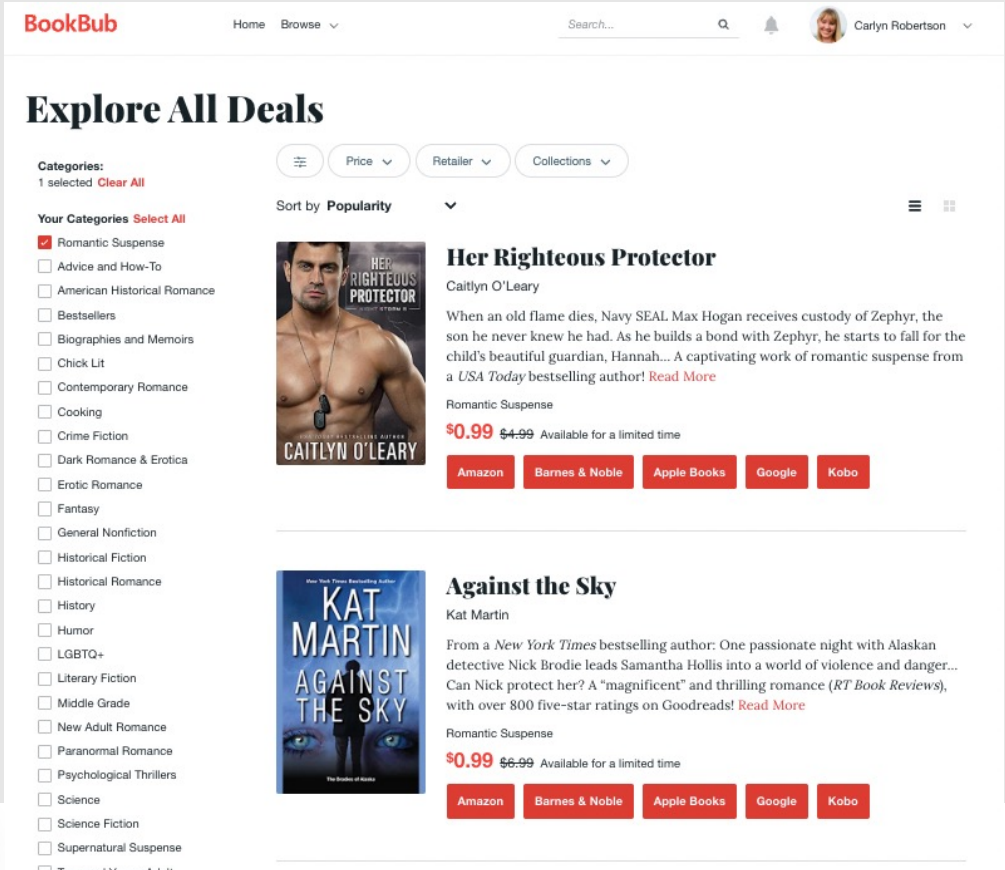


Look for similar authors and books

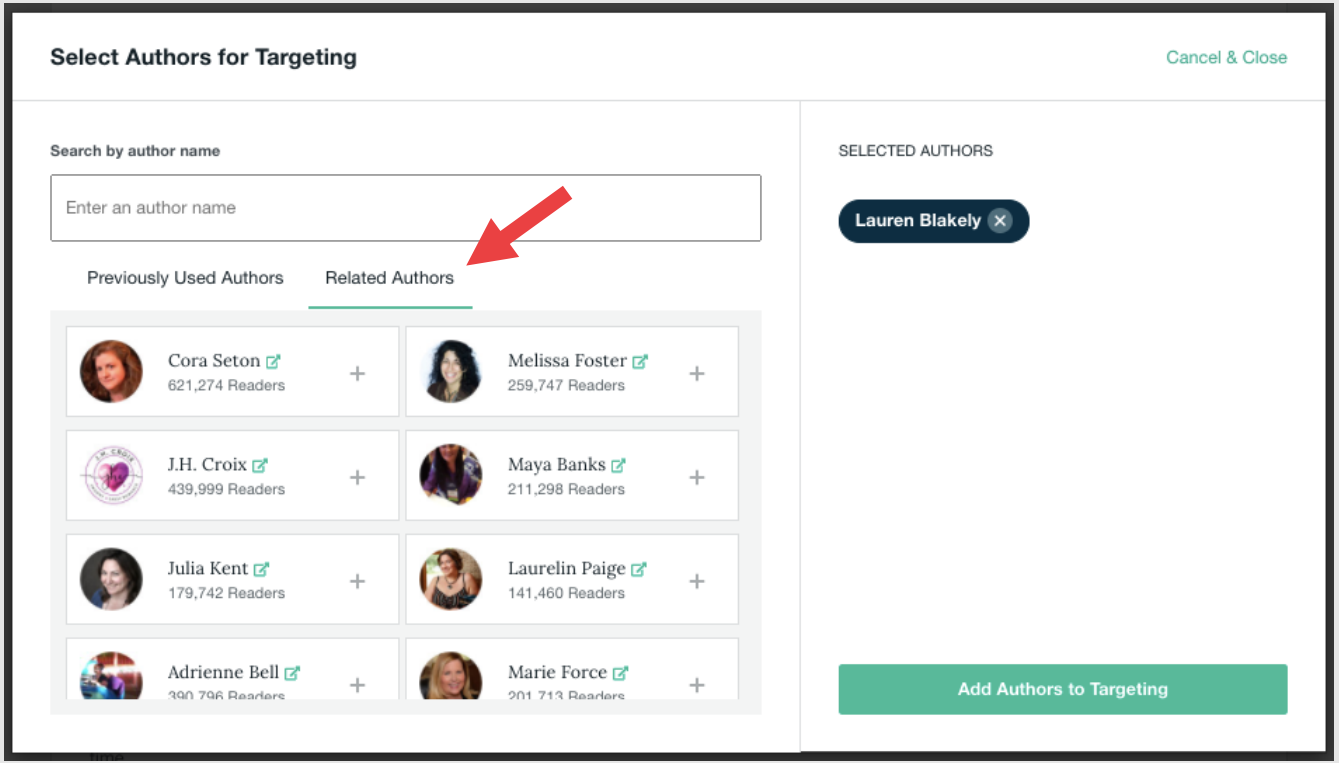
- ✓ Check your also-boughts on retailers
- ✓ Browse retailer bestseller lists
- ✓ Look for similar tropes or themes
- ✓ Look for similar cover branding
- ✓ Check for compatible distribution

Leverage your blurbs

Keep an eye on Featured Deals



Discover “Related Authors”



Testing author targets

- ✓ Run multiple campaigns simultaneously
- ✓ Test **just one element** at a time to isolate the results — use the same image and bid when testing targets
- ✓ Set high CPM bids to win impressions quickly
- ✓ Start with low budgets
- ✓ Compare CTR or cost to find the top performers

How many authors should you target?

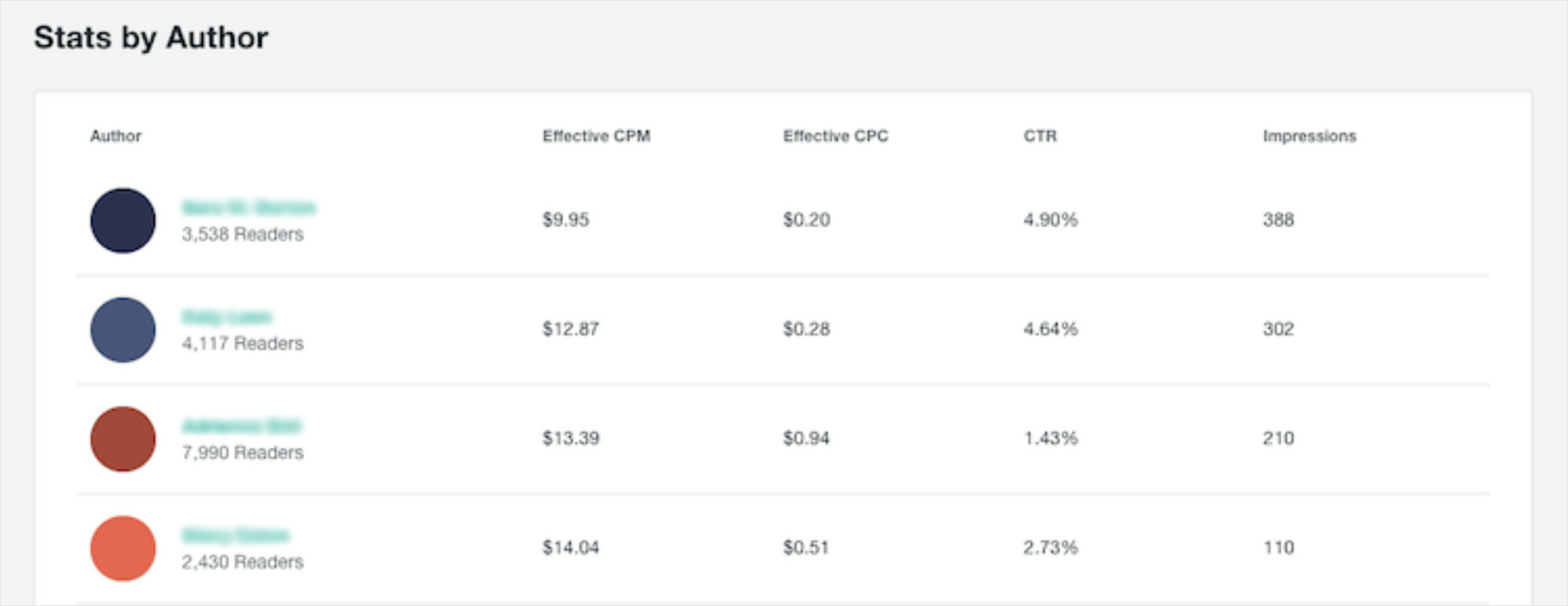
One Author

- ✓ Greater control over spend/ target
- ✓ Testing ad images
- ✓ Tailoring each image to the unique audience

Multiple Authors

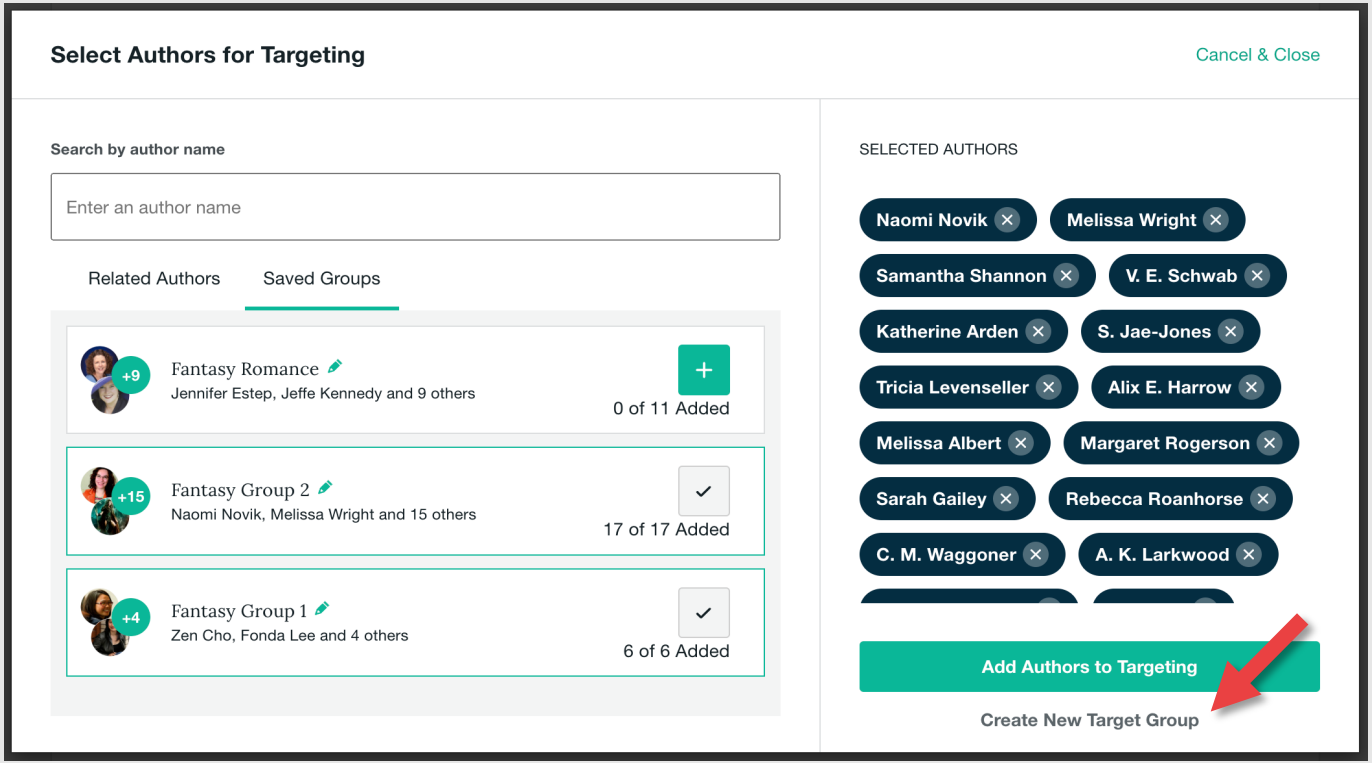
- ✓ Quicker campaign set-up
- ✓ Your individual targets have smaller audiences
- ✓ You've already tested the targets and know they'll deliver results

View stats for multiple author targets



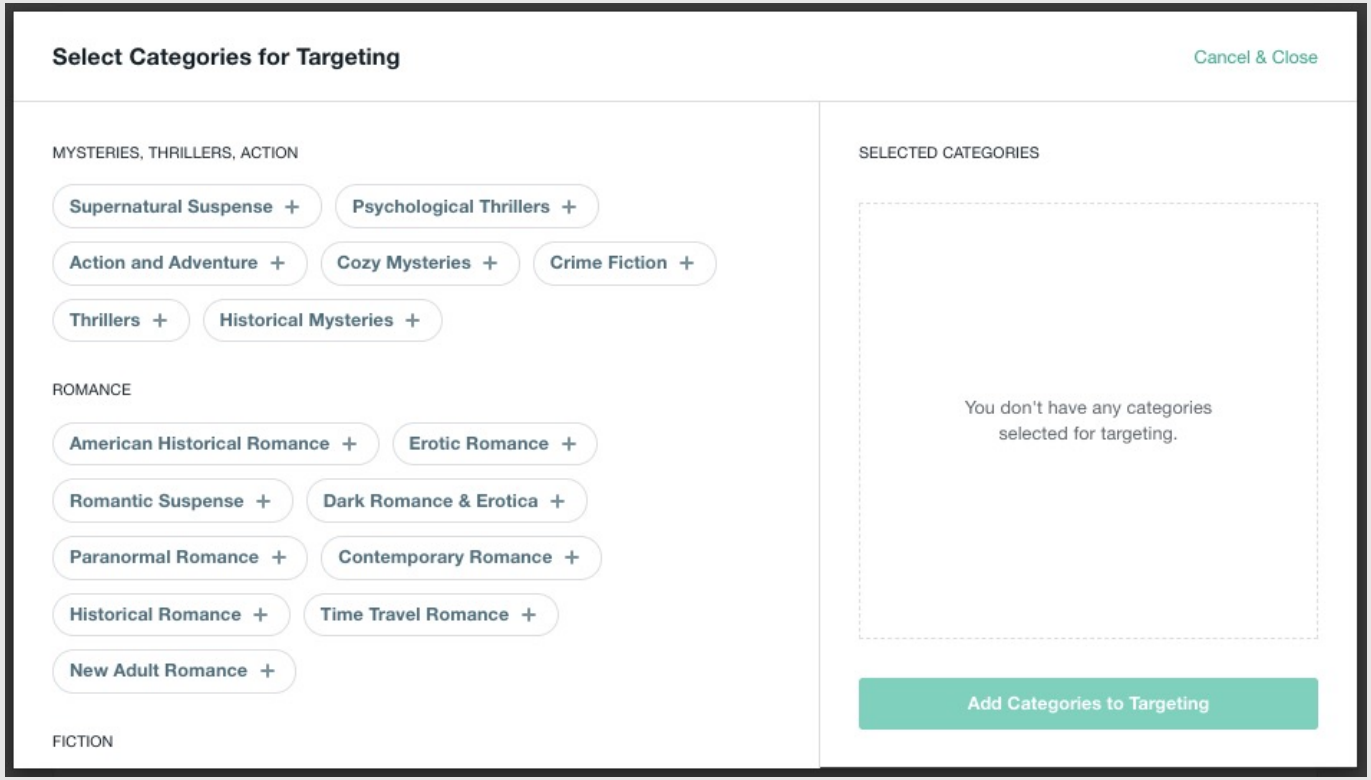
Save Author Target Groups

NEW!

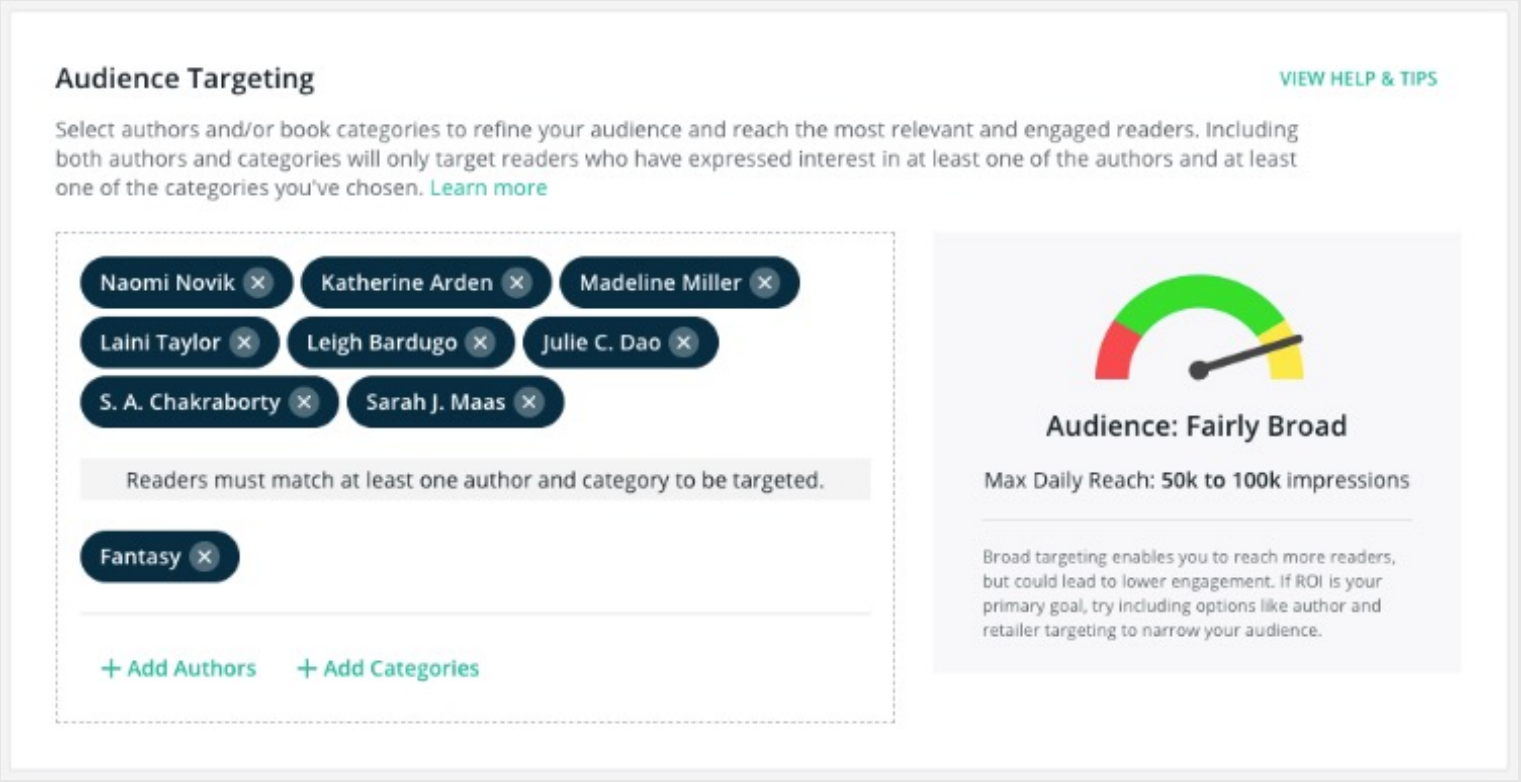


Category targeting

Category interest



Combine authors & categories



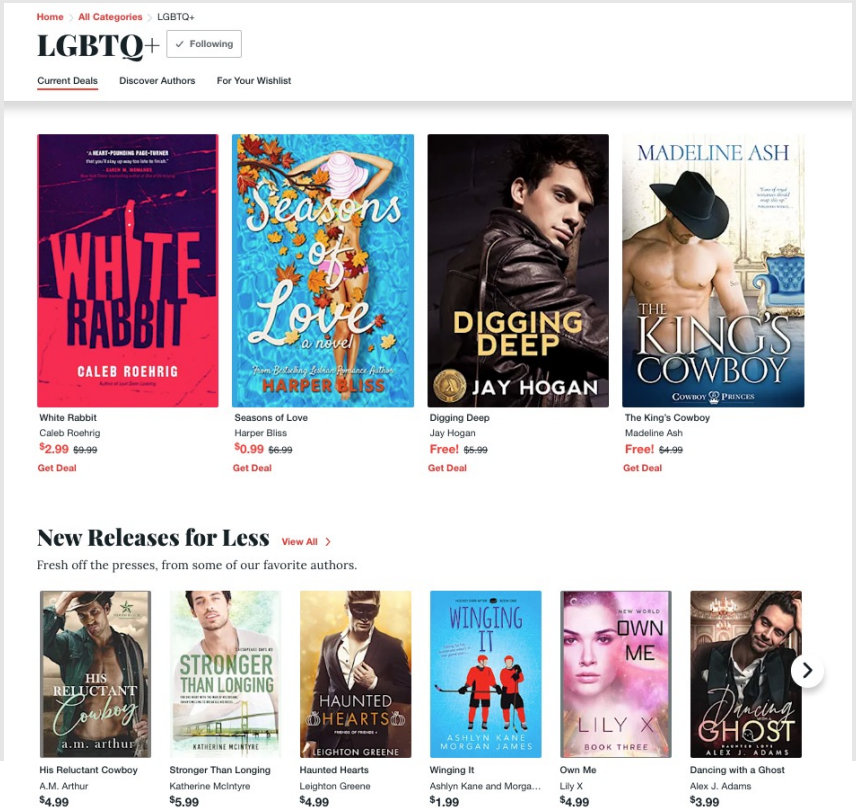
Romance categories

- ✓ Contemporary Romance
- ✓ New Adult Romance
- ✓ Historical Romance
- ✓ American Historical Romance
- ✓ Romantic Suspense
- ✓ Paranormal Romance
- ✓ Time Travel Romance
- ✓ Erotic Romance
- ✓ Dark Romance & Erotica

Target erotic content appropriately

Other categories to keep in mind

- ✓ LGBTQ+
- ✓ Black Stories & Experiences
- ✓ Supernatural Suspense
- ✓ Women’s Fiction
- ✓ Chick Lit
- ✓ Christian Fiction



When to use this strategy

- ✓ First in series books
- ✓ New releases
- ✓ Bundles and box sets
- ✓ Discounts

Strategy #3

Use deals to hook new readers

Book price impacts engagement

32%

higher average CTR for ads with with the word “free” in the image

Book price impacts engagement

31%

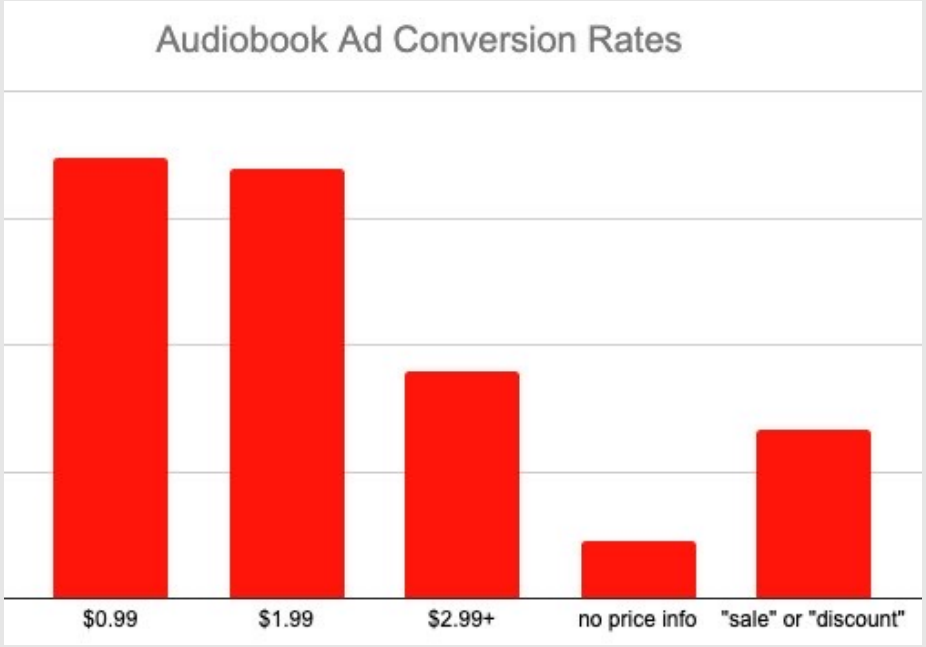
higher average CTR
for ads with $0.99
than ads with $1.99+

Box set deals drive high engagement

20%

higher average click-through rates for box set Featured Deals than deals for single titles

Pricing info improves conversions



When to use this strategy

- ✓ Limited-time discounts
- ✓ Permafree or perma-$0.99 books
- ✓ Discounted bundles or box sets

Strategy #4

Promote multiple books at once

Advertise multiple books

Drive follow-on sales with a deal

22x

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

Promote a deal + a new release

8%
click-through rate

1,515
clicks

12 days
campaign length

$0.17
effective CPC

Promote full series sales

When to use this strategy

- ✓ A campaign for a complete series
- ✓ Promoting a new release in a series

Strategy #5

Highlight tropes

FREE
this Billionaire wants a Baby.
He'll do whatever it takes to persuade her to be his BRIDE.

New Release
DARCY BURKE
Brother's best friend
Faux courtship
Secret smooching
READ NOW

NEW SCI-FI ROMANCE!
SPACE OPERA
SOUL MATES
ENEMIES TO LOVERS
ORDER NOW!

THE DUKE NOT TAKEN
JULIA LONDON
Sparks fly when they're together, but they loathe each other.
HQN
Shop now

MR. BLOOMSBURY
LOUISE BAY
USA TODAY BESTSELLING AUTHOR
✓Grumpy/Sunshine
✓Enemies to Lovers
✓Workplace
✓Arrogant Boss
✓Feisty Italian-American Assistant
CLICK HERE

Fake dating, forced proximity, and full of heart!
The Stand-In
LILY CHU
Don't miss this eBook deal - today only!
READ NOW

Popular tropes on BookBub right now

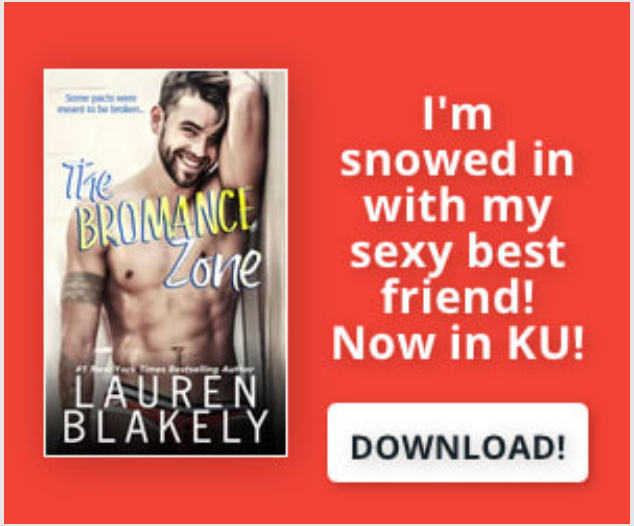
- ✓ Marriages of convenience and fake relationships
- ✓ Babies
- ✓ Relationships with bosses (Contemporary, New Adult, Erotic)
- ✓ Mail order brides (American Historical)
- ✓ Finding your fated mate (Paranormal)

Tailor your targeting to match

- ✓ Choose targets who write similar tropes and themes
- ✓ Customize which story elements you highlight for different audiences

When to use this strategy

- ✓ Anytime!
- ✓ Promoting higher-priced books
- ✓ New release campaigns
- ✓ Promoting first-in-series books



Strategy #6

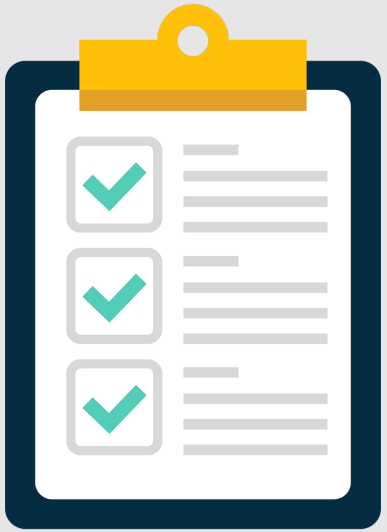
Drive steady sales

Pick the right book to promote

- ✓ Choose a popular book at an appealing price
- ✓ Optimize the back matter to drive follow-on sales, newsletter subscribers, or reviews

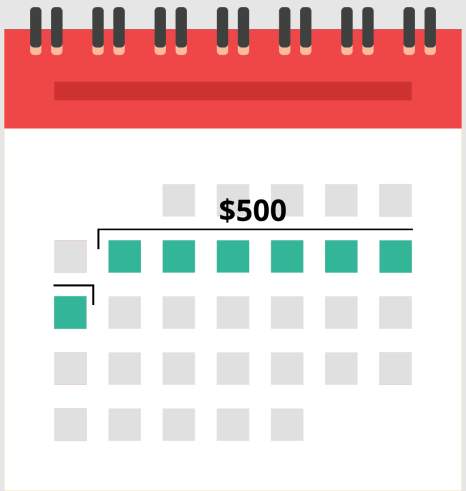
Before you start running ads...

- ✓ Decide how much you can afford to spend on ads
- ✓ Include budget for test campaigns
- ✓ Check baseline sales

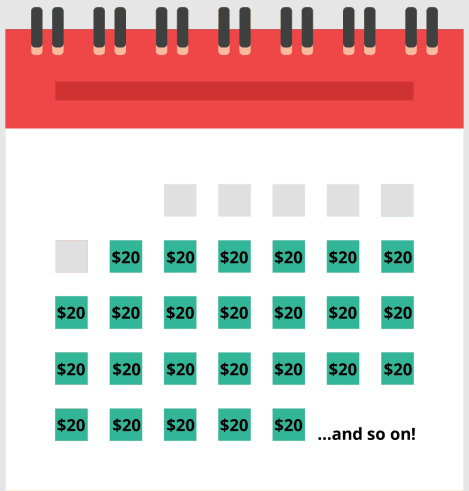


Choose your campaign schedule

Set date range + total campaign budget



Continuous campaign + daily budget



Adjust campaigns as needed

- ✓ Set date range for 2 weeks
- ✓ Increased budget daily and extended campaign end date twice
- ✓ Generated 42k impressions and 4,400 clicks in 2.5 months

Refresh targets or images over time

- ✓ Check results regularly
- ✓ Update targets of live ads anytime
- ✓ Copy ads and create a new version to update images
- ✓ Pause campaigns to give audiences a break

When to use this strategy

- ✓ Promoting first-in-series books
- ✓ Permafree (or perma-$0.99) campaigns

Strategy #7

Bidding strategies

Setting a bid

- ✓ Your bid determines how competitive your ad is in the auction
- ✓ Your bid is the *maximum rate* you would pay for impressions or clicks
- ✓ We display a range of average winning bids in the form
- ✓ Choose between CPM and CPC bidding

When to use CPM bidding

- ✓ Running tests
- ✓ Short-term campaigns
- ✓ To win more impressions

When to use CPC bidding

- ✓ Long-term campaigns
- ✓ If you're focused on controlling your costs

One catch with CPC...

- ✓ The auction takes clicks into account
- ✓ If your ad stops winning impressions, **copy it to create a new ad** and try to improve the image or targeting!

How to decide how much to bid

- ✓ Calculate a profitable CPC rate
- ✓ Bid higher to reach more readers
- ✓ Bid higher for short-term campaigns
- ✓ Bid lower for longer-term campaigns
- ✓ Bid lower to keep your costs down

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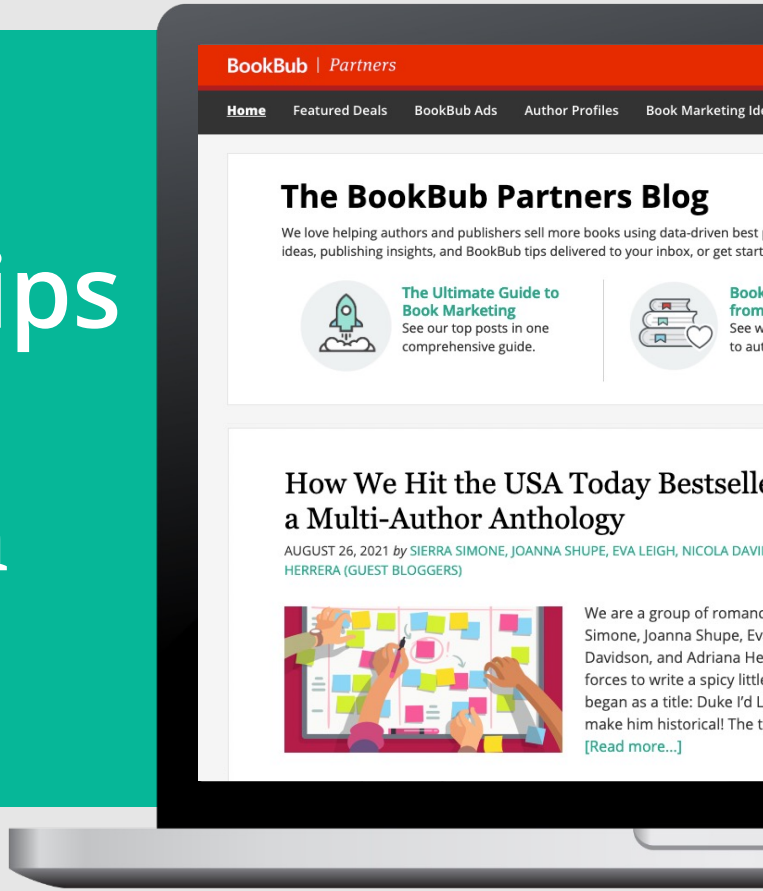

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