

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

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

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

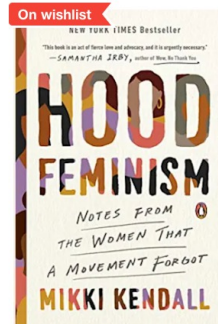
Fiction

Mysteries, Thrillers, Action

Fantasy, Science



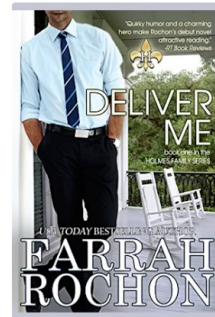
Just Haven't Met You Yet
Sophie Cousens
Contemporary Romance
\$2.99 ~~\$11.99~~
Get Deal



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

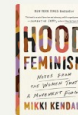
WISHLIST

● 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

Noteworthy Pick IN YOUR CATEGORIES



MOST POPULAR DEALS IN

Your Categories

Romance

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 Non-Fiction
\$1.99 ~~\$4.99~~
[Get Deal](#)

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](#)

Explore All Deals

VIEW ALL LATEST DISCOUNTS



ST
w deals

[+ Add Book](#)

Just Haven't Met You Yet
Sophie Cousens
\$2.99 ~~\$11.99~~
[Get Deal](#)

Hood Feminism
Mikki Kendall
\$1.99 ~~\$4.99~~
[Get Deal](#)



1217 Suggestions for Your Wishlist

...AUTHORS

• 12 new deals

BookBub

Your Ebook Deals



Before Sunrise

By Rick Mofina

After his plane crashes, officer Will Fortin's as an incarcerated man becomes an unforgettable read 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 Casanova faces serious threats, the love she has for her to protect her. Will he be able to prove what she really is? A gripping small town mystery.

Romantic Suspense

Free! ~~\$4.99~~

Apple Books

BookBub

New Release from Erica Ridley

New release alerts from your favorite authors!



Nobody's Princess

Erica Ridley

A fun and feminist Regency genre hailed as "a delightful read" by *Quinn*.

Nothing happens in London until he knows. His massive collection of secrets is invaluable to his family's need. So when he deciphers the scandal sheets, Graham's royal ... [Read More](#)

Save to Wishlist

or buy from...

Amazon

Apple Books

Kobo

< Inbox

An internationally bestselling author delivers "a cerebral puzzler's delight" (*Booklist*): Tokyo police detective Kaga must unravel a complex web of secrets to solve the murder of a complicated woman. "Part Sherlock Holmes, part Harry Bosch, Higashino's hero is a quietly majestic force to 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

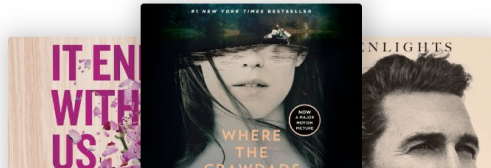
Barnes & Noble

Soak Up Summer
WITH THESE HOT DEALS

[See Deals](#)

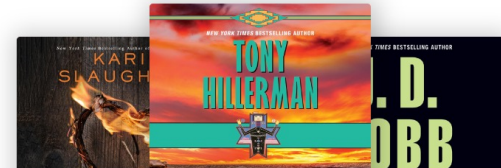
New York Times Bestsellers

Updated every week



Top Deals in Crime Fiction

All Under \$5!



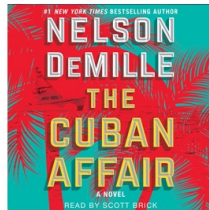
DEALS IN YOUR CATEGORIES [View All](#)



chirp

Today's Deals

Audiobook Deals



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 Times* bestselling author. Mac, an Army vet turned CIA captain, is reeled into a high-stakes mission to retrieve a fortune hidden in Cuba.

Mysteries & Thrillers

~~\$29.99~~ **\$4.99**

Get Deal

Learn More

16 days left to claim deal

Sebastian York, the King of Aural, is Ransom Cox.

LISTEN NOW

12:13

EMILY HENRY

#1 *New York Times* Bestselling Author of *Practical Magic* and *Bluebird* **SEARCH READ**

BOOK LOVERS

"If you love books, welcome to a book." —*Booklist* (starred review)

Track 10

35% complete | 7 hrs and 14 min left

02:02 41:51

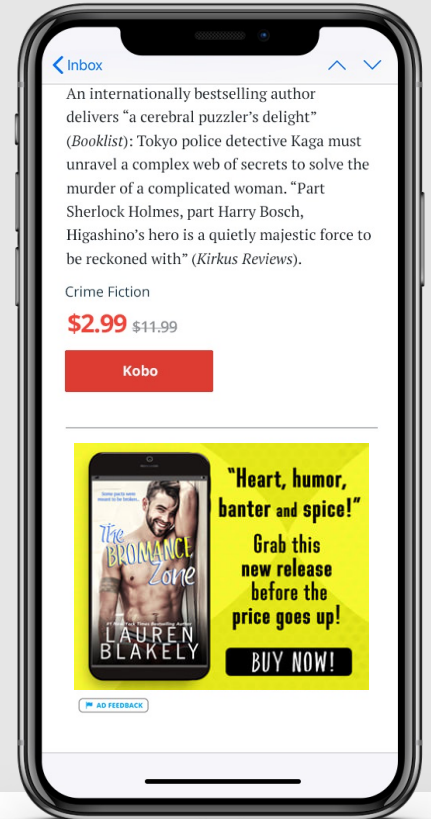
⏮ ⏪ ⏩ ⏭

🔖 1.1x 🛌

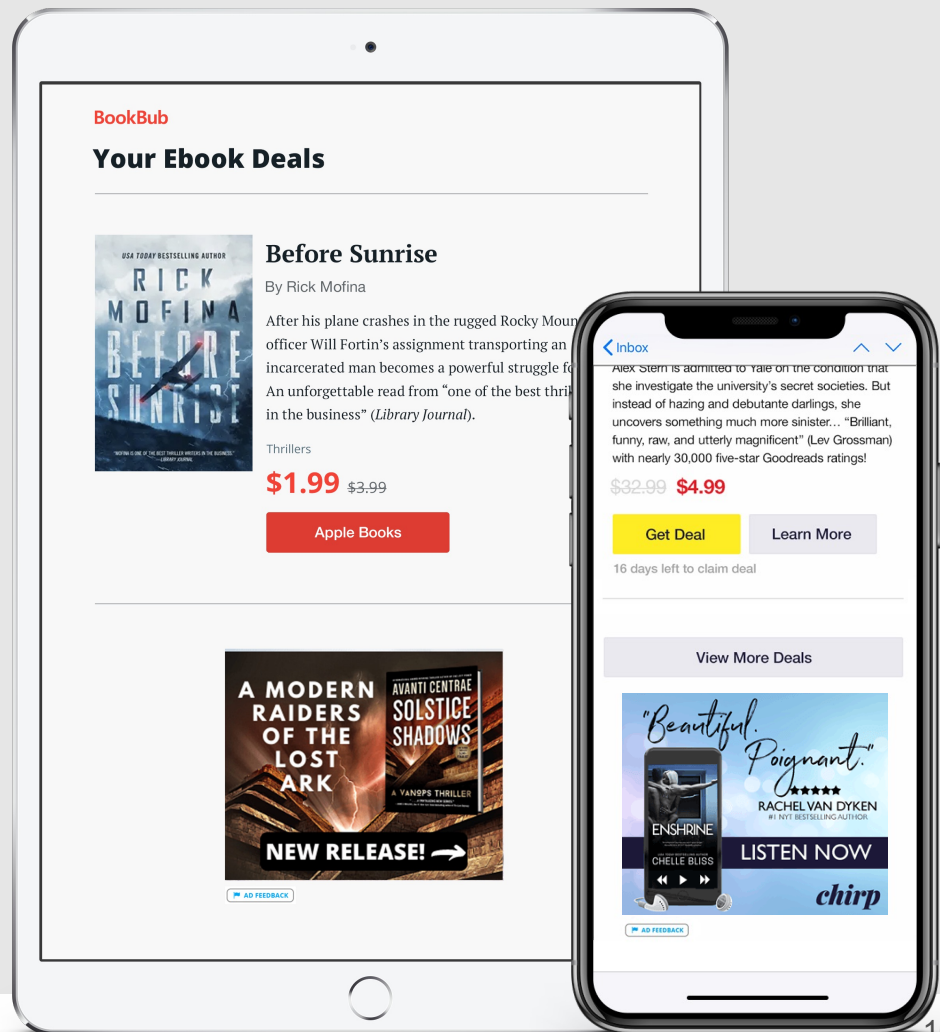
The BookBub Ads platform

Why run BookBub Ads?

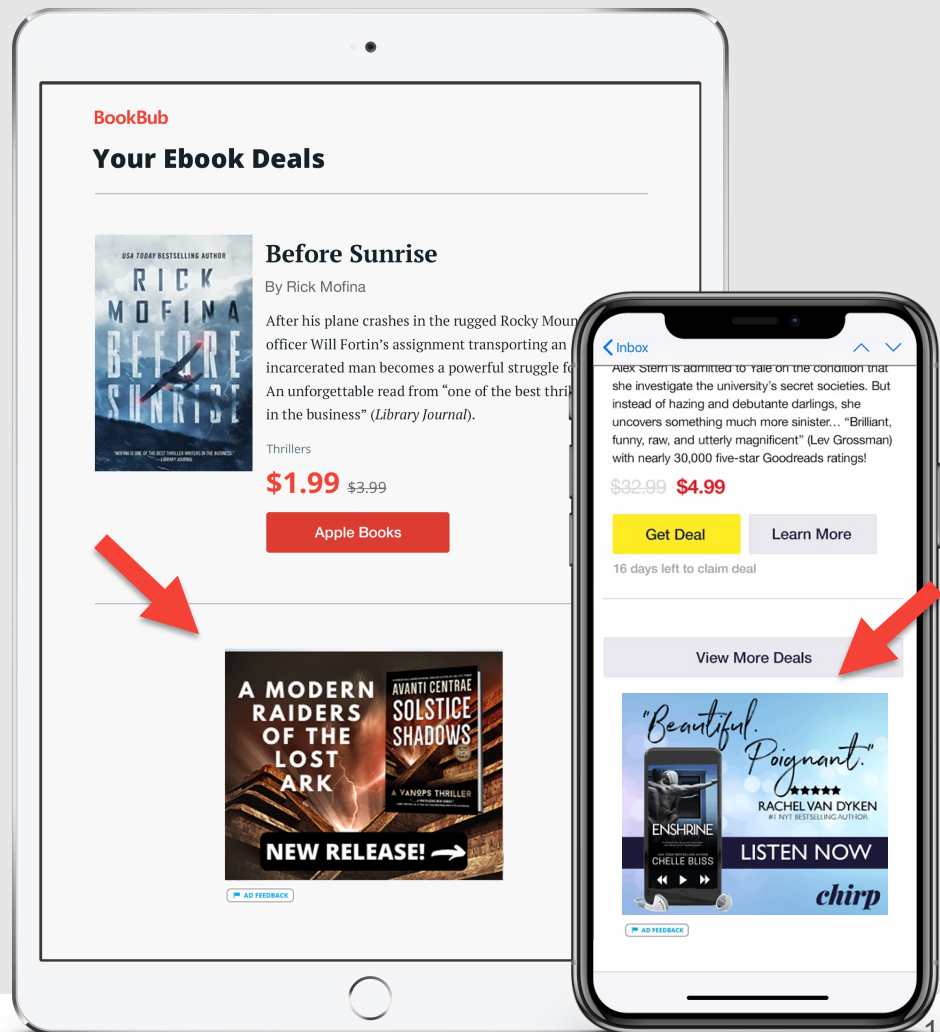
- ✓ No submission & selection process
- ✓ Narrow targeting
- ✓ Completely customizable
- ✓ Designed exclusively for book marketers



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**

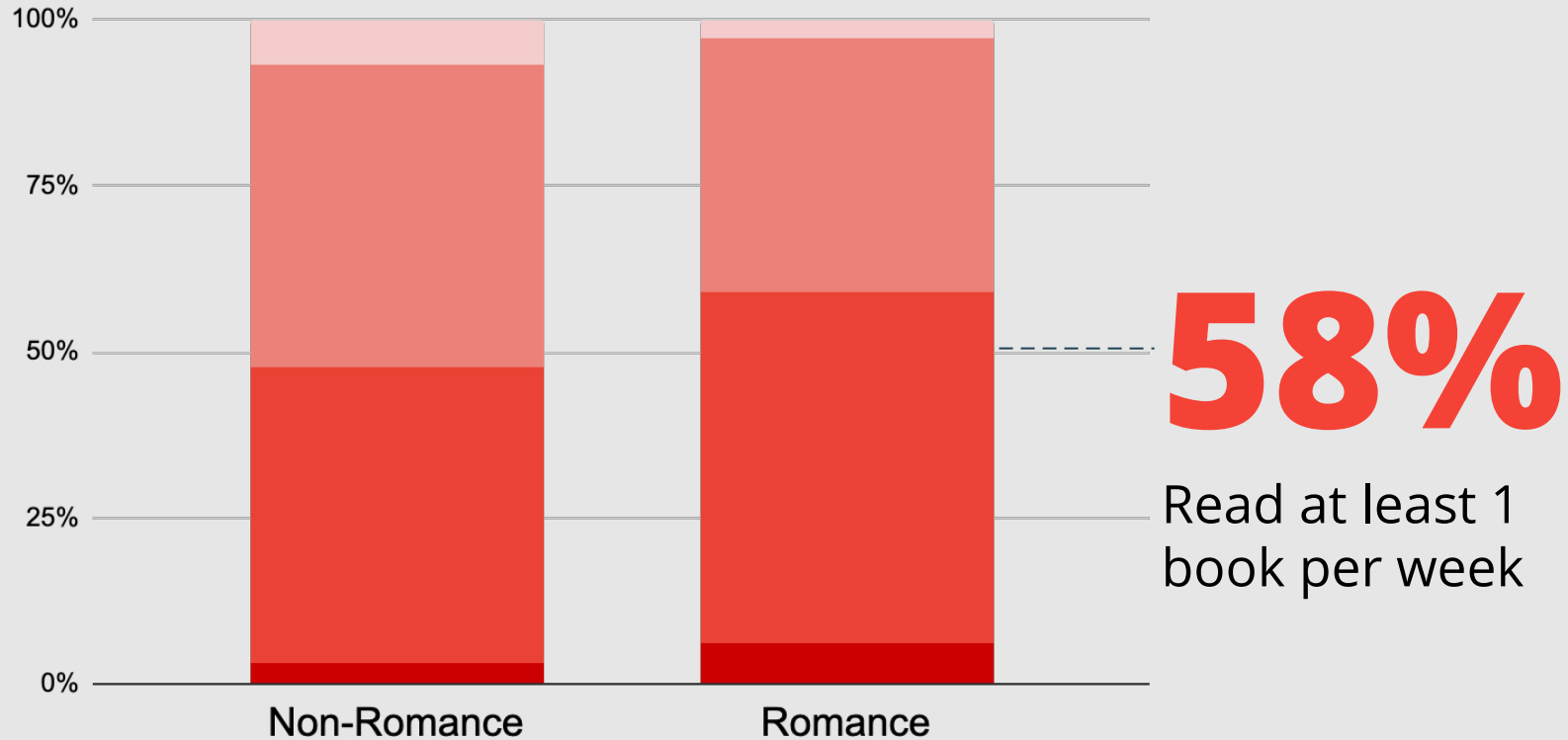
The audience

13,000,000+

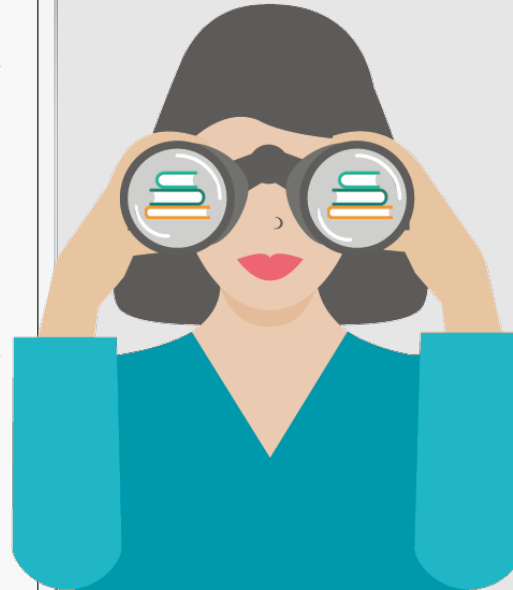
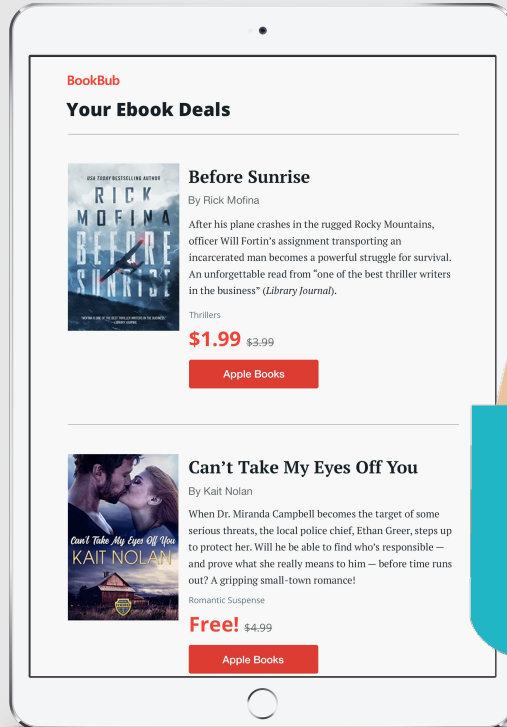
readers subscribed to
9 romance categories



They're power readers



They're actively looking for books



They purchase from all major retailers

amazon



nook™
by Barnes & Noble



Rakuten
kobo

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

Select Authors for Targeting

Cancel & Close

Search by author name

Previously Used Authors Saved Groups

 <p>Lori Foster  114,809 Readers 1.26% CTR</p> <p>+</p>	 <p>Lisa Kleypas  90,544 Readers 1.13% CTR</p> <p>+</p>
 <p>Kristina McM...  150,830 Readers 1.10% CTR</p> <p>+</p>	 <p>Linda Lael Mil...  161,550 Readers 0.90% CTR</p> <p>+</p>
 <p>Kristan Higgins  121,992 Readers 0.88% CTR</p> <p>+</p>	 <p>Brenda Novak  463,317 Readers 0.78% CTR</p> <p>+</p>
 <p>Ellie Clark </p> <p>+</p>	 <p>Tom Michels </p> <p>+</p>

SELECTED AUTHORS

You don't have any authors selected for targeting.

Add Authors to Targeting

Create New Target Group









Target your own fans

Select Authors for Targeting

Cancel & Close


Search by author name

Related Authors Saved Groups

 <p>Lisa Jackson ↗ 491,854 Readers</p> <p>+</p>	 <p>Eve Langlais ↗ 408,678 Readers</p> <p>+</p>
 <p>Gena Showalter ↗ 169,611 Readers</p> <p>+</p>	 <p>Maya Banks ↗ 226,553 Readers</p> <p>+</p>
 <p>J. R. Ward ↗ 134,639 Readers</p> <p>+</p>	 <p>Lauren Blakely ↗ 606,304 Readers</p> <p>+</p>
 <p>Charlaine Har... ↗ 182,323 Readers</p> <p>+</p>	 <p>Rebecca Zanetti ↗ 166,567 Readers</p> <p>+</p>

SELECTED AUTHORS

Lara Adrian ✕



The epic series finale is here!

READ NOW

Add Authors to Targeting

Create New Target Group

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

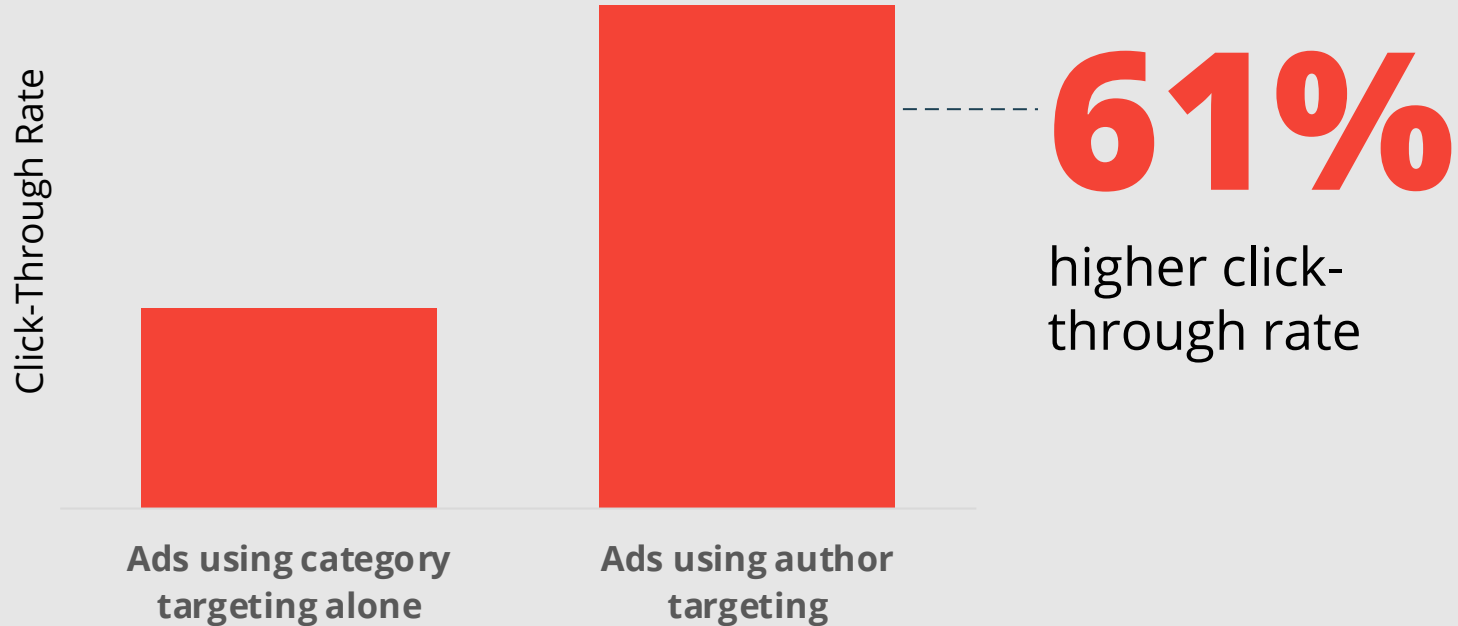
- ✓ Preorders
- ✓ New releases
- ✓ After a Featured Deal or New Releases for Less feature



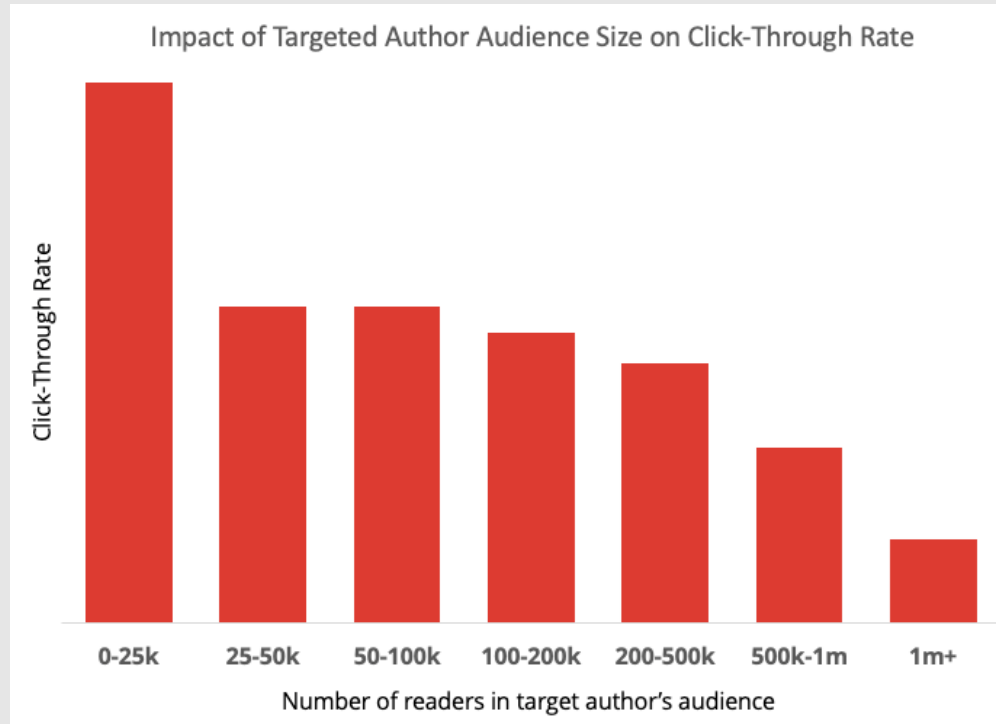
Strategy #2

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



**"Sexy
paranormal
romance at
its hottest!"**

—Christine Feehan
#1 New York Times bestselling author

SHOP NOW

HQ



**"A Caribbean
Heiress in Paris
is a triumph!"**

—Sarah MacLean,
New York Times bestselling author

SHOP NOW!

HQ



**"Love and library
books?
Yes, please!"**

—Lacie Waldon
author of *The Layover*

Buy now



Keep an eye on Featured Deals



















The desktop screenshot shows the BookBub website. The header includes 'BookBub', navigation links 'Home' and 'Browse', a search bar, and a user profile for 'Carlyn Robertson'. The main heading is 'Explore All Deals'. There are filters for 'Categories' (1 selected, Clear All), 'Price', 'Retailer', and 'Collections'. A 'Sort by Popularity' dropdown is set to 'Popularity'. A list of categories is shown on the left, with 'Romantic Suspense' selected. Two featured books are displayed: 'Her Righteous Protector' by Caitlyn O'Leary and 'Against the Sky' by Kat Martin. Each book entry includes a cover image, title, author, a short description, the category 'Romantic Suspense', the price '\$0.99' (with a crossed-out original price of '\$4.99' for the first and '\$6.99' for the second), and a note 'Available for a limited time'. At the bottom of each entry are buttons for 'Amazon', 'Barnes & Noble', 'Apple Books', 'Google', and 'Kobo'.

Discover “Related Authors”


Select Authors for Targeting Cancel & Close

Search by author name

Previously Used Authors **Related Authors**

 Cora Seton  621,274 Readers +	 Melissa Foster  259,747 Readers +
 J.H. Croix  439,999 Readers +	 Maya Banks  211,298 Readers +
 Julia Kent  179,742 Readers +	 Laurelin Paige  141,460 Readers +
 Adrienne Bell  397,796 Readers +	 Marie Force  201,713 Readers +

SELECTED AUTHORS

Lauren Blakely 

Add Authors to Targeting

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

Stats by Author

Author	Effective CPM	Effective CPC	CTR	Impressions
 BookBub 3,538 Readers	\$9.95	\$0.20	4.90%	388
 BookBub 4,117 Readers	\$12.87	\$0.28	4.64%	302
 BookBub 7,990 Readers	\$13.39	\$0.94	1.43%	210
 BookBub 2,430 Readers	\$14.04	\$0.51	2.73%	110

Save Author Target Groups



Select Authors for Targeting

Cancel & Close

Search by author name

Related Authors **Saved Groups**

Fantasy Romance +
Jennifer Estep, Jeffe Kennedy and 9 others 0 of 11 Added

Fantasy Group 2 ✓
Naomi Novik, Melissa Wright and 15 others 17 of 17 Added

Fantasy Group 1 ✓
Zen Cho, Fonda Lee and 4 others 6 of 6 Added

SELECTED AUTHORS

Naomi Novik × Melissa Wright ×

Samantha Shannon × V. E. Schwab ×

Katherine Arden × S. Jae-Jones ×

Tricia Levenseller × Alix E. Harrow ×

Melissa Albert × Margaret Rogerson ×

Sarah Gailey × Rebecca Roanhorse ×

C. M. Waggoner × A. K. Larkwood ×

Add Authors to Targeting

Create New Target Group

Category targeting

Category interest

Select Categories for Targeting

Cancel & Close

MYSTERIES, THRILLERS, ACTION

Supernatural Suspense + Psychological Thrillers +

Action and Adventure + Cozy Mysteries + Crime Fiction +

Thrillers + Historical Mysteries +

ROMANCE

American Historical Romance + Erotic Romance +

Romantic Suspense + Dark Romance & Erotica +

Paranormal Romance + Contemporary Romance +

Historical Romance + Time Travel Romance +

New Adult Romance +

FICTION

SELECTED CATEGORIES

You don't have any categories selected for targeting.

Add Categories to Targeting

Combine authors & categories

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](#)

Naomi Novik ✕

Katherine Arden ✕

Madeline Miller ✕

Laini Taylor ✕

Leigh Bardugo ✕

Julie C. Dao ✕

S. A. Chakraborty ✕

Sarah J. Maas ✕

Readers must match at least one author and category to be targeted.

Fantasy ✕

[+ Add Authors](#)

[+ Add Categories](#)



Audience: Fairly Broad

Max Daily Reach: 50k to 100k 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.

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


Home > All Categories > LGBTQ+

LGBTQ+ Following


[Current Deals](#) [Discover Authors](#) [For Your Wishlist](#)




White Rabbit
Caleb Roehrig
\$2.99 ~~\$9.99~~
[Get Deal](#)



Seasons of Love
Harper Bliss
\$0.99 ~~\$6.99~~
[Get Deal](#)




Digging Deep
Jay Hogan
Free! ~~\$4.99~~
[Get Deal](#)

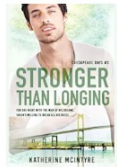


THE KING'S COWBOY
Madeline Ash
Free! ~~\$4.99~~
[Get Deal](#)


New Releases for Less [View All >](#)
Fresh off the presses, from some of our favorite authors.



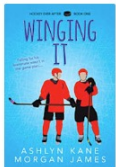
His Reluctant Cowboy
A.M. Arthur
\$4.99




Stronger Than Longing
Katherine McIntyre
\$5.99




Haunted Hearts
Leighton Greene
\$4.99



Winging It
Ashlyn Kane and Morgan James
\$1.99



OWN ME
Lily X
\$4.99



Dancing with a Ghost
Alex J. Adams
\$3.99

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+



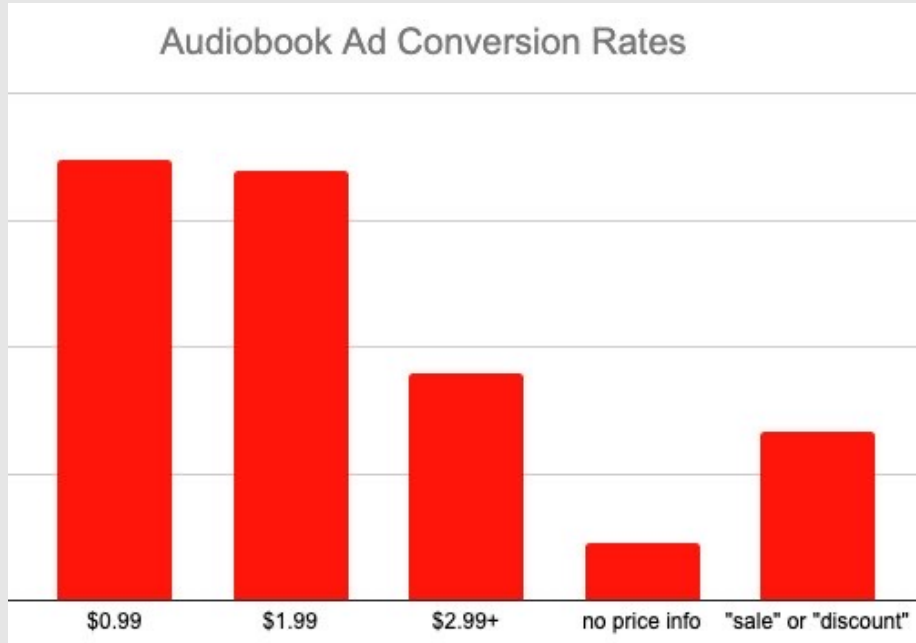
Box set deals drive high engagement



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
- ✓ Permafrees or perma-\$0.99 books
- ✓ Discounted bundles or box sets



Strategy #4

**Promote multiple
books at once**

Advertise multiple books

99 CENTS

DUET COMPLETE!

\$2.99

LIMITED OFFER!

★★★★★

THIS STORY WILL GIVE YOU MILD WHIPLASH WITH ALL THE TWISTS AND TURNS.

GET THE ENTIRE **INFERNO RISING** SERIES ON SALE!

THE BLOOD KING

INFERNO RISING

ABIGAIL OWEN

START THE SERIES FOR **FREE!**

EMILIA FOXE | KAMRYN FOXE

FREE

AFTER THE FADE

BLACK AND BLUE

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

Series Sale

Free!

99¢

\$2.99

Her Wicked Ways
DARCY BURKE

His Wicked Heart
DARCY BURKE

In Seduce a Scoundrel
DARCY BURKE

Love a Fiend
DARCY BURKE

Never Give a Scoundrel
DARCY BURKE

Scoundrel Ever After
DARCY BURKE

A promotional banner for Darcy Burke's 'Wicked' series. The text 'Series Sale' is written in a large, purple, cursive font. Below it, '99¢' is written in a smaller purple font. To the right, 'Free!' is written in a purple font above two book covers: 'Her Wicked Ways' and 'His Wicked Heart', both by Darcy Burke. Below these, another two book covers are shown: 'In Seduce a Scoundrel' and 'Love a Fiend', both by Darcy Burke. To the right of these, two more book covers are shown: 'Never Give a Scoundrel' and 'Scoundrel Ever After', both by Darcy Burke. The price '\$2.99' is written in a purple font below the second row of books.

4 BOOKS
\$0.99 EACH
LIMITED TIME DEAL

A promotional banner for 'The Dragon King' series. The background is a dark, fiery landscape with a dragon. At the top, four book covers are shown: 'The Dragon King', 'The Fallen King', 'The Wraith King', and 'The Rescued King'. In the center, the text '4 BOOKS \$0.99 EACH LIMITED TIME DEAL' is written in a white, serif font.

Series Sale

Books 1 - 5 ON SALE
For a Limited Time
Start TODAY
on *chirp* for 99¢

A Girl Like You
99¢

A Child Lost

A Ring of Truth

A Promise Given

A Veil Removed

A promotional banner for a historical fiction series. The background is a dark, ornate interior. At the top, 'Series Sale' is written in a white, cursive font. Below it, 'Books 1 - 5 ON SALE For a Limited Time Start TODAY on chirp for 99¢' is written in a white, serif font. Five book covers are shown: 'A Girl Like You' (99¢), 'A Child Lost', 'A Ring of Truth', 'A Promise Given', and 'A Veil Removed'.

When to use this strategy

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



Strategy #5

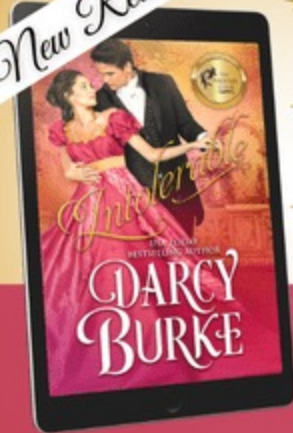
Highlight tropes

FREE

*this Billionaire
wants a Baby.*

*He'll do
whatever
it takes to
persuade her
to be his
BRIDE.*

New Release

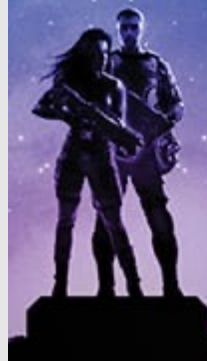


- ★ Brother's best friend
- ★ Faux courtship
- ★ Secret smooching

**READ
NOW**

NEW SCI-FI ROMANCE!

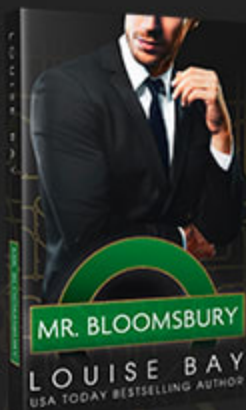
- ★ SPACE OPERA
- ★ SOUL MATES
- ★ ENEMIES TO LOVERS
- ★ ORDER NOW! ★



Sparks fly
when they're
together, but
they loathe
each other.

**H
MQN**

Shop now



- ✓ Grumpy/Sunshine
- ✓ Enemies to Lovers
- ✓ Workplace
- ✓ Arrogant Boss
- ✓ Felsty Italian-American Assistant

CLICK HERE

**Fake dating, forced
proximity, and full of
heart!**



*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)



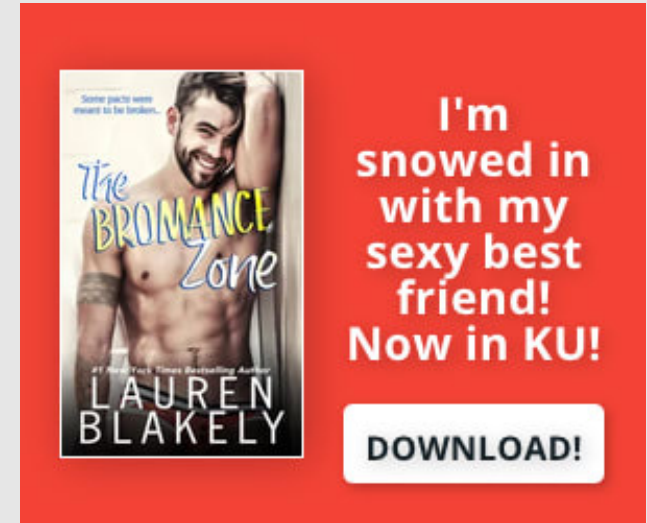
Tailor your targeting to match

- ✓ 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

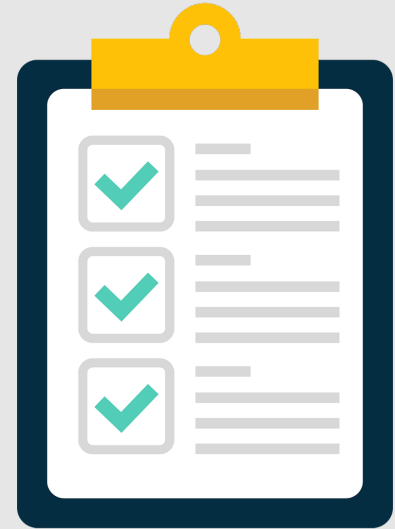
Pick the right book to promote

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



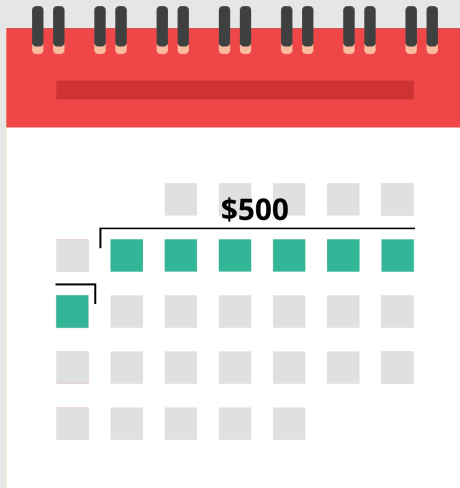
Before you start running ads...

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

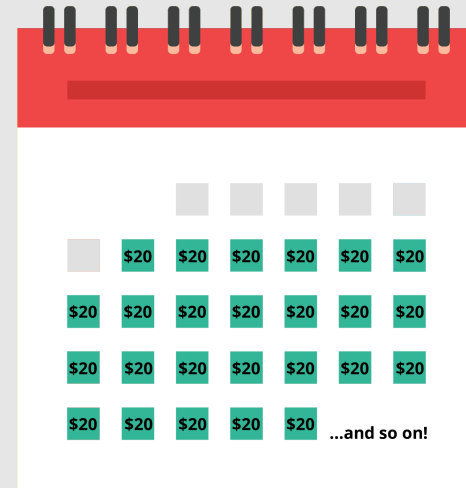


Choose your campaign schedule

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...

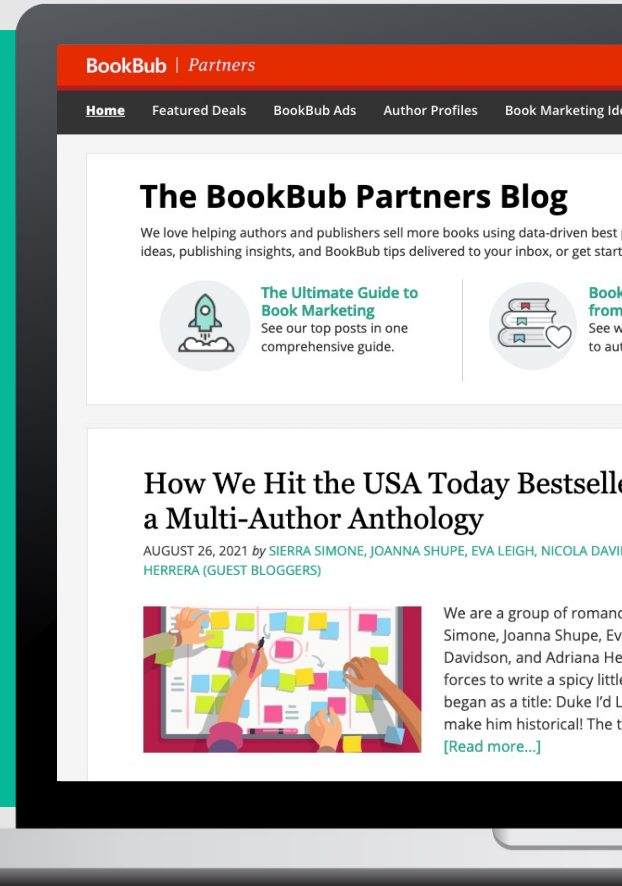
- ✓ The auction takes clicks into account
- ✓ If your ad stops winning impressions, **copy it to create a new ad** and try to improve the image or targeting!



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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Questions?

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