BookBub | *Partners*

THE **ULTIMATE** COLLECTION OF
BookBub Ads Examples

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How to use this guide

In this guide, we've collected examples of BookBub Ads with the highest click rates or most eye-catching designs, and analyzed what makes them successful to provide practical design tips you can use to design your own ad creative.

We've split the guide into two sections — genre and marketing strategies — so you can refer to the examples that are most relevant for your books and goals. For example, if you're creating ads for a new fantasy book, check out page 8 for fantasy examples and page 18 for new release examples. You'll learn what kinds of image backgrounds, copy, visuals, and calls to action (CTAs) make BookBub readers click on the specific type of book you're promoting, and you can apply tips from each section to create an effective design.

We hope you find plenty of inspiration to design your best BookBub Ads yet!

A few tips before we dive in...

1. Some ad design principles are universal. For example, including a clear CTA is a good practice regardless of book type! We recommend exploring examples in other genres as well as your own for plenty of great design ideas.

2. Not all genres are represented in this guide, but you can find all the design tips you need on pages for similar genres. For example, ads for supernatural suspense books share a similar aesthetic to ads for fantasy books.

3. Testing your ad creative is the best way to ensure your campaigns deliver the results you want. Learn more on the BookBub Partners blog about how to test your ad designs.

BookBub Ads

EXAMPLES BY GENRE

Cozy Mystery

LAYOUT

Feature the full book cover or use illustrations to indicate the genre and content.

BACKGROUND

Use a colorful background or take elements from the book cover to establish the setting.

COPY

Opt for a playful tone (puns are welcome!) in a spooky or whimsical font, calling out the characters and themes of the book.

CTA

Feel free to make it fun!

Crime and Thrillers

LAYOUT

Emphasize the book cover or title, using bold text and contrasting colors.
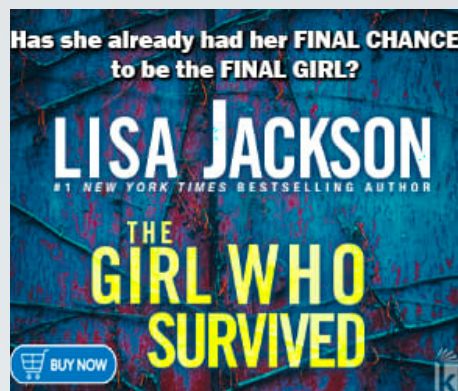
BACKGROUND

Choose colors or images from the book cover for a cohesive look.

COPY

Use an intriguing quote or hook. Call out the author name if you're targeting the author's own fans.

CTA

Keep it simple and actionable.

Fantasy

LAYOUT

A standard layout of book cover alongside text works well.
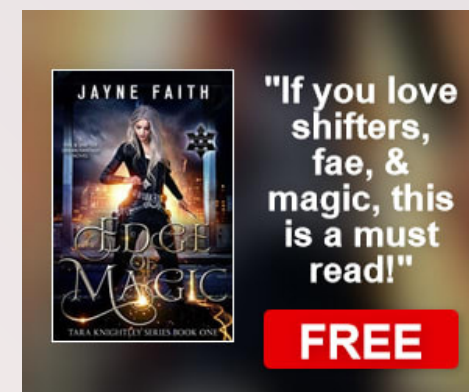
BACKGROUND

Use dark colors or atmospheric imagery to communicate the mood of the story.

COPY

Call out the themes of the book by hinting at the world or magic system, listing tropes, or making "for fans of" comparisons. Emphasize if it's a book in a series or a series starter.

CTA

Highlight a deal price to entice new readers.

Historical and Literary Fiction

LAYOUT

Emphasize the book cover and use a 3D rendering if it's available in print.

BACKGROUND

To make ad copy pop, use an uncluttered, contrasting background.

COPY

Highlight critical acclaim, bestseller status, and the author name if they have a big platform. Use a typeface that matches the book cover.

CTA

Keep it simple and actionable.

Holidays

LAYOUT

Choose to feature the book cover or instead use imagery to indicate the genre and content.

BACKGROUND

Use wintery settings and festive color schemes.

COPY

Emphasize the price, highlighting any special holiday deals on non-holiday books.

CTA

Make it big and bright!

Nonfiction

LAYOUT

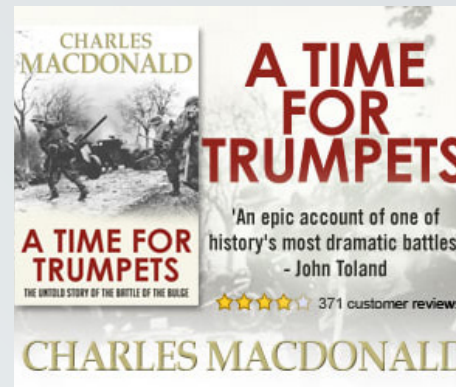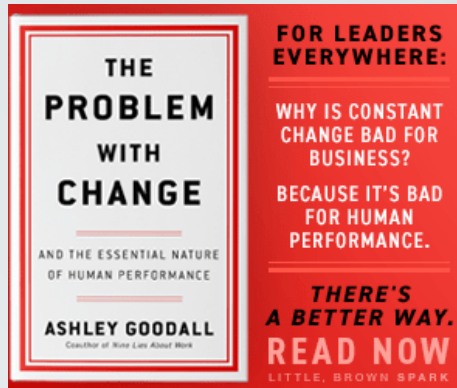A standard layout of book cover alongside text works well.

BACKGROUND

Take colors or elements from the book cover for a cohesive look.

COPY

Clearly communicate the topic of the book or the value readers will get from it. Use an intriguing hook or a quote from well-known authors or publications.

CTA

Keep it simple and actionable.

Romance: Contemporary and Rom-Com

LAYOUT

Emphasize any elements that make it immediately clear this is a romance, like an illustration or image of the characters.

BACKGROUND
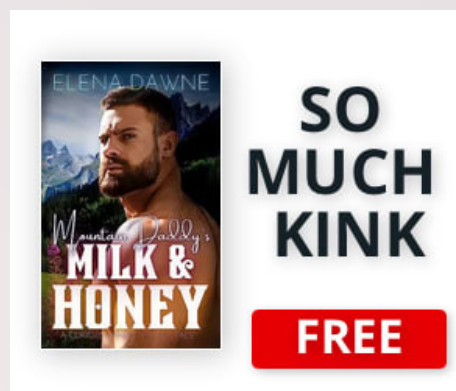
Use purples, pinks, or colors from the book cover.

COPY

Highlight subgenre-specific tropes to appeal to the right readers.

CTA

Make it actionable and focused on a deal price.

Romance: Erotic

LAYOUT

Make sexy or provocative images of characters from the book the main focus.

BACKGROUND

Use dark colors to contrast the text and evoke the mood of the book.

COPY

Use words that hint at the spiciness of the content, like "hot" or "steamy."

CTA

Emphasize a deal price.

> ⭐ Target erotic content to readers subscribed to the Erotic Romance or Dark Romance and Erotica categories. Learn more about our advertising policies.

Romance: Historical

LAYOUT

A standard layout of book cover alongside text works well.

BACKGROUND

Use an uncluttered background with colors from the book cover.

COPY

Clearly communicate the historical period and the mood of the book or tension between characters. Call out similar books or authors.

CTA

Emphasize a deal price.

Science Fiction

LAYOUT

Use dramatic imagery to highlight the setting.

BACKGROUND

Use dark colors to contrast the text and evoke the mood of the book.

COPY

Call out the particular subgenre of the book or compare it to similar books or media to catch the attention of the right readers.

CTA

Emphasize a deal price.

Women's Fiction
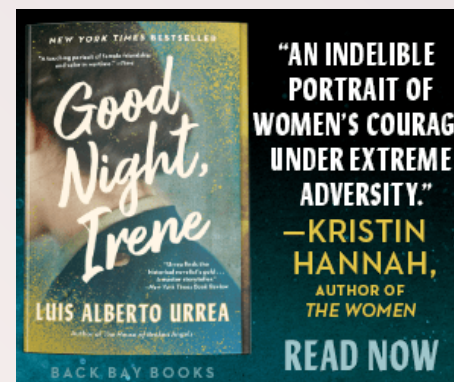
LAYOUT

Emphasize the book cover or heroine.

BACKGROUND

Take colors or elements from the book cover for a cohesive look.

COPY

Use words that hint at the mood or stakes of the story and how readers will feel. Include quotes from recognizable authors.
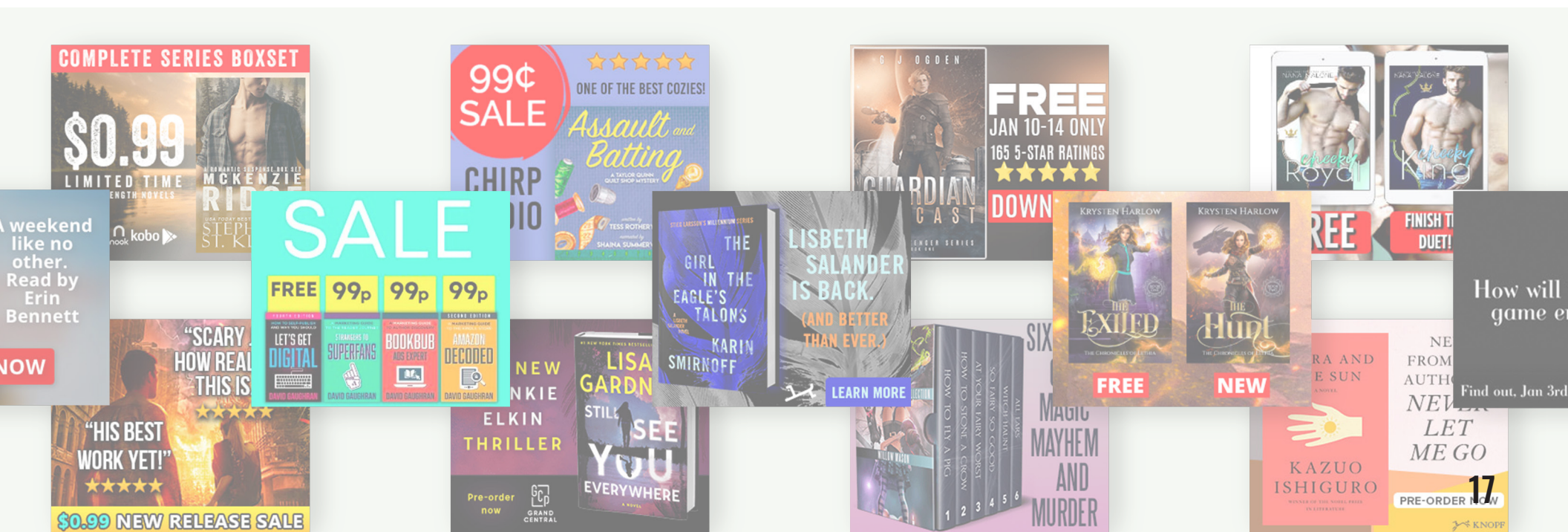
CTA

"Read now" or "shop now" are common phrases.

BookBub Ads

EXAMPLES FOR DIFFERENT MARKETING STRATEGIES

New Release

LAYOUT

Play around with banners, stickers, and other visual cues to emphasize that the book is new.

BACKGROUND

Keep it simple to draw attention to the "new release" message.

COPY

Try creating different versions for new readers (e.g. compare to similar books or authors) and existing fans (their favorite character is back!). Include quotes from early reviews.

CTA

Use "now" to convey urgency, e.g. "buy now" or "available now."

⭐ **Check out more design tips** specific to your launch goals: driving exposure, increasing engagement, or earning a profit.

Preorder

LAYOUT

A standard layout of book cover alongside text works well.

BACKGROUND

Keep it simple to draw attention to the "preorder" message.

COPY

Keep it short and focused on the preorder. Include early reviews and use "from the author of" to appeal to existing fans.
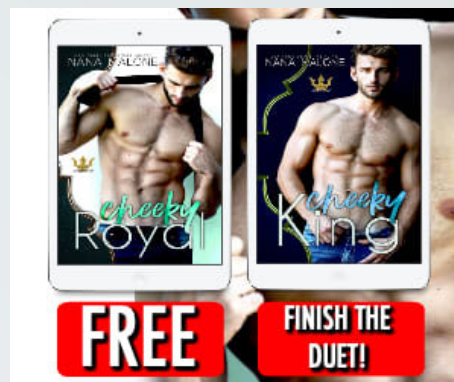
CTA

Use phrases like "coming soon," "preorder now," or the book's release date. Highlight any special release price.

> ✨ Try using the preorder period to test promotional copy or even book cover designs for an upcoming release.
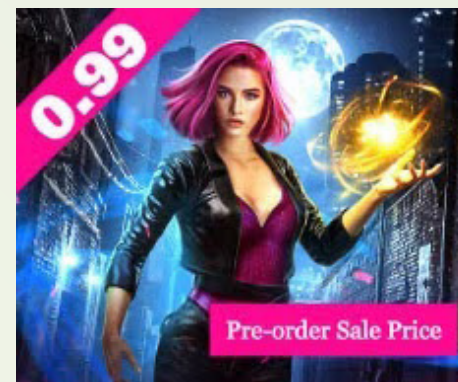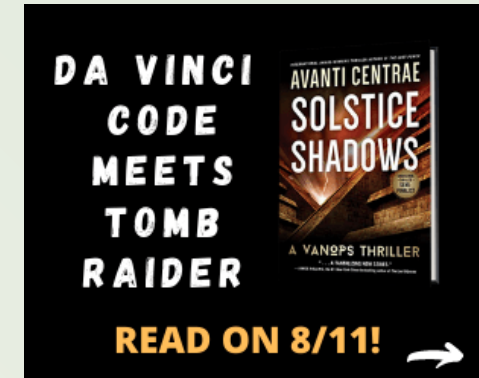
Free or Discounted Book

LAYOUT

Choose a layout that draws a reader's eye to the sale price, whether it's featured in a banner, button, or large text.

BACKGROUND

Use an uncluttered background, perhaps in muted colors to contrast the text, which should be focused on the offer.

COPY

Put the deal price front and center. Include phrases like "limited time" or "today only" and highlight retailer availability if applicable.

CTA

Use bright colors that pop and create a sense of urgency (try red or yellow).

> ✨ Ads with the word "free" tend to drive higher click-through rates than those showing a higher price or no price at all.

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Book in a Series

LAYOUT

You can choose to include more than one book cover to signal the number of books in the series.

BACKGROUND

Use a simple image or blocks of color to keep the focus on the offer.

COPY

Call out the number of books in the series, if this is a series starter, or if it's a sale across the series. Use phrases like "start series for free" or "completed series." Emphasize a low price to hook new readers.

CTA

Use bright colors that pop and create a sense of urgency (try red or yellow).

> Readers who get hooked on the first book are likely to keep reading the series, which means more money in your pocket from each click on your ad!
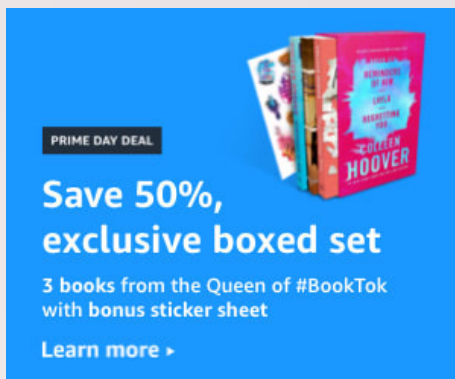
Box Set

LAYOUT

Depending on the number of books, you can get creative with how you display the box set! Try a 3D box set image or the covers of each included book.

BACKGROUND

Use a simple image or blocks of color to keep the focus on the offer.

COPY

Emphasize the deal price and value, using phrases like "complete series," "complete trilogy," "save," or "binge." You can also try calling out the number of books included in the set.

CTA

Keep it simple or omit it altogether — the volume of content makes this type of ad clickable.

In our Featured Deals emails, box set deals drive 20% higher average click rates and 29% higher average purchase rates than deals for single titles.

Audiobook

LAYOUT

Emphasize any elements that make it immediately clear this is an audiobook, including visual cues like an image of headphones or the Chirp logo.

BACKGROUND

Use simple images or colors to keep the focus on the offer.

COPY

Communicate value by mentioning the number of listening hours, a well-regarded narrator, or an audio-specific award.

CTA

"Listen now" is a common phrase to help signal the book format. You can also emphasize a deal price here.

> ⭐ Learn more about promoting audiobooks with BookBub Ads on Chirp, our audiobook retailer.

Visit the BookBub Partners blog for more ad design tips and examples:

insights.bookbub.com/tag/bookbub-ads-designs