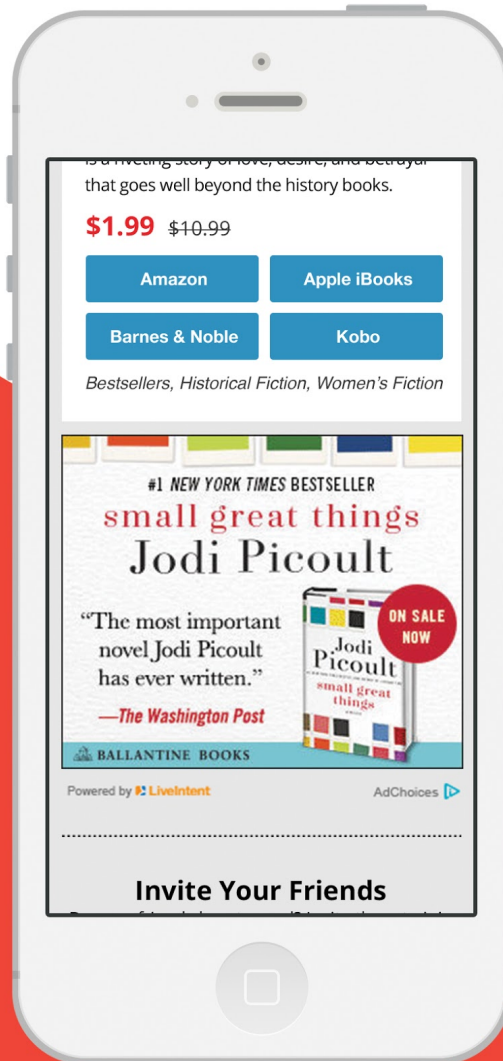


**BookBub**

# Getting Started With BookBub Ads

Reach millions of highly engaged readers every day.



BookBub Ads run in a dedicated space in BookBub's daily emails and let you reach millions of highly engaged readers every day. Promote any book, any time — BookBub Ads are not subject to BookBub's editorial selection process and books promoted using Ads do not have to be discounted.

## Why Run a BookBub Ads Campaign?



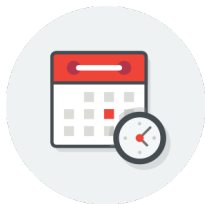
### **Reach millions of avid readers.**

BookBub Ads serve in daily emails that are sent to one of the world's largest, most engaged communities of readers.



### **Target your campaign.**

Advertisers choose which readers see their ads by targeting based on category, region, retailer preference, and author interest.



### **Fine-tune budget, pricing, and timing.**

BookBub Ads allow advertisers to control the pricing, timing, and budget for their campaigns.



### **Manage and monitor your campaigns.**

BookBub's Partner Dashboard gives advertisers the ability to monitor performance and manage campaigns on the fly.



### **Advertise full-priced books.**

Advertisers can promote any book, any time. BookBub Ads can feature full-price books and are not subject to any editorial selection process.

## Case Study

Author Lauren Blakely used BookBub Ads to drive sales of her new release, *Mister O*. She targeted her own fans by retailer to reach highly relevant readers. With BookBub Ads as part of her launch strategy, Lauren sold 88K units in the first month and 120K units in the first three months, hitting the *New York Times*, *USA Today*, and *Wall Street Journal* bestseller lists. She garnered higher ROI and conversion rates with BookBub Ads than with any other ad platform.



4.9%

Click-through rate

1.4K

Clicks

\$106

Budget

\$3.72

Effective CPM



"I was thrilled with the campaign. BookBub Ads enabled me to reach a highly targeted, in-market audience of book buyers!"

- Lauren Blakely, *New York Times* bestselling author

# How to Get Started

## Step 1 - Login to your Dashboard

Login at [partners.bookbub.com](https://partners.bookbub.com) — or click “Partner Dashboard” in the footer of any BookBub page.

**Welcome back!**  
Reach millions of power readers

**Sign in to BookBub**

Email

Password

Remember me [Password Trouble?](#)

**Sign In**

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

## Step 2 - Create a New Ad

On the homepage of your dashboard, click **Create An Ad**.

**BookBub | Partners** Home Ads Featured Deals Preorders

Welcome back, Diana

Promotion Activity

**Preorders** [Schedule Now](#)

Have a preorder on sale? Alert your followers with a dedicated preorder email. [View all Preorders](#)

**BookBub Ads** [Create An Ad](#)

Use BookBub Ads to promote any book, at any time, to a highly targeted audience of dedicated readers. You can target readers by author interests, genre, retailers and location. [Learn More](#) [View all Ads](#)

**Featured Deals** [Submit A New Deal](#)

Apply for a Featured Deal in BookBub's targeted daily email that reaches millions of readers every day.

**Claim Your Author Profile**

When you claim and complete your profile it's easier for BookBub readers to find your books and follow you for alerts about new releases

[Claim Now](#)

### Step 3 - Design your ad

Search for the book this ad is promoting. Then upload your artwork or build new creative using BookBub's automated creative builder.

The screenshot shows the 'Create a New Ad' interface. At the top, there is a navigation bar with 'BookBub | Partners', 'Home', 'Ads', 'Featured Deals', 'Preorders', and a user profile icon. The main heading is 'Create a New Ad'. Below this, there are two main sections: 'Choose a Book' and 'Ad Creative'. The 'Choose a Book' section includes a 'NEED HELP?' link, a description of the step, and a 'Book Name' input field. The 'Ad Creative' section also has a 'NEED HELP?' link and offers two options: 'UPLOAD EXISTING CREATIVE' (with a 'Select file' button) and 'BUILD NEW CREATIVE'. A note at the bottom of the 'Ad Creative' section asks for a 300x250 pixel image and provides a link to other ad policies.

### Step 4 - Set your click-through link(s)

Finalize the click-through URLs. If you associated a book with your ad, we'll find them for you — click Check Link to verify each one. If you didn't, enter each retailer link. Your ad will automatically target readers in the relevant regions and link them to their preferred retailer in order to maximize the ad's conversions to sale. If you link to a non-retailer page, specify the region and retailer targeting.

The screenshot shows the 'We found retailer links for this book!' section. It includes a heading, a sub-heading, and a paragraph explaining the requirement to check the links. Below this, there is a table of retailer links with 'Check Link' buttons. At the bottom, there is a note about recommending retailer product pages and an 'Add another link' button.

Region	URL	Action
Amazon US	<a href="https://www.amazon.com/Harry-Potter-Sorcerers-Stone-Rowling-ebook/dp/B...">https://www.amazon.com/Harry-Potter-Sorcerers-Stone-Rowling-ebook/dp/B...</a>	Check Link
B & N US	<a href="http://www.barnesandnoble.com/w/harry-potter-and-the-sorcerers-stone-j...">http://www.barnesandnoble.com/w/harry-potter-and-the-sorcerers-stone-j...</a>	Check Link
Google US	<a href="http://play.google.com/store/books/details?id=wrOQLV6xB-wC">http://play.google.com/store/books/details?id=wrOQLV6xB-wC</a>	Check Link
Kobo US	<a href="https://www.kobo.com/us/en/ebook/harry-potter-and-the-sorcerer-s-stone...">https://www.kobo.com/us/en/ebook/harry-potter-and-the-sorcerer-s-stone...</a>	Check Link

## Step 5 - Set your audience targeting


Use author targeting to reach readers who have expressed interest in specific authors. Use book category targeting to reach readers interested in any combination of book categories.

### 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: Defined**  
Max Daily Reach: **50k to 100k** impressions  
Nice work! Defined targeting enables you to reach a substantial audience of readers who are more likely to engage with your ad.

## Step 6 - Set your schedule, budget, and bid

Run your ad either continuously or for a fixed period of time. Then enter your maximum budget and CPM (Cost Per Thousand Impressions) bid. Note that if you choose to run your ad continuously, you'll enter a max daily budget instead of a total campaign budget. You can spend up to this amount each day until you log into your dashboard and end your campaign.

### 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)  
07/18/17 through 07/21/17 at 11:59 p.m.

**Total Campaign Budget**  
\$ 1,500

**Pacing**  
 Spread across date range  Fulfill as quickly as possible


### Bid NEED HELP?

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

**Maximum CPM Bid**  
\$ 12.00 per thousand impressions

## Step 7 - Monitor and edit your campaign

Click **Ads** in top navigation at any time if you need to edit your campaign. You can also access ad reporting from this page.

BookBub | Partners Home **Ads** Featured Deals 

My Ads Ad FAQs Help & Resources




### Your Ads CREATE NEW AD +

🔍 All Live Draft Scheduled All Books All Time

[Show More](#)

#### Aggregate Stats

Average CPM	Total Spent	Impressions Served	Total Clicks	Average CTR
\$6.26	\$462.11	73,784	1,537	2.08%

Name	Status	Date Range	Effective CPM	Remaining Budget	Impressions Served	Total Clicks	CTR	Actions
<b>ext-scott-v1</b>  Billionaire Unknown	Live	02/03/17 - 02/05/17	N/A	\$40.00 (Total)	0	0	N/A	Select Action
<b>ext-dobbs-v1</b>  Murder at Lowry House (Hazel M...	Completed	01/30/17 - 02/02/17	\$6.78	\$0.01 (Total)	2,947	135	4.58%	Select Action
<b>ext-arenson-v1</b>  Earth Valor (Earthrise Book 6)	Completed	01/30/17 - 02/02/17	\$7.34	\$0.00 (Total)	2,727	7	0.26%	Select Action

## Frequently Asked Questions

### **How does BookBub determine where and when my ads run?**

BookBub Ads always appear at the bottom of our emails. A real-time auction determines which ads are served at any given time. When you create a campaign, you decide which readers you want to target and how much you're willing to pay for an impression from those readers (one opened email = one impression). When a reader opens an email, BookBub serves the ad of the highest bidder targeting that reader at that moment.

### **What size ad can I run?**

300x250 pixels. You can upload a .png, .jpg, or .jpeg image. You cannot use an animated .gif file.

### **Will I ever pay more than my budget?**

No. BookBub Ads automatically turns off your campaign when you hit your budget. If you're running a continuous campaign with a daily budget, your ad will stop serving when you've hit your budget for the day and resume serving the next day. This will continue until you manually pause or end the campaign. If you're running a campaign with fixed dates, it will stop serving if you hit your total budget before the end date.

### **Will I always pay my full bid price?**

No. In fact, you will often pay far less than your bid price. Your bid is the maximum that you would be willing to pay for impressions. You will always pay the price of the second-highest bid, even if that is much lower than your own bid.

### **Is there a minimum campaign budget?**

The minimum total budget for a BookBub Ads campaign with fixed dates is \$1. For continuous ads, the minimum daily budget is also \$1.

### **What should I set as my budget?**

The amount you set as your budget is entirely up to you! You can run a \$10 campaign or a \$10,000+ campaign (or anything in between). However, we recommend that you start by running tests with smaller \$10 campaigns to determine what targeting and creative best accomplishes your goals. Increase the budgets on the campaigns that are working well, and turn off the ones that aren't.

### **How are ads priced?**

BookBub Ads are based on an auction model, where advertisers are bidding against each other for desired impressions. Advertisers set their own budget and bid for each ad campaign. If you are the highest bidder for the audience you're targeting, you will win impressions and pay one cent more than the price of the second-highest bid for those impressions. Ads are priced by the Cost Per Thousand Impressions (CPM).



For example, imagine a scenario where three campaigns are targeting the same readers today:

- Campaign 1: \$6.00 bid
- Campaign 2: \$5.00 bid
- Campaign 3: \$4.00 bid

In this example, Advertiser 1 would win the impressions at a \$5.01 CPM (one cent more than the second-highest bid). Now imagine that Advertiser 2 finished serving today, leaving Advertiser 1 and Advertiser 3 competing for impressions tomorrow. Advertiser 1 would still win, but that advertiser would now be paying a \$4.01 CPM (one cent more than the new second-highest bid). Your campaign results will show the average CPM you paid throughout your campaign based on the second-highest bidders you beat for each impression.

### **What sort of targeting can I do with BookBub Ads?**

BookBub allows you to target your ads by region, book category, retailer, and author (i.e. readers who have expressed interest in X author).

### **How quickly do my ads start running once they're created?**

BookBub Ads start running immediately and update in near real time. You can start or edit an ad at any time through the Partner Dashboard.

### **I started a campaign, but I'm not getting any impressions. What's wrong?**

This most likely means that your bid is too low for the segment that you're targeting. You can increase your bid or change your targeting to win more impressions.

### **My click-through rate seems low and I'm not getting a high ROI. What can I do?**

This most likely means that you're targeting too broad an audience. Refine your targeting by adding specific authors, categories, regions, and retailers to make sure you're reaching the most relevant audience. It could also mean that your creative isn't engaging enough. Make sure that the text in your ad is actionable and easy to read, and consider including the cover of the book in the design.

### **I changed my bid and targeting. How long will it take to see the results?**

New bids are immediately submitted to the auction, and results are updated hourly in the BookBub Partner Dashboard. We recommend waiting up to 24 hours to see how a new bid or updated targeting is impacting your overall results.

### **Can I run a BookBub Ads campaign if I haven't run a BookBub Featured Deal?**

Yes.

### **Do BookBub Ads campaigns impact BookBub Featured Deal selection?**

BookBub Ads and Featured Deals are completely separate — anyone interested in reaching BookBub readers can create a BookBub Ads campaign, and running an ad won't impact a book's consideration or eligibility for a Featured Deal. Additionally, none of our Featured Deal requirements apply to BookBub Ads. For example, you can run an Ad and a Featured Deal for the same book simultaneously.

**If I'm running two campaigns targeting the same audience, could I end up bidding against myself?**

No. BookBub's auction ensures that advertisers do not bid against themselves.

**How do I pay for BookBub Ads?**

Ads are invoiced on a monthly basis. Invoices are sent to the email address associated with your BookBub account.