

Getting Started *with* BookBub Ads

What we'll cover today


- 1 How our ads platform works
- 2 Setting yourself up for success
- 3 How to create an effective campaign
- 4 Understanding results
- 5 Questions

BookBub Ads Basics

BookBub

New Release from Barbara Freethy

New release alerts from your favorite authors!



Next Time I Fall

Barbara Freethy

"I am always ready for a return trip to White River, the small town and the friendly people who have made Barbara Freethy a master of suspense and a fan favorite. Her characters come to life on the page, and her plots are so good, you'll be hooked from the first page. After three years of being a single mom, Chloe Morgan is finally ready to take a chance on love. She's found the perfect man in Joe, and she's checking all her boxes when it comes to love. Read More

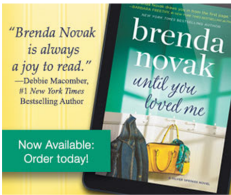
Amazon

Barney's

Apple Books

Google Play

Kobo




"Brenda Novak is always a joy to read."
—Debbie Macomber, #1 New York Times Bestselling Author

Now Available: Order today!

BookBub

Your Ebook Deals



Before Sunrise


By Rick Mofina

After his plane crashes in the rugged Rocky Mountains, officer Will Fortin's assignment transport him to a remote town where he becomes a powerful stranger. An unforgettable read from "one of the best authors in the business" (*Library Journal*).

Thrillers

\$1.99 \$3.99

Apple Books



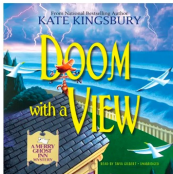
CIA agent Marcus Ryker needs to get out or die trying.

READ NOW

chirp

Great Audiobooks at Great Prices

Deals in your categories: Up to 95% off



Doom with a View

Written by: Kate Kingsbury
Narrated by: Tavia Gilbert

Category: Cozy Mysteries, Mysteries & Thrillers


A "delightful" cozy mystery (*Publishers Weekly*) the grand opening of the charming coastal inn. Melanie and her grandmother, Liza, have been rehabilitated. But when the dead body of a guest is found, the pair must dive into an investigation to find the killer has a chance for a getaway... Booklist raves, "Satisfying."

\$49.95 \$1.99

Buy Now

Learn More

Deal ends 2/27/23



99¢ SALE

CHIRP AUDIO

ONE OF THE BEST COZIES!

Assault and Batting

TEAL KINSINGER
UNABRIDGED BY YOUNG SANGHEE



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 \$14.99

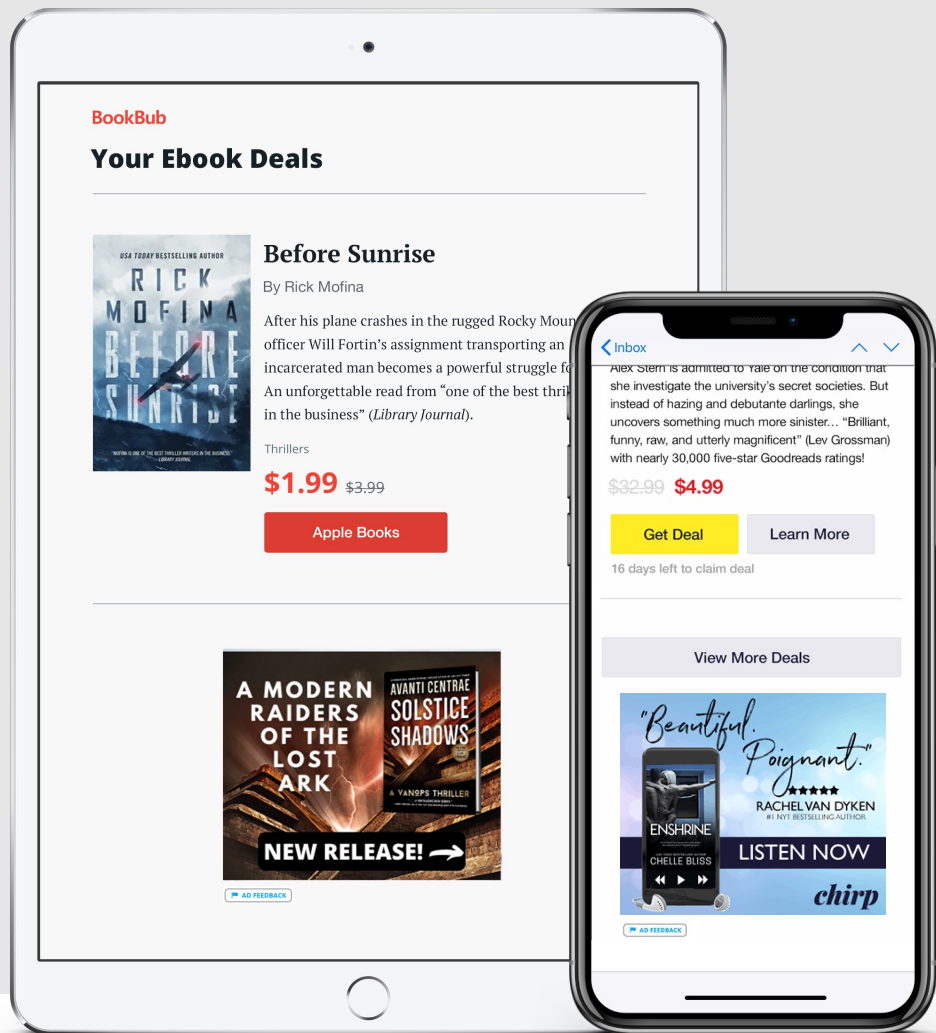
Kobo

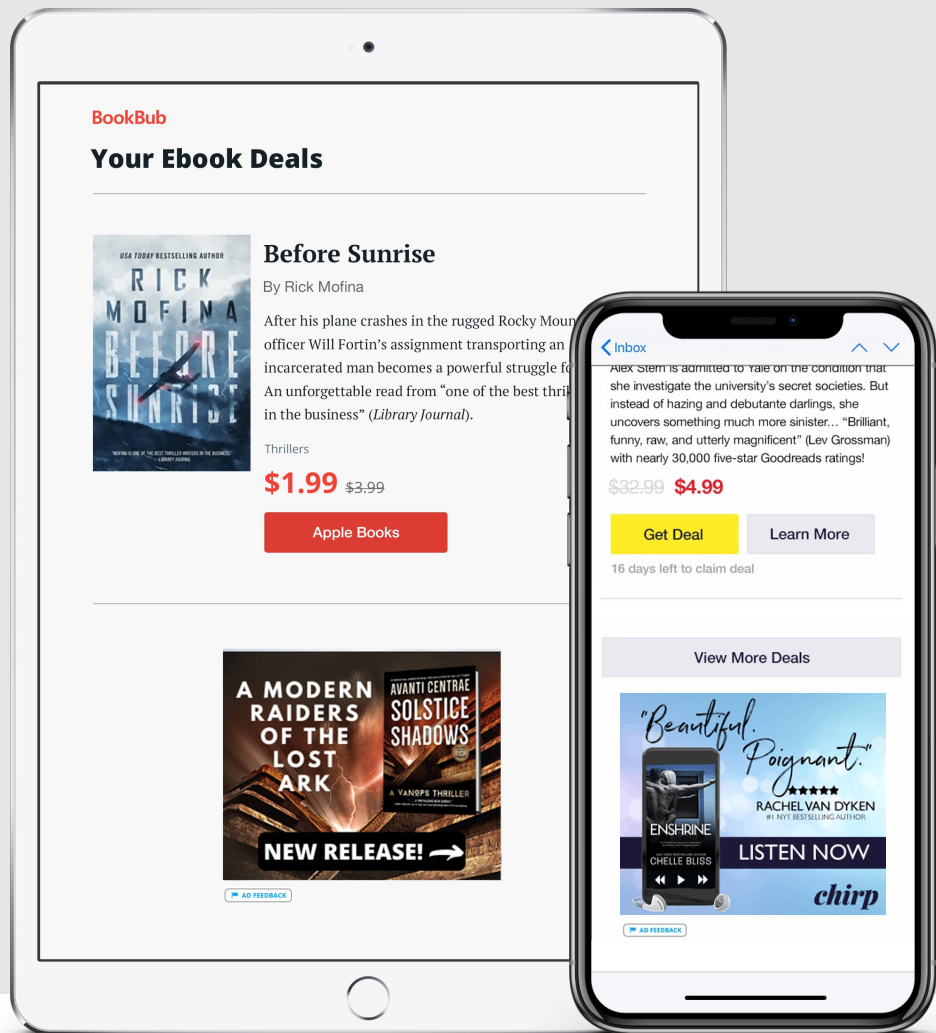
FREE NEW

4

Ads compete in a live auction to win impressions



One impression
= one chance for a
reader to see 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**

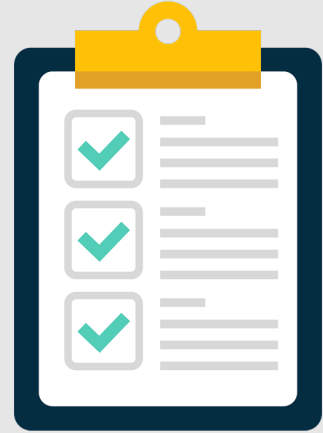
It's our most flexible marketing tool



Promote any book
at any time



Target unique
audiences



Customizable for
any goal or budget

Setting yourself up
for success

**Advertising is an
investment**

Embrace the learning curve

- ✓ Testing and learning is a critical part of advertising
- ✓ Each ad that doesn't hit the mark is a learning opportunity
- ✓ It may take some time to hit the right combination of image, audience, and cost

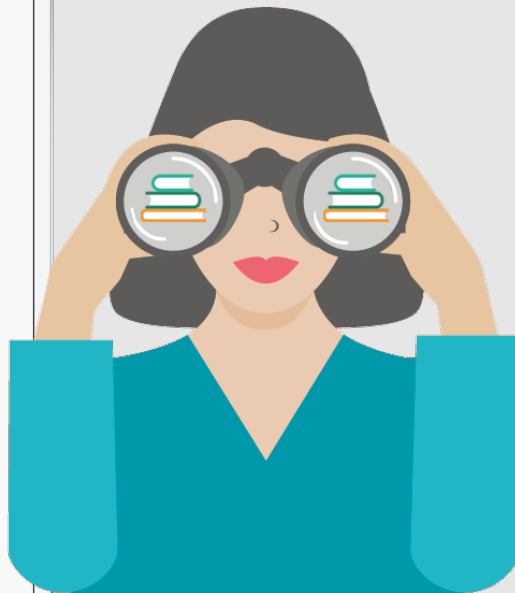
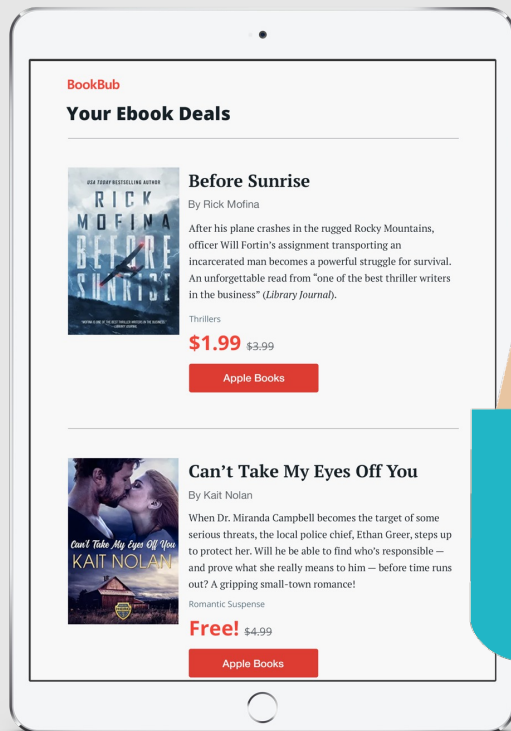
**Define what you
want to achieve**

Set clear goals for every campaign

- ✓ Increase sales
- ✓ Generate a positive return on investment (ROI)
- ✓ Get exposure to lots of readers
- ✓ Gain new advertising insights

**Understand the
audience**

They're actively looking for books



They're price sensitive

Average
Featured Deal
Purchase Rate



They use deals to discover new authors

85%

are more likely to get
book from an **unknown**
author if it's discounted



They become loyal fans



77%

have purchased other books by an author they discovered through a price promotion

They become loyal fans

78%

are more likely to pay
\$5+ for a book if it's
by an author they
already like



Every book is
unique

Creating an Ad Campaign

Choose a book

Most common strategies

- ✓ First-in-series book (especially free or \$0.99)
- ✓ Any free or discounted book
- ✓ Box sets or series sales
- ✓ New release
- ✓ Preorder

Book price impacts engagement

- ✓ Your existing fans are most likely to purchase higher-priced books
- ✓ Readers who are new to you are more likely to take a chance on a low-priced book



Create a New Ad

[Cancel & Close](#)

Select Reading Format

[VIEW HELP & TIPS](#)

What type of readers do you want to reach?

- ☒ Ebook readers
- ☐ Audiobook listeners

Choose a Book

[VIEW HELP & TIPS](#)

Choosing a book for your ad automatically pulls in useful information like the book cover and retailer links. If you can't find or choose not to associate a book, you can skip this step and continue creating an ad.

Book Name

Ad Creative

[VIEW HELP & TIPS](#)

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 300x250 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.



Custom link

Enter a url starting with http:// or https://



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

Clearly signal the genre and mood



Highlight a deal price



32%

higher average CTR for
ads with with the word
"free" in the image

Use a strong hook in the image

- ✓ Trope that will appeal to your ideal fan base
- ✓ Quote from another author or publication
- ✓ Comparisons to books, movies, or tv shows



EPIC SPACE OPERA



"Brilliant, breathtaking"

"Out-freaking-standing!" **FREE!**

99¢ SALE

★ ★ ★ ★ ★

ONE OF THE BEST COZIES!

CHIRP AUDIO

Assault and Batting

A TAYLOR QUINN QUILT SHOP MYSTERY

written by TESS ROTHERY
narrated by SHAINA SUMMERVILLE



Christian Mystery Series



kindleunlimited [Read now](#)

New fake marriage romcom!

"Hilariously madcap, steamy, and lots of fun!"

★ ★ ★ ★ ★

READ NOW

Sextuplet and the City

MISHA BELL



BEGIN THE SERIES \$0.99

>>> BUY NOW >>>

THE BOW OF DESTINY

THE BOWEN HARTS BOOK 1

P.H. SOLOMON



A race-against-time romantic thriller

Perfect for fans of 24, J. D. Robb, and Mary Burton!

EVERY LAST BREATH

A FINAL HOUR NOVEL

JUNO RUSHDAN

READ NOW



Targeting

Define your audience

- ✓ Reading format preference (ebooks or audiobooks)
- ✓ Region
- ✓ Retailer preference
- ✓ Category interest
- ✓ Author interest



Create a New Ad

[Cancel & Close](#)

Select Reading Format

[VIEW HELP & TIPS](#)

What type of readers do you want to reach?

- ☒ Ebook readers
- ☐ Audiobook listeners

Choose a Book

[VIEW HELP & TIPS](#)

Choosing a book for your ad automatically pulls in useful information like the book cover and retailer links. If you can't find or choose not to associate a book, you can skip this step and continue creating an ad.

Book Name

Ad Creative

[VIEW HELP & TIPS](#)

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.



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 & Retailer Targeting

[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.



Amazon CA

<https://www.amazon.ca/dp/B00B85AFCO>



You're targeting Amazon Kindle readers in Canada



Apple CA

<https://books.apple.com/ca/book/pride-and-prejudice/id435089627>



You're targeting Apple Books readers in Canada



Apple AU

<https://books.apple.com/au/book/pride-and-prejudice/id435089627>



You're targeting Apple Books readers in Australia



Google

<https://play.google.com/store/books/details?id=gwgON2lwgDUC>



You're targeting Google Play readers in the United Kingdom

Choose which Google Play readers to target:

- ☒ United States
- ☒ United Kingdom
- ☒ Canada
- ☒ Australia



Kobo CA

<https://www.kobo.com/ca/en/ebook/pride-and-prejudice-16>



Click-Through Links & Retailer Targeting

[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.

☒ ON

Custom link

Name your custom link (max 40 characters)

Choose which readers to target:

| | | | |
|---|--|--|-------------------------------|
| <input checked="" type="checkbox"/> United States | <div>Refine by Retailer</div> <div><input type="checkbox"/> Amazon Kindle</div> <div><input type="checkbox"/> Barnes & Noble Nook</div> <div><input type="checkbox"/> Apple Books</div> <div><input type="checkbox"/> Google Play</div> <div><input type="checkbox"/> Kobo</div> | <input checked="" type="checkbox"/> United Kingdom | <div>Refine by Retailer</div> |
| <input checked="" type="checkbox"/> Canada | | <input checked="" type="checkbox"/> Australia | <div>Refine by Retailer</div> |

[+ 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](#)

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.

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

Author interest


Select Authors for Targeting


[Cancel & Close](#)

Search by author name


Previously Used Authors


Saved Groups




Lori Foster 
114,809 Readers
1.26% CTR


+




Lisa Kleypas 
90,544 Readers
1.13% CTR


+




Kristina McM... 
150,830 Readers
1.10% CTR


+




Linda Lael Mil... 
161,550 Readers
0.90% CTR


+




Kristan Higgins 
121,992 Readers
0.88% CTR


+




Brenda Novak 
463,317 Readers
0.78% CTR


+



Ellie Simmonds 
10,000 Readers
0.00% CTR

+



Emma Mitchell 
10,000 Readers
0.00% CTR

+

SELECTED AUTHORS

You don't have any authors selected for targeting.

Add Authors to Targeting

Create New Target Group

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 ✕

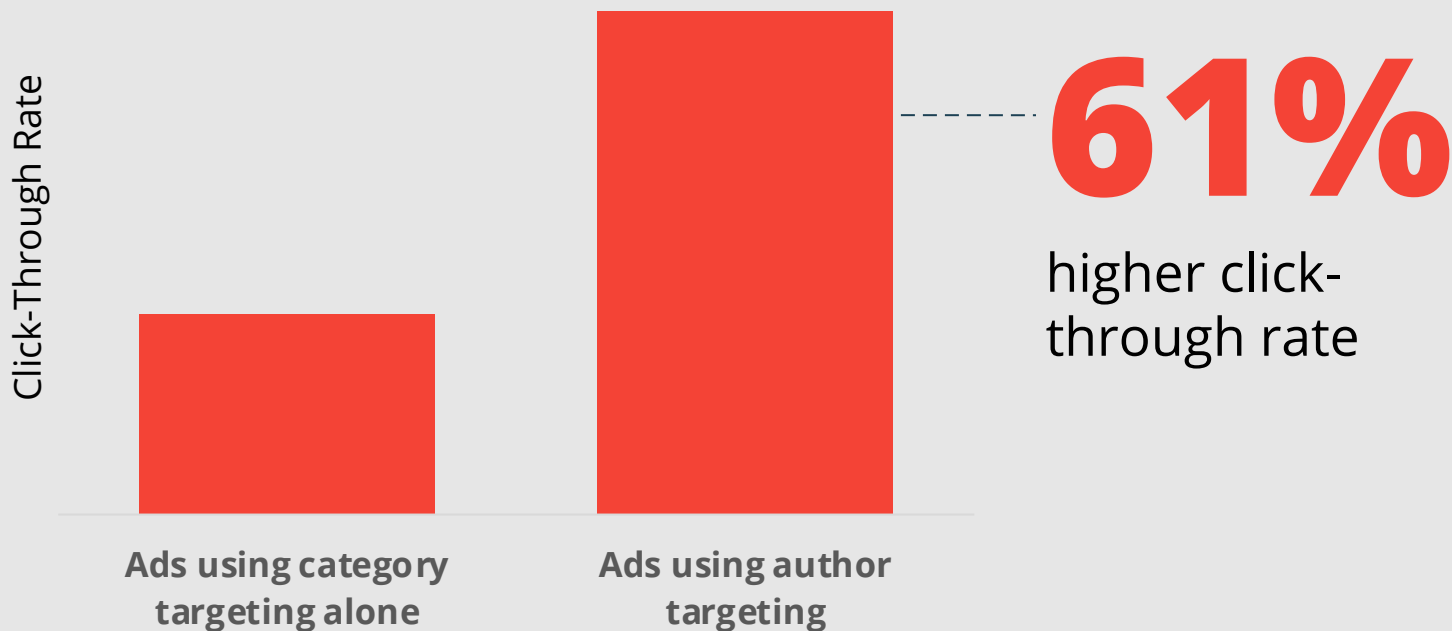
[+ Add Authors](#)[+ Add Categories](#)

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.

Author targeting = higher engagement



Target your own fans

















Select Authors for Targeting

[Cancel & Close](#)


Search by author name


Related Authors

Saved Groups

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

SELECTED AUTHORS

Lara Adrian 



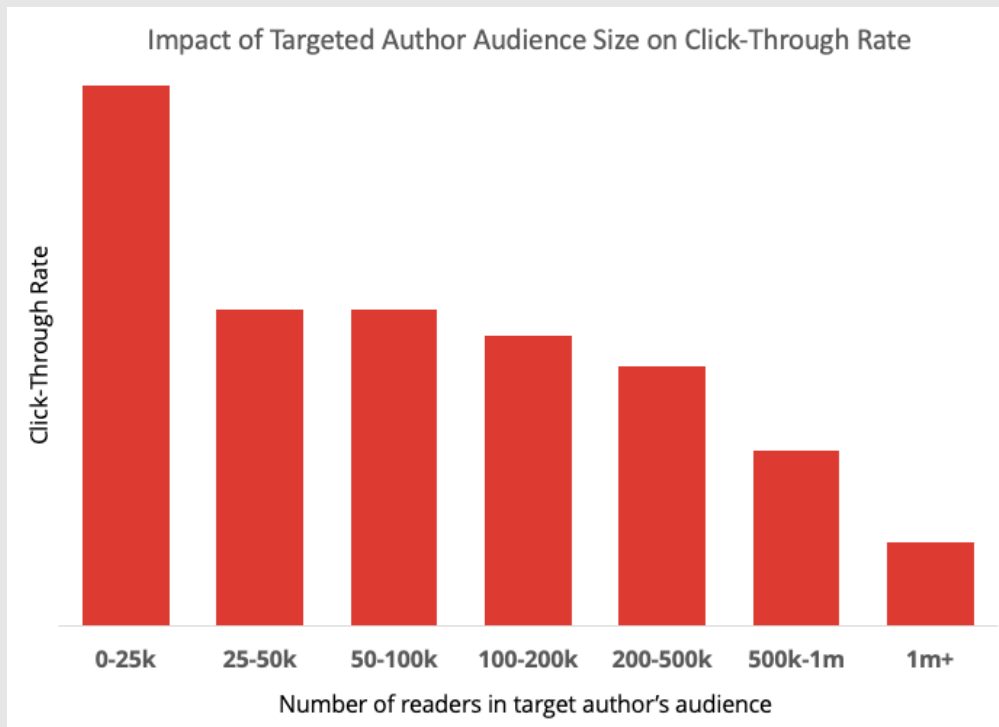
Add Authors to Targeting

Create New Target Group

Target fans of similar authors



Avoid the most popular authors





Avoid the most popular authors

Select Authors for Targeting


Cancel & Close


Search by author name




R. F. Kuang 


49,225 Readers




George R. R. Martin 


503,661 Readers




R. F. Delderfield 


82,209 Readers




J. R. Ward 


136,467 Readers



R.F. Kacy 

125 Readers



Kevin Kwan 

46,290 Readers

You don't have any authors selected for targeting.

Add Authors to Targeting
Create New Target Group

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

Keep an eye on Featured Deals



BookBubHomeBrowseSearch...Carlyn Robertson

Explore All Deals

Categories:
1 selected [Clear All](#)

Your Categories [Select All](#)

- ☒ Romantic Suspense
 - ☐ Advice and How-To
 - ☐ American Historical Romance
 - ☐ Bestsellers
 - ☐ Biographies and Memoirs
 - ☐ Chick Lit
 - ☐ Contemporary Romance
 - ☐ Cooking
 - ☐ Crime Fiction
 - ☐ Dark Romance & Erotica
 - ☐ Erotic Romance
 - ☐ Fantasy
 - ☐ General Nonfiction
 - ☐ Historical Fiction
 - ☐ Historical Romance
 - ☐ History
 - ☐ Humor
 - ☐ LGBTQ+
 - ☐ Literary Fiction
 - ☐ Middle Grade
 - ☐ New Adult Romance
 - ☐ Paranormal Romance
 - ☐ Psychological Thrillers
 - ☐ Science
 - ☐ Science Fiction
 - ☐ Supernatural Suspense

Price

Retailer

Collections

Sort by Popularity

Her Righteous Protector

Caitlyn O'Leary

When an old flame dies, Navy SEAL Max Hogan receives custody of Zephyr, the son he never knew he had. As he builds a bond with Zephyr, he starts to fall for the child's beautiful guardian, Hannah... A captivating work of romantic suspense from a *USA Today* bestselling author! [Read More](#)

Romantic Suspense

\$0.99 ~~\$4.99~~ Available for a limited time

[Amazon](#)[Barnes & Noble](#)[Apple Books](#)[Google](#)[Kobo](#)

Against the Sky

Kat Martin

From a *New York Times* bestselling author: One passionate night with Alaskan detective Nick Brodie leads Samantha Hollis into a world of violence and danger... Can Nick protect her? A "magnificent" and thrilling romance (*RT Book Reviews*), with over 800 five-star ratings on Goodreads! [Read More](#)

Romantic Suspense

\$0.99 ~~\$6.99~~ Available for a limited time

[Amazon](#)[Barnes & Noble](#)[Apple Books](#)[Google](#)[Kobo](#)

Discover “Related Authors”

Select Authors for Targeting


Cancel & Close


Search by author name

Enter an author name

Previously Used Authors


Related Authors




Cora Seton 

621,274 Readers


+




J.H. Croix 

439,999 Readers


+




Julia Kent 

179,742 Readers


+




Adrienne Bell 

390,796 Readers


+




Melissa Foster 

259,747 Readers


+




Maya Banks 

211,298 Readers


+




Laurelin Paige 

141,460 Readers

+




Marie Force 

201,713 Readers

+

SELECTED AUTHORS

Lauren Blakely 

Add Authors to Targeting

How many authors should you target?

One Author

- ✓ Control the budget spent per target
- ✓ Test ad images
- ✓ Tailor each image to that unique audience

Multiple Authors

- ✓ Quicker campaign set-up
- ✓ Combine targets with smaller audiences

How many authors should you target?

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](#)



[+ Add Authors](#) [+ Add Categories](#)



Audience: Defined

Max Daily Reach: **10k to 50k** impressions

Nice work! Defined targeting enables you to reach a substantial audience of readers who are more likely to engage with your ad.

View stats for multiple author targets

Stats by Author

| Author | Effective CPM | Effective CPC | CTR | Impressions |
|--|---------------|---------------|-------|-------------|
|  David G. Reardon 3,538 Readers | \$9.95 | \$0.20 | 4.90% | 388 |
|  Wally Lamb 4,117 Readers | \$12.87 | \$0.28 | 4.64% | 302 |
|  Andrew Weil 7,990 Readers | \$13.39 | \$0.94 | 1.43% | 210 |
|  Wally Lamb 2,430 Readers | \$14.04 | \$0.51 | 2.73% | 110 |

Schedule & Budget

[+ 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

\$

Pacing

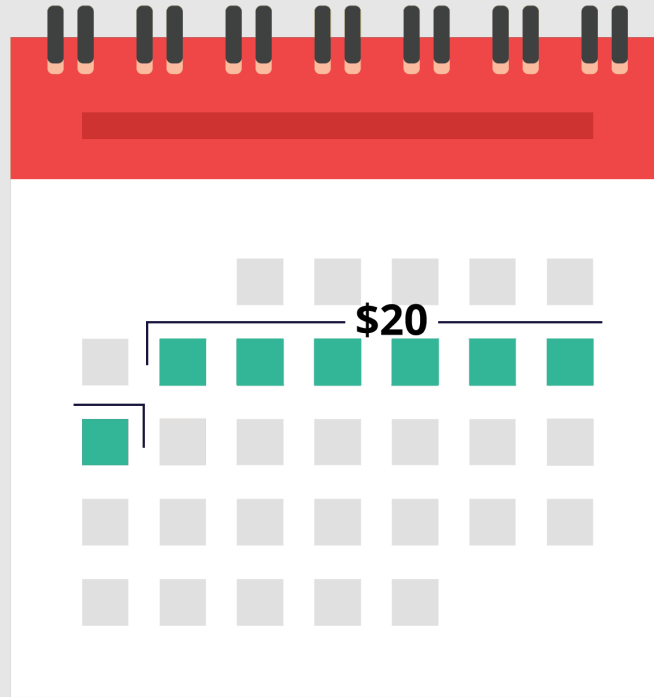
- ☐ Spread across date range ☐ Fulfill as quickly as possible

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.

Set date range + total campaign budget



Set date range + total campaign budget

☒ 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

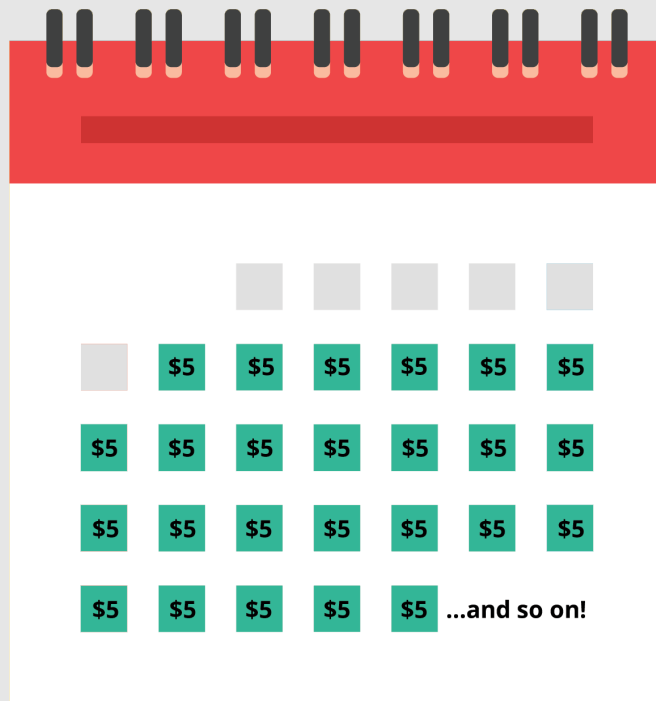
Pacing

☒ Fulfill as quickly as possible

☐ Spread across date range



Continuous campaign + daily budget



Bid

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](#)

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

CPM vs. CPC



How to decide how much to bid

- ✓ Bid higher for short-term campaigns
- ✓ Bid lower for longer-term campaigns
- ✓ Bid higher to reach more readers
- ✓ Bid lower to keep your costs down



Ad #1

Bid: \$10

Ad #2

Bid: \$8

Ad #3

Bid: \$11



Ad #1

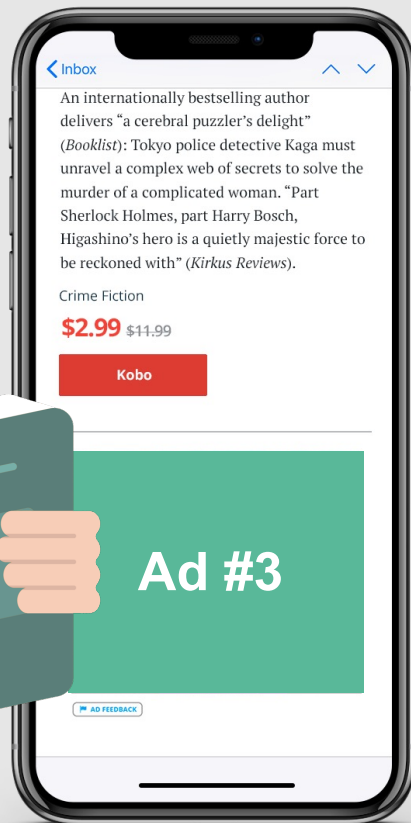
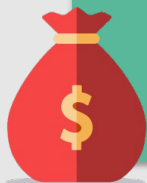
Bid: \$10

Ad #2

Bid: \$8

Ad #3

Bid: \$11



Ad #1

Bid: \$10

Ad #2

Bid: \$8

Ad #3

Bid: \$11



Putting it all
together...

Limited-time deal

Goal: drive lots of sales during the discount

- 1. Ad creative:** Highlight deal price and other hooks
- 2. Click-through links:** Retailer(s) where discount is live
- 3. Audience:** Your fans + similar authors
- 4. Schedule:** Continuous or set range during deal
- 5. Budget:** Up to you (start low!)
- 6. Bid:** Bid higher for a limited-time campaign

*After your first
campaign*

How are you measuring success?

| <div> <div>Q</div> <div>STATUS</div> <div>All</div> <div>Live</div> <div>Draft</div> <div>Scheduled</div> <div>Completed</div> <div>Paused</div> </div> <div> <div>STATS BY DATE</div> <div>All Time</div> </div> <div> <div>STATS BY FORMAT</div> <div>All Formats</div> </div> | | | | | | | | | | | |
|--|--|--------|--------------------|---------------|---------------|------------------|--------------|--------------------|--------------|-------|---------------|
| | | | | | | | | | | | |
| | Name | Status | Date Range | Effective CPM | Effective CPC | Remaining Budget | Budget Spent | Impressions Served | Total Clicks | CTR | Actions |
| + | <div>Book Title</div> <div>Ebook</div> | Paused | 05/20/20 - ongoing | \$19.98 | \$0.63 | \$5.00 (Today) | \$20.04 | 1,003 | 32 | 3.19% | Select Action |
| + | <div>Book Title</div> <div>Ebook</div> | Paused | 05/20/20 - ongoing | \$17.46 | \$2.51 | \$5.00 (Today) | \$20.05 | 1,148 | 8 | 0.70% | Select Action |
| + | <div>Book Title</div> <div>Ebook</div> | Paused | 05/20/20 - ongoing | \$17.47 | \$1.82 | \$5.00 (Today) | \$20.03 | 1,147 | | | Select Action |

Estimated sales

Estimated sales

Run tests to improve results



Winner!

How to set up test campaigns

1. Create two or more ads to run at the same time, editing **just one element** (image, targeting, etc.)

Copy campaigns to quickly set up tests

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STATUS

All

Live

Draft

Scheduled

Completed

Paused

STATS BY DATE

All Time

STATS BY FORMAT

All Formats

| Name | Status | Date Range | Effective CPM | Effective CPC | Remaining Budget | Budget Spent | Impressions Served | Total Clicks | CTR | Actions |
|-------------------------|-----------|---------------------|---------------|---------------|------------------|--------------|--------------------|--------------|-----|--|
| Test - Image 1 Ebook | Scheduled | 02/15/23 - 02/22/23 | N/A | N/A | \$20.00 (Total) | \$0.00 | 0 | 0 | N/A | <div>Select Action</div> <div>View Details</div> <div>Edit Ad</div> <div>Archive Ad</div> <div>Copy Ad</div> |

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STATUS

All

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All Formats

| Name | Status | Date Range | Effective CPM | Effective CPC | Remaining Budget | Budget Spent | Impressions Served | Total Clicks | CTR | Actions |
|-------------------------|-----------|---------------------|---------------|---------------|------------------|--------------|--------------------|--------------|-----|---------------|
| Test - Image 2 Ebook | Scheduled | 02/15/23 - 02/22/23 | N/A | N/A | \$20.00 (Total) | \$0.00 | 0 | 0 | N/A | Select Action |
| Test - Image 1 Ebook | Scheduled | 02/15/23 - 02/22/23 | N/A | N/A | \$20.00 (Total) | \$0.00 | 0 | 0 | N/A | Select Action |

Export CSV

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1

Next >

1 - 2 of 2 results

How to set up test campaigns

1. Create two or more ads to run at the same time, editing **just one element** (image, targeting, etc.)
2. Use a high CPM bid to win impressions quickly
3. Use low budgets — start with \$5 or \$10 per campaign
4. Run until you hit ~1,000 impressions each
5. Compare CTR or cost
6. Continue to test and learn

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