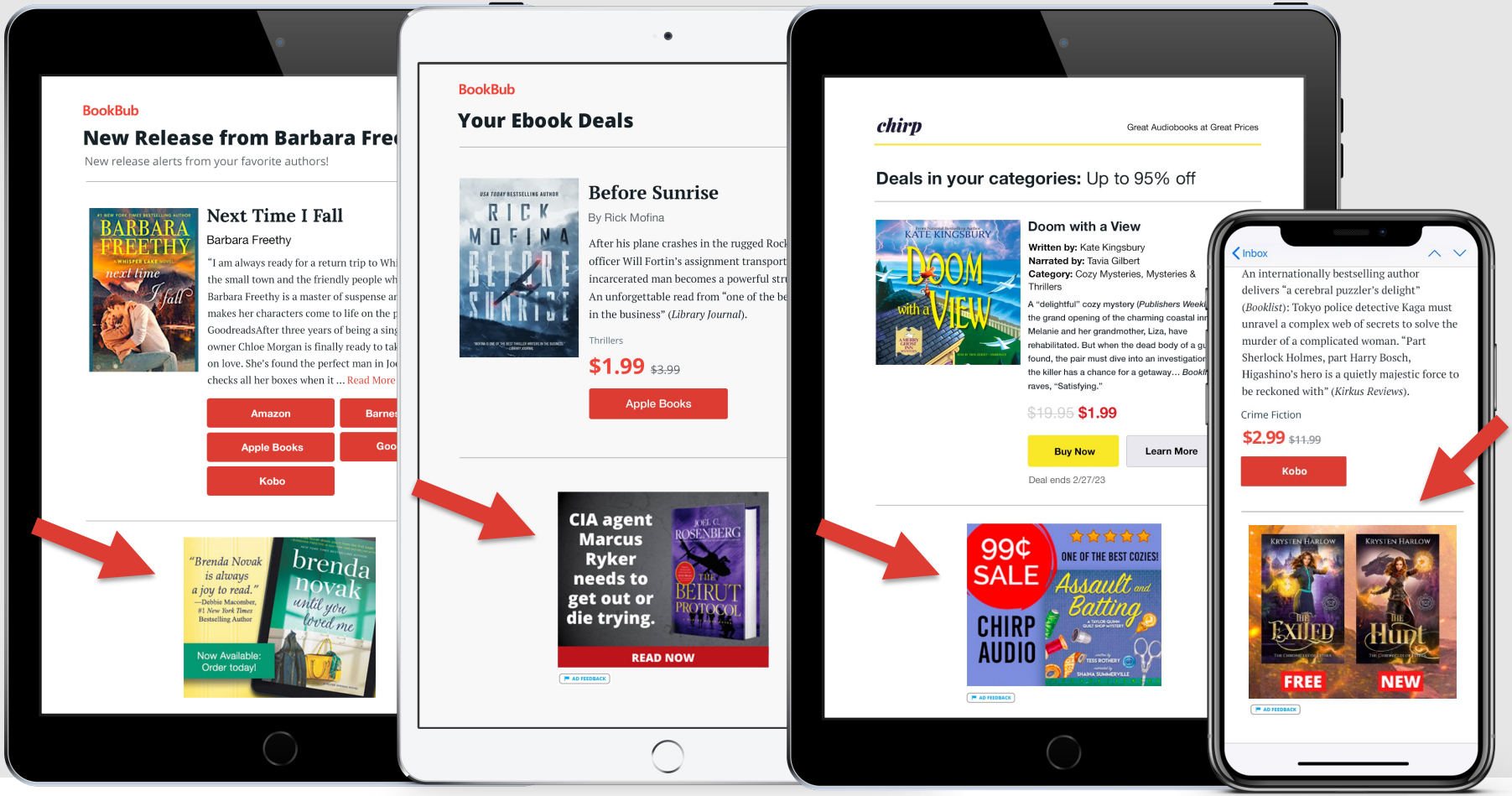
Getting Started *with* BookBub Ads

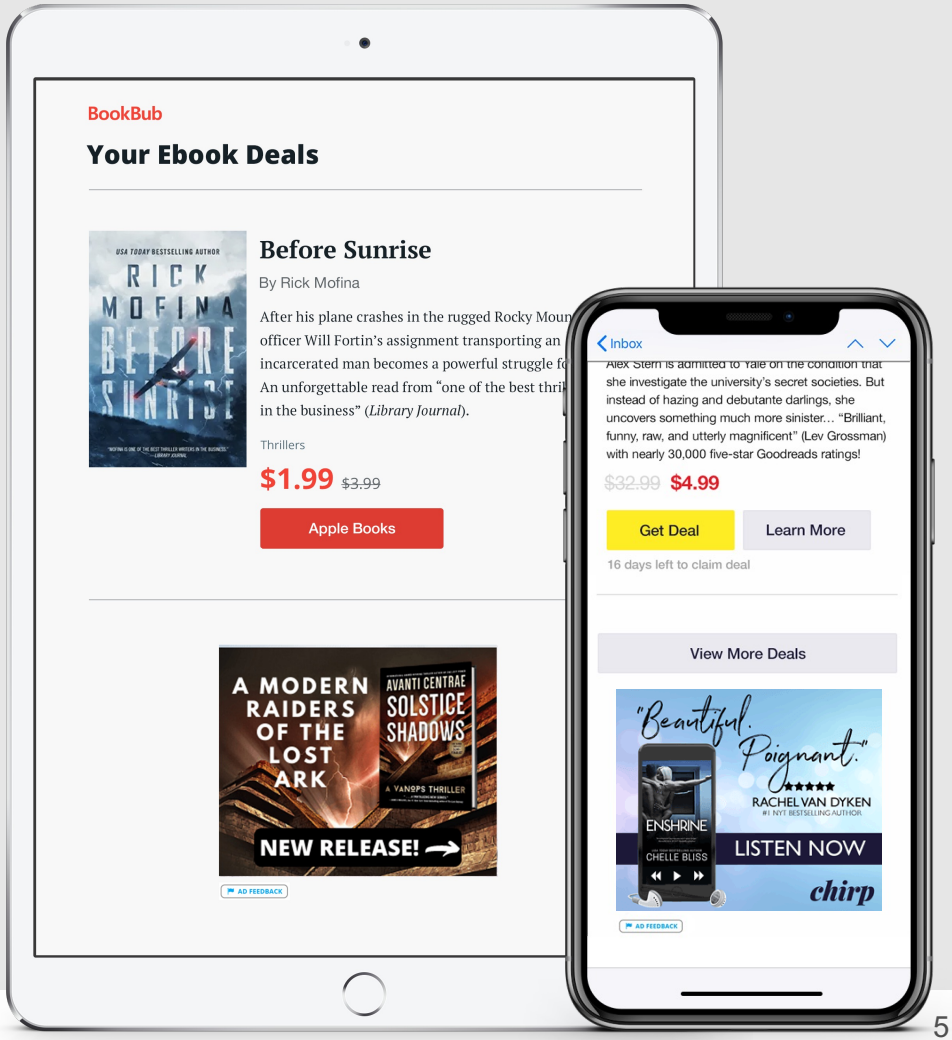
What we'll cover today

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

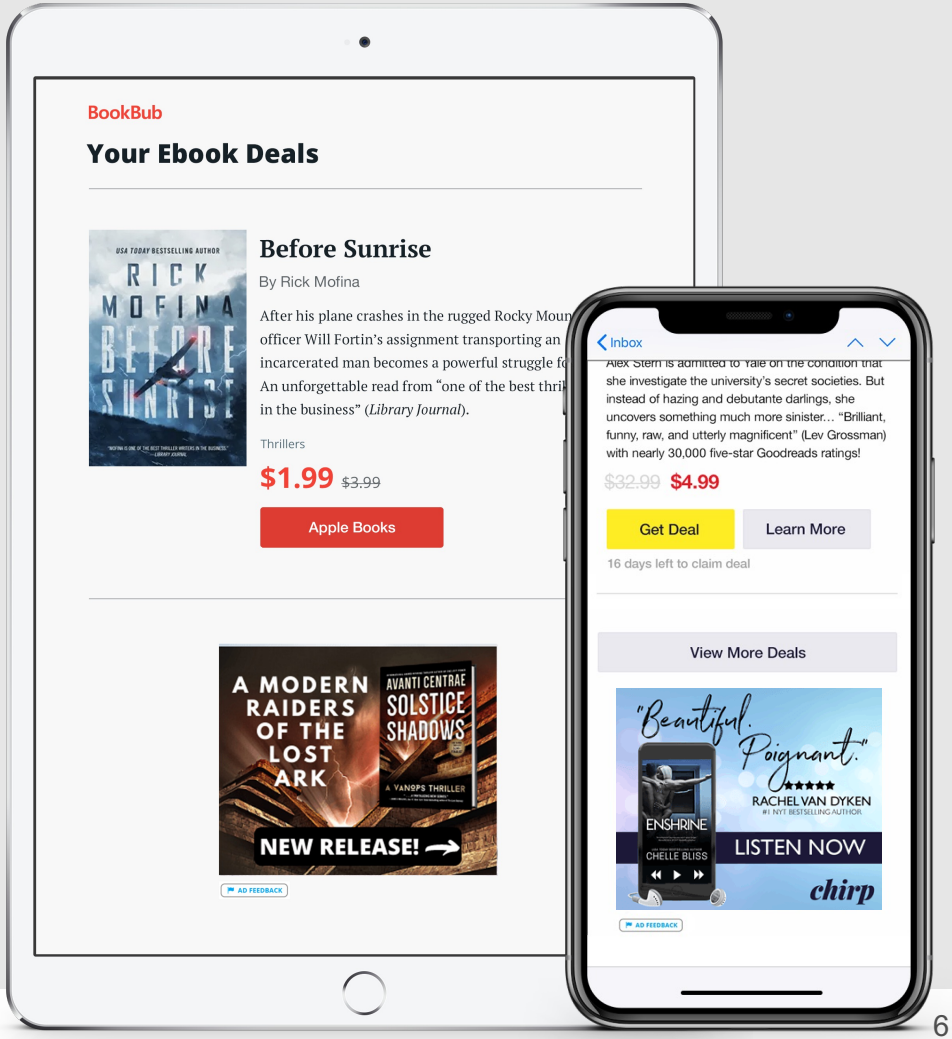
BookBub Ads Basics


BookBub
New Release from Barbara Fre
New release alerts from your favorite authors!
Next Time I Fall
Barbara Freethy
"I am always ready for a return trip to Wh
the small town and the friendly people wh
Barbara Freethy is a master of suspense ar
makes her characters come to life on the p
GoodreadsAfter three years of being a sing
owner Chloe Morgan is finally ready to tak
on love. She's found the perfect man in Jo
checks all her boxes when it ... Read More
Amazon
Apple Books
Kobo
"Brenda Novak is always a joy to read."
—Debbie Macomber, #1 New York Times Bestselling Author
brenda novak until you loved me
Now Available: Order today!
BookBub
Your Ebook Deals
RICK MOFINA BEFORE SUNRISE
Before Sunrise
By Rick Mofina
After his plane crashes in the rugged Roc
officer Will Fortin's assignment transport
incarcerated man becomes a powerful str
An unforgettable read from "one of the be
in the business" (Library Journal).
Thrillers
$1.99 $3.99
Apple Books
CIA agent Marcus Ryker needs to get out or die trying.
JOEL C. ROSENBERG THE BEIRUT PROTOCOL
READ NOW
AD FEEDBACK
chirp
Great Audiobooks at Great Prices
Deals in your categories: Up to 95% off
KATE KINGSBURY Doom with a View
Doom with a View
Written by: Kate Kingsbury
Narrated by: Tavia Gilbert
Category: Cozy Mysteries, Mysteries & Thrillers
A "delightful" cozy mystery (Publishers Week
the grand opening of the charming coastal in
Melanie and her grandmother, Liza, have
rehabilitated. But when the dead body of a gu
found, the pair must dive into an investigation
the killer has a chance for a getaway... Bookl
raves, "Satisfying."
$19.95 $1.99
Buy Now
Learn More
Deal ends 2/27/23
99¢ SALE
ONE OF THE BEST COZIES!
Assault and Batting
CHIRP AUDIO
TESS ROTHERY
SHAINA SUMMERVILLE
AD FEEDBACK
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
KRYSTEN HARLOW THE EXILED
KRYSTEN HARLOW THE HUNT
FREE
NEW
AD FEEDBACK

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

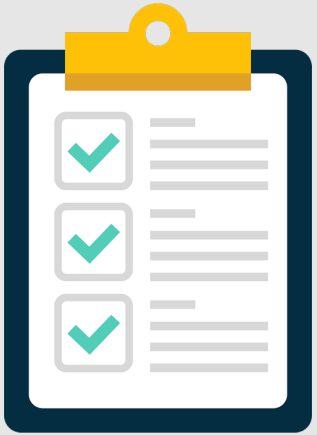
The BookBub Ads auction

- ✓ 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

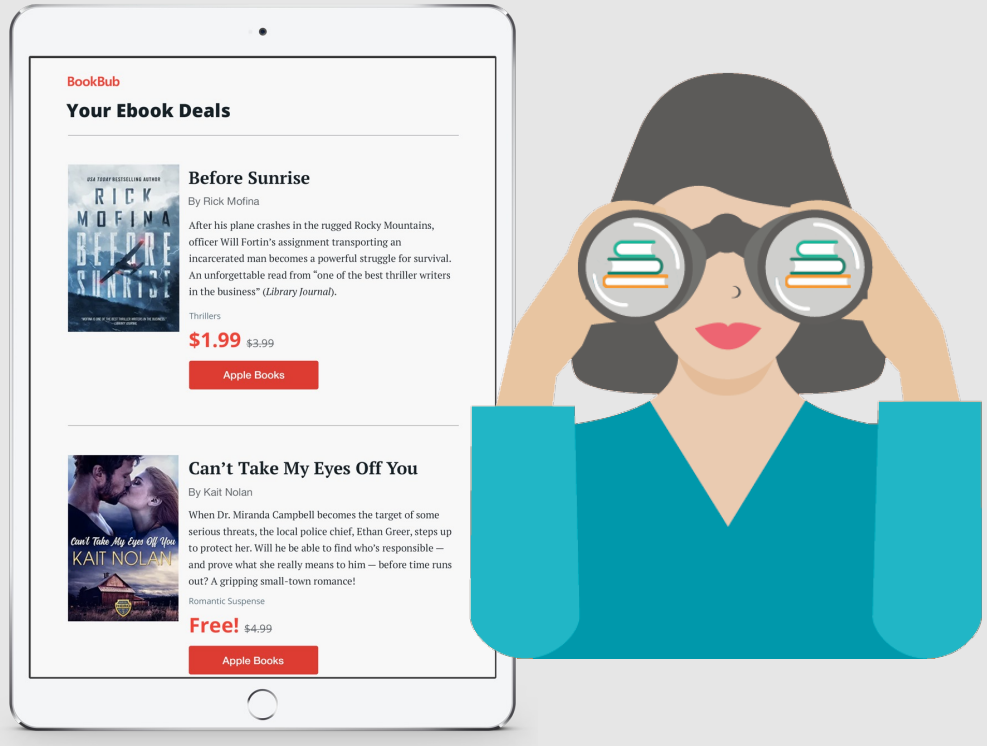
Define what you want to achieve

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

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

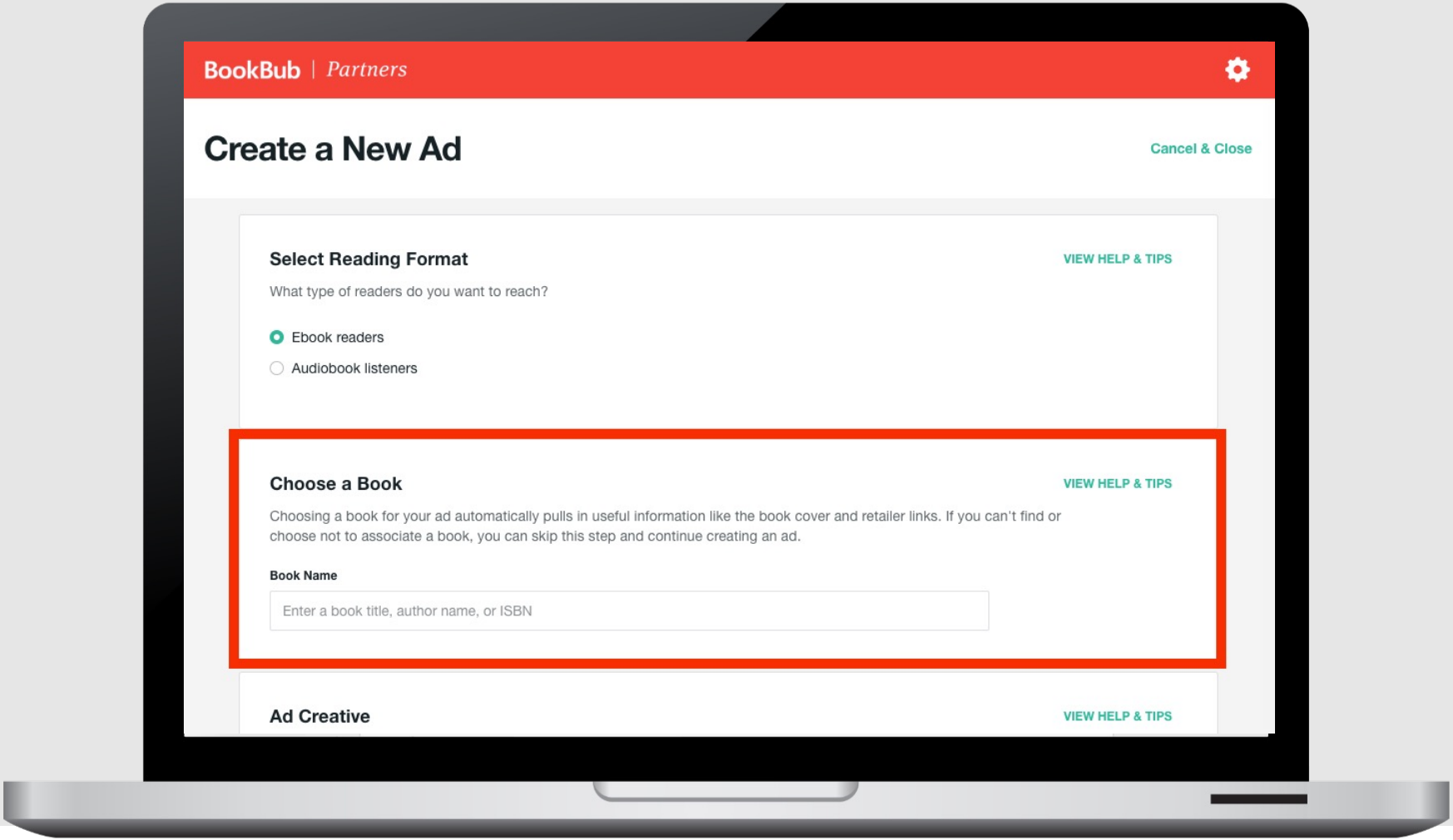
Choose a book

Most common strategies

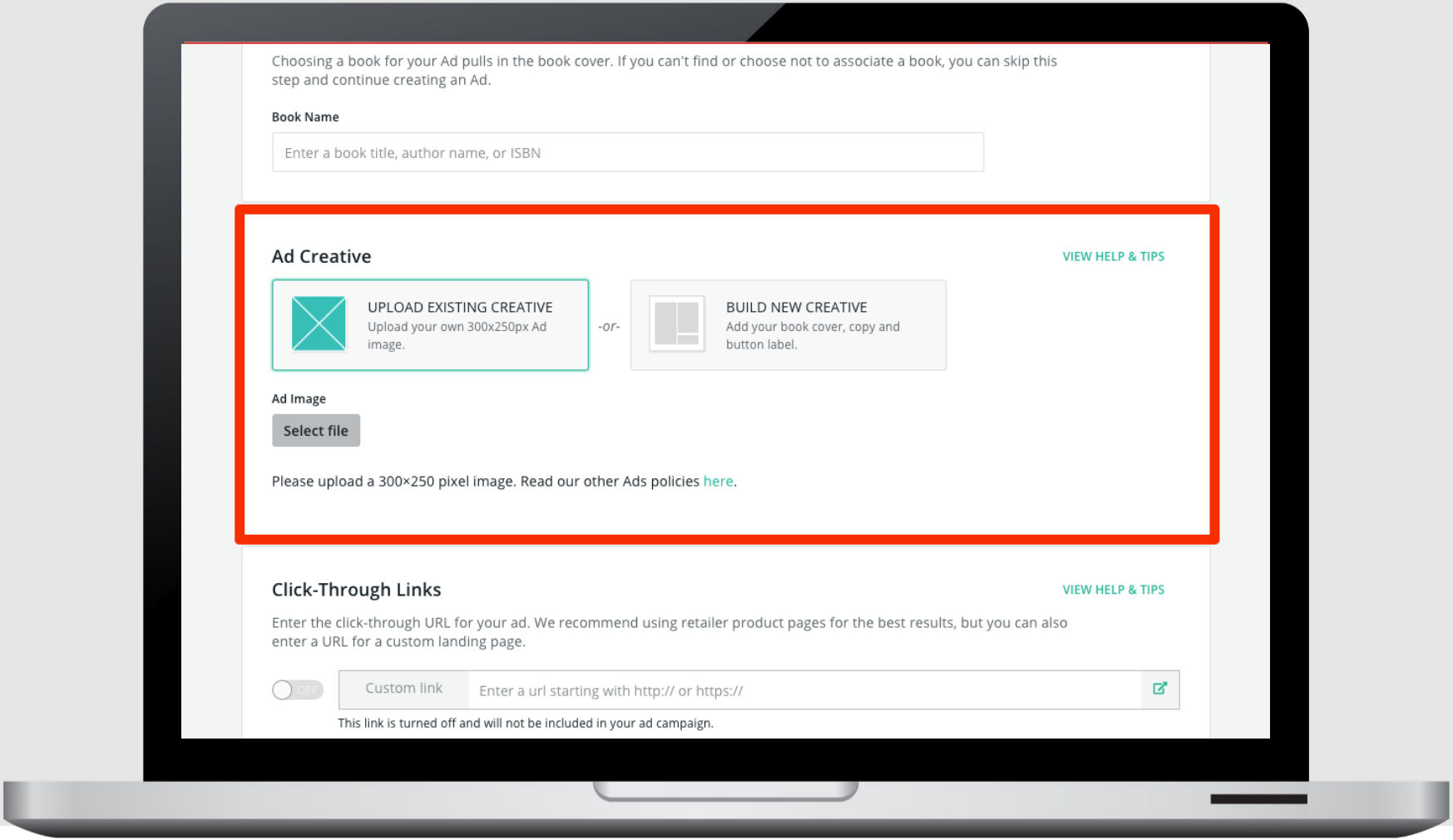
- ✓ First-in-series book (especially free or $0.99)
- ✓ Any free or discounted book
- ✓ Box sets or series sales
- ✓ New release
- ✓ Preorder

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


BookBub | Partners
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
Enter a book title, author name, or ISBN
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 300×250 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.
OFF
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
CHIRP AUDIO
ONE OF THE BEST COZIES!
Assault and Batting
A TAYLOR QUINN QUILT SHOP MYSTERY
TESS ROTHERY
SHAINA SUMMERVILLE

Christian Mystery Series
LUANA EHRLICH
kindle unlimited
Read now

New fake marriage romcom!
"Hilariously madcap, steamy, and lots of fun!"
Sextuplet and the City
MISHA BELL
READ NOW

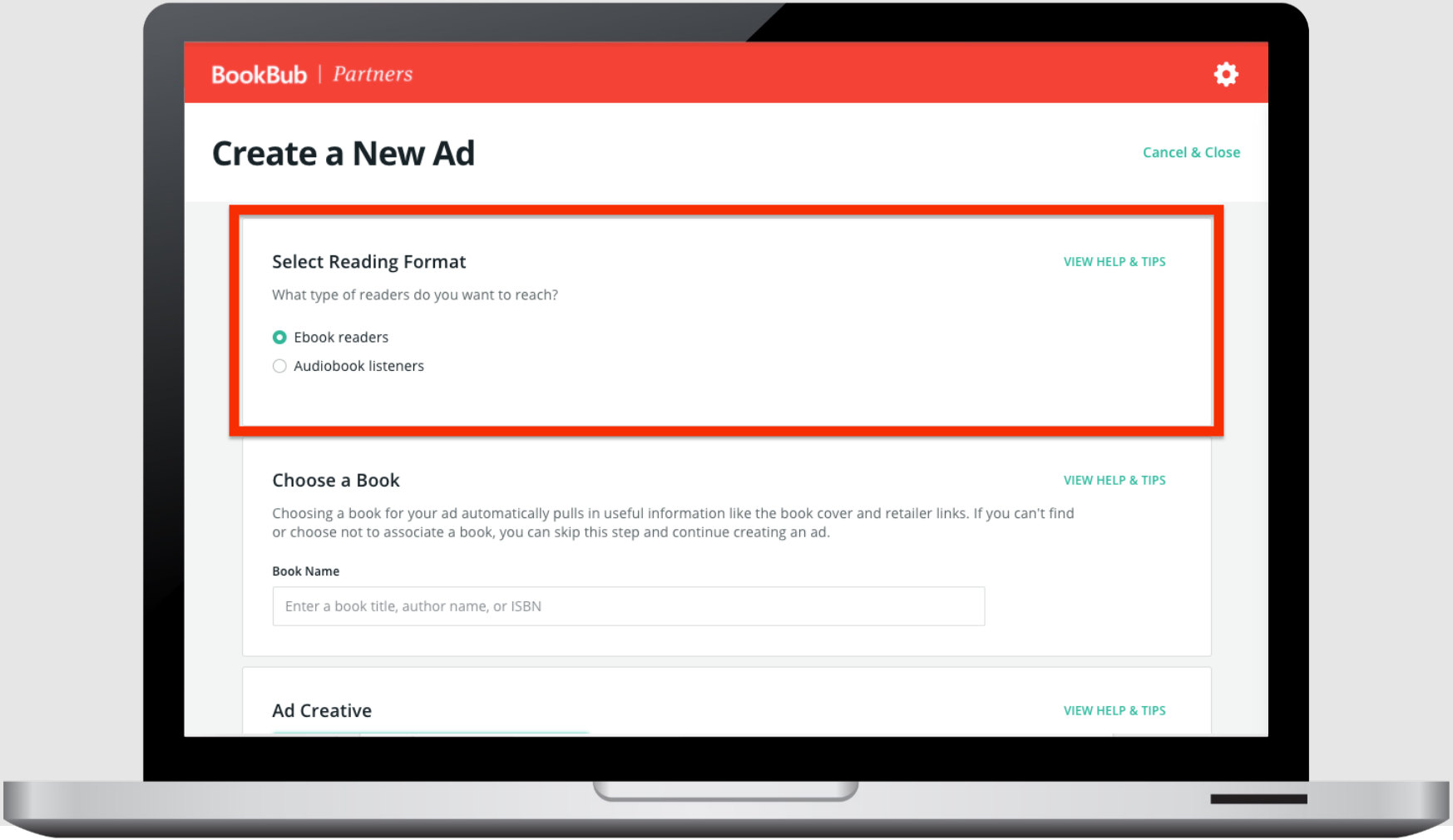
BEGIN THE SERIES $0.99
THE BOW OF DESTINY
P.H. SOLOMON
>>> BUY NOW >>>

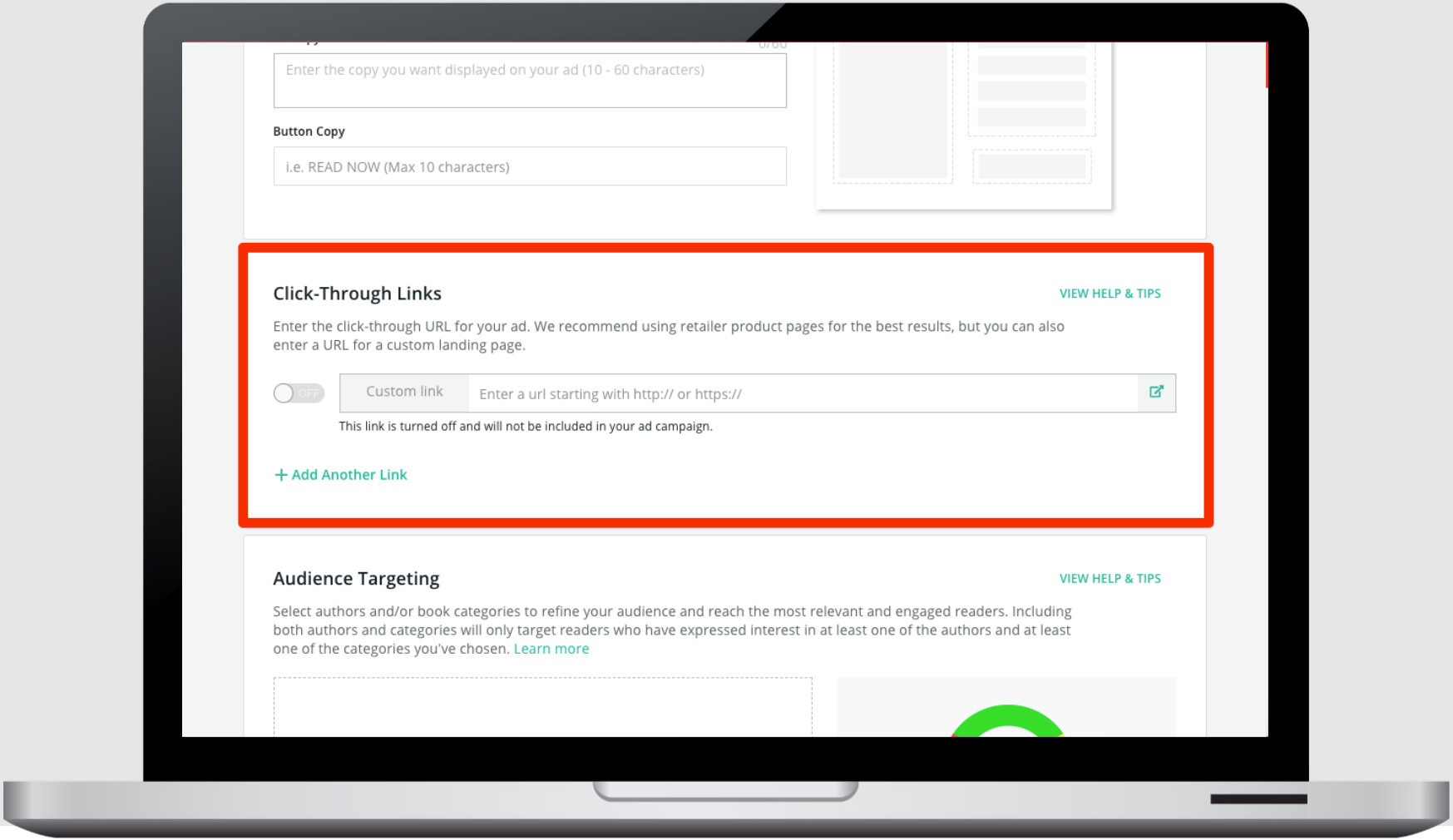
A race-against-time romantic thriller
EVERY LAST BREATH
JUNO RUSHDAN
Perfect for fans of 24, J. D. Robb, and Mary Burton!
READ NOW

Targeting

Define your audience

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


BookBub | Partners
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
Enter a book title, author name, or ISBN
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.
OFF
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.

ON | Amazon CA | https://www.amazon.ca/dp/B00B85AFCO

You're targeting Amazon Kindle readers in Canada

ON | Apple CA | https://books.apple.com/ca/book/pride-and-prejudice/id435089627

You're targeting Apple Books readers in Canada

ON | Apple AU | https://books.apple.com/au/book/pride-and-prejudice/id435089627

You're targeting Apple Books readers in Australia

ON | 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:

- [x] United States
- [x] United Kingdom
- [x] Canada
- [x] Australia

ON | 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 | https://www.bookbub.com

Name your custom link (max 40 characters)

Custom link 1

Choose which readers to target:

- United States — Refine by Retailer
- United Kingdom — Refine by Retailer
- Canada
- Australia — Refine by Retailer

Refine by Retailer:

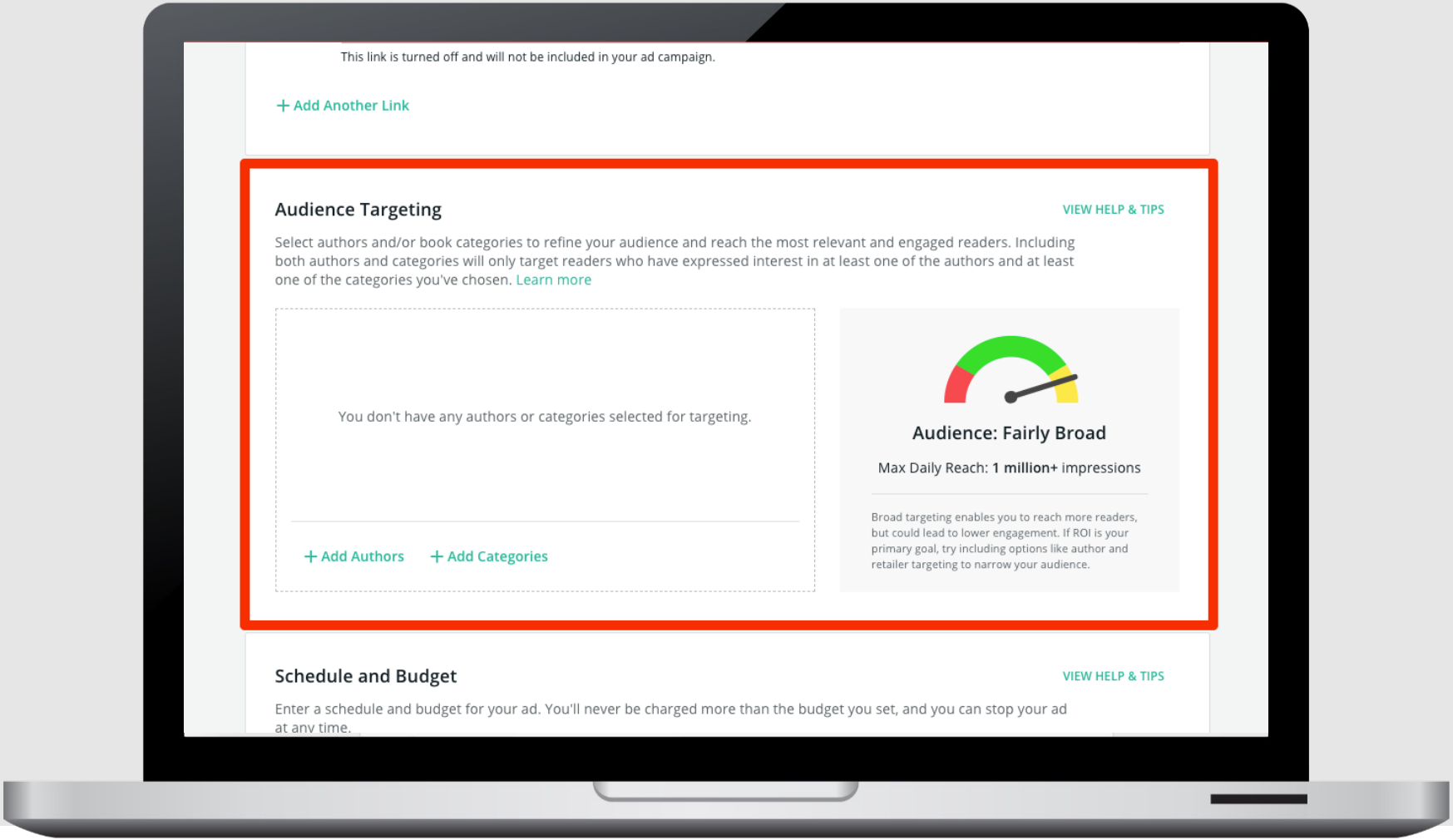
- Amazon Kindle
- Barnes & Noble Nook
- Apple Books
- Google Play
- Kobo

+ Add Another Link

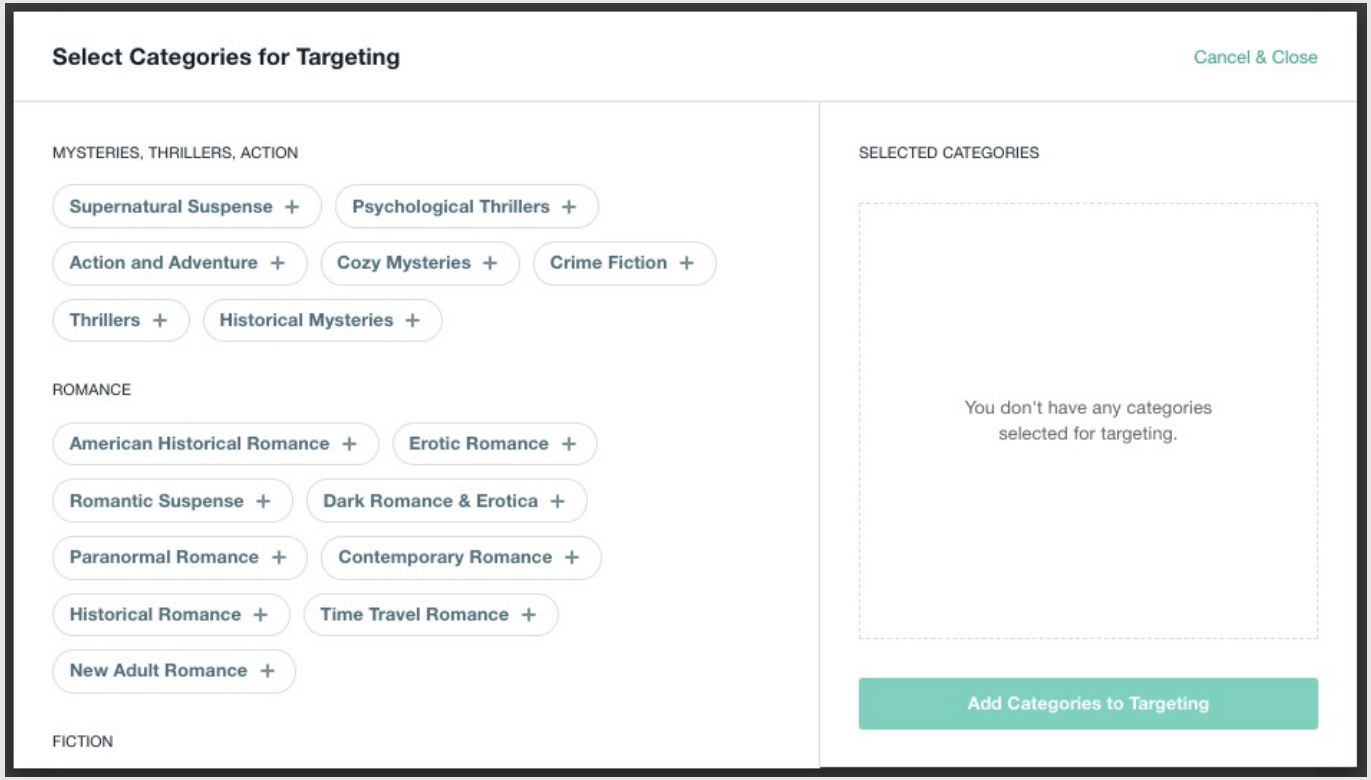
Audience Targeting

VIEW HELP & TIPS

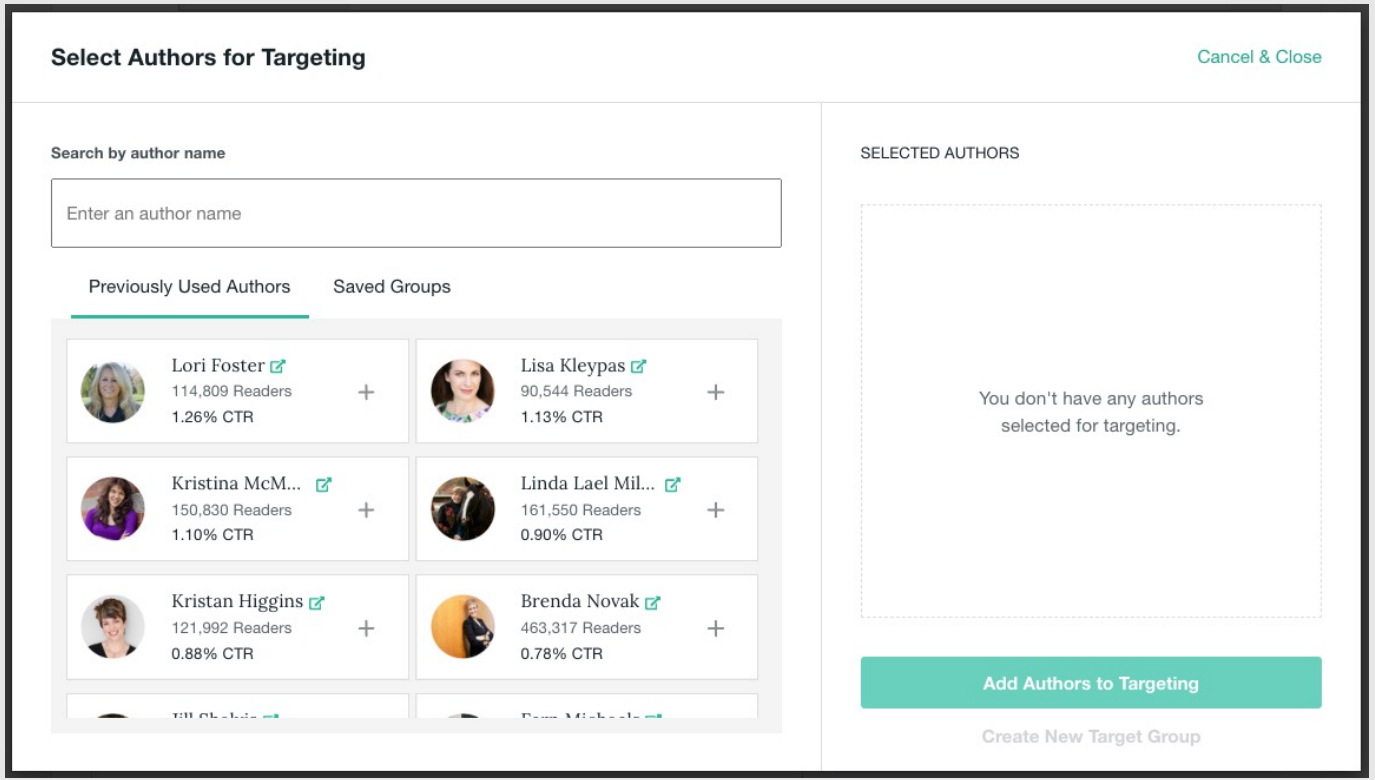
Select authors and/or book categories to refine your audience and reach the most relevant and engaged readers. Including both authors and categories will only target readers who have expressed interest in at least one of the authors and at least one of the categories you've chosen. Learn more


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.

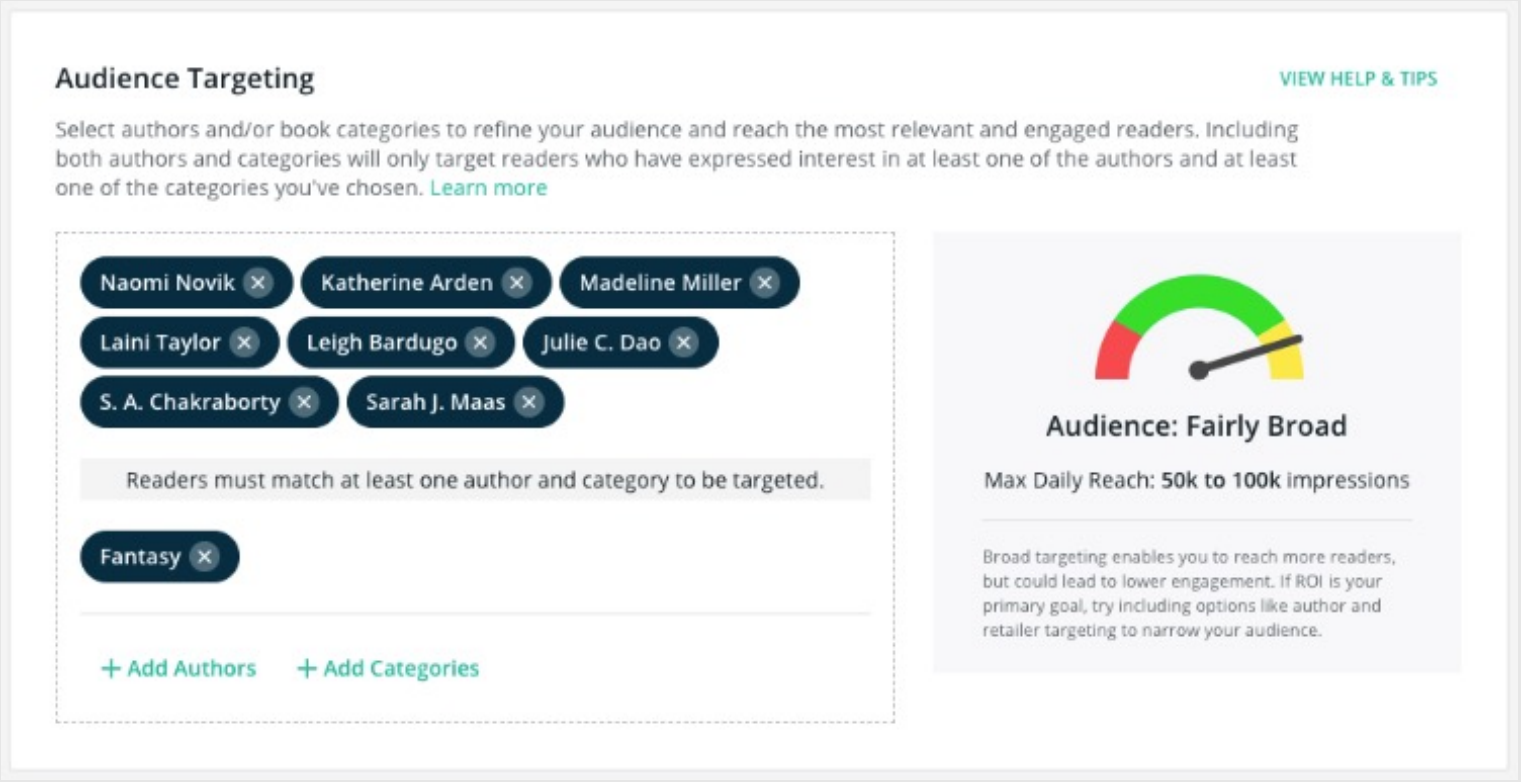
Category interest



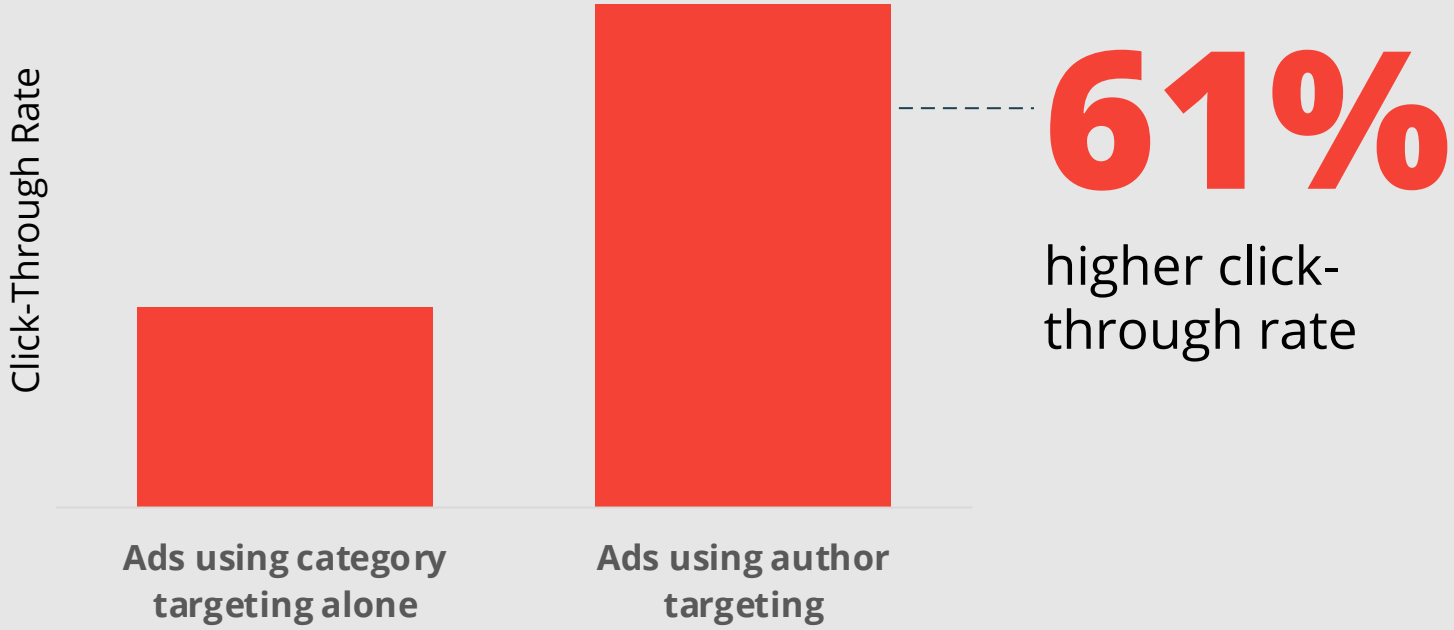
Author interest



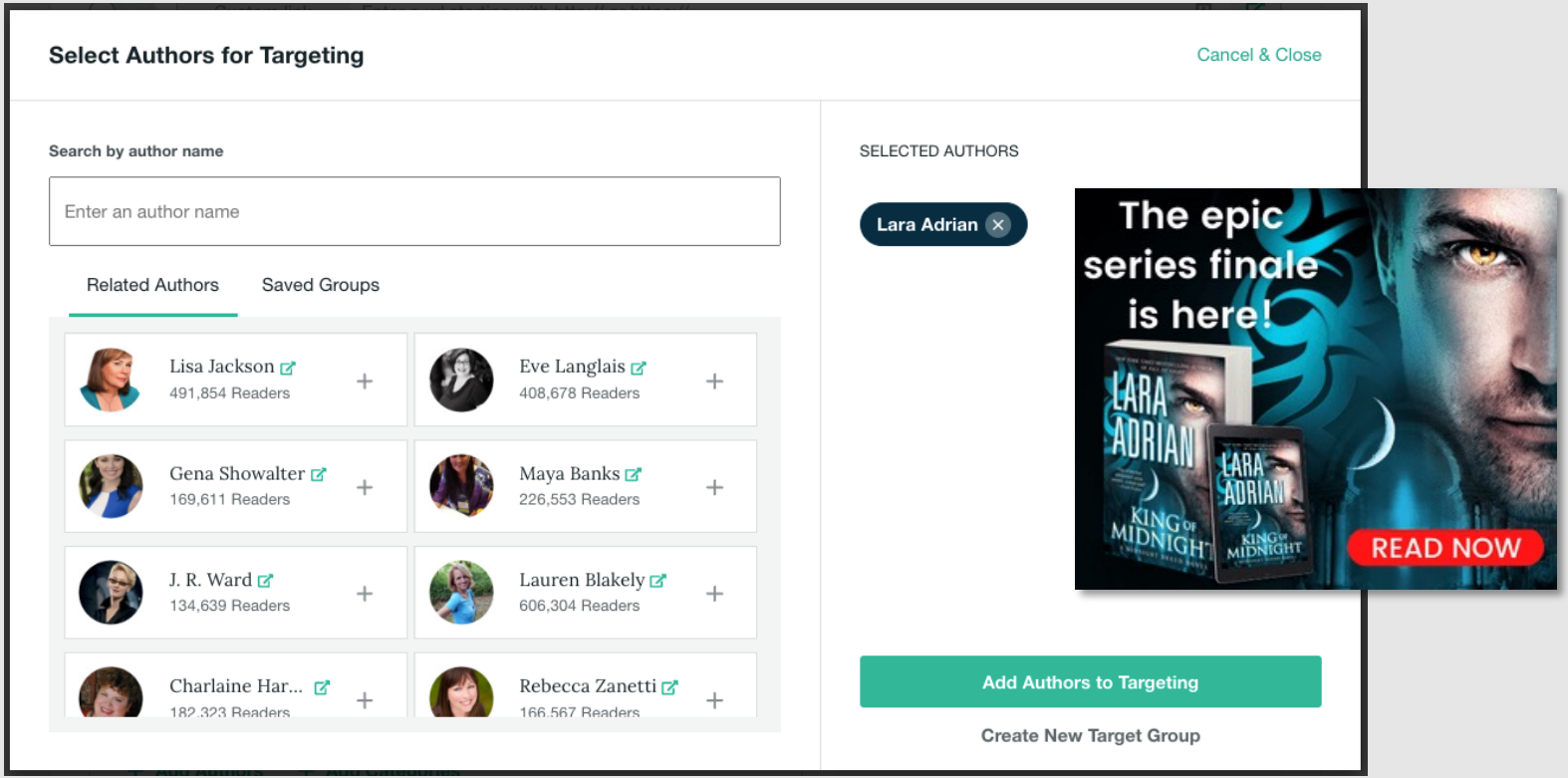
Combine authors & categories



Author targeting = higher engagement

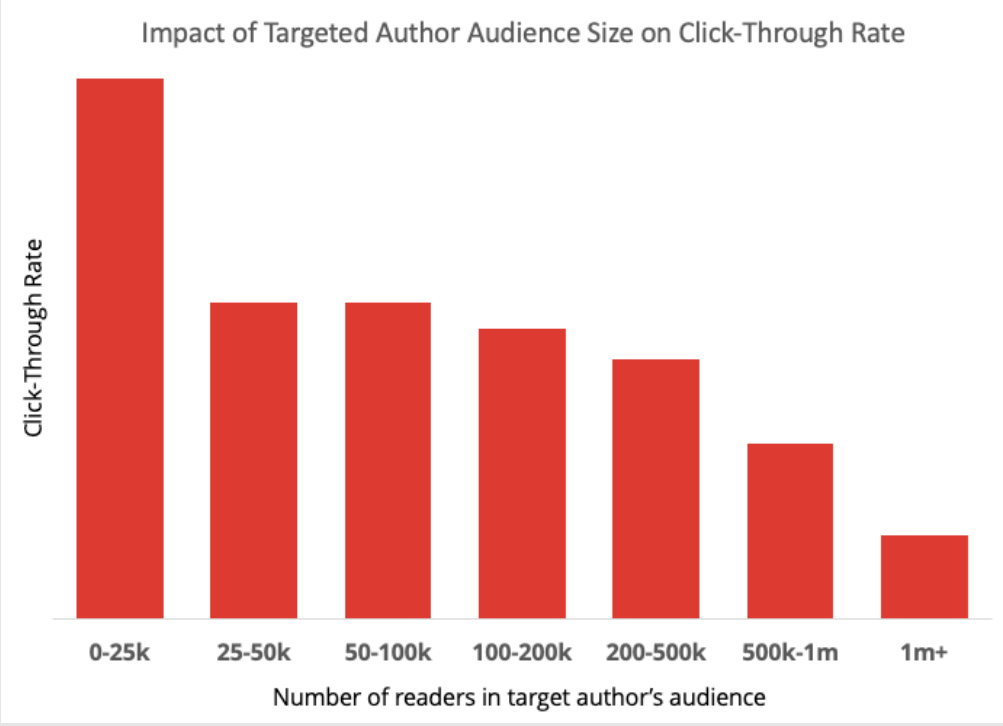


Target your own fans

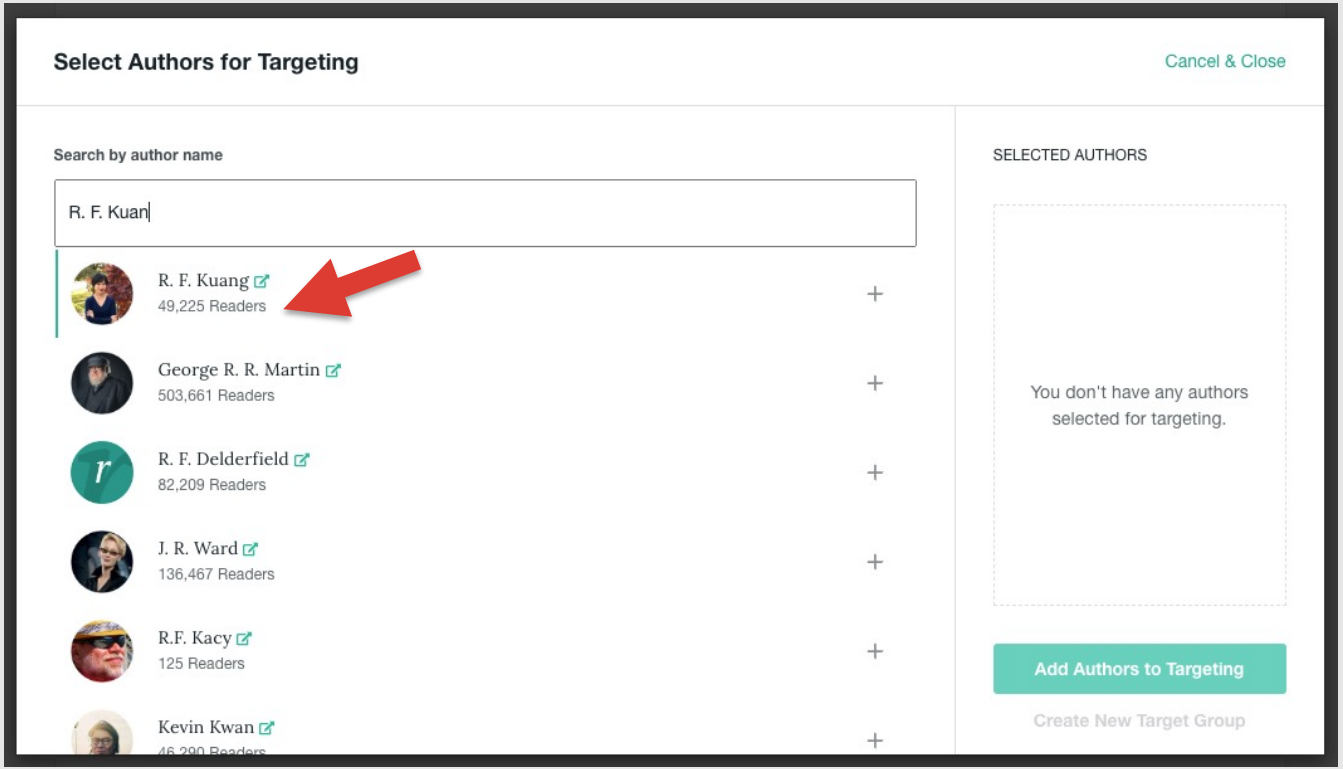


Target fans of similar authors

Avoid the most popular authors



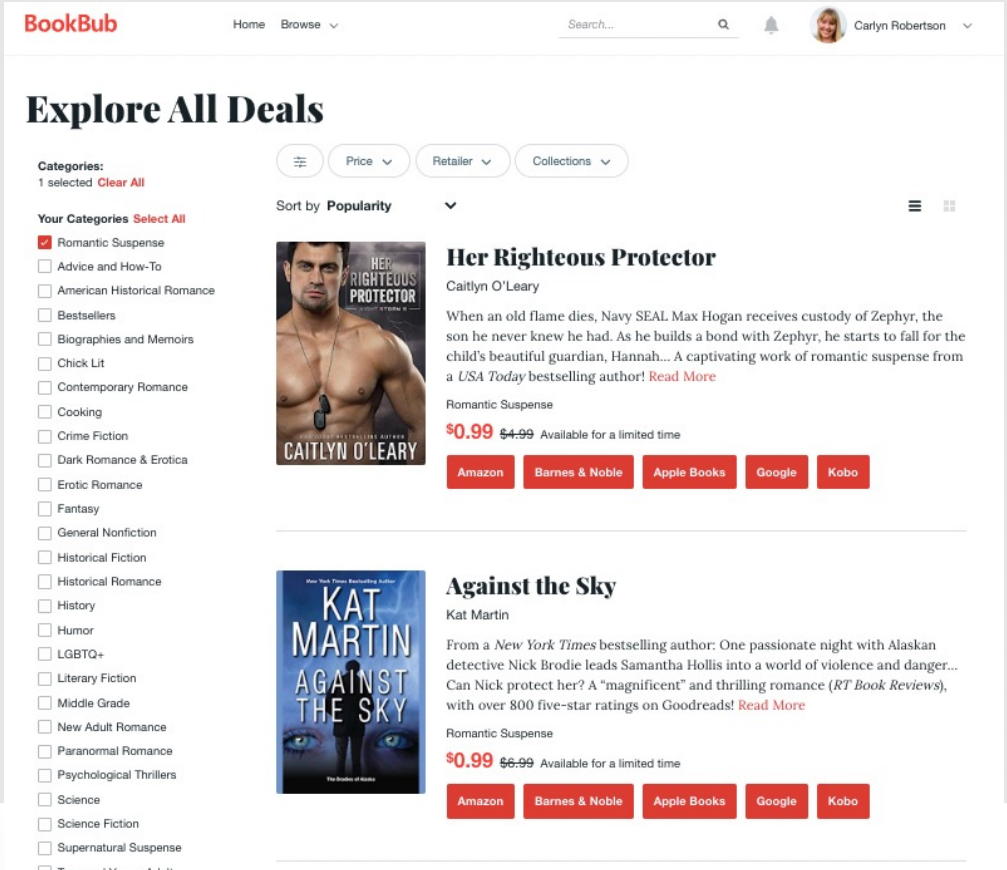
Avoid the most popular authors



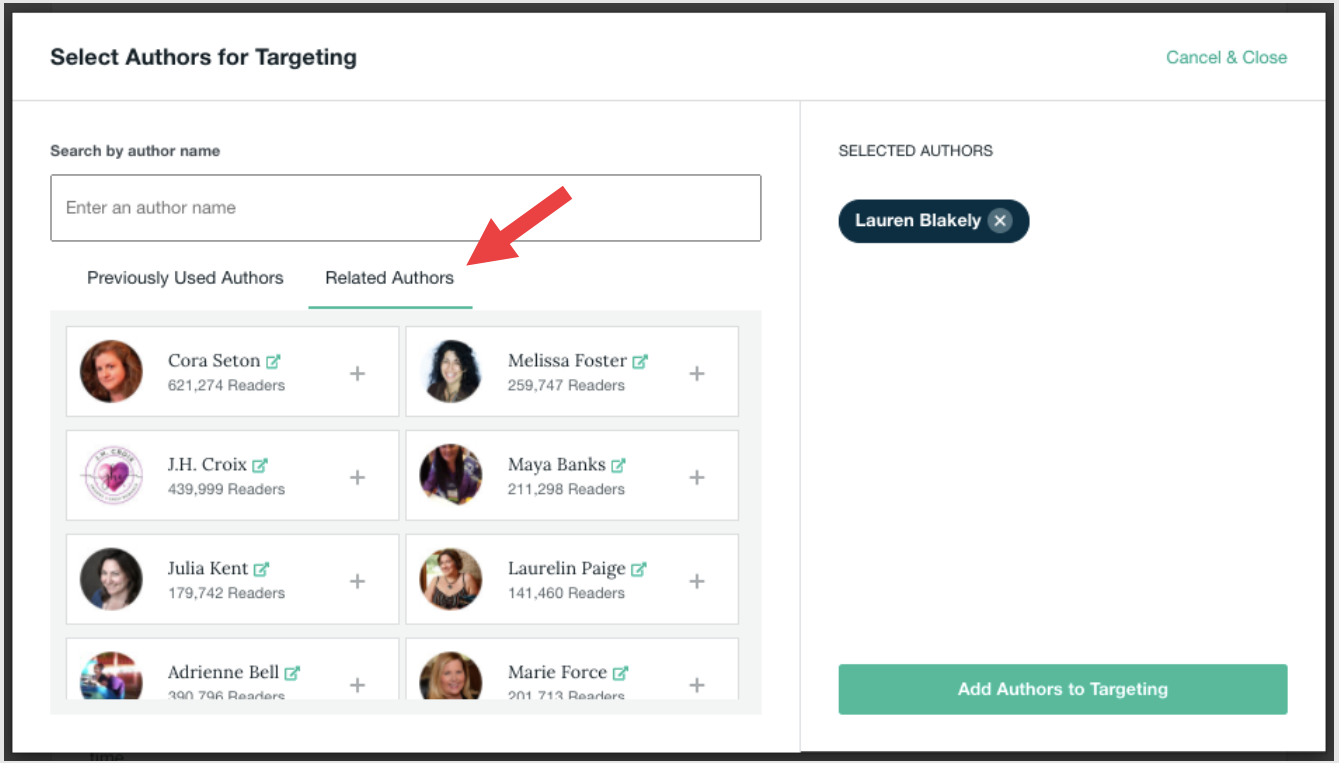
Look for similar authors and books

- ✓ 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

Keep an eye on Featured Deals



Discover “Related Authors”



How many authors should you target?

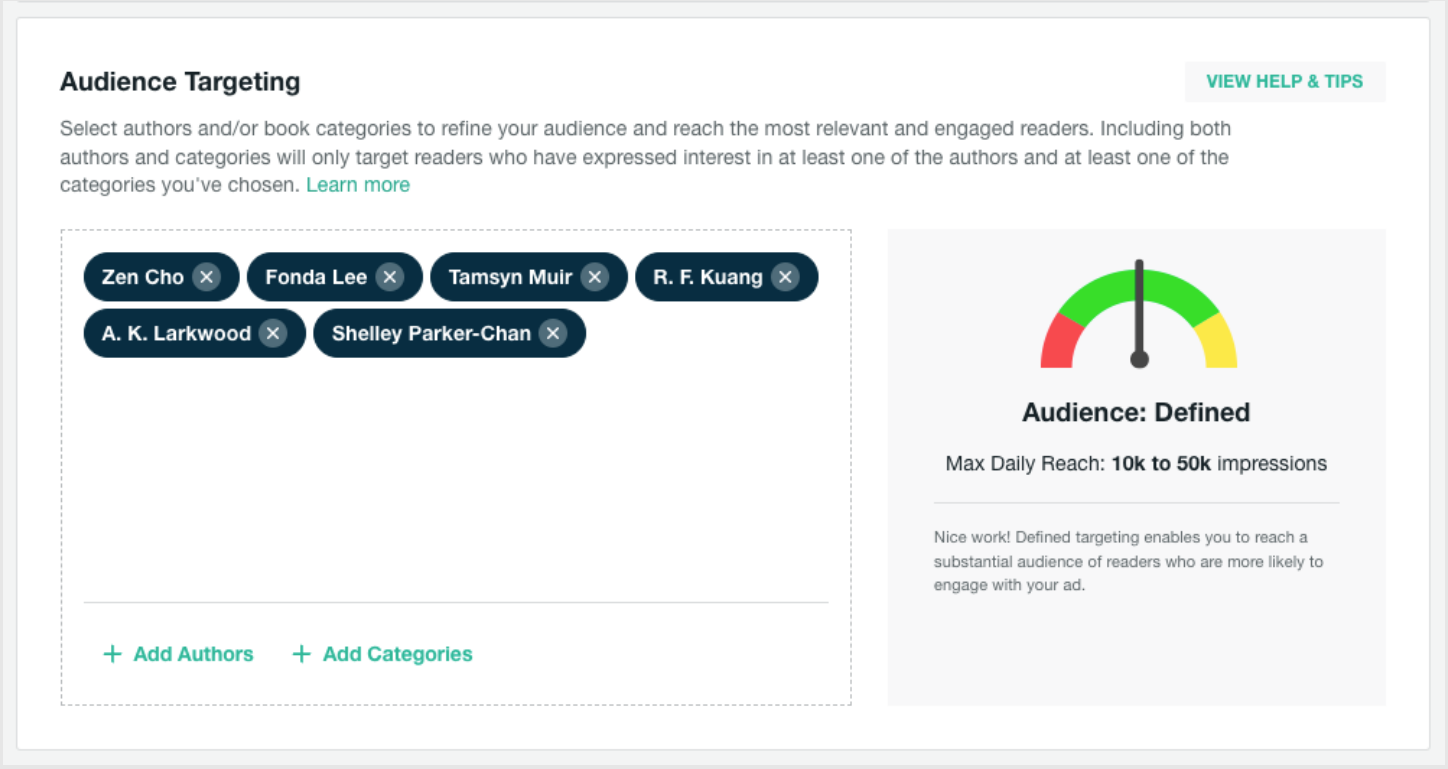
One Author

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

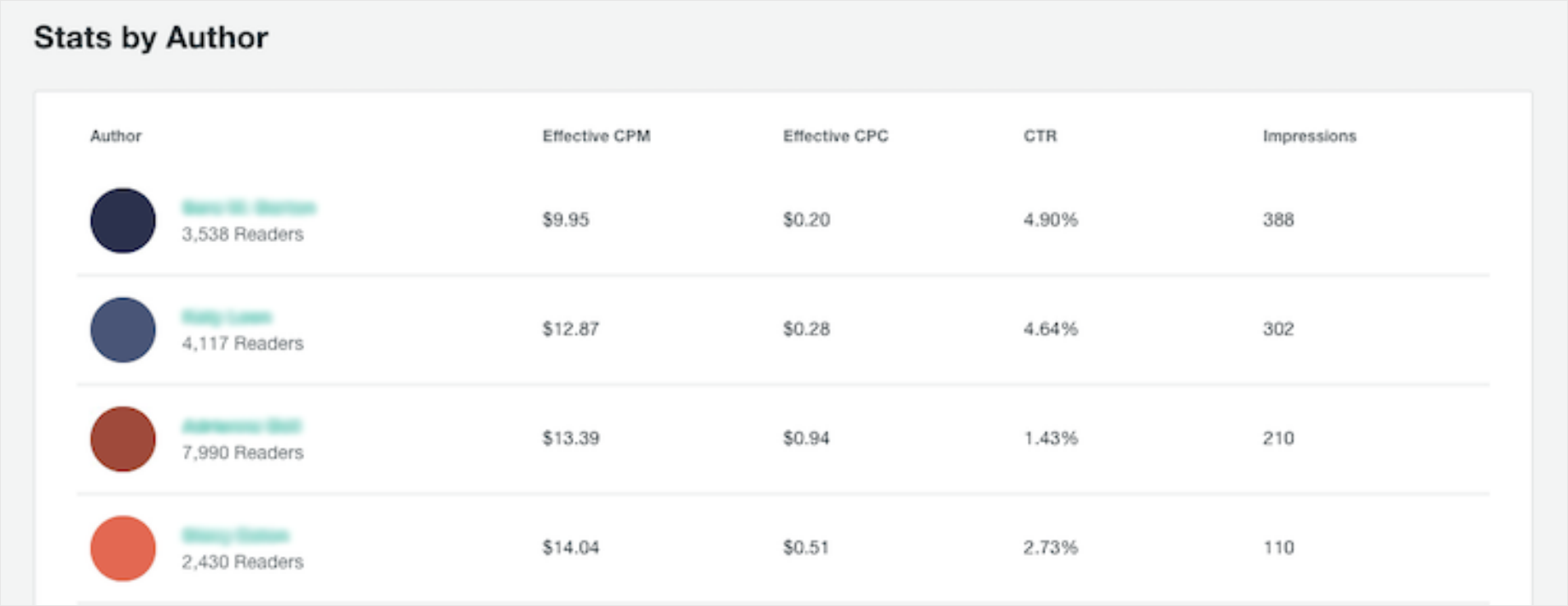
Multiple Authors

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

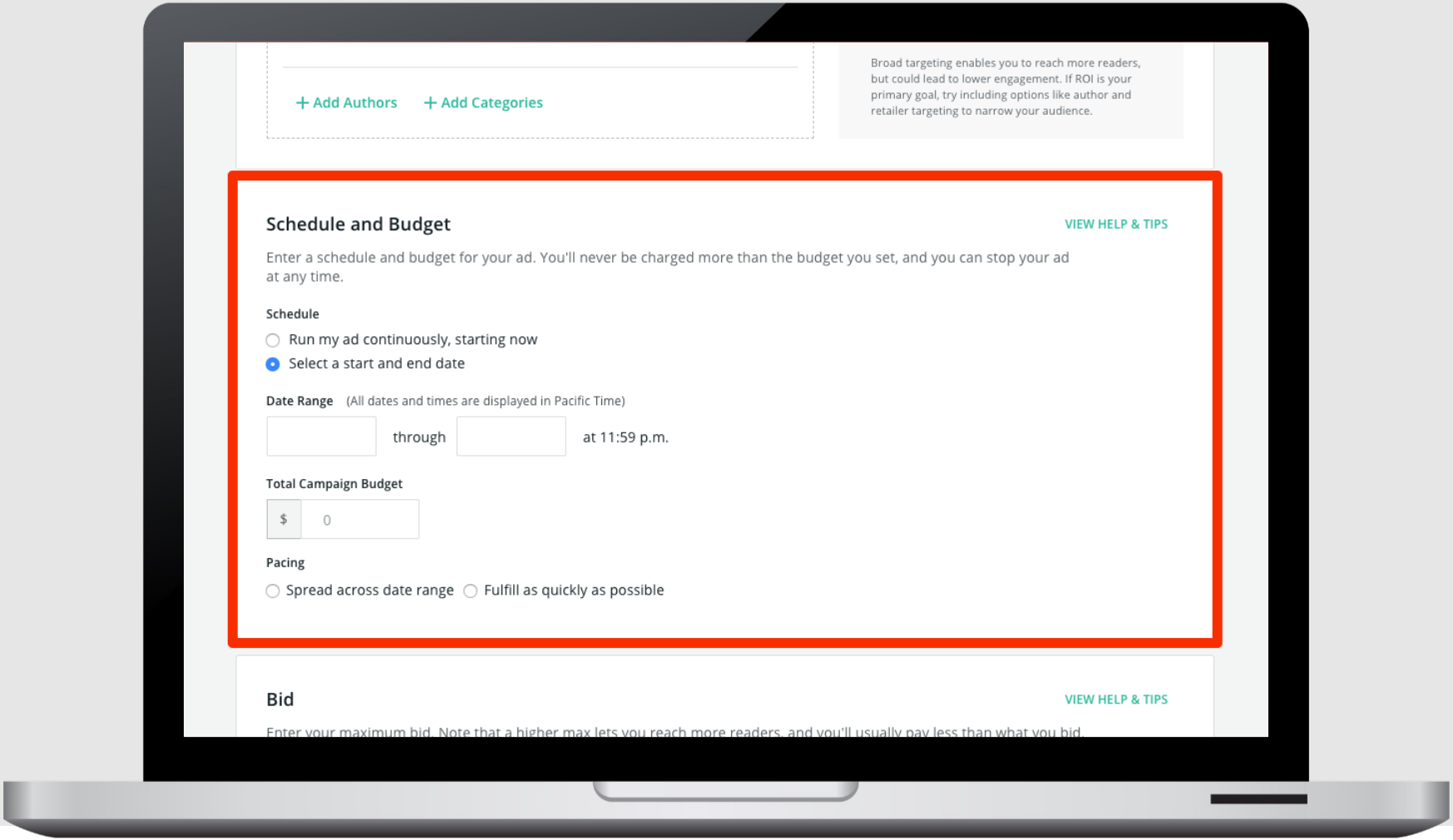
How many authors should you target?



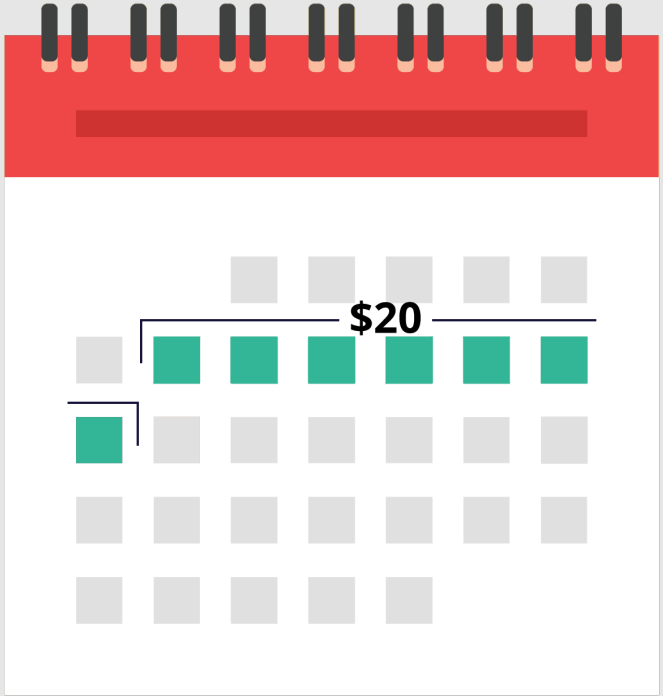
View stats for multiple author targets



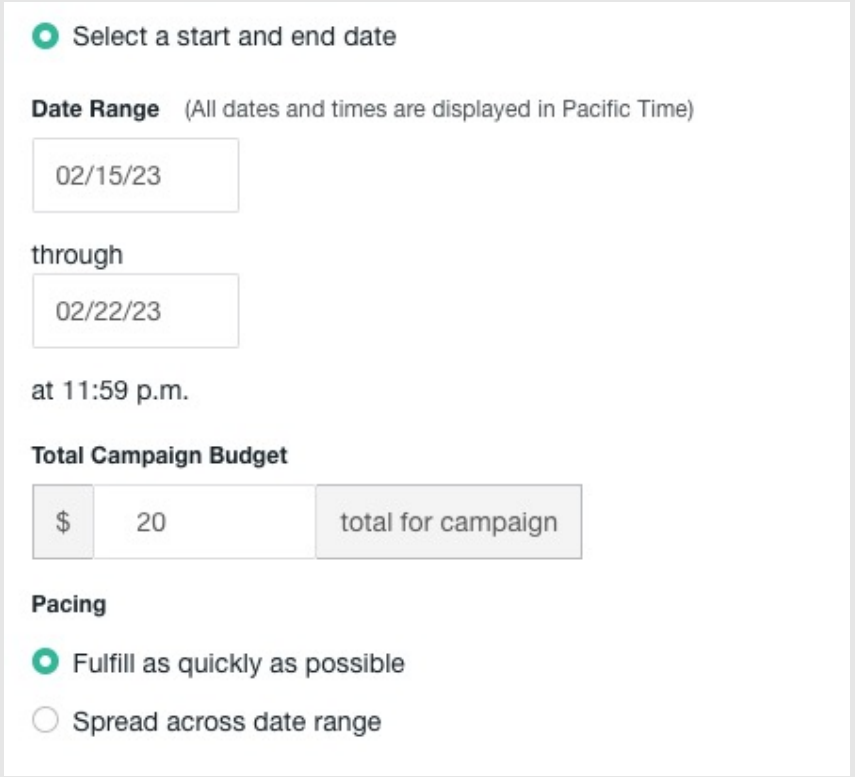
Schedule & Budget


+ 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
$
0
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.

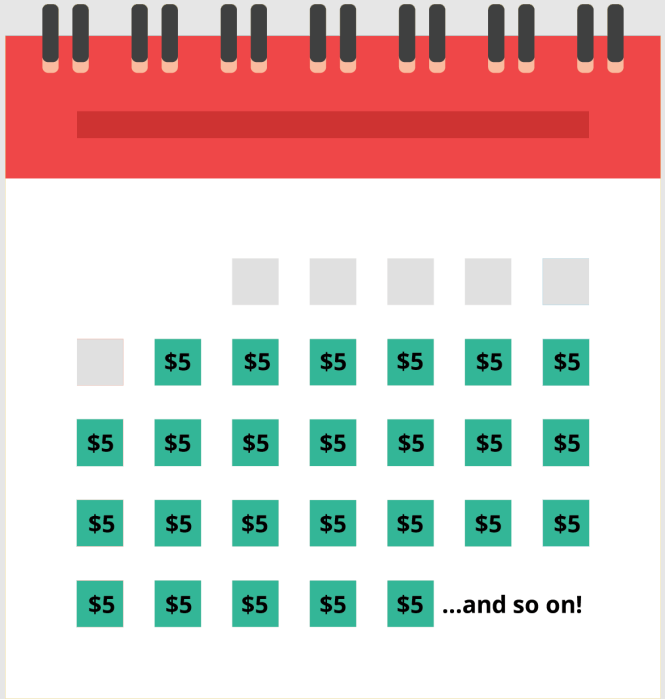
Set date range + total campaign budget



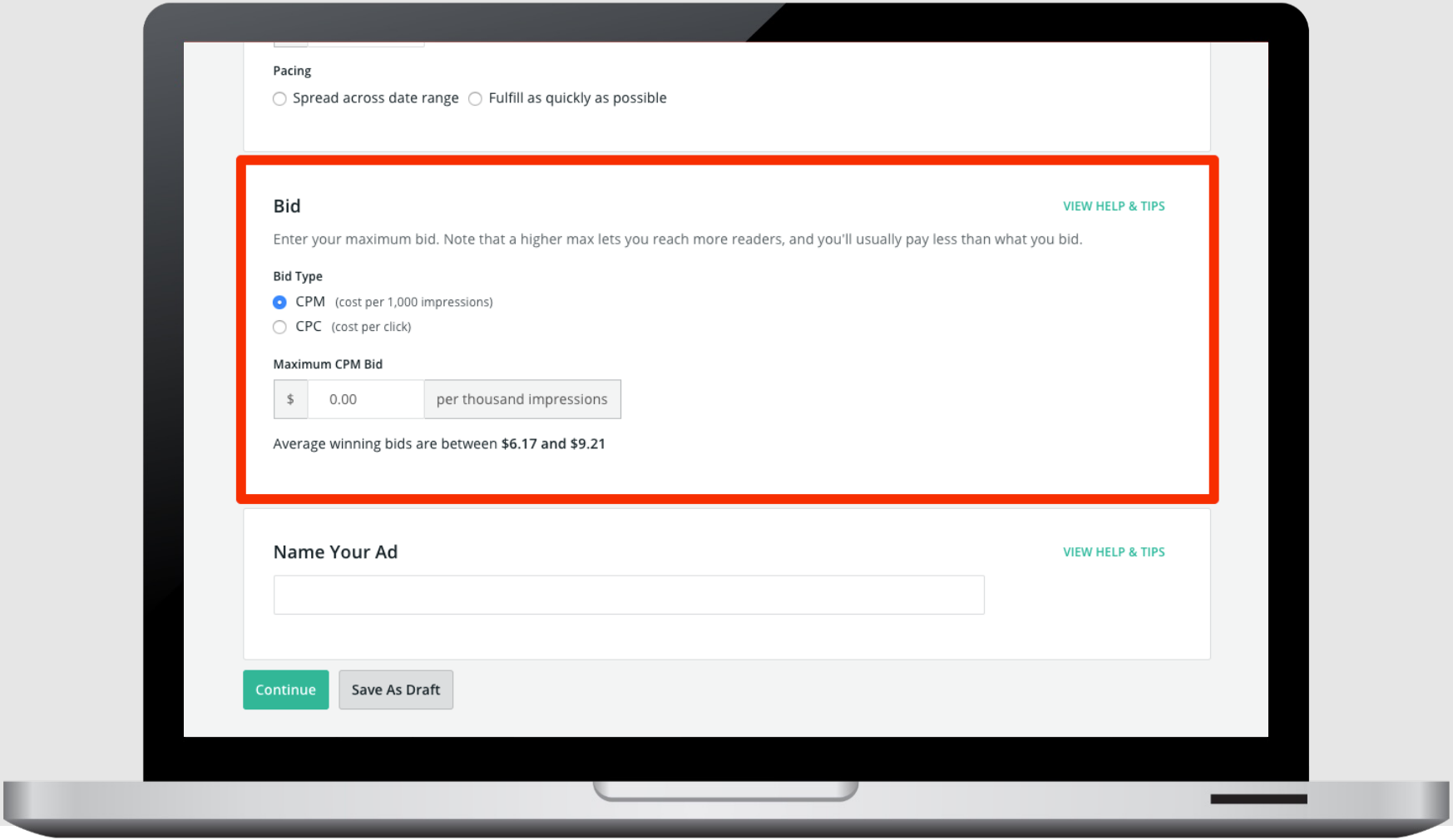
Set date range + total campaign budget



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

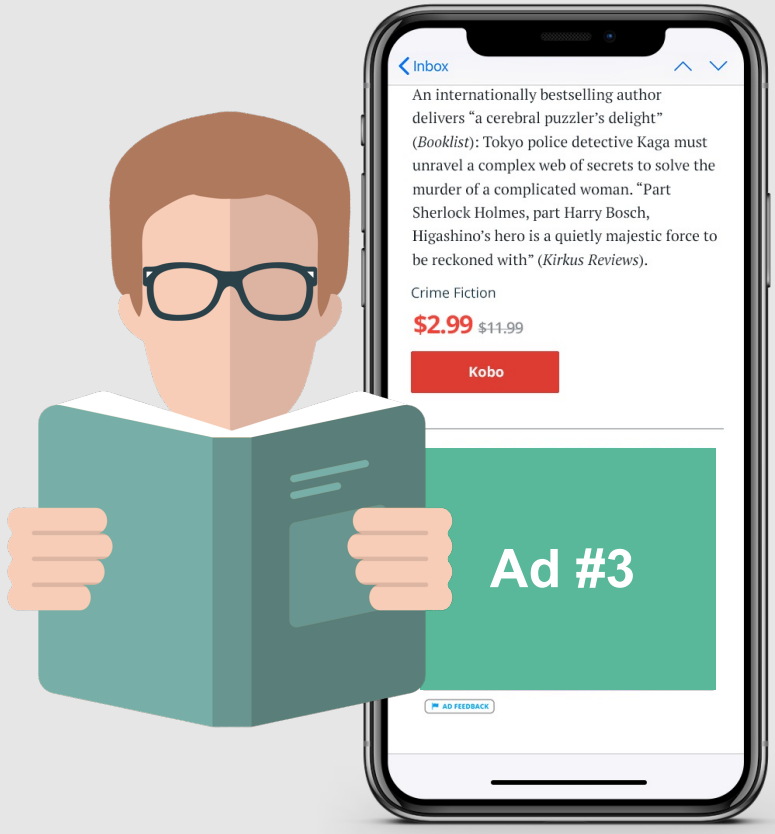
Bid: $10

Ad #2

Bid: $8

Ad #3

Bid: $11



Ad #1

Bid: $10

Ad #2

Bid: $8

Ad #3

Bid: $11

Putting it all together…

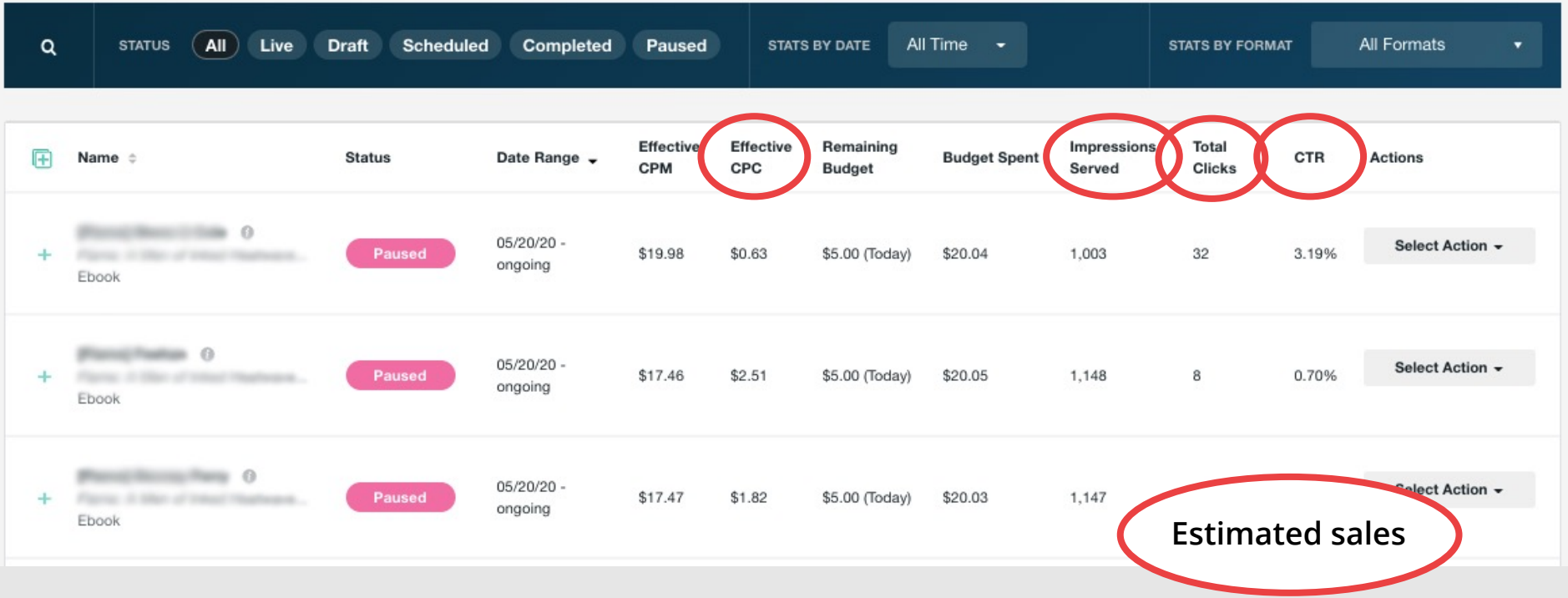
Limited-time deal

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?



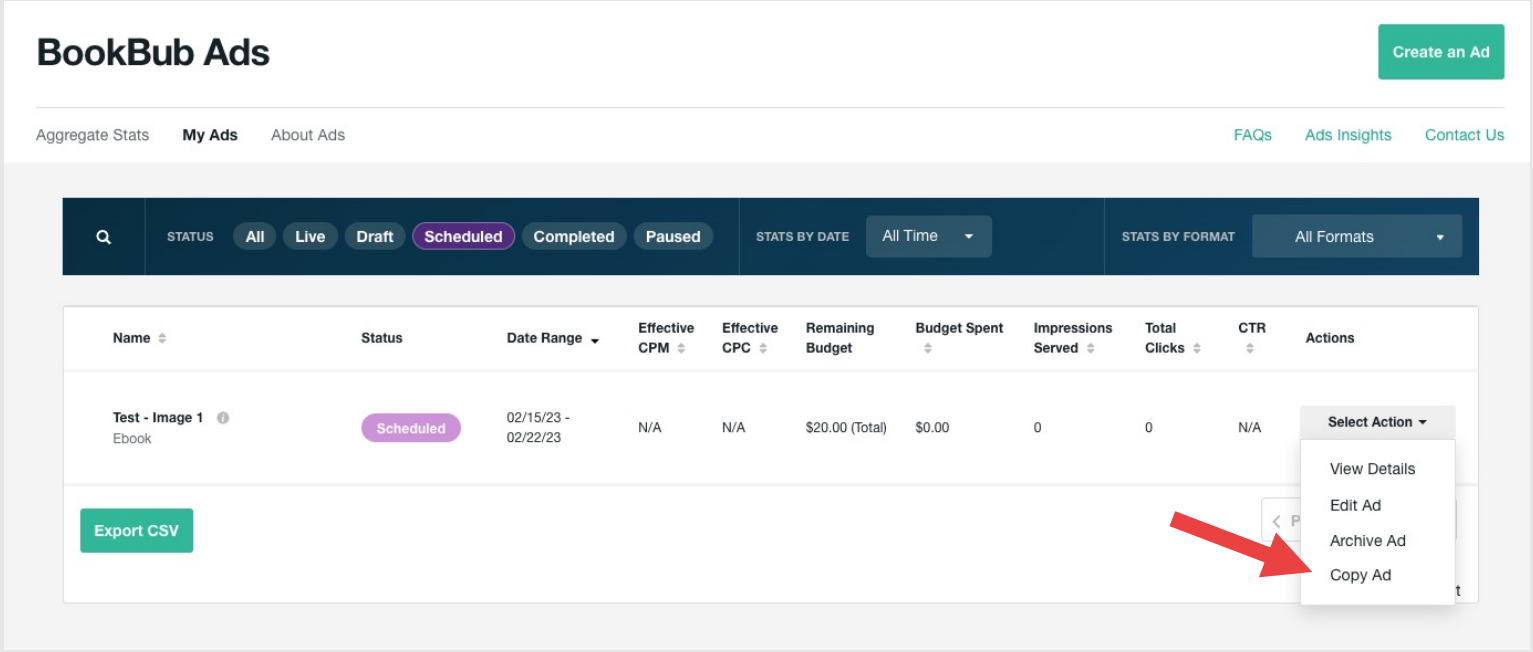
Run tests to improve results

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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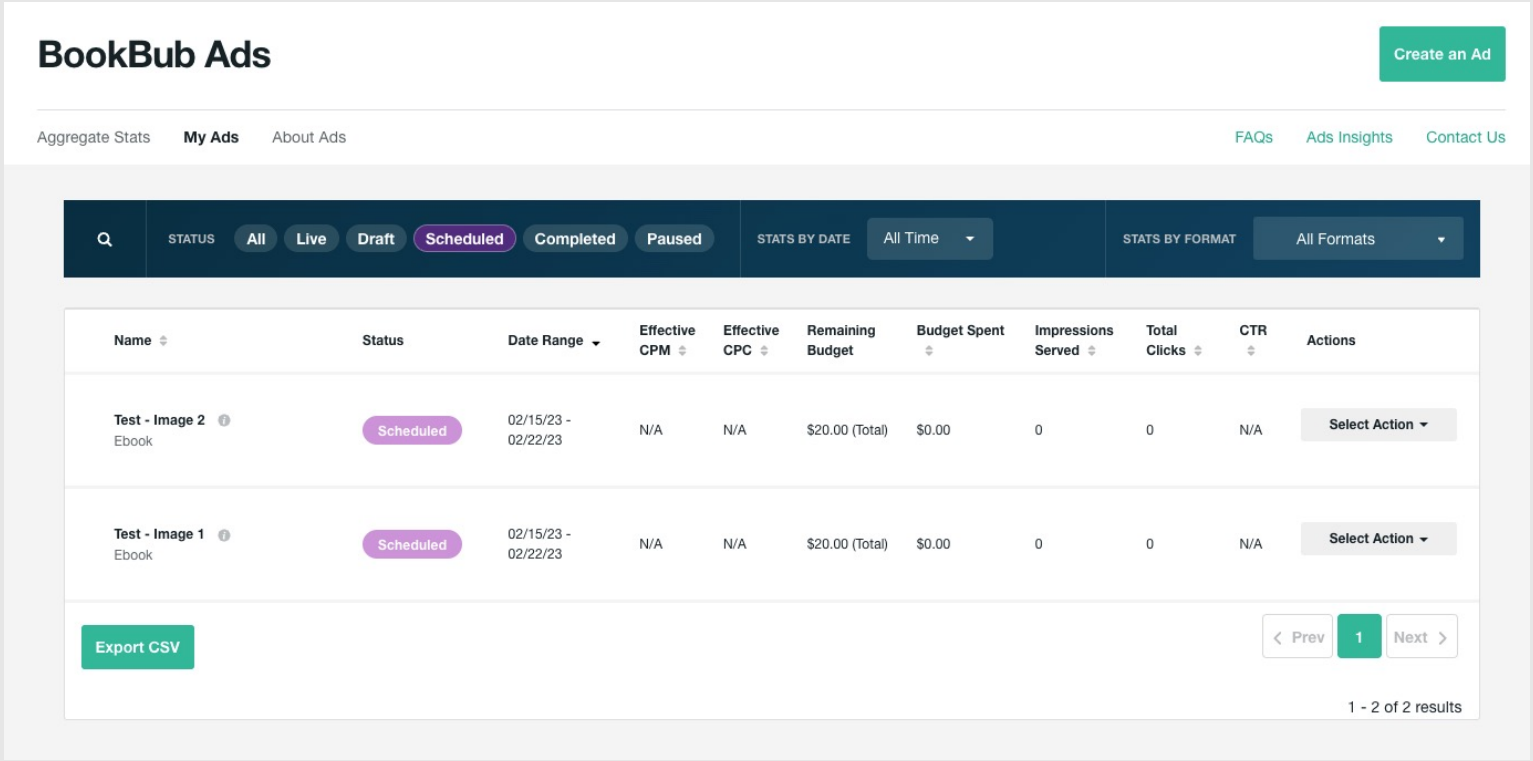

How to set up test campaigns

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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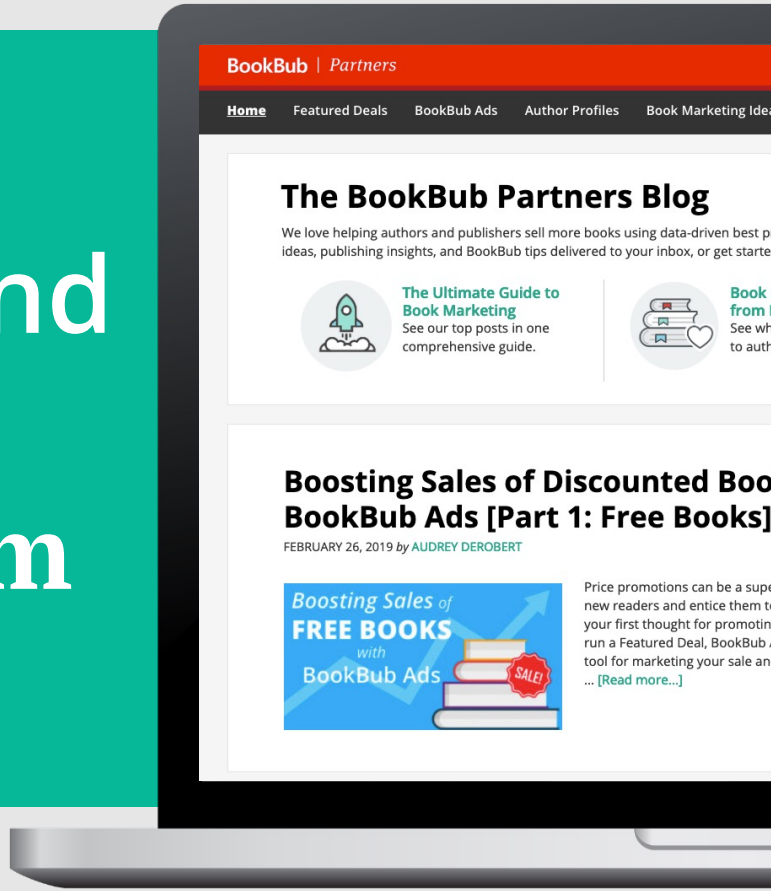

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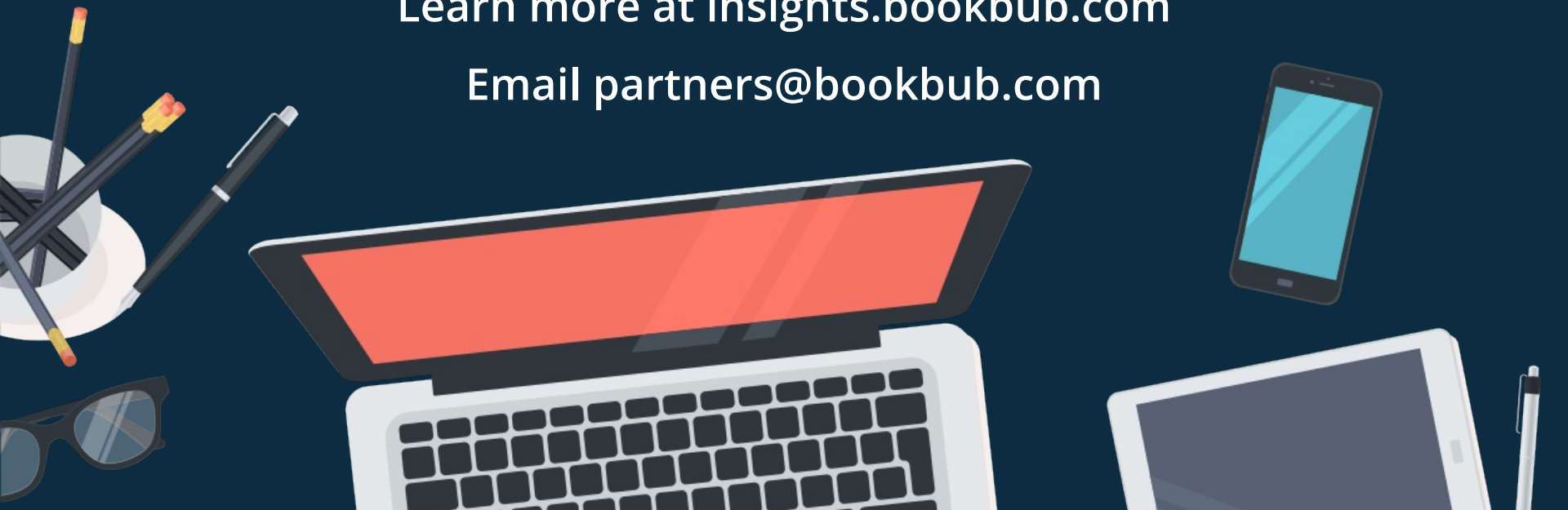
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