



Alliance of  
Independent  
Authors

# Self-Publishing Service Guides for Indie Authors

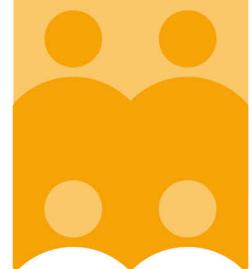
## A Guide to Reaching More Readers with BookBub

compiled by BookBub for members  
of the Alliance of Independent  
Authors

### WHAT'S INSIDE

- Marketing Cheat Sheet
- Bookbub Tools at a Glance
- Get Started with Bookbub Ads

### DOWNLOAD TO GET TOP INSIDER TIPS



# BookBub Marketing Cheat Sheet

## WHAT ARE YOU PROMOTING?

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### A Preorder

Send a dedicated **Preorder Alert** email to an author's followers — their most loyal fans and the readers most likely to preorder — to drive sales and awareness for an upcoming title.



### A New Release

Submit upcoming books for **Featured New Releases**, a weekly BookBub-curated email highlighting top releases by genre, to reach a huge audience of engaged readers, increase exposure, and drive full-priced sales.



### A Discount

Submit discounted books for inclusion in BookBub's curated **Featured Deals** email to boost sales, increase visibility, and even hit bestseller lists by reaching millions of engaged readers in your book's genre.



### Any Book

Run self-serve **BookBub Ads** to boost sales and exposure for any book at any time by targeting custom audiences, including an author's existing fans or the fans of similar authors.

## Marketing Tools at a Glance

**FEATURED DEALS:** A curated daily email placement for discounted books sent to millions of engaged readers by genre.

**FEATURED NEW RELEASES:** A curated weekly email placement for full-price, newly released titles sent to millions of engaged readers by genre.

**PREORDER ALERTS:** A dedicated email to an author's BookBub followers sent on any day of your choice before launch day.

**BOOKBUB ADS:** An auction-based display ad platform with complete flexibility and the ability to target custom audiences.

### FREE TOOLS

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**Author Profiles:** Authors can claim their profile on BookBub.com to start growing a following, manage their author bio & book data, and unlock Recommendations.



**Recommendations:** Authors can recommend their favorite books on BookBub.com to engage with their fans and increase their visibility.



**New Release Alerts:** A dedicated email to an author's BookBub followers sent automatically after a new book is launched.



**Deal Alerts:** A dedicated email to an author's BookBub followers sent automatically when we run a Featured Deal for one of their books.

**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 give you the chance to reach our 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.

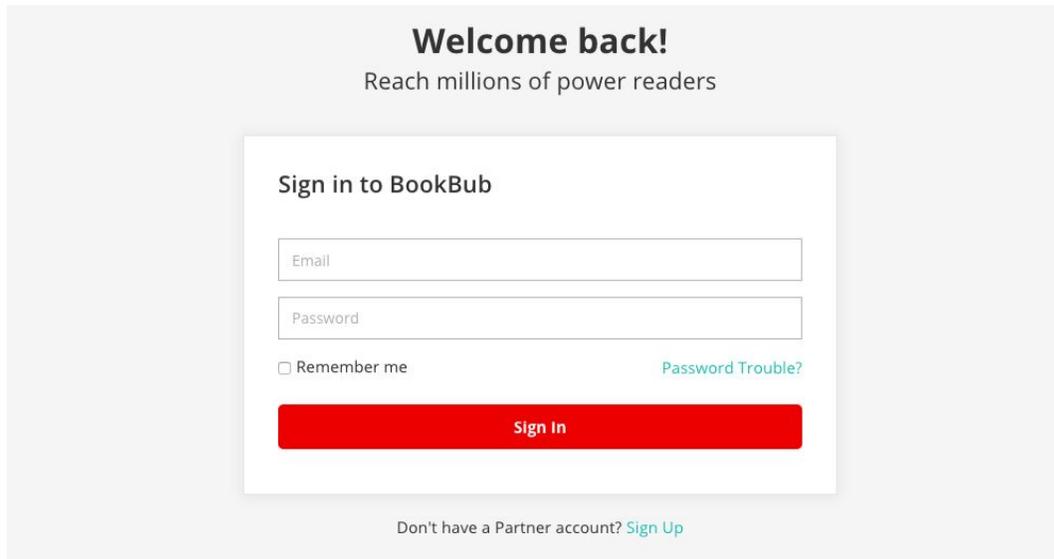
## Why Run a BookBub Ads Campaign?

	<p><b>Reach millions of avid readers.</b> BookBub Ads serve in daily emails that are sent to one of the world’s largest, most engaged communities of readers who are actively looking to buy new books.</p>
	<p><b>Target your campaign.</b> Advertisers choose which readers see their ads by targeting based on author interest, category subscriptions, retailer preference, and region.</p>
	<p><b>Fine-tune budget, pricing, and timing.</b> BookBub Ads allow advertisers to control the pricing, timing, and budget for their campaigns.</p>
	<p><b>Manage and monitor your campaigns.</b> BookBub’s Partner Dashboard updates ad stats within the hour, which gives advertisers the ability to monitor performance and quickly make adjustments to their campaigns..</p>
	<p><b>Advertise full-priced books, including new releases.</b> Advertisers can promote any book, any time. BookBub Ads can feature full-price books and are not subject to any editorial selection process.</p>

# How to Get Started

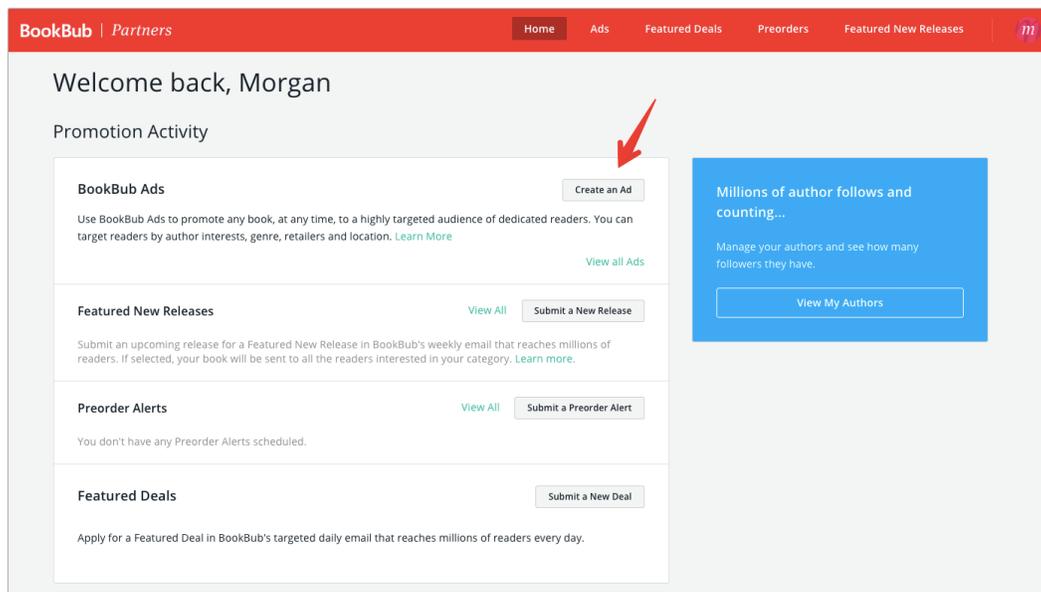
## Step 1 - Login to your Dashboard

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



## Step 2 - Create a New Ad

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



### Step 3 - Design your ad

Search for the book this ad is promoting in the “Choose a Book” section. This will automatically pull in any links we have on file and give you the ability to sort and view your ads by promoted title. Then upload your ad image or use BookBub’s automated creative builder to easily generate a simple ad design. You can view some examples of engaging ad creative [here](#).

The screenshot shows the 'Create a New Ad' page in the BookBub Partners dashboard. The page has a red header with 'BookBub | Partners' and navigation links for 'Home', 'Ads', 'Featured Deals', and 'Preorders'. The main content area is titled 'Create a New Ad' and contains 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'.

### 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 the icons to the right of the links to verify each one. If you didn’t associate a book, 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 'Click-Through Links' section in the BookBub Partners dashboard. It features a 'NEED HELP?' link and a note about automatically pulled retailer links. Three links are listed, each with an 'ON' toggle, a retailer name, a URL, and a verify icon. Below the links is a 'Choose where to target' section with checkboxes for United States, United Kingdom, Canada, India, and Australia. At the bottom, there is a Kobo US link and an 'Add another link' button.

Toggle	Retailer	URL	Verify Icon
<input checked="" type="checkbox"/>	Amazon US	https://www.amazon.com/Harry-Potter-Sorcerers-Stone-Rowling-ebook/dp/B0192CTMYG	🔗
<input checked="" type="checkbox"/>	B & N US	https://www.barnesandnoble.com/w/harry-potter-and-the-sorcerers-stone-j-k-rowling/11000363	🔗
<input checked="" type="checkbox"/>	Google	https://play.google.com/store/books/details/_K_Rowling_Harry_Potter_and_the_Sorcerer_s_Ston	🔗

Choose where to target

<input checked="" type="checkbox"/> United States	<input checked="" type="checkbox"/> United Kingdom
<input checked="" type="checkbox"/> Canada	<input checked="" type="checkbox"/> India
<input checked="" type="checkbox"/> Australia	

Toggle	Retailer	URL	Verify Icon
<input checked="" type="checkbox"/>	Kobo US	https://www.kobo.com/us/en/ebook/harry-potter-and-the-sorcerer-s-stone-the-first-book-in-the-	🔗

## Step 5 - Set your audience targeting

In addition to region and retailer preferences, you can target BookBub Ads by author and book category interest. Targeting fans of an author includes not only that author's BookBub followers, but any other readers who have clicked on that author's books on our platform. Author targeting is usually best for high engagement and ROI, and category targeting is best for broad reach and exposure. You can also combine author and category targeting to reach readers who are fans of a particular author and also subscribed to a certain category — this is an excellent option if you're targeting authors who write in multiple genres. You can find additional targeting tips [here](#).

### 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.

## Step 6 - Set your schedule and budget

Choose to run your ad either continuously or for a fixed length of time. Note that if you choose continuous, 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)

through  at 11:59 p.m.

**Pacing**

Spread across date range  Fulfill as quickly as possible

## Step 7 - Set your bid

Choose CPM bidding to pay per impression (one impression = one opened email) or CPC bidding to pay per click. It can be easier to quickly serve impressions using CPM bidding, but you have greater control over your costs with CPC. Learn more about bidding strategies and how to decide what to bid [here](#).

**Bid** NEED HELP?

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**

\$  per thousand impressions

Average winning bids are between **\$6.00** and **\$10.00**

## Step 8 - Monitor and edit your campaign

Navigate to the **BookBub Ads** section of your Partner Dashboard at any time to view or edit your campaigns. You can filter by book to view all ads associated with a single title. Click on an ad to view daily performance details. Click [here](#) for tips on how to adjust your campaigns, or read about how to avoid common advertising mistakes [here](#).

Name	Status	Date Range	Effective CPM	Effective CPC	Remaining Budget	Budget Spent	Impressions Served	Total Clicks	CTR	Actions
NFL Golden Boy_Couple_Amazon Authors_092218 Rush Me	Completed	09/22/18 - 09/24/18	\$8.44	\$1.00	\$0.00 (Total)	\$10.01	1,186	10	0.84%	Select Action
NFL Golden Boy_Couple No Cover_Amazon Authors_092018 Rush Me	Completed	09/20/18 - 09/21/18	\$8.64	\$0.45	\$0.00 (Total)	\$10.00	1,158	22	1.90%	Select Action
Witty Banter_Couple No Cover_Amazon Authors_091918 Rush Me	Completed	09/19/18 - 09/21/18	\$9.00	\$0.56	\$0.00 (Total)	\$10.00	1,111	18	1.62%	Select Action
Witty Banter_Couple_Amazon Authors_091918 Rush Me	Completed	09/19/18 - 09/21/18	\$9.07	\$0.77	\$0.00 (Total)	\$10.00	1,103	13	1.18%	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 \$1,000+ campaign (or anything in between). However, we recommend that you start by running tests with low-budget campaigns (\$10-20) 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) or Cost Per Click (CPC).

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

- Campaign 1: \$9.00 CPM bid
- Campaign 2: \$8.00 CPM bid
- Campaign 3: \$7.00 CPM bid

In this example, Advertiser 1 would win the impressions at a \$8.01 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 \$7.01 CPM (one cent more than the new second-highest bid). Your campaign results will show the average CPM or CPC 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). Read more about ad targeting options [here](#).

### **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, 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. You can read more tips on increasing the click-through-rate of your ads [here](#).

### **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.

### **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. However, if you have two ads targeting the same audience, they will compete against each other for impressions among that audience.

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

When you create your first campaign, we'll ask you to enter a payment method in your Dashboard, and you will be billed automatically for your ads. Learn more [here](#).



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