

BookBub Ads: Targeting Basics

Audience targeting is one of the most important elements of any successful ad campaign. Finding an engaged and relevant audience will enable you to drive clicks and sales, while also keeping your ads cost-effective. There are several questions to ask yourself when you're setting up your ad's targeting:

What format am I advertising?

You can target BookBub readers (ebooks) or Chirp readers (audiobooks) with your ad.

Where is my book available?

When you input the retailer links for your book, the auction will automatically target the appropriate readers. For example, if you enter an Amazon CA link, your ad will be shown to Kindle readers in Canada. If you choose to use a custom link, you will see options to select which regions and retailers you'd like to target.

Which genre am I writing in? (Category targeting)

You can use category targeting to reach readers interested in different BookBub genres. Since each category on BookBub has such a large audience, it can be a good idea to combine category targeting with author targeting to reach a more specific and engaged audience.

Which authors do my ideal readers enjoy? (Author targeting)

Author targeting allows you to reach the fans of any author on BookBub. For inspiration, try looking for authors who write in a similar niche, keeping an eye out for Featured Deals for similar books, and perusing "Related authors" in the BookBub Ads form. Find more tips for [choosing author targets](#).