

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 Pine, the small town and the friendly people who have made Barbara Freethy a master of suspense and a fan favorite. She makes her characters come to life on the page. After three years of being a single, Chloe Morgan is finally ready to take a chance on love. She's found the perfect man in Joe, but she checks all her boxes when it ... [Read More](#)

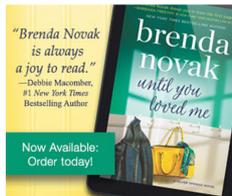
Amazon

Barne

Apple Books

Go

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 Rockies, a former police officer Will Fortin's assignment transport an incarcerated man becomes a powerful story. An unforgettable read from "one of the best in the business" (*Library Journal*).

Thrillers

\$1.99 ~~\$3.99~~

Apple Books



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

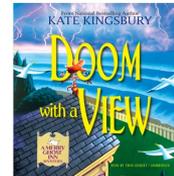
READ NOW

AD FEEDBACK

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 rehabilitated. But when the dead body of a guest is found, the pair must dive into an investigation. The killer has a chance for a getaway... *Booklist* raves, "Satisfying."

~~\$19.95~~ **\$1.99**

Buy Now

Learn More

Deal ends 2/27/23



99¢ SALE
CHIRP AUDIO

ONE OF THE BEST COZIES!
Assault and Batting
TEES BONNER
UNABRIDGED BY FRANK DANNEVELE

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 ~~\$14.99~~

Kobo

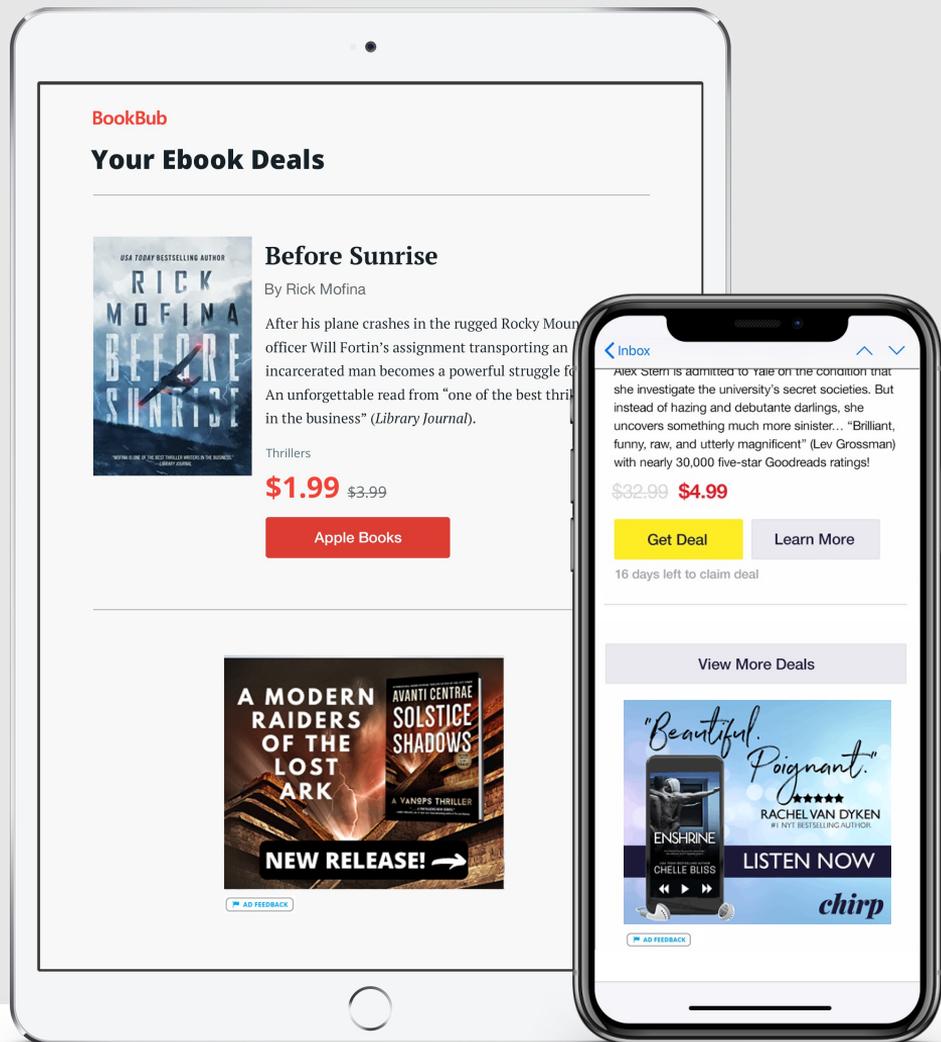


FREE

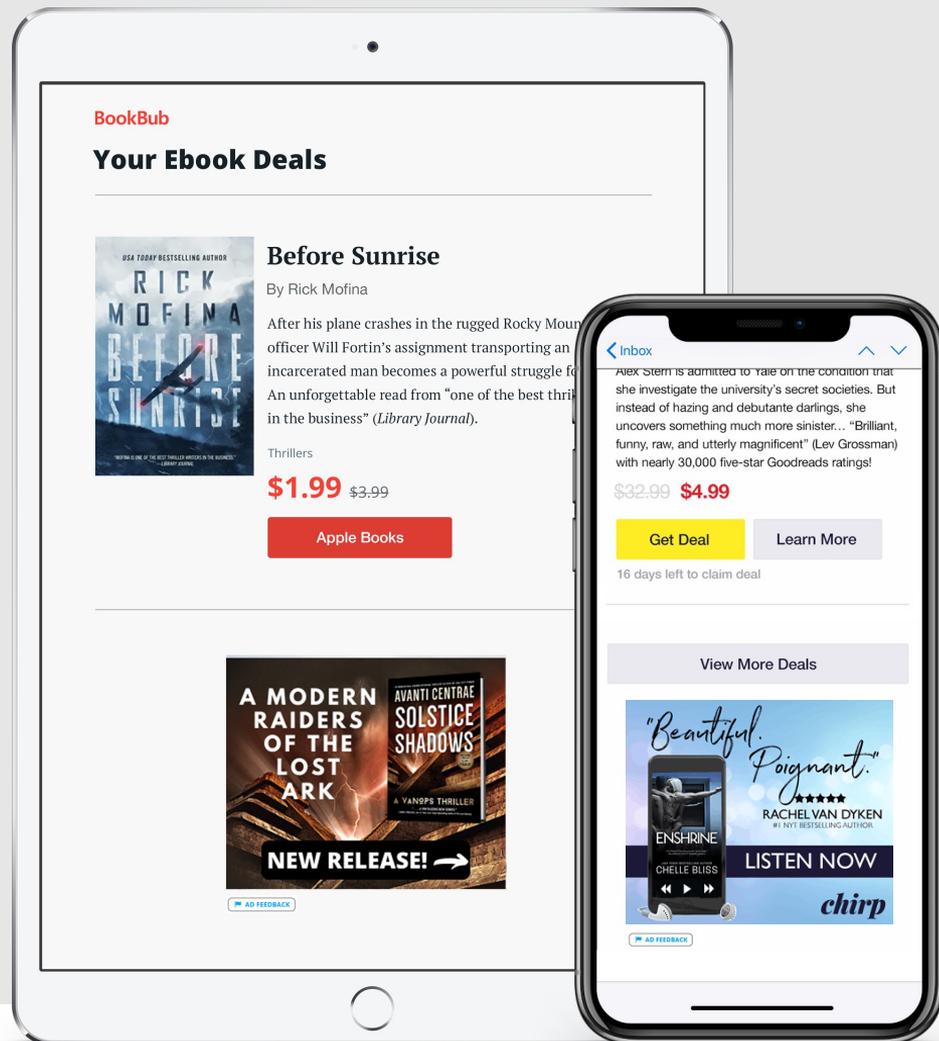
NEW

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**

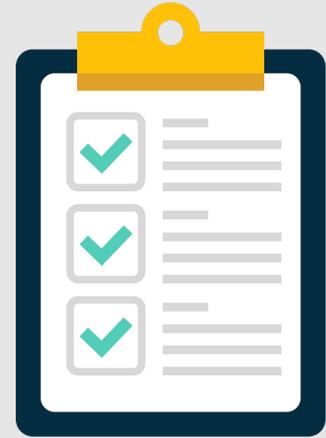
It's our most flexible marketing tool



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

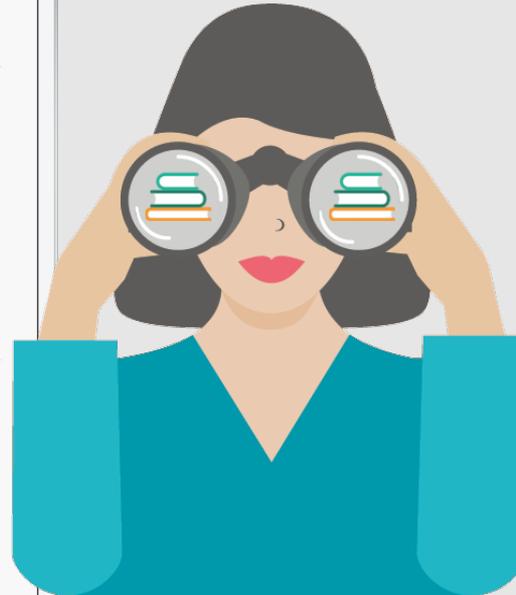
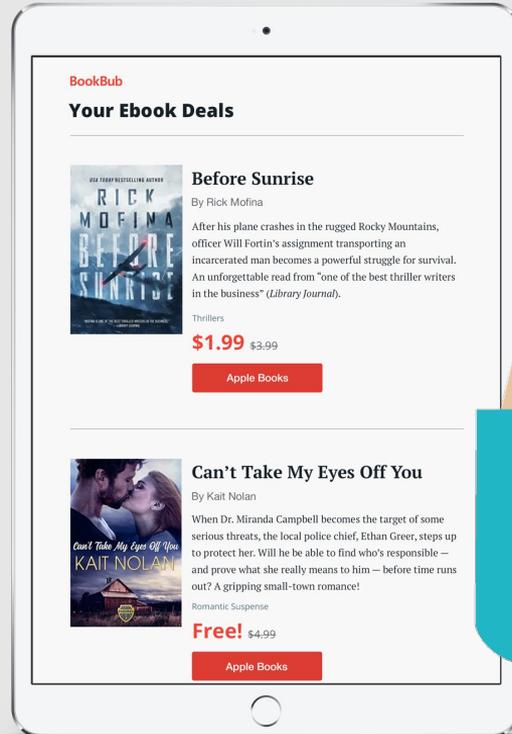
**Define what you
want to achieve**

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



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

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

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.

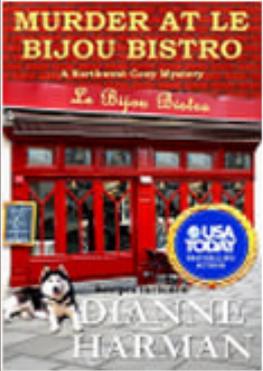


Custom link



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

Clearly signal the genre and mood



MURDER AT LE BIJOU BISTRO
A Bartholomew Cuddy Mystery
Le Bijou Bistro
SUSA TODAY
Mystery
DIANNE HARMAN

**A Cozy
Mystery
For
Readers
Who Like
Dogs, Food
& Recipes**

FREE W/KU



\$1.99
ON *chirp*
🎧

THE HARVESTERS SERIES BOOK ONE
RED GAMBIT
LUKE R. MITCHELL
WITH ILLUSTRATIONS BY STEVEN GARNETT

"A SCI-FI FANTASY MASTERPIECE!"

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!

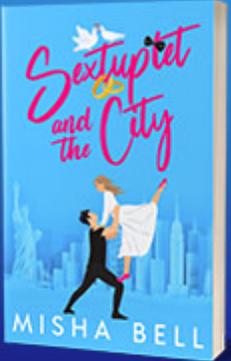
“Hilariously madcap, steamy, and lots of fun!”

★ ★ ★ ★ ★

READ NOW

Sextuplet and the City

MISHA BELL



BEGIN THE SERIES \$0.99

>>> BUY NOW >>>

THE BOW OF DESTINY

THE BOWERS HUNTSMAN BOOK 1

P.H. SOLOMON



A race-against-time romantic thriller

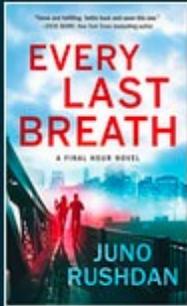
Perfect for fans of 24, J. D. Robb, and Mary Burton!

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.

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:

- United States
- United Kingdom
- Canada
- 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 

Name your custom link (max 40 characters)

Choose which readers to target:

United States **Refine by Retailer** ▲

Canada

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

United Kingdom **Refine by Retailer** ▼

Australia **Refine by Retailer** ▼

[+ 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

 <p>Lori Foster  114,809 Readers 1.26% CTR</p> <p>+</p>	 <p>Lisa Kleypas  90,544 Readers 1.13% CTR</p> <p>+</p>
 <p>Kristina McM...  150,830 Readers 1.10% CTR</p> <p>+</p>	 <p>Linda Lael Mil...  161,550 Readers 0.90% CTR</p> <p>+</p>
 <p>Kristan Higgins  121,992 Readers 0.88% CTR</p> <p>+</p>	 <p>Brenda Novak  463,317 Readers 0.78% CTR</p> <p>+</p>
 <p>Ellie Clark </p> <p>+</p>	 <p>Tom Michels </p> <p>+</p>

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](#)

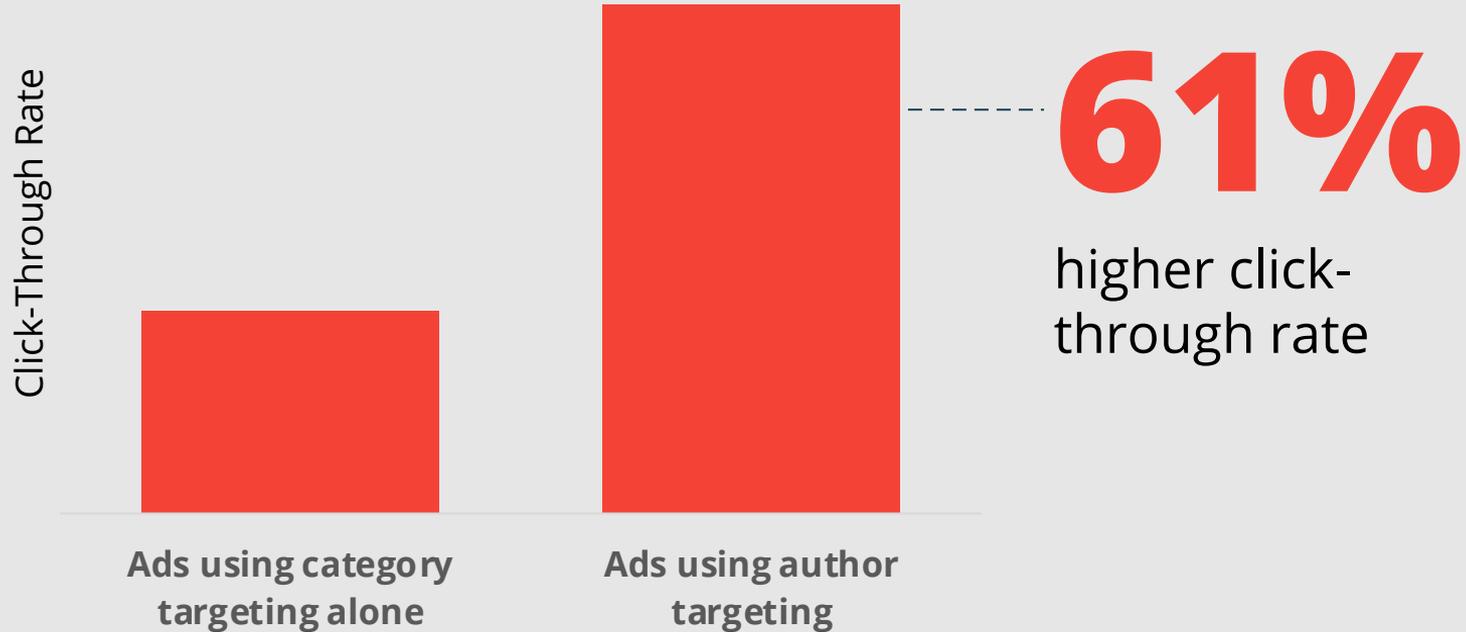


Audience: Fairly Broad

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

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

SELECTED AUTHORS

Lara Adrian [✕](#)



The epic series finale is here!

READ NOW

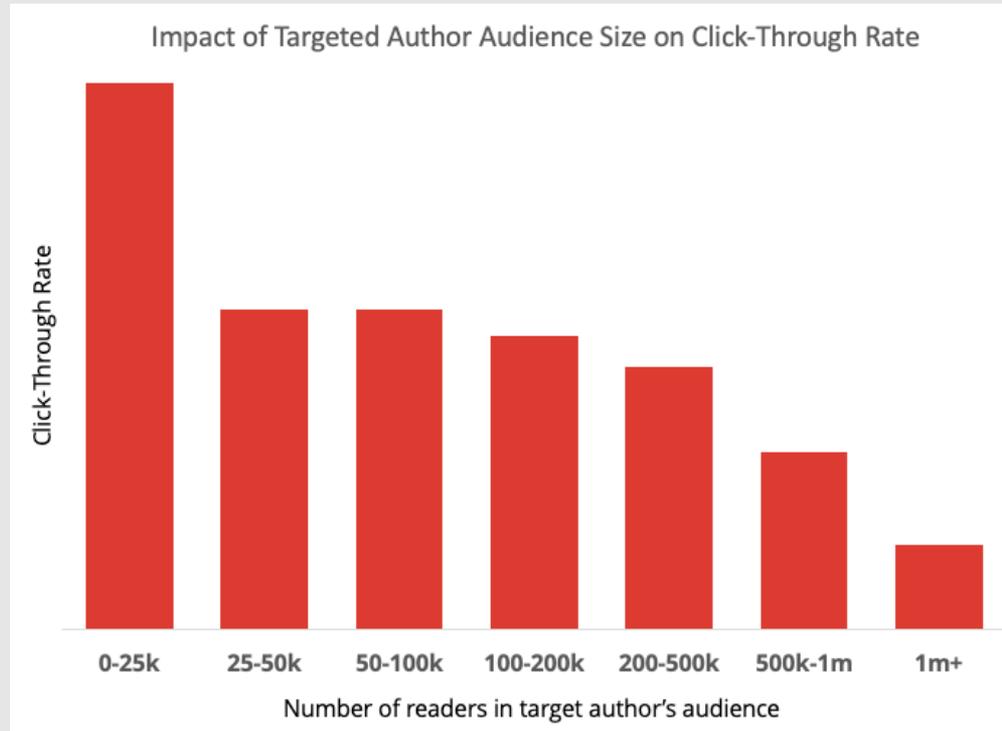
Add Authors to Targeting

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 

SELECTED AUTHORS

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



The desktop screenshot shows the BookBub website. The header includes 'BookBub', navigation links 'Home' and 'Browse', a search bar, and a user profile for 'Carlyn Robertson'. The main heading is 'Explore All Deals'. There are filters for 'Categories' (1 selected, Clear All), 'Price', 'Retailer', and 'Collections'. A 'Your Categories' section shows 'Romantic Suspense' selected. The 'Sort by' dropdown is set to 'Popularity'. Two featured deals are shown: 'Her Righteous Protector' by Caitlyn O'Leary, priced at \$0.99 (was \$4.99), and 'Against the Sky' by Kat Martin, priced at \$0.99 (was \$6.99). Both deals include retailer buttons for Amazon, Barnes & Noble, Apple Books, Google, and Kobo.

Discover “Related Authors”

Select Authors for Targeting Cancel & Close

Search by author name

Previously Used Authors Related Authors

 Cora Seton  621,274 Readers +	 Melissa Foster  259,747 Readers +
 J.H. Croix  439,999 Readers +	 Maya Banks  211,298 Readers +
 Julia Kent  179,742 Readers +	 Laurelin Paige  141,460 Readers +
 Adrienne Bell  390,796 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
 BookBub 3,538 Readers	\$9.95	\$0.20	4.90%	388
 BookBub 4,117 Readers	\$12.87	\$0.28	4.64%	302
 BookBub 7,990 Readers	\$13.39	\$0.94	1.43%	210
 BookBub 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

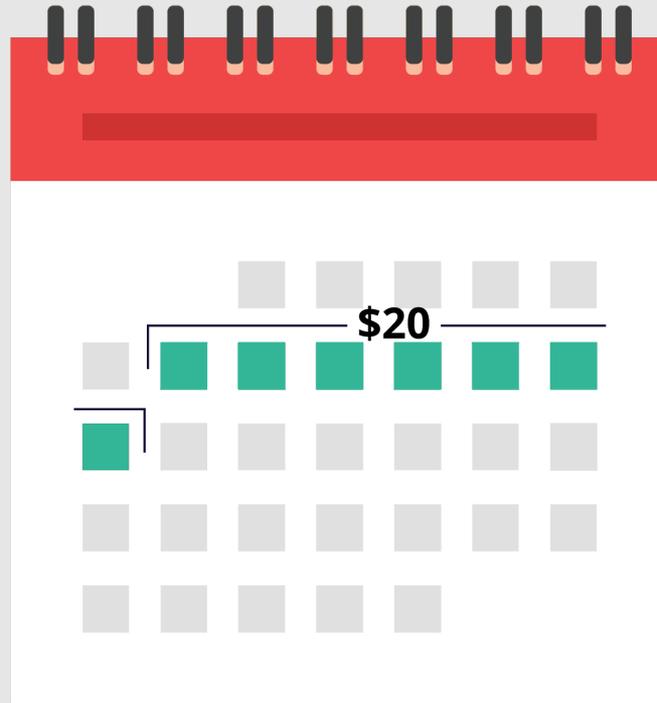
- Spread across date range
- Fulfill as quickly as possible

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

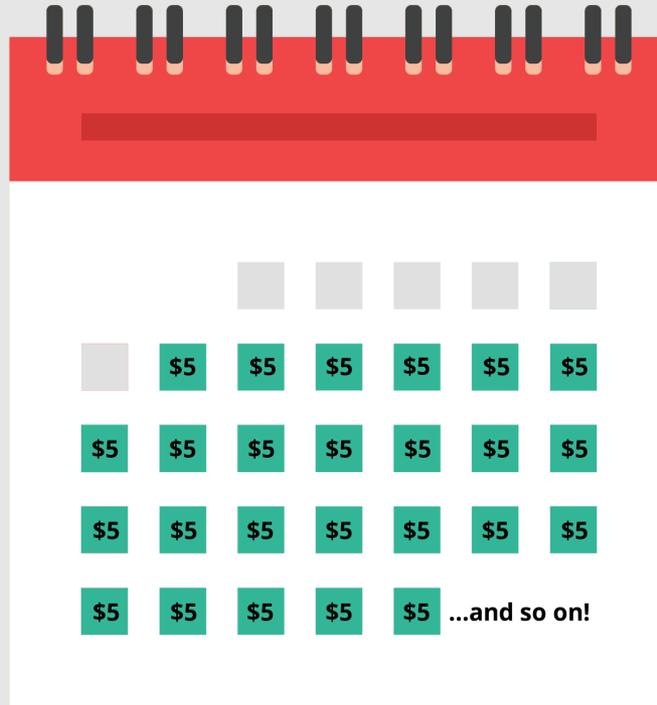
Pacing

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

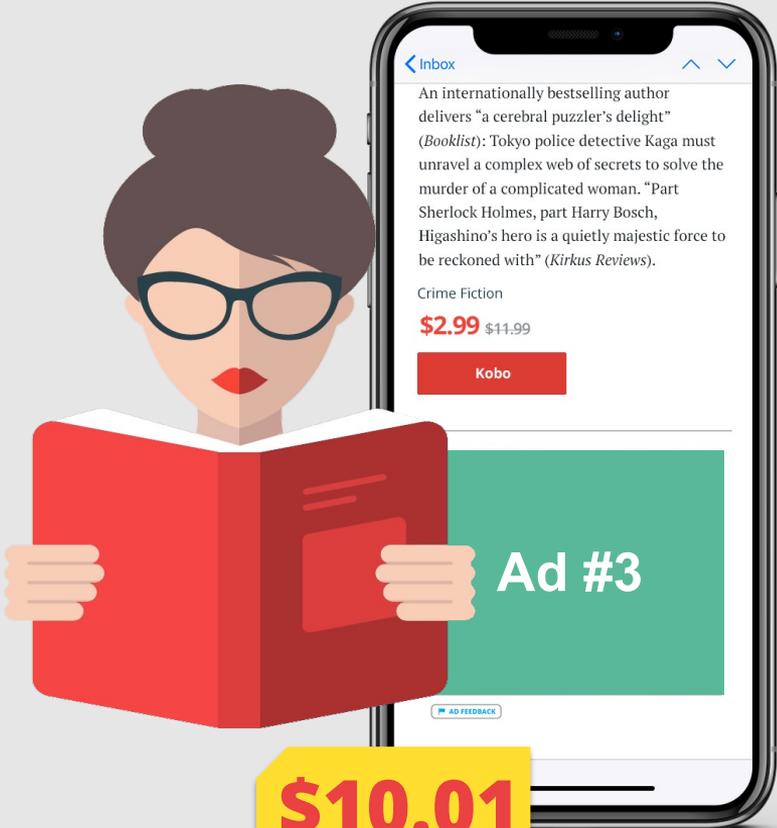
Ad #2

Bid: \$8

Ad #3



Bid: \$11



\$10.01

Ad #1

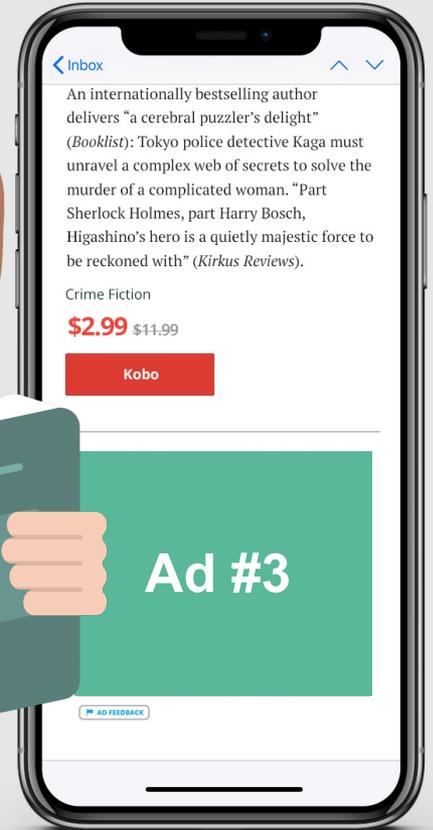
Bid: \$10

Ad #2

Bid: \$8

Ad #3

Bid: \$11



Ad #1

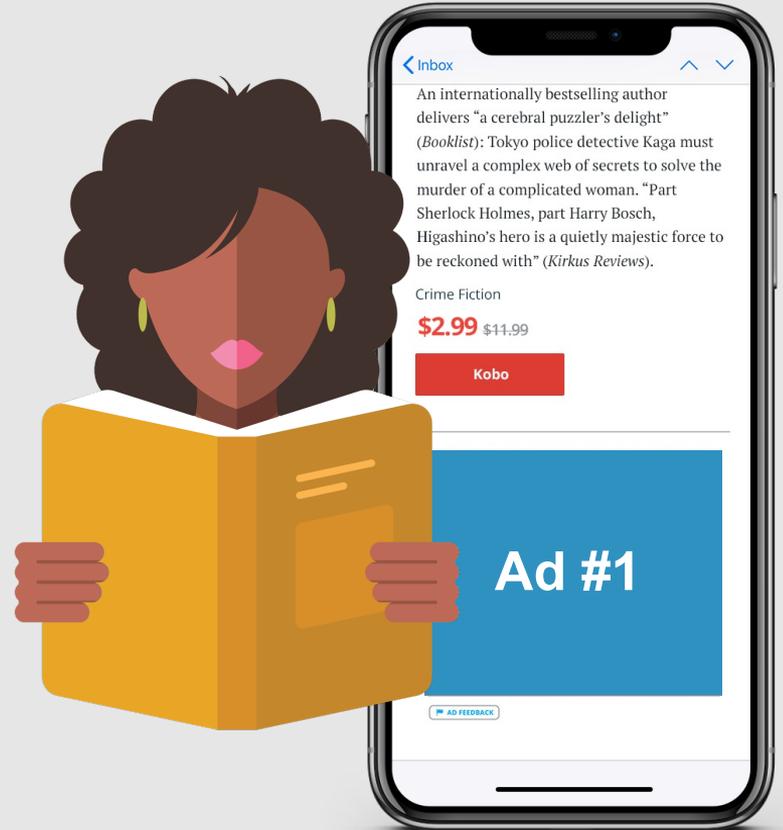
Bid: \$10

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?

Q 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
Book Title Ebook	Paused	05/20/20 - ongoing	\$19.98	\$0.63	\$5.00 (Today)	\$20.04	1,003	32	3.19%	Select Action
Book Title Ebook	Paused	05/20/20 - ongoing	\$17.46	\$2.51	\$5.00 (Today)	\$20.05	1,148	8	0.70%	Select Action
Book Title Ebook	Paused	05/20/20 - ongoing	\$17.47	\$1.82	\$5.00 (Today)	\$20.03	1,147			Select Action

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

BookBub Ads Create an Ad

Aggregate Stats **My Ads** About Ads FAQs Ads Insights Contact Us

Q 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	Select Action ▾ <ul style="list-style-type: none">View DetailsEdit AdArchive AdCopy Ad

Export CSV



Copy campaigns to quickly set up tests

BookBub Ads

[Create an Ad](#)

[Aggregate Stats](#) [My Ads](#) [About Ads](#) [FAQs](#) [Ads Insights](#) [Contact Us](#)

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 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

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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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