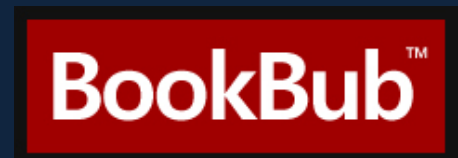


Data to Die For: eBook Price Promotions

Presented by Josh Schanker
Founder & President, BookBub
May 30, 2013



What is BookBub?

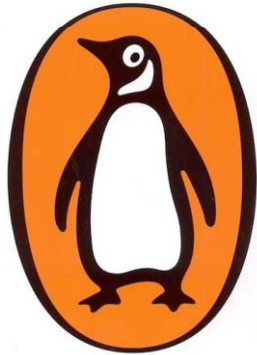
1 million+ members



Books on sale!



MACMILLAN



RANDOM HOUSE



hachette
BOOK GROUP



Harper
Collins



CHRONICLE
BOOKS



KENSINGTON



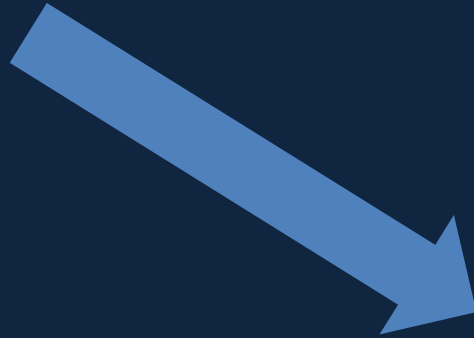
sourcebooks



HOUGHTON
MIFFLIN
HARCOURT



kobo™



iBooks



nook™

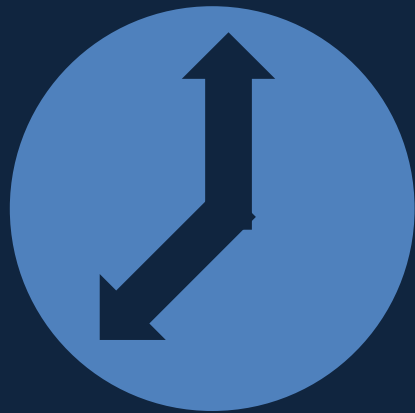


amazon.com

What is an eBook Price Promotion?



**Over 50% Off
Regular List Price**



**Limited-Time
Discount Window**



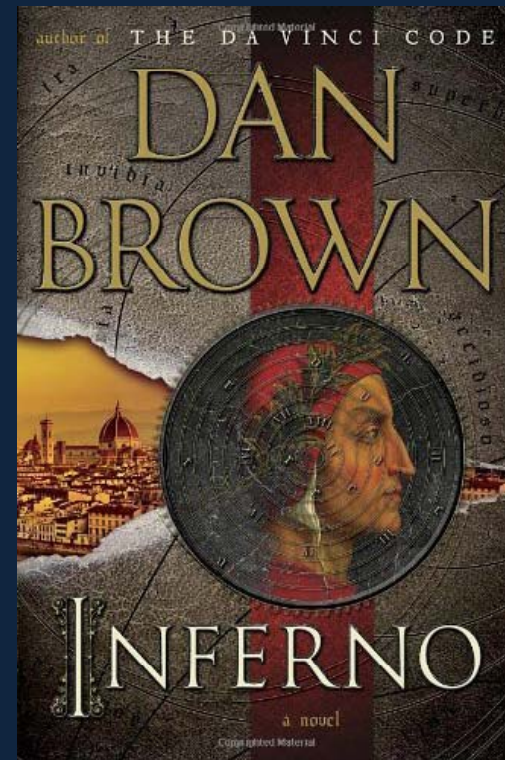
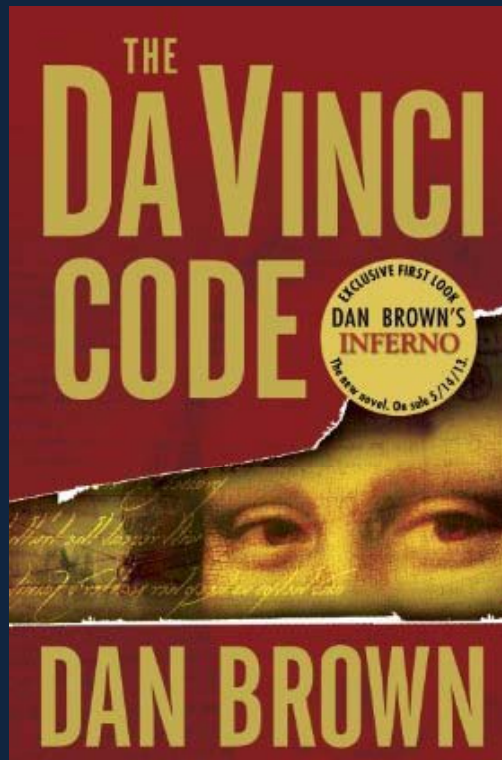
**Publisher Initiated
Multi-Retailer Deal**

**Why do publishers run
eBook price promotions?**

Give sleepy backlist titles a boost



Drive sales of related books



Drive sales of a series

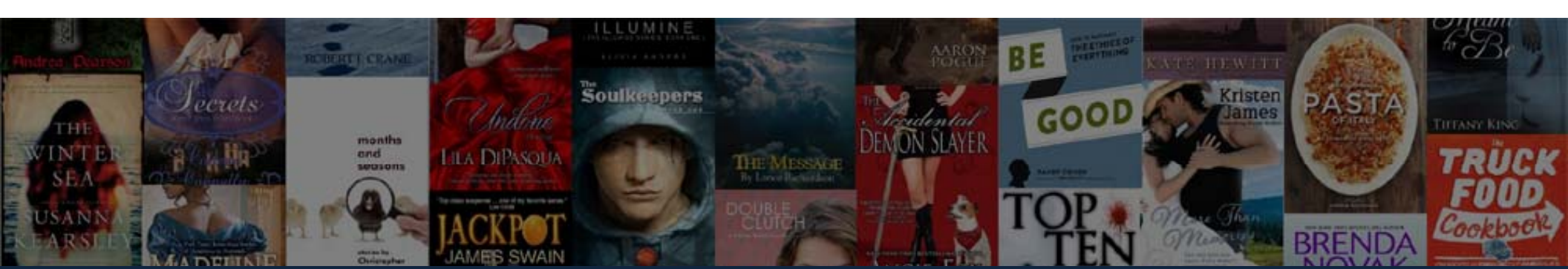


Grow audience and reviews

facebook®

twitter 

goodreads

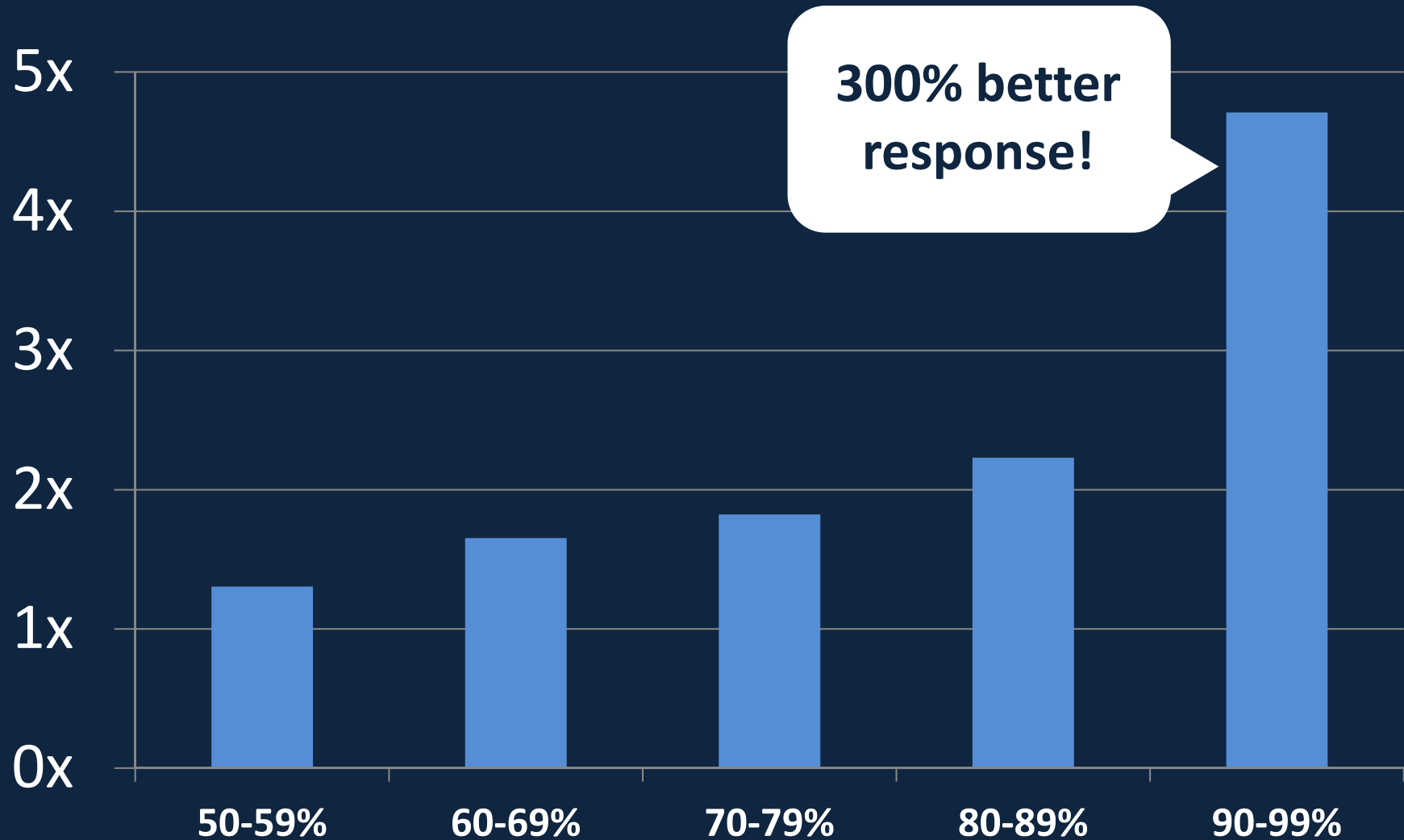


Exclusive data on thousands of eBook price promotions



**Does the size of
the discount matter?**

Response Per Discount



Does price matter?

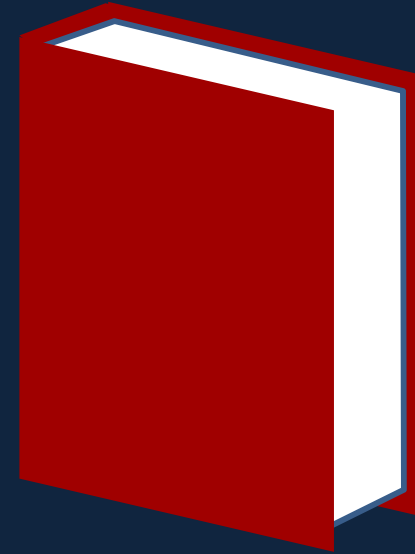
Response Per Price



Not Apples to Apples



**Bestselling
Novelist
\$2.99**



**Unknown
Author
\$0.99**

The Typo Test

(Same Book – Different Prices)



\$0.99



\$1.99

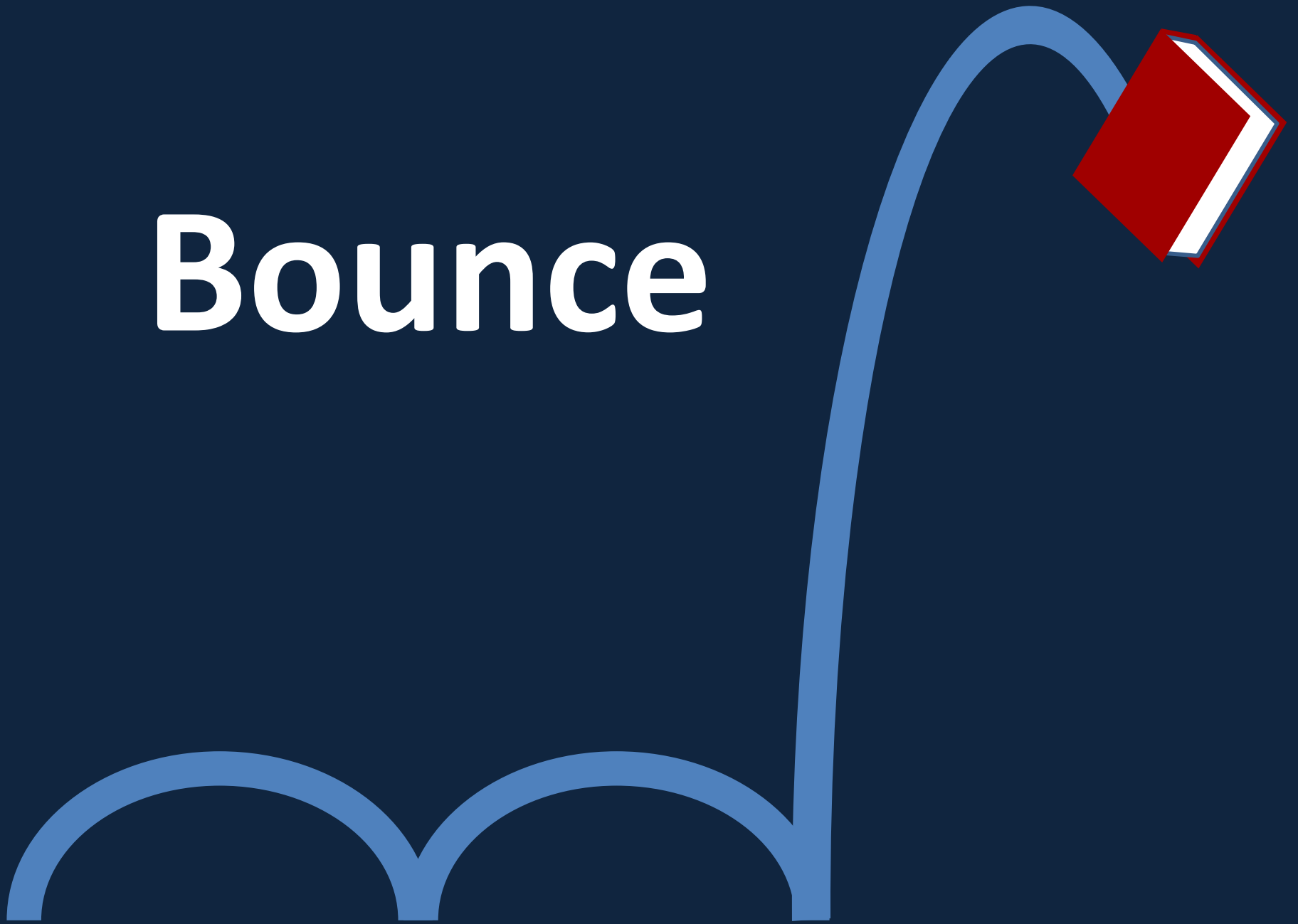
Corrected Response Per Price



Revenue Per Price Promotion



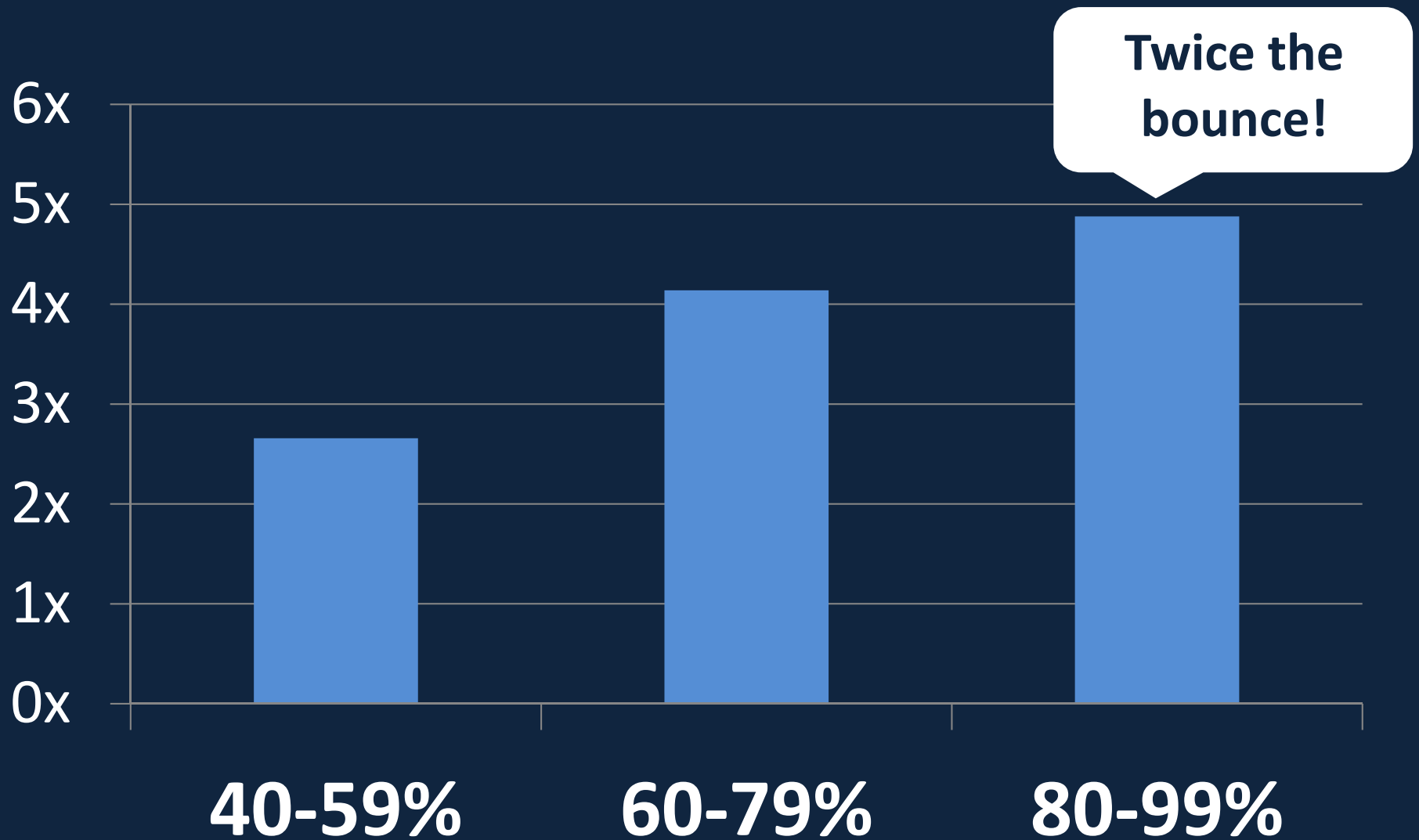
Bounce



BOUNCE:

**Percentage change in
full-priced sales of the
featured and related
eBooks**

Average 'Bounce' Per Discount



Higher Prices:

Optimizes discount book revenue

Lower Prices:

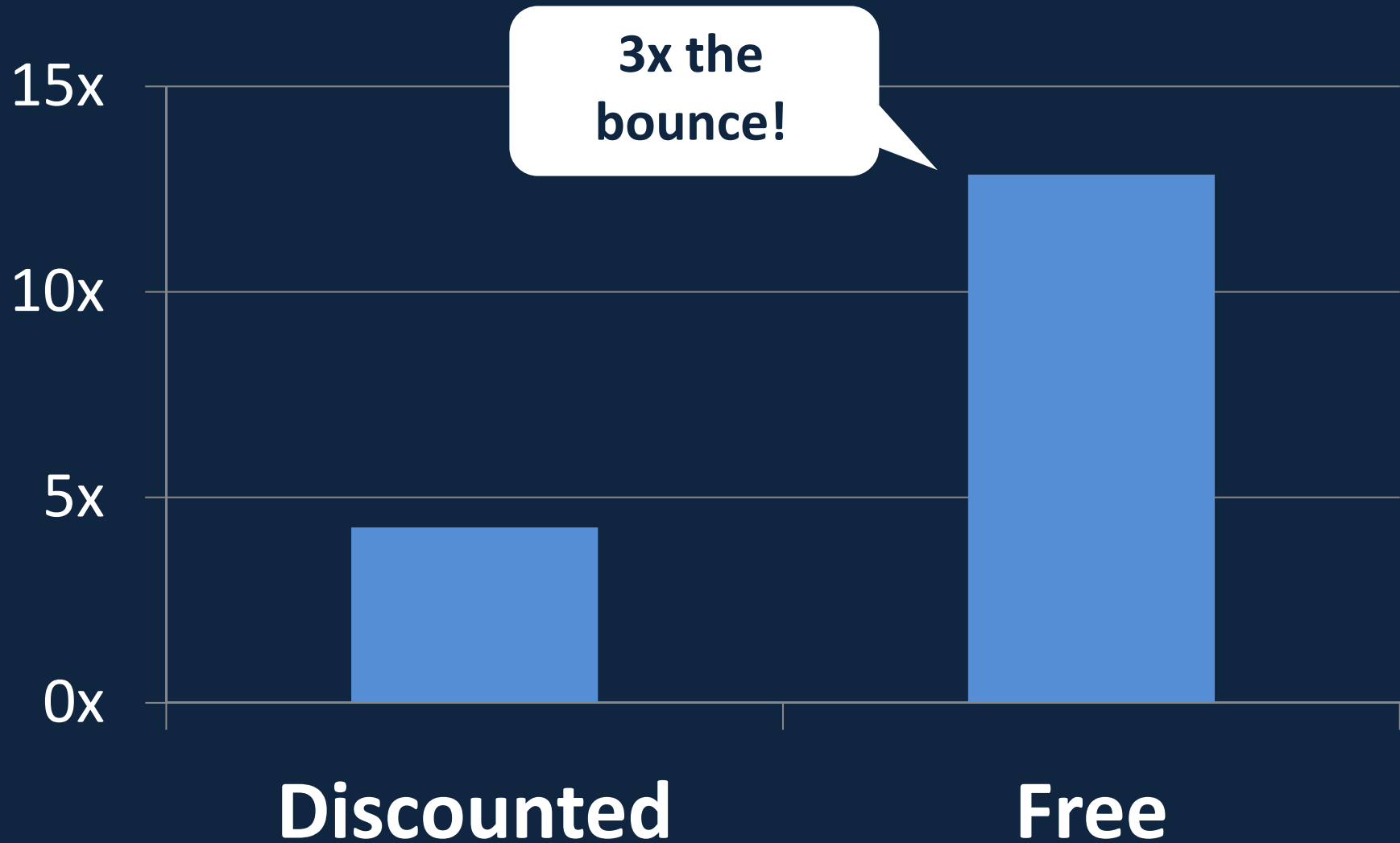
Optimizes full-price book revenue

Free eBooks

Average Response Rates

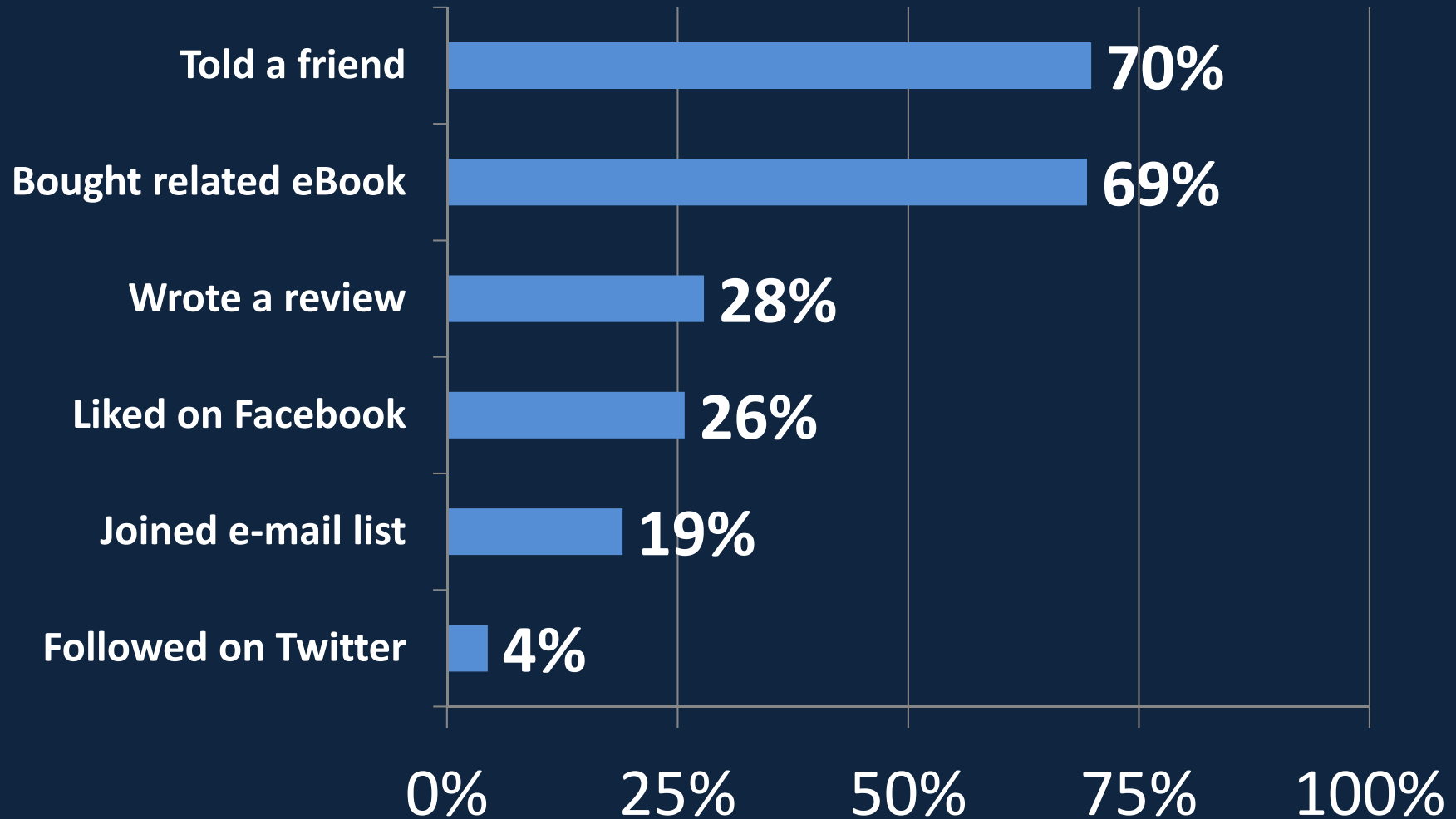


Average 'Bounce'

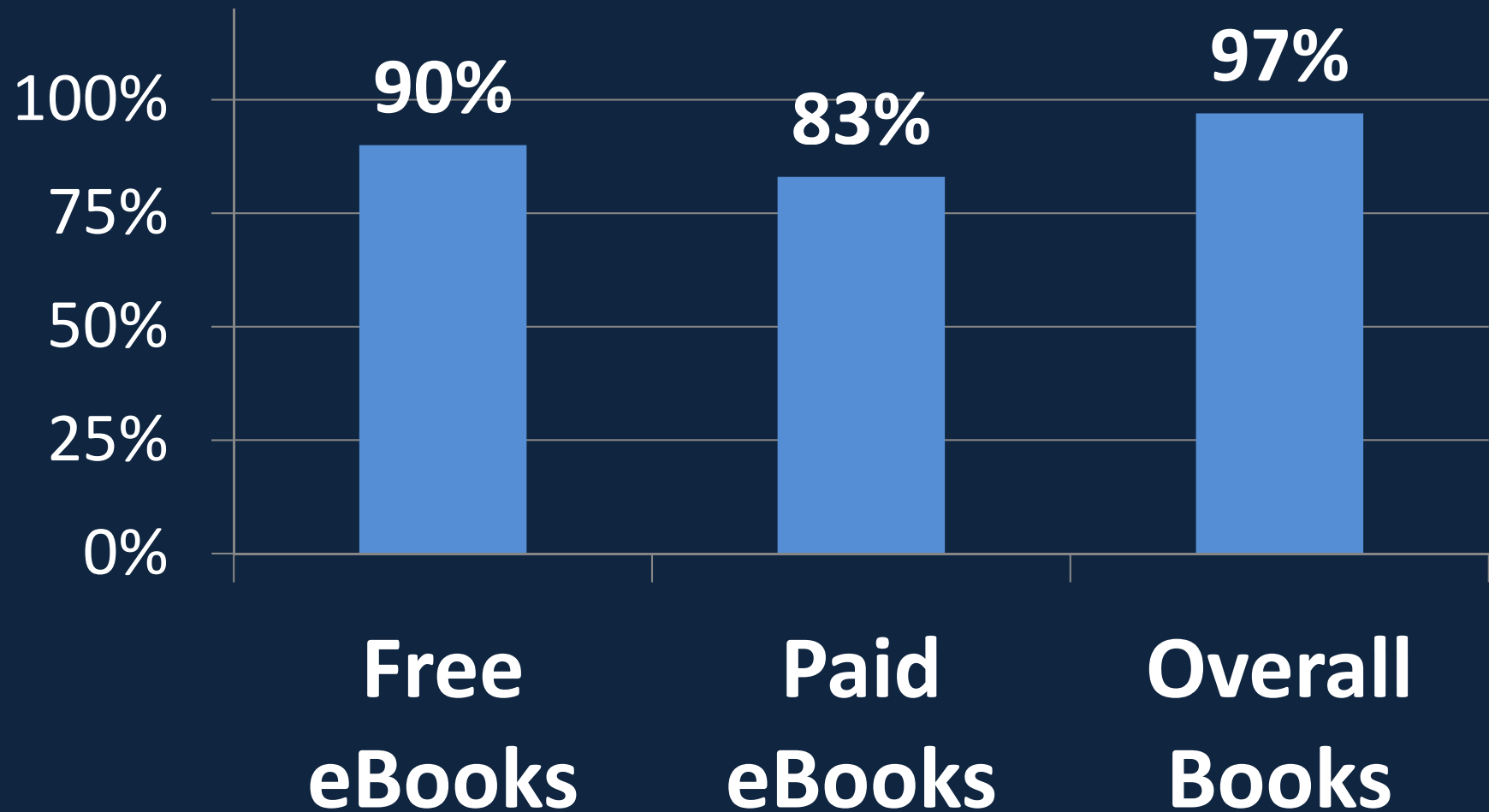


**Do free eBooks
condition readers to stop
paying for eBooks?**

When I like a free eBook I have...

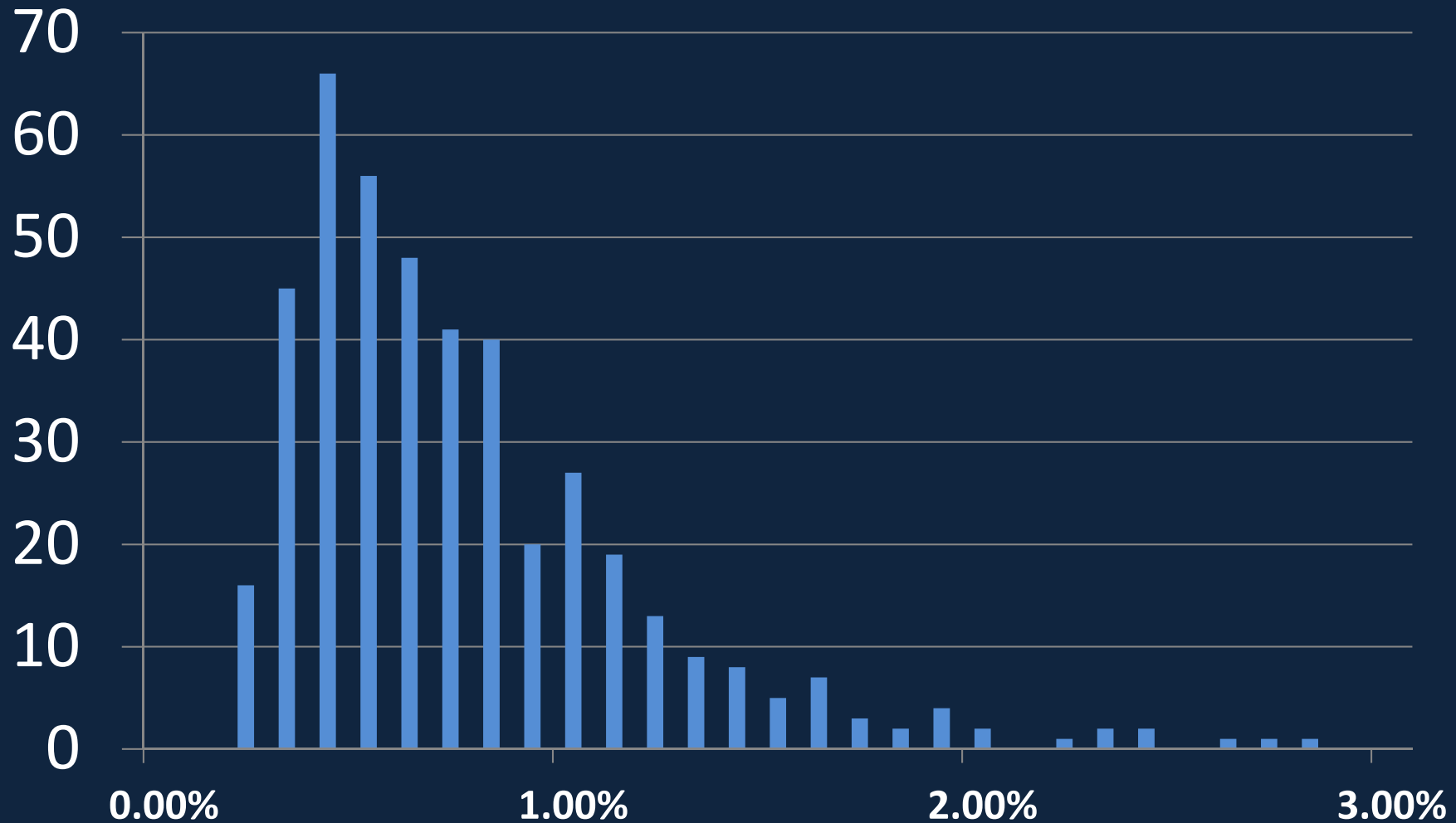


Percentage reading more or the same



Closing Thoughts

Each Promotion is Different



“Simply dropping a book’s price doesn’t work well without concentrated promotion.”

-BookBub Partner

Summary

1. Choose price strategically
2. Don't be afraid of freebies
3. Advertise your promotion
4. Try different books