



E-book marketing gets social – BookBub  
Social Insights Report











## Report Contains

- Objective and Scope
- Introduction - Why they read and Where they buy books
- What Sells the Books
- Sentiment towards Bookbub
- Audience Profiling
- ROI and Competitors
- Market Snapshot

# Objective

This report aims to identify and understand the discussions surrounding BookBub to pinpoint the audience reasons for buying and reading free & discounted bestselling eBooks. It also covers category-based audience profiling and snapshot of BookBub's market research data.

# Scope

<b>Data Volume</b>	<b>Monitored</b>			
Relevant Data	<b>Region</b>	<b>Period</b>	<b>Language</b>	<b>Platforms</b>
 <b>15K</b> Mentions	Global 	December 2 <sup>nd</sup> 2015 ↔ December 1 <sup>st</sup> 2016	Conversations pertaining to <i>English</i> language are only considered	     
Refined Data	<b>Limitations</b>  This is a sample report hence few sections are not part of it (Influencer analysis, Mainstream media and other custom sections).			
 <b>13.6K</b> Mentions				

# Introduction

# Why they read books

- Reading for pleasure/passion (24%) was the top reason to read books, and the most used term by them was "a stress-free escape" and "nice way to relax", people preferred reading romance, humor and fantasy-based books
- Frequent readers mainly preferred books for personal enrichment(16%), they felt that books helped them to experience places, events and also travel back in time. Also, readers say that these genre of books helped them to take decision(s) in real life.
- The third major stated reason for reading books was Knowledge/Information (14%), People who preferred reading for knowledge mainly consists of school students (academic purpose), researchers and people who wanted to keep up with current trends.

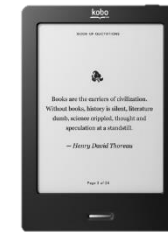


(Total mentions = 1k)

# Where they buy books



Amazon- 79%



Kobo- 15%



Google- 5%

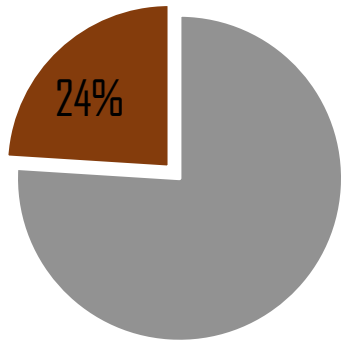


(Total mentions = 2.3K)

- Romance was the most demanded category in all the three devices attributing for about 30% of total mentions, followed by mystery and non-fiction.
- While ordering books through mobiles, selection of preferred e-reader device option was not available . This was a major distress among the readers.

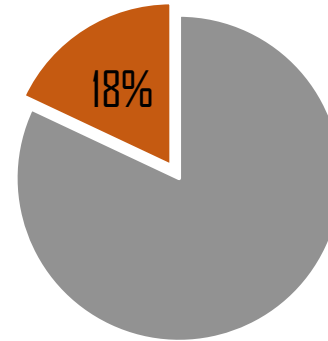
What Sells the Book

## Top 3 things that sells the books



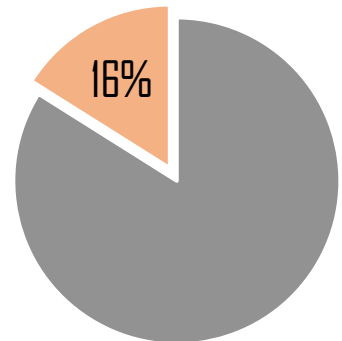
Authors

of global readers felt that author name was the predominant factor that mattered during their buying decision.



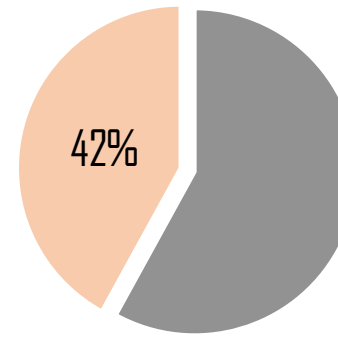
Deals/Offers

of book lovers were attracted to buy a book when there was a price slash or freebies on the rack.



Covers & Blurbs

One out of 10 readers felt that cover of a book mattered to them than any other factor while zeroing down on a book, while 6% of people felt blurb (short description of the book) helped them to decide a book.



Others

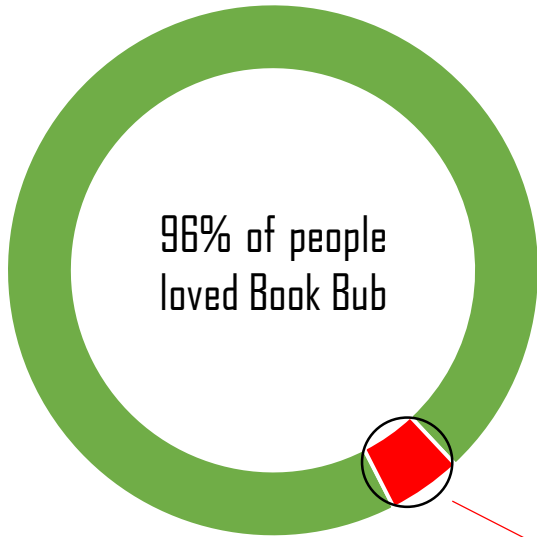
Amongst the rest of factors that influenced readers to buy a book were the genre, and customer ratings.

*The total number of related mentions in buying a book - 5k approx.*

Sentiment towards BookBub



## Why people prefer e-books and top reasons of selecting BookBub

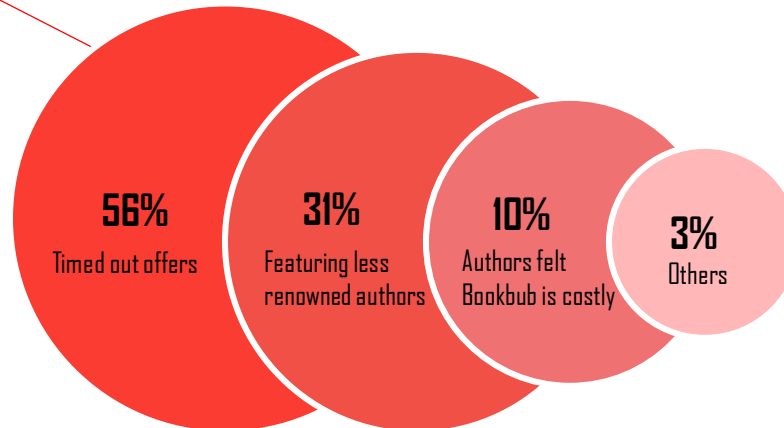


- BookBub's promotional messages were constantly sent, yet it wasn't flooding with spam/bulk mails, this moderated way of sending mails were appreciated by the readers.
- Authors felt BookBub was selective but egalitarian, they also said that their book sales skyrocketed through BookBub promotions.
- Featuring full-length novels of 150 pages or over, was a big winner among the readers because many sites that offered deals had only books with limited number of pages. Also, bookworms felt that BookBub helped to discover new authors.

Last month, my debut novel, *Rachel's Folly*, was featured on [BookBub](#) and became the #1 downloaded free eBook on Amazon for 24 hours. Not for just my genre, but for the entire Kindle store. It received nearly 49,000 downloads during the total promotional period. - *Monica Bruno*

## Why people hate it

- Failure of mentioning how long would each offer last was one of the major concerns among the customers.
- Some readers stated that they waited for few days to acquire a book, but once the offer is announced, it vanishes within few hours.

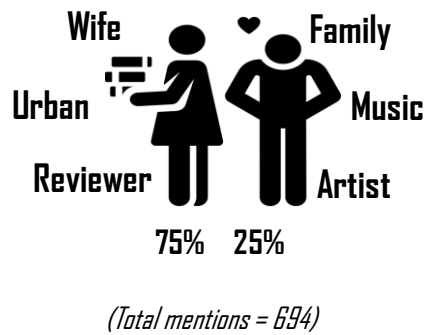


- People felt that not all new authors are very talented, so discerning readers had a tough time finding books that they can actually enjoy reading.
- "My authors" section in BookBub's site is incomplete which left viewers with an unpleasant website experience.

# Audience Profiling

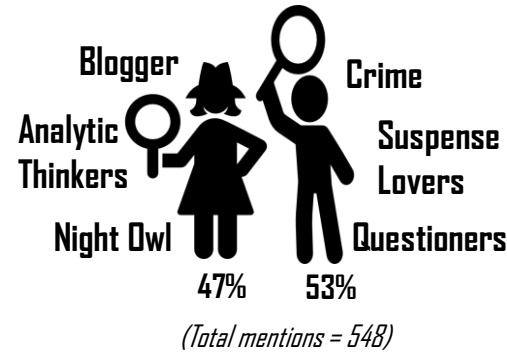
# Category-based audience profiling

## Romance



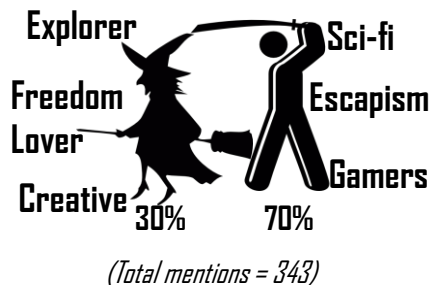
Love and Women were inseparable, they contributed for whooping 75% of total romance-based mentions. People who preferred romance books were also interested in fairytale or mystical based literature. North Americans were the most cupid struck people as they mostly preferred romance-based literature.

## Mystery/Detective



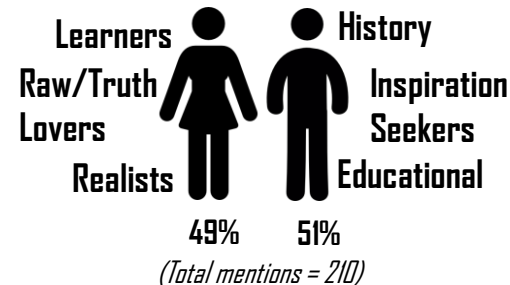
Europeans had thirst for finding and solving clues as they were most intrigued in Mystery or Detective books centered discussions. Book lovers who preferred this category were interested in audio books as they felt it added a suspense/spookiness flavor to the reading experience.

## Fiction



Fictional book readers were most concerned about number of pages. Fiction readers mainly consisted of Young adults generating with 40% of total Fiction related mentions. Fictional lovers also liked to have few humor-based books as an addition to their cart.

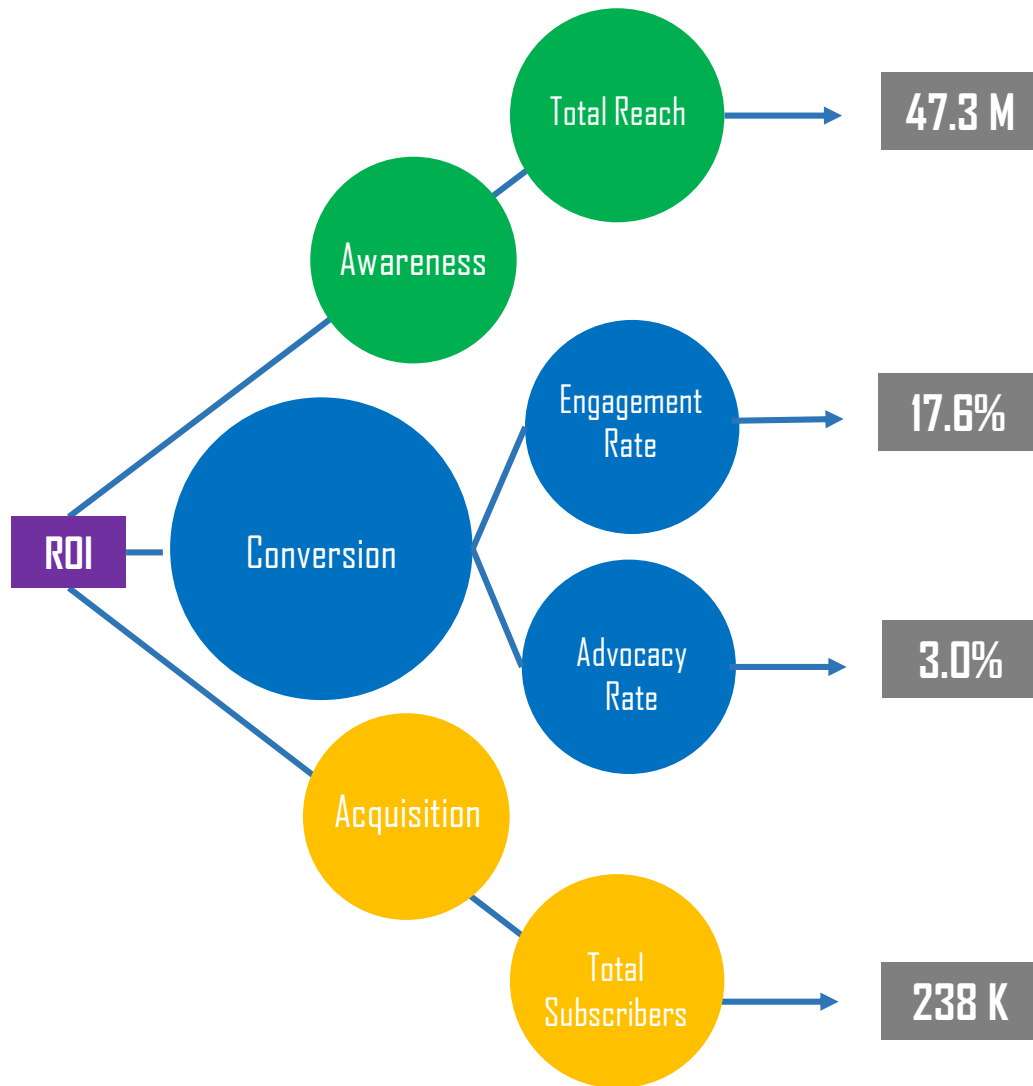
## Non-Fiction



Reality lovers were pretty evenly spread around the globe. Non-fiction fans were more avid readers compared to other genres, they preferred autobiographies. They were more mindful about the richness of language in the blurb while selecting the book.

# ROI and Competitors

# ROI



# Top 5 Competitors



Free & discounted ebooks in all categories for your Kindle, Nook, iPad, and Tablet.



Amazon-owned, "Goodreads" offer deals in a new way to promote ebooks helping authors and publishers to amplify their e-book price promotions to its members.



Bargain Booksy is part of the Written Word Media family. It finds the best deals on all-time best selling books, year-wise best selling books, and New York Times Bestsellers.



The first website to match readers not only with the genre of books they like but also with their preferences about content.



BookGorilla sends you a single daily email alert with the best deals on Kindle books that match your reading preferences, including bestsellers and freebies.

# Market Snapshot

## Globally Four countries –US, Canada, UK and India



## Database & Revenue

8 million  
reader-  
consumers

Contemporary Romance, Teen and YA, and Thrillers were the categories with most submissions

\$4.4 Million

Is the estimated amount of revenue of 2015

## Major Investors

Avalon Ventures



**FOUNDER**  
COLLECTIVE

## Featured Deals



- Controlled by BookBub
- Only discounted books
- 10-20% selection rate
- Works for almost all adverts

## Bookbub Ads



- Controlled by advertiser
- Promote any book, any time.
- No editorial review process
- Placement designed by advertiser
- Flexible pricing
- More variable results
- Works for some advertisers

## Refining the Deals with



Author Interest



Retailer Preference



Category Interest



Regions

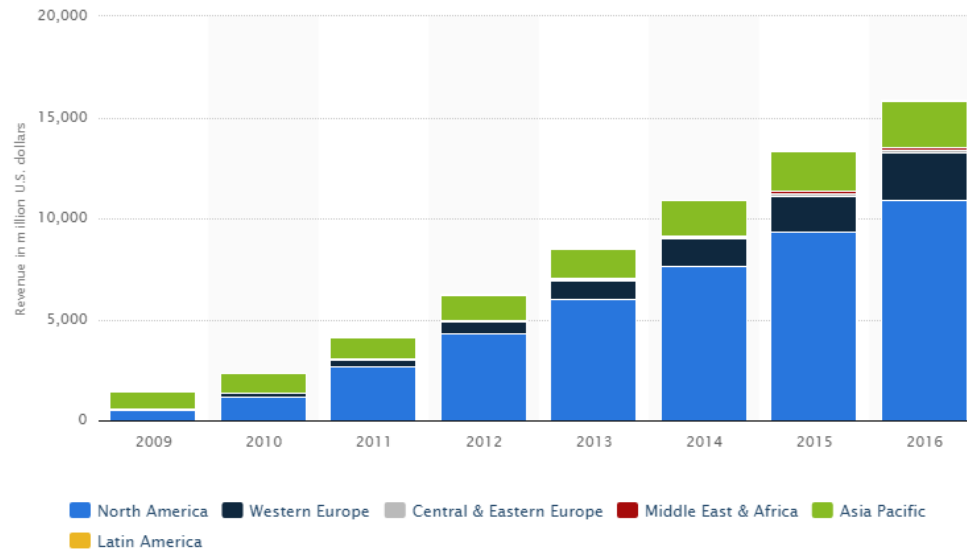
## “Free promotion” result comparison

	Date	Cost	DwtE		RotE	
			Before	High after	Before	After
Fussy Librarian	17/7/15	\$ 17	162 (free)	30 (free)	9,667	4,251
FKBT	17/7/15	\$ 25	162 (free)	30 (free)	9,667	4,251
Bookbub	18/7/15	\$ 345	30 (free)	1 (free)	4,900	883
ENT	18/7/15	\$ 25	30 (free)	1 (free)	4,900	883
Bargain Booksy	18/7/15	\$ 75	30 (free)	1 (free)	4,900	883
Booksends	19/7/15	\$ 75	3 (free)	8 (free)	961	1,240
Kindle Nation Daily	19/7/15	\$ 150	3 (free)	8 (free)	961	1,240

\*DwtE- Dance with the enemy \*RotE- Rise of the Enemy

## Global e-book revenue from 2009 to 2016\*, by region (in million U.S. dollars)

Source: Statista.



- The North American market, boosted by surge of interest from consumers in the United States, is one of the fastest-growing e-book markets in the world, but growth in Western Europe and the Asia-Pacific region is predicted to increase.
- Today in North America, the e-book industry is worth about \$10.9 billion. By 2018, the e-book share of total book sales is expected to grow over 25 percent, more than doubling its share from 2013.
- Amazon currently holds the majority of the e-reader market with a 55 percent share, and Kobo trails behind with 20 percent.
- Consumers are still refraining from completely embracing the e-reader and e-book trend.

## Predictions

### Rise of e-book = Decline of print

- Market cannibalization not market growth.
- Small print runs resulting in higher RRP.

### Reduced barriers to entry

- More big name authors going it alone.
- Continued growth of self-publishing.

### Digital products cost less

- Luxury product high production values.

### Fighting for relevance

- Bookshop, libraries, newspapers, publishers

### Customer Driven Services

- Media bundling (book +ebook + audiobook)
- Increased sharing
- Drop and drag customisation



# Thank You

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