Reader Analytics & Audience Insights
Use Cases for Trade Publishers

Introduction to data-smart publishing

This document presents a summary of the main applications for reader analytics in trade publishing. The white paper is based on work that Jellybooks has carried out in the US, UK, and Germany with publishers such as Penguin Random House, Pan Macmillan, Faber & Faber, dtv, Droemer Knaur, Fischer Verlage, Rowohlt, Bastei Luebbe, Blanvalet, Heyne, Ravensburger, and Linhardt & Ringhof.

Reader analytics measures if readers finish a book, how fast they read it, if they were satisfied with their book experience and much more. The method quantitatively measures how readers engage with books. It is typically carried out in the form of an online focus group with 300 to 800 test readers who are provided with a complimentary copy of the book. Reader analytics provides feedback to editors and publishing specialists on the audience reaction and when used well is highly predictive with regards to the future sales for a work of fiction.[1]

Summary of the Main Use Cases for Reader Analytics:

(1) Deciding on whether to **allocate a big marketing budget** to a specific title.
Engagement data indicates whether a campaign deserves the available budget or if the money would best be spent on a different title.

(2) Measuring the audience impact for several publication candidates in a genre or program to pick those that are most suitable for being **lead titles for the next season.**

(3) Gathering reader engagement data to reach **internal consensus**. Some books generate a lot of questions and intense debate between editorial and marketing, leading to uncertainty, doubt and poor decision making. Data gets people on the same page.

(4) **Optimizing** the **cover, title** and **description** for the book by using reader analytics in A|B testing mode to optimize "packaging" and hence maximize future sales success.

(5) Figure out the **core demographics** and **target audience** for a book. Will people of a certain age take to the book? Will the YA novel cross over to adults? Is the book niche or mass market? Is the appeal genre specific or does the book attract a wider audience?

(6) Finding out how to **position a difficult book** - what tag line or pull quote works best? Reader analytics also provides real-time data to see how different messages perform and provides deep insights into users' psychology.

(7) Figuring out why a book for which the publisher had **high expectations did not perform** as expected. Was it down to content, packaging (often it's the cover) or another factor? Data helps publishers correct mistakes prior to launching a new edition (e.g. paperback).

(8) Measuring the **strength of an author's platform**. For example, a debut author sold well (novelty/newcomer effect), but doubt persists as to how strongly engaged buyers are. Measuring that engagement before offering the author a follow-on contract takes the risk out of decisions by assessing the strength of the author's platform.

Don't guess, measure!

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[1] We will be preparing a reader analytics note on testing non-fiction books in the near future

Technical Background

We begin with a brief summary of the technology and methods that underpin the Jellybooks reader analytics platform.

Test Reading Campaigns

Reader analytics is conducted using virtual focus groups. Jellybooks and the publisher (or Jellybooks alone) invite test readers via email and social media to participate in a test reading campaign. **Test readers receive** a **free book in exchange for sharing** their **reading data**. Participants are paid no monetary compensation.[2] Experience shows that receiving a free ebook and the knowledge that somebody is paying attention to them is sufficient reward for participants.

Each invitation includes a custom URL that takes the reader to a dedicated sign-up page where they register, supply a few demographic details, and select the book they wish to read. Jellybooks tracks and measures in real-time the effectiveness of each channel for recruiting test readers.

Set-up

For each book to be tested, the publisher supplies Jellybooks with an **ePub 3 file**, a high resolution **cover image**, and the **book description**[3]. In most cases the publisher might also assist in recruiting test readers by sharing a custom URL provided by Jellybooks (one for each major distribution channel). Everything else is done by Jellybooks.

Modified eBooks

Participants in test reading campaigns receive ebooks that have been specially modified by Jellybooks to record reading and engagement data. The data is transmitted only when readers click on the purple "sync reading stream" button at the end of each chapter. The system is essentially double opt-in and participants explicitly consent to their reading data being collected. Participants also have the ability to view visualisations of their own reading data online and access all the data that Jellybooks has collected and holds on them.

Test readers can choose from a range of reading apps for smartphones, tablets, laptops and PCs.[4] eInk based devices including Kindle, Nook, Tolino and Kobo are currently not supported, because these device support only the ePub2 format or have no JavaScript support.

DRM

The ebooks distributed by Jellybooks are not encrypted, but contain a range of "social DRM" features including visible and invisible watermarks and other tracking and identification features. In addition, participants know that they are being observed by Jellybooks and the publisher and this greatly inhibits casual sharing and "piracy".

Data and Results

The test results are available in real time through the Jellybooks data portal, called Candy, and printable reports are available soon as well. All data collected is available both in pseudonymous form (reading and survey data for individuals) and in aggregated form (reading data for the entire focus group or sub-segments thereof). The platform is GDPR compliant.

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[2] This applies to test reading campaigns where a digital advance reading copy (eARC) or a complimentary ebook of the full book is distributed. Campaigns using XL-sized ebook samples are structured a bit different.
[3] Multiple copies of the ePub file, cover or description are required where these are being A|B tested.
[4] https://www.jellybooks.com/about/reader_analytics/supported_reading_apps

KPIs used to Evaluate Titles

Jellybooks collects a wide range of observational data about reading. This is supplemented by in-book survey data, which is filtered based on whether somebody has finished the book or not. The various data sets are summarized in real-time into five key performance indicators (KPIs):

- **Completion rate (CR)**

  The completion rate (CR) is based on observational data about how participants read the book. It measures the number of readers who finish a book relative to the total number of readers who start the book. CR is expressed as a percentage from 0% to 100%.

  Do the majority of readers finish the book (high engagement) or do most readers give up after 50 to 100 pages (low engagement)? Abandonment is often due to readers having expected something different based on cover/title/description (packaging) or simply found the writing/plot/characters (content) not to their liking.

- **Satisfaction Index (SI)**

  Did readers truly enjoy the book or did they force themselves to finish?

  The satisfaction index (SI) is based on a personalized survey and considers only those participants who finished the book. It is based on the answer to the question "How much did you enjoy this book?" and uses the Net Promoter framework to express the result as a single number between -100 and +100. It was introduced in addition to the recommendation factor (see below) to capture the difference between a reader enjoying a book and a reader being willing to recommend the book to others.

- **Recommendation Factor (RF)**

  Will readers rave about the book to their friends as a must-read (promoters), remain silent (neutrals) or describe the book as something not worth bothering with (detractors)?

  The recommendation factor is similar to the satisfaction index but based on the answer to the question "Would you recommend this book to a friend?" It attempts to capture the virality that is the word-of-mouth potential of a book. It also makes use of the net promoter score framework. Feedback comes, again, only from those participants who actually finish the book. The score can fall between -100 (people will dissuade others from buying or reading the book) to +100 (everybody will rave about the book).

- **Cover-match Factor (CMF)**

  Does the cover do the book justice, let it down or worse yet, overpromise/mislead the reader about what to expect from the book ("mis-sell")?

  The purpose of this question is not whether readers liked the aesthetics of the cover, but if the cover matched the content and if the content delivered what the cover promised. Covers set expectations and if a cover is misleading it will often significantly reduce the probability that users will recommend the book to others. This effect is often subconscious. Readers are usually unaware of the cover effect, yet the correlation is measurable.

- **Velocity**

  Is the book a page turner? Is it a book that readers cannot put down and which pulls them back relentlessly even when they really have to take a break? Or is it more of a snacking experience where readers dive in and out of the book at their leisure?
  Velocity measures the time (in days) it takes the median reader from when they start reading a book until they have finished. It measures the pull of the book.

In combination these five KPIs measure reader engagement and are predictive of a book's sales potential.

The KPIs can also be segmented across several parameters:

Age-based break-downs will show which age group highly is engaged with a book and where the book is not gaining traction, thus helping publishers to target the right demographic.

Gender-based break-downs show the difference in engagement between men and woman.

Fan analysis distinguishes between test readers who have read a book by the author previously versus those who are new to the author.[5] It shows whether an author's sales are primarily dependent on existing fans or if the author is reaching new readers. For a strongly growing author platform or one that has the potential to grow rapidly, the difference in KPIs will be low. For a well-established author who is primarily living off past glory the difference in KPIs will typically be very large (very favourable KPIs for loyal readers, but poor KPIs for readers new to the author). The analysis provides clues into the health of an author platform and where a publisher can achieve growth.

Genre analysis based on how often test participants read books in that genre can show multiple things:

(a) Is the genre description for the book accurate and on point?

(b) Does the book have a narrow appeal to a specific genre or does the book have a wide reach appealing to readers outside the genre

(c) The analysis also compensates for natural fluctuations in the composition of test reader groups and provides a measure of what the ideal results would look like by isolating the KPIs for readers who are genre fanatics.

Channel analysis shows how best to reach the book's audience. Is it easier to find target readers on Instagram, on Facebook, by email or by another channel? Channel analysis can also provide real-time feedback on how various images, descriptions or other marketing materials perform in terms of evoking interest and engagement from prospective readers: the "pull" of the book.

Every book is different and it is near impossible to predict what the "ideal" audience for the book would be. Thus our approach is to recruit a wide range of test readers and through segmentation identify who the ideal reader for a book actually is.

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[5] Jellybooks asks test readers just before they download book if they have already read a book by the author. The question is part of a mini questionnaire that also asks participants how often they read books in the relevant genre.

Use Case 1 – Should we get behind this title? Will it be a hit or a flop?

Substantial advances are often offered to authors and agents based on little more than a proposal that might include a few chapters that make the book appear hot and topical.

Once the publisher holds the final edited manuscript in their hands, however, doubts may arise as to whether the book will really be that run-away hit selling hundreds of thousands or even millions of copies that one imagined when bidding for the rights to the book. After all, the book might end up being just a modest success that fails to earn back its advance despite a super-size marketing budget. The latter aspect is now the deciding factor: to spend more or not to spend.

The publisher's marketing team needs to make its own decision on the size of the marketing campaign to be allocated and if the expensively purchased book should be a lead title or not. The practice is usually to allocate marketing budget almost automatically and proportional to the advance originally paid. Economists call this the "sunk cost fallacy".

Reader analytics, on the other hand, makes it possible to collect data and reappraise the original decision. Moreover, reader analytics offers the opportunity to undertake a course correction and to allocate resources to other, more promising, titles that show stronger reader engagement. Reader analytics views the original advance simply as an option. The data to be collected then informs whether or not to exercise that option fully by spending a large marketing budget on the book.

In this use case a book is tested standalone and judged on its absolute performance, which means that its performance is compared against the Jellybooks database of what KPIs are required for a break-out performance.

Testing ideally occurs pre-publication: three months or more before the target publication date is best practice. An initial assessment of the title's strength is typically possible after 2-3 weeks while a full evaluation takes four to eight weeks to complete.

To qualify as a break-out title receiving major marketing and publicity support, a title should have:

- Completion rate (CR) among test readers of 60% or higher,
- Satisfaction index (SI) above 50 points,
- Recommendation factor (RF) above 40 points,
- Cover-match factor (CMF) larger than 40 points, and
- Velocity, which is highly genre dependent, should be
  - less than 7 days for romance,
  - less than 14 days for crime, thrillers and general fictions and
  - less than 21 days for space operas, historic novels and highbrow literary fiction

Sometimes the above targets are not met for the audience as a whole, but may be met for a sub-group, such as readers above a certain age or with specific interest. In such cases the book may be a strong candidate for a niche market, though probably not for a mass market position.

What if the book underperforms? In that case the publisher can allocate the intended budget to a more sure-fire hit. In addition, the feedback from readers can provide the editorial team with valuable feedback on why the audience is not taking to the book. Using this information and the learnings derived from it, they can then fine-tune future acquisitions and purchases.

Outcome of the test: Should a publisher bet big on a title and, if so, how big?

Use Case 2 – Identifying and Ranking Lead titles

Every season, trade publishers across the world select the books that they will "get behind." in the upcoming season. However, resources are limited and not every title can receive the same level of attention. Choices have to be made and only a few titles are selected to be lead titles. These are the books sales reps, publicists and other publishing specialists will focus their attention and efforts on.

Historically, the choice was informed by editorial experience, instinct, how big an advance was paid and simple gut instinct - a "feeling" that a particular book could be big.

Reader analytics now offers an opportunity to measure which specific titles are likely to outperform based on pull of cover, engagement, word-of-mouth potential and other factors.

Reader analytics allows for the identification of the high potentials as well as the elimination of those titles that are likely to be laggards.

The method is based on identifying a range of candidates that are expected to be suitable lead titles and test as a group (multi-title test) with a focus group of readers that is composed of a mixed and diverse audience.[6]

Those titles that stand out in terms of completion rate (CR), which means how many people read the book cover to cover, recommendation factor (RF), meaning people are likely to rave about the book and broad appeal (high KPIs among a wide range of age groups) are then selected as the lead titles.

The difference in KPIs between different titles for such tests can be quite pronounced (a difference of 10% in completion rate and 20 points in recommendation factor would be highly significant for a test group of 100 to 300 active readers per book, but the difference may often be larger still. The test also provides a gauge of the possible popularity for each (which books attract more test readers).

A special case is where a title may have good results, but a poor cover-match factor. In such a scenario, alternate covers can be tested as a part of a post selection survey with test readers who finished the book in order to identify a suitable substitute cover.

It should be noted that such a lead-title test requires finished manuscripts to be available early enough in the publishing cycle and thus is not feasible in all scenarios.

A popular variation of the above test is to assess titles only within the same genre or category to identify those titles that can lead the seasonal list in that specific category or genre.

Outcome of the test: Which titles have the best potential to be lead titles? The data can also be used to illustrate to retailers, media outlets and others that these books have proven high potential.

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[6] When testing 5 or more titles, we suggest allowing a choice of titles and targeting 500 readers per title. That means, however, that a test reading group needs to be at least 1,500 readers. For any title that is being A|B tested this target should be increased by 200 to 300 readers. Where speed is of the essence, restricting the selection limit to one title per reader is preferable, but the number of required test readers then rises to 5x the number of titles being tested.

Use Case 3 – Forming a "House Consensus" on a Book

Some books can produce sharply divided opinions at publisher's in-house meetings where editorial, marketing, sales and publicity staff meet to discuss an upcoming book.

It might be the content, the style, the flow, the ending, the cover, or the language of the book. Maybe it's the choice of cover, shout line or description. It may even be the genre classification of the book. This is especially likely when the book crosses two or more genres and cannot be easily pigeonholed into genre or category.

Some books divide opinion and can lead to hours of debate without a clear marketing or publicity plan emerging. Such books make for great testing candidates.

Reader analytics provides detailed insights into the opinions and reactions of actual readers. Reviewing such data and feedback, it is often straightforward to form a house consensus.

The questions being addressed are:

- **How many readers actually finish the book?**

   >> data on completion rate (by demographic)

- **Are users happy with their reading experience?**

   >> satisfaction index (by demographic, finishers only)

- **Are readers likely to spread the word about the book?**

   >> recommendation factor (by demographic, finishers only)

- **What is reader's opinion with regards to cover after having read the book?**

   >> cover-match factor (by demographic, finisher only)

- **Is the book a page-turner or a door-stopper?**

   >> velocity (finishers only)

- **What is their overall impression of the book?**

   >> user feedback (separated into finisher and non-finishers)

- **Who is the audience?**

   >> demographic breakdown of the above KPIs provides detailed insights

Some books in this category may generate a low completion rate but have very high satisfaction index and also a very high recommendation factor among those who finish. In that case, reader analytics can identify the niche of readers that engage highly with the book, what do they have in common? Is it age, gender, special interests or something else?

This then enables the publisher to zoom in on the audience with targeted messaging. It also avoids editorial debates on whom the book actually appeals to. Data provides a common reference point for editorial and marketing to evaluate, discuss and promote a book.

Data can help form and shape a consensus around a book.

Outcome of the test: An editorial and marketing team consensus on the positioning and audience for the book.

Use Case 4 – A|B Testing of Cover, Title or Description

Readers do judge a book by its cover, and Jellybooks has the data to prove it.

However, the effect of cover, title and description is often subconscious. Readers are usually not even aware of the subconscious effect the cover may have on them. This is why traditional interview techniques often fail when testing covers, because readers, having little context or commitment, judge the cover primarily on its aesthetics.

In contrast, Jellybooks has borrowed a scientific concept: the double-blind A|B test. This allows Jellybooks to test covers without users being aware that they are specifically being tested on the cover. Jellybooks is thus able to observe readers in their natural habitat.

The Jellybooks cover-match factor (CMF) measures how well readers think a cover matches the content of a book. However, when A|B testing books, we split the focus group randomly into two sub-groups and give each sub-group a different version of the covers without readers being aware of this. Readers are only aware that we are collecting their reading data. They do not know about the specific variations in "packaging" (cover, title or description), which is why the test is referred to as double-blind: readers are blind to which group they belong to and the tester is blind to which readers get what version (random assignment by algorithm).

This ensures that any cognitive bias is minimized during the study. As part of an A|B test, Jellybooks can also establish the pull of the cover, i.e. are readers more likely to pick a book based the cover. This requires the test to have a choice between at least two titles: covers matter when readers have to choose between books and select which book to read.

The influence of the cover on word-of mouth potential is also measured and covers influence this heavily. Covers may also influence the completion rate and the velocity with which a book is read, but this is rare. More intuitively, the cover-match factor may vary a great deal depending on the cover and helps elucidate the difference between the "pull" of a cover and if the cover actually delivers what readers expect (signalling), which influences whether they will recommend it.

At least 700 - 800 test readers are recruited when executing an A|B test so that statistically valid results can be obtained. A|B tests are best suited for testing covers that are based on very different concepts or propositions. The format is too labour and time intensive for use with small cover variations. Here simple popularity tests using Facebook A|B split testing are quicker and might be more appropriate.

The A|B test we use for testing covers (the most popular A|B test option) can also be used to test the influence of different book titles and/or book descriptions. Descriptions, in particular, can be tested in parallel to cover tests and in the same set-up, while titles are inextricably linked to the cover design (linked A/B tests).

Outcome of the test: Identification of the optimum cover concept or design, title and description for a book to ensure maximum sales success.

Use Case 5 – Identifying Core audience and Demographic for a Book

As highlighted in use case 3, Jellybooks can provide a detailed demographic break-down for each of the five core based on:

- Has the user read a book by author before (fan) or not (non-fan)

- Gender (male/female)

- Age (<18, 18-25, 25-35, 35-45, 55-65, >65)

- Genre affinity (reads genre almost never, twice a year, several times a year, monthly, weekly)

- Channels (recruited through specific mailing list, Facebook, Instagram, Twitter, etc.)

This allows Jellybooks to answer questions such as

i.   Are men or woman more likely to recommend the book to friends (a question of great interest for literary novels and some forms of non-fiction)?

ii.   Are readers under 25/35/45 less likely to finish the book than older readers (crime and romance writers have very distinct reader affinities in this regard as some are able to reach younger audiences while others are not)?

iii. Does the YA novel cross over into adult segments (>25) or not?

iv.   Does a genre title only appeal to a niche audience (high completion rate for readers with high affinity to genre, but low completion rates for everybody else) or does it cross over to more casual readers that read in the genre infrequently (has major impact on possible sales numbers)?

v.   Is a particular combination of cover, title and description a hit on social media (Instagram, Facebook etc.) and important (!) does it also create pull through in terms of people registering, downloading, reading and recommending the book? Strong pull in other words means the book "jumps off the shelf".

Using our five key performance indicators (completion rate, satisfaction index, recommendation factor, cover-match factor and velocity) and segmenting them by demographic break-down, Jellybooks is able to give very detailed insights into how reader engagement varies by demographic.

Where there are weaknesses, Jellybooks can often identify what these are and how they might be addressed or resolved.

Outcome of the test: Who is the audience for the book, what kind of reader should marketing publicity target and "speak to"?

Use Case 6 – How to Position a Book

Use case five focused on **who** the reader for a book is. In use case six we focus more on what attributes or messages to use for communication with a book's audience and how to experimentally test and measure these.

One of the most common mistakes for books where publishers have high expectations but sales were lacklustre are either covers being a poor match or the genre classification/description being inappropriate or misleading for the book or misleading. Incorrect genre classification can of course also affect the choice of book title and description (especially in the case of translations).

Hence this particular use case is very common for books already published where a repositioning is being considered for an upcoming paperback edition.

First, the user feedback (user voices) that Jellybooks collects during a test reading campaign can sometimes provide key insights into how readers respond to a book. These comments are private (not posted or redistributed publicly) and as a result they are very frank and informative. They provide insight into what resonates with readers or annoys them, but also allows the publisher to check if the reader making the comment has actually read the book (reading data is available in pseudonymous form for individual users and can be matched to a specific user's comments and feedback).

Using the format of A|B testing we can not only test shoutlines and book descriptions, but also test metadata such as genre description. It's also possible to test how a famous author performs without their established brand recognition, if they were to use a pseudonym versus their actual or established name. This approach is particularly valuable when testing cross-genre or multi-genre titles. For example, should a book be described as a historical novel with a strong romance element or as a romance novel with a historic setting? Using the A|B format, Jellybooks provides publishers with a test format that measures how the positioning affects the core KPIs. A book that has been incorrectly described may attract the wrong audience or set misguided expectations which result in significantly lower completion rates, satisfaction, word-of-mouth potential and cover-match-factor (CMF) which in turn are predictive of future sales success (or lack thereof). Reader analytics helps get this right with a data-driven approach rather than decisions being based on intuition or gut instinct.

It should be noted at this point, that a test reading campaign may combine several use cases at the same time. However, which use cases are of interest and how the test is best designed may vary from book to book.

Outcome of the test: Test and identify the correct genre description, shoutline, book description and other key elements in order to correctly position a book in the market.

Use Case 7 – Diagnosing Failure or Why a Book Failed to Gain Traction

Publishers sometimes have high expectations for certain books, but sales don't always meet those expectations. In such scenarios reader analytics can pinpoint what went wrong:

(1) What to change if you are planning to reissue using a new format (e.g. as paperback edition)

(2) Improve your acquisition process for future books by finding out why this book did not perform ("what can we learn so we will be smarter in the future?").

We advise publishers to formulate one or more hypotheses of why the book failed to gain traction and use this to formulate testing approach, using reader analytics to identify which hypothesis is correct. For example:

i. Content was weak (test outcome: low completion rate)

>> off to backlist, drop author

ii. Ending was poor (high completion rate, but low recommendation factor and many user voices highlighting unsatisfactory ending)

>> rewrite and reissue

iii. Weak or inappropriate cover (high completion rate, but weak cover-match factor and often low to medium recommendation factor)

>> new cover/edition

iv. Central character or theme repulsive despite strong story arc/plot (high completion rate, but low satisfaction index and recommendation factor)

>> moods change, might work in a few years' time when fashion has changed

v. Lack of suspense/story arc/plot (low completion rate associated with slow velocity and user voices highlighting why they gave up)

>> bury in backlist, drop author

vi. "too difficult" (low completion rate with many readers giving up at an advanced stage, rating in main survey form, low velocity)

>> literary prizes help sales here, niche list

vii. Too literary (low completion rate, but sky-high satisfaction index and recommendation factor among those who finished)

>> requires reviews, blogger driven approach

viii. "guilty pleasure" (high completion rate but big difference in recommendation factor versus satisfaction index) >> such books require a sample or flash-discount-based approach (especially on Amazon) to gain traction

Outcome of the test: identify reasons for poor performance, action plan for how to address, "lessons learnt" for editorial team

Use Case 8 – Assessing the Strength of an Author's Platform

A debut author's book has been selling well, but the publisher is not sure how strongly engaged the new fans of the author actually are. Maybe it was all the blogs hailing the new voice, the buzz by reviewers and other factors that made people open their wallet, but if they then gave up on the book will they buy the author's next book? Probably not!

It is possible using reader analytics to measure reader engagement and audience loyalty using reader analytics before a publisher decides on whether to offer the author a follow-on contract. The publisher can substantially reduce decision risk by assessing the strength of the author's platform!

The most critical KPI for a debut author is the completion rate. This should be at least 50%, but preferably higher.

In our main Jellybooks survey we ask finishers if they would like to read another book from the same author and the percentage of those who answer "definitely" should be at least 50%.

It is a major warning sign if the percentage of those answering "probably not" is over 30% or those answering "definitely not" is over 20% for an author who has achieved an overall completion rate in excess of fifty percent.

Such a test reading campaign would be undertaken after publication date, but well in advance of any decision on an advance for the second book being made. Here data can help make decisions on advances. It may be better to try a new author (fresh option) rather than continue with a first-time author who has been unable to build a following.

A different version of this test is testing an existing author as to whether he or she is still growing their audience or living off past glory. We ask users if they have read a book by the author when they download their complimentary copy and we use this information to segment the test audience into two groups.

If the cohort of readers who has read a book by the author before exhibits significantly higher KPIs then the conclusion is that the author is living off an existing fan base and struggling to recruit new readers.

If the result for both groups are similar though then it is a sign that new users are taking to the author based on the strength of the content alone and are not influenced by experience, brand name or loyalty to the author. Such authors are usually still growing their audience and are increasing their audience reach.

Outcome of the test: (1) Offer the debut author another book deal or drop them? (2) Invest into an existing brand name author to grow their reach or treat them as a mature "brand" (i.e. cash-cow).

Conclusions

Marketing books is not an exact science.

However, it is possible to improve outcomes and reduce risk by using a data-based approach to marketing books. We call this data-smart publishing.

Employing test reading campaigns to get an overview of reading patterns and responses can provide publishers with in-depth insights into a book's audience and their reactions to a specific book title which saves publishers valuable time and money.

The eight use cases we have described in this white paper demonstrate multiple circumstances where reader analytics can be applied to enhance and inform every stage of the publication process.

As this document has shown, reader analytics provides an opportunity for publishers to take the guess work out of factors such as what titles to acquire, ranking lead titles, where to position titles within the marketplace, formulating marketing campaigns, creating covers, identifying a title's core audience, understanding why sales for certain titles under or over perform and gauging the strength of an author's platform.

The key to any book's success is to accurately match the right book with the right audience.

By properly analysing and acting on data acquired through test campaigns with real readers publishers can better understand and predict where books will sit within the marketplace.

The film industry has utilized test screenings and focus groups to gauge audience reaction and hone their marketing campaigns for years. The same has been done in many sector of the consumer goods industry.

Jellybooks has created specially-designed technology to form similar virtual focus groups and gather real audience insights. It brings the best of modern market research to publishing at a modest and affordable cost. Jellybooks is unique in the market and you will find no comparable service. The company is trusted by the industry's leading publishing groups such as Bertelsmann, Holtzbrinck, Bonnier, Simon & Schuster, Egmont, dtv, and many others.