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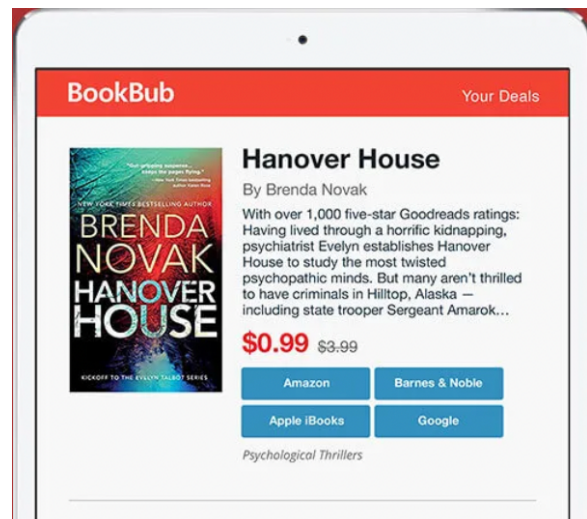
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- What category you'd like it promoted in? (please see categories here: <https://www.bookbub.com/partners/pricing>)
- What price would you like to mark it down to? Our typical recommendation is 0.99 or 1.99.

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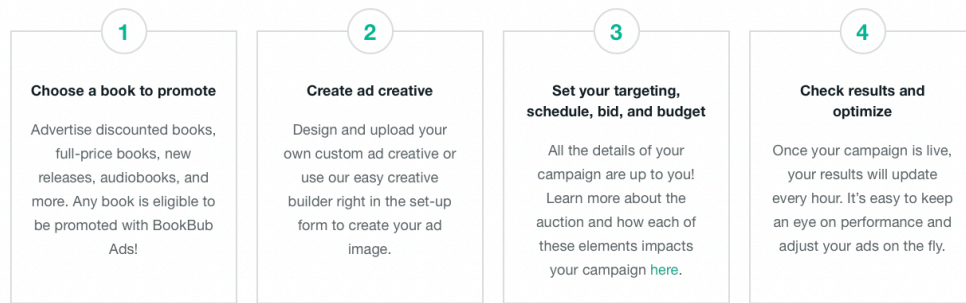
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Bookbub ads can be used to:

- Reach engaged book-buyers at any point in your book's lifecycle
- Boost the exposure of discounts (like if you had a Featured Deal or another promotion)
- Promote full-priced new releases
- Test marketing copy and get exposure during preorder periods
- Generate a steady stream of new fans by promoting the first book in a series
- Promote audiobooks

How It Works



TIP: BookBub highly recommends running test campaigns with lower budgets to see what serves your marketing goals the best before launching a high-budget campaign.

If you decide to run an ad, BookBub also provides a quick overview that will introduce you to the key principles of how ads work—even if you're not an ad guru, they make it easy for anyone to take advantage of this opportunity!

Here is the Ultimate Guide to BookBub Ads, covering topics from getting started and managing costs, to designing engaging creative, to understanding campaign results:

<https://insights.bookbub.com/ultimate-guide-bookbub-ads/>.

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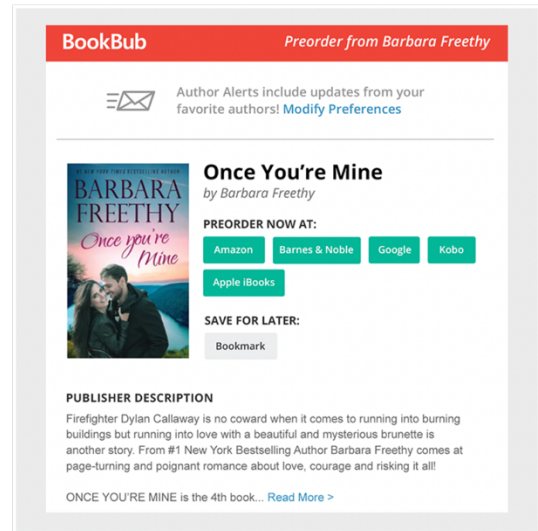
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