

Ingram Consumer Marketing

Advertise to Millions of Verified Readers



You need:



More Visibility

You want to create more awareness for your campaigns.

Paid digital ads drive 30% of traffic online, and that number is only growing.



Targeted Audiences

You know that first-party audiences are more effective.

“Companies that link their first-party data sources can generate ***double the revenue*** from a single ad, communication, or outreach.”

Source: BCG’s ‘Global Digital Marketing Maturity Survey’



Smart Keywords

You’re looking for more efficient Google ads.

Better keywords mean better Google performance against everything else fighting for buyers’ attention.

Discover a Community of Readers on Ingram

bookfinity™

shelfsavvy

PAGE & PAIRING

little infinite
Poetry for Life™

+ partnering sites



4M Subscribers

Social Media

472M
Impressions

126k
Total Followers

Follow our brands on Facebook, Instagram,
Pinterest, TikTok, X, and Threads

Website Audience

21M
Pageviews

1.21M
Visitors

Email

87M
Deliveries

Average

40%
Open Rate



A personalized destination for book discovery, reading lists, and exclusive content from authors and publishing insiders.

- 18 Reader Types offer customized audience targeting
- 1.2 million subscribers
- They love to buy from their local bookstore
- Average Open Rate: 30%

User testimonials

“I love being able to find books I would never have discovered otherwise.” – Jennifer N.

“The reviews are the best and the books selected for recommendation are what I want to read.” –Janis F.

“Love having books recommended to me that match my favorite genres.” –Jessica H.

little infinite

Poetry for Life™

A millennial lifestyle brand with all things poetry, book recs, astrology news, and inspiration for a creative life.

- They love all things poetry, romance, self-care, & astrology
- Largest LGBTQ+ audience
- Average Open Rate: 44%
- 165,000+ subscribers

PAGE & PAIRING

The official book club of Bookfinity that pairs books with drink and recipe recommendations.

- They are avid readers – 37+ books a year
- Almost one-third of audience is male
- 40,000+ subscribers
- Average Open Rate: 47%

Who are Ingram's Verified Readers?

Verified Readers are exclusive first-party audiences of active readers who have recently expressed interest in a specific book category by directly engaging in content related to it.

Verified Readers are:

- ✓ Reading book reviews within a specific genre
- ✓ Checking out listicles of top books in the category
- ✓ Browsing preview pages for those titles
- ✓ Opening emails focused on new releases in the genre
- ✓ Entering giveaways and buying books in the category



Options for Every Book

Ingram offers three ways to reach our reader audiences:



MANAGED SERVICES

Our managed services increase consumer recall by combining digital, email and onsite advertising into **one package with guaranteed clicks and audience size.**



SELF-SERVICE

Ingram iD, our easy-to-use advertising platform, gives you self-serve access to our proprietary database of unique, segmented Verified Readers **on platforms like Google and Facebook.**



A LA CARTE

Complement your existing marketing plans and reach millions of readers across dozens of categories with **Ingram's network of websites & newsletters**



Let Ingram Take Care of Your Marketing Strategy

Ingram's Managed Services promote your frontlist titles to our premium audiences.

With digital, email, and onsite promotion, these full-service campaigns deliver guaranteed clicks and audience sizes.

Campaign	Audience Size	Max Cost Per Click	Price Per Title
Tier 1	1,500,000	\$0.90	\$4,995
Tier 2	900,000	\$0.92	\$2,995
Tier 3	400,000	\$0.97	\$1,495

Our campaigns include a mix of:



Digital Advertising on Facebook, Google Display, and/or Google Search



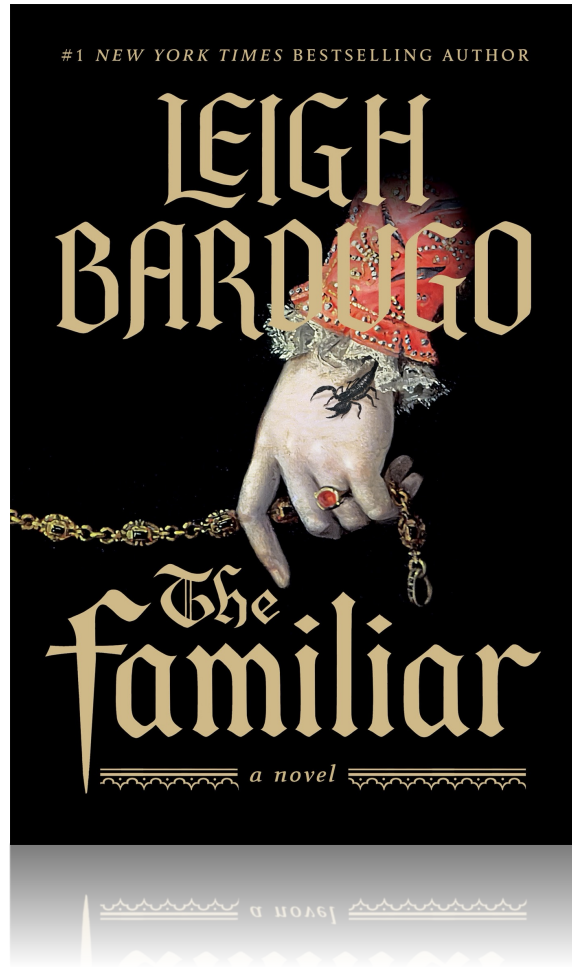
Email Newsletter Promotion on Bookfinity, Page & Pairing, and/or Little Infinite



Onsite Editorial and Social Shares on Bookfinity, Page & Pairing, and/or Little Infinite



Case Study: The Familiar by Leigh Bardugo



CAMPAIGN OBJECTIVES:



Expand audience beyond
core Fantasy fans



Position as a
Summer Must-Read



Drive reach & engagement
among Ingram Audiences of
Verified Readers & Subscribers

APPROACH:

- We targeted audiences in our Historical Fiction, Historical Romance, and Romance segments across Facebook, Google, giveaway, and Bookfinity newsletters and social promotion.

























OUTCOME:

- Doubled our guaranteed audiences of 900K to **1.81M readers** and delivering **5,723 clicks**, a **.32% engagement rate**, and a total **CPC of \$0.52**.

Ingram iD

A self-serve and easy-to-use advertising platform targeting Ingram's **known book readers**.

- ✓ Built from first-party data
- ✓ Verified Reader audiences are 100% book specific
- ✓ Smart keyword recommendations based on book metadata
- ✓ Access to Facebook, Instagram & Google advertising
- ✓ Audiences span formats and price points over 70+ audience segments

<input type="checkbox"/> Action & Adventure 251K Readers  SEARCH  DISPLAY  PROMOTED	<input type="checkbox"/> Art 171K Readers  SEARCH  DISPLAY  PROMOTED
<input type="checkbox"/> Art - Architecture - Design - Photography 99K Readers  SEARCH  DISPLAY  PROMOTED	<input type="checkbox"/> Biographies & Autobiographies - Celebrity 161K Readers  SEARCH  DISPLAY  PROMOTED
<input type="checkbox"/> Biography & Autobiography - Memoir 566K Readers  SEARCH  DISPLAY  PROMOTED	<input type="checkbox"/> Business 139K Readers  SEARCH  DISPLAY  PROMOTED
<input type="checkbox"/> Comics, Graphic Novels, & Manga 77K Readers  SEARCH  DISPLAY  PROMOTED	<input type="checkbox"/> Cooking & Cookbooks 149K Readers  SEARCH  DISPLAY  PROMOTED



Better targeting



More personalization



Cost-effective ads

Reach millions of Verified Readers with access built for you

- ✓ Simple interface, easy to get started
- ✓ No cost to sign up
- ✓ Real-time reporting for each campaign's clicks and impressions
- ✓ Budget for campaigns are completely up to the publisher
- ✓ Low risk to try an advertising platform without becoming an expert
- ✓ Can link ads to any URL



← Save & Finish Later

Promotional Email

Step 1 Confirm Audiences

Select the audience(s) that you would like to reach. You may also change your [campaign audience](#) if needed.

Action & Adventure	Est. 1,250 readers
Romance	Est. 10.5K readers

Continue

Step 2 Select Send Date

Select an available date:

January 2023 <i>No spots available</i>	February 2023 <input type="radio"/> Tues. 02/14 <input type="radio"/> Thurs. 02/16 <input type="radio"/> Tues. 02/21	March 2023 <input type="radio"/> Tues. 03/07 <input checked="" type="radio"/> Thurs. 03/09 <input type="radio"/> Tues. 03/14 <input type="radio"/> Thurs. 03/16 <input type="radio"/> Tues. 03/21	April 2023 <input type="radio"/> Tues. 04/04 <input type="radio"/> Thurs. 04/06 <input type="radio"/> Tues. 04/11 <input type="radio"/> Thurs. 04/13 <input type="radio"/> Tues. 04/18
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Date selected: Thursday, March 9, 2023 \$299.99

Subtotal: \$299.99

Back Continue

Step 3 Ad Details

Header Image Image must be 1140px by 600px.

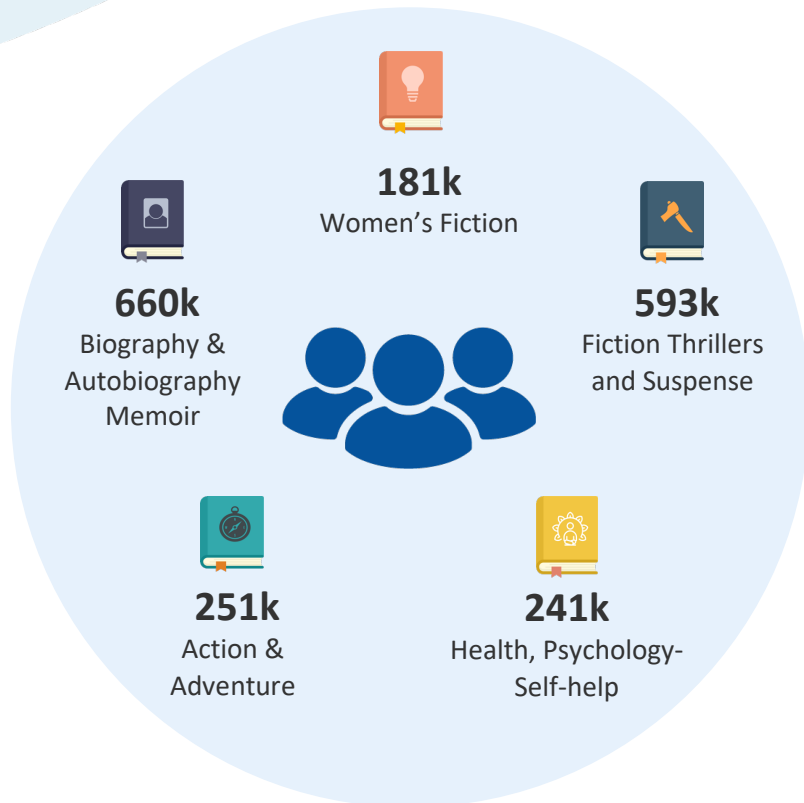
Upload Image

Book Details

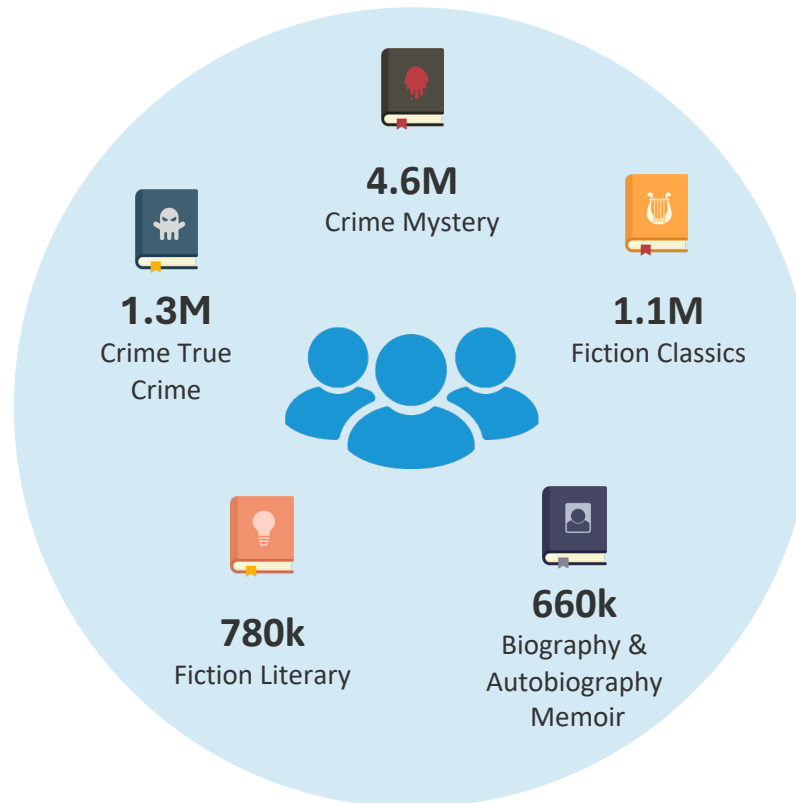
ISBN

Millions of Readers, Over 70 Audiences

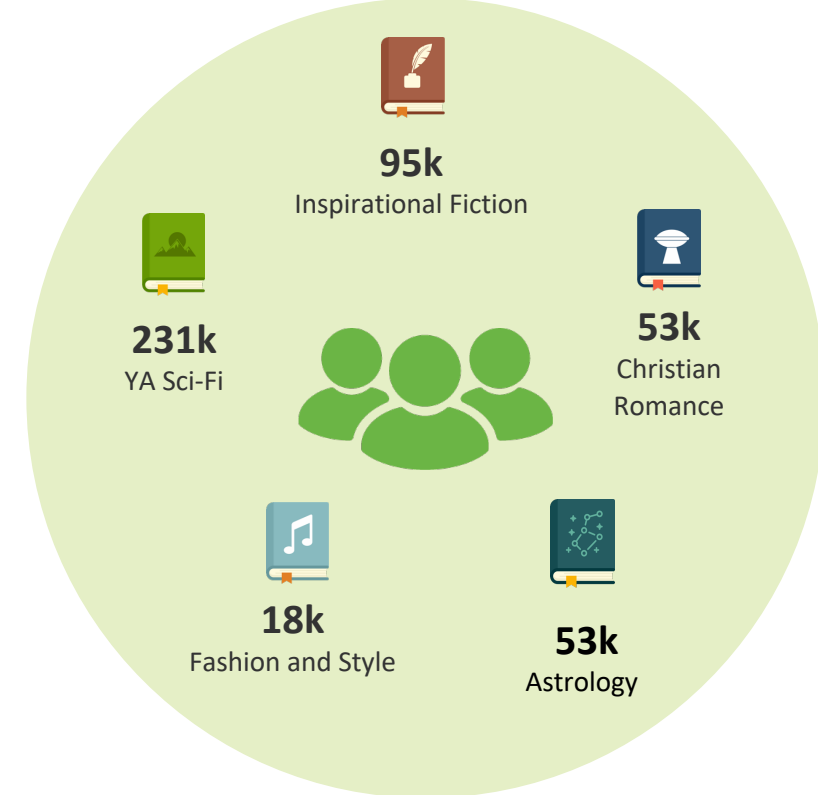
Top 5 MOST REQUESTED:



Top 5 LARGEST AUDIENCES:



Top 5 NEWEST AUDIENCES:



Over 70 Audiences, Millions of Readers

Fiction

Action & Adventure
Black & African American Fiction
Classics
Comics, Graphic Novels, & Manga

Christian Fiction
Diverse & Multicultural
Gothic Fiction
Historical Fiction
Horror, Occult & Supernatural

Inspirational Fiction
Juvenile Fiction (Middle Grade)
LGBTQ+ Fiction
Literary Fiction

Short Stories, Collections & Anthologies
Women's Fiction



Mystery, Crime & Thriller

- Mystery & Detective
- Hard-Boiled, Noir & Private Investigators
- Thrillers & Suspense
- True Crime



Teen & Young Adult Fiction

- Action / Adventure
- Contemporary Young Adult
- Teen & Young Adult Fiction
- Historical
- Poetry & Verse
- Romance
- SciFi & Fantasy



Romance

- Comedy
- Contemporary Romance
- Historical Romance
- LGBTQ+ Romance
- New Adult
- Paranormal & Supernatural Romance
- Romantic Fantasy
- Romantic Suspense
- Christian



Science Fiction

- Apocalyptic & Post-Apocalyptic
- Fantasy
- Fantasy – High, Epic & Heroic Fantasy
- Fairy Tales, Folk Tales & Fables
- General Science Fiction
- Myths & Legends
- Speculative Fiction
- Super Heroes, Super Villains

Over 70 Audiences, Millions of Readers

Other Categories

Asian American and Pacific Islander
Business
Cooking & Cookbooks
Crafts, Gardening, Hobby & Home
Fashion & Style
Humor

History
Mind, Body & Spirit
Music and Entertainment
Myths & Legends
Nonfiction

Pets
Poetry
Professors & Academics
Publishing, Language Arts and Writing

Spanish and Latine
Sports and Recreation
Travel
Outdoors & Nature



Art, Architecture, Design & Photography

- Art
- Architecture and Design



Health

- Mind, Body, and Spirit
- Health & Fitness
- Psychology / Self-help



Autobiography, Biography

- Memoir
- Celebrity Biographies & Autobiographies



History

- U.S. History
- World History



Religious

- Christian Nonfiction
- Theology

70+ Audiences, Millions of Readers

Fiction

Action & Adventure
Apocalyptic & Post-Apocalyptic Fiction
Black & African American Fiction

Classics

Diverse & Multicultural

Fairy Tales, Folk Tales & Fables

Christian Fiction

General Fiction

Gothic and Horror Fiction

Historical Fiction

Juvenile Fiction (Middle Grade)

LGBTQ+ Fiction

Literary Fiction

Manga, Comics & Graphic Novels

Mystery, Crime & Thriller

- Mystery & Detective
- Hard-Boiled, Noir & Private Investigators
- Thrillers & Suspense

Romance

- Comedy
- Contemporary Romance
- Historical Romance
- LGBTQ+ Romance
- New Adult
- Paranormal & Supernatural Romance
- Romantic Fantasy
- Romantic Suspense

Science Fiction, Fantasy Apocalyptic
& Post-Apocalyptic

Fantasy

- Fantasy – High, Epic & Heroic Fantasy
- Fairy Tales, Folk Tales & Fables
- Myths & Legends
- Speculative Fiction
- Super Heroes, Super Villains

Short Stories, Collections & Anthologies

Teen & Young Adult Fiction

- Action / Adventure
- Contemporary Young Adult
- Teen & Young Adult Fiction
- Historical
- Poetry & Verse
- Romance

Women's Fiction

Other Categories

Astrology

Art, Architecture, Design & Photography
Autobiography, Biography

- Memoir
- Celebrity Biographies & Autobiographies

Business

Cooking & Cookbooks

Crafts, Gardening, Hobby & Home

General Nonfiction

Health

- Mind, Body, and Spirit
- Health & Fitness
- Psychology / Self-help

History

- U.S. History
- World History

Humor

Mind, Body & Spirit

Myths & Legends
Outdoors & Nature
Pets

Poetry

Professors & Academics

Religious

- Christian Nonfiction
- Theology

Spanish and Latin

Travel

True Crime



***Bolded audiences can be targeted in managed packages and a la carte**

Case Study: The Wolves Come at Night

J.T. Ellison is a *New York Times* bestselling author, with over a million books in print, and has been published in twenty-eight countries and sixteen languages.

“I’m finding these ads quite helpful. The days they cut off, sales drop by half... they are working well for me.”

Facebook Ad Details

 Facebook Promoted Ad Completed

Ad Run-time

[Restart](#)

Oct 31, 2023 - Nov 7, 2023

Budget: \$ 75.00 Target impressions: 24,500 Target clicks: 385



The Wolves Come at Night: A Taylor Jackson Novel
Ellison, J T

Ad Performance

Impressions

31,954



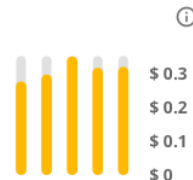
Clicks

1,686



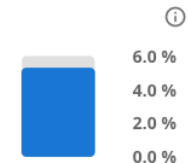
Cost Per Click

\$0.31



Click-Through Rate

5.28%



 **Bookfinity and Beyond**
Sponsored

Taylor Jackson is back. And you've never seen her quite like this.



On Sale for \$.99!

NEW YORK TIMES BESTSELLING AUTHOR
J.T. ELLISON

THE WOLVES COME AT NIGHT

Taylor Jackson is back. And you've never seen her quite like this.

<https://books2read.com/The-Wolves-Come-At-Nig...>

The Wolves Come at N...
A detective on the bri...

[Buy Now](#)

[Like](#) [Comment](#) [Share](#)

The Power of Ingram's Consumer Marketing

Our advertising and Verified Reader audiences continue to get “smarter” as we continue to capture our consumers’ preferences through various sources.

Social Media



Featured Posts

Content Marketing



Onsite Articles

Onsite Giveaways

Editorial Features

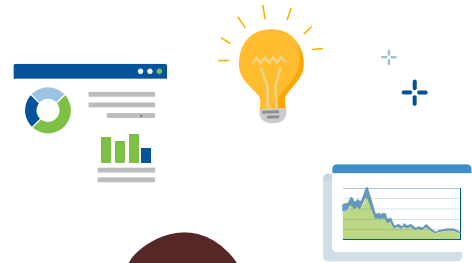
Title Placement

Banner Ads

Email Marketing



Dedicated



Work with us

For more information, please reach out to:

Justin Alvarez, Manager of Consumer Marketing Sales

justin.alvarez@ingramcontent.com



Think Beyond the BISAC

Using our proprietary data, we know what books a reader loves. We'll help you reach them through our email advertising opportunities.

Audience	Reach	Dedicated Email 100% SOV	Banner Ads	Featured Title Listing	Seasonal Reading Guide Listing
General Readers	1.2M		Bookfinity		Multiple opportunities available for large audiences.
	800,000		Bookfinity	Bookfinity	
	400,000	Bookfinity	Bookfinity		
Astrology	150,000	little infinite	little infinite	little infinite	
Book Club	40,000+	Limited availability			
Deals / Price	150,000	Limited availability			
Diverse / LGBTQIA+	5,000 - 165,000	little infinite	Bookfinity and little infinite		
Fantasy	150,000	Bookfinity	Bookfinity		
Fiction	800,000				
Giveaways	150,000	Limited availability			
Holiday Gift Guide	800,000	Limited availability			
Literary Fiction	150,000		Bookfinity		
	40,000	Page & Pairing	Page & Pairing	Page & Pairing	
Mystery/Thriller	150,000	Bookfinity	Bookfinity		
Nonfiction	300,000				
	150,000	Bookfinity			
Poetry	150,000	little infinite	little infinite	little infinite	
Romance	200,000	Bookfinity	Bookfinity		
	30,000	little infinite	little infinite	little infinite	
Science Fiction	150,000	Bookfinity	Bookfinity		
Women's Fiction	40,000	Page & Pairing	Page & Pairing	Page & Pairing	
Young Adult	150,000	Bookfinity	Bookfinity		

Dedicated Email Example

bookfinity
FROM OUR PARTNER

- Take a Journey Through Time with -

Bestselling Author

Kristin Harmel

"Kristin Harmel writes with such insight and heart that her characters will stay with you long after you've finished her books."

—New York Times bestselling author Emily Giffin

Shop Now

GALLERY BOOKS



When We Meet Again

A beautiful new edition of Kristin Harmel's beloved historical novel, refreshed by the author and featuring a new author's note.

Shop Now

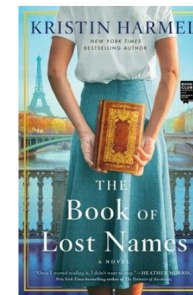
MORE bestsellers



The Paris Daughter

A sweeping celebration of resilience, motherhood, and love, *The Paris Daughter* is "historical fiction at its best" (Sadeqa Johnson, *New York Times* bestselling author).

SHOP NOW



The Book of Lost Names

An engaging and evocative novel reminiscent of *The Lost Girls of Paris* and *The Alice Network*, *The Book of Lost Names* is a testament to the resilience of the human spirit and the power of bravery and love in the face of evil.

SHOP NOW



Inline Banner Ad Example



little infinite
every day for life

[View this email on the web.](#)

Famous Psychics and the Celebrities Who Believe



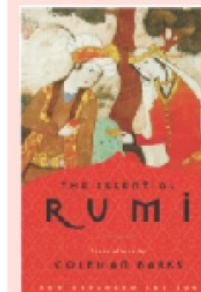
Famous Fortune Tellers, Psychics/Mediums, & Astrology Readers
PLUS the celebrities who believe/practice these spiritual consultations! Are you a believer? From astrology readings to fortune tellers and psychic mediums, the allure of finding out what is to become has been a fascination by many.

[Read More](#)

THE HURTING KIND

"Ada Linder is a bright light in a dark time. Her keen attention to the natural world is only matched by her incredible emotional honesty...The poem is a nation with vulnerability and grief in a startling and broken world" - *Vanity Fair*

[Learn More](#)



li bookshelf

The Essential Rumi

by Coleman Barks

From the premier interpreter of Rumi comes the first definitive one-volume collection of the enduringly popular spiritual poetry by the extraordinary thirteenth-century Sufi mystic.

[View Book](#)

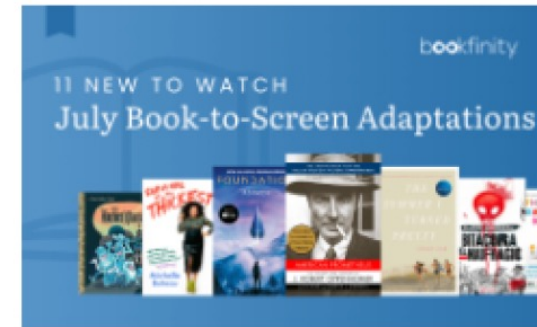
Featured Title Listing Example



bookfinity

[View this email on the web.](#)

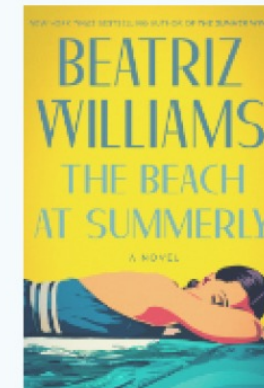
11 Book Adaptations to Watch in July



July is not only bringing the heat, it has some tremendous book-to-screen adaptations hitting the theatres and streamers.

[READ MORE](#)

NEW RELEASE ALERT



Publisher-Sponsored

Highly recommended for the Beach Reader, Time Traveler, Serial, & Leading Lady!

In 1954 in Massachusetts, Emilia Winthrop receives an unexpected phone call. An imprisoned Soviet spy, convicted years earlier, thanks to Emilia's testimony. And he's asked to meet with her.

[VIEW BOOK](#)