Drive Book Sales Cross-Platform with Shimmr AI

Shimmr

Automated Advertising That Sells Books

Did you know?

Shimmr drives book purchasers to a variety of retailers where they can buy your book. Not just Amazon!

It's true! At Shimmr AI, we understand the importance of catering to the various preferences of book purchasers. People know where they want to buy books from, so we know we need to give them the right options to choose from. That way, we get the most people to buy your books.

In this article, we'll discuss these channels, their significance, typical sales breakdown, optimization tips, and how to monitor sales across each platform.

E-commerce Platforms We Send To

Shimmr AI drives purchasers to your books on the following e-commerce platforms in the US and UK. Other markets (Canada, Ireland, New Zealand, Australia) are similar, though with market specific nuances.

Amazon	**Amazon UK**
Barnes & Noble	**Waterstones**
Bookshop.org	**Bookshop.org**
Rakuten Kobo	**Rakuten Kobo**

Why We Promote Across Multiple Platforms

You're here to sell books, we're here to make that happen. People have different preferences when it comes to online book shopping. By targeting multiple e-commerce channels, we increase your book's visibility and cater to diverse customer preferences. Focusing solely on one platform may result in missed opportunities for potential sales.

Plus, it's good for your rankings on these various sites! The more traffic that goes to the sales page on a site, the better the algorithms will treat the book, as they see traffic as interest. This can result in higher rankings in search results, reorders, and outperforming the competition. From that, you'll start to sell more books organically, too!

Typical Sales Breakdown

While sales distribution varies for each title, we generally see the following trends:

- Amazon: About 25-50% of people choose to buy their books from Amazon.
- Barnes & Noble and Waterstones: though Amazon tends to be the leader, it's common for many titles to see equal preference being given to B&N and Waterstones. Traffic proportion going here typically falls between 20-35%.
- Bookshop.org: another popular choice, we tend to see between 15-25% of people choosing to shop here.
- Rakuten Kobo: less popular but still in the mix, we normally see about 10-15% of purchasers shopping here.

Optimizing Your Book Pages

Shimmr drives high quality purchasers to your retail sites. From there, it's up to those pages to convert to purchase. To make the most of your subscription, make sure that your sites are optimized to close that purchase. Here are some tips:

1. High-quality images: Make sure you're making the most of your images - both at the top of the listing, and in your A+ Content. The more imagery, the better it's treated and more engaging it is.

2. Engaging book description: Have a compelling, informative, and well-formatted book description that includes relevant keywords.

3. Reviews: Encourage satisfied readers to leave reviews, as positive feedback can influence potential buyers.

4. Author bio: Include an updated and engaging author biography that showcases their credentials and expertise.

☀ Click here for more details, tips and tricks in our guide

Monitoring Sales Across Platforms

Regularly track your sales on each e-commerce platform to make sure you're getting the most out of Shimmr. It's important that you're looking everywhere, and not just Amazon.

If you don't know where to find the sales data you're looking for, try some of these places: Amazon Dashboard, KDP Dashboard, Waterstones Mezzanine, Bookshop.org platform, Barnes & Noble Dashboard.

You can also look at the places where you can see your books being ordered. Depending on how you distribute, that might be Ingram Spark or Bookbaby, for example. Please note that these numbers are orders, rather than sales. If Amazon or another seller has stock that they are currently selling through the activity with Shimmr, it may not show immediately in orders, as they will only order when they run out of stock.

Finally, if you have access to Nielsen BookScan or Bowker, you can look at the uplift in your total sales, and particularly in the case of backlist, see the impact of Shimmr on your sales, there. But beware that these aren't representative of 100% of book sales, due to the data they capture.

By directing high-intent purchasers to multiple e-commerce platforms and optimizing your book pages, you'll maximize your discoverability, credibility, and ultimately drive more sales of your book. Regularly monitoring your sales data will help you evaluate the effectiveness of your advertising dollars and ensure you're getting the most out of your Shimmr experience.

Thanks for reading!

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