

## BookBub: Swipe File



\$0.20 CPC / 3.35% CTR

Target: Jim Butcher

Why it works: deal, attractive creative. Mentions popular author and targets only him. Note that I actually misspelled my own series name (!), which is sloppy, but didn't affect the CPC. BB readers are more focused on the image + the deal + the headline.



\$0.36 CPC / 3.3% CTR

Target: multiple

Why it works: simple design with high contrast and very little distraction. Shows deal and complete trilogy, along with some urgency (for a limited time).



3.67% CTR

Target: multiple

Why it works: similar to the creative above, simply with a different variant on the same deal and more urgency from the deadline. Also color. Iterations can make a big difference in overall CTR—different text, or different approaches to the images, et al.



5.4% CTR / \$233 spend

Target: multiple

Why it works: prominent deal that's enticing (two trilogies for \$0.99). Close-up of the cover art, with the woman staring directly at the viewer, draws attention.

## Facebook: Swipe File

D.N. Erikson  
March 19 · 🌐

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You'd think living on a beautiful island would be a good deal.  
Not when you have to share it with a ruthless vampire.

**THE COMPLETE TRILOGY. ONLY \$0.99.**

AMAZON.COM  
Complete Trilogy \$0.99 or FREE in Kindle Unlimited

Download

7,346 people reached

and 154 others · 4 Comments · 10 Shares

Like Comment Share

\$0.19 CPC / 10.54% CTR

Targets: multiple

Why it works: red catches eye, professional image with person staring out at viewer. \$0.99 deal is prominent, short and snappy text provides a good hook. This performed decently, but CPC would probably be lower if text wasn't on image; it doesn't need to be doubled up from the headline.



**D.N. Erikson**

Sponsored · 🌐

I just woke up in a motel.  
I have no idea who I am or how I got here.  
But I do know three things.  
There's a body on the floor...and one in the bathtub.  
There's a bullet in my arm. And it hurts. Bad.  
And there's a vampire warlock right outside the door.  
And he's coming to finish the job.



AMAZON.COM

**New Urban Fantasy Series!**

Action and magic packed!

Stats: \$0.15 CPC / 3.5% - 4% conversion on pre-order

Targeting: Multiple

Why it works: striking image, use of new and key genre words draws the right audience. Book cover established that it's a book, rather than another product. Emojis help draw the eye. Would use "shop now" instead of learn more (used by accident)—we want to sell books, so no use trying to avoid this fact.

**D.N. Erikson**  
 March 10 at 10:17 PM · 🌐

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A half-demon. A supernatural bounty hunter.  
 (and one talking dog)

Six full-length novels. 1300+ pages. Two complete urban fantasy trilogies.  
 100% snark.

99c > [amazon.com/gp/product/B0859SD77T](https://amazon.com/gp/product/B0859SD77T)



AMAZON.COM

**6 books. Two complete urban fantasy trilogies. 99c**  
 Six full-length novels. Two complete series. And 100% snark. THE HALF...

57 4 Comments 9 Shares

Like Comment Share

Stats: \$0.19 unique outbound CPC / 10%+ conversion on 99c box set / \$580+ ad spend

Why it works: six books for a dollar is a great deal. Image is striking and high contrast, with different coloring (yellow) that contrasts with the Facebook News Feed (which is primarily yellow/gray). The text is simple, but implies tension/conflict between the half-demon and supernatural bounty hunter. Clearly signals the genre, along with the “urban fantasy” part of the headline. Talking dog is a big draw and points to some levity/humor in the series.