



2019 HIGHLIGHTS

How BookPal Ignited More Sales in 2019

Last year, the BookPal team continued to put more books into the hands of people in all kinds of organizations. Working closely with our clients in business and education, we helped ignite sales for authors and publishers, and ease the logistical challenges that can come with selling and shipping to large groups.

Some of BookPal's sales successes and program highlights in 2019 include:

1 million+ books

in total sold, an increase of almost 10% over 2018

50%+ increase

in sales of front list titles

35,000+ increase

in sales of backlist titles

1,000+ event orders,

an increase of 75% and all requiring special attention to delivery specifications and time windows

2,150 corporations served

through more than 5,150 orders

4,500+ education catalogs

sent to school districts across the country

Published Author Q & A's during book launches

to attract sales among corporate, organizational, and educational groups

Supported pre-order campaign marketing

for new books by setting up special product pages on book-pal.com

Developed book sample marketing

to our corporate clients to generate sales for authors

Executed holiday fulfillment projects

for corporations, including 2,000 leadership books for pilots at a major U.S. airline

Expanded author chat webinar series

with more than a dozen authors connecting directly to corporate clients

Assisted presidential candidate

Andrew Yang's team with book delivery at 120+ national events

Grew fiction title fulfillment services,

including best-selling author J.D. Robb's *Golden in Death*

Strengthened relationships between authors and corporate clients

with a speaker connection service for keynotes, training, or motivational events



We believe in the power of books to ignite continuous learning and growth.

book-pal.com