



book2look



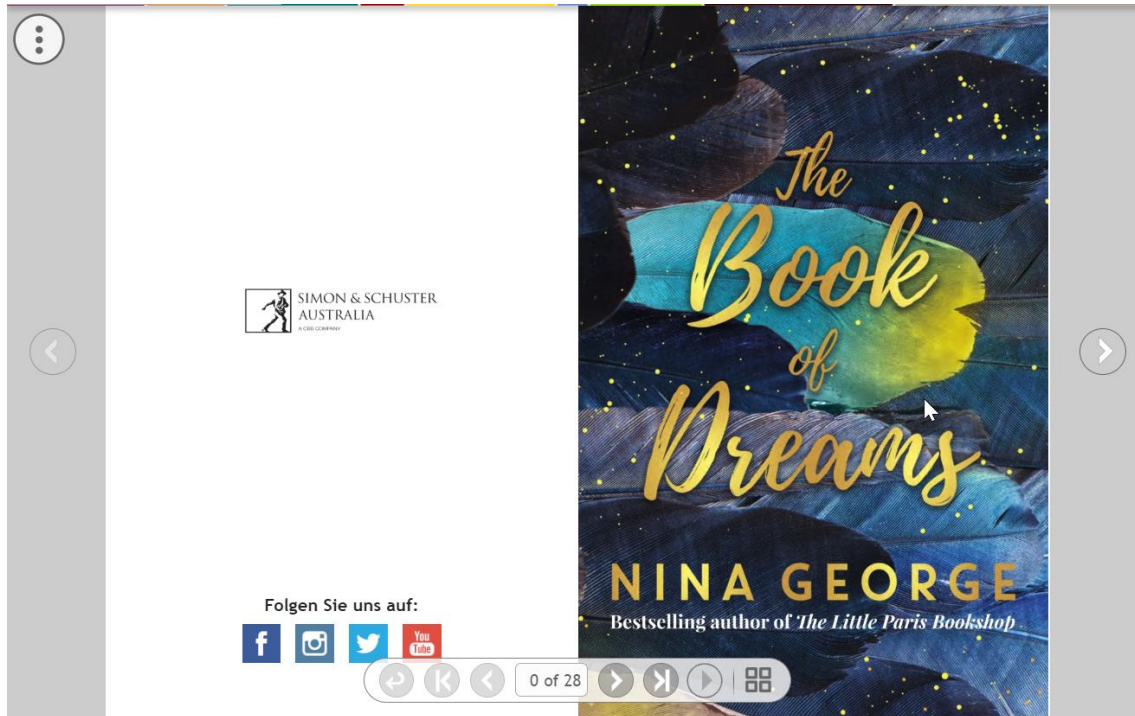
Create | Share | Sell | Analyze

PUBLISHERS & SELF-PUBLISHERS





The state of the art online marketing tool for publishers and self-publishers



A look-inside solution for you, your retailers, authors, and bloggers.

A sophisticated discovery tool for your books.

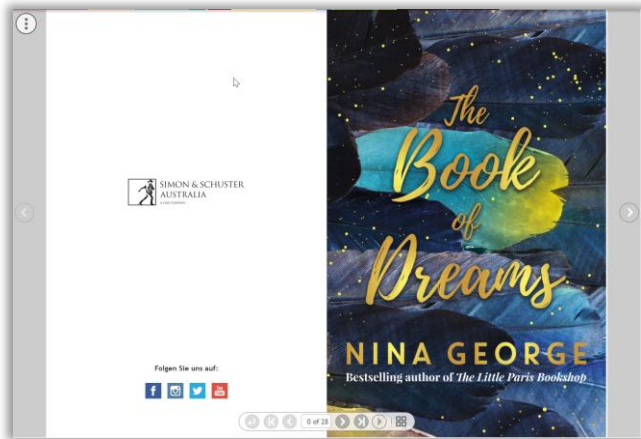
**Make the
Point of Discovery
the
Point of Sale**



Create – It's easy! Manually or via ONIX

Create manually or ...

... use the bulk conversion via



With our intuitive online editor, an interactive book sample ("Biblet"), can be created quickly and easily – no technical expertise required.

















Just upload the PDF and/or ePub, enter metadata and promotional audio and video clips. Done!

Or use our ONIX upload for automated bulk conversions.

We make the Bibles available to all online retailers, bloggers, and communities.

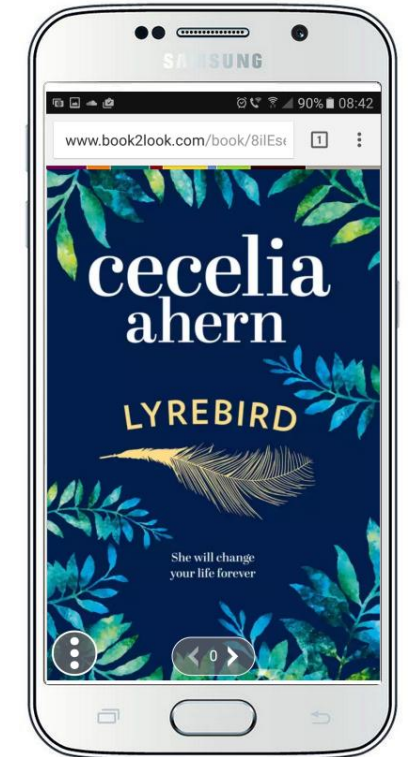
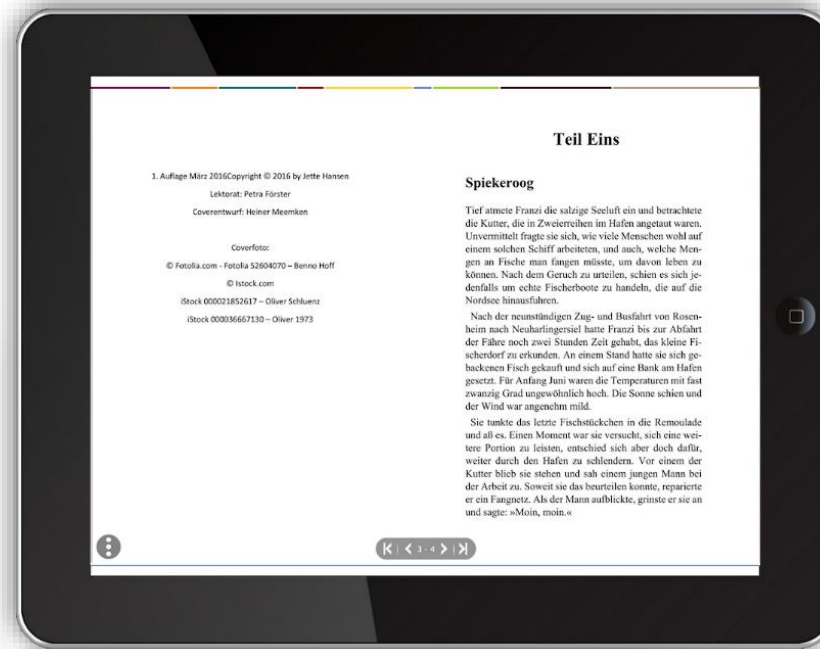


What a Biblet can do (the key features)

-  Share this Biblet in your Social Networks or via SMS (Smartphone) and email.
-  Links to online reviews. What do bloggers and journalists have to say about this book
-  BookNet sends new and interesting Biblet to your timeline on Facebook and Twitter
-   Unlimited promotional video clips and audio samples
-  Multi format shop selection. Choose your format (HC, PB, eBook, Audiobook) and buy it.
-  Show similar books by the same publisher
-  If an ePub is available: Open Biblet in the integrated ePub reader
-  Bibliographical data and book information like the blurb.
-  Settings: Choose the language of the user interface etc.
-  Page overview: View thumbnails of all pages of the Biblet, click/tap to navigate
-  Optimized for mobile use with a state of the art Responsive Design
-  Fulltext search inside the Biblet
-  Simple but sophisticated embed options for any website
-   Single or double page view



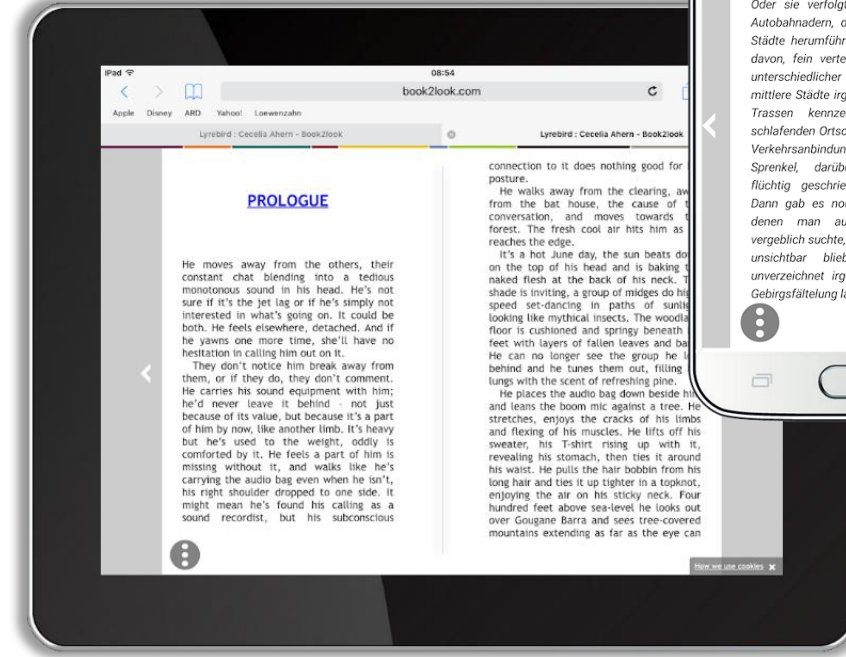
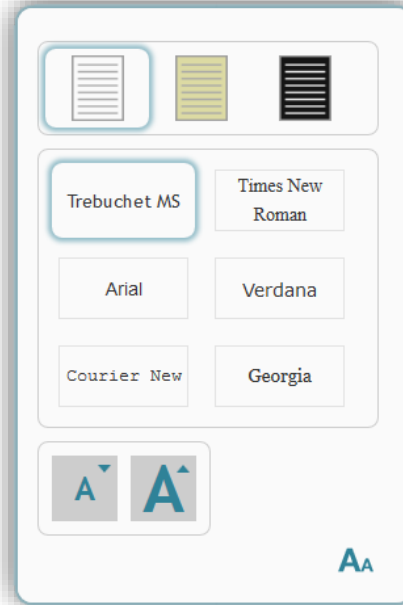
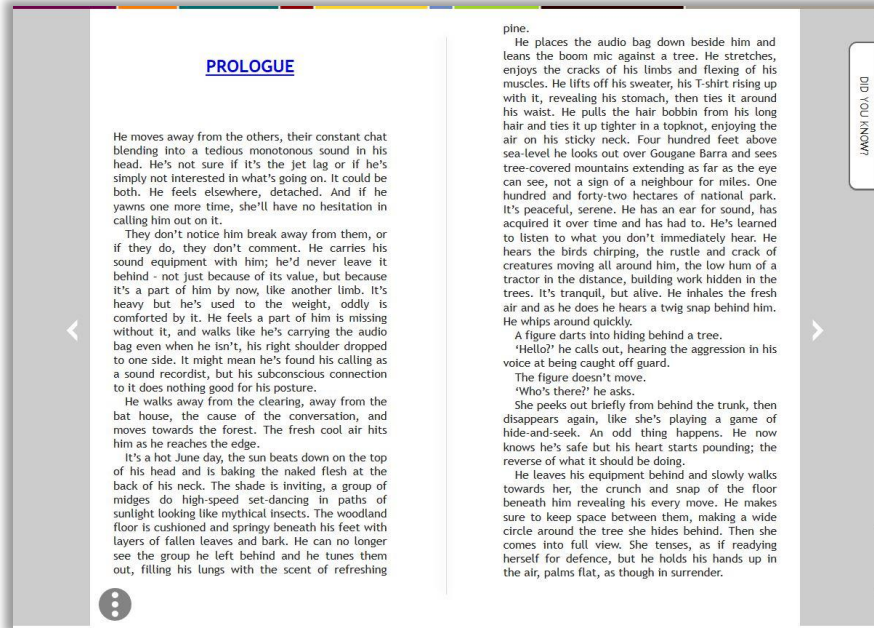
Multi-Platform - Optimised for all devices





ePub Reader inside!

Full featured eBook reader inside the Biblet for convenient reading on all devices. Also for eBook only publications, no PDF required.

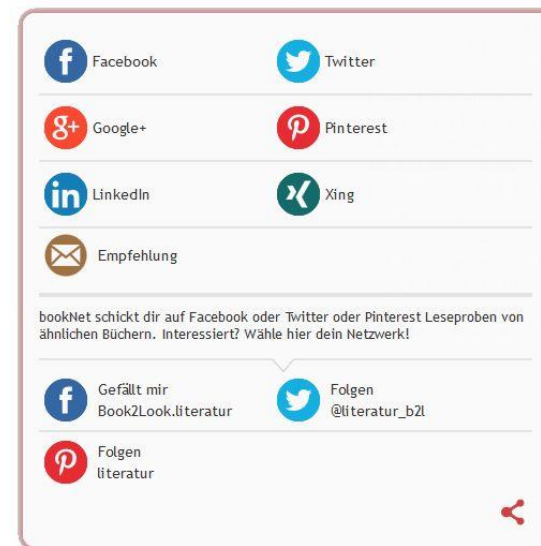
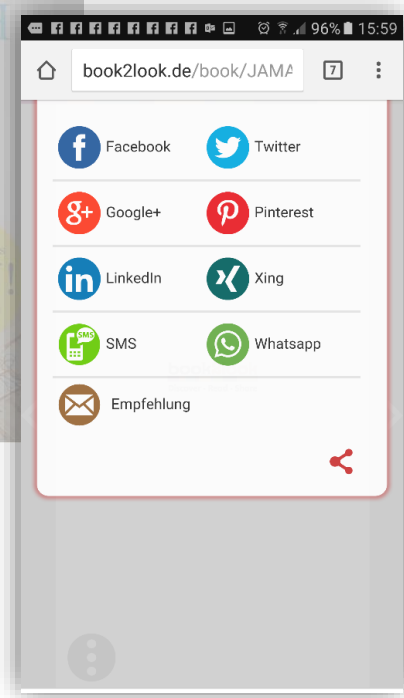
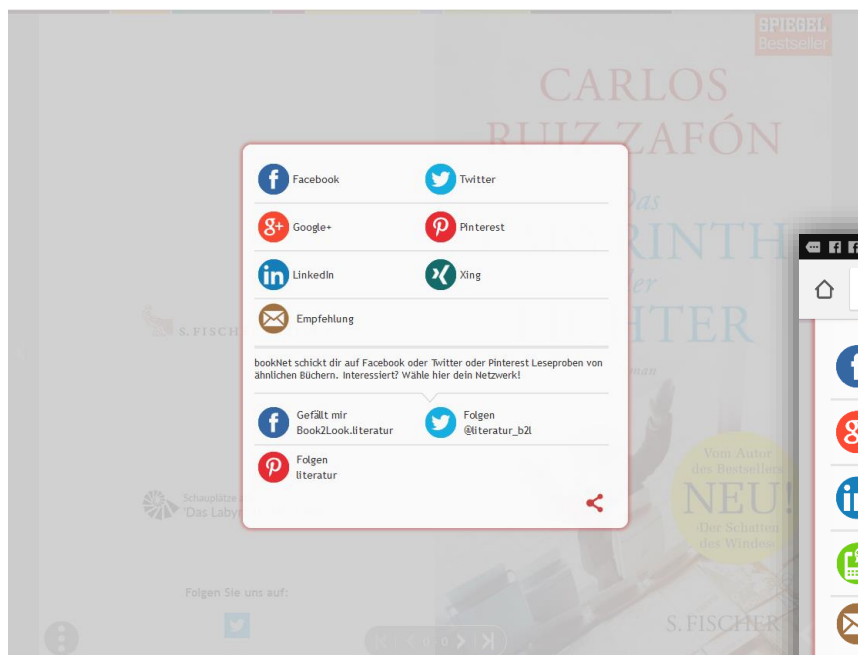




Share – Let your books find their readers

With the most sophisticated social media functionality in the market, sharing is both easy and fun.

On a mobile device users can even share via SMS or WhatsApp.



Sharing and recommending books in the social networks is easy with book2look's sophisticated social media functionality, email or even SMS and WhatsApp.

BookNet distributes book samples via 35 genre specific Twitter, Facebook and Pinterest channels.

On Pinterest alone BookNet generates over **2.5 million** book cover impressions per month.



Share – Let your books find their readers

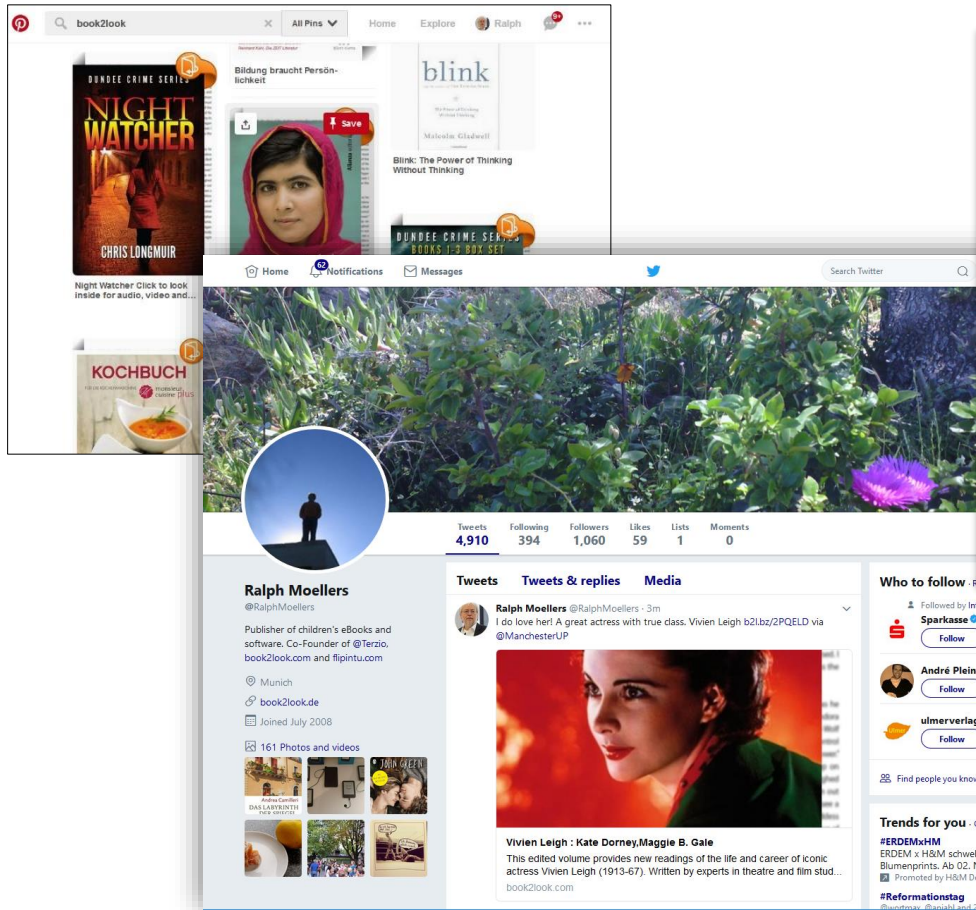
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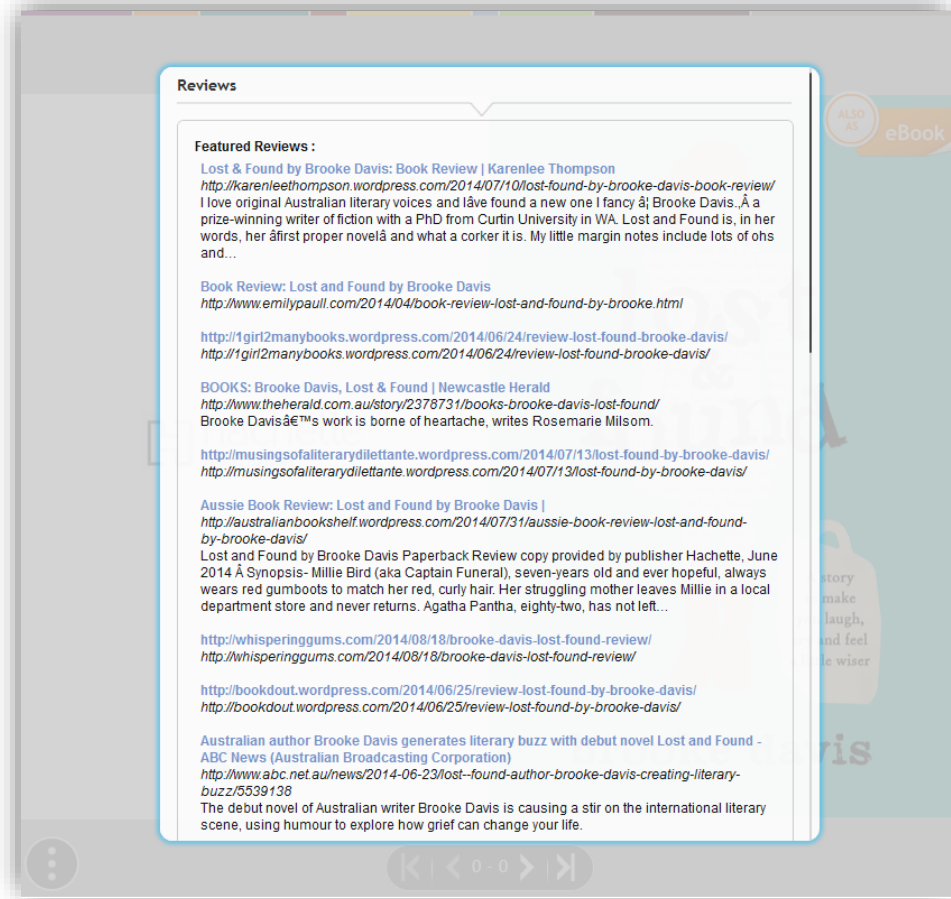


Biblets are shared everywhere!





Reviews – Linking online reviews to your books



Automatic linking to online reviews:

From a constantly growing white list of review websites we take the links to online reviews and add them to the Review popup.

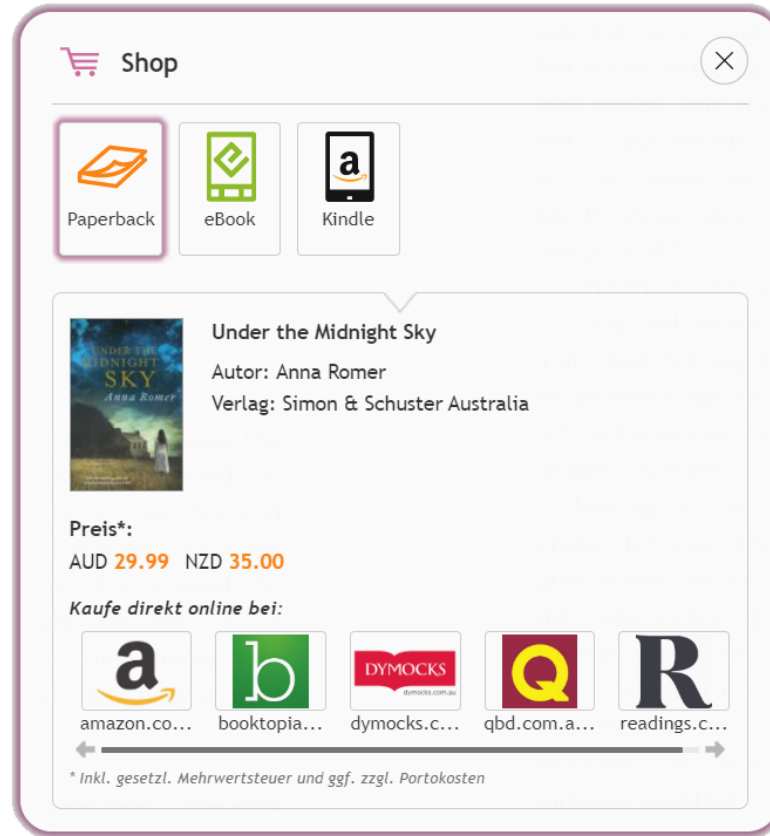
No retailer reviews with links to other online stores are added. So your booksellers can share the Biblet without fear to promote their biggest competitor.

Your favorite reviews can be placed on top of the list as "Featured Reviews".

Don't like a particular review? Just block it!



Sell – Making the point of discovery the point of sale



Hardcover, paperback or eBook – You decide which shop links will be implemented.

The only multi format shop link solution in the market. A perfect solution for multi format content like hardcover, paperback, ebooks, audiobooks ...

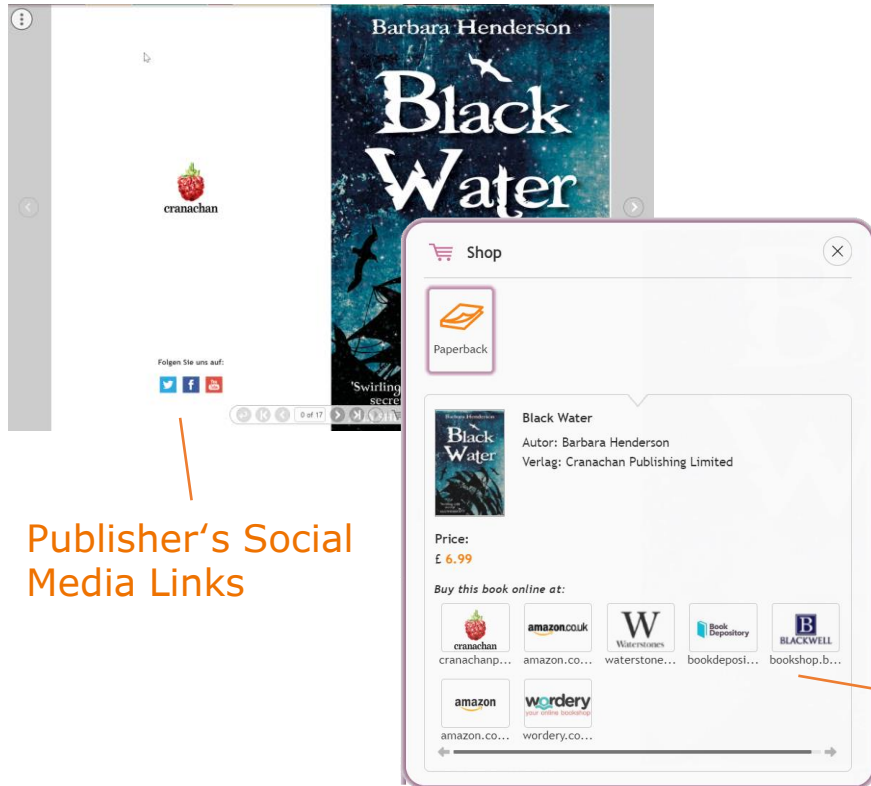
The reader finds his or her favourite format and favourite online shop instantly.

The publisher alone defines which shops are activated.



Sell – Support your local blogger/retailer

Publisher's Biblet



Publisher's Social Media Links

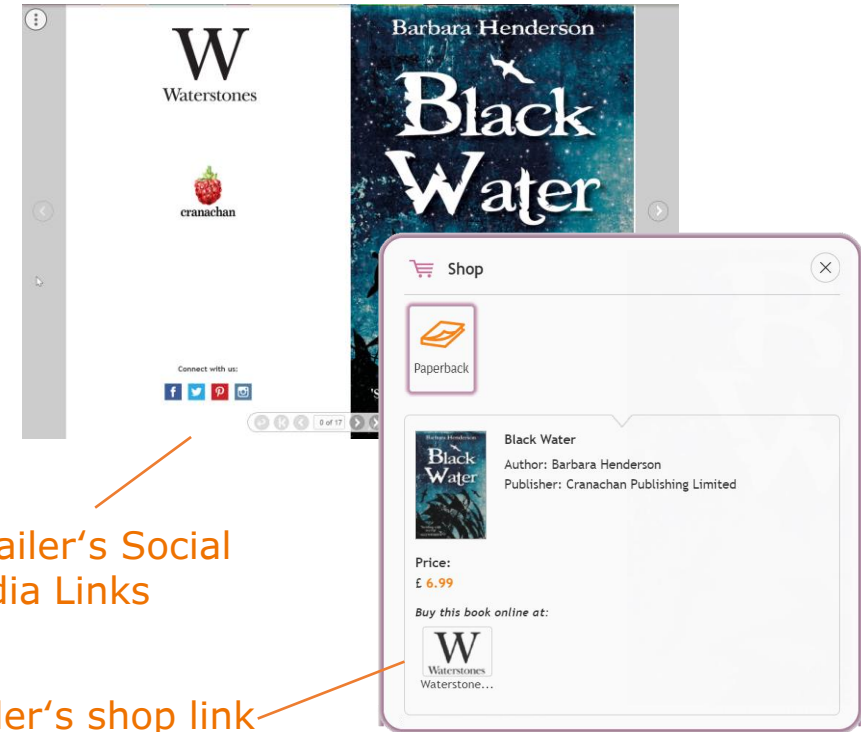
The only Biblet with customized versions for retailers or communities in the market.

The perfect online marketing support for your retail partners, bloggers, review websites ...

If they share it, they sell it!

Publisher's choice of shops

Retailer's or blogger's Biblet



Retailer's Social Media Links

Retailer's shop link



Analytics

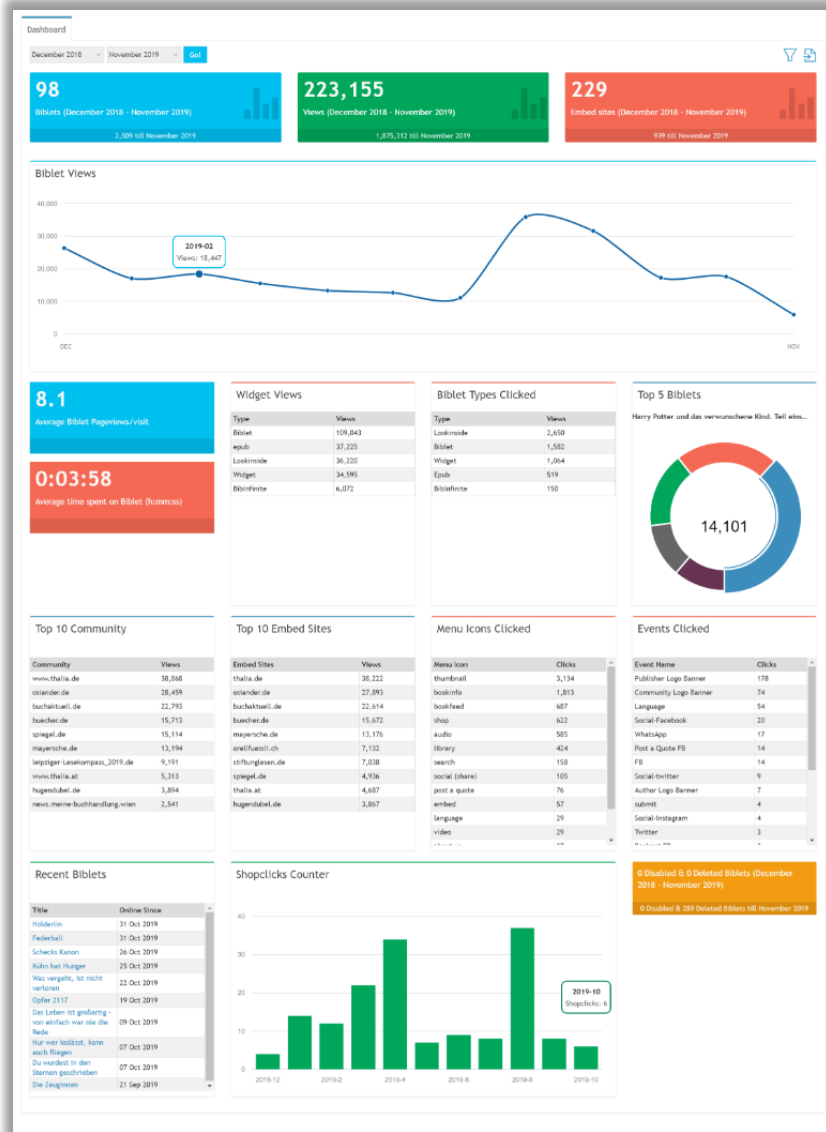
Find all the relevant information about the performance of your Bibles in your dashboard:

- Number of views
- Embedding Websites
- Click throughs
- Time spent in Bibles
- Pages viewed in Bibles
- Shop link clicks
- Menu items clicked
- Top active communities

Plus detailed reports in Excel sheets.



Want even more? You can im-plement your Google Analytics ID and get a wealth of additional information.





Features

- ✓ The "Biblet" = Animated Book Widget
- ✓ Full PDF functionality inside Biblet
- ✓ Fully functional ePub reader
- ✓ Responsive design for mobile devices
- ✓ Page Overview
- ✓ Bibliographical Data
- ✓ Unlimited Video and Audio
- ✓ Single Page / Double Page
- ✓ bookNet Social Media distribution
- ✓ All relevant Social Networks
- ✓ On a mobile device: Share via SMS or WhatsApp
- ✓ Personal Email Recommendations
- ✓ Automatic Linking of Online Reviews
- ✓ Post-a-Quote
- ✓ Flexible Embed Options for Multiple Biblet Formats
- ✓ Multi-format Shop Links
- ✓ Extensive Reporting, Monitoring
- ✓ Automatic QR-Codes
- ✓ Autofill for Easy Shop Links
- ✓ Connecting to Facebook, Twitter etc.
- ✓ Book Walls to present multiple Books
- ✓ Customized Retailer Versions
- ✓ Author/Promotion Accounts
- ✓ Connect similar books (same Publisher)
- ✓ Multi-language User Interface
- ✓ Detailed Analytics + Google Analytics

2020 ISBN STORE BIBLET PACKAGE RATES:

1 Biblet-Credit	£90.00 (£108.00 including VAT)
5 Bibles-Credits	£200.00 (£240.00 including VAT)
10 Biblet-Credits	£350.00 (£420.00 including VAT)
20 Biblet-Credits	£650.00 (£780.00 including VAT)
50 Biblet-Credits	£1500.00 (£1800.00 including VAT)

To give you total cost control Book2look Bibles are sold in packages. A package contains a given number of Biblet-Credits that you can use to create Bibles in your account either manually or using our convenient ONIX bulk upload/conversion service.

Bible credits are valid for one year after the date of purchase. The bibles you create, remain live, editable and in your complete control until such time as you delete them..

There are no additional subscription or hosting fees.

Prices effective until 31 December 2020. All prices in pounds sterling.

If you would like to speak with someone about how bibles can help your business or would like to discuss purchasing more than 50 bibles please get in touch by filling out the contact us form via the link below.

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All prices include VAT where applicable.



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