



# StoryFit

## AI for better books and stronger sales.

### We're with you the entire way.

StoryFit provides intelligent tools tailored to publishers' needs. From acquisitions and production to marketing and sales, our technology provides multiple layers of intelligence to creative decision-makers who need to make fast, consequential choices. **Using AI to leverage big data provides unparalleled analysis and comparison of thousands of books in hours, not months.**

### StoryFit is a two-front offensive strategy to help improve sales, expand reach, and gain clarity:

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#### STORYFIT METADATA

Online discoverability has rapidly become one of the biggest concerns for publishing, and for good reason: 81% of people do research online before they make a purchase. The first result in those searches gets clicked two and half times more than the second.

✓ **Detailed product metadata is how you get to number one**  
You can't afford to ignore keywords when they result in 34% higher sales<sup>1</sup>

✓ **Gain the advantage with competitive keywords**  
StoryFit's scalable, dynamic keywords help readers find your titles. We provide a list of intelligent keywords and phrases directly related to the story, and using language real people use when they search online. You get distribution-ready, complete keywords for thousands of books at a time. In weeks your entire catalog can be found by more buyers.

<sup>1</sup>Nielsen US Book Study, 2016

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#### STORYFIT ANALYTICS

StoryFit Analytics is a super-smart, incredibly well-read companion that helps you make the best decisions faster than ever before. It provides a set of critical observations directly related to industry standards and commercial viability. A superhero sidekick to understand your content—and its potential—instantly.

- ✓ **Content Insights**  
Gain an even deeper understanding of each story to support your instinct and make better acquisitions and marketing decisions.
- ✓ **Audience Analytics**  
Gain a meaningful understanding of your customers you can turn into marketing and sales magic. Know who to market your content to, how to do it, and why they'll love it.
- ✓ **Market Fit**  
See your content in context with savvy market intelligence that informs your decision-making every step of the way.

StoryFit delivers  
quality keywords and  
content insights that  
make a difference:

*"Within a few weeks  
of implementing our  
keywords to a batch  
of 1,000 titles, 30%  
had increased sales.  
StoryFit produced an  
overall 6% increase in  
sales and 25%  
increase in product  
page views"*

*"Our content insights  
have helped 50+  
publishers and agents  
sort through 22,000  
submissions resulting  
in a reported average  
20% increase in  
productivity and over  
200 publications."*



# What can StoryFit do for you?



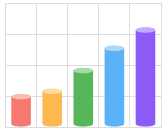
## Increase Productivity

StoryFit automates keyword generation and watches sales trends for you, so you can focus on the big issues.



## Improve merchandising

Integrate top performing keywords into catalog data and use AI-powered comps to offer stellar recommendations and companion titles.



## Boost backlist sales

Are you sitting on a gold mine? With optimized keywords, your backlist can enjoy a lift.



## Competitive Edge

Stay ahead of the curve with AI that can view the entire market landscape and provide new solutions to your problems.

## Smart, strong, straightforward solutions.

### Easy to Use

Intuitive, web-based platform delivers key analysis on scenes, character, plot and audience indicators.

### Powerful Insights

In-depth analytics you can use for acquisition, production, and marketing decisions



**Totally Adaptable: StoryFit can tailor a solution just for you**

From specific comps to audience profiles, we build to your business needs.

