



Amberjack Embraces AI to Inform Acquisition, Editing and Marketing Decisions

As a small, independent book publisher, Amberjack has a similar goal as its larger counterparts: deliver great books to its target audience. With only a handful of staff members and a limited infrastructure, how does Amberjack stay competitive?

They leverage AI to level the playing field.

Background

Amberjack Publishing was founded in 2014 as a publisher of literary and commercial fiction, and narrative nonfiction. Even though it is relatively new to the industry, the company believes in the traditional model of investing in authors who connect readers to stories that are vital, empathetic, and transformational. There's something else Amberjack is proud of: its confidence in females to run the company and write the majority of the books it publishes. "Publishing has historically been slanted towards males," says Dayna Anderson, publisher at Amberjack. **"Amberjack considers it a privilege to have the opportunity to give voice to female and underrepresented writers."**



The Challenge:

Discovering the Who, What, When and Where Faster and More Consistently

For Amberjack, empowerment goes beyond gender. In order to deliver high-quality books its readers desire, it must be equipped with sophisticated data to support critical decisions around who their customers are, what they want to read, when is best to bring a book to market, and where those books should be marketed. That's easier said than done if manuscripts and readership details are being manually evaluated.

When Amberjack burst onto the publishing scene, a handful of editors were responsible for determining which manuscripts would resonate with certain audiences, then marketers promoted them where it made sense. "Our decisions were based on the best data we had at the time," says Anderson.

"It took many hours and extra steps to gather data, but we were still basically throwing things at a wall to see if they would stick. **We wanted to get more efficient, more consistent and better at finding the best manuscripts to reach specific audiences.**"



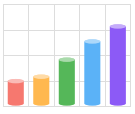
Dayna Anderson
PUBLISHER

ABOUT

Amberjack Publishing is a female-run publishing company in Idaho, founded in 2014, with a strong vision and passion for books.

PROMISE

"Amberjack Publishing's promise is the joy of discovery and the celebration of flawed characters who help readers connect to humanity. Our authors believe in a world which can be more thoughtful, more humane, and more beautiful. We respect the faith that each reader commits to trusting us to share individual stories that are vital, empathetic, and transformational."



Solution: Artificial Intelligence Reveals Untapped Market Data

AI entered the publishing industry only recently and Anderson and her team immediately recognized its benefits, particularly for smaller publishing houses like Amberjack. If content is meant to serve an audience, then data about that content and the audience is crucial. **AI provides the analytics and metadata publishers need to grow their audience.**

StoryFit, a cloud-based technology company that delivers AI insights and solutions for entertainment industries, offered automation Amberjack couldn't ignore. **AI gives us the ability to compete with anyone in our industry with the resources we have,"** says Anderson. "I view StoryFit AI as a behind-the-scenes coworker who does most of the grunt work for us so we can be more efficient, productive and consistent.



The Results: Better Understanding of Audience, Better Books to Market Faster

AI may be new to publishing, but it is having quite an impact. It's not replacing humans but complementing their efforts with reliable data that was previously impossible to mine. The quality and depth of information gives publishers, editors and marketers incredible insight into details, such as market viability, style overview, grammar and readability, social and emotional style scales, reader profile and much more.

Anderson says access to keywords has given Amberjack some of the most measurable benefits. "Our AI reports generate keywords we can use to increase a book's search visibility and sales," she explains. "Keywords weren't a priority in the past because they were difficult to determine, but with the AI doing the work for us, we wouldn't think of omitting them. While typical clickthrough rates may be in the 2-5 percent range, we have seen clickthrough rates of 23 percent since implementing keywords. We ran an engagement campaign on Facebook and Twitter for a book and 40 percent of the audience who saw the ad, engaged with it in

some way by liking, sharing or retweeting. I attribute those incredible numbers directly to the use of accurate keywords across all platforms and implementation in a book's metadata."

The data generated by the AI lays the foundation for nearly every publishing decision Amberjack makes. They trust the reports and keywords to be accurate and use them consistently to produce high-quality books faster.

When asked whether or not she feels her job is in danger of being replaced with AI, Anderson is quick to give credit where credit is due but discounts the notion. "Editing and publishing are uniquely human and I don't see AI replacing it," she says. "AI gives us the data we humans need to evaluate more books faster and bring the best ones to market more efficiently. It's ultimately humans who make the decisions, but now we can make data-backed decisions. **The opportunities AI gives us to connect with our readers and deliver highly-relevant material they enjoy makes this an exciting time to be in the publishing industry."**

"In a matter of hours, we have a detailed, easy-to-read report that enable us to hone in on who the reader is and what type of content they most want to see, whether or not the manuscript fits those needs, or if it is close enough to collaborate with authors to get it there. Once we have the optimal manuscript in hand, we have the analytics to guide us on how and where is best to market the book for maximum impact.

StoryFit has given us the power to do things we never could have done in the past."

