Getting to know your readers
Making D2C work
Aims and scope

Why D2C matters
The Guardian’s approach to D2C book retailing
Experimentation and results
The importance of customer profiling
Some challenges and suggestions
Why D2C?

- Own relationship with readers
- Gather data
- Data-driven publishing
- Drive backlist sales
- Improve margins
Owning the relationship

Data

Sales info

Publish

Retail

Market
Aims of the Bookshop relaunch

- Merge together two websites
- Increase traffic
- Deliver better customer experience
- Grow our database
- Better reflect our editorial content
- Significantly grow revenues
- Find out what our customers want
What do people want from a Guardian book service?

- Value
- Range
- Ease of payment
- Delivery
- Guardian reviews
- Bespoke offers and...
- Customer reviews
- Previews
- Ebooks
- Author interviews
- Community
- Video content
What can we deliver?
The results – as a general retailer

- 150% YOY growth in Y1
- 25-30% YOY growth each year since
- Increased marketable database to 150k
- Good response to our tailored offers
- ARPU increased 35% YOY
- Basket size increased from 1 to 1.4 books
- Our sales and audience were unique
Celebrating our difference

Compared to general trade top 100

- Only 3 titles crossover
- 60% hardback compared to 21% trade
- Average price of £18.37 Vs £9.89
- 21% fiction compared to 78% trade
The impact as a publisher

- Increased range = increased traffic
- Improved margins
- Marketing and communication
- Retain data

Average D2C sales

- 20%
- 17%
- 21%
- 33%
- 11%
- 40%
Who are they?
Demographics
Profiling our customers

Demographic profile: 50+, retired

Household profile: Affluent, Volvo owner, grown up children

Geographical profile: SE England, some rural isolation

Interests: Gardening, wine, books!
The propensity model

Cross-section of Guardian database – 300k

Propensity analytics – 70k matches

0.7% response – £10k rev

The Guardian bookshop newsletter
The Challenges

1. The bar keeps getting higher
2. Delivery
3. Potential brand damage
4. Ebooks
5. International opportunities limited
6. Multi-platform channels
7. Appealing to readers of the future
Suggestions

1. Don’t forget the basics: Value & Service
2. Work out where your brand strengths are
3. Add value – but the right value
4. Understand your customer profile
5. Have a clear marketing strategy
6. Consider more collaboration
7. It’s time to invest
Thank you

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