Publisher Alley™

Publisher Alley is web-delivered software that allows book publishers to review, analyze, and act on sales data for titles sold by YBP and B&T. Sales reports can be sorted, printed, emailed in excel format, and saved for further revision or analysis.

Informed Publishing Decisions

Publisher Alley helps publishers make informed business decisions about titles. The sales data by market enables users to:

- Identify market and title opportunities, and make decisions about price, length, level, and number of illustrations.
- Decide what titles to publish or not to publish.
- Identify sales trends.
- Analyze title, subject, market, and overall imprint or company performance.
- Compare cloth and paper edition sales.
- Price cloth editions based on paper edition sales and sales of similar cloth titles.
- Identify competitive books.
- Identify competitive series.
- Raise backlist prices.
- Tailor marketing campaigns.
- Identify acquisitions.
- Review inventory and on-order levels.

Sale-by-Title, Sales-by-Series, and Sales-by-Market

Publisher Alley enables publishers to quickly and efficiently analyze sales data on any of their titles, their various editions (U.S., U.K., cloth, paper, eBook), and on related titles, in or outside of a series. Net and list sales will be shown on a publisher’s own titles.

Summary Sales Reports

Publishers will be able to run summary reports showing aggregate sales on all or a select group of their titles for up to 3 related time periods. In addition, summary reports will display sales in units and dollars by channel and subchannel. For instance, the trade channel shows sales breakdowns for retail independent, retail chain, and retail internet.
**Competitive Sales Analysis**
Publisher Alley is an excellent tool for analyzing sales on competitive titles by subject area, sales level, publication date, time period, country of origin, price point, reviews, interdisciplinary identifiers, and sales channel. Full bibliographic data, including select reviews, are available on every title.

**Watch Lists**
By simply checking off titles of interest, a publisher can “watch” the sales progress for any of his titles or his competitors’ titles.

**Title News**
Publisher Alley will feature articles and news items from YBP and B&T, such as Average Price tables by subject.

**Title Feedback**
Publishers will be able to send YBP and B&T title feedback and questions through a simple web-based form.

**For Subscription Information**
Please contact Rick Lugg and Ruth Fischer at 603.746.5991.