BookBub Promo Results Feb 12 2019

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	Expenses	Total Revenue	Profit	ROI	Total Free Downloads	Total Book 2 Units	Total Book 3 Units	Total Book 4 Units
BookBub Cost	484	$6,127.06	$5,449.73	805%	48,302	1,201	603	427
FB Ad Spend	168			**Read Through From Book 1 (%)**		2.49%	1.25%	0.88%
Kobo Promo	25							

	Last Descendant (Free)		Heir Apparent (2.99)			Rebel Apprentice (4.99)			Winter Warrior (4.99)			Guardian (1.99)			Box Set (8.99)			Total Paid Downloads Units	Total (Est.) Revenue*	
	Retail Price/UNITS		Retail Price/UNITS	Royalty	Est Earnings	Retail Price/UNITS	Royalty	Est Earnings	Retail Price/UNITS	Royalty	Est Earnings	Retail Price/UNITS	Royalty	Est Earnings	Retail Price/UNITS	Royalty	Est Earnings			
Vendor	0		2.99	0.7		4.99	0.7		4.99	0.7		1.99	0.3		8.99	0.7				
Day 1 - 2/12																				Daily Revenue
Amazon	23626	79%	91	2.05	186.55	40	3.44	137.6	40	3.44	137.6	2	0.7	1.4	6	6.153	36.918	219	$500.07	
Kobo	2091	7%	1	2.093	2.093			0			0			0				1	$2.09	
Apple	2985	10%	3		0	1		0	1		0	1		0				7	$12.51	
B&N	1383	5%	5		0	2		0	2		0			0			20.74	11	$20.74	$535.41
Day 2 - 2/13																				
Amazon	4251		62	2.05	127.1	15	3.44	51.6	9	3.44	30.96		0.7	0	3	6.153	18.459	98	$228.12	
Kobo	643		5	2.064	10.32			0			0	1	1.45	1.45				6	$11.77	
Apple	1184		22		0	3		0	1		0	1		0				28	$51.46	
B&N	337		3		0			0			0			0				3	$5.33	$296.68
Day 3 - 2/14																				
Amazon	1371		54	2.05	110.7	21	3.44	72.24	12	3.44	41.28	2	0.7	1.4	1	6.153	6.153	102	$231.77	
Kobo	179		1	2.1	2.1	1	3.67	3.67			0			0				2	$5.77	
Apple	463		37		0	9		0	6		0	3		0				61	$113.00	
Other	182		9		0	6		0	3		0	2		0				23	$45.05	$395.59
Day 4 - 2/15																				
Amazon	899		59	2.05	120.95	25	3.44	86	20	3.44	68.8		0.7	0	1	6.153	6.153	125	$281.90	
Kobo	94		4	2.0975	8.39	2	3.675	7.35	1	3.67	3.67	1	1.57	1.57				9	$20.98	
Apple	311		26		0	11		0	3		0	2		0				45	$91.40	
Other	118		7		0	4		0	3		0			0				17	$33.21	$427.49
Day 5 - 2/16																				
Amazon	771		76	2.05	155.8	39	3.44	134.16	18	3.44	61.92	3	0.7	2.1	1	6.153	6.153	155	$360.13	
Kobo	67		4	2.065	8.26	3	3.58	10.74	2	3.675	7.35			0				11	$26.35	
Apple					0			0			0			0					$125.39	
Other					0			0			0			0					$27.27	$539.14
Day 6 - 2/17																				
Amazon	775		67	2.05	137.35	34	3.44	116.96	24	3.44	82.56	1	0.7	0.7	3	6.153	18.459	153	$356.03	
Kobo	56		4	2.065	8.26	1	3.4	3.4			0			0					$11.66	
Apple	239		28		0	16		0	8		0	3		0					$121.65	
Other	98		11		0	1		0	2		0			0					$28.44	$517.78
Day 7 - 2/18																				
Amazon	715		52	2.05	106.6	33	3.44	113.52	27	3.44	92.88		0.7	0	3	6.153	18.459	142	$331.46	
Kobo	39		3	2.096666667	6.29	2	3.675	7.35	1		3.67			0				7	$17.31	
Apple	169		32		0	15		0	7		0	5		0				66	$126.90	
Other	92		6		0	7		0	3		0	2		0				21	$42.69	$518.36
Day 8 - 2/19	**Kobo Promo Start Date**																			
Amazon	533		47	2.05	96.35	31	3.44	106.64	27	3.44	92.88		0.7	0		6.153	0	132	$295.87	
Kobo	58		8	2.07625	16.61	6	3.526666667	21.16	2	3.675	7.35	1	1.57	1.57				19	$46.69	
Apple	82		24		0	17		0	12		0	3		0					$131.08	
Other	55		9		0	3		0	5		0			0					$39.72	$513.36
Day 9 - 2/20																				
Amazon	1002		63	2.05	129.15	33	3.44	113.52	18	3.44	61.92	1	0.7	0.7	3	6.153	18.459	136	$323.75	
Kobo	119		2	2.02	4.04	3	3.58	10.74	2	3.535	7.07	2	1.51	3.02				11	$24.87	
Apple	103		23		0	23		0	14		0	5		0					$154.30	
Other	101		8		0	5		0	2		0			0					$37.39	$540.31
Day 10 - 2/21																				
Amazon	425		44	2.05	90.2	23	3.44	79.12	19	3.44	65.36		0.7	0	1	6.153	6.153	106	$240.83	
Kobo	96		5	2	10	1	3.67	3.67	1	3.4	3.4			0					$17.07	
Apple	66		17		0	10		0	3		0	1		0					$67.81	
Other	63		10		0	5		0	6		0	3		0					$53.93	$379.64
Day 11 - 2/22																				
Amazon	440		42	2.05	86.1	19	3.44	65.36	14	3.44	48.16		0.7	0		6.153	0	89	$199.62	
Kobo	75		2	1.94	3.88	2	3.585	7.17	1	3.67	3.67			0					$14.72	
Apple	32		18		0	11		0	10		0	3		0					$97.10	
Other	81		2		0	3		0	3		0	1		0					$22.53	$333.97
Day 12 - 2/23																				
Amazon	343		42	2.05	86.1	20	3.44	68.8	15	3.44	51.6	3	0.7	2.1		6.153	0	95	$208.60	
Kobo	86		10	2.071	20.71	3	3.43	10.29	3	3.43	10.29	2	1.455	2.91					$44.20	
Apple	28		13		0	8		0	12		0	3		0					$85.34	
Other	81		4		0	5		0	1		0			0					$24.91	$363.05
Day 13 - 2/24																				
Amazon	348		34	2.05	69.7	26	3.44	89.44	14	3.44	48.16	4	0.7	2.8	1	6.153	6.153	93	$216.25	
Kobo	96		3	2.096666667	6.29	4	3.455	13.82	3	3.58	10.74	1	1.45	1.45					$32.30	
Apple	37		16		0	11		0	8		0	6		0					$89.95	
Other	73		11		0	6		0	5		0	1		0					$53.35	$391.85
Day 14 - 2/25																				
Amazon	580		43	2.05	88.15	22	3.44	75.68	22	3.44	75.68	2	0.7	1.4		6.153	0	111	$240.91	
Kobo	78		10	1.941	19.41	2	3.675	7.35	2	3.585	7.17	1	1.57	1.57					$35.50	
Apple	23		12		0	5		0	7		0	4		0					$60.66	
Other	60		7		0	5		0	3		0	1		0					$37.35	$374.42

* Assumes all Amazon sales in USD at US prices. Does not take into consideration exchange rates or international pricing.