

AI, BIG DATA AND BEYOND

Ruth Jones

Director Business Development

INGRAM[®]

1964



Tennessee Book Company became a part of Ingram

28 offices & distribution centers around the world



3,600 associates

3.7 million square feet of warehouse space



Over 180M digital distributions last year



We can print a Different Book every 6 seconds

:06

We've printed or shipped enough books to span the globe 1.2 times



Tens of 1,000s of publishers



Tens of 1,000s of book & specialty retailers



3,800 public libraries



7,000 campuses
15.4M students-1M faculty
241 countries

Our publisher brands make us the

6th

Largest Supplier of Books in the World

Core Principles

Relevant

Targeted and personalized

- By user role and behavior
- By title-level data

Predictive

Deep understanding of indicators for success

- Aimed directly at sales growth
- Underpinned by machine learning

Action-oriented

Provides actionable recommendations

- Immediate
- Moving toward one-click automation

Big data / ML-driven

Finding the right signal in all the noise

- Lots of data sources
- Real and real-time

Pushed

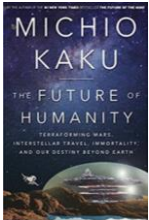
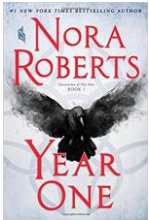
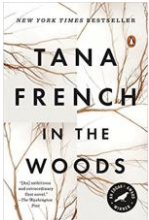
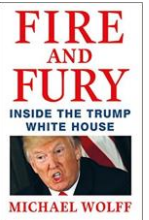
Doesn't wait for a login

- Alerts and notifications
- The things that matter come to you

Big Movers

Trending Titles

Yesterday's Big Movers

Sales Rank	Consumer Price	Goodreads Activity	Wikipedia Pageviews
 <p>TITLE The Future of Humanity EAN 9780385542760 FORMAT Hardback AUTHOR Michio Kaku</p> <p>Amazon Bestseller Rank 340 ▲ 86% Previous rank: 2,443</p> <p>See Insights</p> <p>See Top 20</p>	 <p>TITLE Year One EAN 9781250122957 FORMAT Hardback AUTHOR Nora Roberts</p> <p>Amazon Price \$17.02 ▼ 13% Previous price: \$19.54</p> <p>See Insights</p> <p>See Top 20</p>	 <p>TITLE In the Woods EAN 9780143113492 FORMAT Paperback AUTHOR Tana French</p> <p>Active Goodreads Members 1,624 ▲ 168% Previous activity: 606</p> <p>See Insights</p> <p>See Top 20</p>	 <p>TITLE Fire and Fury EAN 9781250158062 FORMAT Hardback AUTHOR Michael Wolff</p> <p>Daily Pageviews 2,510 ▲ 65% Previous pageviews: 869</p> <p>See Insights</p> <p>See Top 20</p>

Top Opportunities

Search by Title

TITLE EAN AUTHOR

SEE ALL TITLES

Top Opportunities

Metadata Wins

Titles with high activity or demand but under-optimized product pages. Address product page issues to improve conversion rate.

	Title	Format	Online Retail	Web & Social
+	Manhattan Beach	Paperback	<div style="width: 75%;"></div>	<div style="width: 75%;"></div>
+	The Heist	Ebook	<div style="width: 75%;"></div>	<div style="width: 75%;"></div>
+	The Book of Life	Hardback	<div style="width: 75%;"></div>	<div style="width: 75%;"></div>
+	The Fault in Our Stars	Hardback	<div style="width: 75%;"></div>	<div style="width: 75%;"></div>
+	Four	Paperback	<div style="width: 75%;"></div>	<div style="width: 75%;"></div>

Get the Word Out

Titles with strong retail performance but low web and social activity. Consider a social campaign to drive more traffic to the product page.

	Title	Format	Online Retail
+	The Martian	Paperback	<div style="width: 75%;"></div>
+	Milk and Honey	Hardback	<div style="width: 75%;"></div>
+	The Girl on the Train	Ebook	<div style="width: 75%;"></div>
+	Station Eleven	Paperback	<div style="width: 75%;"></div>
+	Origin	Ebook	<div style="width: 75%;"></div>

Capture Consumer Interest

Titles with high web and social activity but low performance at online retail. Consider a promotion to help convert that interest into sales.

	Title	Format	Web & Social
+	Go Set a Watchman	Ebook	<div style="width: 75%;"></div>
+	Being Mortal	Paperback	<div style="width: 75%;"></div>
+	We Were Liars	Paperback	<div style="width: 75%;"></div>
+	Wolf Hall	Hardback	<div style="width: 75%;"></div>
+	Gone Girl	Paperback	<div style="width: 75%;"></div>

Drilling in

Search by Title

TITLE EAN AUTHOR

SEE ALL TITLES

Top Opportunities

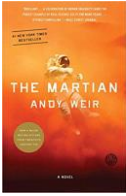
Metadata Wins

Titles with high activity or demand but under-optimized product pages. Address product page issues to improve conversion rate.

	Title	Format	Online Retail	Web & Social
+	Manhattan Beach	Paperback	<div style="width: 80%;"></div>	<div style="width: 60%;"></div>
+	The Heist	Ebook	<div style="width: 80%;"></div>	<div style="width: 60%;"></div>
+	The Book of Life	Hardback	<div style="width: 80%;"></div>	<div style="width: 60%;"></div>
+	The Fault in Our Stars	Hardback	<div style="width: 80%;"></div>	<div style="width: 60%;"></div>
+	Four	Paperback	<div style="width: 80%;"></div>	<div style="width: 60%;"></div>

Get the Word Out

Titles with strong retail performance but low web and social activity. Consider a social campaign to drive more traffic to the product page.

Title	Format	Online Retail
- The Martian	Paperback	<div style="width: 80%;"></div>
	EAN 9780553418026	AUTHOR Andy Weir
	AMAZON PRICE \$10.97 ▲	AMAZON RANK 2,101 ▼
See Insights		

Capture Consumer Interest

Titles with high web and social activity but low performance at online retail. Consider a promotion to help convert that interest into sales.

Title	Format	Web & Social
+	Go Set a Watchman	Ebook <div style="width: 80%;"></div>
+	Being Mortal	Paperback <div style="width: 80%;"></div>
+	We Were Liars	Paperback <div style="width: 80%;"></div>
+	Wolf Hall	Hardback <div style="width: 80%;"></div>
+	Gone Girl	Paperback <div style="width: 80%;"></div>

Driving Action

INGRAM® | iQ ? | Home | Jess Johns ▾

Home | Sales | Operations | QuickLinks | Ad Hoc | Search | iQ Support | Marketing Insights | S048 - Graphic Arts Books/ S20 ...

Marketing Snapshot

Jump to Section ▾

Overview

Related Formats



The Martian

EAN: 9780553418026 | FORMAT: Paperback | PUB DATE: 10/28/2014

[ONLINE RETAIL](#) | [WEB & SOCIAL](#) | [PRODUCT PAGE](#)



Andy Weir

[KEY PRESENCES](#)

AMAZON | GOODREADS | WIKIPEDIA



Insights & Actions

- + 4 Opportunities
- + 2 Warnings
- + 2 Issues

- Consider beginning your description with a 200-character headline.
- Facebook activity is low for this product detail page. Consider sharing a link to the Amazon page there, either in a public feed and/or via targeted advertising.