

# EDELWEISS360



Measure your reach.  
Maximize your impact.

Harness the power of influencers.

## ARE YOU REACHING INFLUENCERS ON EDELWEISS+?

**140,000+**  
BOOK PROFESSIONALS

- » 20,000+ booksellers, including 2,700 verified B&N employees
- » 18,000+ librarians
- » 16,000+ publishers, distributors, and sales reps
- » 9,000+ academics
- » 6,000+ news, media, and agency professionals
- » 70,000+ reviewers, readers, and other book lovers

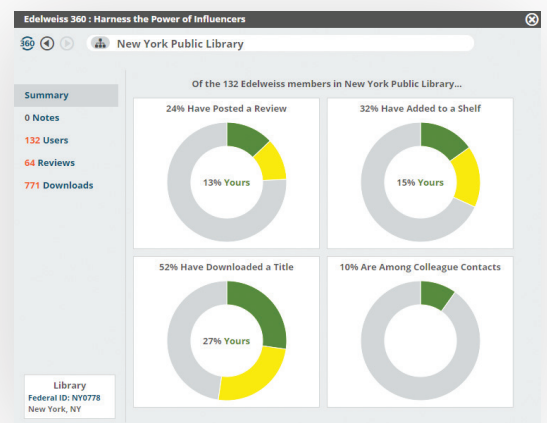
### A Panoramic View of Edelweiss+

Many features of Edelweiss360 are included in Catalog Service subscriptions, including:

- Tracking of activities such as views, shares, shelves, reviews, downloads, and orders
- Use of metrics and key indicators to improve sales and marketing effectiveness

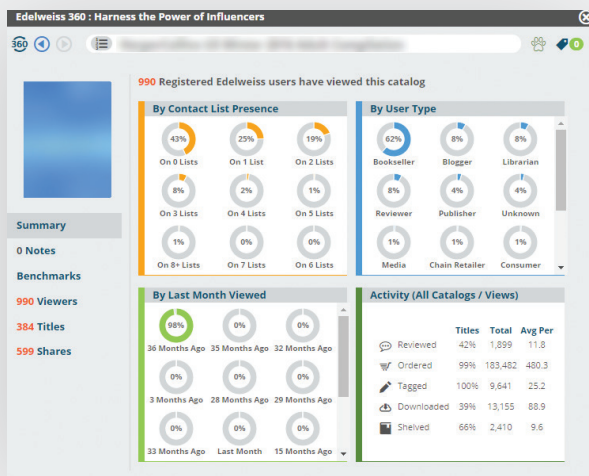
Additional features are available with a premium upgrade, such as:

- Identification of potential prospects
- Networking with previously unknown users
- Access to sales and marketing workflow tools



## YOUR TITLES

- Track reviews, downloads, and orders of your title over time
- Monitor how your marketing tactics impact title activity
- Link your authors to their titles in Edelweiss+



## YOUR CATALOGS

- View which users have engaged with your catalog
- Benchmark against other catalogs in Edelweiss+
- Identify the influencers within your accounts who can drive orders

## EDELWEISS360 PREMIUM UPGRADE

- Identify prospects based on users' engagement with comparable titles
- Explore members of Edelweiss+ Communities (ABA, B&N, genres, etc.)
- Search for media and share frontlist titles with influencers
- Message any user and/or add them to Contacts
- Write internal notes and tag items for easy monitoring

