LIT-X

Introduction

Lit-X: AI & Data Tailored for the Book Industry - Trends | Bookfluencers | Prices

We Provide the Data Behind Your Stories

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Lit-X provides a new level of efficiency and effectiveness for the core processes of trend scouting, price setting and influencer marketing using AI- and data services

Executive summary

Problem

- Various core processes could be done more efficiently and effectively vs. current low-value add task focus

- Every-day, repeating tasks are done purely manual, which is time intensive, subjective, unreliable and limited

- Modern technology is not leveraged, particularly AI- and data solutions are not deployed yet

- The issue is true for program mgmt. with trend scouting, sales with price setting, and marketing with influencers

Solution

- Core processes can be supported by AI- and data-driven work with Lit-X according to various distinct use cases

- International, complete, external market data is aggregated and tailored to your needs, e.g., for Trend Scouting

- The tool allows an objective view on the entire market and makes manual data collection obsolete

- The tool seamlessly integrates into existing processes, is convenient to use and has immediate impact

Benefits/cost

- Bottom-line benefits arise from better manuscript selection, optimized prices and a more performant portfolio

- Processes will have increased efficiency and quality; they will be repeatable, understandable & drive robust decisions

- Employees will be happier, as they shift their focus from mundane manual work to value-adding AI & data-enabled work

- Monthly cost depending on use cases and chosen subscription plan, starting at 600€/month + 100€/seat

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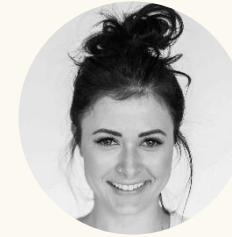# The problem: no access, no habit, no benefits of working with data & AI

Problem

Andrea is working in program management

Hard & time intense to find & validate promising manuscripts
-
clicks, clicks, and clicks through Amazon

Sam is working in marketing

Hard to monitor influencers, or SEO optimize entire backlist
-
watches 100 TikTok videos every night

Peter is working in sales

Hard to set up to date, competitive & optimized eBook prices
-
always lands on 7.99 EUR

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The solution: make existing tasks faster, using complete and objective data to produce validated decisions through a reliable and repeatable process

Solution – Example Trend Scouting

Andrea from program management is trend scouting and tries to find a new title to purchase

Existing core processes

Apply Data & AI

Be faster & better

- Checks Amazon.de, builds a gut-feeling, sees 100 books in 2 hours
- Sees only books for her keywords, her search-bubble, or sales rank-based
- Trusts Amazon data, validates with colleague opinions
- Forgets last week's results, and has recency bias, builds subjective view

- Checks 150k books from entire German/US market in 15 minutes
- Sees all books available in structured, visual, easily accessible way
- Validates Amazon with Goodreads, Google, YouTube, TikTok, … data
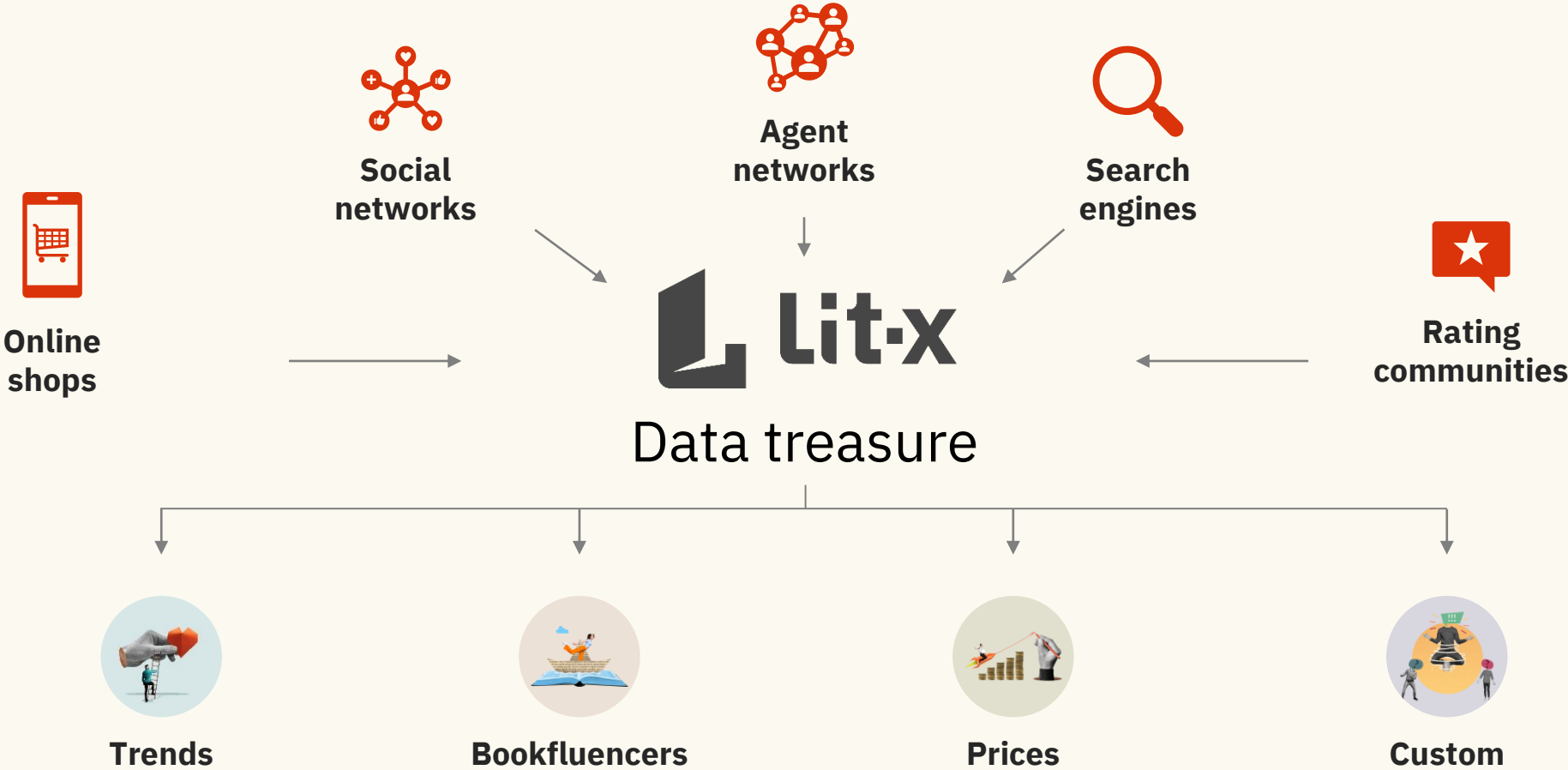- Sees documented time series development and an objective view

- Is 80% **faster** - more interpretation, instead of hours of only data collection
- Uses **complete and objective data** instead of subjective fraction
- **Validates** hypotheses/decision instead trusting intuition
- Creates **reliable & repeatable process** instead of erratic, unstructured one
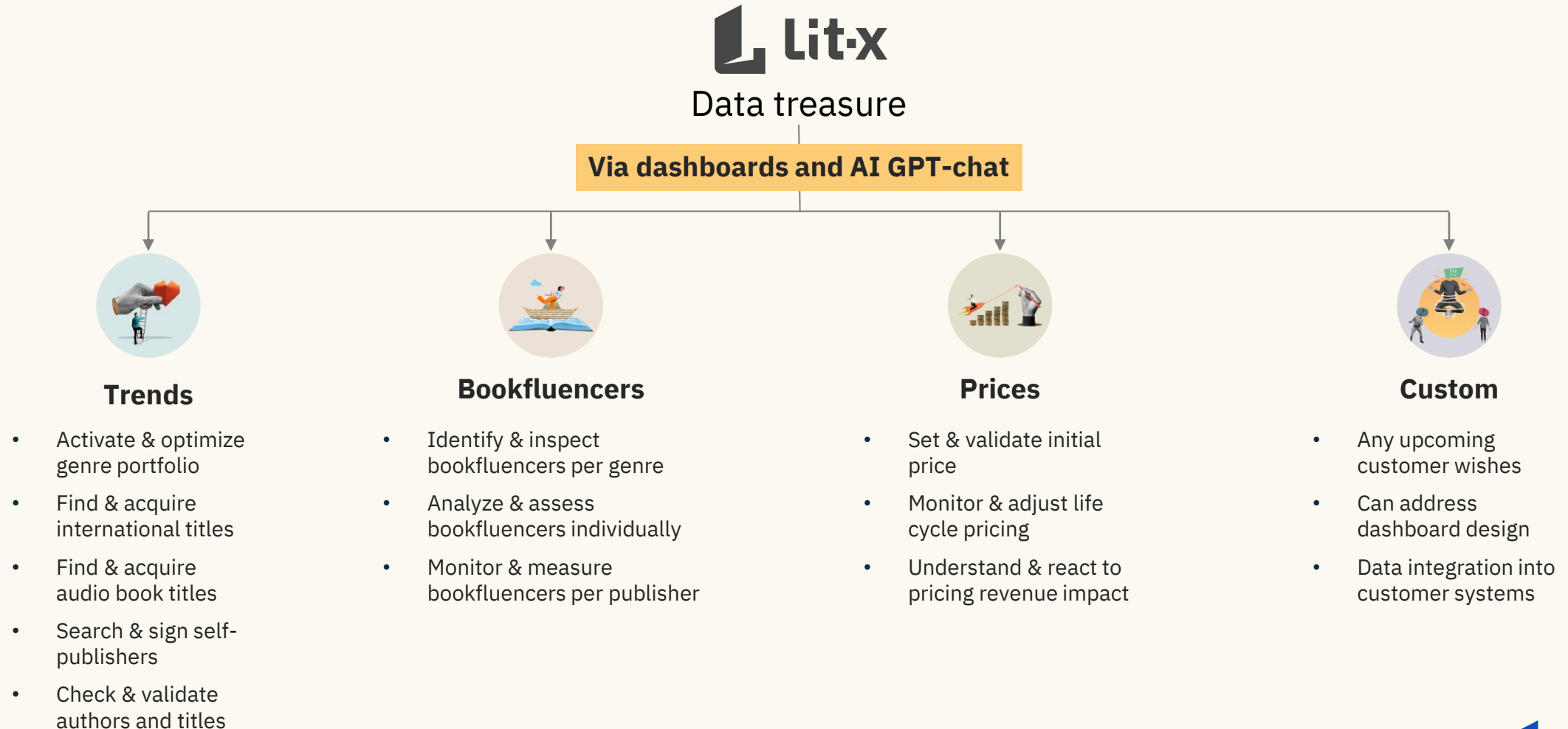
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You can do so, by using international external market data, aggregated from the most relevant sources and accessible through tailored use cases

Solution – Data basis

Social networks

Agent networks

Search engines

Online shops

Rating communities

Data treasure

Trends

Bookfluencers

Prices

Custom

Access to use cases happens via dashboards that are tailored to concrete application cases in your every day lives, and a GPT-chat

Solution – Use cases

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Data treasure

Via dashboards and AI GPT-chat

Trends
- Activate & optimize genre portfolio
- Find & acquire international titles
- Find & acquire audio book titles
- Search & sign self-publishers
- Check & validate authors and titles

Bookfluencers
- Identify & inspect bookfluencers per genre
- Analyze & assess bookfluencers individually
- Monitor & measure bookfluencers per publisher

Prices
- Set & validate initial price
- Monitor & adjust life cycle pricing
- Understand & react to pricing revenue impact

Custom
- Any upcoming customer wishes
- Can address dashboard design
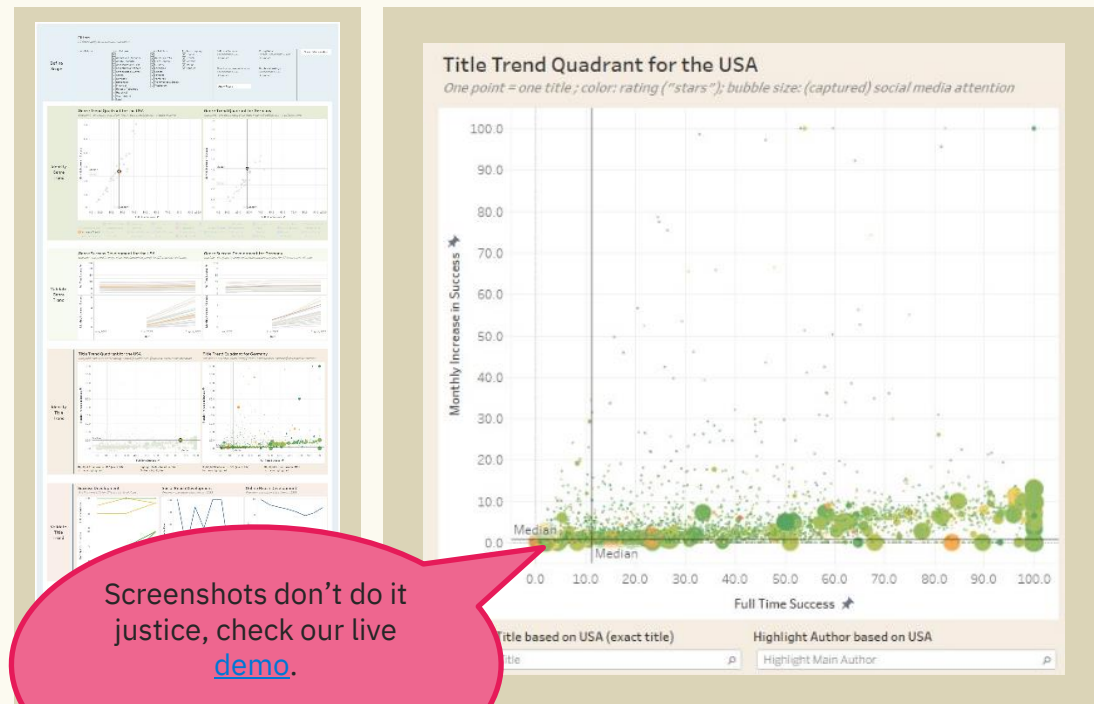- Data integration into customer systems

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In *Trends*, you can use last month's success growth to identify trending genres or titles and validate your finding using social media and online reach

Solution – Example Trends

Trends use case example

Title Trend Quadrant for the USA
One point = one title ; color: rating ("stars"); bubble size: (captured) social media attention

Screenshots don't do it justice, check our live demo.

www.lit-x.com

What can you do?

Customize dashboard to your needs and make sure you only see relevant data

Dive into your **focus genre** or discover new, **trending genres** to be active in

Identify **trending titles/ authors** to sign/get national rights or copy content trend

Validate titles/authors found to ensure long-term impact and comparable relevance

Address **content trends** with re-alignment of existing portfolio & new titles

How can you do it?

Use filters: three genre levels, Amazon or custom structure, ratings, release date, language, US/GER market, …

Compare all (sub) genres using their full-time success vs. last month's change in success

Compare all titles in (sub) genre using their full-time success vs. last month's change in success, rating quality and social reach

Use time-series to verify a growing trend, use social media and search engine presence of author/title to validate buzz

Use 10-word summaries of all titles or our AI cross-genre trend clusters to grasp what content is hot and should be addressed
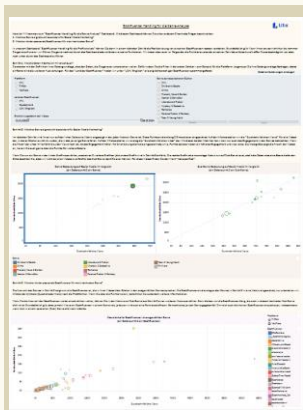
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In *Bookfluencers*, you can quickly identify relevant bookfluencer on TikTok, Instagram, or YouTube and assess them along their reach and engagement
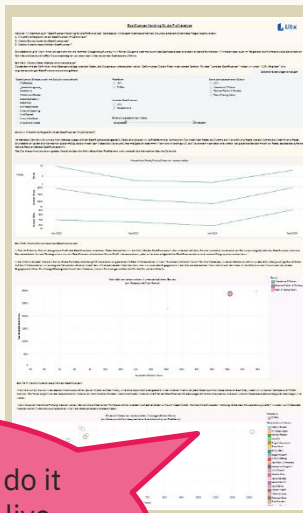
Solution – Example Bookfluencers
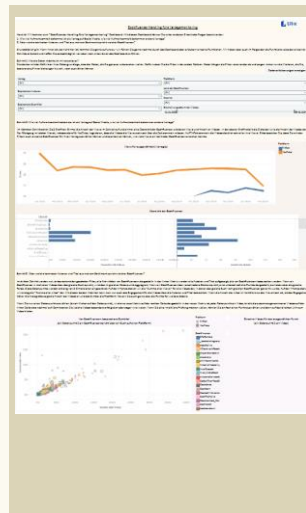
Bookfluencers use case example

Identify & inspect per genre

Analyze & assess per bookfluencer

Monitor & measure per publisher

Screenshots don't do it justice, check our live [demo](#).

[www.lit-x.com](#)

What can you do?

Assess **suitability of** a **genre** for bookfluencer marketing and monitor activity

Identify suitable **bookfluencers** for any title you intend to market

Understand **bookfluencer profiles** via discussed titles, their reach & engagement

Monitor **who speaks about publishers, authors and titles** across all platforms

Check the **activity** and **performance** of the **bookfluencers** you hired

How can you do it?

Check how many bookfluencers are active in each genre and with what aggregated reach and engagement

Get individual bookfluencers per genre and per platform and compare them amongst each other

Dive into the titles bookfluencers speak about, the reach and engagement they manage to achieve with their audience

Check who mentions you, or your competition's titles, understand organically picked-up bookfluencers

Check how many videos were posted on what platform when and mentioning which titles with which impact

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In *Pricing,* you can define an informed pricing strategy for genres, authors or titles and sensibly differentiate against your competition

Solution – Example Prices

Price Setting use case example
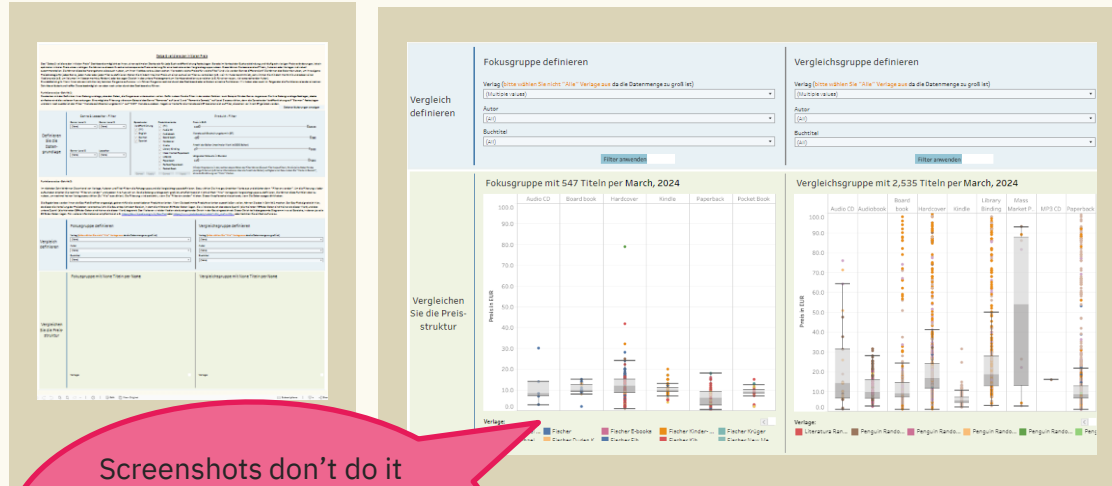
Screenshots don't do it justice, check our live [demo.](demo)

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What can you do?

Set an **optimized initial price** for any title improving your profit/sold book instantly

Adjust **pricing along the life cycle** of any title to optimize profits

Estimate **price change impact on revenue** to find price vs. volume optimum

Monitor **competitor pricing behavior** and deduct their pricing strategy

Define your own **pricing strategy** for genres/authors/ or individual titles

How can you do it?

Define relevant comparison group (competitors), get price distribution, determine suitable pricing positioning

Compare all books in their cohorts (e.g., 3 months on market), adjust price according to competition and reader interest

See how competitor price changes impacted their revenue per title and decide on going along or choosing a different path

Monitor the pricing of any competitor in any genre and position yourself sensibly against their pricing strategy

Set individual pricing strategies, e.g., for famous vs. first-time authors and find the right pricing for each of them

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To all of these use cases and data, Lit-GPT provides conversational access, please check out our first teaser video

Solution – Example Lit-GPT

For more info and product demo visit:

www.lit-x.com

Benefits range from increased efficiency and quality to happier employees and are met with flexible monthly costs in a subscription model

Benefit vs. cost

Benefits

- **Efficient**: Be faster in core activities, have more time for value-adding tasks

- **Quality**: make better decisions based on complete, international & objective data

- **Repeatable**: Establish consistent results through stable processes & data basis

- **Robust**: Take validated decisions that are more likely correct and last longer

- **Happier**: Reduce employee's frustration from cumbersome data collection

- **Empowered**: Enable core functions with data & AI: program, sales, marketing

Cost

- **Standard** use cases start from … **250€/month**

- Low entry barrier and risk due to extensive prior **testing opportunities**

- **Custom** use cases available starting at **500€/month** plus 150€/hour customization

- Includes 1 seat, **additional seats 100€/seat/month**

- **Annual subscription** with self-service cancellation

- Bundle prices with **20% off** for three use cases or more

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We are convinced of our solution and help you overcome any risks you may see; most we actively address right from the start

Risk assessment

Potential risks	Likelihood	Impact	Comment/action
Efficiencies don't realize	Low	◔	Proof of concept will take a couple of weeks/months to realize and can be aided by training, work shadowing, and best practice sharing
Implementation unsuccessful	Low	◔	Lit-X is a SaaS product, no implementation per se is necessary, and no IT involvement is needed
Adoption insufficient	Medium	◑	Reason needs to be understood, and can be addressed via test period, additional customizations, or training measures
Own process proximity of tool not given	Low	◑	Unlikely as tool is customizable, work processes are flexible and tool is co-created with customers, training might be needed
Lit-X fails to **deliver**	Low	○	No risk, standard dashboards exist, and payment after delivery, Lit-X comes with robust credentials

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We are happy to meet you and answer any questions you might have; we are excited about our product and would love a chance to excite you too

Team

Lars Leipson

At Lit-X I focus on Sales, customers, and commercial

In my spare time I am a dad, enjoy my dog, and try to get some sports in

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In my spare time, I do social volunteering, travel to Scotland, and go mountain biking

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Possible next steps

1. If interested, reach out to us, we are happy to arrange an intro
   lars.Leipson@lit-x.com

2. If hooked, check the free demo
   https://lit-x.com/pages/demo

3. If convinced, test the product online for 90% off the first month
   www.lit-x.com

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Simply: Thanks ☺

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