

Contact: Hannah Moseley
Open Road Integrated Media
hmoseley@openroadmedia.com
Phone: 912.655.1346

180 Maiden Lane, Suite 8A
New York, NY 10038
openroadintegratedmedia.com



FOR IMMEDIATE RELEASE

Open Road Unveils Activation 2.0

Marketing innovator Peter McCarthy begins to put his stamp on Open Road Integrated Media

New York, NY (January 11, 2023) – In an environment of rapidly rising digital media marketing costs, and increased promotion challenges for publishers launching new books, Open Road Integrated Media, the book industry’s leader in utilizing data science and technology to enable book discovery, today announced a newly enhanced version of its highly successful *Activation* service, bringing a new level of technological sophistication and data-fueled audience intelligence to the task of enabling frontlist titles to find their audience.

“While we’ve been amazed by the success of *Activation* since its launch last summer,” said David Steinberger, Chairman and CEO of Open Road, “Pete McCarthy is helping the team take *Activation* to a completely new level in terms of its impact on frontlist success.”

Activation 2.0 gives publishers far more specific options for targeting interest segments from Open Road’s millions of readers. Countless specific segments are available to be engaged, from readers of Classic Mystery, Cyberpunk and Military History to Vegan Cooking, Middle Grade, Christian Nonfiction, Book Club Reads and everything in between. Hyper-specific segments include readers interested in categories like Neuroscience, Birds of Prey, Ancient Greek History, Mixed Martial Arts and Parisian Enthusiast.

“The combination of Open Road’s sophisticated marketing technology and trusted direct reader relationships is unlike anything I’ve seen in this industry,” said Peter McCarthy, who joined Open Road as Chief Marketing Officer in November 2022. “This enables us to recalibrate *Activation* to answer three essential questions every publisher

needs to ask when marketing a book: ‘Who is the audience we are trying to reach?’ and ‘What is our goal for this campaign?’ and ‘How will we reach the right audience and drive the desired behavior?’”

Best known for its *Ignition* service that delivers dramatic sales increases for backlist eBooks, Open Road launched *Activation* in July 2022, in response to publishers looking for innovative ways to market new and recently published titles in all formats – print and audio as well as eBook. Publishers utilizing the service already include Big Five imprints like Doubleday, Simon & Schuster, Harper, Flatiron, St. Martin’s, Tor and Knopf, as well as independent publishers and university presses such as Sourcebooks, Astra Publishing House, Hearst Books, Blackstone, Soho Press and Yale University Press.

In a powerful new development, the menu of marketing options available through *Activation 2.0* have been refined to meet highly specific marketing goals for any individual title. For example, dedicated emails to the Open Road direct audience are available to suit publishers’ varying needs, ranging from “Title Awareness” with a goal of maximizing breadth of reach, viewability and impressions, to “Performance Plus” with a goal of reaching a highly targeted segment of readers with an especially strong interest in clicking on and purchasing the title being marketed.

Stephen King’s *Fairy Tale* (below) is a recent example of a title marketed through an *Activation* dedicated email.



Also available through *Activation 2.0* are email placements, enabling publishers to build or sustain momentum on individual titles by slotting them into targeted Spotlight emails featuring 10 titles each.

Ann Patchett's *The Dutch House* (below) is a recent example of a title marketed through an *Activation* email placement.

The Dutch House

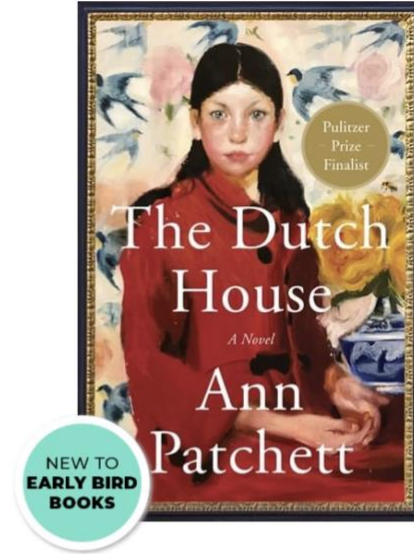
By Ann Patchett



\$2.99 ~~\$14.99~~

EXPIRES 12/18/22

Literary Fiction



***New York Times* bestselling author**

It's two siblings against the world in this novel that “has the richness, allusiveness, and emotional heft of the best fiction” (*Boston Globe*). A “dark, compelling fairy tale” about the inescapable past, *The Dutch House* is a deeply moving saga set over half a century of thwarted goals, elusive happiness, and enduring love (*Entertainment Weekly*).

Amazon

Apple Books

Barnes & Noble

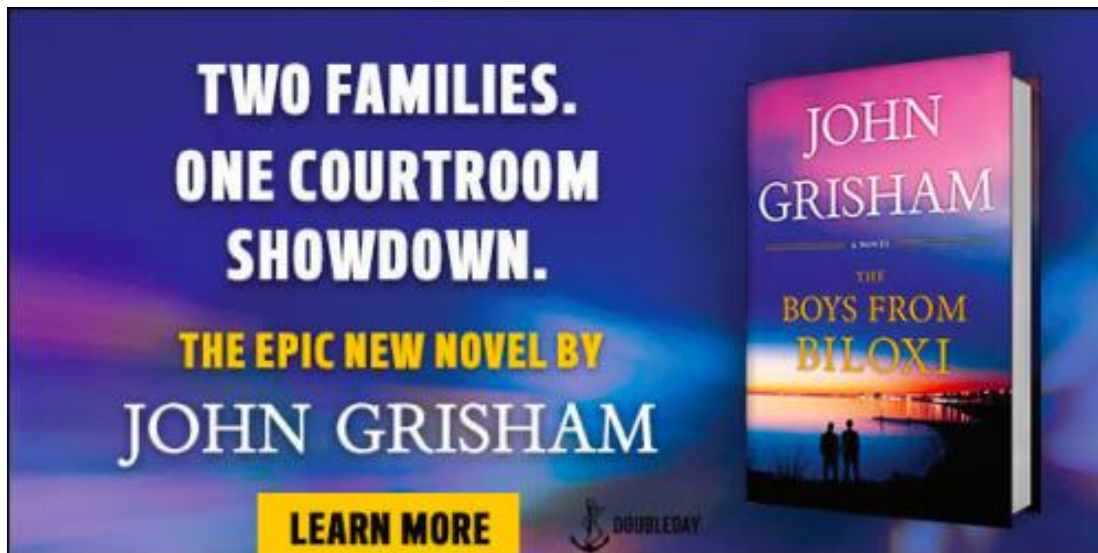
Google

Kobo

“The redesign of *Activation 2.0* enables a different kind of conversation with publishers,” said Heidi Sachner, Open Road’s VP of Business Development. “This is not about selling an ad to a publisher. It is about building long term partnerships that help publishers reach their goals season after season and book after book.”

Activation 2.0 also offers display advertising options, available in Open Road’s proprietary content newsletters (if the goal is to drive click performance) or on its content websites (if the goal is to maximize awareness of author, title or series brand.) There is even the option of a co-branded home page takeover (HPTO.)

John Grisham's *The Boys From Biloxi* (below) is a recent example of a title marketed via *Activation*'s display advertising.



Also available are giveaway packages to get books into the hands of interested readers (and to acquire their email addresses) as well as a range of sponsored content options including excerpts and author interviews. There are also options for publishers to offer price promotions in any of Open Road's eight newsletters, a way to scale efforts across multiple titles.

The Angel Maker by Alex North (below) is an example of a title marketed by *Activation* through sponsored content.



A Killer Comes Back to Finish the Job in *The Angel Maker*

Katie Shaw's blossoming world was wrecked once... can she survive the horrors again?

By [Catherine Phelan](#)

Published Oct 7, 2022



At age 17, Katie Shaw is ready to step off the precipice into a more adult life—one that means making her own decisions and living life boldly. But the very first time she chooses differently than her parents would expect, horror strikes.

“We’re seeing a marked change in what publishers are looking for from *Activation*,” said Daniel Berkowitz, Open Road’s Executive Director of Paid Marketing. “It used to be: ‘Let’s test this new service and see what it can do.’ Now it’s: ‘Let’s put in place a yearlong program where we’re working together to market titles every month.’”

Download our full list of *Activation* services here: [ORIM 2023 Media Kit](#)

About Open Road Integrated Media

[Open Road Integrated Media](#) is the publishing industry's leader in applying proprietary data science technology to book discovery, enabling authors and publishers to achieve dramatic increases in the sales of their titles. The [Open Road Ignition](#) service accelerates discovery and sales of previously published (backlist) eBooks, while [Open Road Activation](#) enhances discovery and sales of newly launched (frontlist) titles in all formats. Open Road's partners include such industry leaders as HarperCollins, Scholastic, Grove Atlantic, Kensington, Europa Editions, Abrams, Workman and Yale University Press. Open Road's proprietary marketing vehicles include [Early Bird Books](#), a daily eBook deals newsletter and website; [The Lineup](#), for fans of true crime, horror and the paranormal; [The Portalist](#), for fans of science fiction and fantasy; [Murder & Mayhem](#), for fans of mystery and thriller; [The Archive](#), for fans of history and non-fiction; and [A Love So True](#), for fans of romance. Open Road also applies its data science technology to enhancing the discovery and sales of books it publishes. Its publishing programs include [Bloodhound Books](#), a UK-based publisher of commercial fiction, and [Open Road Media](#), a global eBook publisher whose catalog includes legendary authors such as Joan Didion, Graham Greene, William Styron, Alice Walker, Pat Conroy, Gloria Steinem, John Jakes, Pearl S. Buck, Walker Percy and Ruth Rendell.

<http://www.openroadintegratedmedia.com/>

#####