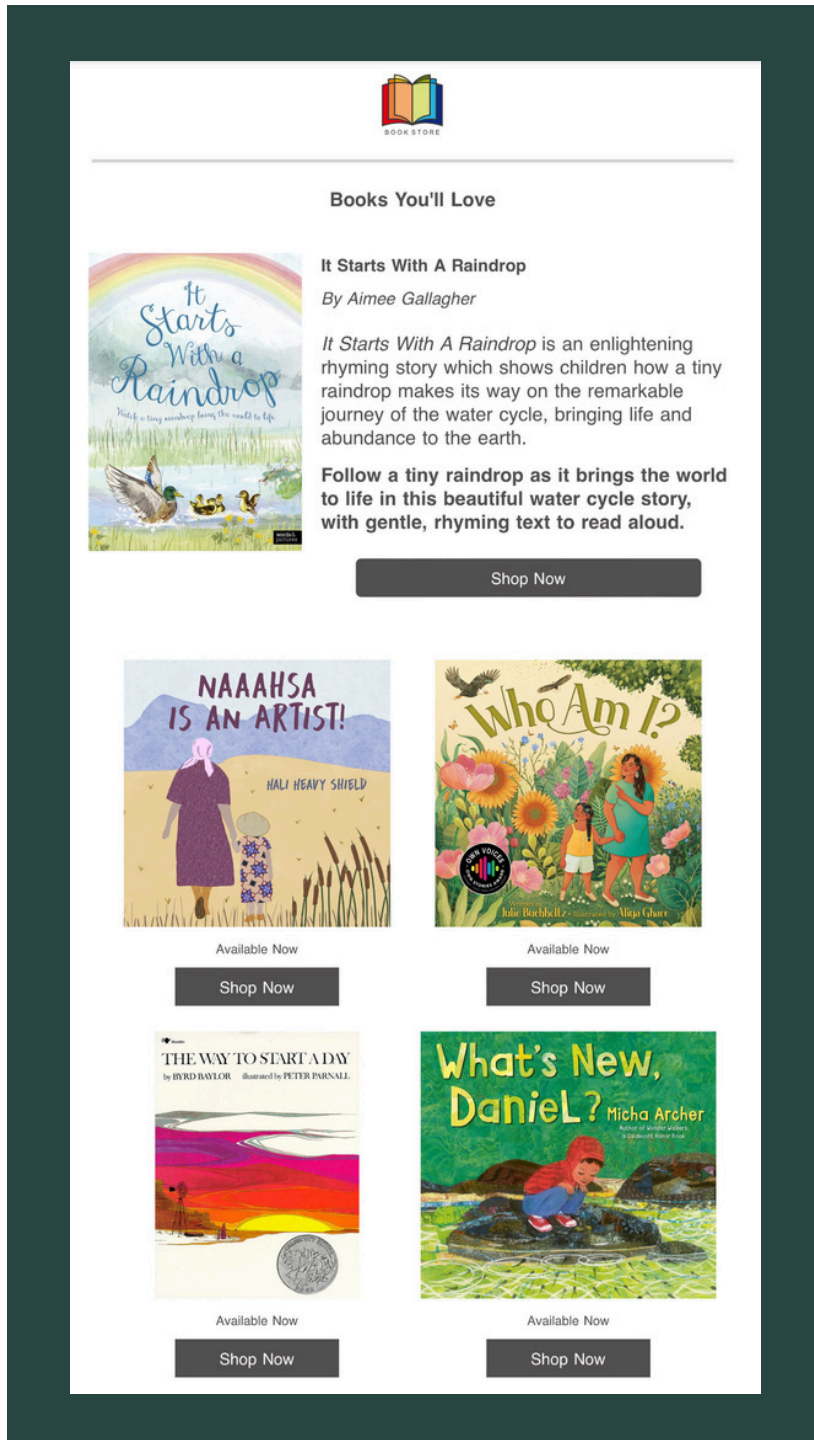


# Join the EDELWEISS<sup>360</sup> Collaborative Consumer Marketing Program

**Get your titles in front of engaged bookstore patrons while supporting the indies.**

Publishers who are part of the Edelweiss CCM program can sponsor title placements in indie store-crafted D2C email campaigns.



## Explore the benefits:

- **High Quality Audiences**

Indie booksellers have spent years building databases of their customers: these contacts are exactly the highly engaged, avid readers that want to hear about your titles.

- **Targeted Product Placement**

Through Edelweiss360, you compensate indies for including your selected titles in email campaigns via a rate that takes into account how targeted the campaign is, the quality of the audience, and the relative prominence of your titles.

- **Data-Backed Results**

Edelweiss360 tracks results from open and click rates all the way through to direct sales conversions. You will receive detailed ROAS reporting on campaigns that included your titles and how successful those campaigns were both in terms of click rates and sales.



**Scan or click the QR code to get started!**