



BNC RESEARCH

# #AmReading: Canadian Book Buyers on Snapchat



BOOKNET  
CANADA

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# #AmReading: Canadian Book Buyers on Snapchat

## About BookNet Canada's #AmReading Series

This series takes an in-depth look at how Canadian book buyers interact with social media platforms. Each #AmReading report includes two sections:

- Using Snapchat to Market Books: background information on the platform, including what it is, how publishers and retailers are engaging with it, and tips and tricks
- Book Buyers on Snapchat: a detailed analysis of which book buyers are using this platform, the subjects they are purchasing, and how they are making their purchases

Consumer data for these reports have been obtained through BookNet Canada's Consumer Research in which adult book-buying Canadians participate in online surveys about their book purchases from the prior month. Book buyers report on such information as what they purchased, where they made the purchase, what influenced their purchase, and other quantitative data. The data panel comprises the following number of respondents:

- 2015 – 1,858 book buyers
- 2016 – 1,827 book buyers
- 2017 – 2,169 book buyers

## Part I – Using Snapchat to Market Books

### What is Snapchat?

Snapchat is a multimedia messaging app that was created by Evan Spiegel, Bobby Murphy, and Reggie Brown in 2011. In a nutshell, users can send their friends content that disappears after viewing. The sender can set the timer for anywhere from one to infinite seconds, but once the recipient closes the message, it can never be reopened. Filters, stickers, text, and drawings can be added to content, which is a popular feature. Content can also be posted to your Story, where it will be available to watch for 24 hours, or to Our Story, which will add it to a public feed for an event or holiday.

Video-sharing services and monetization opportunities were added in 2012.<sup>1</sup> Snapchat Stories were added in 2014, along with live-streaming features, a replay button, text chat, video-calling, and Snapcash, a tool that allows users to send money through the app. Snapchat has since partnered with a variety of companies to develop many new features, including a startup called Obvious Engineering to develop 3D filters for the app, which they call Lenses.<sup>2</sup> They also acquired Bitstrips, the app that allows you to make personalized comic strips, to allow Snapchat users to include personalized stickers.

<sup>1</sup> "Snapchat releases video sharing, is prototyping monetization features (Oh, and it's still not for sexting)", TechCrunch. Dec. 12, 2012. Billy Gallagher. <https://techcrunch.com/2012/12/14/snapchat-does-video/>

<sup>2</sup> "Snapchat secretly bought a 3D selfie startup", Business Insider. June 3, 2016. Steven Tweedie, Biz Carson. <https://www.businessinsider.com/snapchat-buys-3d-selfie-startup-seene-2016-6>

In 2016, Snapchat introduced Memories, which allows users to revisit old Snap Stories and share them again. Finally, in September 2016, the company that owns Snapchat changed its name to Snap, Inc., rebranding itself as a camera company and unveiling a pair of sunglasses called Spectacles that allow users to take photos and videos from the sunglasses and upload them directly to Snapchat.<sup>3</sup>

Snapchat currently has 188 million daily active users, with 43% of users residing in North America and 32% of users in Europe. This past quarter represents the first in the company's history that the number of users has decreased, down from 191 million at the beginning of the year.<sup>4</sup> This is possibly due to increasing competition from Facebook and (Facebook-owned) Instagram, which have recently added many new features that mimic Snapchat.

## Privacy concerns

Snapchat has dealt with a number of issues over the years dealing with privacy, hackers, and spam, which led to an investigation in 2014 by the Federal Trade Commission (FTC). The main concern was surrounding the app's promise of "disappearing" content, despite the fact that photos can be saved using third-party apps and screenshots, unbeknownst to their senders. There were also complaints regarding Snapchat collecting user locations and address books, and making user phone numbers available with little to no security.<sup>5</sup> Snapchat was ultimately not fined and an agreement was reached that required the company to be monitored by the FTC until 2034.

## How are publishers and retailers using Snapchat?

Snapchat is a somewhat unique social media platform because it is entirely mobile. It's also a very personal app that's typically used to share content with close friends and family. As a result, it hasn't been very popular with book publishers and retailers, especially now that its core features have been replicated by Facebook and Instagram, which are already very popular. That said, marketers can still use the app to their advantage, especially in the young adult market, as the majority of Canadian users (66%) falls into the 18-24 age range<sup>6</sup> and 58% of book-buying Snapchat users are aged 19-29, according to our surveying. The best part about Snapchat is that there is no correct way to use it. It's experimental and can be used in a variety of interesting ways for advertising and marketing purposes.



<sup>3</sup> "Fashion, meet function", Spectacles.com. <https://www.spectacles.com/ca-en/features>. July 26, 2018.

<sup>4</sup> "Q2 2018 Earnings Slides", Snap Inc. Aug. 7, 2018. [https://investor.snap.com/~/\\_media/Files/S/Snap-IR/reports-and-presentations/earnings-slides-q2-18.pdf](https://investor.snap.com/~/_media/Files/S/Snap-IR/reports-and-presentations/earnings-slides-q2-18.pdf)

<sup>5</sup> "Snapchat settles FTC charges that promises of disappearing messages were false", Federal Trade Commission. May 8, 2014. <https://www.ftc.gov/news-events/press-releases/2014/05/snapchat-settles-ftc-charges-promises-disappearing-messages-were>. July 26, 2018.

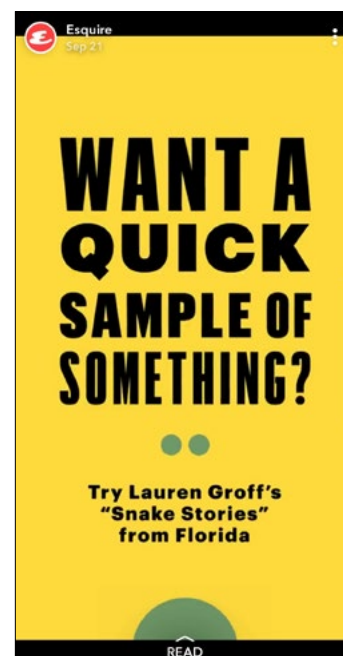
<sup>6</sup> *The State of Social Media in Canada 2017*, Social Media Lab. Feb. 25, 2018. <http://socialmedialab.ca/2018/state-of-social-media-in-canada>. July 26, 2018.

## Promoting new titles

Marketing books through your Snapchat channel is a good starting point, and you should share book reviews or any other multimedia content whenever appropriate or possible. You can also market titles through channels that aren't your own. Snapchat has a Discover page, which displays content from friends and Snapchat Publishers, celebrities, and Creator channels. Users can subscribe to specific channels, which will appear among the recommended stories in the 'For You' section of the Discover page. Most of the content that appears here comes from paid partners and media outlets, such as the *Daily Mail* and BuzzFeed, as well as prominent social media celebrities and popular accounts.

Snapchat has an advertising program called Snap Publisher, which companies can use to create ad content in a variety of ways including Snap Ads, Story Ads, filters, and lenses. The program provides a variety of templates you can use to add your own images, videos, text, and other media content. Each ad then gets saved as something called a "creative," which you can use any time you want to create another ad. You can also assign different permissions to various users so that multiple people can collaborate on an ad.

This ad program has so far been largely unutilized by the book industry. Much of the existing content is clickbait, with attention-grabbing headlines about the latest celebrity gossip. However, there are some notable Snapchat Publishers, like news outlets and magazines, that book publishers and retailers could partner with to promote specific titles. If you want to start your own Snapchat Publisher channel, a good approach would be to promote multiple titles at once in a list like "Summer Reads" or "Top New Thrillers." Story Ads can use content from your website, as well as any photos or videos you choose. It makes more sense to advertise new books on Snapchat, rather than backlist titles, as Snapchat's Discover section (and the app's general purpose) focuses on what's happening right now.



<sup>7</sup> "Nearly half of millennials and gen xers don't watch any traditional TV: Study", AdAge. Sept. 22, 2017. <https://adage.com/article/media/half-young-consumers-watching-content-traditional-tv-study/310564/>

<sup>8</sup> "Meet the YouTube stars turning viewers into readers", The New York Times. July 31, 2018. <https://www.nytimes.com/2018/07/31/books/booktubers-youtube.html>

## Promoting authors

Because Snapchat is so personal, it's a great tool for readers to get to know their favourite authors. If your target readership is largely made up of millennials, have your authors share their Snapchat usernames so their fans can learn more about the writing process. This can also help build anticipation for forthcoming titles.

Snapchat is also a great way for authors of cookbooks or craft books to showcase their skills and develop personal connections with their readers. It can be an excellent tool for showing readers a behind-the-scenes look at the publishing process, or what it's like to be an author.

Responding to readers' questions is also a great way to build connections. It may be unfeasible to respond to every message, but whenever possible, let your audience know that you're paying attention to them.



## Events

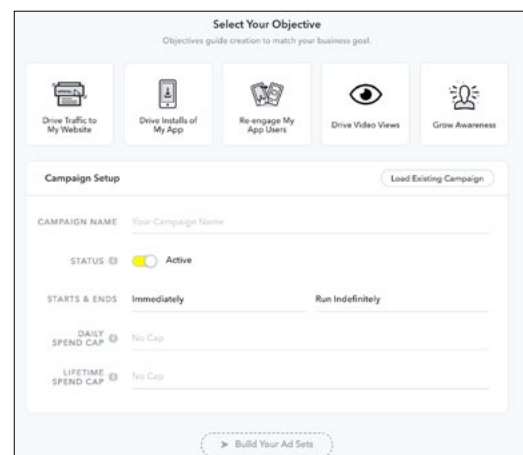
Snapchat, like Instagram and Facebook, can be used to livestream author events and book festivals for fans and readers who may not be able to attend. A potential downside is that your video of the event will not be saved like it is on other social media platforms. So instead of livestreaming the whole event on Snapchat, encourage your authors to record behind-the-scenes footage and other "bonus" content. If you're promoting an upcoming event, make sure to provide pertinent details, but a call to action is not necessary for every snap, especially if it's coming from an author's account.

## Tips for developing a Snapchat strategy

### What do you hope to achieve?

Are you trying to establish a more personal connection between your authors and readers? Do you want to expand your reach? Are you hoping to increase sales? Do you want a tool to livestream events? Do you want to test a new market? Once you figure this out, you can decide how you are going to use Snapchat. Will you focus on helping your authors create accounts? Will you have your own general account? Do you only want to create ads? Your strategy can include some or all of these options.

Advertising on Snapchat is an excellent way to raise awareness of your brand because users spend a lot of time on the app. On average, a Snapchat user opens the app 25 times a day and spends 30 minutes creating or viewing content.<sup>7</sup> The app's Ad Manager allows you to choose the goal of your ad campaign before you start. These goals include: driving traffic to your website; driving installs of your app; re-engaging users of your app; driving video views; or increasing brand awareness.



<sup>7</sup> Advertising on Snapchat. <https://forbusiness.snapchat.com>. July 26, 2018.

## Develop a consistent style

Your next step should be to decide what kind of content you want to post, especially when it comes to advertising as there are several different types of ads. But first, you will need to create a business account on your desktop internet browser. All of your ads should be planned in advance as cohesive campaigns. They should also include a clear call to action and consistent branding, but they shouldn't feel like advertisements.

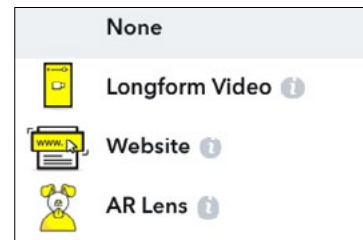


Consistency is also important for your account and those of your authors. Whether you are using a personal vlog format or a more professional branded approach, you should plan ahead and post on a regular basis. Film video snaps in well-lit rooms with little to no background noise, make sure all book titles are legible, and make sure to hold the record button for an extra moment after you have finished speaking to ensure you don't get cut off.

## Advertisements

You can find instructions and templates to help you create any ad in Snapchat's Business Center.

**Snap Ads:** This ad will function like a regular Snapchat media message, but it will be branded and only appear while users are watching Snap Stories back-to-back. While designing your ad, you have the option to add attachments like a prompt to install an app, a link to a web version of the ad, a longform video, a link to a Story Ad, or a link to try out a branded augmented reality lens.



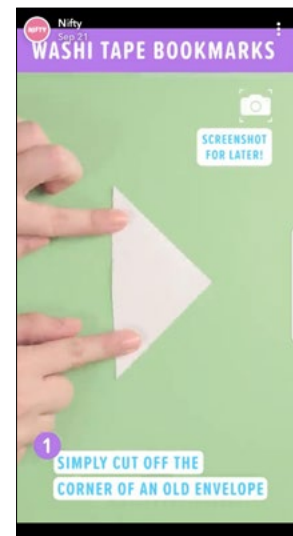
**Audience Filters:** The second type of ad you can create is a two-dimensional filter that users can place over their own content. This can be particularly useful in promoting a highly anticipated new release for an easily recognizable title. You can add a countdown or other customizable text to your filter. Have fun with your design, and make it fun for Snapchat users as well. People won't use an ad filter on their messages unless it is exciting and doesn't feel like an advertisement.



**Story Ads:** A Story Ad is a longer, more interactive version of the Snap Ad that links together three to 10 Snap Ads in a sensical order, which will appear on a user's Discover page. They should be compelling enough that the user will want to continue clicking through the ad. You can use Story Ads to promote new or forthcoming books, as well as holiday or seasonal book lists like "The Top 5 Books to Give this Mother's Day" or "Top 10 Beach Reads."



**Lens Ads:** An augmented reality Lens is a filter that acts like a mask for the Snapchat user's face or surroundings. It is activated by different actions taken by the user while in camera mode, such as raising their eyebrows or opening their mouth. This kind of ad is perfect for bringing characters to life in order to promote new releases or anniversaries. If it is your first time designing a Lens, it might be a good idea to reach out to Snapchat for assistance or hire a developer, and give yourself at least five days prior to the start of your campaign to ensure it is successfully added to your library.



## Gather the right audience

Building an audience organically on Snapchat can be difficult because the basic search feature does not allow for much discoverability. Most often, brands have to attract followers by sharing their username or Snapcode (a QR code that directs people to an account) on their website or other social media platforms. This approach may result in a Snapchat audience culled from your existing base of followers, rather than new audiences acquired through the app.

This is where ads are useful. Snapchat offers a variety of tools in the SnapChat Business Center to make sure your ads are presented to users in your target audience. The first of these tools is the Snap Audience Match (SAM) Audience. With this tool, you can import (legally obtained) customer email addresses or phone numbers and Snapchat will automatically share your ads with the corresponding users.

The second type is Lookalike Audience, which targets Snapchat users with similar characteristics to your existing audience. You can also target specific demographics within this audience (e.g., users who are female, living in Canada, and are aged 13-17).

Your Pixel Audience includes Snapchat users who have already visited your site, and it can target users based on specific actions they have taken in the last 13 months. This is a type of retargeting ad that requires a piece of JavaScript called a tracking pixel installed on your website.

Lastly, you can use third-party audience developers such as Oracle or Nielsen to reach a highly targeted group of Snapchat users based on their buying patterns and viewing behaviours.

## Use Snapchat's built-in features

Snapchat is designed to make creating ads and reaching your target audience as easy and effective as possible. Do your research to determine the best options for you as an advertiser and for your social media presence. Snapchat's Business Center is a key resource, and they have plenty of webinars on their YouTube channel as well as step-by-step tutorials. If you haven't already, start by downloading the app and trying it out for yourself to familiarize yourself with the various features. Snapchat produces its own original content for the Discover section, so it's worth exploring how professional content creators are currently utilizing the app.

## Metrics and analytics

### Audience Insights

Snapchat has a built-in Audience Insights tool available to advertisers that is designed to help you learn about your target audience and create relevant content for them. It provides in-depth data on your audiences, including gender, languages, income, education, location, interests, and device capabilities. You can also share your audience insights with your authors so they can tailor their own content for the relevant audiences.

### Top content

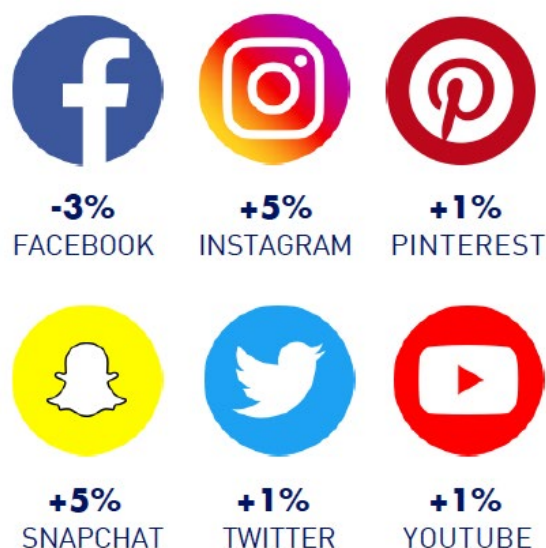
Pay attention to the specific times and days of the week users tend to watch your content the most, and what content gets the most views. If you post a story, do most followers watch it all the way through or do they stop after the first couple of snaps? Knowing what keeps your audience's interest, and what drives them away, can help you to create engaging ads and multimedia content.

## Part II – Book Buyers on Snapchat

It is estimated that about 22% of Canadians were Snapchat users in 2017.<sup>8</sup> According to *The State of Social Media in Canada 2017* by the Social Media Lab at Ryerson University, 60% of Canadian Snapchat users are on the platform daily with an additional 18% using it weekly. It cites Snapchat as the seventh-most popular social media platform in Canada for 2017.

### Changes in social media use

by Canadian book buyers in 2017 show that Instagram and Snapchat had the highest growth from 2016



Source: BookNet Canada's consumer survey  
[booknetcanada.ca/amreading-research-series](http://booknetcanada.ca/amreading-research-series)

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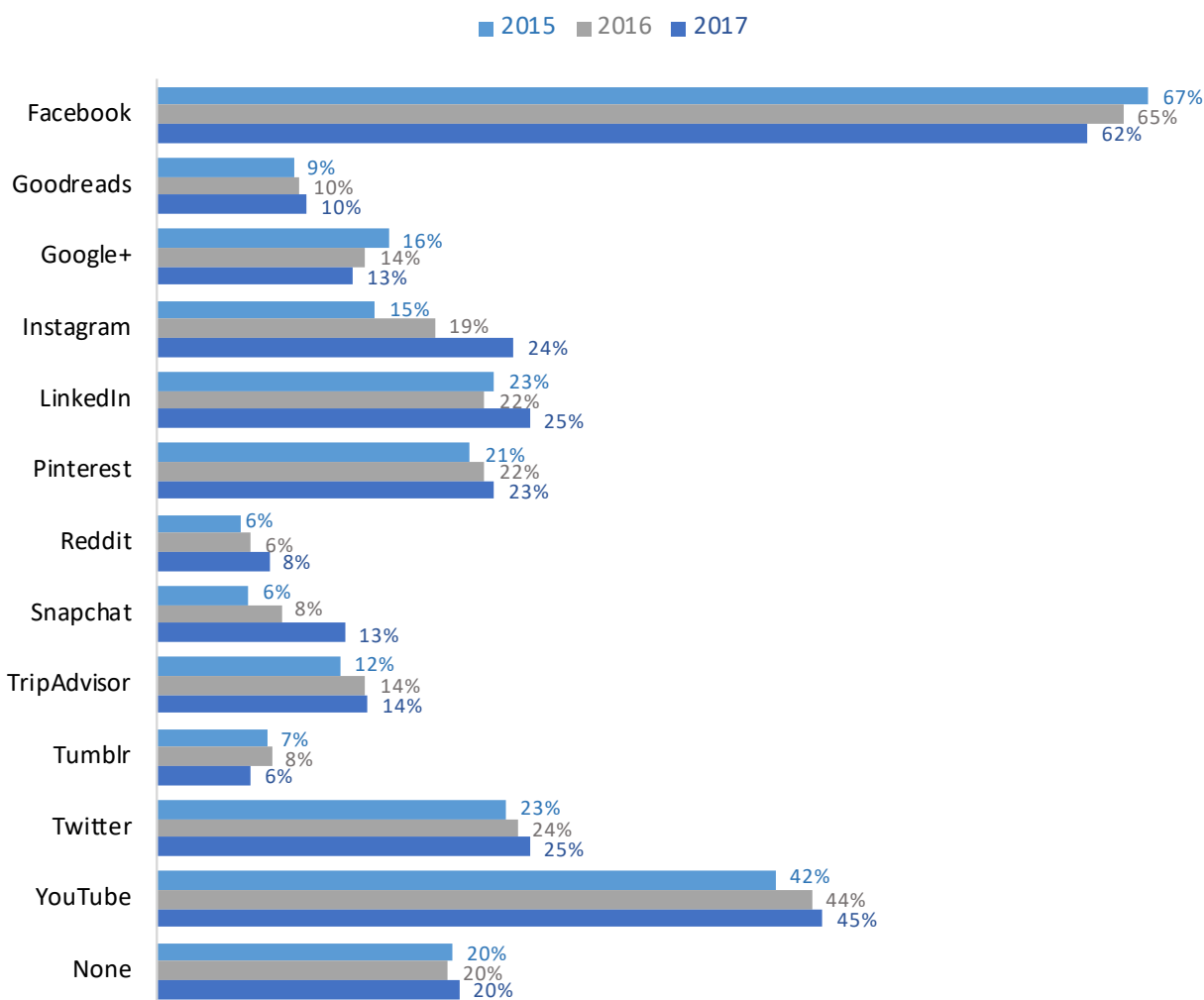
But how does Snapchat use break down specifically for book buyers? To examine this question, BookNet Canada turned to our consumer data. We survey adult book buyers (age 18+) from across Canada each quarter to ask them about their book purchases, preferences, and activities, including their use of social media platforms.

For this section of the study, we will take an in-depth look at the Canadian book buyers who use Snapchat and offer insights into what they like to purchase and where they shop.

<sup>8</sup> *The State of Social Media in Canada 2017*, Social Media Lab. Feb. 25, 2018. <http://socialmedialab.ca/2018/state-of-social-media-in-canada>. July 26, 2018.

In the graph below, we compare year-over-year shifts of social media use by book-buying Canadians between 2015 and 2017. We found that in 2017, 13% of book-buying Canadians were Snapchat users, which is up 5% from 2016. Snapchat has seen steady year-over-year growth with book-buying Canadians since we started tracking in 2015.

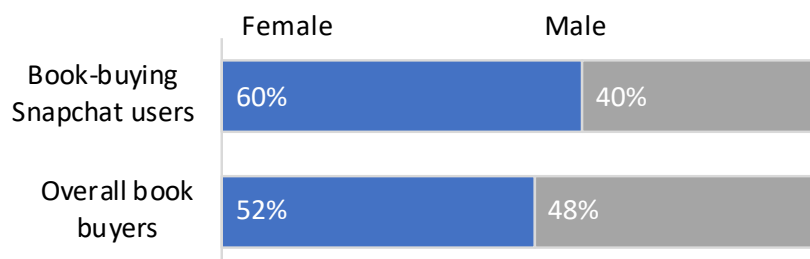
### Year-over-year social media use by book buyers



## Who is the average book-buying Snapchat user?

While we find that gender divisions are fairly evenly split for overall book buyers, with slightly more women than men, there are 8% more women who are Snapchat users than overall book buyers.

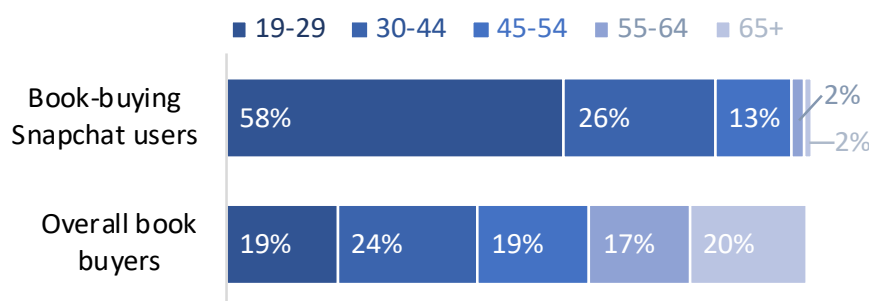
### Gender identification



Keeping in mind that we only surveyed adult book buyers (18 and up), the average age for Canadian book-buying Snapchat users is 32 years old, while the majority fell in the range of 19 to 29 years old.

According to the Canadian Internet Registration Authority, 46% of Canadian Snapchat users (not just book buyers) are between the ages of 18 and 34, as of July 2018.<sup>9</sup> In the US, the Pew Research Center reported in March 2018 that 78% of Americans aged 18-24 are Snapchat users and this quickly decreases to 54% for those aged 25-29,<sup>10</sup> evidence that Snapchat is much more heavily accessed by younger users.

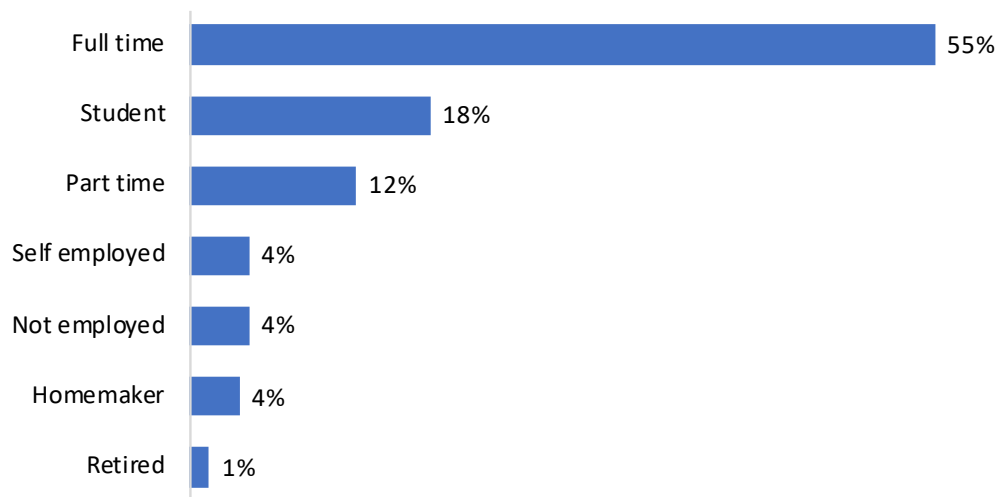
### Age



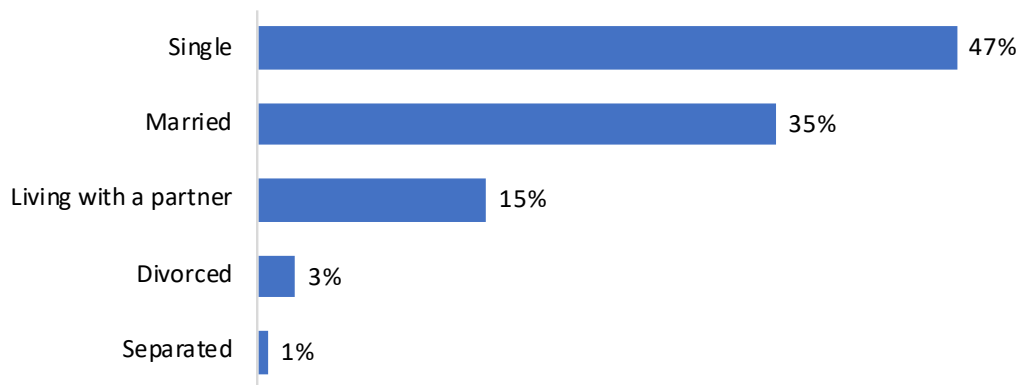
<sup>9</sup> *Canada's Internet Factbook 2018*, Canadian Internet Registration Authority. <https://cira.ca/factbook/canada%E2%80%99s-internet-factbook-2018>. July 26, 2018.

<sup>10</sup> *Social Media Use 2018*, Pew Research Center, Internet and Technology. March 1, 2018. <http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>. July 26, 2018.

## Employment status



## Relationship status

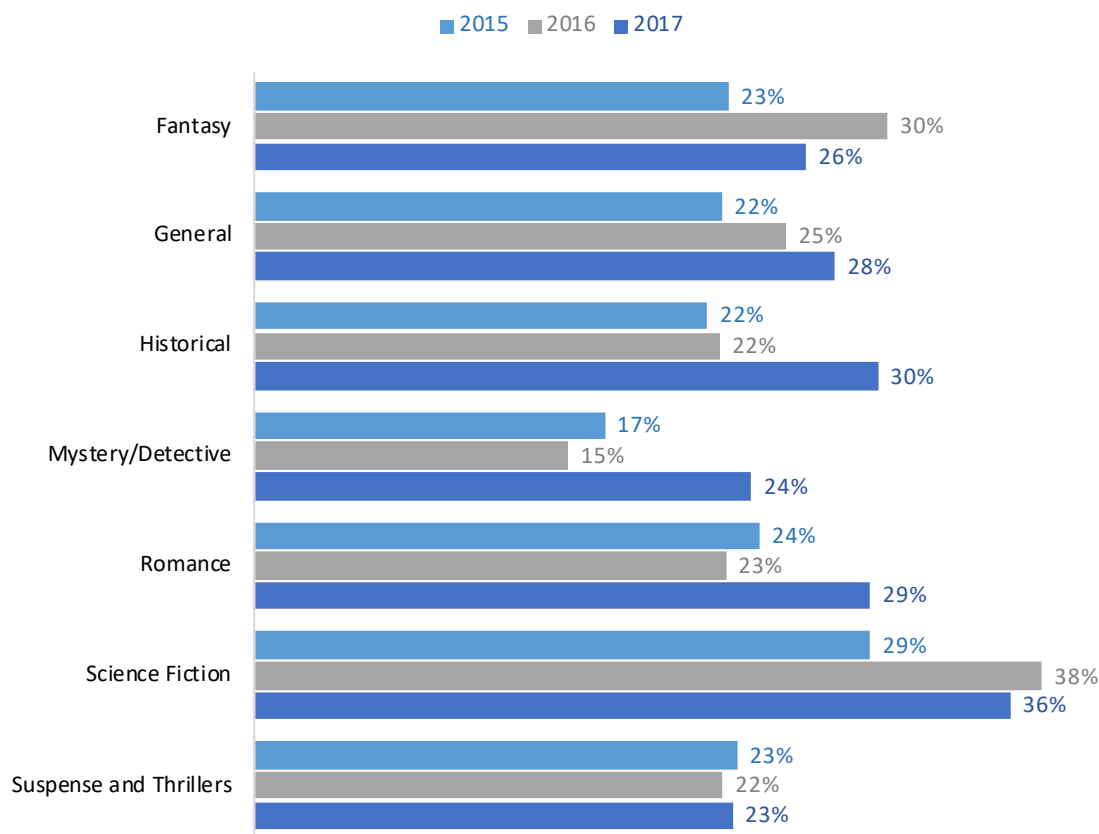


## Snapchat users by subject

In the following graphs, we look at the percentage of book buyers who use each social media platform, broken out by the particular subjects they purchased. For example, in 2017, 26% of Fantasy buyers were Snapchat users compared to 36% of Science Fiction buyers. In order to keep the data statistically valid, we have limited the number of subjects to the top-selling categories.

Since each respondent could report multiple purchases in various genres and use more than one social media platform, totals will not add up to 100%.

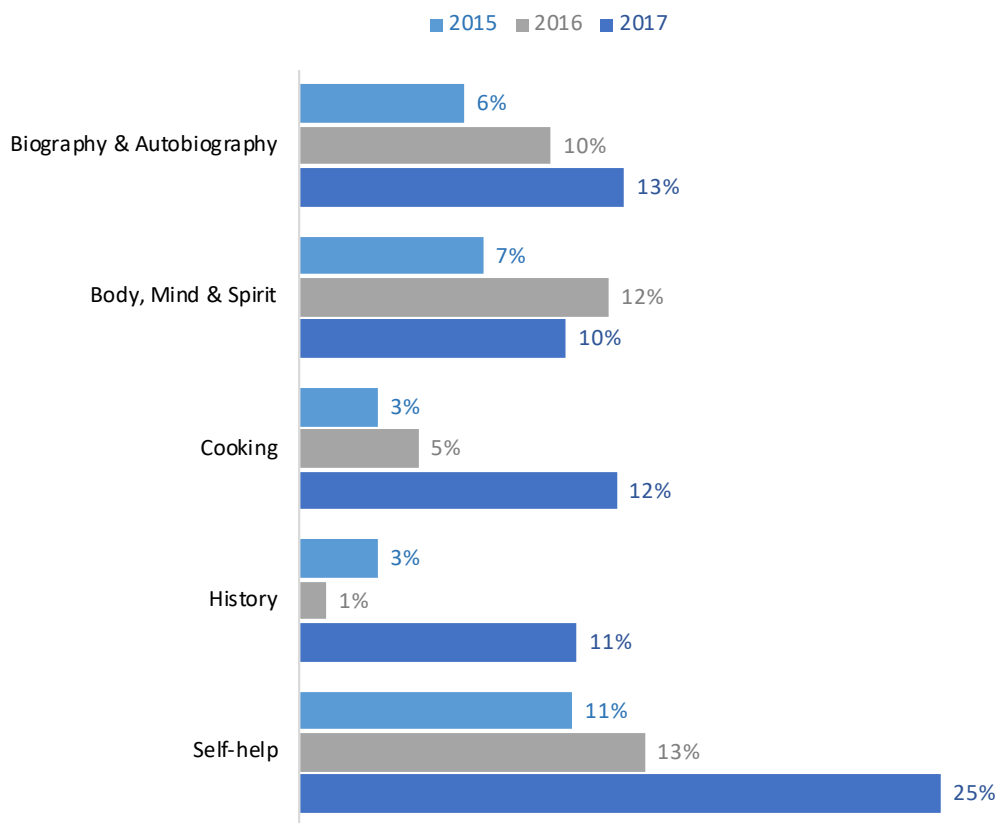
## Snapchat users by fiction genre



## Social media users by fiction genre

|             | Fantasy | General | Historical | Mystery & Detective | Romance | Science Fiction | Suspense & Thrillers |
|-------------|---------|---------|------------|---------------------|---------|-----------------|----------------------|
| Facebook    | 58.5%   | 56.3%   | 62.6%      | 59.2%               | 66.5%   | 72.2%           | 63.9%                |
| Goodreads   | 16.3%   | 19.3%   | 20.6%      | 10.4%               | 14.7%   | 17.3%           | 15.9%                |
| Google+     | 15.5%   | 12.2%   | 18.3%      | 10.4%               | 11.2%   | 23.3%           | 13.0%                |
| Instagram   | 20.2%   | 29.0%   | 25.2%      | 20.1%               | 28.8%   | 33.1%           | 27.7%                |
| LinkedIn    | 26.4%   | 28.2%   | 29.8%      | 24.4%               | 27.1%   | 22.6%           | 27.5%                |
| Pinterest   | 21.7%   | 26.1%   | 30.5%      | 16.4%               | 32.4%   | 22.6%           | 26.9%                |
| Reddit      | 14.7%   | 8.4%    | 9.9%       | 5.7%                | 4.7%    | 22.6%           | 6.1%                 |
| Snapchat    | 18.6%   | 16.4%   | 7.6%       | 9.4%                | 16.5%   | 18.8%           | 9.5%                 |
| TripAdvisor | 12.8%   | 15.1%   | 16.0%      | 16.7%               | 19.4%   | 15.8%           | 15.9%                |
| Tumblr      | 10.5%   | 8.8%    | 7.6%       | 4.7%                | 8.2%    | 16.5%           | 4.6%                 |
| Twitter     | 26.4%   | 27.7%   | 29.8%      | 23.7%               | 29.4%   | 36.1%           | 22.8%                |
| YouTube     | 49.2%   | 41.2%   | 50.4%      | 41.1%               | 41.2%   | 59.4%           | 43.4%                |
| None        | 15.9%   | 20.6%   | 16.8%      | 26.4%               | 18.2%   | 12.8%           | 21.4%                |

## Snapchat users by non-fiction genre



## Social media users by non-fiction genre

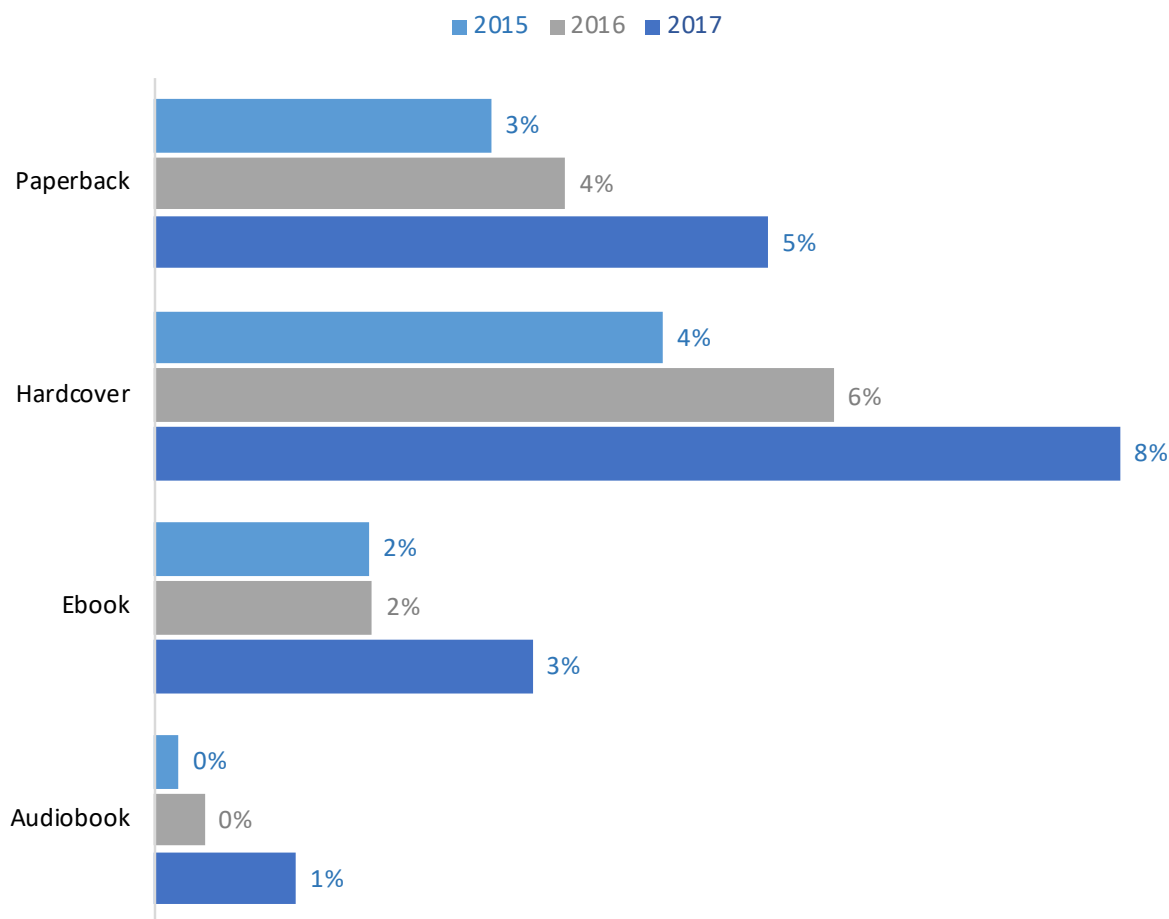
|             | Biography & Autobiography | Body Mind & Spirit | Cooking | History | Self-Help |
|-------------|---------------------------|--------------------|---------|---------|-----------|
| Facebook    | 60.7%                     | 62.3%              | 60.5%   | 64.0%   | 73.7%     |
| Goodreads   | 12.7%                     | 11.7%              | 12.3%   | 10.8%   | 10.5%     |
| Google+     | 12.0%                     | 15.6%              | 14.8%   | 12.6%   | 22.4%     |
| Instagram   | 26.7%                     | 24.7%              | 33.3%   | 18.0%   | 34.2%     |
| LinkedIn    | 29.3%                     | 23.4%              | 29.6%   | 27.9%   | 36.8%     |
| Pinterest   | 22.7%                     | 27.3%              | 27.2%   | 18.0%   | 35.5%     |
| Reddit      | 11.3%                     | 9.1%               | 6.2%    | 7.2%    | 10.5%     |
| Snapchat    | 12.7%                     | 10.4%              | 12.3%   | 10.8%   | 25.0%     |
| TripAdvisor | 19.3%                     | 13.0%              | 17.3%   | 9.0%    | 10.5%     |
| Tumblr      | 5.3%                      | 6.5%               | 4.9%    | 7.2%    | 7.9%      |
| Twitter     | 30.7%                     | 14.3%              | 28.4%   | 28.8%   | 40.8%     |
| YouTube     | 52.7%                     | 45.5%              | 40.7%   | 46.8%   | 57.9%     |

## Snapchat users by format

When breaking out purchases by format, we find that, in 2017, 50% of all book purchases in Canada were paperback, 25% hardcover, and 19% ebook.

When we look at the book buyers who use Snapchat, 1% buy audiobooks and 13% buy paperbacks. In the following graph, we see purchases by format increasing as the number of Snapchat users rises each year.

### Snapchat users by format



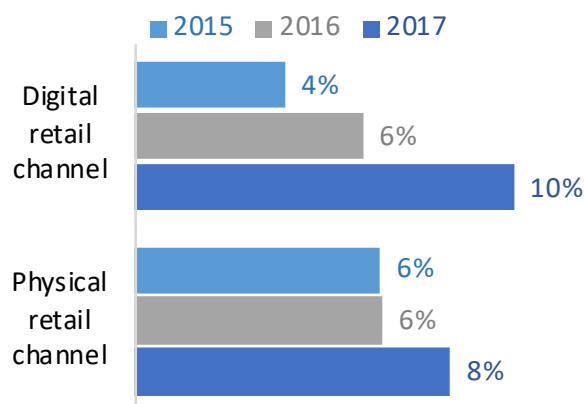
## Social media platforms by format

|             | Paperback | Hardcover | Ebook | Audiobook | Other |
|-------------|-----------|-----------|-------|-----------|-------|
| Facebook    | 39.4%     | 25.2%     | 14.9% | 3.1%      | 1.1%  |
| Goodreads   | 6.5%      | 5.3%      | 3.2%  | 0.7%      | 0.1%  |
| Google+     | 8.3%      | 5.7%      | 4.2%  | 0.8%      | 0.3%  |
| Instagram   | 15.6%     | 10.5%     | 6.5%  | 1.7%      | 0.6%  |
| LinkedIn    | 16.6%     | 10.5%     | 6.3%  | 1.2%      | 0.4%  |
| Pinterest   | 14.9%     | 9.6%      | 6.1%  | 1.5%      | 0.4%  |
| Reddit      | 5.1%      | 3.3%      | 2.0%  | 0.6%      | 0.2%  |
| Snapchat    | 8.5%      | 5.4%      | 3.3%  | 1.2%      | 0.2%  |
| TripAdvisor | 9.4%      | 6.4%      | 3.6%  | 1.0%      | 0.4%  |
| Tumblr      | 4.1%      | 3.0%      | 1.8%  | 0.6%      | 0.1%  |
| Twitter     | 15.4%     | 10.2%     | 7.3%  | 1.9%      | 0.5%  |
| YouTube     | 28.7%     | 19.1%     | 10.2% | 2.6%      | 1.0%  |

## Snapchat users by retail channels

The following graph looks at social media users according to the retail channels where they made their book purchase (e.g., purchasing a book via a mobile app). Looking at the whole market in 2017, we found that approximately 55% of book buyers are making their purchases online through book clubs, ebook/audiobook downloads, mobile app downloads, and online retailers. Of all book-buyers who shop online, 10% are Snapchat users; of all book-buyers who buy in physical stores, 8% are Snapchat users. Physical retail channels include indie and chain bookstores, discount bookstores, general retailers, and grocery stores.

## Snapchat users by physical vs. digital retail channels

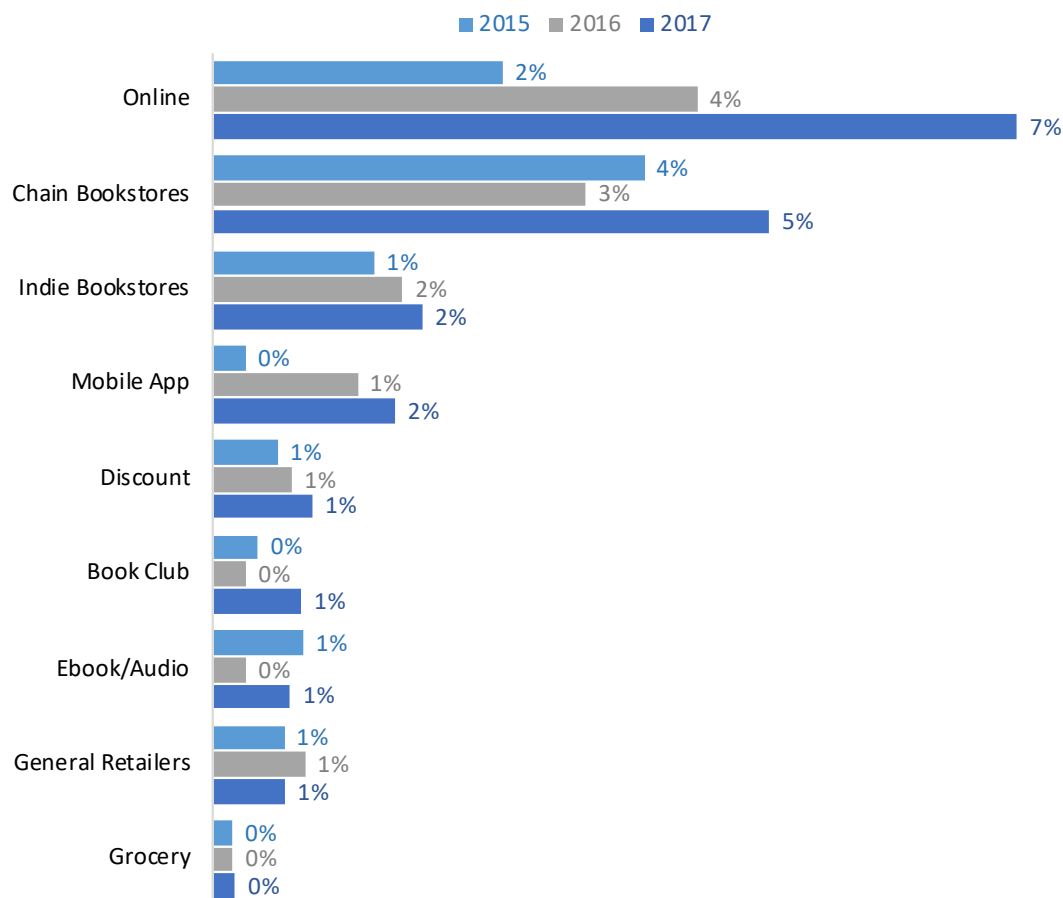


## Social media users by physical vs. digital retail channels

|             | 2015    |          | 2016    |          | 2017    |          |
|-------------|---------|----------|---------|----------|---------|----------|
|             | Digital | Physical | Digital | Physical | Digital | Physical |
| Facebook    | 41.0%   | 52.0%    | 39.0%   | 44.0%    | 42.0%   | 38.0%    |
| Goodreads   | 7.0%    | 8.0%     | 8.0%    | 5.0%     | 8.0%    | 6.0%     |
| Google+     | 10.0%   | 13.0%    | 8.0%    | 11.0%    | 10.0%   | 9.0%     |
| Instagram   | 10.0%   | 13.0%    | 13.0%   | 13.0%    | 19.0%   | 14.0%    |
| LinkedIn    | 14.0%   | 18.0%    | 15.0%   | 16.0%    | 17.0%   | 17.0%    |
| Pinterest   | 14.0%   | 17.0%    | 15.0%   | 15.0%    | 16.0%   | 14.0%    |
| Reddit      | 0.0%    | 0.0%     | 0.0%    | 0.0%     | 0.4%    | 0.9%     |
| Snapchat    | 4.0%    | 6.0%     | 6.0%    | 6.0%     | 10.0%   | 8.0%     |
| TripAdvisor | 9.0%    | 10.0%    | 10.0%   | 9.0%     | 10.0%   | 10.0%    |
| Tumblr      | 5.0%    | 7.0%     | 6.0%    | 6.0%     | 5.0%    | 4.0%     |
| Twitter     | 17.0%   | 18.0%    | 16.0%   | 16.0%    | 18.0%   | 15.0%    |
| YouTube     | 27.0%   | 32.0%    | 27.0%   | 32.0%    | 31.0%   | 28.0%    |

Looking at purchases by retail channel, we found that 7% of book buyers who shop online are Snapchat users.

## Purchases by Snapchat users per retail channel



## Social media users by retail channel

|             | Book Club | Chain Bookstores | Discount | Ebook/Audio | General Retailers | Grocery | Indie Bookstores | Mobile App | Online |
|-------------|-----------|------------------|----------|-------------|-------------------|---------|------------------|------------|--------|
| Facebook    | 44.8%     | 60.9%            | 61.7%    | 64.2%       | 55.6%             | 47.7%   | 57.2%            | 74.6%      | 67.7%  |
| Goodreads   | 6.9%      | 10.3%            | 9.3%     | 11.7%       | 7.9%              | 6.8%    | 8.7%             | 14.6%      | 13.5%  |
| Google+     | 12.6%     | 13.8%            | 13.1%    | 11.7%       | 10.6%             | 20.5%   | 16.3%            | 27.7%      | 14.9%  |
| Instagram   | 23.0%     | 22.1%            | 23.5%    | 23.5%       | 20.5%             | 15.9%   | 23.6%            | 47.7%      | 28.7%  |
| LinkedIn    | 17.2%     | 27.4%            | 21.3%    | 22.2%       | 25.8%             | 13.6%   | 25.7%            | 33.8%      | 26.7%  |
| Pinterest   | 21.8%     | 22.8%            | 21.3%    | 22.2%       | 21.2%             | 20.5%   | 22.5%            | 36.2%      | 25.7%  |
| Reddit      | 0.5%      | 1.4%             | 0.7%     | 1.1%        | 0.0%              | 0.8%    | 0.8%             | 0.0%       | 0.0%   |
| Snapchat    | 18.4%     | 13.6%            | 9.8%     | 8.6%        | 8.6%              | 9.1%    | 13.8%            | 25.4%      | 14.8%  |
| TripAdvisor | 16.1%     | 13.8%            | 17.5%    | 21.0%       | 17.9%             | 22.7%   | 15.2%            | 23.8%      | 14.6%  |
| Tumblr      | 10.3%     | 5.3%             | 3.3%     | 6.8%        | 7.3%              | 4.5%    | 7.6%             | 11.5%      | 8.2%   |
| Twitter     | 14.9%     | 25.1%            | 20.8%    | 29.0%       | 22.5%             | 18.2%   | 23.9%            | 43.1%      | 29.8%  |
| YouTube     | 40.2%     | 44.5%            | 42.6%    | 44.4%       | 45.0%             | 36.4%   | 43.1%            | 54.6%      | 49.0%  |

## About BookNet Canada

BookNet Canada is a non-profit organization that develops technology, standards, and education to serve the Canadian book industry. Founded in 2002 to address systemic challenges in the industry, BookNet Canada supports publishing companies, booksellers, wholesalers, distributors, sales agents, and libraries across the country.

BookNet Canada's services and research help companies promote and sell books, streamline workflows, and analyze and adapt to a rapidly changing market. BookNet Canada sets technology standards and educates organizations about how to apply them, performs market research, and tracks 85% of all Canadian English-language print book sales through BNC SalesData.

Industry-led and partially funded by the Department of Canadian Heritage, BookNet Canada has become, as *The Globe and Mail* puts it, "the book industry's supply-chain nerve centre."

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