

Preference Center

Context

We currently do not have many information about our newsletter subscribers, since we only ask for their email address when they subscribe. We would like to collect both preferences for **audiobook listening occasions** and **genres**, since we would like to run both occasions and genres based campaigns (for example, Cook campaigns and Sci-Fi campaigns).

Goals

We would like to collect occasion and genre preferences in order to:

- Know more about our current and future subscribers
 - What genres do our subscribers love to listen to? What titles are likely create engagement in our lists? How is our list evolving?
- Create engagement
 - Subscribers usually love to give their opinion and feel “heard”. Asking the new subscribers for their preferences at the subscription moment would be a great first step to start a 1to1 relationship with them.
- Identify niches of interests within our lists
 - We might discover niches of interest within our lists that we do not expect. We might also combine multiple genre interests into bigger interest niches and make our niche campaigns more relevant.
- Identify our future acquisition strategy
 - Depending on our findings, we might want to collect more subscribers interested in specific genres and adjust our acquisition strategy accordingly.
- Improve our newsletter results, by making them more relevant for our subscribers
 - Knowing our subscribers’ preferences would allow us to create content that is more relevant and therefore have better campaign results.
- Provide a personalized experience to our subscribers.
 - In the future, and provided our newsletter tool allows for it, we might send personalized campaigns to subscribers based on their declared personal interests.

Scenarios

We foresee the following scenarios:

1. **New subscribers:** a new subscriber comes to our website and subscribes to our newsletter by providing their email address. This is enough for the subscription to be valid. However, we want to give new subscribers the ability to provide listening occasions and genre preferences when they are subscribing.

2. **Existing subscribers:** we want existing subscribers (or new subscribers who haven't submitted their preferences when subscribing, or users who have subscribed when creating their Volumes account) to add their preferences. We want to be able to email them a link to existing subscribers where they can add their preferences, but we also want them to go to the website and find by themselves the page where they can add their preferences.

Benchmark

Many other publishers have created a preference center. Our main benchmark is the one created by Audible: <https://www.audible.com/ep/genre-newsletters-audiobooks-audible>

Other examples:

Random House (http://www.randomhousebooks.com/email/?ref=PRH3C67F8C1BFA8%20&linkid=PRH3C67F8C1BFA8%20&cdi=947CF598DEDED7CFE0534FD66B0A3762&template_id=14254&aid=randohouseinc36874-20)



Random House Email Lists

Stay on top of the latest up for your email lists and get the latest and greatest from Random House, right in your inbox.

ALL WHAT WE WANT FOR YOU

Random House

Each release lists, news, events, events, giveaways, and more from our corner of the House.

<input type="checkbox"/> All Random House	<input type="checkbox"/> Fiction	<input type="checkbox"/> Non-Fiction
<input type="checkbox"/> Biography & Memoir	<input type="checkbox"/> Historical Fiction	<input type="checkbox"/> Popular Culture
<input type="checkbox"/> Business	<input type="checkbox"/> Science	<input type="checkbox"/> Reference
<input type="checkbox"/> Children	<input type="checkbox"/> Children's Fiction	<input type="checkbox"/> Children's Non-Fiction
<input type="checkbox"/> Holiday & Travel	<input type="checkbox"/> Mystery, Suspense, & Thriller	<input type="checkbox"/> Religion & Spirituality
<input type="checkbox"/> History	<input type="checkbox"/> True Crime	<input type="checkbox"/> Sports
<input type="checkbox"/> Health	<input type="checkbox"/> True Crime	<input type="checkbox"/> Women's Fiction
<input type="checkbox"/> Science, Nature & Environment	<input type="checkbox"/> Young Adult	

Penguin Random House

Sign up for our latest books, authors, and more. You'll get the Random House news.

Random House Reader's Circle

For book club members, bookers, or book lovers who want a personal reading guide. This monthly newsletter is packed with literature picks, Q&As with your favorite authors, the best giveaways and more.

Random House Events

Don't miss out - sign up to receive Random House Special Events news and our monthly newsletter, *What's Next!*

One World

Sign up for the One World newsletter for updates, new releases, and more from our top-notch genre-knowledge authors and the One World team.

Star Wars

The official Star Wars. Each week deliver behind-the-scenes, giveaways, and behind-the-scenes galaxy for the empire.

Modern Library

Get our newsletter and receive updates on Modern Library releases. Q&As, you'll love. Sign up for updates.

Dad Day Books

Get news for men about upcoming Dad Day releases, merchandise opportunities, events, books and feature book recommendations, and more.

Almost AskGator

Enter your email address

By clicking "Sign Up" you agree to our Terms of Service and our Privacy Policy.

Simon and Schuster (pop-up)

Thank you for signing up, fellow book lover!
Tell us what you like and we'll recommend books you'll love.

<input type="checkbox"/> Audiobooks	<input type="checkbox"/> eBooks	<input type="checkbox"/> Science Fiction
<input type="checkbox"/> Book Club Newsletter	<input type="checkbox"/> Entertainment & Pop Culture	<input type="checkbox"/> Self-Help
<input type="checkbox"/> Biography & Autobiography	<input type="checkbox"/> History	<input type="checkbox"/> Sports
<input type="checkbox"/> Business & Personal Finance	<input type="checkbox"/> New Releases	<input type="checkbox"/> Teen
<input type="checkbox"/> Children	<input type="checkbox"/> Mystery	<input type="checkbox"/> Thriller & Suspense
<input type="checkbox"/> Children	<input type="checkbox"/> Politics	<input type="checkbox"/> Tips on Life & Love
<input type="checkbox"/> Cooking	<input type="checkbox"/> Romance	<input type="checkbox"/> Fiction

Your First Name

Birth Month





















Zip Code

State

Submit

PRH (pop-up)

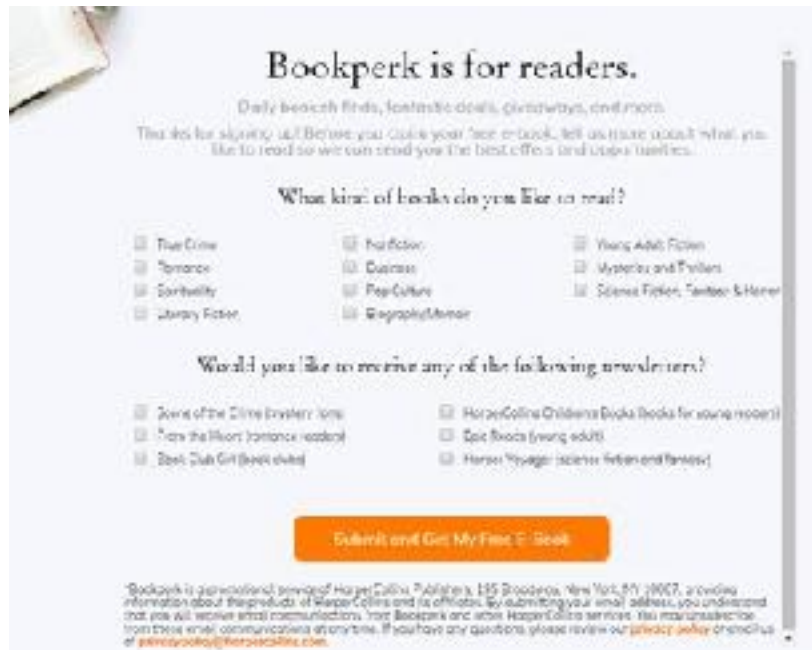
What genres do you like to read?
Tell us what kind of book you enjoy so we can make the best possible recommendations!
Please pick at least two categories.

 Arts & Entertainment	 History	 Popular Science
 Biography & Memoir	 Humor	 Romance
 Business	 Literary Fiction	 Sci-Fi & Fantasy
 Children's	 Mind, Body & Spirit	 Travel
 Classics	 Mystery & Suspense	 Women's Fiction
 Cooking	 Poetry	 Young Adult
 Historical Fiction	 Politics	

SAVE PREFERENCES

* Newsletter preferences will be automatically updated.

Harper Collins (pop-up)



Bookperk is for readers.
Daily beach finds, fantastic deals, giveaways, and more.
This is for anyone, and before you close your face to book, tell us more about what you like to read so we can send you the best offers and books to read.

What kind of books do you like to read?

<input type="checkbox"/> True Crime	<input type="checkbox"/> Non-fiction	<input type="checkbox"/> Young Adult Fiction
<input type="checkbox"/> Romance	<input type="checkbox"/> Comics	<input type="checkbox"/> Mystery and Thrillers
<input type="checkbox"/> Sci-fi/Fantasy	<input type="checkbox"/> Pop Culture	<input type="checkbox"/> Science Fiction, Fantasy & Horror
<input type="checkbox"/> Literary Fiction	<input type="checkbox"/> Biography/Memoir	

Would you like to receive any of the following newsletters?

<input type="checkbox"/> Sons of the Crime (crime fiction)	<input type="checkbox"/> HarperCollins Children's Books (books for young readers)
<input type="checkbox"/> Stars the World (romance readers)	<input type="checkbox"/> Epic Reads (young adult)
<input type="checkbox"/> Book Club Girl (book clubs)	<input type="checkbox"/> Harper Voyager (science fiction and fantasy)

Submit and Get My Free E-Book

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Preferences

Occasions

I listen to audiobooks while I:

1. Craft
2. Cook
3. Commute
4. Travel for business
5. Am on a road trip
6. Do chores
7. Spend time with my children
8. Teach
9. Relax
10. Workout

Genres

My favorite genres are:

1. Fiction
 - a. Literary Fiction
 - b. Classics

- c. Historical Fiction
 - d. Women's Fiction
- 2. Non-Fiction
 - a. Politics
 - b. Business
 - c. Arts & Entertainment
 - d. Popular Science
 - e. History
- 3. Biography & Memoir
- 4. Fantasy and Science-Fiction
- 5. Romance
- 6. Mystery, Suspense, & Thriller
- 7. Self-Care & Wellness
- 8. Spirituality & Religion
- 9. Young Adult Fiction
- 10. Children's Fiction
- 11. Broadway on Audio
- 12. Humor

For Fiction and Non-Fiction, we would like users to be able to select the macro genre (Fiction and Non-Fiction) and/or one or more of the sub-genres (for example, Historical Fiction). Therefore, we imagined that an expandable menu would open so that users could select (or not) more detailed preferences.