

## 2025 Case Study

# Flywheel

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How Flywheel helped  
publishers find \$1 million  
in additional sales in just  
6 months

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**Firebrand Technologies** has been an active partner in the book publishing industry for over 35 years. As developers of software and technology solutions, we serve all aspects of the publishing community, including trade, university, academic, educational, journal, and audio publishers, as well as distributors, trading partners, and more.

**Flywheel** is an innovative backlist sales and marketing service, powered by Firebrand Technologies **but not exclusive to current Firebrand clients**. Flywheel harnesses the power of AI-supported technology and proprietary data analysis algorithms to identify hidden opportunities in your backlist and maximize their sales potential and discoverability.

In other words, **Flywheel helps you sell more books!** Here's how:

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## Recommendation Engine

Using data science and machine learning, Flywheel strategically recommends enhancements for the right titles at the right time to encourage *optimum sales performance*. Flywheel's recommendations leverage insights from multiple data sources including sales history, historic and current events, and prediction models.

## Metadata Enhancement

Enhancements are made by the metadata experts at Firebrand Technologies to groups of titles using *proprietary technology and tools*. Product information is sharpened over time based on actual sales results of in-market use, using machine learning to optimize performance. Your team does not have to expend time or resources doing the metadata updates.

## Results Dashboard

The results dashboard provides you with weekly, in-depth results of our progress, allowing your team to *track and monitor* key sales metrics compared to sales predictions and previous years sales, including discoverability rankings and sales conversion rates.

## Impressive Program Success

We have been actively testing the efficacy of the Flywheel program since 2022, and have seen tremendous success both in our initial pilot programs and in our ongoing work since the service was officially launched in early 2024. Through all of our testing and active marketing work, we have found that **choosing the right titles at the right time** helps us optimize titles at their peak potential, leading to increases in overall sales.

### The Process

Before initiating the full Flywheel effect for a publisher, our staff analyzes the past three years of sales data and predicts what the sales would be expected to look like in the coming year. Flywheel then analyzes **five key categories** to measure which titles in the program have the highest potential for sales impact:

- 1) Overall sales history
- 2) Metadata opportunities (what needs enhancement)
- 3) Statistical predictions
- 4) Trending indicators
- 5) Current & historic events

Our team then makes the metadata changes, using recommendations from our recommendation engine, preparing them for distribution to your partners.

During the course of the program, Flywheel measures the results of our data changes to better understand what really works and what doesn't.

A key approach to the Flywheel method is to schedule product information enhancements **at the most opportune moments**, utilizing metadata changes that are designed to impact the exposure and conversion rate of each title, thus altering its overall sales trajectory, **specifically on Amazon.**



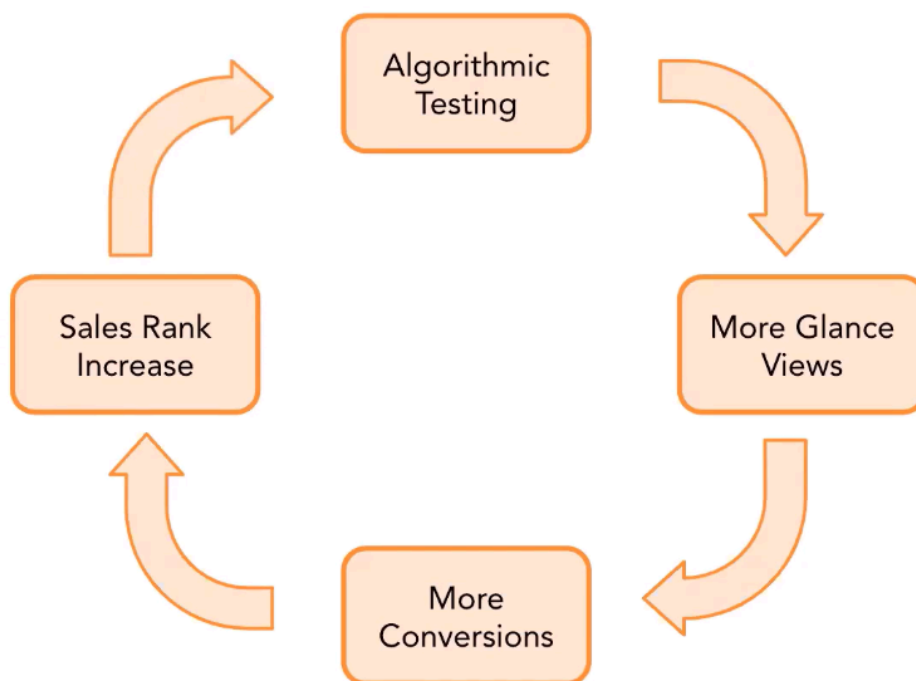


## What is the Flywheel Effect?

When Amazon's algorithms see that the product information on a title has changed, those algorithms will test the new metadata to see if it gives the title a higher chance of producing sales.

As this algorithmic testing occurs, the right metadata changes will ideally lead to more Glance Views (views of your product pages). More Glance Views typically result in more Sales, which then leads to an increase in Sales Rank. If Sales Conversions also increase, the algorithm places the title higher in the search results.

If all three of those milestones are achieved, the results create even MORE data for our Recommendation Engine to utilize—which leads to more metadata changes, which results in even more glance views, increased conversions, better sales rank, and so on and so forth. **We call this the Flywheel Effect.**



The Flywheel Effect helps sales increases happen **without active advertising**. Advertising programs can be beneficial, but most publishers are not interested in spending their limited advertising dollars on backlist titles.

Instead, metadata changes made at a title's peak time for consumer interest help drive discoverability and conversion of backlist titles naturally, using the native functionality of Amazon's search algorithms.

## Publisher A – Program Analysis (2024)

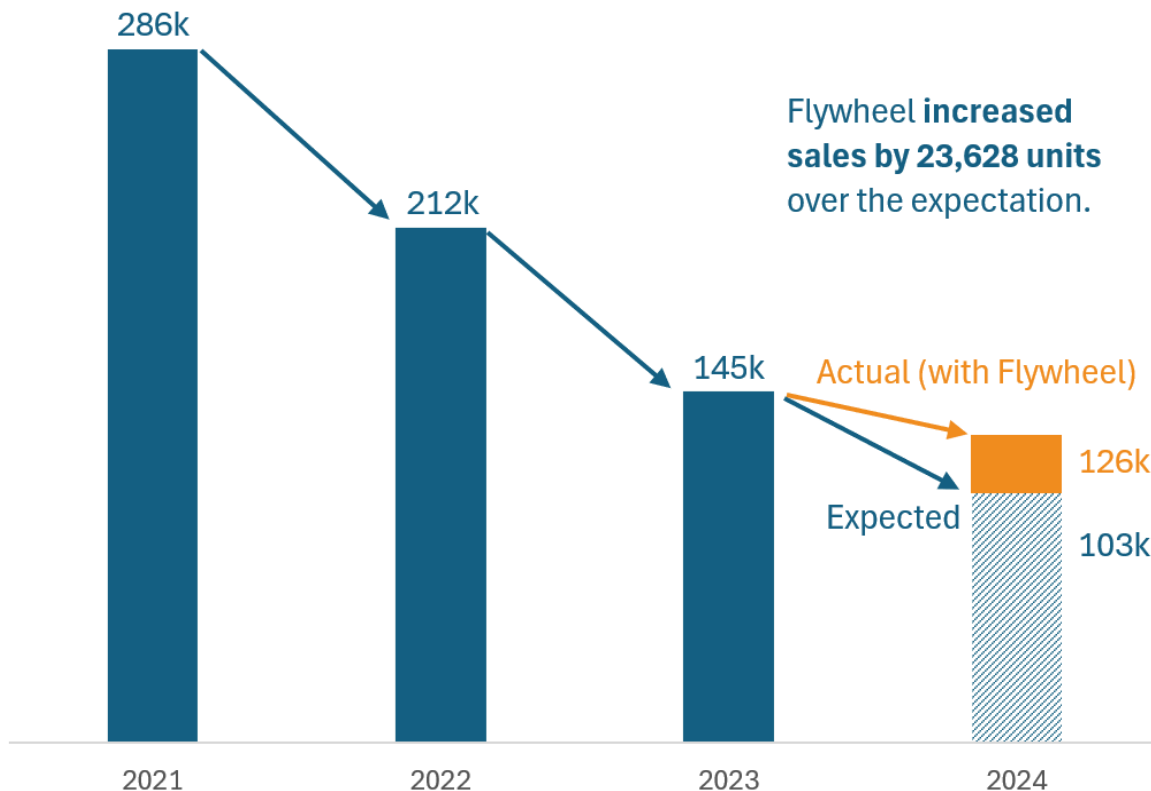
Let's take a look at some real world success from one of our current Flywheel clients.

This publisher began the Flywheel program in week 29 of 2024. The data below compares sales from weeks 29 through 52 of each year, to show how 2024's sales (with Flywheel) differed from previous years (without Flywheel).

Unit Sales from 2021 to 2022 dropped by 25.7%. From 2022 to 2023, they dropped by 31.8%. Averaging these drops, we would expect sales in 2024 to reflect a drop of 28.75%. On the graph below, the expected sales of 103,000 units is based on that 28.75% drop. However, since the publisher enrolled these titles in the Flywheel program, actual sales were over 126,000, exceeding the expected sales by more than 23,000 units.

**Because of intervention through Flywheel in the second half of 2024, sales stabilized, and the annual drop was cut in more than half, from 28.75% to only 12.5%.**

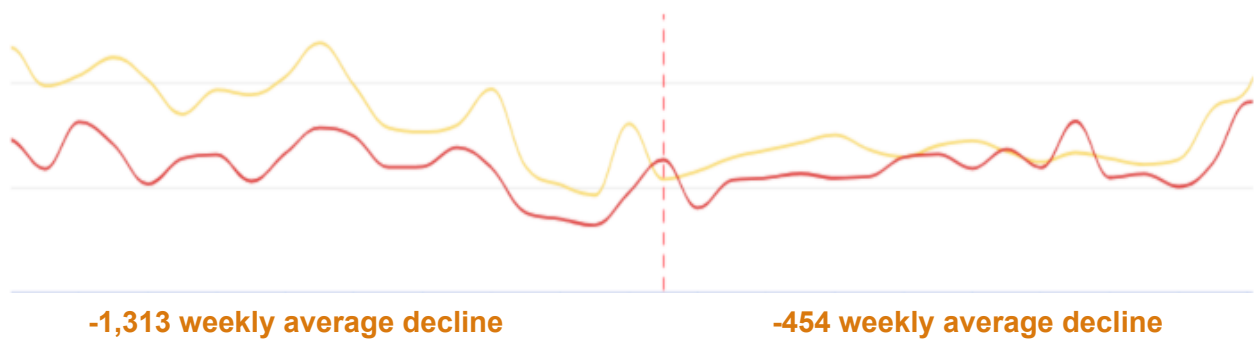
Unit Sales Before and After Flywheel





## Closing the Gap

The goal of Flywheel is to close the gap—to reduce the natural attrition rate your titles see in sales just due to being in the backlist, and thereby increasing your sales revenue. The chart below shows how we closed the gap for the customer described on the previous page. Notice how the red line (2024 units) tightened up compared to the yellow line (2023 units) after we started our work. Sales even exceeded the 2023 units three times!



## Overall Results

On the previous pages we have been looking at the results for just one publisher, but we are seeing similar results for the other publishers in the Flywheel program. Looking at the data for **four publishers during the second half of 2024**, we were able to drive sales of:

**46,121 more units**  
across just  
**1,293 titles**  
bringing in  
**\$935,430 more revenue**  
to those publishers.

That's almost **\$1 million more revenue** than those publishers expected to receive in that period!



## Revitalize Your Backlist!

According to Circana BookScan, **70% of all book sales come from the backlist**. What percentage of your revenue comes from backlist sales? Do you have a program in place already that actively targets backlist sales?

The Flywheel program offers a powerful solution for publishers seeking to revitalize their backlist titles and unlock hidden revenue potential. By leveraging **AI-driven insights and strategic metadata enhancements**, Flywheel empowers publishers to increase sales and visibility of backlist titles without relying on costly advertising campaigns.

The success stories and data presented in this case study highlight the effectiveness of the Flywheel approach. By **identifying the right titles at the right time** and implementing targeted metadata improvements, Flywheel can help publishers achieve significant sales growth and extend the lifespan of their valuable backlist assets.

If you're looking to breathe new life into your backlist and maximize your revenue streams, the Flywheel program offers a **compelling and risk-free opportunity**. With its proven track record and performance-based pricing model, Flywheel is a valuable tool for any publisher looking to achieve sustainable growth and long-term success in the competitive book market.

*“Flywheel revolutionizes the way we help publishers optimize backlist sales by helping us enhance **the right titles at the right time** through a unique combination of data science, market knowledge and publishing acumen.”*

**Kevin Franco**

Flywheel Product Manager



## Sign Up Today!

The results are in! Flywheel brings out the best of your backlist!

Firebrand Flywheel is a powerful marketing service from **Firebrand Technologies**. We have been helping publishers manage their metadata, internal workflows, digital distribution, and marketing efforts for over 35 years, and we are committed to developing comprehensive technology solutions that positively impact the lives of thousands of publishing professionals every day.

The Flywheel service is available now, and we are actively looking for publishers who want to partner with us to grow their backlist sales. **You do not need to be a current Firebrand customer to participate in the Flywheel service!**

Flywheel's revenue model is currently based solely on the increase in sales above our projections. We're so confident in our ability to increase revenue for your backlist titles that ***we only get paid if your sales increase.***

## Questions? Contact Joshua Tallent

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Learn more about Flywheel

[www.unlockyourbacklist.com](http://www.unlockyourbacklist.com)

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*Unleash the potential of your titles!*

