

A circular icon containing a stylized flywheel with five spokes.

FLYWHEEL *Beta*

POWERED BY FIREBRAND TECHNOLOGIES

Firebrand presents Flywheel, a new backlist sales & marketing service! Harnessing the power of AI-supported technology and proprietary data analysis algorithms, we identify hidden opportunities in the backlist and, with a mix of automated and hand-curated metadata enhancement, elevate both discoverability and sales.

- Let Firebrand prioritize and manage your backlist, maximizing its sales potential.
- Data science and machine learning strategically select which titles should be enhanced at the most optimal times to increase sales. Making enhancements to the right titles at the right time is foundational to this new service.
- This method ensures we get the best return on investment, without wasting time on titles that are not primed for a solid return on a particular date.
- Monitor key metrics on your own dashboard, seeing first hand the results of our work. Dashboard includes sales data, discoverability rankings, sales conversion rates, forecasts, and metadata analysis reports.
- Firebrand Flywheel's robust recommendation engine utilizes historical sales data, predictions, event calendars, and ONIX evaluations to expertly pinpoint the ideal timing, volume, and titles for your marketing efforts so you never miss a marketing opportunity ever again.



SUPPORT

Our knowledgeable support team members are dedicated to quickly solving issues and helping you succeed.



OUR COMMITMENT

Firebrand will increase your backlist sales or you don't pay.

WHY CHOOSE US

Experience the *strategic edge in backlist marketing* that lets you conquer the search and seal the deal. Our optimization prowess combines historical sales data, precise forecasts, current sales trends, and real-time discovery performance metrics, ensuring you stay steps ahead of the competition and skyrocket your success.

Discover how Firebrand Flywheel revolutionizes your backlist strategy.

MAXIMIZE ROI

Unleash the potential of your titles! We'll seamlessly enhance product descriptions, keywords, BISAC codes, and secondary images to ensure maximum return on investment.

AI-POWERED SUGGESTIONS

Firebrand Flywheel provides expert AI-powered recommendations and feedback, helping us make the right choices for your titles. Our robust algorithms deliver increasingly refined recommendations tailored to your unique list's needs, ensuring unparalleled success.

INCREASE DISCOVERABILITY

With the advanced algorithms of Firebrand Flywheel, your backlist titles will shine. We identify the perfect moments to reintroduce your gems to the market, guaranteeing the attention and discoverability they truly deserve.

AUTOMATION

Streamline your workflow and let us work for you. Firebrand Flywheel simplifies the process, allowing you to maintain momentum with your product data with little impact on your existing workforce.

BACKED BY DATA

Harness the power of data-driven decision-making. Utilizing historical sales data and Firebrand's custom algorithms, our statistical predictions foresee trends, predict customer preferences, and anticipate market shifts with unparalleled precision.

ABOUT FIREBRAND

We know publishing, not just technology.

Firebrand Technologies has been providing publishers with technology solutions for more than 35 years. We have developed our software from the ground up to handle the specific requirements of publishing workflows.

Contact us to find out how we can help you make your publishing business succeed.