

# Adgregate markets

Case Study 

## Challenge



When contemporary American literary icon David Sedaris launched his latest novel, *When You Are Engulfed In Flames*, his publisher, Hachette Book Group USA, wanted to use widgets to distribute the audiobook version of the title through their newly updated website, HBGUSA.com. Hachette wanted to allow consumers to preview, purchase, and download Sedaris' audiobook directly from their site, which was not designed to serve as an ecommerce storefront. Creating their own widgets and adding the ability for consumers to purchase their titles would mean re-architecting their system to allow transaction processing and digital delivery.

Additionally, Hachette wanted to test the effectiveness of social media and consumers' adoption of widget technology. Hachette understood the value of promoting titles using widgets to build awareness while directly driving sales.

## Key Requirements



Secure transaction processing, integration with multiple web properties, and scalability with other titles.

## Solution



Hachette Book Group USA turned to Adgregate Markets, the leading provider of transactional widget technology. Adgregate Markets, fresh from its success with Random House, had in-depth experience with distributing digital content through self-contained, embeddable widgets. Adgregate Markets provided the infrastructure to manage and process transactions and deliver digital fulfillment. Their proprietary ShopAds™ could be customized for each product to provide a user experience that is unique to its particular audience.

Aggregate Markets also has the ability to rapidly create new widgets for Hachette's vast library of titles. From a marketing perspective, the ability to distribute audiobooks in conjunction with physical book releases means that Hachette can maximize their promotional efforts while playing a direct role in sales and distribution without additional cost.

Furthermore, the highly anticipated release of *When You Are Engulfed In Flames* offered up the unique opportunity for Hachette to expand the availability of this audiobook beyond their new corporate website. Adgregate Markets' ShopAds™ allow consumers to grab Hachette's widgets, allowing marketing programs to expand virally in ways that only fans can influence.

## Results



With Adgregate Markets, Hachette is now able to deploy full transactional capabilities on their site, while at the same time gauging consumers' interest in widget technology. The result was significant sales through their sites, as well as through social networks and blogs. The David Sedaris widget rapidly spread through blogospheres and fan sites, which provided Hachette with a new viral sales channel. Furthermore, the ability to apply widgets in multiple applications means that Hachette now has a powerful ecommerce platform that can be used on their corporate site, author sites, fan sites, and even as banner ads. As a result, Hachette is deploying ShopAds™ widgets for a major portion of their audiobook library.



Check out this ShopAd™ widget in action:  
[www.adgregate.com](http://www.adgregate.com)

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