Giveaway Results and Comparison

Self-run multiauthor KingSumo giveaway (July 2023) vs. BookSweeps promotion (Dec 2022)

	KingSumo	BookSweeps	Difference
Total entrants	754	N/A	
Subscribers already on list	96	N/A	
Total new subscribers	658	239	**419**
Unsubscribed	133	49	84
Bounced	6	5	1
Spam complaints	5	3	2
Inactive subscribers (manually unsubscribed)	69	49	20
Remaining/engaged subscribers	445	133	**312**
Open rate	65.18%	45.19%	**19.99%**
Click rate	6.91%	3.17%	**3.74%**
Self-unsubscribe rate	20.21%	20.50%	**-0.29%**
Manual unsubscribe rate	10.49%	20.50%	**-10.02%**
Total loss rate	32.37%	44.35%	**-11.98%**
Promotion cost	$ 44.10	$ 45.00	**$ (0.90)**
Prize cost	$ 10.42	$ 4.99	$ 5.43
Two months of upgraded MailerLite service to handle new subscriber load	$ 30.00	$ -	$ 30.00
Total giveaway cost	$ 84.52	$ 49.99	$ 34.53
Cost per engaged subscriber	$ 0.19	$ 0.38	**$ (0.19)**

Incidental Results from Giveaway (10 weeks from start date)

New blog subscribers	3
Manual subscribers	10
Paperbacks sold	7
E-books sold	8
Kindle Unlimited page reads	1827
Total KDP royalties	$ 63.82
Reader magnet downloads	142
Response emails/conversations	34
New Amazon reviews/ratings	3
New Goodreads reviews/ratings	6
New BookBub reviews/ratings	3
New Goodreads followers	23
New BookBub followers	8