

# BONNIERFÖRLAGEN - A SALES GROWTH SUCCESS STORY

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Spotin's content commerce solution shows positive results for Sweden's largest book publisher Bonnierförlagen, with a 70X YoY and 59% MoM sales growth on Spotin enabled checkouts.

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Bonnierförlagen is the largest player in the Swedish book publishing industry. It is comprised of many publishing houses spanning a broad range of all genres. Being a market leader, growth can be challenging and hence they were seeking a solution to diversify their e-commerce strategy and yet keeping customer experience at the forefront of their product discovery.

Spotin's content commerce solution was exactly the way forward, as it allowed them to expand their product offering via multiple channels such as site-branded shops that were launched on content sites, shoppable content articles, Bonnier-hosted campaign sites and content commerce on author's websites for new book launches.

The early results with regards to author launches have been fantastic with Bonnier, **selling out 82% of its stock** of signed copies of a book. The authors also used their social media accounts to promote the purchase and saw **a conversion rate of 18%** (page visitors to buyers).

Given these results we continue to expand by adding more websites for selling books by Bonnierförlagen with a Spotin checkout.



**+7000%**  
YoY growth in  
sales orders

**+59%**  
MoM growth in  
sales orders

## Spotin's solution used to diversify e-commerce for Bonnierförlagen:

### Virtual marketplace:

Selma Stories, Tasteline, Okej med dig?

### In-content commerce:

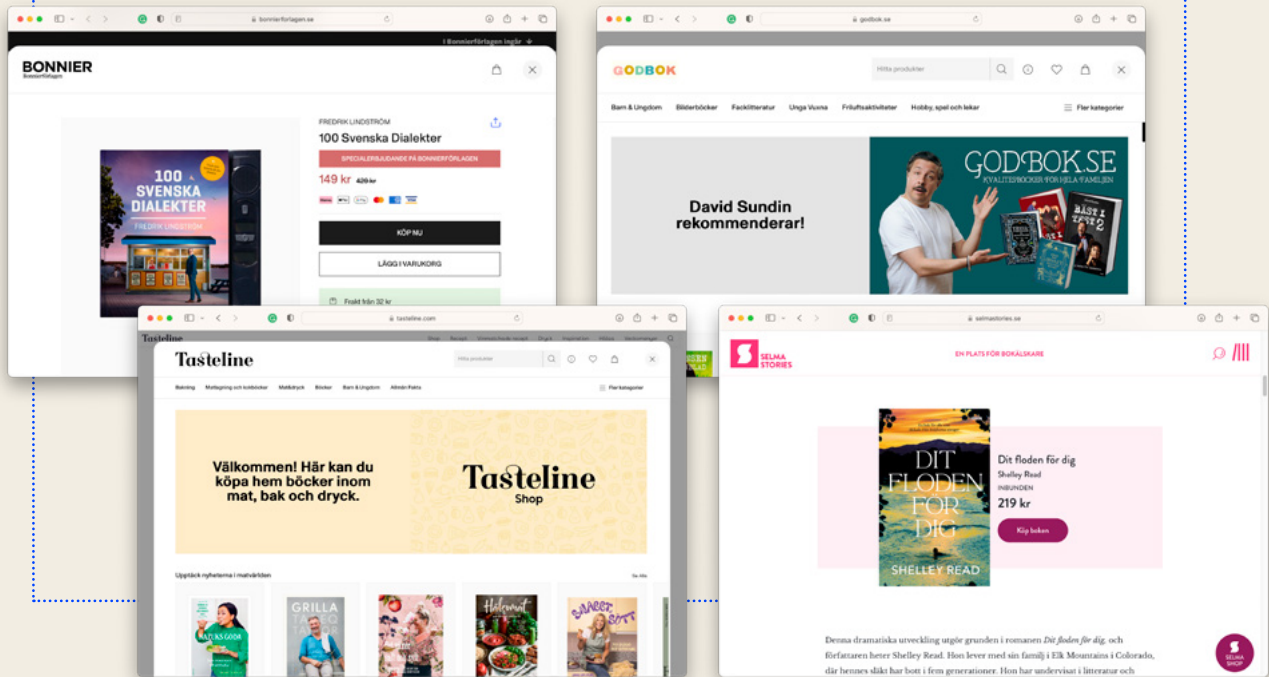
Selmastories, Okej med dig

### Author led launches:

Björn Ranelid and David Sundin

### Campaign sites:

Bonnierförlagen



[Selma Stories](#) / [Tasteline](#) / [Okej med dig?](#) / [David Sundin](#) / [Bonnierförlagen offers](#)

”To work with Spotin is really a true delight. I have seldomly met a more dedicated team that really engages themselves in building a common business. Besides that their technical competence is really high. Challenges are solved quickly and efficiently and needed development and adaptations in the tool goes from wishes to completed solution sometimes within a matter of hours. For us at Bonnier Spotin has in short time developed to be a key-partner in our business development.”



Anders Larsson, Head of Consumer Sales, Bonnierförlagen