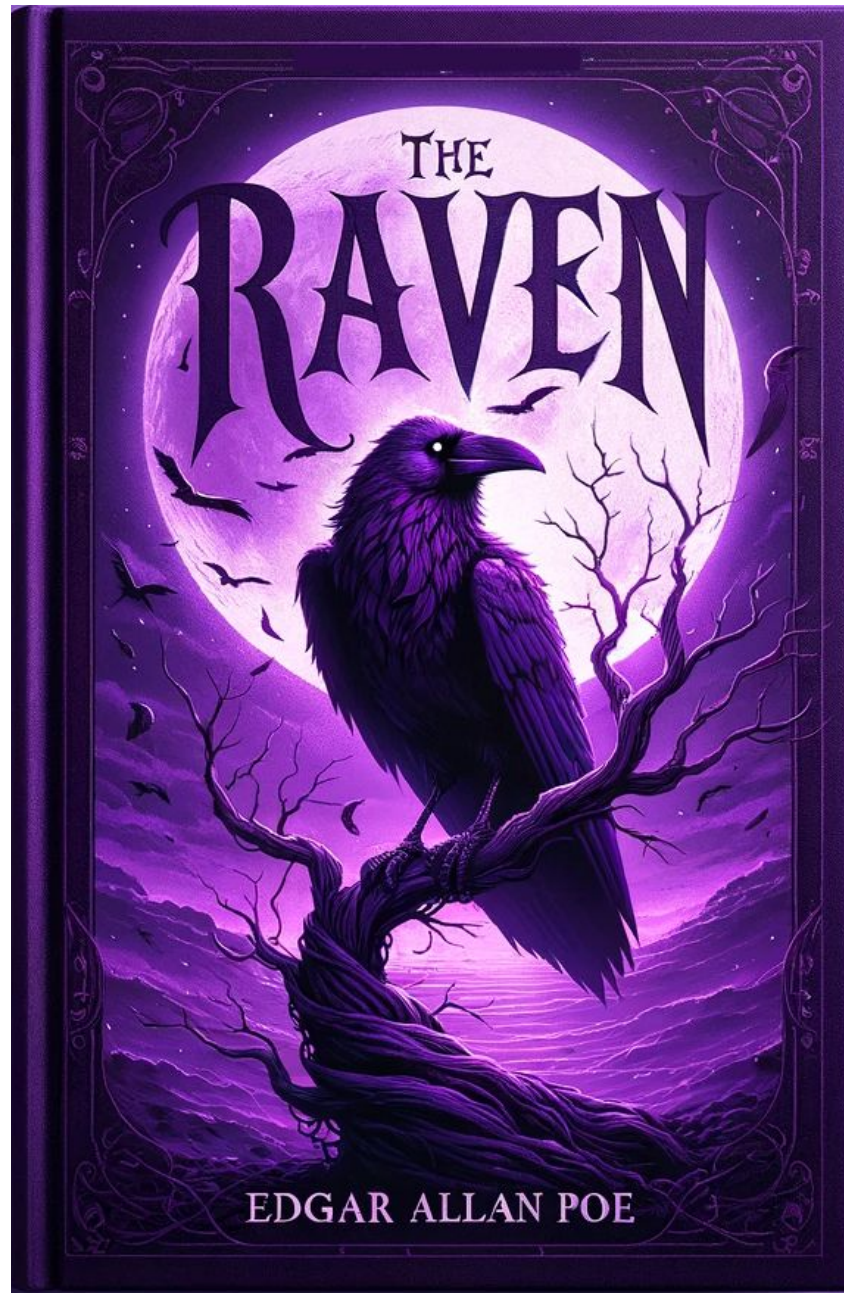


ADBIBLIO FINAL REPORT:

# The Raven



By Edgar Allan Poe

# The Raven

## By Edgar Allan Poe

Publisher

1/2/24 - 1/30/24



STEP INTO THE  
HAUNTING WORLD OF  
EDGAR ALLAN POE'S  
TIMELESS  
MASTERPIECE

[→ ORDER NOW](#)

adbiblio

### *Performance summary:*

Budget: \$10,000	Impressions: 651,465
Clicks: 1,127	CTR: 0.17%
Interactions: 3,517	IAR: 0.54%

— 1.2x Native/Banner CTR benchmark of 0.15% —

### *On sites including:*

- NY Times
- USA Today
- Poem Hunter
- Murder & Mayhem
- Huffington Post
- The Guardian
- People
- New Yorker
- LA Times
- Rolling Stone
- AV Club
- Crime Reads
- WSJ
- Boston Globe
- NPR
- The Atlantic
- Forbes
- Mashable
- Washington Post
- E! Weekly
- Goodreads

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### *Audience reached:*

- AdBiblio read alike
- avid fiction readers
- frequent book buyers
- bookstore shoppers

#### with traits and behaviors like:

- horror readers & book buyers
  - poetry enthusiasts
  - classic literature lovers
  - Shudder subscribers
- literary & horror influencers
- reads book reviews & literary criticism online
  - short story & essay readers
- english lit majors & professors

**with an interest in comp authors like:** Bram Stoker, Mary Shelley, H.P. Lovecraft, Washington Irving, Sir Arthur Conan Doyle, Agatha Christie, What Moves the Dead by T. Kingfisher, The Poe Shadow by Matthew Pearl, Poe by Peter Ackyroid, Stephen King, etc.

**who are fans of comp media like:** The Pale Blue Eye, The Fall of the House of Usher, Wednesday, The Twilight Zone, Black Mirror, Guillermo del Toro's Cabinet of Curiosities, The Invitation, The Midnight Club, Dracula, The Haunting of Bly Manor, etc

**reading articles containing keywords like:** Edgar Allan Poe, The Raven, The Tell-Tale Heart, The Black Cat, Fall of the House of Usher, The Cask of Amontillado, fans of Poe, Poe's short stories, ghost stories, supernatural stories, supernatural fiction, literary classics, classic poems, classic poetry, classic literature, etc.



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### *Audience Highlights:*

- ★ Poetry enthusiasts – 0.32% CTR
- ★ Bookstore shoppers who are fans of comp authors like Bram Stoker and Stephen King – 0.29% CTR
- ★ Horror fans browsing top-tier sites like *NPR*, *People*, and *Goodreads* – 0.27% CTR
- ★ AdBiblio proprietary genre read-alikes – 0.20% CTR
  - ★ Classic literature fans interested in comp media like *Black Mirror* and *Dracula* – 0.19% CTR
  - ★ Readers browsing articles with relevant keywords like *Edgar Allan Poe* and *classic poetry* – 0.17% CTR
  - ★ short story & essay readers – 0.13% CTR
- ★ Poetry fans reading top-tier sites like *NY Times* & *Buzzfeed* – 0.09% CTR

Because ad creative and audience layering can cause substantial variation in how different audiences respond to ads, we recommend caution in generalizing from this campaign's results to other books.



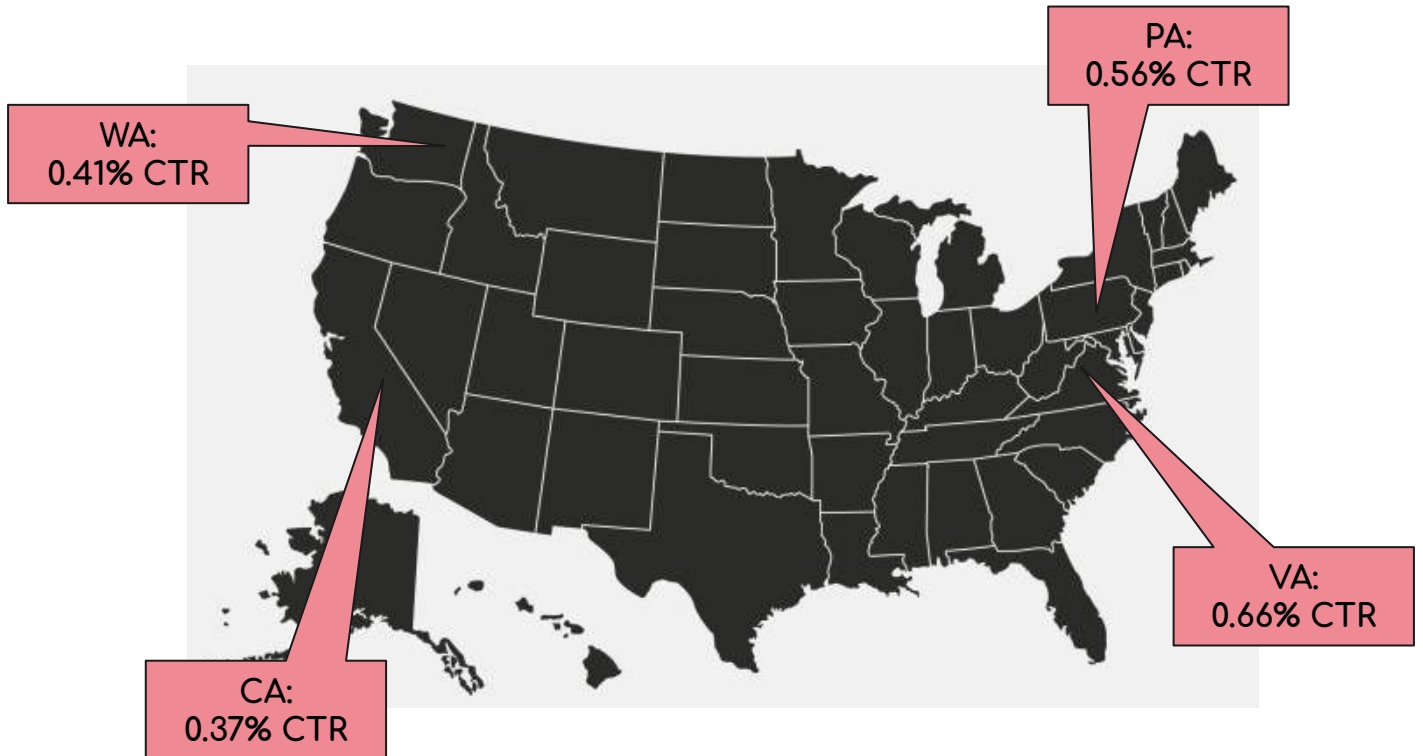
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### *Geographic insights:*



### Top Locations by CTR

Houston TX - 0.80%	• St. Louis MO - 0.41%
Pittsburgh PA - 0.71%	• Indianapolis IN - 0.37%
Washington DC - 0.62%	• Minneapolis-St. Paul MN - 0.32%
Salt Lake City UT - 0.52%	• Raleigh-Durham NC - 0.29%
Philadelphia PA - 0.45%	• Portland OR - 0.23%

Note: Geographical Insights are provided for campaign spends of \$5k or more

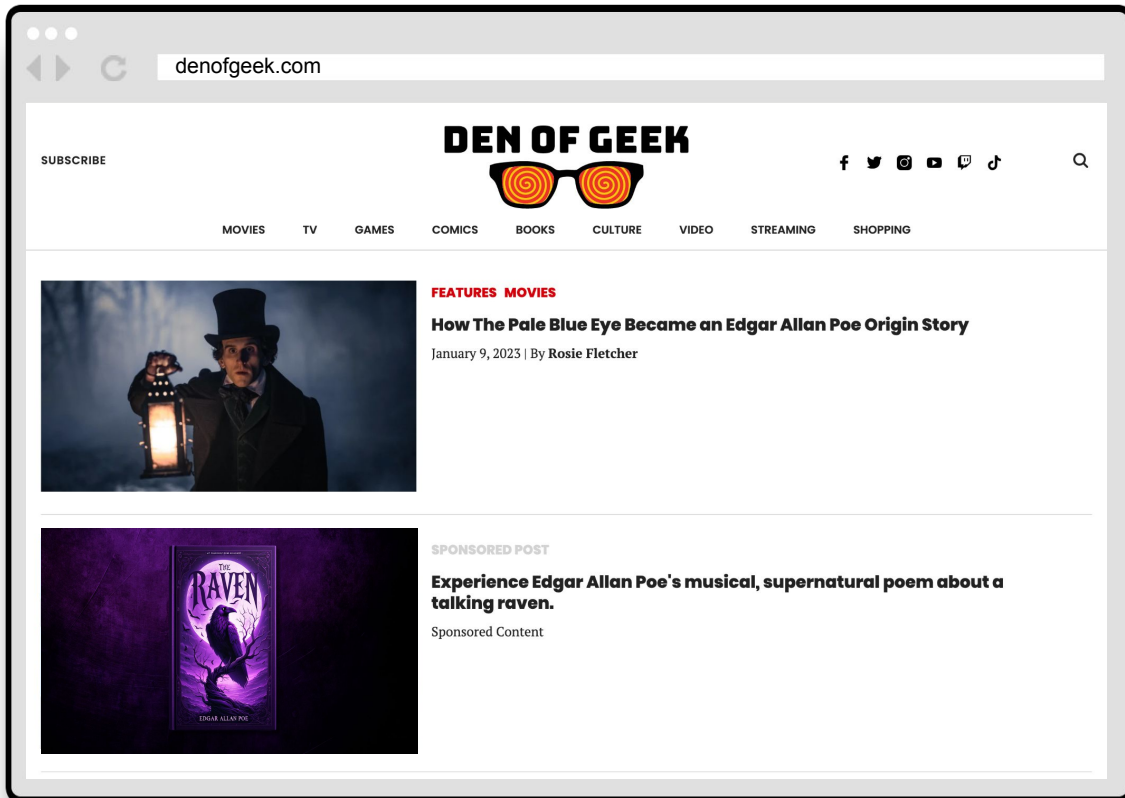


# The Raven

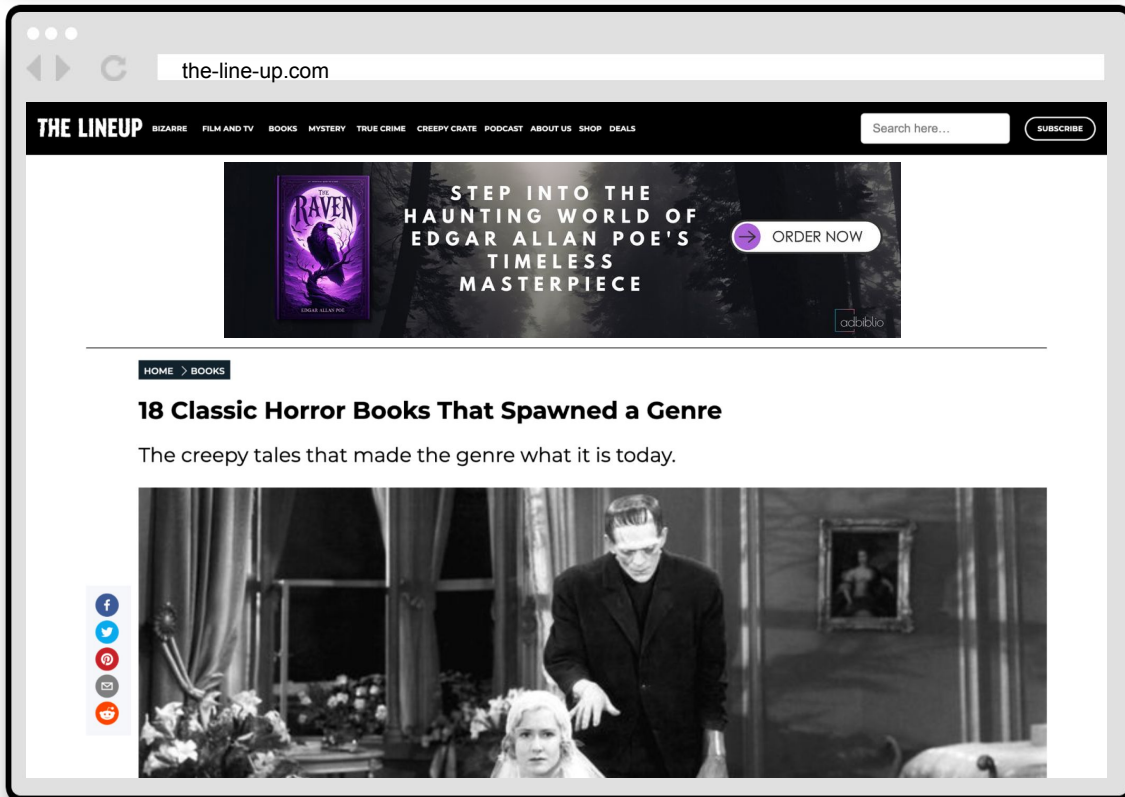
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The screenshot shows the homepage of denofgeek.com. The browser address bar displays "denofgeek.com". The website header features the "DEN OF GEEK" logo with a pair of orange-rimmed glasses. Navigation links include MOVIES, TV, GAMES, COMICS, BOOKS, CULTURE, VIDEO, STREAMING, and SHOPPING. A "SUBSCRIBE" button is located on the left. The main content area features a featured article titled "How The Pale Blue Eye Became an Edgar Allan Poe Origin Story" by Rosie Fletcher, dated January 9, 2023. Below this is a sponsored post for "The Raven" musical, described as a "supernatural poem about a talking raven".



The screenshot shows the homepage of the-line-up.com. The browser address bar displays "the-line-up.com". The website header includes "THE LINEUP" and navigation links for BIZARRE, FILM AND TV, BOOKS, MYSTERY, TRUE CRIME, CREEPY CRATE, PODCAST, ABOUT US, SHOP, and DEALS. A search bar and a "SUBSCRIBE" button are also present. A prominent banner for "The Raven" musical features the text "STEP INTO THE HAUNTING WORLD OF EDGAR ALLAN POE'S TIMELESS MASTERPIECE" and an "ORDER NOW" button. Below the banner, a breadcrumb trail reads "HOME > BOOKS". The main article is titled "18 Classic Horror Books That Spawned a Genre" with the subtitle "The creepy tales that made the genre what it is today." The article's featured image is a black and white photograph of a man in a dark coat standing over a woman in a white dress in a dimly lit room. Social media sharing icons for Facebook, Twitter, Pinterest, Email, and Print are visible on the left side of the image.