

Storytel unveils Pulse – putting performance data directly in authors' hands

Storytel is proud to launch Storytel Pulse – a new pioneering insights and engagement platform designed to give authors valuable real-time intelligence. By providing a deep dive into audience behavior as it happens, Storytel Pulse empowers authors to understand their audience even better and provide clarity on how their stories land.

Authors will no longer have to wait for annual or bi-annual royalty statements to understand the performance of their books. The new platform Storytel Pulse offers a dynamic, visual experience and is designed to support both debut and established authors. The platform consists of two pillars: the Insights pillar to start with, and the Actions pillar which will be added this fall.

"Pulse is our most ambitious author-centric innovation to date," says **Helena Gustafsson**, Chief Content and Publishing Officer Storytel Group. "With this platform, authors receive immediate feedback on how their books are being received, as well as the opportunity to monitor and influence consumption between releases. I am proud that we can provide something authors have requested for such a long time."

Authors will for example get access to:

- **Live Listener Heartbeat:** See exactly how many Storytel users are engaged with an audiobook or e-book at any given second.
- **Strategic Benchmarking:** Compare the performance of up to five own titles simultaneously to understand why one book is "stickier" than another.
- **Granular Geographical Mapping:** View audience locations down to the city level – a game-changer for planning targeted book tours and localized marketing.
- **"Book-First" Metrics:** Track "bookshelvings" to see fan anticipation before a launch and monitor series-level flow.

As an evolution of Pulse later this year, Storytel will introduce several new features in Pulse aimed to improve the dialogue between authors and listeners, for example:

- **Social Amplification:** Instantly package performance data into shareable visual assets for social media to build organic buzz.
- **Performance Beyond the Top List:** Allowing authors to see how their titles are trending beyond the Top 50 List available in the app.

Many of the authors who have been invited to test the beta version of Pulse have expressed their enthusiasm:

"I love Pulse and have been able to follow how the interest in my books is affected in real time, for example after visibility in social media groups. So incredibly interesting and useful for my own planning. The service is very valuable to me as an author." – **Frida Gråsjö**

"I'm completely hooked on Pulse. I check in every day to compare with previous days, weeks, and months. It's great to see my international titles too!" – **Charlotte Al-Khalili**

"I was speaking at a fair and after that I saw an increase in 'Bookshelvings' in Storytel Pulse - it was so fun and interesting to be able to see that the fair visit had such a direct effect on the interest in my books!" – **Linda Ståhl**

"This is so fun and addictive! It's a total ego boost to always have the page open so I can easily pop in and see how many people are listening to my books at the moment." – **Elinor Kapp**

Interested authors are encouraged to request access via authors.storytel.com.

Certified adviser

FNCA Sweden AB is the Company's Certified Adviser.

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About Storytel Group

We are a storytelling company. Driven by our purpose - "Leading the future of storytelling, we move the world through stories" - Storytel Group inspires and entertains people around the world by blending innovation with tradition. We bring stories to life across various formats for everyone to discover. Anytime. Anywhere.

Storytel Group leads by operating through its two primary business areas: Streaming and Publishing. The Streaming division provides one of the world's most extensive digital libraries, with over 1.8 million audiobook and e-book titles available in 55 languages. This service reaches more than 2.7 million subscribers through the Group's prominent brands, including Storytel, Mofibo, and Audiobooks.com. The Publishing business area produces high-quality content from acclaimed authors across a wide range of genres through renowned publishing houses such as Norstedts Publishing Group, Lind & Co, People's, Gummerus, Bokfabriken, Overamstel Publishers, and Storyside. Storytel Group is headquartered in Stockholm, Sweden. Please visit www.storytelgroup.com for more information.

Image Attachments

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