Pixel Prophets

Case Study

Book Bolt

https://pixelprophets.net/

Case study 180725

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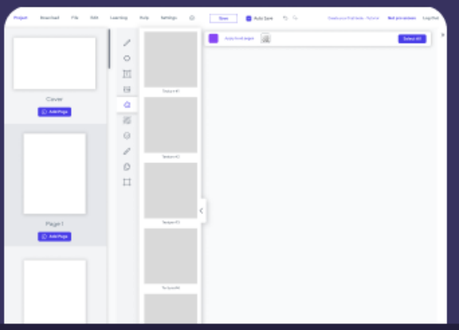
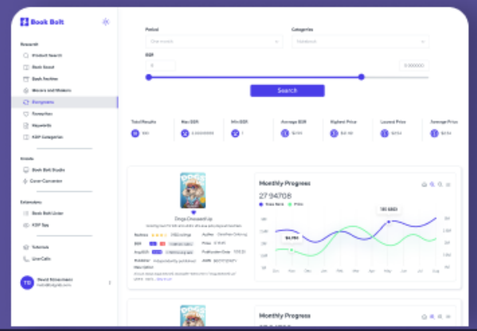
Company Overview

Book Bolt is an all-in-one software solution designed to empower entrepreneurs in the low-content and no-content book publishing space. Built with Amazon KDP users in mind, the platform allows creators to research niches, design covers and interiors, and publish journals, notebooks, planners, and more—without ever writing a single page of traditional content.

Refreshing Design

We dejoy working with disning clients, people for whom qualuty, service, integrity & aesthetics.





New Orders

This week

1,368 0.43% ↑

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The Challenge

Despite strong interest in the product, Book Bolt faced several core growth challenges:

- → **Rising Customer Acquisition Costs (CAC)**
- → **Plateauing Subscription Growth**
- → **High User Churn**

To ensure long-term growth and profitability, Book Bolt needed a scalable customer acquisition strategy and a robust system to improve user retention.

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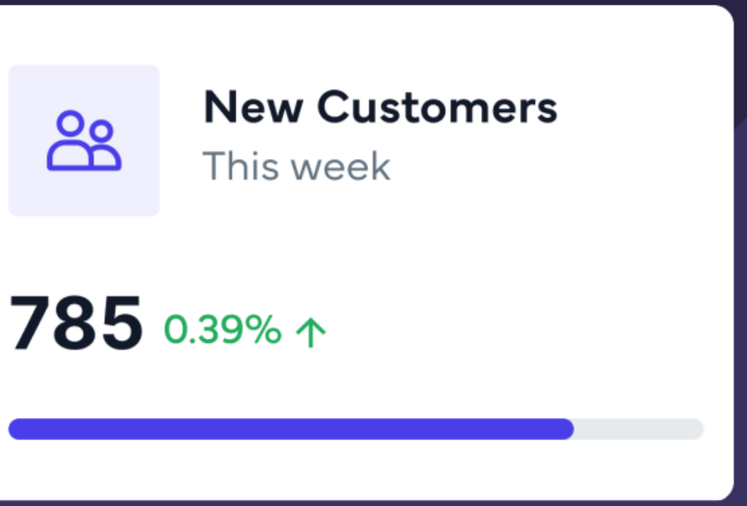
Our Goals

Lower CAC through more efficient and scalable marketing channels

Increase Customer Retention by improving user engagement and lifecycle communication



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Our Approach

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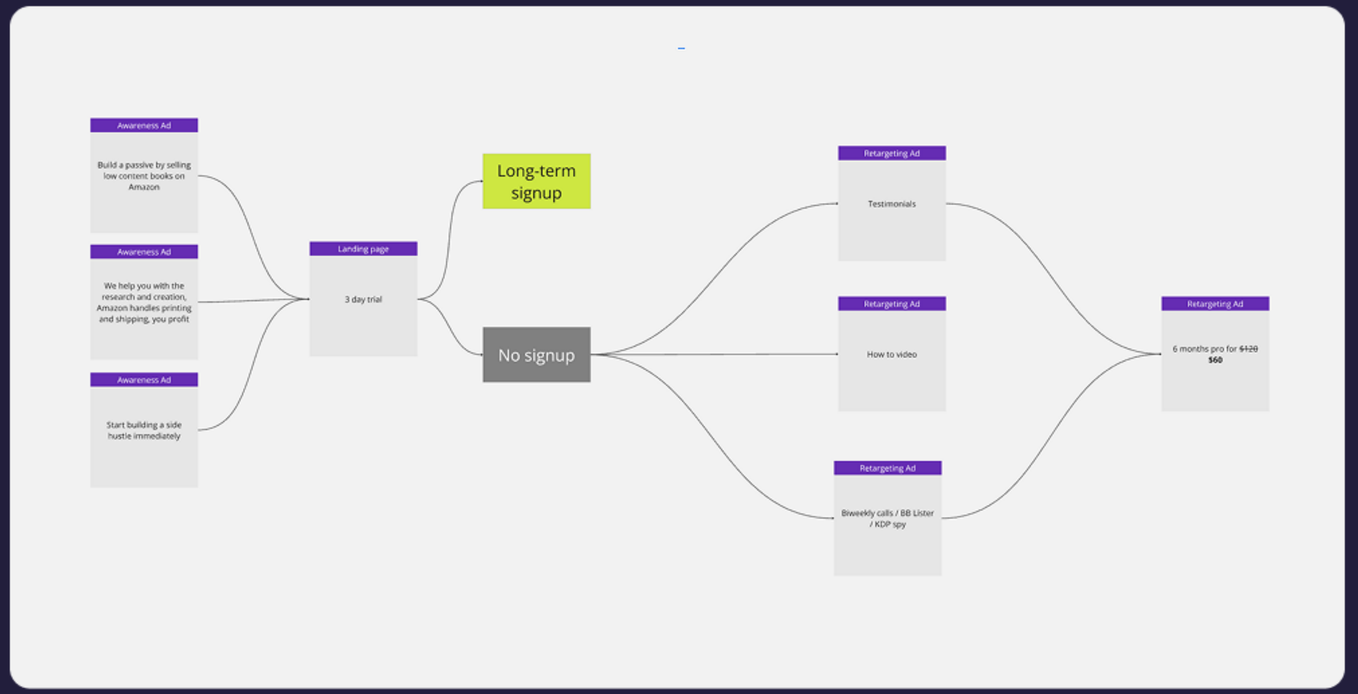
Paid Search & Social (PPC)

We rebuilt Book Bolt's paid media funnels from the ground up:

- → **Full-funnel campaigns on Google and Meta**
- → **Smart audience segmentation and precision retargeting**
- → **Ad creatives aligned with different stages of the user journey**



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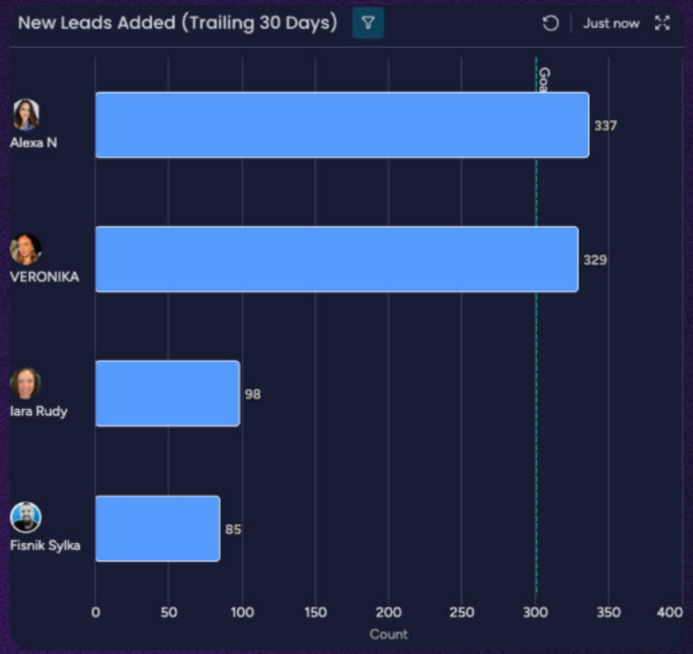
Affiliate Marketing

Launched a complete affiliate program, including onboarding, tracking, and tiered rewards

Consistently generated 4+ dedicated YouTube influencer videos per month



Recruited niche-specific influencers in the KDP and passive income space

Built and nurtured a growing creator pipeline

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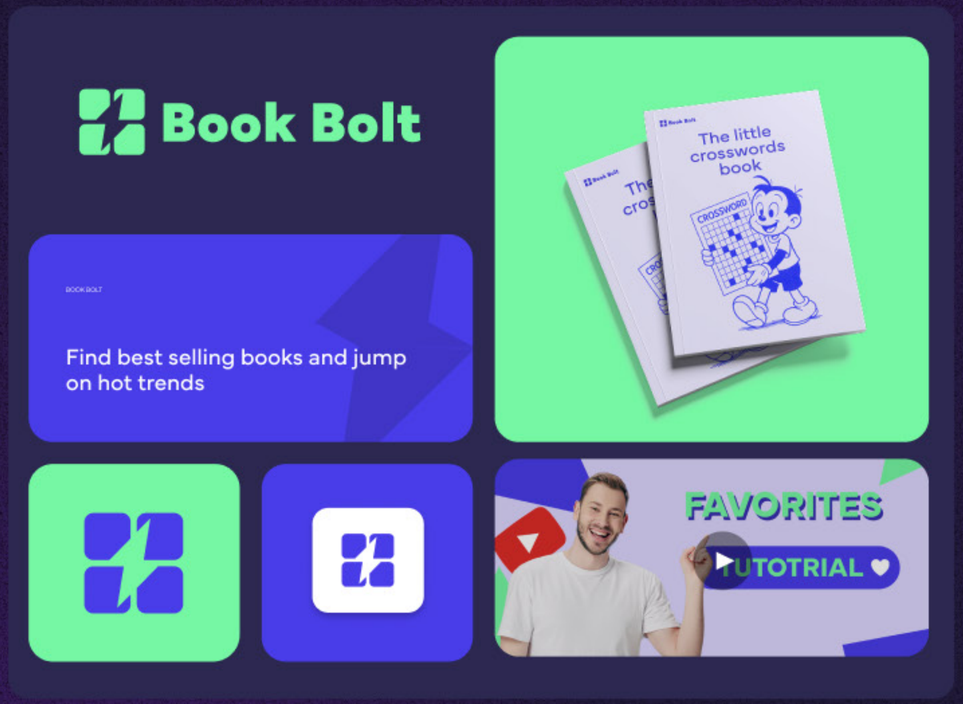
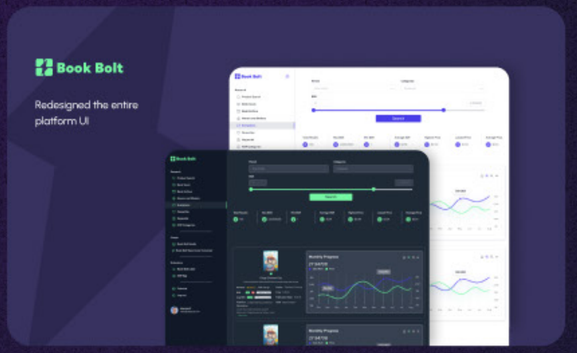
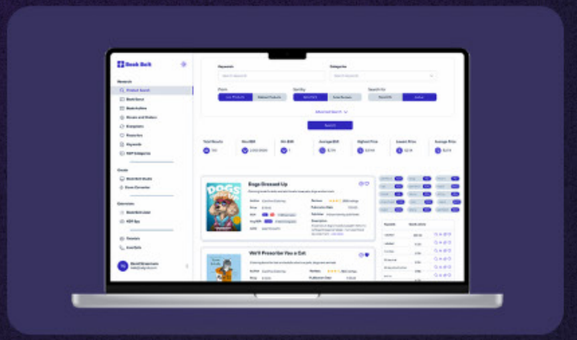
UI/UX & Brand Redesign

- Redesigned the entire platform UI, improving usability and visual appeal
- Refreshed brand identity (logo, typography, and color palette)
- Overhauled the marketing website to reflect the new brand and follow CRO best practices







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Email Marketing Lifecycle Strategy

We implemented high-impact email sequences that engaged users across key stages

Onboarding/Training Sequence

- → **419,928** emails completed
- → **46.0%** open rate
- → **3.6%** click rate

Registration Incomplete Re-engagement

- → **313,811** emails completed
- → **28.9%** open rate
- → **2.5%** click rate

Monthly Niche Report Sequence

- → **63.4%** open rate
- → **37.3%** click rate

Trial Churn Re-engagement

- → **71,783** emails completed
- → **45.6%** open rate
- → **0.84%** click rate

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Results

- Reduced CAC through smarter ad spend and influencer partnerships
- Increased MRR by 4.79% YoY, breaking through the previous plateau
- Significant increase in email engagement across all lifecycle stages
- Improved user retention due to better onboarding and nurturing
- A more modern, trustworthy brand with improved UX

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Ready to step into the temple?

We're Pixel Prophets – platform agnostic, marketing devout.

+359888311176 v@pixelprophets.net