



NetGalley launches a premier level of service: NetGalley Advanced

FOR IMMEDIATE RELEASE

January 25, 2019—[NetGalley LLC](#), the industry-standard provider of secure digital review copies and marketing solutions to readers of influence, today launched NetGalley Advanced—a premier level of service to help publishers track and analyze NetGalley trends across divisions, and make strategic decisions earlier.

NetGalley continues to dovetail with publishers' current marketing, publicity, and sales strategies, while expanding their pre-publication reach to new audiences. NetGalley Advanced offers even more tools and insights for marketers and publicists at any level of a publisher's organization. In addition to the flexible tools and detailed reports that NetGalley already offers, NetGalley Advanced introduces new ways for title marketers and publicists to reframe their work. Plus, additional reports offer more insight about audience, draw correlations between promotions and activity, and help publishers identify their most effective strategies.

"It is our goal to help publishers keep ahead of the ever-shifting publishing landscape, both in market trends and technology," says Kristina Radke, VP, Business Growth and Engagement. "I know that NetGalley Advanced will be a big step toward helping publishers continue to get earlier information about their audience and title activity."

Several publishers of various sizes (large general trade, as well as independent publishers) have already adopted NetGalley Advanced as it launched this week.

All of the existing features in NetGalley will continue to be available, while all future development of the platform will happen in NetGalley Advanced. As publishers rely on data more and more to gauge effectiveness of strategies and to drive future decisions, NetGalley Advanced will continue the tradition of implementing new features to address publishers' needs and goals. At this time, NetGalley Advanced is available to publishers in North America, and will be rolled out to other territories at a later date.

Learn more about NetGalley Advanced by joining a free informational webinar on January 30 at 1:00pm ET. [Register here.](#)

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About NetGalley

NetGalley (www.netgalley.com) is an industry-standard service to help readers of influence discover and recommend new books to their audiences. NetGalley delivers secure, digital galleys to early influencers on behalf of over 300 publishers in via NetGalley.com, NetGalley.co.uk, NetGalley.de, NetGalley.fr, and NetGalley.jp, to help promote and market new books, and offers a number of targeted marketing services to ensure publishers reach exactly the right influencers. NetGalley is part of Firebrand Technologies (www.firebrandtech.com) which provides leading software and services to help publishers achieve success.