



NetGalley Advanced, providing in-depth data insights and productivity tools, launches in Europe

FOR IMMEDIATE RELEASE

October 1, 2019—NetGalley LLC, the industry-standard provider of secure digital review copies and marketing solutions to readers of influence, today launched NetGalley Advanced for UK, French, and German publishers. Available in the United States since January, the premier level of service helps 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. Called "NetGalley Premier" in France and Germany, NetGalley Advanced gives marketers and publicists access to tools that will help them spend less time executing strategies and more time refining them. Plus, new charts and customizable reports help publishers understand how their strategies are working, and if they're reaching their engagement goals. New insights about audience, correlations between promotions and activity, and simplified title management ensure that employees at various levels of a publisher's organization have what they need to make the most of pre-publication efforts.

"NetGalley Advanced has been well-received by publishers in the U.S.," says Kristina Radke, VP, Business Growth and Engagement. "We've continued to introduce new and expanded features every month since the launch in January, and now feel that this powerful tool is ready for European publishers. I'm excited to see how publishers in these markets will use the early insights about their strategies, title activity, and audiences."

Learn more about NetGalley Advanced by watching the most recent demo [here](#).

Interested publishers should contact your local representative:

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France: maria.bodmer@netgalley.com

Germany: karina.elm@netgalley.com

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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.