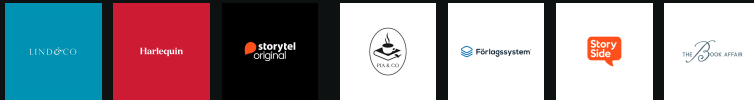


From Frustration to Confidence – in Just Two Weeks

What happens when you let authors see their sales data in real-time

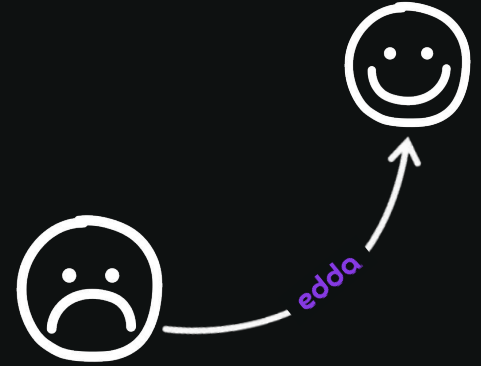
Edda is trusted by



Authors* went from 0% satisfied to 90% satisfied with the transparency and clarity.

Before using Edda, none of the authors were in the satisfied field, 80% of authors felt *clearly unsatisfied* with their insight into how their books were performing.

Two weeks later? That number dropped to **zero**.
None remain in the unsatisfied group.



*Test group: 20 authors & 3 publisher users, authors surveyed before and after 2 weeks

Some more impact highlights after just two weeks with Edda

- ✓ 100% of users say having access to their data is valuable
- ✓ 90% say Edda clearly reduces uncertainty around their performance and situation
- ✓ Authors check in frequently. 62% of authors log in every week.
- ✓ 85% of authors contact the publisher less frequently about book sales after starting with Edda
- ✓ Edda helps authors feel more in control
- ✓ The majority of authors say Edda helps them plan their finances, manage taxes, and gives them a more informed position in publisher dialogues around say marketing
- ✓ Our NPS is 75. For context, that means the vast majority of authors using Edda would actively recommend it to others



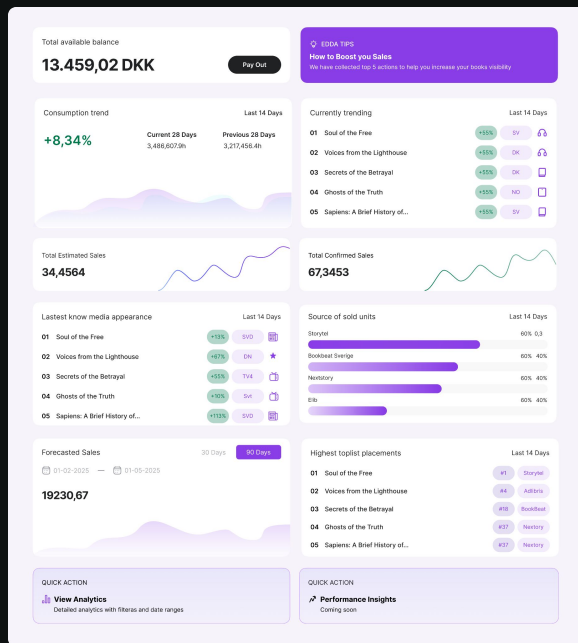
Don't just take it from us

"We've never been able to compile daily sales across channels ourselves - it's just too complex. It's a bit of a revolution - authors now have access to data we barely had ourselves."
- Publisher

"Before Edda, I got updates once a year. Now I can follow my sales myself."
- Author

"They can finally see what impact their activities actually have. An author can go: I was on TV - did it make a difference?"
- Publisher

"I can finally see how marketing and activities actually impact my sales."
- Author



We've received far fewer questions from authors since introducing this.
- Publisher

"Before, I was just guessing how things were going. I didn't want to annoy my publisher by asking."
- Author

"We onboarded 120 authors - within 2 hours, half had already logged in."
- Publisher

"It's incredibly motivating to actually see the progress in real time."
- Author

What do you get with Edda?

With Edda, you and your authors gain the ability to *act* in real-time.

For the Publisher

- ✓ **Increased sales** – activate the right titles at the right time and instantly see which initiatives deliver results.
- ✓ **Better decision making** – act on up-to-date daily figures instead of delayed reports. Evaluate rights, acquisitions and expansions based on forecasted performance.
- ✓ **Time savings** – less manual work, fewer questions from authors*, and more focus on sales.
- ✓ **Better planning** – allocate resources to the titles, channels, and campaigns that actually performs.
- ✓ **Compliance** – be among the first to truly meet – and benefit from – the transparency requirements of copyright law.

For the Authors

- ✓ **Clarity and control** – they see their sales in real time and no longer have to guess or wait for reports..
- ✓ **Financial security** – the ability to plan finances, taxes and work
- ✓ **Direct influence**– act on data, test initiatives, and see the impact immediately.
- ✓ **Motivation and engagement** – transparency makes them an active part of driving sales forward.
- ✓ **Fewer questions, stronger relationships** – access to the same data as the publisher reduces misunderstandings and builds trust.

* 85% of authors say they contact the publisher less frequently about their book sales after they started using Edda.

Let's talk

If you'd like to see what it could look like with your own data, we'd be happy to have a chat:

angel@heyedda.com | eddapay.com