



## Nielsen: accurate metadata sells twice as many books

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*Classifications, author information, reviews all key influencers*



Nielsen Book has provided further evidence of the value of accurate metadata in a report released at a webinar today (24 November).

The research makes use of data from Nielsen BookScan's Total Consumer Market panel and from the consumer research programme Books & Consumers. It shows that titles adhering to the Book Industry Communications (BIC) Basic guidelines will sell on average more than twice as many copies as those with incomplete data records. The difference between the average sale of a book in the list of the top 100,000 bestselling books of 2019 with a complete BIC Basic record and those with an incomplete record was 1,000 copies.

Books with subject/genre classifications achieved three times as many sales as those without. Sales of books for which the information met BIC's timeliness criteria were 44% higher than those of books that did not meet the criteria. Author biographies and review information were also significant, with books carrying these details selling 83% more than books without them.

Strong influencers of purchasing decisions were book descriptions (17.7%, or 60 million purchases), pricing (14.1%) and front covers (11.5%). Publishers successfully using the keyword field, Nielsen noted, had found it a way "to infiltrate the search results of similar titles and authors".

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