Publisher Alley®
Sales by State Reporting
January 21, 2009

Publisher Alley is proud to introduce **Sales by State Reporting:** domestic sales reporting at the title level, including state and market. This functionality can be used to report on a publisher's/distributor's own titles, or competitive titles. It differs from the Baker & Taylor Type 1 report (which has state but no title-level data) and is included in all Pub Alley subscriptions (not an add-on feature).

How Does It Work?

The model is the same as all other reporting in Pub Alley. Run a report to generate a listing of titles, select the titles of interest to you (up to 100 titles per report), and click the new icon for "States" in the menu bar:

The dialog box below will appear. You can create a new report or add the titles to an existing report. You'll also need to fill in the sales range that your state sales report will cover:

(Note that if you add titles to an existing report, you won't be able to change the sales period here. You *can* do that in the report settings area.)

In the second half of this dialog box, you can choose a maximum of 17 states to include in the report. The boxes marked "All" will select all the states in the

region at once. Other selections are Non-US (the sum of all sales to international customers), and US Territories & Military.

US Territories & Military counts as 12 states for the purposes of the 17-state maximum and includes the military post offices AA, AE, and AP, as well as the territories of Samoa, Micronesia, Guam, Marshall Islands, Northern Mariana Islands, Palau, Puerto Rico, and the US Virgin Islands).

Once you've chosen the states to view in your report, click OK to create the report. Click "State Sales" in the left-hand menu to see a list of available reports.

Select a report title and click Settings to update the sales period or states included. Otherwise, click the report name or View to see the results displayed graphically:
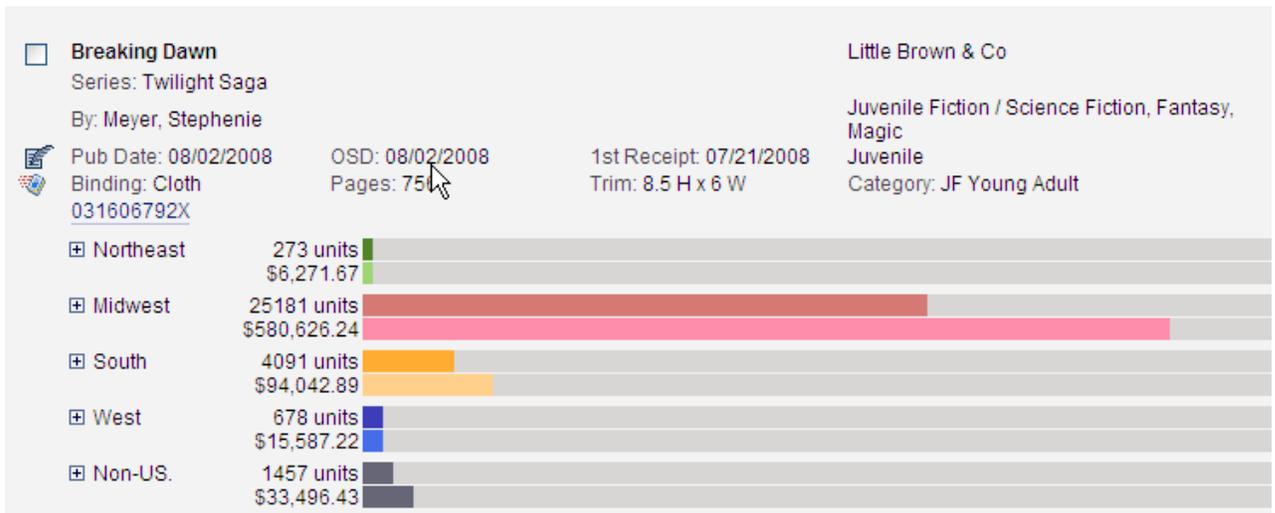
You can expand each of the regions to view state-level results. Note that a region name will appear even if you have only selected one state in that region to view:
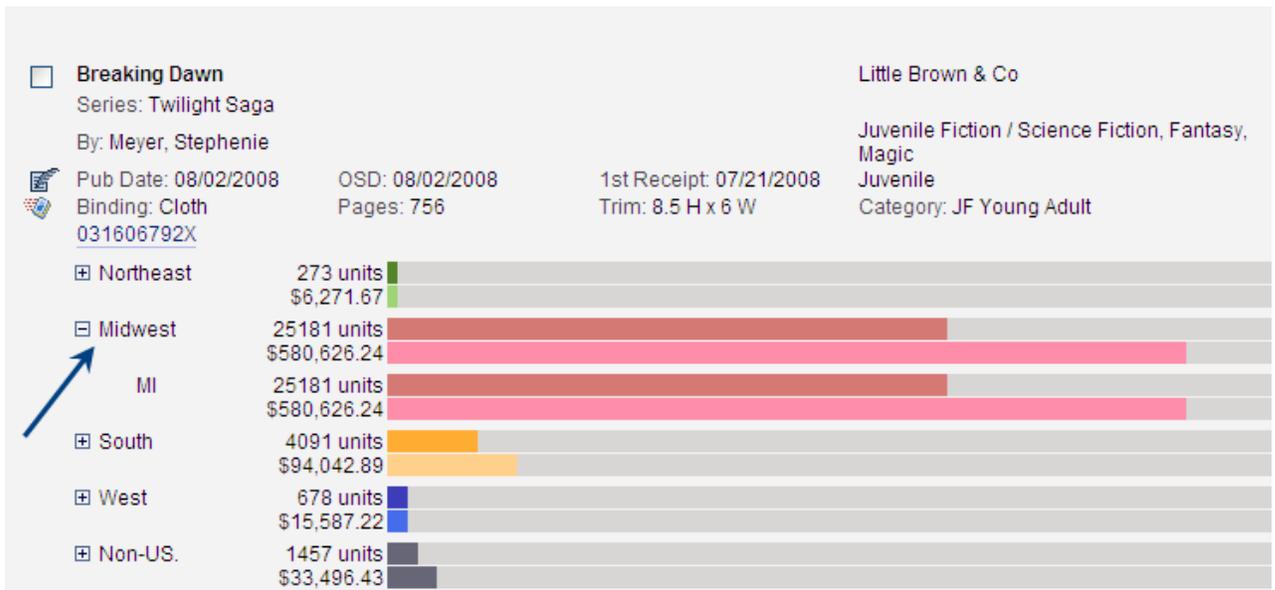

To see a market breakdown by state, select the titles of interest and click Email in the top menu bar. You will receive a report like this (some report detail suppressed here for display purposes):

Title	State	Total Units Sold in State	Total Dollar Sales in State	Retail Internet Units in State	Retail Internet Dollars in State	Retail Chain Units in State	Retail Chain Dollars in State
Three Cups of Tea:	AL	6	$90			11	$165
Three Cups of Tea:	AR	89	$1,335				
Three Cups of Tea:	DC	96	$1,449			55	$825
Three Cups of Tea:	DE	1,471	$22,065	1,410	$21,150		
Three Cups of Tea:	FL	251	$3,765	7	$105	81	$1,215
Three Cups of Tea:	GA	193	$2,895			51	$765
Three Cups of Tea:	KY	368	$5,520	3	$45	13	$195
Three Cups of Tea:	LA	7	$105				
Three Cups of Tea:	MD	112	$1,680	5	$75	20	$300
Three Cups of Tea:	MS	9	$135				
Three Cups of Tea:	NC	332	$4,980	3	$45	33	$495
Three Cups of Tea:	OK	10	$150			10	$150
Three Cups of Tea:	SC	105	$1,575			44	$660
Three Cups of Tea:	TN	18	$270				

If there are no sales for a title in a given state, no state row will appear for that title. The states reflect the ship-to addresses for sales, except in cases of consumer-direct fulfillment (those sales reflect the state of the retail customer, such as Amazon).

Please note that we have added a "user-defined regions" section to the Preferences area of the left-hand menu. To set up a region, expand the Preferences menu item and click Manage Regions:
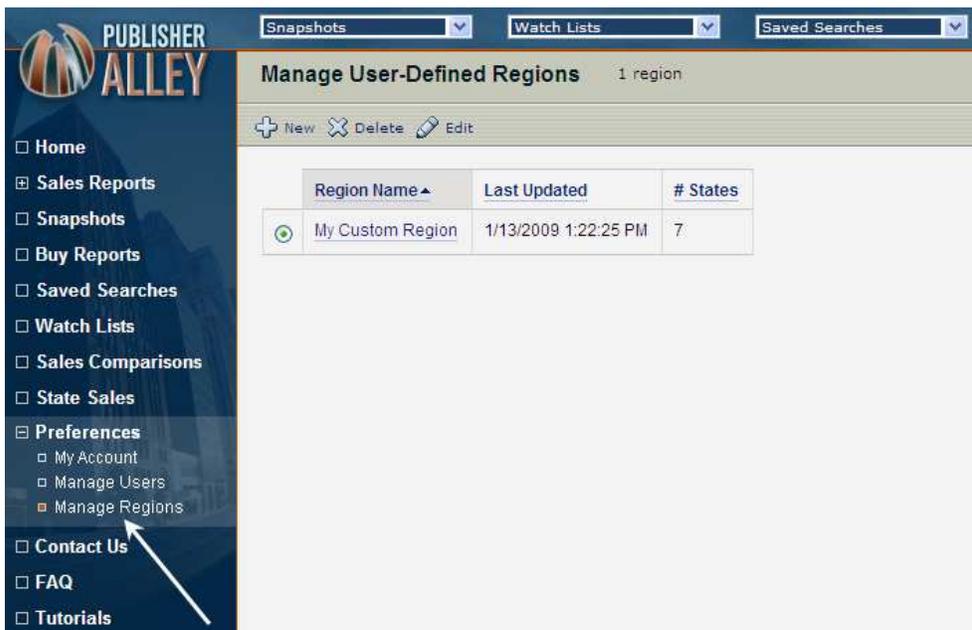
Click "New" to create and name a new region. There is no limit on the number of custom regions that you can create. Each custom region can include up to 17 states. This option will now be available any time you create a report, and the states in that region will be checked off automatically:

Ways to Use the Reporting

- Compensating reps for B&T sales made in their territories at the title level.
- Checking sales of regional, travel, or niche titles to uncover unexpected markets.
- Checking sales of an author's titles in particular states when planning author events.
- Evaluating the results of regional marketing for titles.
- Determining which titles to bring for sale at book fairs, conferences, etc., based on title, category, or author popularity within a region.

Pub Alley staff is available to provide demos or training on state sales reporting. Please contact Dan Kervick at 603-746-3102, x 3283 (dkervick@ybp.com) to set up a webconference session.