



From August 3<sup>rd</sup> to September 27<sup>th</sup> Amazon featured editors' picks and top of the chart books on a digital billboard in NYC.

Almost every author took to social media to share their book on the billboard.



IRL TO URL

12.4M+

Potential people reached on Instagram

1.96M+

Potential people reached on Twitter

SOURCE: INSTAGRAM & TWITTER 2020.

