Abstract:

Book publishing business is having potential in India to emerge as large scale business in coming days. Many startups are competing one another to emerge as renowned publisher in the self publishing sector as day by day publishing a book is most essential for the following reasons: Writing book is one of the standard approaches of reaching the specific community by the authors, Publishing a book adds leverage towards increments based on publishing, Academicians can use the publication for their accreditation, ISBN gives unique recognition to the Author, Alternative source of income to authors through royalty for sales and many more reasons can be listed.

Book publishing companies are using many advertisement strategies to reach their specific target in which digital marketing playing a vital role. Among various digital marketing platforms like youtube, facebook, linked in, Facebook based digital marketing proved to be an efficient way to reach specific target. Facebook employs many strategies in which Lead generation strategy allows advertiser an easy interface to design, manage and retrieval of interested audience. In this internship work, we make an analysis of various performance metric s which affects the ads performance in lead generation strategy. We aim to find out the efficient performance metrics configuration to get more and quality leads for book publication business in India.

Problem Statement:

To analyze the various performance metrics which affects the ads performance in lead generation strategy of the Facebook and to improve the quality, count of lead generation at less cost for book publication business in India.

Chapter

**Analysis of performance Metrics**

Key words

Location

Age

Gender

Ad image colour

Ad image text content

Presettings:

Location: India

Age: 24 to 55

Gender: Male & Female