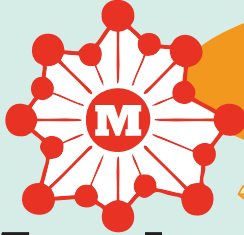


# Discoverability.

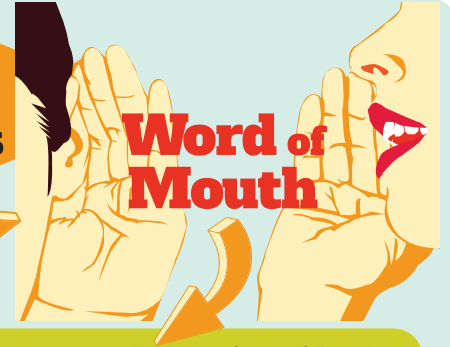
You've probably heard it. It's the ability of a customer, your customer, to find what they need when they need it.

**Here's how discoverability affects you.**



**DISCOVERABILITY**  
generally happens in 2 ways

**Word of Mouth**



**Metadata**  
which is...

...consistent & meaningful information about your book  
...*your brand* in today's automated market  
...often *the only way* for your customers to find you

**&** Good metadata can practically **SELL YOUR BOOK FOR YOU**

**178%** - the average increase in online book sales when you add just 4 extra fields to your metadata\*  
More metadata fields = more ways for buyers to find your book.

Recommendations from friends, articles and reviews, all influence buyers. The problem is - *getting this kind of attention is difficult* - even if you have the budget.

**Enhanced metadata is critical if your customer is a**



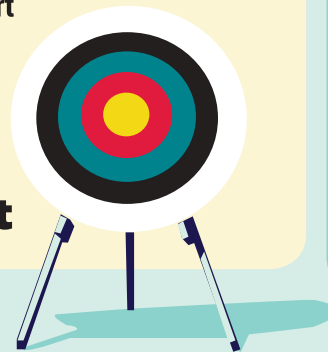
Libraries use MARC records, with library specific fields to make books discoverable for *their* customers.

The quality and richness of the MARC record often determines if a library will even consider buying your book.

**Enhanced metadata is all about the search.**

When someone searches for a book, they use familiar, common words. If your metadata doesn't have those words, your book is much harder to find.

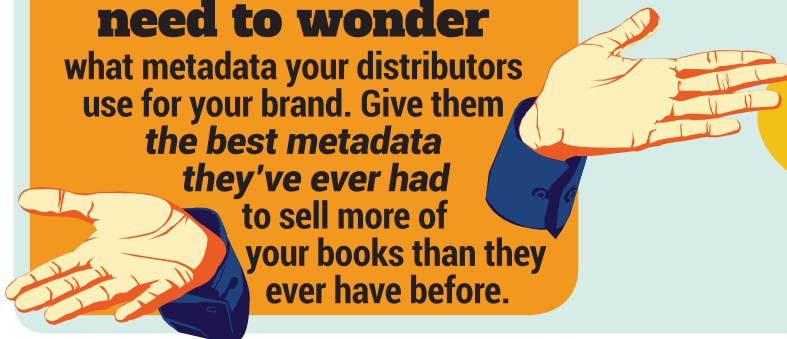
If you think of the search as a dart and your metadata fields as the target...



**More fields = a much larger target**

**You don't ever need to wonder**

what metadata your distributors use for your brand. Give them *the best metadata they've ever had* to sell more of your books than they ever have before.



**Does your metadata have what your customers need? If not, we can help you with that.**

# Discoverability is not just about metadata, it's about **comprehensive** metadata...

You need your metadata to have authoritative search terminology and additional subject-rich fields like author bios, up-to-date Reading Program scores, links to reviews, awards, and cover & page images. It needs to be in the format your customers want, constantly up to date and continually streaming to where you need it most, for less money.

**We know a little something about that.  
We are Mitinet Commercial Services™**

## 3 good reasons to choose us to manage your metadata

### 33 vs. 59

The # of fields in the average metadata record compared to nearly double the fields in a record created & maintained by MCS. Our SuperbMETA™ record is the best in the business.

### Once

Pay once per ISBN and we create, store & maintain its metadata for the life of the ISBN. You don't ever need to worry about it again.  
**GUARANTEED**

### Training

MCS hires only university trained cataloging professionals to maintain your metadata. We're always learning the latest in authoritative terminology & subject headings so you don't have to.

**But here's the best reason to join MCS™**

**Per ISBN, we do more with metadata for less money than you pay in-house.**

**Now that you know that Discoverability = Sellability  
what are you waiting for?  
Call us.**



Mitinet Commercial Services™  
866-496-8264  
[www.intersp.com](http://www.intersp.com)

