# NIELSEN BOOK2LOOK

## FREQUENTLY ASKED QUESTIONS

**How do I create a Book2Look widget?**
Watch our HOW TO CREATE A WIDGET webinar

**What documents do I need to create a widget?**
A single page spread PDF is all you need to create the look inside. You can then choose which pages you would like to show.

**Can I add video and audio content?**
Yes, you can add unlimited YouTube or Vimeo links to video content and MP3 files or SoundCloud links for audio clips.

**How long do my widgets last?**
The widgets are yours to edit, share and keep for as long as you like. You have one year to create them from the day you purchase them.

**Where can the widgets be shared?**
The widgets are yours to edit, share and keep for as long as you like. You have one year to create them from the day you purchase them.

**Does one widget equal one title?**
Yes, you only need one widget per title, and you can add as many formats as you like to the shop cart.

**Can you only create widgets manually?**
No, there is the option to use an Onix feed for publishers who purchase large amounts.

**Can I add videos from my phone or other devices?**
We are able to add links to videos from two hosting sites – YouTube and Vimeo.

**Can I track how many times this widget has been viewed?**
Yes, from your Book2Look account you can see where your widget has been embedded, how many time it's been viewed and clicked on, how many times someone has clicked on the shop cart as well as many other analytical insights.

**If I don't have a website or social media can I still use the widgets?**
If you do not have a social media presence or a website you can still share the widget by email or give it to other people, however it is a digital marketing tool so you may not get the full benefit from it without an online presence.

**Where does my widget get shared by Nielsen?**
We automatically embed your widget on our bibliographic database BookData Online which is viewed by approx 3,500 booksellers. The widgets are also now live on Bertrams' website as their look inside solution.