

Press Release

NielsenIQ BookData and Gleeph form strategic partnership to predict book sales using data intelligence

London/Paris, Wednesday 15 October – NielsenIQ BookData, the leading provider of international sales data and bibliographic metadata, and Gleeph, the French platform for book recommendation and behavioral analytics, have partnered to build a predictive sales model for books by integrating BookData's sales data with Gleeph's user behavior and latent-space analytics.

In the initial phase, running from October 2025 to December 2025, the two parties will conduct an exploratory study to identify all potentially influential parameters including book metadata, seasonality, and sales marketing variables, as well as signals drawn from Gleeph's proprietary latent spaces. A sensitivity analysis will evaluate the relative impact of each variable on historical sales.

The second phase, scheduled for 2026, will consist of building candidate models and validating the best-performing model on hold-out datasets. The ambition is to deliver the first truly dependable predictive sales model for books, initially focusing on the French market, which can guide publishers, booksellers, and e-platforms in catalog decisions, marketing investments, and inventory planning.

Andre Breedt, Managing Director of BookData, said: *"We're delighted to be partnering with Gleeph on this project. By combining our trusted sales data with Gleeph's rich usage signals, we aim to deliver a truly distinctive decision-making tool to the publishing industry."*

Guillaume Debaig, Chairman of Gleeph, continued: *"Through this unprecedented partnership, we will merge BookData's data strength with Gleeph's behavioral intelligence to revolutionize book-sales forecasting."*

Gleeph.pro is recognized for its expertise in leveraging usage data of books, powered by its collaborative recommendation engine (launched in 2019) and proprietary AI technologies. Its recommendation system, named "Fahrenheit," already ranks among the market references in France, adopted by major publishers, independent bookstores and online platforms.

Alongside this expertise, BookData is a world-class expert in bibliographic metadata, market trend analytics, and performance measurement tools.

This partnership will bring together two pillars of the book ecosystem, the usage-driven insights of Gleeph and the sales authority of BookData, to better predict book sales using combined data intelligence.

Notes to Editor:

For more information:

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About NielsenIQ BookData

NielsenIQ BookData offers a comprehensive range of services to the international book industry, supporting the discovery, purchase, distribution, and sales measurement of books. We proudly manage the ISBN and SAN Agencies for the UK & Ireland, providing publishers with a suite of services, from assigning ISBNs to adding metadata to our database, along with promotional tools to help market your book effectively.

For booksellers and libraries, we offer access to our database of over 53 million book records for title look-up, enriching websites, and managing internal systems. Our research services deliver retail sales analysis for both print and e-books across 17 territories, complemented by insights from our Books and Consumers Survey, as well as Country and Genre-specific reports.

NielsenIQ BookData is wholly owned by NielsenIQ, for more information: nielseniq.com/bookdata

About Gleeph

Founded in December 2014 in La Rochelle, Gleeph is an innovative company and the first French BookTech, developing technological solutions and AI-powered tools for the book industry.

Specialized in book discoverability, the company creates technologies that help connect readers, books, and book professionals more effectively.

The company developed a mobile app that allows readers to catalogue their books, share their libraries, and discover new titles through personalized recommendations. The Gleeph community now brings together over 970,000 readers.

Beyond the app, Gleeph provides publishers, booksellers, and other industry stakeholders with a suite of AI-based services, including recommendation tools, consumer insights, and marketing targeting solutions. For more information: gleeph.pro