

Aversion to Conversion:

Why You Should Actively Manage Foreign Currency Pricing

\$ £ €

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NINC Conference, September 2018



<http://www.authorems.com/author-services/downloads/>

Opening Poll to Establish Audience Base: (show of hands)

- How many of you are indie published?
- How many of you distribute your books directly on KDP, KWL, BN Press, Apple Books?
- How many of you distribute via Smashwords? Via Draft2Digital?
- How many of you are here for the “bonus content”?

What We'll Cover:

- How retailers convert USD pricing to foreign currencies
- Pricing and conversion tools on retailer dashboards
- How VAT and GST affects pricing in some countries
- How to manually set foreign price points on retailers
- Setting foreign exact price points for BookBub promos
- Questions!

Terms in Pricing:

- **List Price:** this is the price you list on your pricing dashboard.
- **Converted Price:** this is the price the retailer automatically converts and uses in various foreign currencies. If you set a single USD price, they will set converted prices in other currencies.
- **Actual Selling Price (ASP):** this is the price a customer on an online store sees and what they pay to buy the book.
- **Value Added Tax (VAT):** a tax set in some countries on certain products. Most often, this VAT tax is included in the Actual Selling Price.

When You Set a Single USD Price

- KDP, KWL, Google Play, D2D each convert to foreign currencies based on their Terms of Service
- Apple suggests a price tier based on USD price; prices end in .99 or .49
- Each retailer has their own rules about updating currency conversions, so your foreign pricing can change

Amazon: converts at an “exchange rate we determine.” May periodically “update the converted price” to “reflect current exchange rates.”

Apple: suggested tier pricing based on the current exchange rate, plus they factor in whether a territory has a VAT tax, and they add that before suggesting a price.

Kobo: converted prices are based on “recent Bank of Canada exchange rates.”

Google Play: has a currency conversion setting on the Payment Center tab, and you can manually update the rates as often as you like.

VAT Pricing

- VAT = Value Added Tax assessed in certain countries
 - Most of Europe, different for each country
 - Great Britain
 - Australia
 - New Zealand
 - India

- VAT rates vary from country to country. Range from 3% to over 20%.
- Countries that charge VAT on products usually include the VAT in the Actual Selling Price. *Google Play gives you the option to include or exclude tax from your price.*
- Your royalty is calculate after the VAT is deducted. This is best shown on the KDP dashboard.
- VAT comes into play with BookBub promotional pricing

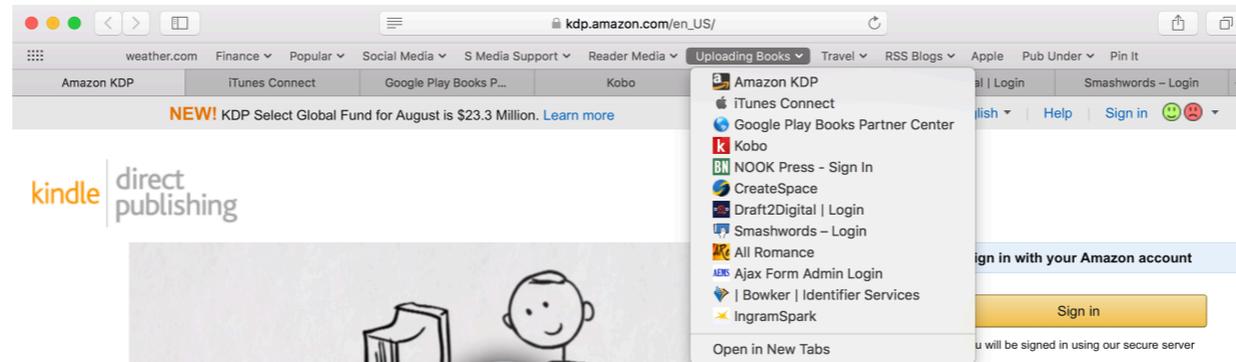
Amazon.ca	\$ 7.99	CAD		70%	\$0.08	\$5.54
	Must be \$2.99-\$9.99 ▼ Base this price on Amazon.com					
Amazon.com.mx	\$ 119.00	MXN		35% ▼	\$0.00	\$41.65
	Must be \$34.99-\$149.99 ▼ Base this price on Amazon.com		Canada, no VAT. Australia has VAT.			
Amazon.com.au	\$ 7.99	AUD	\$7.26 without AU VAT	70%	\$0.08	\$5.03
	Must be \$3.99-\$11.99 ▼ Base this price on Amazon.com					

The KDP dashboard has great tools to show you what happens with VAT and how it affects your royalties. KWL dashboard adds an asterisk after a country name if that country has VAT included in the price.

Reasons to Set Your Foreign Prices

- All retailers (except Google Play) have in their TOS that you will offer them the same or lower List Price as every other retailer you're using. Amazon actively price matches.
- Certain countries have fixed pricing laws, requiring that the same product be sold at the same price at all retailers.
- Each retailer has their own rules for converting and updating, so if you let them convert, you'll have a hodgepodge of foreign prices.
- Amazon, Apple, Google Play allow for different prices per country, but Kobo and D2D only allow one price per currency. Kobo partners want prices that end in .99 or .00
- Amazon, Apple, Kobo will include VAT in their ASP. Google Play allows you to include or exclude tax for each price you enter.
- It's just better customer service to have consistent, logical pricing!

Let's look at some dashboards...



Suggestion: set up all your dashboard login pages on a browser menu.

You can then open them in tabs so you have access to each of the ones you need as you change a book's price. You can compare pricing, view the various tools and then save and submit each one.

KDP Single USD Price

Royalty and Pricing

KDP Pricing Support (Beta)
See the relationship between price and past sales and author earnings for KDP books like yours.

[View Service](#)

Select a royalty plan and set your Kindle eBook list prices below

35%
 70%

Click the down icon to open up foreign currency options.

i Your book file size after conversion is 0.55 MB.

Primary Marketplace	List Price	Rate	Delivery	Royalty
Amazon.com	\$ 6.99 USD <small>Must be \$2.99-\$9.99 Base all marketplaces on this price</small>	35% 70%	\$0.00 \$0.08	\$2.45 \$4.84

[Other Marketplaces \(12\)](#)

There are more foreign marketplaces and currencies you can control.

This is what you see on the pricing tab on KDP. It lets you set the one USD price. Unless you click the down icon in the lower right, KDP doesn't even show you the other marketplaces and the foreign currency pricing.

KDP Auto Converted Prices

i Your book file size after conversion is 0.14 MB.

Primary Marketplace	List Price	Rate	Delivery	Royalty
Amazon.com	\$ 2.99 USD <small>Must be \$2.99-\$9.99 All marketplaces are based on this price</small>	35% 70%	\$0.00 \$0.02	\$1.05 \$2.08
Other Marketplaces (12) <small>Below prices all based on US price. Each Euro country is different.</small>				
Amazon.in	₹ 196 INR <small>Must be ₹49-₹10999 Based on Amazon.com</small>	₹166 without IN VAT 35%	₹0	₹58
Amazon.co.uk	£ 2.21 GBP <small>Must be £1.99-£9.99 Based on Amazon.com</small>	£1.84 without UK VAT 70%	£0.01	£1.28
Amazon.de	€ 3.09 EUR <small>Must be €2.99-€9.99 Based on Amazon.com</small>	€2.60 without DE VAT 70%	€0.02	€1.81
Amazon.fr	€ 2.99 EUR <small>Must be €2.99-€9.99 Based on Amazon.com</small>	€2.83 without FR VAT 70%	€0.02	€1.97
Amazon.es	€ 3.15 EUR <small>Must be €2.99-€9.99 Based on Amazon.com</small>	€2.60 without ES VAT 70%	€0.02	€1.81

This is what the USD pricing looks like when you open the tab to view Other Marketplaces. Here, Amazon has converted the price on its own. It shows you the ASP and the price without VAT so you can view the royalty calculation. 2.99 USD x .87 for Euro conversion is 2.60. Then each of the Euro countries add VAT: France 5.5% conversion + VAT doesn't reach 70% min pricing, so Amazon raised it Germany 19% and Spain 21% So you now have 3 different selling prices throughout Europe UK 20% (exchange rate of .615 or so...)

KDP Custom Set Prices

i Your book file size after conversion is 0.55 MB.

Primary Marketplace	List Price	Rate	Delivery	Royalty
Amazon.com	\$ 6.99 USD <small>Must be \$2.99-\$9.99 Base all marketplaces on this price</small>	35% 70%	\$0.00 \$0.08	\$2.45 \$4.84
Other Marketplaces (12) Note that India, UK and European countries have VAT.				
Amazon.in	₹ 449 INR <small>Must be ₹49-₹10999 Base this price on Amazon.com</small>	₹381 without IN VAT 35%	₹0	₹133
Amazon.co.uk	£ 4.99 GBP <small>Must be £1.99-£9.99 Base this price on Amazon.com</small>	£4.16 without UK VAT 70%	£0.06	£2.87
Amazon.de	€ 5.99 EUR <small>Must be €2.99-€9.99 Base this price on Amazon.com</small>	€5.03 without DE VAT 70%	€0.07	€3.47

This box shows the ASP on Amazon.co.uk.



Print List Price: ~~£11.99~~
Kindle Price: **£4.99**
Save £7.00 (58%)
includes VAT*

* Unlike print books, digital books are subject to VAT.

 Buy now

Deliver to your Kindle or other device

This starts with a different USD price point, but here I've overwritten the Amazon-converted prices with custom prices. This way, I can set all the countries using the Euro to the same ASP. I'll earn slightly different royalties because the VAT percentages differ from country to country.

Apple Pricing Page

Rights and Pricing

[Edit Territories and Pricing](#)

 Book Title: **Ambersley**
ISBN: **9780984968206**
Book's Apple ID: **498061915**

These are your current settings. To change all territories, click the button in upper right.

Territories and Pricing

Territory	Status	Release Date	Cleared For Sale	DRM Free	VPP-Enabled	Price Tier	Price Start Date	Price End Date
Argentina	On Store	05/01/2014	✓	✓		Tier 7 (6.99 USD)	01/22/2018	None
Australia	On Store	05/01/2014	✓	✓		Tier 8 (7.99 AUD)	10/20/2016	None
Austria	On Store	05/01/2014	✓	✓		Tier 12 (5.99 EUR)	10/20/2016	None
Belgium	On Store	05/01/2014	✓	✓		Tier 12 (5.99 EUR)	10/20/2016	None
Bolivia	On Store	05/01/2014	✓	✓		Tier 7 (6.99 USD)	01/22/2018	None
Brazil	On Store	05/01/2014	✓	✓		Tier 15 (19.90 BRL)	10/20/2016	None
Bulgaria	On Store	05/01/2014	✓	✓		Tier 12 (11.99 BGN)	10/20/2016	None
Canada	On Store	05/01/2014	✓	✓		Tier 8 (7.99 CAD)	10/20/2016	None

This page shows your current price settings. To edit all countries, click on the gray box in the upper right. Notice that all these prices end in .99.

Change a Single Territory Price

Rights

Pre-order Start Date	Release Date	Publication Type	Cleared for Sale:	DRM-Free	VPP Enabled
<input type="text" value="mm/dd/yyyy"/>	<input type="text" value="05/01/2014"/>	<input type="text" value="Digital Only"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Price Tier Schedule

Price Tier	Price Effective Date	Price End Date
Tier 8 (7.99 AUD)	10/20/2016	None

Physical List Price: AUD

Price Tier:

Price Start Date:

Price End Date:

Cancel Save

Change THIS field, not the one above.

From your main Rights and Pricing page, if you click on an individual country name, you can set a new permanent or temporary price.

NOTE: Do not change the Physical List Price field. That price represents what a print copy of the book would sell for. Use the Select button to choose a new Price Tier for the ebook.

Change Multiple Territory Prices

Edit Existing Territories

Rights and Pricing

To edit an existing territory, make the desired changes below.

Pre-order Start Date	<input type="text" value="No Change"/>
Release Date	<input type="text" value="No Change"/>
Cleared For Sale	<input type="text" value="No Change"/>
DRM-Free	<input type="text" value="No Change"/>
VPP-Enabled	<input type="text" value="No Change"/>
Publication Type	<input type="text" value="No Change"/>
Base Currency	<input type="text" value="USD - US Dollar"/>
Suggested iBooks Price	<input type="text" value="5.99"/> USD <input type="text" value="?"/>
Price Start Date	<input type="text" value="09/26/2018"/>
Price End Date	<input type="text" value="No End Date"/>

For a price change, use these 4 fields only

From 2 slides ago, click Edit Pricing button in upper right, and you see this at the top of the Edit screen. Only change the fields you need to change. For price changes, that's usually the last 4 fields. Here, I've filled them in. For a temporary promotion price, you can set an end date.

NOTE: Apple end dates are different from all other retailers. Set it for the date you want the regular price to begin.

Select All or Some Territories

Base Currency

Suggested iBooks Price USD ?

Price Start Date

Price End Date

Apply to Existing Territories

Select one or more territories in which you would like to apply these changes. Select All Deselect All

	Territory	Release Date	Cleared For Sale	DRM Free	VPP Enabled	Price Tier	Price Start Date	Price End Date
<input checked="" type="checkbox"/>	Argentina	05/01/2014	✓	✓		Tier 7 (6.99 USD)	01/22/2018	None
<input checked="" type="checkbox"/>	Australia	05/01/2014	✓	✓		Tier 8 (7.99 AUD)	10/20/2016	None
<input checked="" type="checkbox"/>	Austria	05/01/2014	✓	✓		Tier 12 (5.99 EUR)	10/20/2016	None
<input checked="" type="checkbox"/>	Belgium	05/01/2014	✓	✓		Tier 12 (5.99 EUR)	10/20/2016	None
<input checked="" type="checkbox"/>	Bolivia	05/01/2014	✓	✓		Tier 7 (6.99 USD)	01/22/2018	None
<input checked="" type="checkbox"/>	Brazil	05/01/2014	✓	✓		Tier 15 (19.90 BRL)	10/20/2016	None
<input checked="" type="checkbox"/>	Bulgaria	05/01/2014	✓	✓		Tier 12 (11.99 BGN)	10/20/2016	None
<input checked="" type="checkbox"/>	Canada	05/01/2014	✓	✓		Tier 8 (7.99 CAD)	10/20/2016	None

Scroll to the bottom of page to submit your price change request

Adjust Prices as Needed

Romania	05/01/2014	✓	✓	Digital Only	Tier 15 (27.99 RON)	09/26/2018	None
Slovakia	05/01/2014	✓	✓	Digital Only	Select one	09/26/2018	None
Slovenia	05/01/2014	✓	✓	Digital Only	Tier 0 (Free)	09/26/2018	None
Spain	05/01/2014	✓	✓	Digital Only	Tier 1 (0.49 GBP)	09/26/2018	None
Sweden	05/01/2014	✓	✓	Digital Only	Tier 2 (0.99 GBP)	09/26/2018	None
Switzerland	05/01/2014	✓	✓	Digital Only	Tier 3 (1.49 GBP)	09/26/2018	None
United Kingdom	05/01/2014	✓	✓	Digital Only	Tier 4 (1.99 GBP)	09/26/2018	None
United States	05/01/2014	✓	✓	Digital Only	Tier 5 (2.49 GBP)	09/26/2018	None
Venezuela	05/01/2014	✓	✓	Digital Only	Tier 6 (2.99 GBP)	09/26/2018	None

The default selection of the price tier above is provided for your convenience and you are free to change the price tier. The price tier is based on the Suggested iBooks Price, any previously provided list price, and the calculated information and the territory-specific, publication-type pricing guidelines in your agreement to determine the price tier. If the Suggested iBooks Price in a territory includes tax, the suggested price tier has been adjusted to include tax in that territory.

another tier from the price tier list. The price tier is based on the Suggested iBooks Price, any previously provided list price, and the calculated information and the territory-specific, publication-type pricing guidelines in your agreement to determine the price tier. If the Suggested iBooks Price in a territory includes tax, the suggested price tier has been adjusted to include tax in that territory.

the [FAQ](#).

In this example, a UK price (GBP) of £4.49 was suggested by Apple. What's awkward is that Kobo wants prices to end in .99. So, to match prices, simply click the blue up/down arrows on the UK price, and select a different tier. You can adjust any or all of the prices before you Confirm the price change at the bottom of the page. If you've changed a lot of price tiers manually, when you click Confirm, be patient. It seems to take Apple longer to read all the manual changes. It may take 30-60 seconds.

Kobo Pricing Page

CURRENT PRICES

Your default list price in US dollars:

\$4.99 USD

Your royalty rate:

70%

YOUR CUSTOM PRICES

\$6.99 AUD
Australian dollars

R\$15,99 BRL
Brazilian reals

£3.99 GBP
British pounds

\$5.99 CAD
Canadian dollars

€4,99 EUR
Euros

\$38.99 HKD
Hong Kong dollars

\$323.99
Indian rupees

¥556 JPY
Japanese yen

\$93.99 MXN
Mexican pesos

NT\$152 TWD
New Taiwan dollars

\$6.99 NZD
New Zealand dollars

₱250.99 PHP
Philippine pesos

R66.99 ZAR
South African rand

CHF 4.99 CHF
Swiss francs

18,99TL TRY
Turkish liras

Royalty rates vary for custom prices.

Here we've set a USD price, then note that all the foreign prices are listed under YOUR CUSTOM PRICES. So these are prices I've set, and these prices will not change due to auto-conversion updates.

Your default list price: USD 70% royalty rate: \$3.49 USD

Custom prices (set by you)

Currency	Royalty	Custom price	Currency	Royalty	Custom price
Australian dollars* AUD (\$)	70%	<input type="text" value="6.99"/> ✕	Euros* EUR (€)	70%	<input type="text" value="4.99"/> ✕
British pounds* GBP (£)	70%	<input type="text" value="3.99"/> ✕	New Zealand dollars* NZD (\$)	70%	<input type="text" value="6.99"/> ✕
Canadian dollars CAD (\$)	70%	<input type="text" value="6.99"/> ✕			

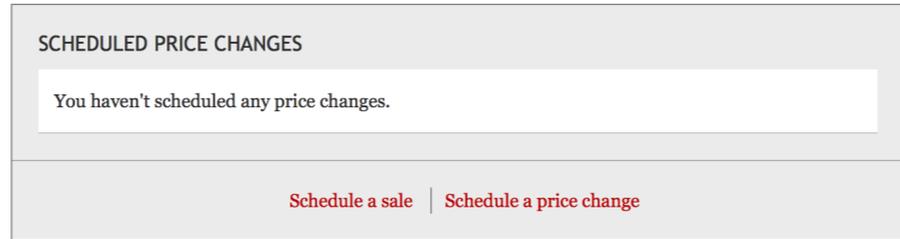
Converted prices (based on exchange rates)

Currency	Royalty	Conversion	Currency	Royalty	Conversion
Brazilian reals BRL (R\$)	70%	<input type="text" value="15.79"/>	New Taiwan dollars* TWD (NT\$)	70%	<input type="text" value="152"/>
Hong Kong dollars* HKD (\$)	70%	<input type="text" value="38.78"/>	Philippine pesos PHP (₱)	70%	<input type="text" value="250.40"/>
Indian rupees INR (₹)	70%	<input type="text" value="323.66"/>	South African rand* ZAR (R)	70%	<input type="text" value="66.99"/>
Japanese yen* JPY (¥)	70%	<input type="text" value="556"/>	Swiss francs* CHF (CHF)	70%	<input type="text" value="4.99"/>
Mexican pesos MXN (\$)	70%	<input type="text" value="93.98"/>	Turkish liras* TRY (TL)	70%	<input type="text" value="18,19"/>

* These currencies include tax.

This example shows a USD price set for \$4.99, with custom prices set for the most common foreign currencies (the ones most likely to be matched across other retailers). The lower part shows Converted Prices based on exchange rates. These prices may be updated by Kobo periodically, and note that the prices are not as customer friendly. Note that currencies that have an asterisk include VAT tax as part of the selling price.

Setting Price Changes on Kobo



You can set a permanent price change to happen immediately simply by changing the active prices. Or you can pre-schedule a future price change. Often, scheduled price changes need to be set at least 24 hours in advance. It's best to allow at least 3 days.

For promotions, choose your start and end date, and then you can set one or more currencies to put on sale.

For Kobo, set the end date as if you sale price will end at the End of Day on that date. The regular price will resume the next day.

Euros Hong Kong dollars Indian rupees Japanese yen Rights and Distribution

Schedule a sale

eBook sale starts eBook sale ends

Your sale prices

Currency	Royalty	Sale
<input type="text" value="Please select a currency."/> <input type="button" value="v"/>	<input type="text" value="-"/>	<input type="text" value="x"/>

[Add a currency](#) | [Add all currencies](#)

* These currencies include tax.

You can choose to add a few currencies one at a time (for a BookBub, you may only want to reset USD, CAD, AUD, GBP).

Schedule a sale

eBook sale starts eBook sale ends

Your sale prices

Currency	Royalty	Sale	Currency	Royalty	Sale
<input type="text" value="Australian dollars*"/>	-	<input type="text" value="-"/>	<input type="text" value="Mexican pesos"/>	-	<input type="text" value="-"/>
<input type="text" value="Brazilian reals"/>	-	<input type="text" value="-"/>	<input type="text" value="New Taiwan dollars*"/>	-	<input type="text" value="-"/>
<input type="text" value="British pounds*"/>	-	<input type="text" value="-"/>	<input type="text" value="New Zealand dollars*"/>	-	<input type="text" value="-"/>
<input type="text" value="Canadian dollars"/>	-	<input type="text" value="-"/>	<input type="text" value="Philippine pesos"/>	-	<input type="text" value="-"/>
<input type="text" value="Euros*"/>	-	<input type="text" value="-"/>	<input type="text" value="South African rand*"/>	-	<input type="text" value="-"/>
<input type="text" value="Hong Kong dollars*"/>	-	<input type="text" value="-"/>	<input type="text" value="Swiss francs*"/>	-	<input type="text" value="-"/>
<input type="text" value="Indian rupees"/>	-	<input type="text" value="-"/>	<input type="text" value="Turkish liras*"/>	-	<input type="text" value="-"/>
<input type="text" value="Japanese yen*"/>	-	<input type="text" value="-"/>	<input type="text" value="US dollars"/>	-	<input type="text" value="-"/>

[Add a currency](#) | [Add all currencies](#)

* These currencies include tax.

[Cancel](#)
[Save](#)

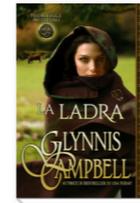
Or add all the currencies and set the sale prices for ones you want to change. Be sure to Save.

45
on sale

When you've correctly set up a promotion for a book, on your dashboard, the book will show the green price icon to alert you that you have an upcoming or current sale price programmed.



La donna di MacKenzie



La ladra



Lady Danger



Lords with Swords



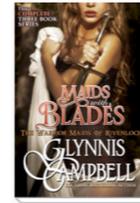
Lords with Swords and Maids with...



MacFarland's Lass



MacKenzie's Lass



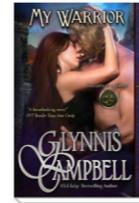
Maids with Blades



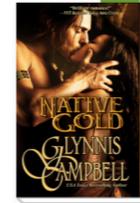
Medieval Outlaws



My Champion



My Warrior



Native Gold



Native Hawk



Native Wolf



Passion's Exile

D2D

On D2D, click the orange button to manage foreign currency pricing. Be aware, if you change any of foreign currencies, you'll get this little box and you won't be able to edit your primary price from this screen. You must always click the orange box to access and change prices.

PROJECTED ROYALTIES

\$2.97

Digital Book Price (USD): ?

4.99

MANAGE TERRITORIAL PRICES



You currently have a territorial price set in one or more territories. To change your pricing, please click on the Manage Territorial Prices button above.

Publish to Digital Stores:



BARNES & NOBLE BOOKSELLERS



kobo



Get it on iBooks



tolino



amazon kindle



You will earn a lower royalty rate outside the \$2.99-\$9.99 range at Amazon. [Learn more.](#)

Publish to Subscription Services:



SCRIBD



24symbols



Playster



koboplus



KoboPlus is only available for titles distributed to Kobo.

Territorial Pricing

The automatic territorial Draft2Digital price conversions are listed below. If you would like to customize a territorial price, click the checkbox next to the field below you would like to change and then type the territorial price you want into the field. Change your mind? Simply un-check the box next to the price to return the amount to the automatically generated conversion.

<table border="0" style="width: 100%;"> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center; border: 1px solid #ccc; padding: 2px;">4.99</td> <td style="text-align: center;">\$ USD US DOLLAR</td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center; border: 1px solid #ccc; padding: 2px;">3.99</td> <td style="text-align: center;">\$ AUD AUSTRALIAN DOLLAR</td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center; border: 1px solid #ccc; padding: 2px;">5.99</td> <td style="text-align: center;">\$ CAD CANADIAN DOLLAR</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center; border: 1px solid #ccc; padding: 2px;">35.00</td> <td style="text-align: center;">kr DKK DANISH KRONE</td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center; border: 1px solid #ccc; padding: 2px;">3.99</td> <td style="text-align: center;">£ GBP BRITISH POUND</td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center; border: 1px solid #ccc; padding: 2px;">299</td> <td style="text-align: center;">₹ INR INDIAN RUPEE</td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center; border: 1px solid #ccc; padding: 2px;">59.00</td> <td style="text-align: center;">\$ MXN MEXICAN PESO</td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center; border: 1px solid #ccc; padding: 2px;">5.99</td> <td style="text-align: center;">\$ NZD NEW ZEALAND DOLLAR</td> </tr> </table>	<input checked="" type="checkbox"/>	4.99	\$ USD US DOLLAR	<input checked="" type="checkbox"/>	3.99	\$ AUD AUSTRALIAN DOLLAR	<input checked="" type="checkbox"/>	5.99	\$ CAD CANADIAN DOLLAR	<input type="checkbox"/>	35.00	kr DKK DANISH KRONE	<input checked="" type="checkbox"/>	3.99	£ GBP BRITISH POUND	<input checked="" type="checkbox"/>	299	₹ INR INDIAN RUPEE	<input checked="" type="checkbox"/>	59.00	\$ MXN MEXICAN PESO	<input checked="" type="checkbox"/>	5.99	\$ NZD NEW ZEALAND DOLLAR	<table border="0" style="width: 100%;"> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center; border: 1px solid #ccc; padding: 2px;">22.90</td> <td style="text-align: center;">R\$ BRL BRAZILIAN REAL</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center; border: 1px solid #ccc; padding: 2px;">5.0</td> <td style="text-align: center;">CHF CHF SWISS FRANC</td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center; border: 1px solid #ccc; padding: 2px;">3.99</td> <td style="text-align: center;">€ EUR EURO</td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center; border: 1px solid #ccc; padding: 2px;">38.99</td> <td style="text-align: center;">\$ HKD HONG KONG DOLLAR</td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center; border: 1px solid #ccc; padding: 2px;">500</td> <td style="text-align: center;">¥ JPY JAPANESE YEN</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center; border: 1px solid #ccc; padding: 2px;">45.00</td> <td style="text-align: center;">kr NOK NORWEGIAN KRONE</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center; border: 1px solid #ccc; padding: 2px;">45.00</td> <td style="text-align: center;">kr SEK SWEDISH KRONA</td> </tr> </table>	<input type="checkbox"/>	22.90	R\$ BRL BRAZILIAN REAL	<input type="checkbox"/>	5.0	CHF CHF SWISS FRANC	<input checked="" type="checkbox"/>	3.99	€ EUR EURO	<input checked="" type="checkbox"/>	38.99	\$ HKD HONG KONG DOLLAR	<input checked="" type="checkbox"/>	500	¥ JPY JAPANESE YEN	<input type="checkbox"/>	45.00	kr NOK NORWEGIAN KRONE	<input type="checkbox"/>	45.00	kr SEK SWEDISH KRONA
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Prices will be updated when you click "Apply Changes" on the publish page.

CHANGE PRICING
CANCEL

D2D doesn't have a lot of information on foreign pricing or conversions. From what I gather, if you only supply a USD price, then D2D supplies only the USD price to the retailers. BUT, if you supply foreign pricing, they'll submit those prices to retailers who have those currencies on their dashboards. If you're only distributing to B&N and Tolino via D2D, then you only would need to set a Euro price to match your other retailer Euro prices. B&N only prices in USD currently.

Google Play Pricing Tab

SUMMARY METADATA CONTENT **PRICES**

SETTINGS

You can provide a separate list price in the local currency of each country where you wish to sell the book. If currency conversion is enabled apply to the world region, your list price will be converted for all countries where books are sold on Google Play. [Learn more.](#)

+ Add a new price

USD 5.18 for WORLD ? More details v

CONVERTED PRICE ?	COUNTRY
ARS 104.41	AR
BGN 8.18	BG
BRL 17.21	BR
CHF 4.91	CH

Here is a single USD price set. You see the various foreign currency converted prices. This doesn't happen immediately, it takes up to a day for these conversions to appear. If they do NOT appear, check your Payment Center and Summary tab to make sure things are set for converting the currencies.

NOTE: The odd-ball \$5.18 price on Google Play translates to ASP of \$3.99. Your royalty is based at 52% of \$5.18.

Google Play Discounted ASP

Ambersley

Amy Atwell June 18, 2011
Amy Atwell

★★★★★ 6 



Buy as Gift



Add to Wishlist

Free sample

~~\$8.32~~ \$6.99 Ebook

This is a picture of part of the Google Play Store selling page. The List Price for this book is \$8.32 in USD, but Google Play sets the ASP at \$6.99. I earn 52% royalty on the \$8.32 List Price.

Google Play Summary Tab

SUMMARY	METADATA	CONTENT	PRICES
SETTINGS			

Congratulations! Your book is available for sale on Google Play. [Learn more.](#)

BOOK STATUS: LIVE ON GOOGLE PLAY

This book is live in the Google Play store in the following regions: AR, AS, AT, AU, BE, BG, BO, BR, BY, CA, CH, CL, CO, CR, CZ, DE, DK, DO, EC, EE, ES, FI, FR, GB, GR, GT, GU, HK, HN, HR, HU, ID, IE, IL, IN, IS, IT, JP, KG, KR, KZ, LT, LU, LV, MH, MP, MX, MY, NI, NL, NO, NZ, PA, PE, PH, PL, PR, PT, PW, PY, RO, RU, SE, SG, SI, SK, SV, TH, TR, TT, TW, UA, US, UY, UZ, VE, VI, VN, ZA. It is also listed on Google Books.

Make sure you have lots and lots of territories appearing on the Summary tab. Otherwise, it's an indication that the Currency Conversion is not turned on.

Google Play Books Partner Center

Payment Center

Currency conversion is turned on for your catalog. [turn off currency conversion](#)

We're taking the prices you're providing in your home currency and converting them to the local currencies of the sales territories you've selected. If you haven't provided local prices, your books are being sold at the converted prices. Converted prices can be viewed in your book catalog and in your reports, and will be used to calculate your revenue share. [Learn more](#)

Foreign exchange rates
Reference conversions of \$1.00 USD into multiple currencies based on last captured rates.

REFERENCE	TARGET CURRENCY
USD	DKK 6.33 kr.
USD	EGP £17.94
USD	EUR €0.85
USD	GBP £0.76

Foreign exchange rates were last captured on **09/26/2018 12:29**. Refreshing foreign exchange rates will update all the converted prices in your catalog to use the most up-to-date foreign exchange rates.

[Refresh foreign exchange rates](#)

Turn On or Off Conversion

Click to refresh exchange rates

This is the Payment Center section from left sidebar on your dashboard. Scroll to the bottom of the screen, below the Payment Profiles. Here, you can turn Currency Conversion ON or OFF. At the very bottom, it shows when the last time the exchange rates were updated. You can manually update them whenever you wish by clicking the Refresh button.

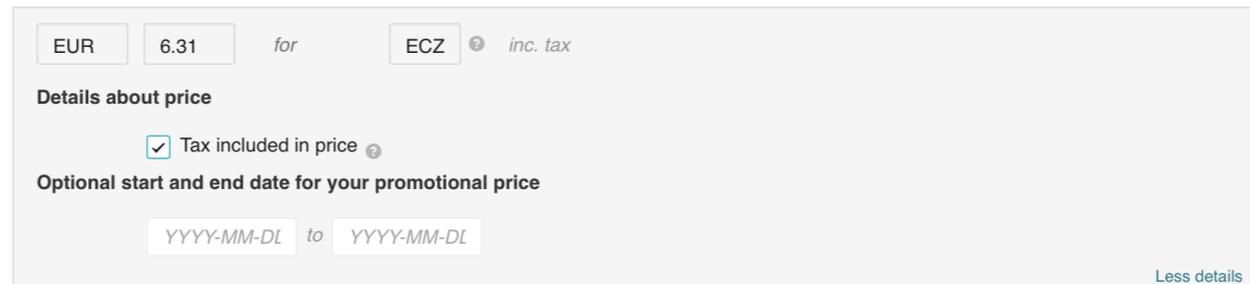
Set Foreign Pricing

The screenshot shows the Google Play Books Partner Center interface for setting foreign pricing for the book "Ambersley". The user is logged in as "Amy Atwel". The interface includes a sidebar with navigation options: Home, Book Catalog, Analytics & Reports, Promotions, Payment Center, and Account Settings. The main content area is titled "Ambersley" and features a "Choose labels" dropdown and a "Save" button. Below this, there are five pricing configuration rows, each with a "More details" link and a close button (X):

CURRENCY	PRICE	FOR	TERRITORY	TAX
USD	8.32	for	WORLD	
ARS	158.00		AR	
BGN	13.31		BG	
BRL	26.59		BR	
CHF	8.01		CH	
EUR	6.31	for	ECZ	inc. tax
CAD	9.99	for	CA	
GBP	7.92	for	GB	inc. tax
AUD	12.33	for	AU	inc. tax

To set individual currencies, you have to set the currency, price, territory, and also whether you want Google Play to add tax or include tax in the price you're setting. This is super important when setting up BookBub ads, because if you set a specific price, but that country adds VAT, then your ASP might not match. Also note, for 0.99 price point, GP does NOT discount that.

Including Tax in Price



The screenshot shows a pricing configuration dialog box with the following elements:

- At the top, there are two currency selection buttons: "EUR" and "ECZ". The "EUR" button is selected, and the price "6.31" is displayed next to it. The text "for" is between the price and the "ECZ" button. The "ECZ" button has a small question mark icon and the text "inc. tax" next to it.
- Below this is the section "Details about price".
- Under "Details about price", there is a checked checkbox labeled "Tax included in price" with a small question mark icon.
- Below that is the section "Optional start and end date for your promotional price".
- Under this section, there are two date input fields with the placeholder text "YYYY-MM-DL" and the word "to" between them.
- In the bottom right corner of the dialog, there is a link "Less details" with an upward-pointing arrow.

On previous slide, you saw the More details in blue. Click those, and you get this additional information. Check the box to include tax in your price for countries that have VAT (GB, AU, IN, ECZ, NZ).

Note: on Google Play, use the territory code of ECZ to denote all countries that use the Euro as their primary currency.

You can set temporary promotion pricing on the Pricing Tab using the date fields. You need to set the sale prices at least 24 hours in advance, and I recommend 3 days. Then be sure to check it the day the price is due to drop. I have often had to go in and delete the permanent prices or set them to have a new start date (the day AFTER the promotional end date) to get the sale price to appear. If you're presetting a solid promotion, the Promotions Tab can work better.

Google Play Promotions Tab

The screenshot shows the Google Play Promotions Tab interface. On the left is a navigation sidebar with the following items: Home, Book Catalog, Analytics & Reports, Promotions (highlighted), Payment Center, and Account Settings. The main content area is titled "Promotions" and contains the following elements:

- A section titled "CURRENT PROMOTIONS" with a sub-header.
- A paragraph of text: "Schedule price promotions by creating one below. Each promotion has a start and end date, and applies to a specified set of books. Upload a list of books and their promotional prices in CSV format. [Learn more.](#)"
- An orange callout box with the text: "★ QUICK TIPS: 1) Use the sample promotions CSV template to get started 2) You cannot edit or add books to an in-progress promotion 3) We will always show the lowest price provided by you to users if you submit multiple prices (e.g., in ONIX)"
- A large grey box with the text "No current promotions" centered inside.
- Two buttons at the bottom: a teal button labeled "+ Add new promotion" and a grey button labeled "Download CSV template".

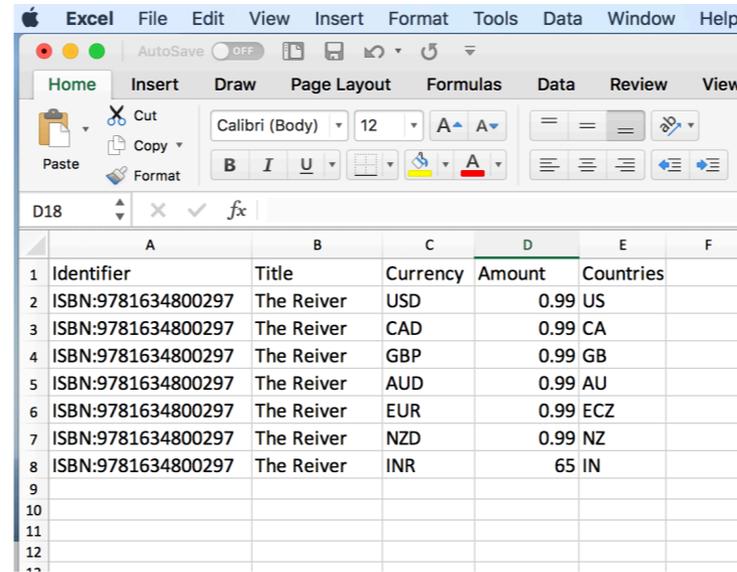
When using the promotions tab, there are some pros and cons.

You need to set up the promo at least 3 days in advance.

You cannot edit a promotion, so once the promo starts, you're locked into that start and end date.

You need to understand basics of Excel to work with the CSV template form to submit your promo.

Google Play Promotions CSV Example



	A	B	C	D	E	F
1	Identifier	Title	Currency	Amount	Countries	
2	ISBN:9781634800297	The Reiver	USD	0.99	US	
3	ISBN:9781634800297	The Reiver	CAD	0.99	CA	
4	ISBN:9781634800297	The Reiver	GBP	0.99	GB	
5	ISBN:9781634800297	The Reiver	AUD	0.99	AU	
6	ISBN:9781634800297	The Reiver	EUR	0.99	ECZ	
7	ISBN:9781634800297	The Reiver	NZD	0.99	NZ	
8	ISBN:9781634800297	The Reiver	INR	65	IN	
9						
10						
11						
12						
13						

Download a CSV template. It opens in Excel. The only fields that will be filled in will be Row 1, showing what information they want in each column. Add the book(s) you want to promote with ASP pricing. The prices on this form will not be discounted.

Google Play does not discount these promo prices. Use the ASP you want customers to see in each currency/territory.

Google Play pulls the data on VAT inclusion in the price from the Pricing Tab, so for any currency you want to put on promo, you need to have a regular price set for that currency with the tax setting in place on the Pricing Tab.

SUMMARY METADATA CONTENT

SETTINGS

Enter your book details, including title, description, and contributors. We encourage you to cc readers discover your books. [Learn more.](#)

ISBN or Other Identifier ISBN:9780984968206

On the CSV form, they ask for the book identifier. You can copy it from the Metadata tab, the ISBN or Other Identifier field. It will either start with ISBN: or GGKEY: Be sure to include the letters that start the identifier, not just the digits.

CURRENT PROMOTIONS

Schedule p
of books ar

★ QUICK
We will al

ADD NEW PROMOTION ✕

Create a new promotion by specifying a name, start and end dates, and a CSV of titles with sale prices. Promotions start and end at midnight on the dates specified.

Name

Start date

End date

ADD BOOKS WITH CSV

+ Add new promotion Download CSV template

Click the + Add new promotion button, and fill in the fields on the popup. Your end date will end the promotional pricing at 11:59 p.m. on that date. Then click the Add Books with CSV button, and Google Play will let you browse for your CSV file and upload it.

CURRENT PROMOTIONS

Schedule price promotions by creating one below. Each promotion has a start and end date, and applies to a specified set of books. Upload a list of books and their promotional prices in CSV format. [Learn more.](#)

★ **QUICK TIPS:** 1) Use the sample promotions CSV template to get started 2) You cannot edit or add books to an in-progress promotion 3) We will always show the lowest price provided by you to users if you submit multiple prices (e.g., in ONIX)

NAME	START DATE	END DATE	STATUS	REMOVE/END	UPDATE BOOKS
Fatal Starts Oct2018	2018-10-01	2018-10-31	Scheduled	Remove	

[+ Add new promotion](#)

[Download CSV template](#)

Once your promotion is accepted, it will show as Scheduled. If there are errors in your CSV file, Google Play will alert you.

Tips for Setting BookBub Pricing

- You can set Apple, Kobo, B&N and Google Play in advance. KDP and D2D need to be set the day you want the price to change.
- If you're setting a free price, be sure to set it well in advance so you can request KDP match it. (a week or more before the promo starts)
- Bear in mind that Australia is more than 12 hours ahead of US Eastern Time Zone time, so your price in Australia needs to be in place earlier.
- When setting Google Play pricing, be sure your prices for GBP, AUD, INR all include tax.

QUESTIONS?



<http://www.authorems.com/author-services/downloads/>

amy.atwell@authorems.com

Bonus: on the Downloads page, you can download the presentation in Keynote, Power Point or PDF. I'll also include my Presenter Notes as part of the files (whatever formats use them).

If you email me a request, I will email you my Google Play pricing list. Most of you probably have the USD version that shows List Prices and what the ASP will be. I have similar lists for GBP, EUR, CAD, AUD, NZD. And, by popular demand, I will make a sample grid showing suggested converted prices in the major currencies.

Plan Your Attack:

- Make a list of your most common USD prices
- Open all your dashboards and choose one book and go to the pricing page for each retailer.
- Compare foreign currency conversions and price tiers.
- Make a price grid for yourself.
- Decide on what makes a logical foreign currency conversion for the most common currencies, then use those foreign prices all the time.

Decide what makes a good comparative price in GBP, CAD, EUR, AUS at a minimum, since these are the currencies used on most dashboards.

On your grid, set logical prices based on your USD price. Then use those prices every time. \$4.99 always equals £3.99 and €4.99 and \$5.99 CAD, and \$6.99 AUD or whatever. Do the same for all your common price points.