getting useful **feedback** from readers

by using **social interaction** as a leverage
we collect 5 tags per book using a batch tag interface

using this information, we send social connection to users

"Jennifer is reading the same book, would you like to start a conversation?"
next challenge
move the libraries from the digital to the physical world

isbn database is the only input required
the user **films** his bookshelves

the application identifies all books including **leaning** ones
gleeph launched in France on **Feb. 2018**

- **41600** users, **2000** active users per day
- Users have **1,184,932** books in their libraries, over **100,000** on wishlists, **30 books** average library
- Corresponding to over **220,000** unique titles
GLEEPH
L’écrit nous lie.
digital publishing summit
EUROPE 2018