StoryForge Reader Lab

ILLUSTRATIVE SAMPLE

Sample pilot report · Pilot RL-0142 · Romantasy · Packaging direction · 9-day window · Figures are illustrative, not a real title or client.

RECOMMENDATION

Lead with **Package B (romance-forward)**. It earned the strongest discovery and the deepest sustained reading across the sample. **Package A (court-intrigue)** is the clear runner-up and over-indexes with fantasy-leaning readers, so carry A's framing into fantasy-channel positioning and comp-title targeting. Treat the audience split as directional given the smaller segment sizes.

Behavior summary — winning package (B)

44%	48%	19%	78%
Click-through	Sample completion	Return visits	Kept past chapter one
80 of 181	38 of 80 starts	15 of 80 starts	62 of 80 starts

The test

PRIMARY QUESTION
Which package earns sustained reading?

VARIANTS (WORK HELD CONSTANT)
A · Court-intrigue framing
B · Romance-forward framing
C · Epic framing

SAMPLE REACHED
545 readers: A 186, B 181, C 178

PRIMARY METRIC, AGREED BEFORE LAUNCH
Click-through. Completion and returns read as supporting.

Click-through by package



B also leads sample completion (48% vs A 41%, C 36%) and continuation. The discovery gap is the most robust finding.

Audience cut — click-through by reader segment

READER SEGMENT	REACHED	LEADING PACKAGE
Primarily romance readers	300	**B 52%** · A 24% · C 24%
Primarily fantasy / epic readers	245	**A 38%** · B 33% · C 29%

Segment cells are smaller than the full sample; reported at click-through only and read as directional. A's strength with fantasy-leaning readers is the basis for the secondary positioning recommendation.

WHAT THIS IS, AND IS NOT

- A directional signal sized to a focused reader community. Not a market or sales forecast.
- A single-community sample whose reader mix skews toward active genre readers.
- Segment splits rest on smaller cells and should be treated as directional.
- Behavior reflects discovery and early reading, not purchase intent.

Illustrative sample. All figures are fabricated for demonstration and do not describe a real title, author, or client.