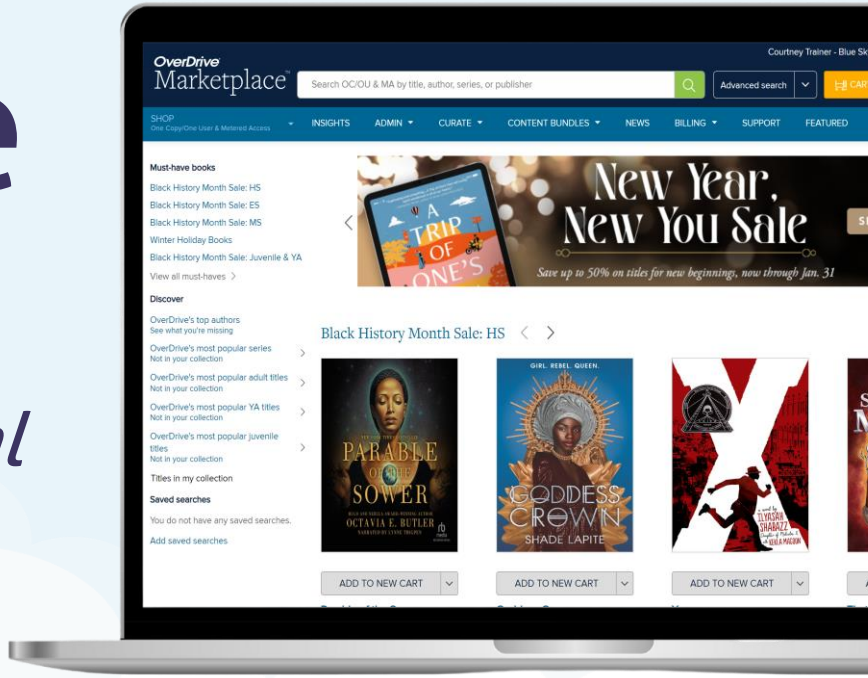
Marketplace Essentials

The Shopping & Admin Portal



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Agenda

01 What is Marketplace?

02 Digital content

03 Marketplace demonstration

04 What's next?

05 Resources & next steps

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What is Marketplace?

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OverDrive Marketplace

Your source for digital library success.

Marketplace is the back-end shopping and administrative portal.

- Browse & purchase from the industry's most comprehensive catalog.
- Get news & updates.
- View insights.
- Get support.

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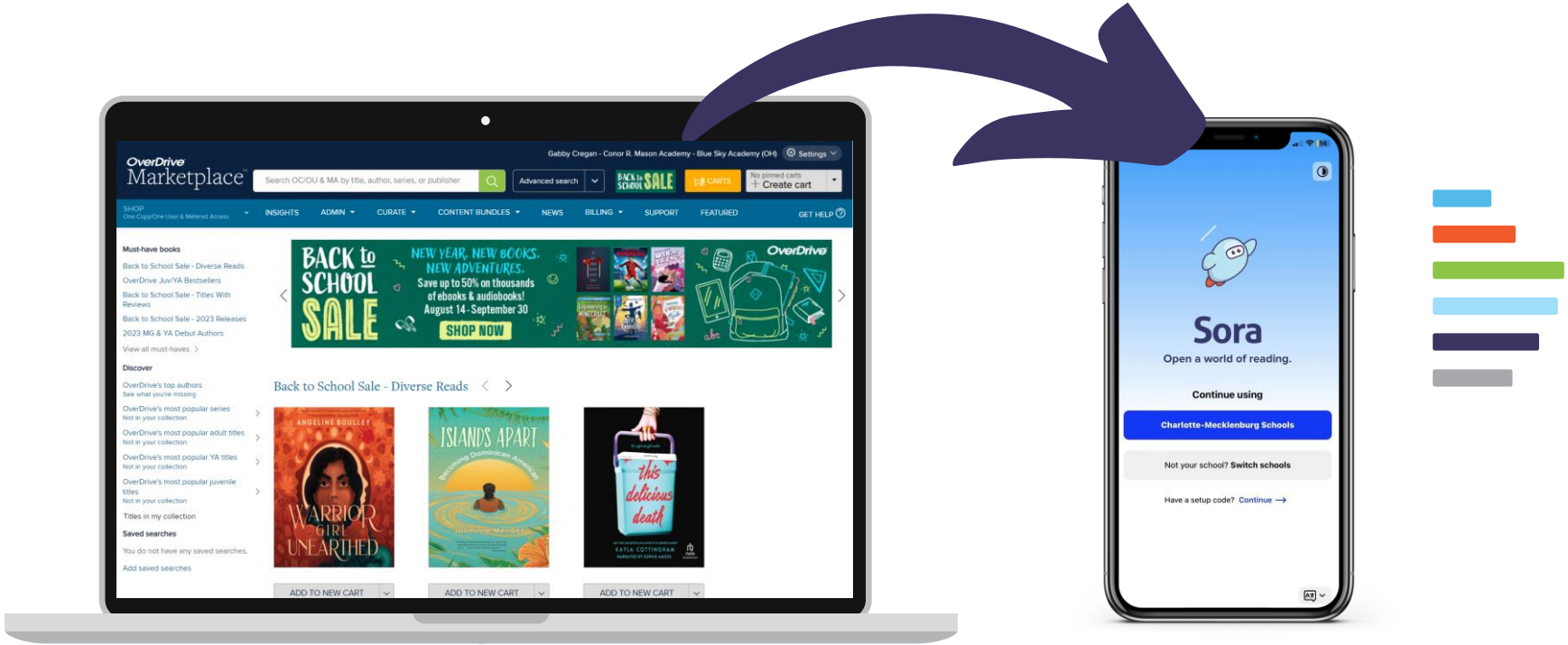
OverDrive Marketplace & Sora



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Who has access?

Sora

The student reading app

- Student reading app.
- Access your school's digital collection.
- Sign in with existing school credentials.
- Used by students & staff, features are identical.

OverDrive Marketplace™

- Shopping and administrative staff portal.
- Manage your school's digital collection.
- Used by staff who have been given access.
- Sign in once account has been created.

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Shared Collection

All schools in the shared collection have access to the main collection of materials.

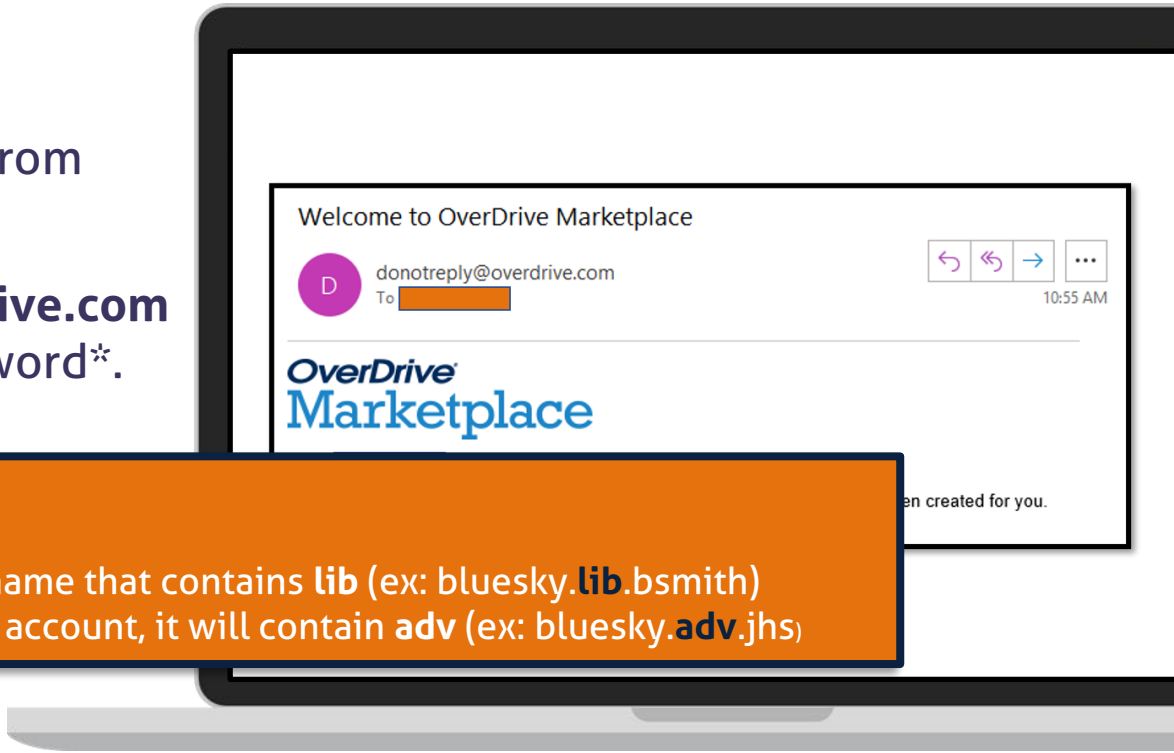
Advantage

A sub-account that allows an individual school to purchase and curate additional content just for their students and staff.

Signing in

Receive your welcome email from donotreply@overdrive.com.

Sign in at **marketplace.overdrive.com** with your username and password*.



Advantage tip

Most users will sign in with a username that contains **lib** (ex: bluesky.**lib**.bsmith)
When signing into your Advantage account, it will contain **adv** (ex: bluesky.**adv**.jhs)

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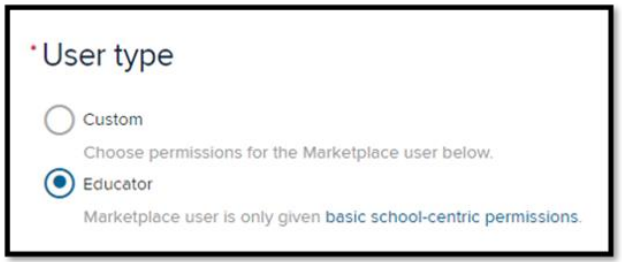
User permissions

- [x] **Admin**
  - [x] End-user support
  - [x] Reports
  - [x] Manage invoices
  - [x] Users
  - [x] Local content
  - [x] Weeding
  - [x] Content access levels
  - [x] Title assignments
  - [x] School site admin
  - [x] Curate
  - [x] Marketplace settings
  - [x] Sora activity
  - [x] Manage bundles
  - [x] Claim bundles
- [x] **Purchasing**
  - [x] RTS Manager
  - [x] Smart List
  - [x] Purchase[i]
  - [x] Holds Manager
  - [x] MARC preferences
- [x] **Shopping**
  - [x] Delete carts[i]
  - [x] Create/view carts



All users will have the option to view the Support and News tabs. [i] Requires 'Create/view carts' permission.

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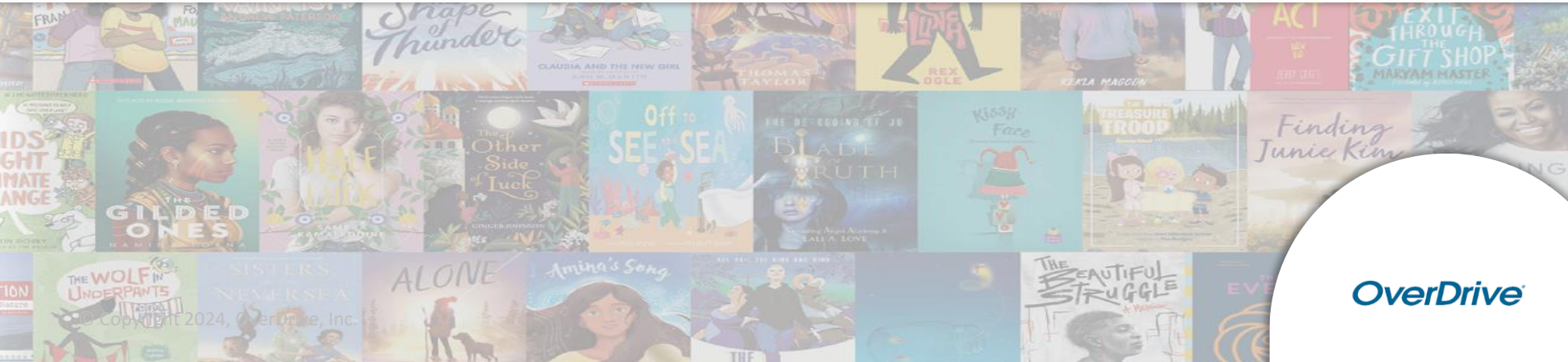
Digital content



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Shop & purchase

Purchase digital titles to meet the needs of your school community.

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Permission required: **Create/view carts** & **Purchase**

What's the difference?

Print Books

- One in, one out.
- One copy per student.
- Perpetual use.
- Risk of damage, lost, or stolen books.

Digital Books

- Publisher-defined lending models.
- Many titles are accessed by one user at a time, others have simultaneous access.
- Some titles expire after a predetermined period; some are perpetual use.
- No risk of damaged, lost, or stolen books.
- Customizable reading & listening settings.

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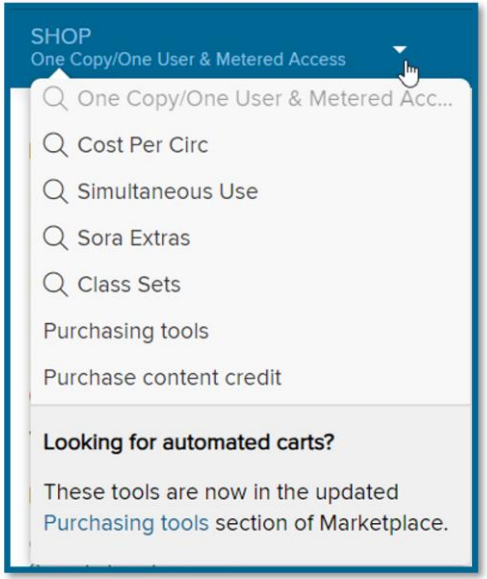
Lending models

- **Flexible purchasing options** to meet your needs
- Available to shop in **OverDrive Marketplace**



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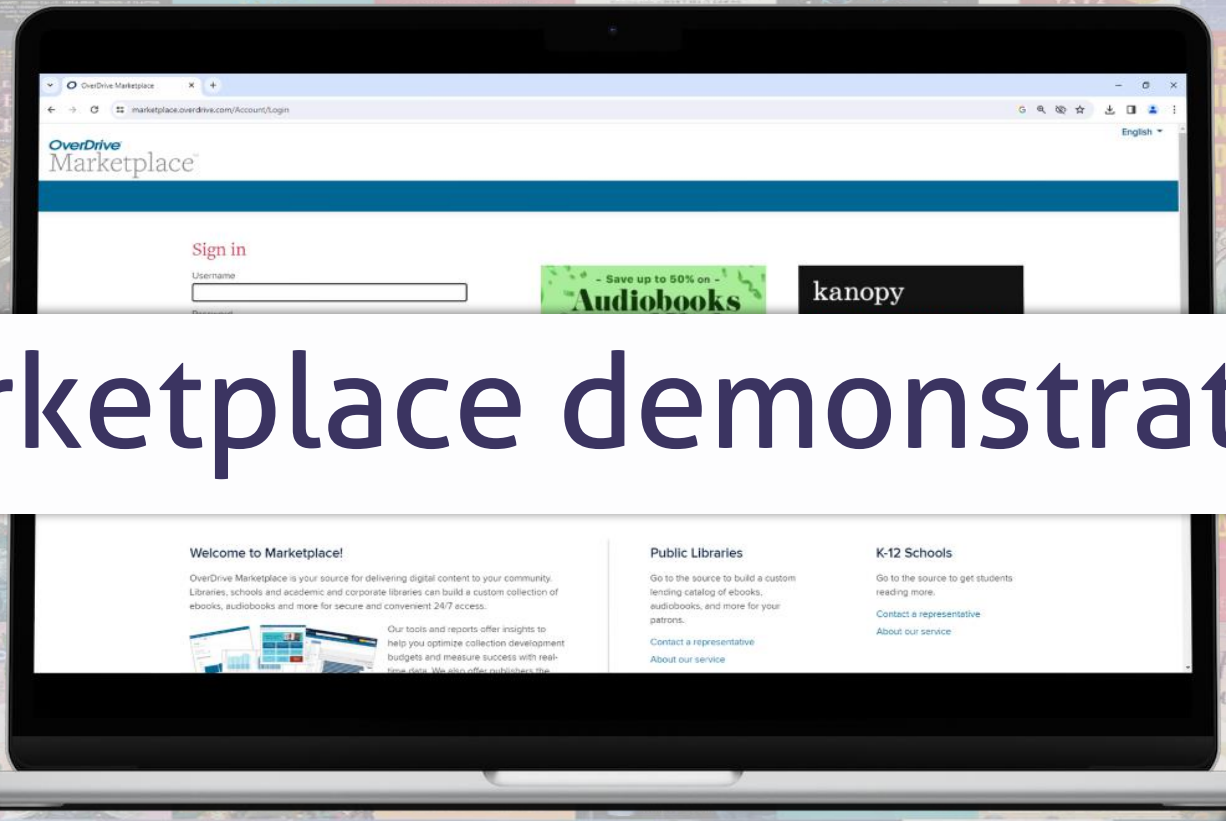
Lending model	Number of users at a time	Expiration from collection	Title assignment capability
One Copy/One User (OC/OU)	One	Never	Yes
Metered Access (MA)			
MA by time	One	After a set period of time (e.g., 24 months)	Yes
MA by checkout (one user)	One	After a set number of checkouts (e.g., 26 checkouts)	Yes
MA by checkout (concurrent users)	Multiple (up to the allotted number of checkouts)	After a set number of checkouts (e.g., 100 checkouts)	Yes
MA by time and checkout	One	After a set period of time or number of checkouts (whichever comes first)	Yes
Simultaneous Use (SU)	Unlimited	After a set period of time (e.g., 1 year)	Yes
Cost Per Circ (CPC)	Unlimited (until monthly budget runs out)	Never (but can be manually or automatically revoked)	No
Class Set			
Class Set	As many as designated	At the end of the Class Set period (e.g., 3 months)	Yes (only at purchase)
On-Demand Class Set	Multiple (up to the number of copies owned)	At the end of the 90-day lending period (once checked out)	Yes

Marketplace demonstration



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What's next?

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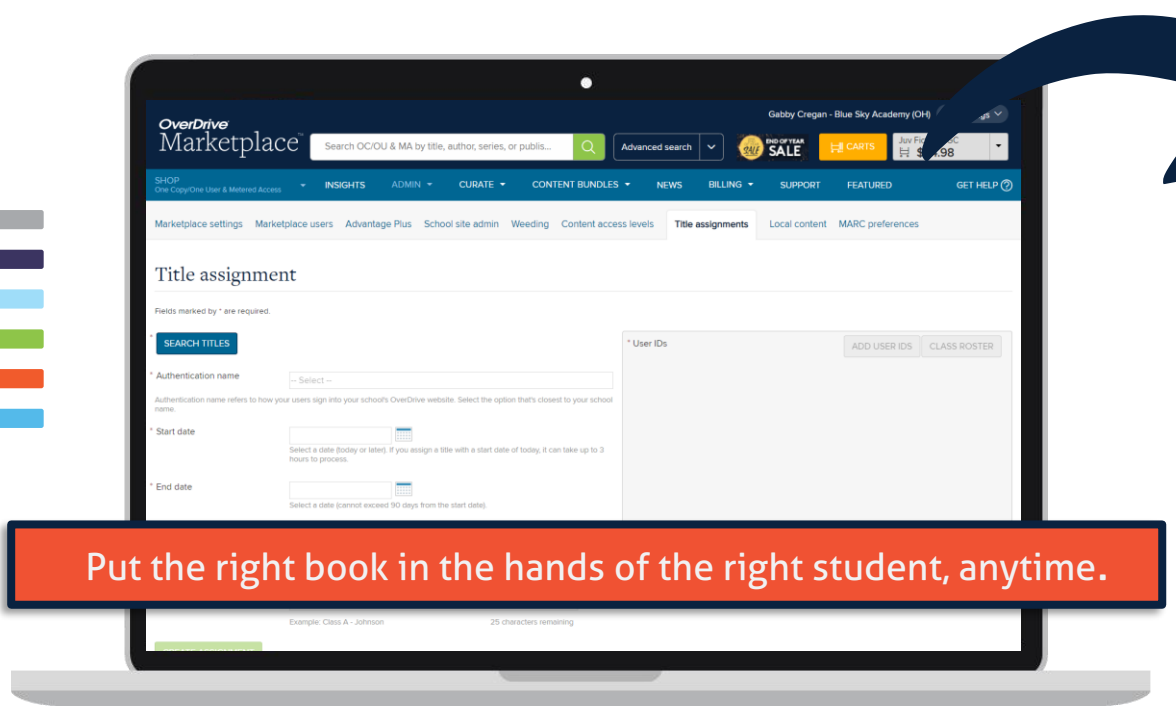
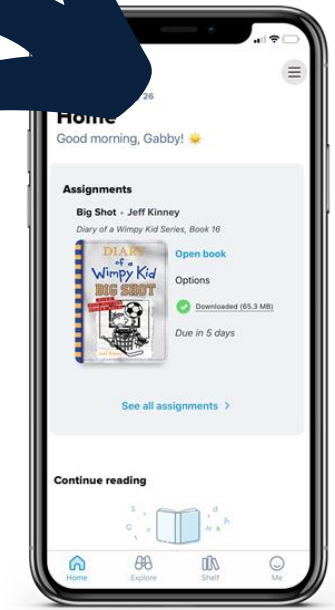
Assign titles





Put the right book in the hands of the right student, anytime.

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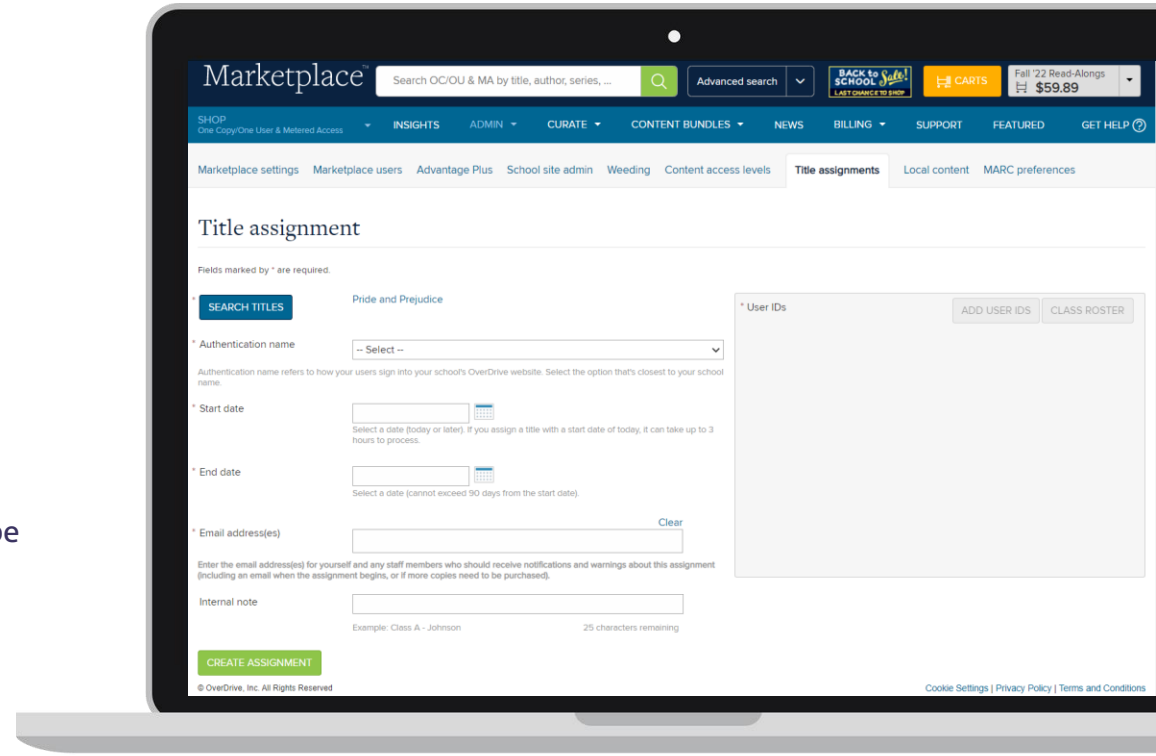
Permission required: **Title assignments**

Assign titles

Assign **any One Copy/One User, Metered Access, On-Demand Class Set,** or **Simultaneous Use** title

Prepare:

- Title name & format
- Length of time you want to assign (up to 90 days), including start & end dates
- Number of copies needed
- Email address(es) for educators who should be notified
- Internal note (optional)
- Student and staff IDs to whom the title is being assigned



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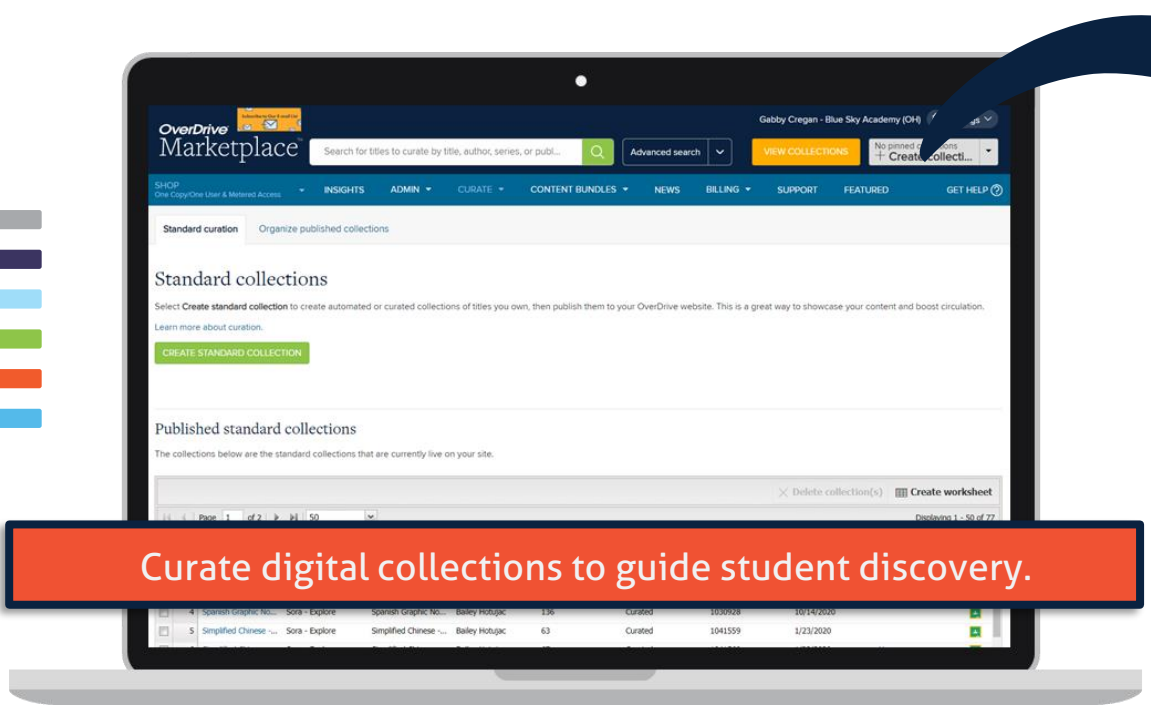
Curate collections



Curate digital collections to guide student discovery.

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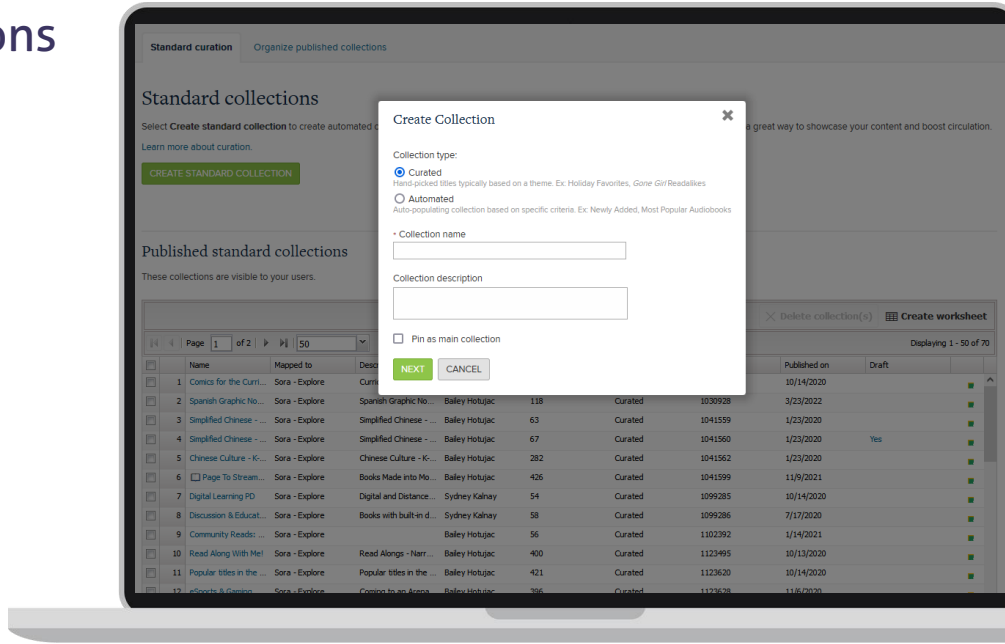
Permission required: **Curate**

Curate collections

Create **automated** or **curated** collections of titles you own.

- Users browse in Sora
- Showcase content
- Boost circulation



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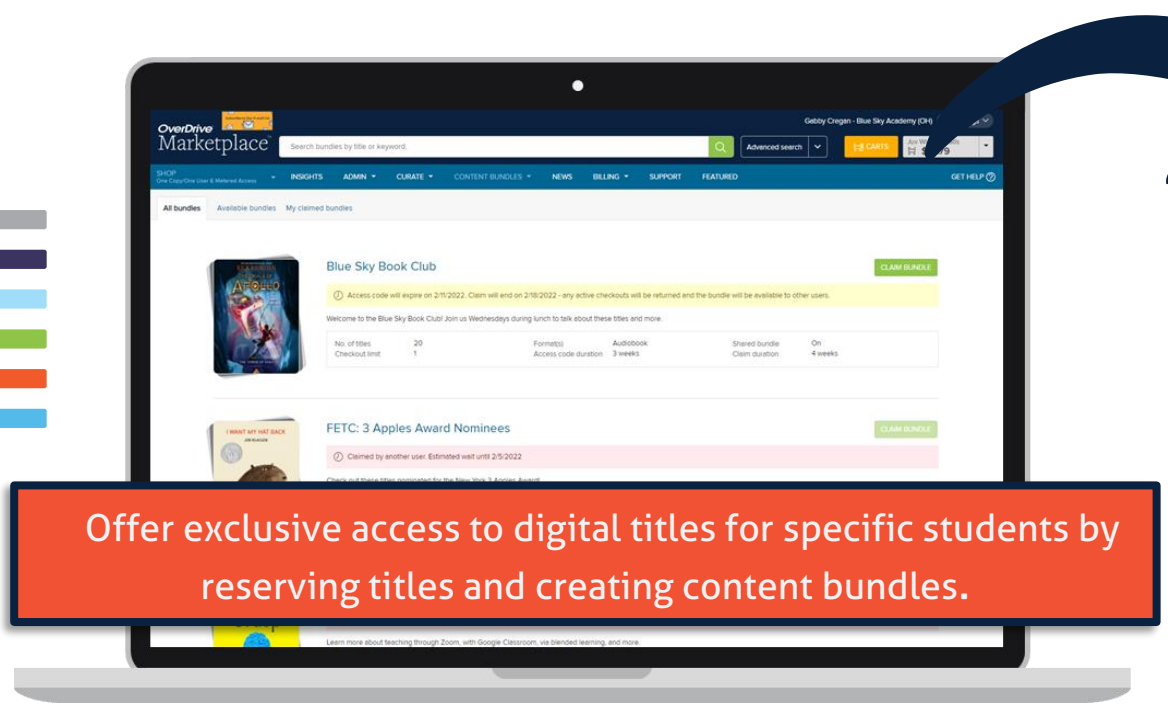
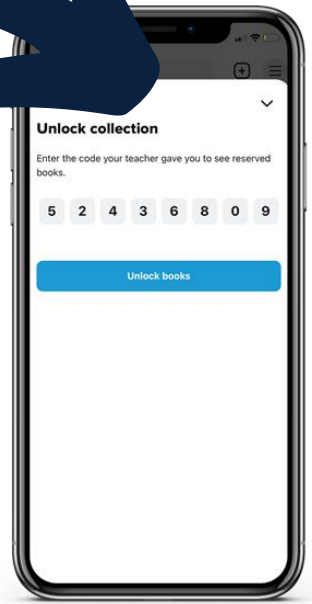
Reserve & bundle content





Offer exclusive access to digital titles for specific students by reserving titles and creating content bundles.

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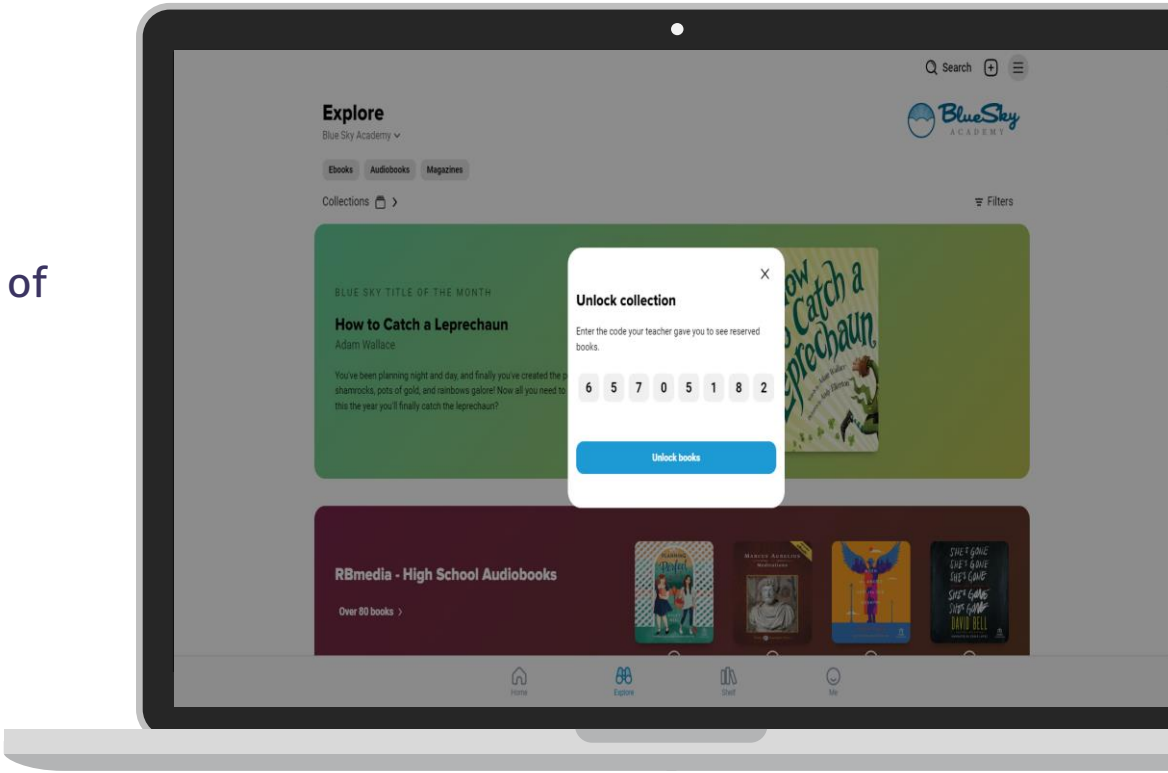
Permission required: **Manage bundles** & **Claim bundles**

Reserve & bundle content

1. **Reserve titles** for a specific purpose.
2. **Create bundles** from your pool of reserved titles.
3. **Claim bundles** and receive the access code to unlock in Sora.
4. **Unlock books in Sora** with the access code.



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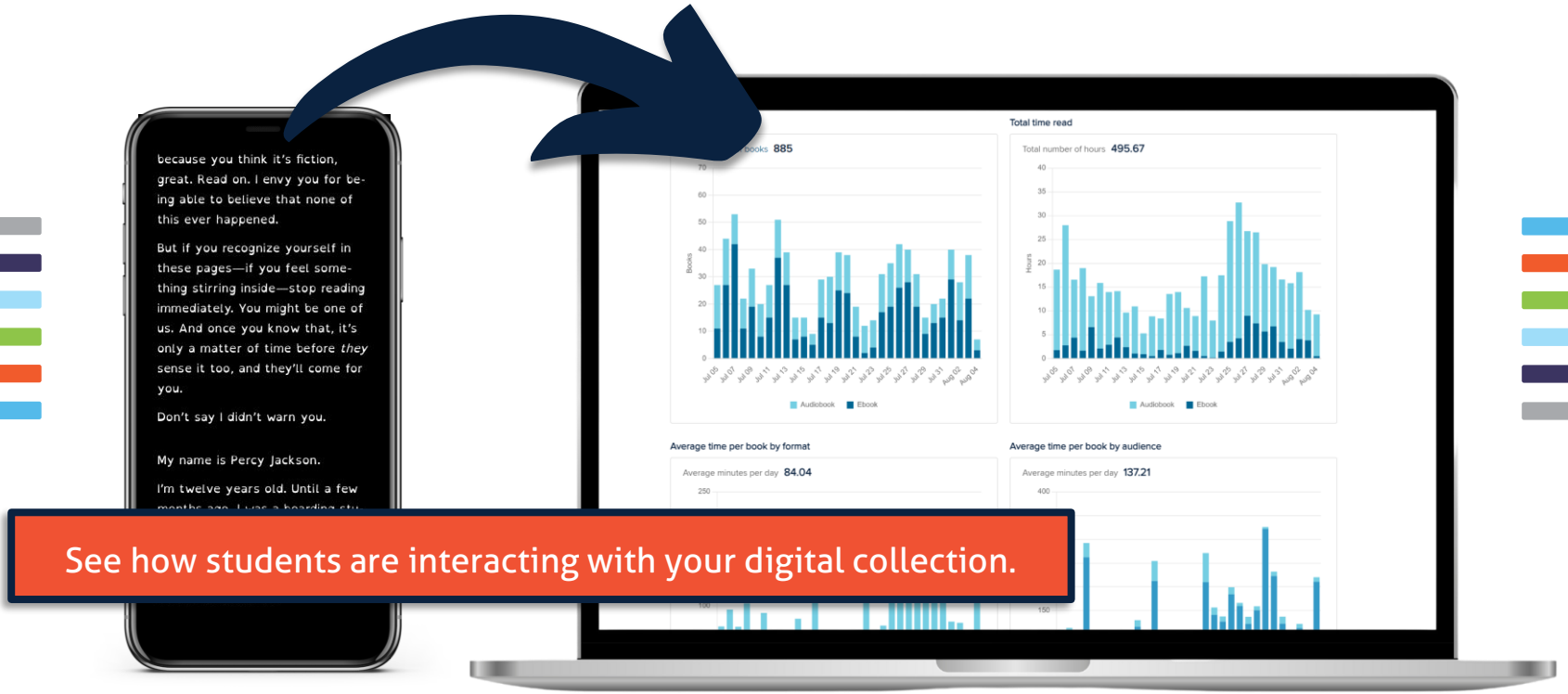
View insights



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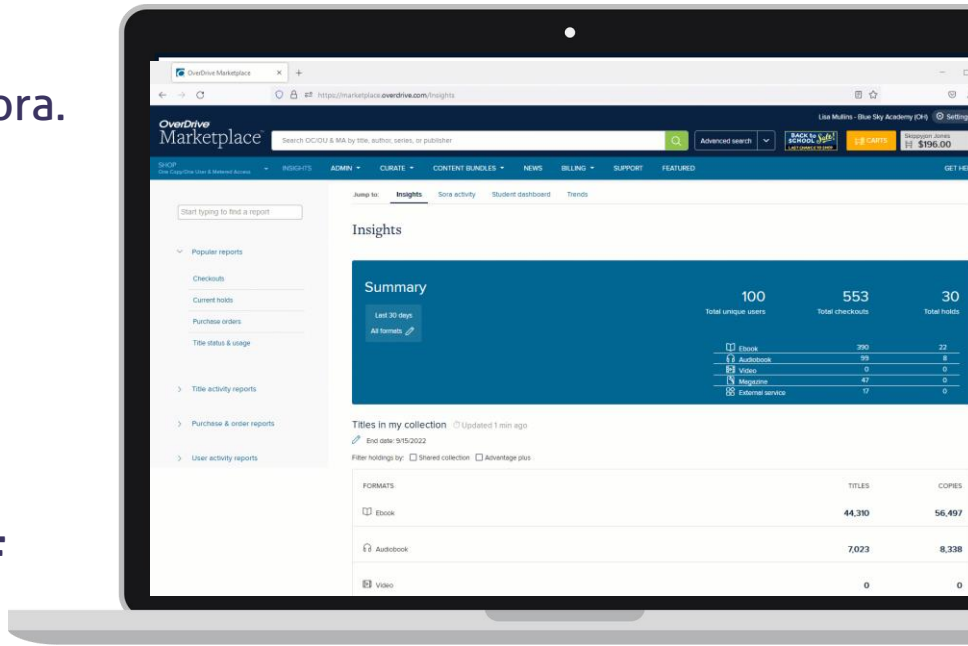
View Sora activity

Overview of student engagement with Sora.

- Access on **INSIGHTS** tab
- Sora activity includes:
  - **Reading data**
  - **User activity**
  - **Trending titles**
- Option to **filter activity** or **SAVE AS PDF**
- Click or hover on graphs to learn more



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Resources & next steps

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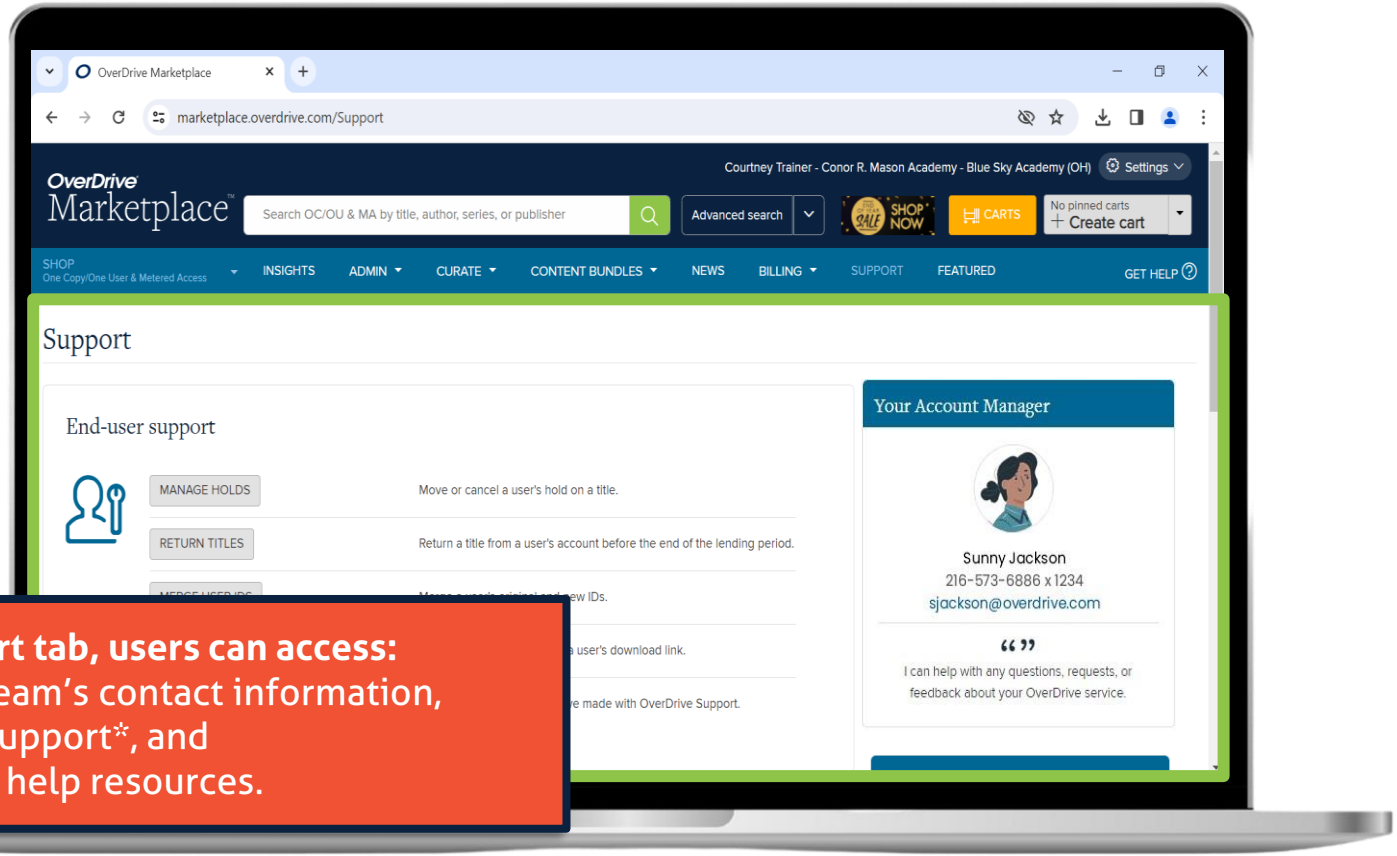
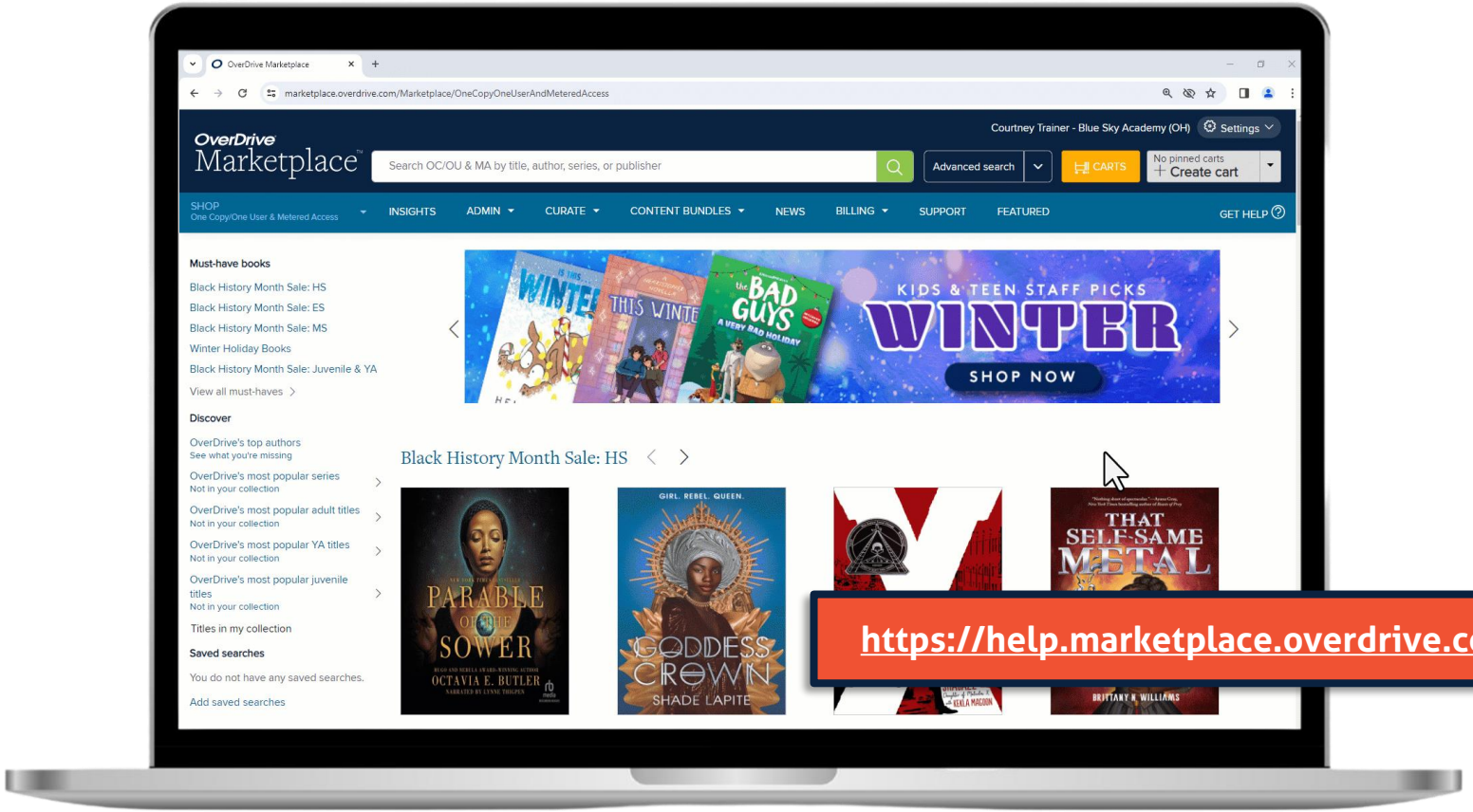
Support tab



On the Support tab, users can access:

- Account Team's contact information,
- end user support*, and
- additional help resources.

Marketplace Help

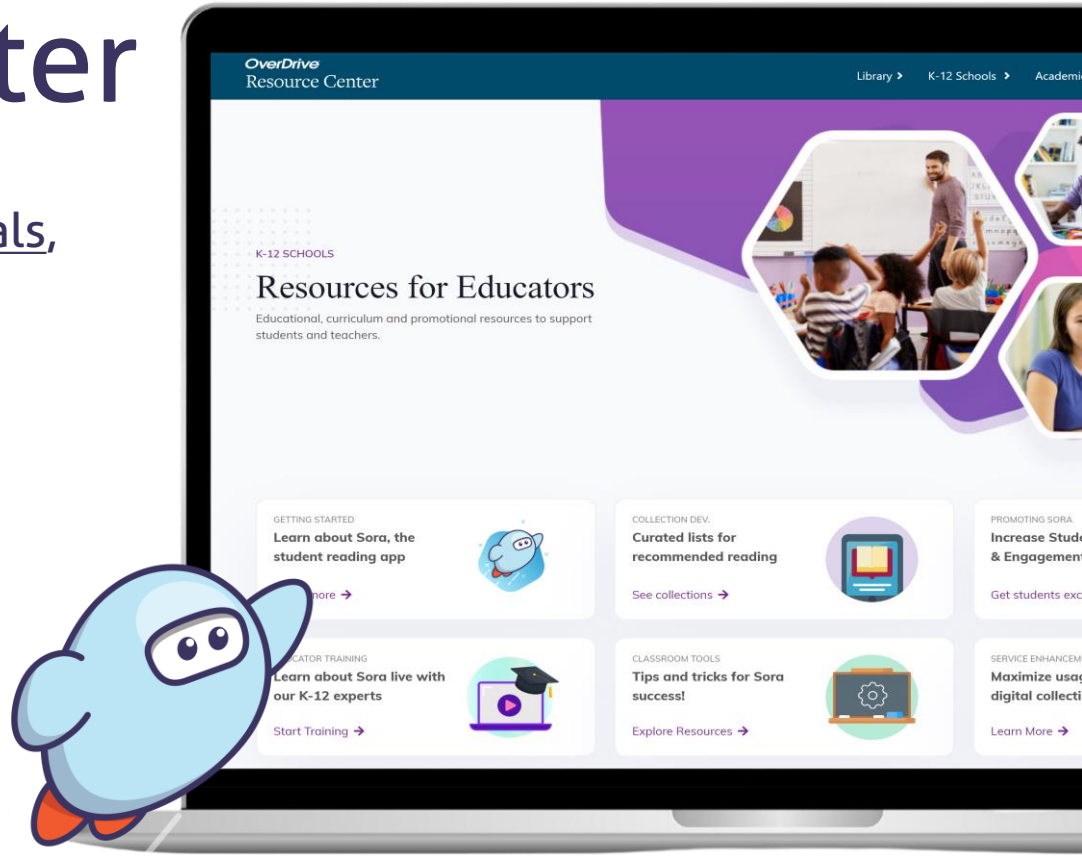


https://help.marketplace.overdrive.com/

OverDrive Resource Center

- Marketing and outreach materials,
- classroom activities,
- curriculum support,
- book recommendation lists,
- webinars & how-to videos,
- self-paced training,
- training kits, &
- so much more!

https://resources.overdrive.com/k-12-schools/



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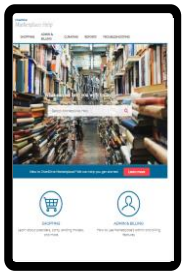
Next steps for success

Bookmark and login to **OverDrive Marketplace.**

Explore Marketplace, **search** for titles and create a **new cart**.



Discover **help** and **support** resources in Marketplace.

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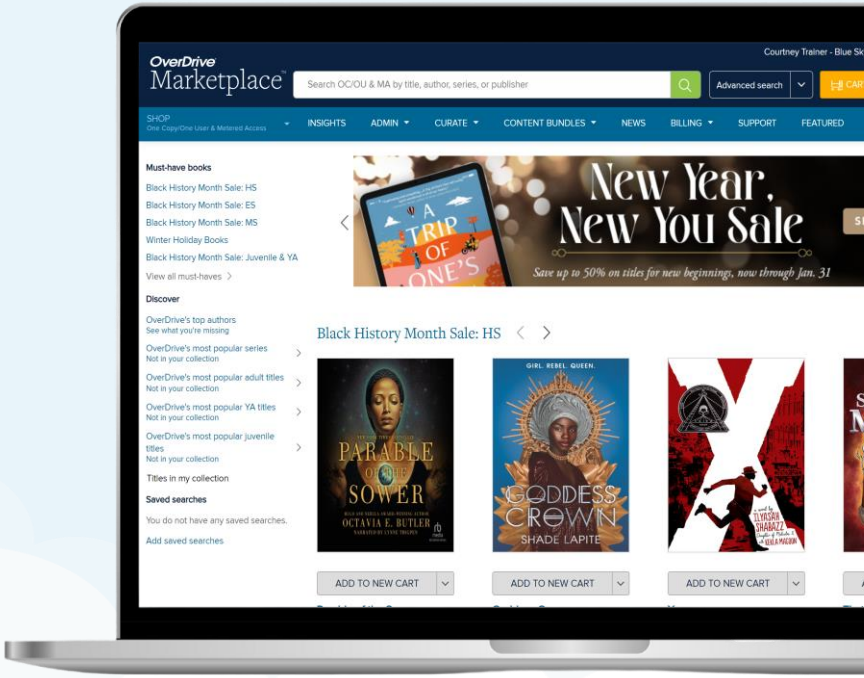
Thank you!

Stay up-to-date with everything Sora by following us on social media:

Questions? *– Contact your Account Manager, they are here to assist with your OverDrive service.*



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