Managing Advantage in Marketplace

How to manage your Advantage collection in OverDrive Marketplace
OverDrive Advantage is designed for public libraries that are members of a shared collection.

With Advantage, you can offer titles exclusively for your users, create customized collections, and more.
ADVANTAGE COLLECTION

✓ Custom collection of titles developed specifically for your library.
✓ Reduced wait lists on popular titles.
✓ Continued access to the shared collection.
ADVANTAGE COLLECTION

✓ Custom collection of titles developed specifically for your library.
✓ Reduced wait lists on popular titles.
✓ Continued access to the shared collection.

ADVANTAGE PLUS

+ Set up by the consortium.
+ Share eligible titles from your collection with the shared collection.
+ Maintain priority on holds for your own users.
+ Move eligible titles from your collection to the shared collection.

Questions? Reach out to your Account Manager.
Seamless end-user experience

Just by signing in, your users have access to all titles in the shared collection and your Advantage collection.
For login or Marketplace permissions help, contact your OverDrive Account Manager
Holds in Advantage

Where does the hold come from?

1. Advantage users join two separate waiting lists:
   I. Waiting list for Advantage copy
   II. Waiting list for consortium copy

2. User will receive whichever copy of the title becomes available first.

3. Once a user receives a copy of the title, they’re removed from both waiting lists.

Visit help.marketplace.com to learn more.
Advantage specific search results

<table>
<thead>
<tr>
<th>First Line</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own OC/OU: 7</td>
<td>Number of consortium copies of this title owned by资源优势 collection</td>
</tr>
<tr>
<td>Own MA: 0</td>
<td>Number of consortium copies of this title owned by Main Access collection</td>
</tr>
<tr>
<td>Own SU: No</td>
<td>Number of consortium copies of this title owned by System Unit collection</td>
</tr>
<tr>
<td>Own CPC: No</td>
<td>Number of consortium copies of this title owned by Community Project Collection</td>
</tr>
<tr>
<td>Adv Plus shared: 28</td>
<td>Number of copies from your Advantage collection that have been shared with the shared collection</td>
</tr>
<tr>
<td>Lucky Day copies: 0</td>
<td>Number of copies of this title that all Advantage members have shared with the shared collection</td>
</tr>
<tr>
<td>Out: 7</td>
<td>Total checkouts of this title by just your Advantage members</td>
</tr>
<tr>
<td>All holds: 2</td>
<td>The sum of all checkouts of consortium and Advantage copies of this title by just your Advantage members</td>
</tr>
</tbody>
</table>

Advantage Plus are counted towards the shared collection’s holds ratio.
Title status & usage report

Best place to find a list of titles in your Advantage collection.
Title status & usage report

1. Go to Insights > Title status & usage report.
3. Set the following fields (all others can be set at your discretion):
   I. “Period Type” = **Specific** and leave dates blank
   II. “Advantage titles only” = Check

*We recommend setting “Period Type” to **Specific** and leaving the dates blank to run from inception through today.*
Checkouts report

Best place to report on usage.

You have the ability to report on all activity your patrons performed (whether you bought the title or not)

- and -

all activity on titles you bought (whether from your patrons or other consortium patrons).
Checkouts report

Patron Activity
View all your patron checkouts regardless of who purchased the title.

1. Go to Insights > Checkouts.
3. Set the following fields (all others can be set at your discretion):
   I. “Branch” = Your library
   II. “Advantage Checkouts” = Show all checkouts, bought by consortium and/or Advantage
      i. This will include titles purchased by the consortium, titles purchased by other Advantage libraries and shared, and titles purchased by your library.
Checkouts report

Usage on Advantage purchased titles
Circulation on titles you purchased whether from your patrons or other consortium patrons. (Good for seeing return on investment.)


2. Set the following fields (all others can be set at your discretion):
   i. “Branch” = All Branches
   ii. “Advantage Checkouts” = Show only checkouts by my Advantage users on my Advantage-owned titles

   i. We are working on updated wording, but as long as you select “Show only checkouts ... on my Advantage-owned titles”, and leave All branches, it will show all checkouts on your Advantage purchased titles.
Current holds report

Best place to find titles your patrons are waiting for.

From the Advantage side, the Adv holds column will always represent your patrons when logged in with your Advantage username. (We recognize your users from the login.)
Current holds report

Option 1

1. Go to Insights > Current holds.
3. Set the following fields (all others can be set at your discretion):
   i. “Run by” = Title
   ii. “Branch” = Your library
   1. The All holds and Adv holds column will be the same number and both represent your patrons (essentially looking at your library of your library).

   Click on the hyperlinked holds number for more information!
Option 2

1. Go to Insights > Current holds.
3. Set the following fields (all others can be set at your discretion):
   I. “Run by” = Title
      - The All holds column will represent all of your consortium and the Adv holds column will represent your specific patrons.
   II. “Branch” = All branches
      - Sort the Adv holds column descending to see the most in-demand titles among your patrons at the top.
Resources

Learn more
OverDrive Help - help.overdrive.com
Marketplace Help - help.marketplace.overdrive.com
Resource Center - resources.overdrive.com

Contact us
Contact your Account Manager.
Training@overdrive.com.
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THANK YOU

OverDrive®