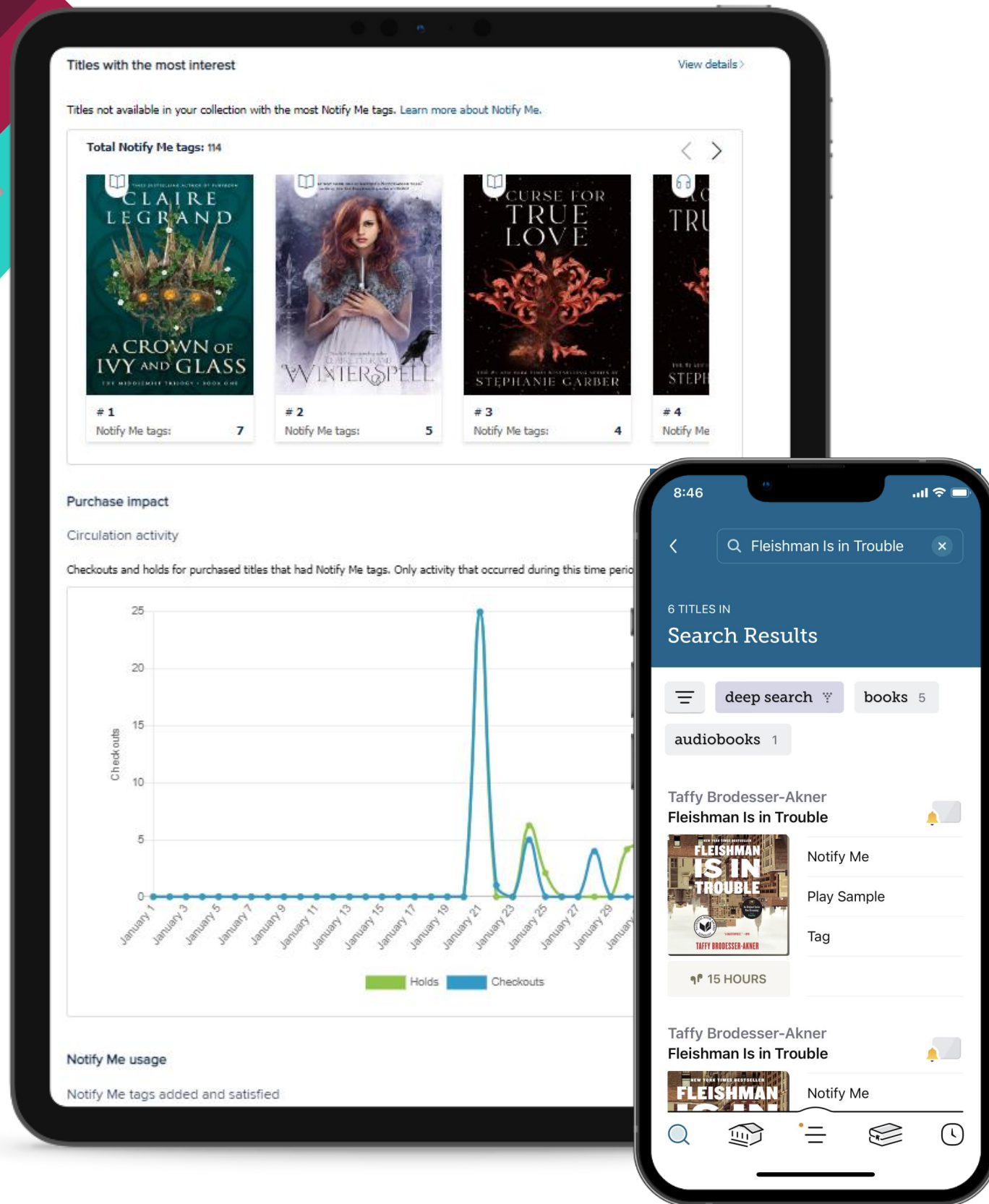
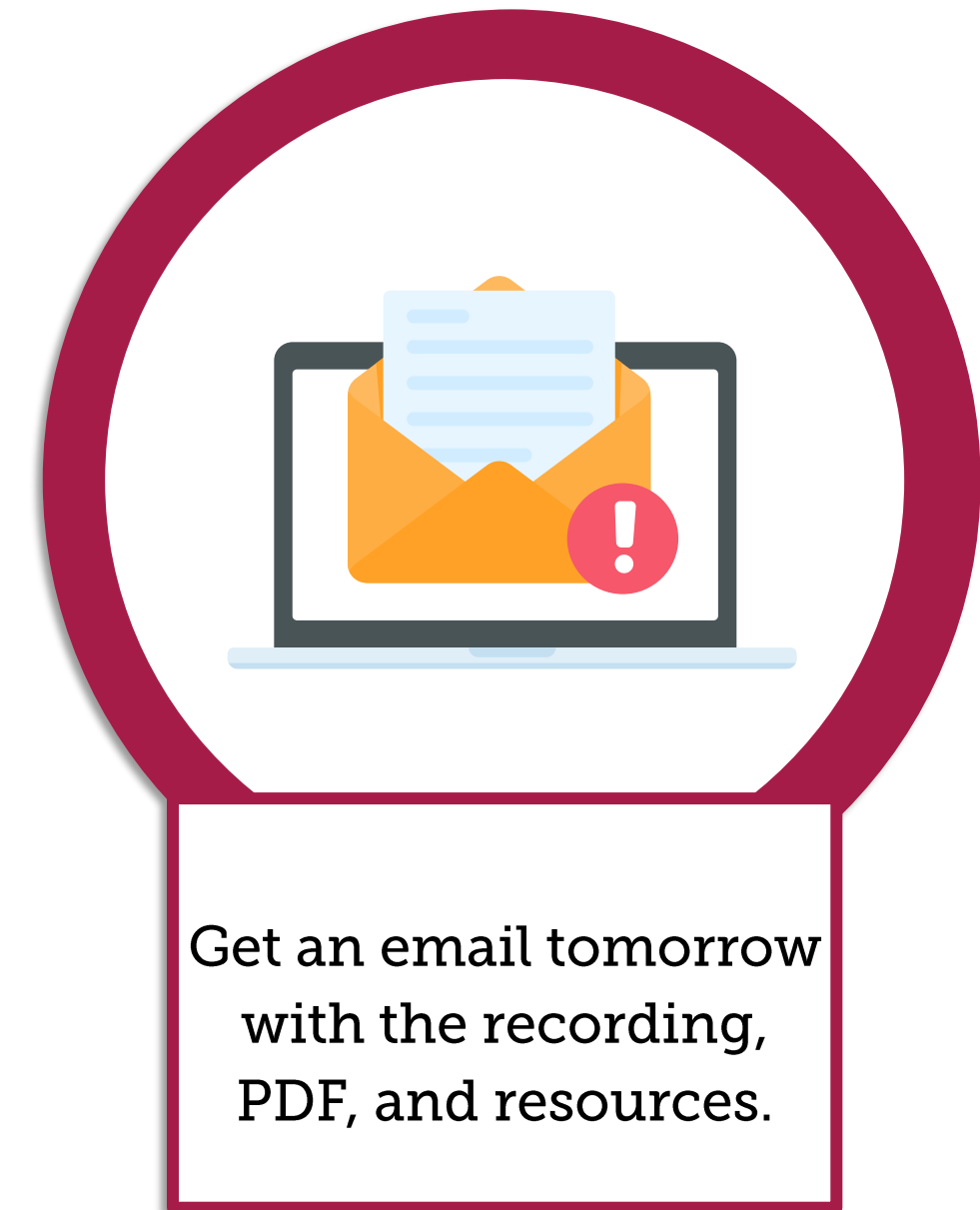
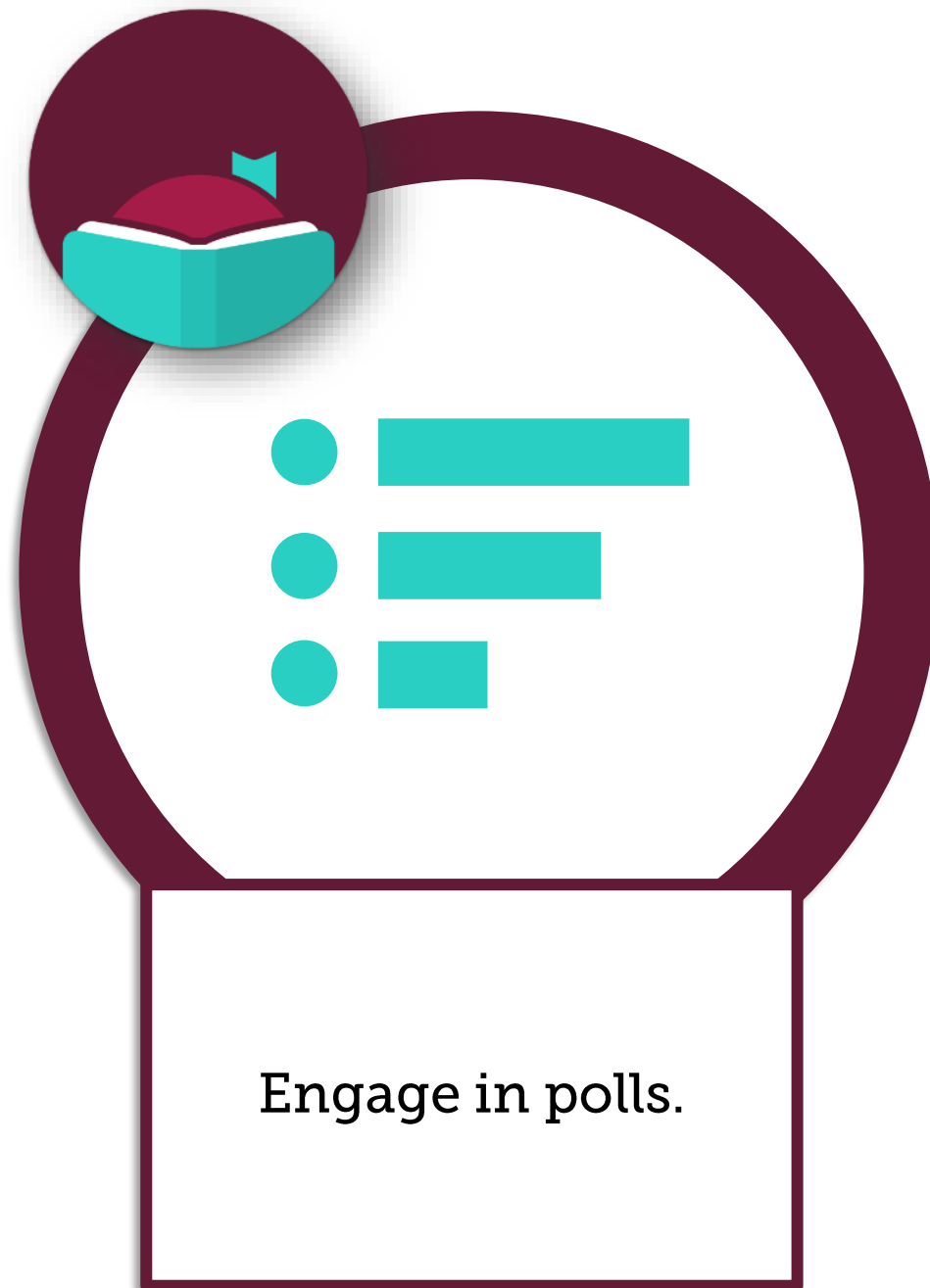


Expand Content Discovery and Leverage Patron Interests with Libby



Housekeeping



Your Speakers



Lauren Bajda
Product Trainer



Emma Dwyer
Product Trainer

Your Speakers



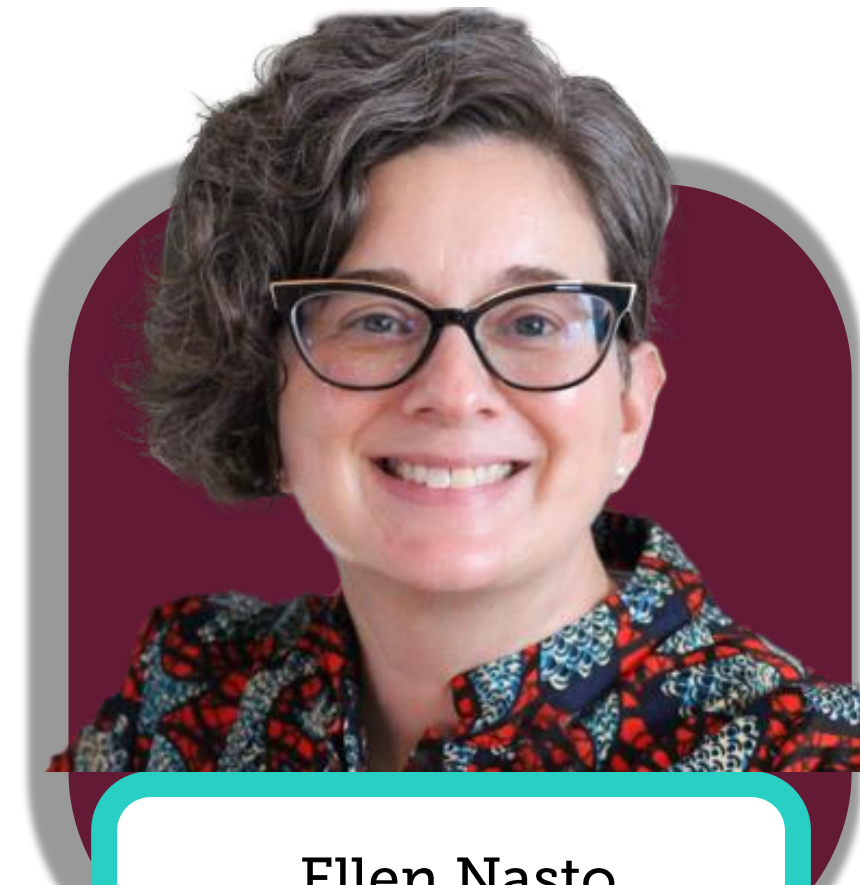
Kaitlin Booth

Cuyahoga County Public Library, OH



Jennifer Lawson

San Diego County Library, CA



Ellen Nasto

Livebrary.com, NY

Agenda

1

Libby experience

2

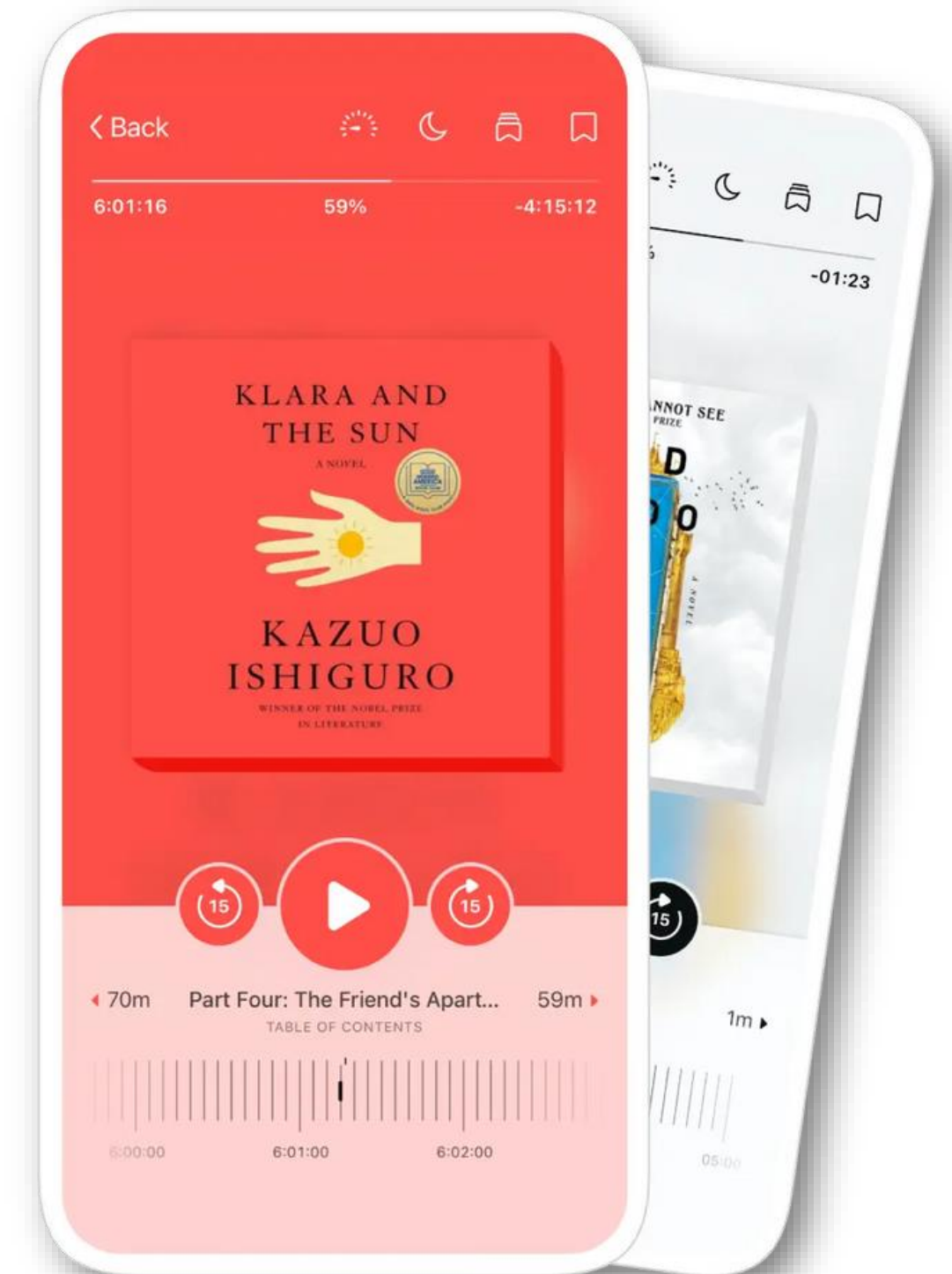
Marketplace experience

3

FAQs

4

How libraries are already
benefitting & next steps



A woman with short blonde hair and glasses is smiling while looking at a tablet. She is wearing a blue V-neck shirt under a dark grey cardigan. The background is a library with bookshelves filled with books.

Imagine...

“How can I help readers find titles that aren’t in my library’s digital catalog?”

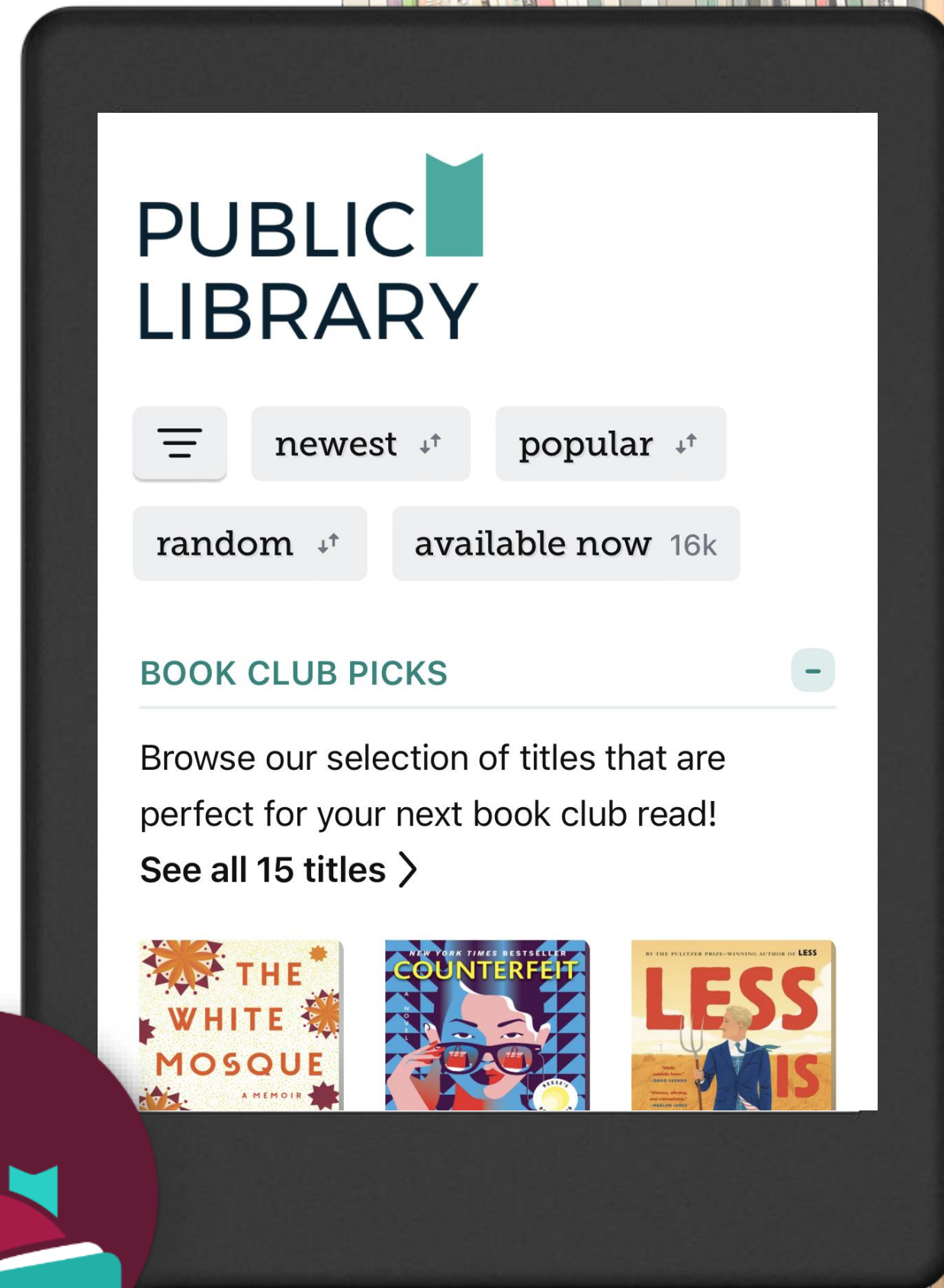
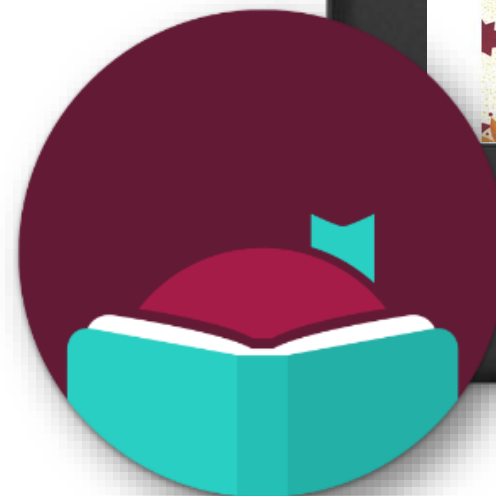
Libby app



libbyapp.com

Have a Kindle Fire tablet? [Learn how to install Libby.](#)

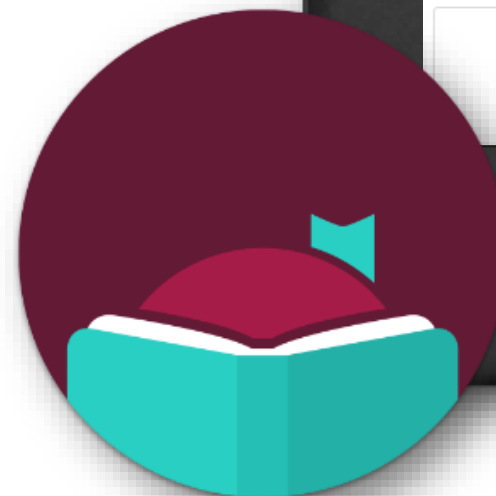
© Copyright 2023, OverDrive, inc.



Libby app

Users are able to discover titles that are not yet in your collection.

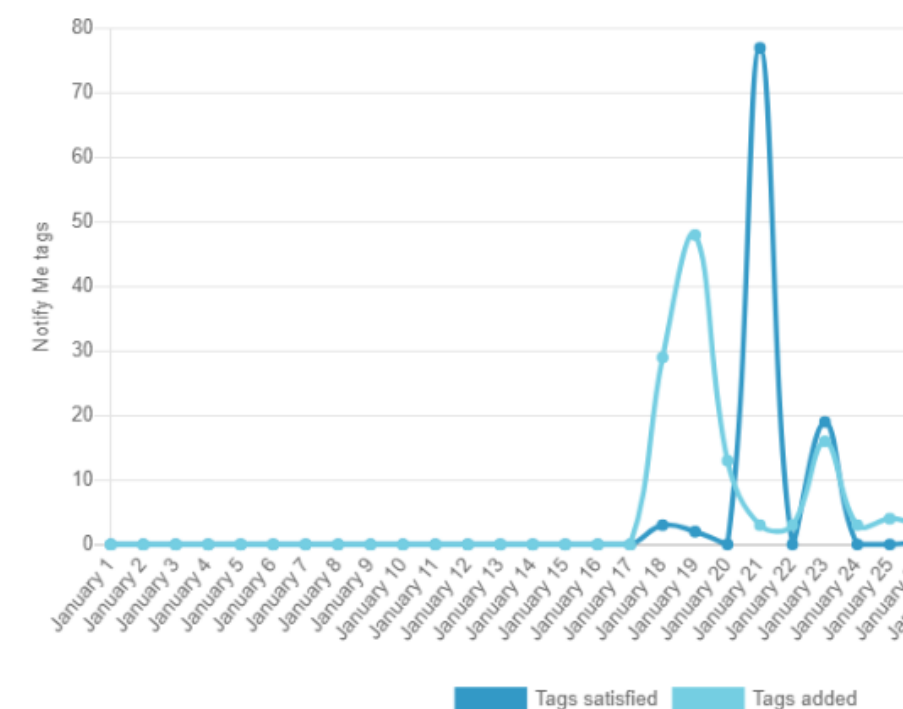
Libraries can see data in new, powerful tools and reports.



Notify Me usage

Notify Me tags added and satisfied

This graph shows the number of Notify Me tags added or satisfied during this time period. A tag is "satisfied" when the user is notified of the title's availability or removes the tag.



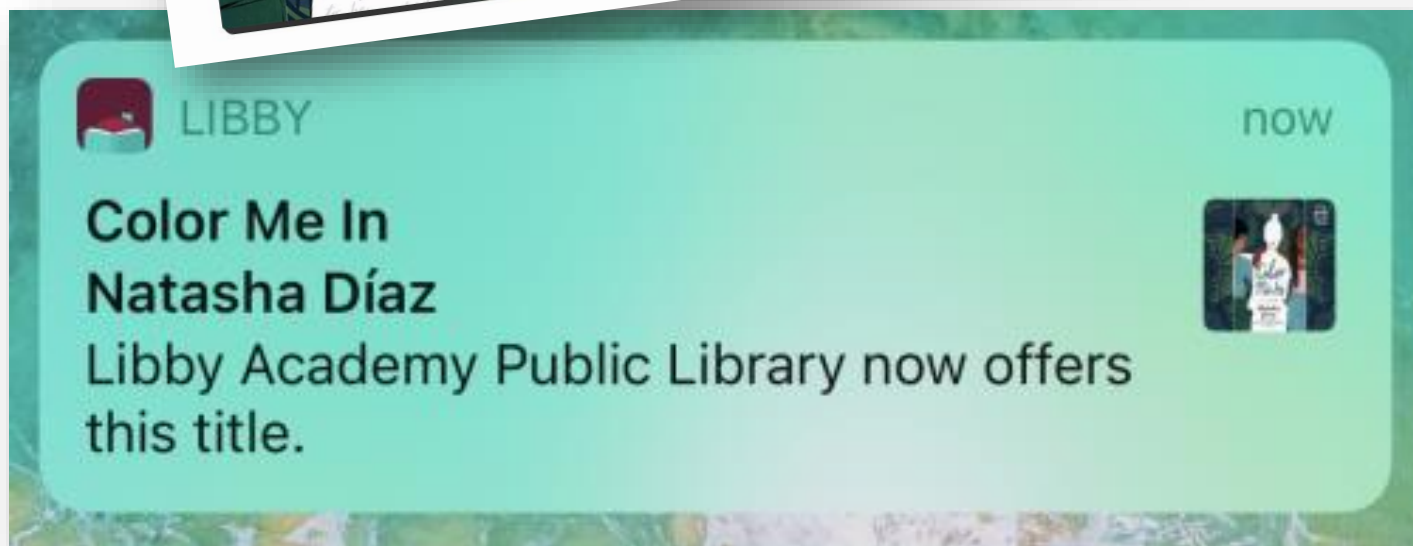
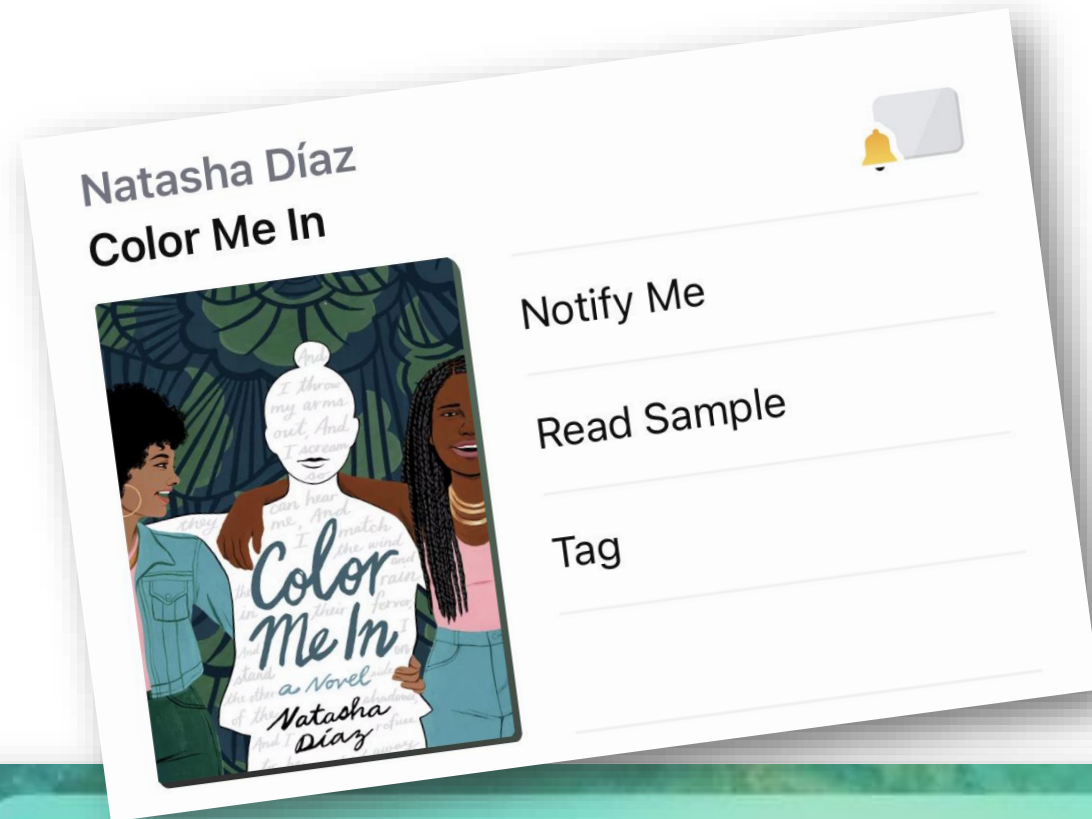
Notify Me tags added per user

Number of users who added Notify Me tags during this time period. Each bar is divided by the number of tags added per user.



Libby experience

Benefits

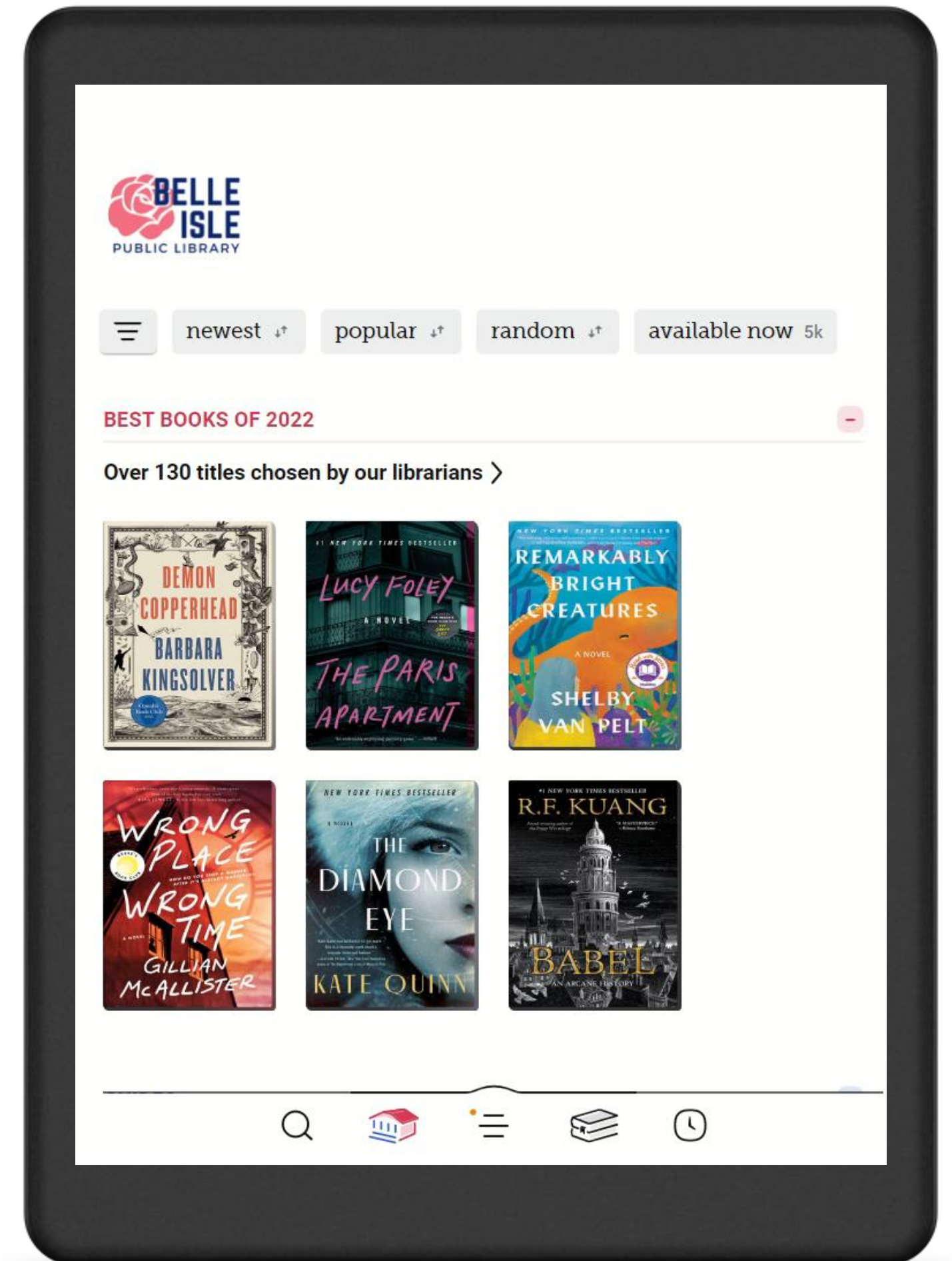


- Delivers on a top feature request.
- Enhances search experience.
- Way to express interest in content you don't offer.
- Helps users find and keep track of everything they want to read.
- Brings users in and keeps them coming back.

Current experience

"I'm looking for a certain book to read."

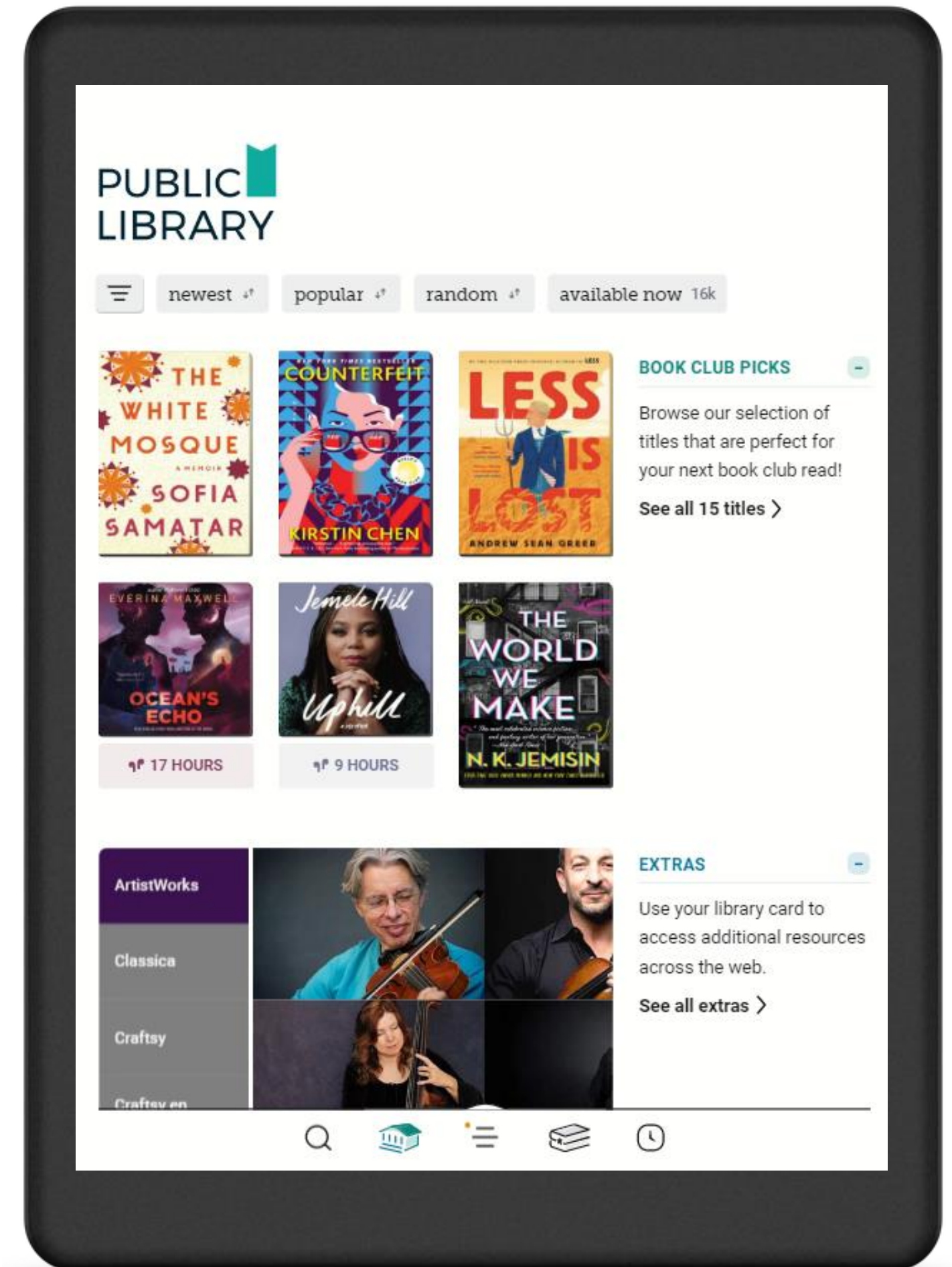
- Search active library
- Borrow/Place Hold/don't find title



New experience

"I'm looking for a certain book to read."

- Search active library
- Borrow/Place Hold/Notify Me tag



Notes

Library acquires title?

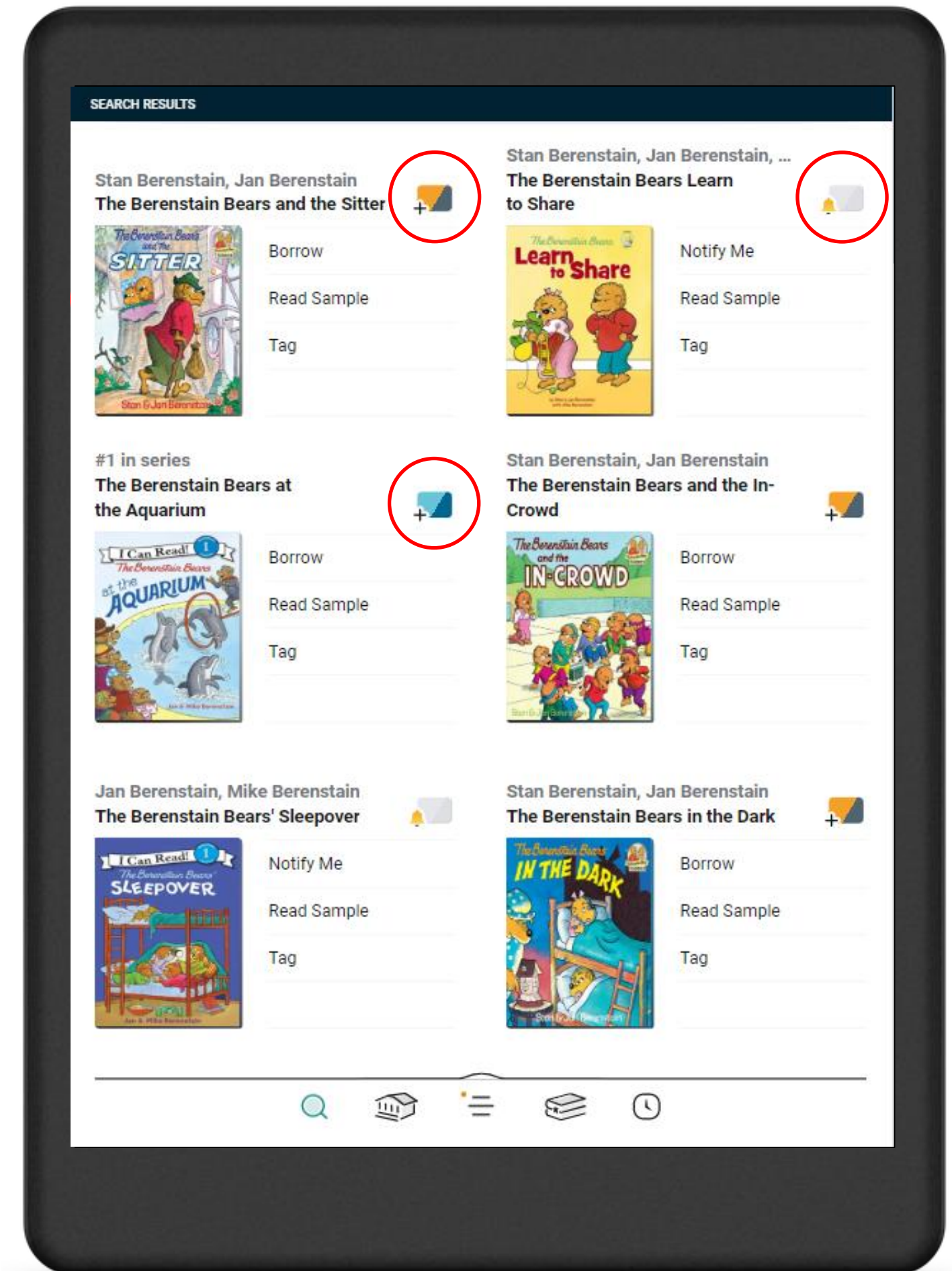
- Receive a notification and take action.

Fewer than 100 results?

- Manually apply the deep search filter.


More than one library in Libby?

- See results from saved libraries and the wider OverDrive Marketplace catalog.



Knowledge check

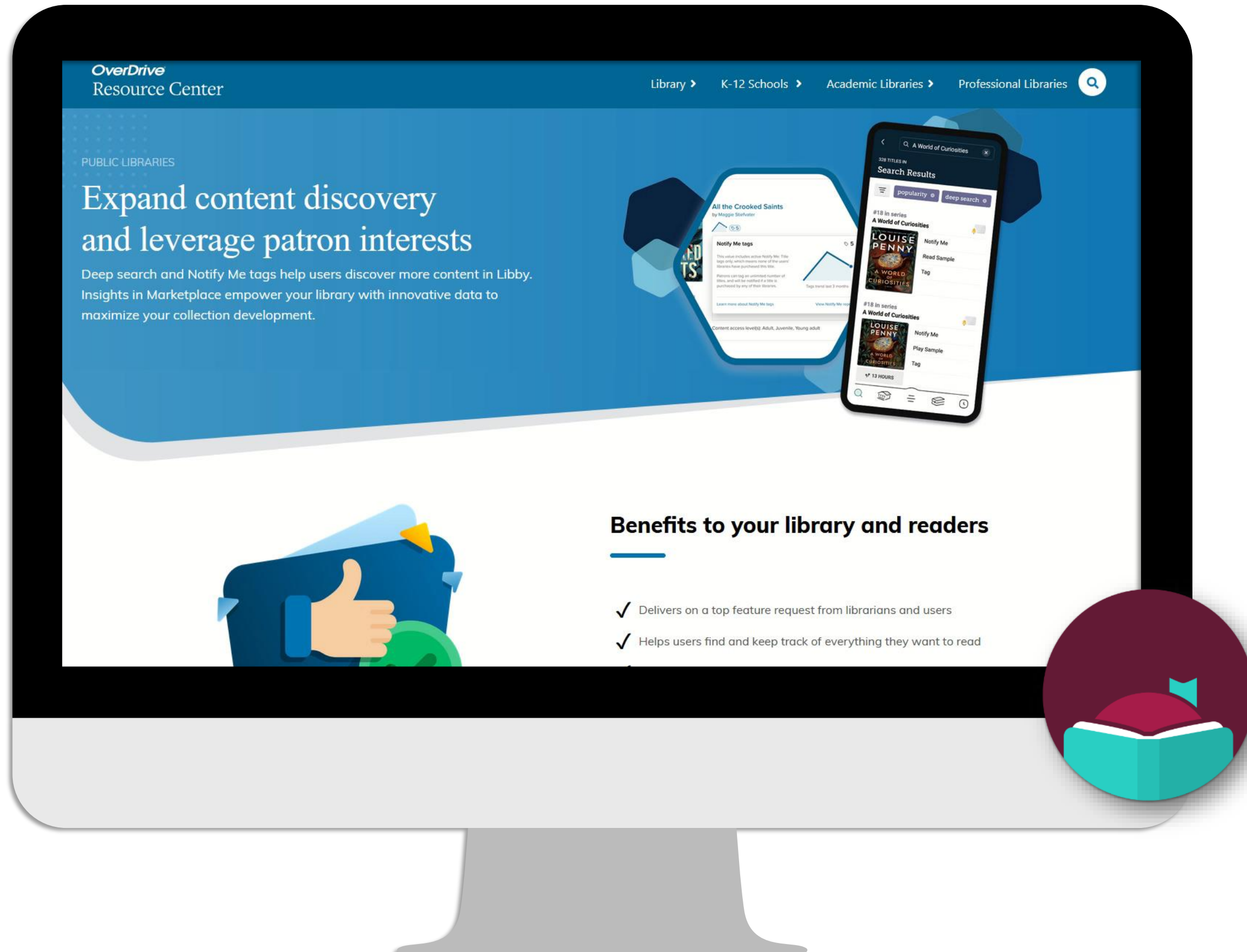
Match the word with the correct definition.

- | | | |
|------------------|--|---|
| A. Notify Me tag |  | 1. Discover titles not yet in your digital catalog. |
| B. Deep search | | 2. Smart tag that expresses interest in a title. |

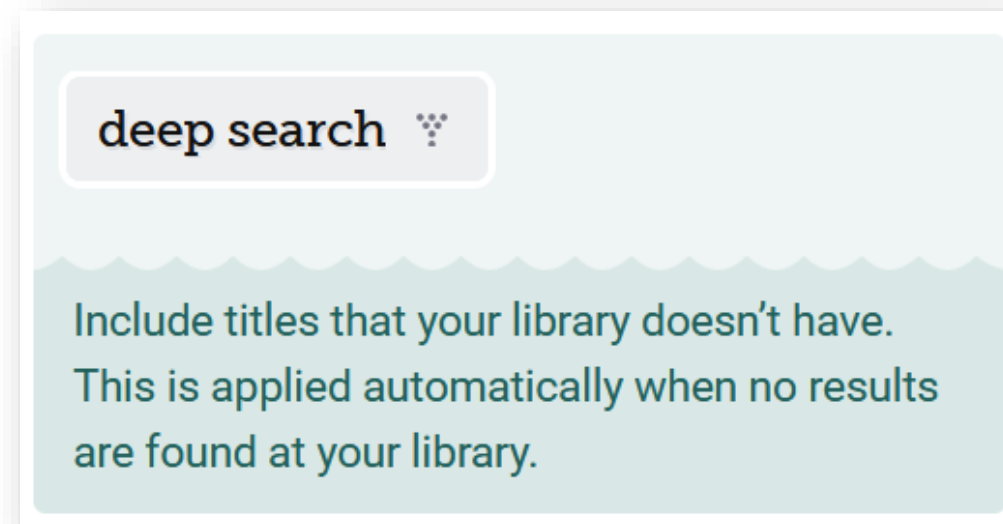
Learn more

Resource Center

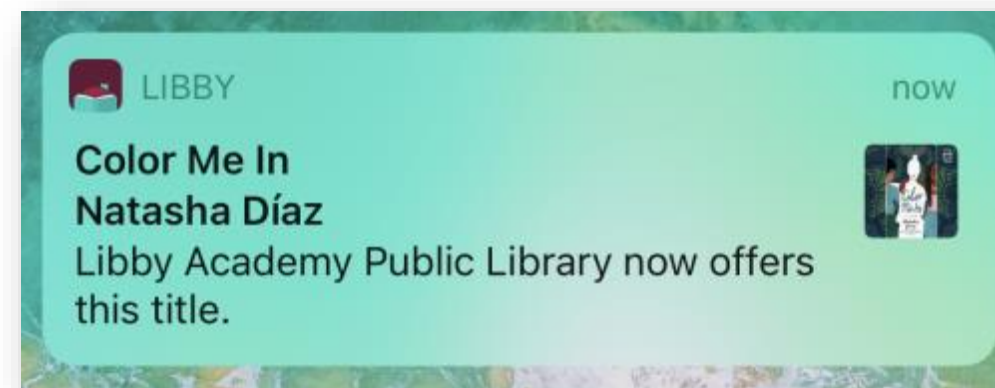
- Overview
- How-to videos
- Help articles
- FAQs
- Marketing resources



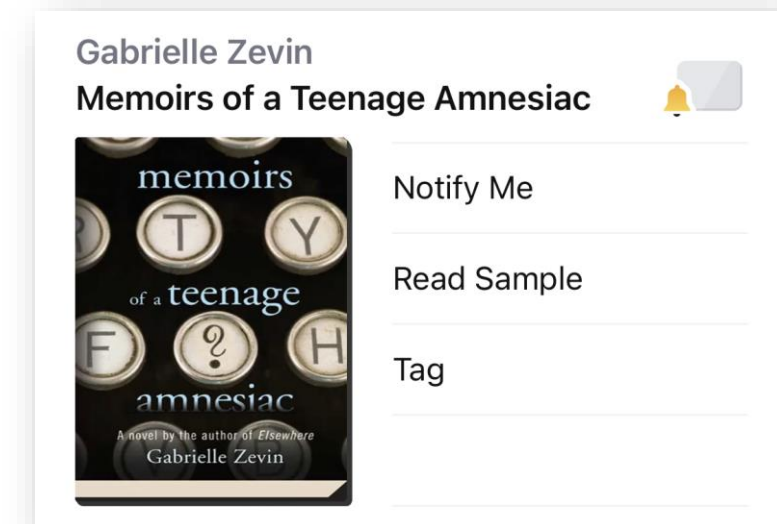
Recap



Discover everything
you want to read in
one app.



Get notified when
titles of interest are
added.



Worked into a
typical user
flow.



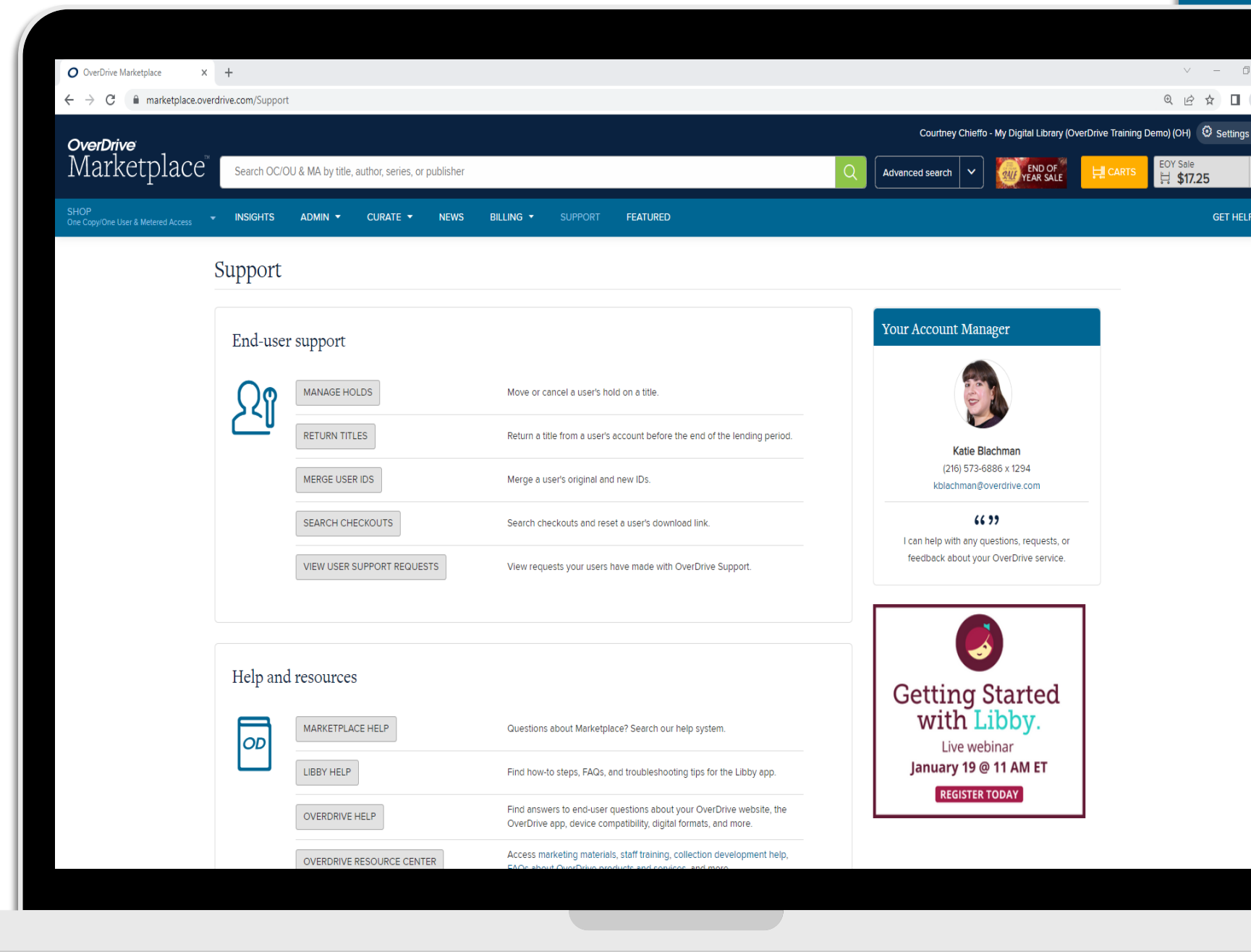
Marketplace experience

OverDrive Marketplace

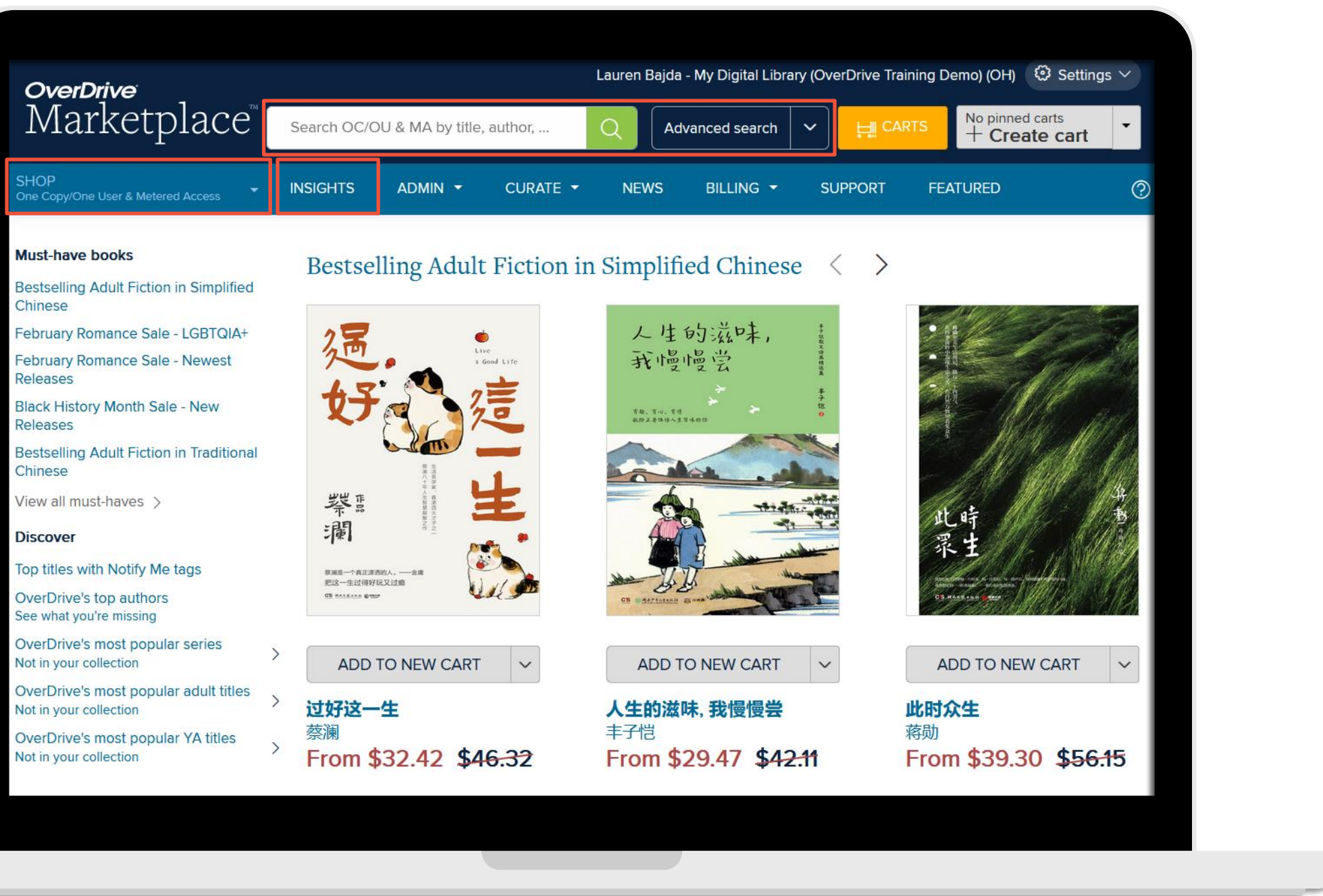
Your source for digital library success where you can:

- Browse & purchase
- Get news & updates
- View insights
- Get support

Marketplace.overdrive.com



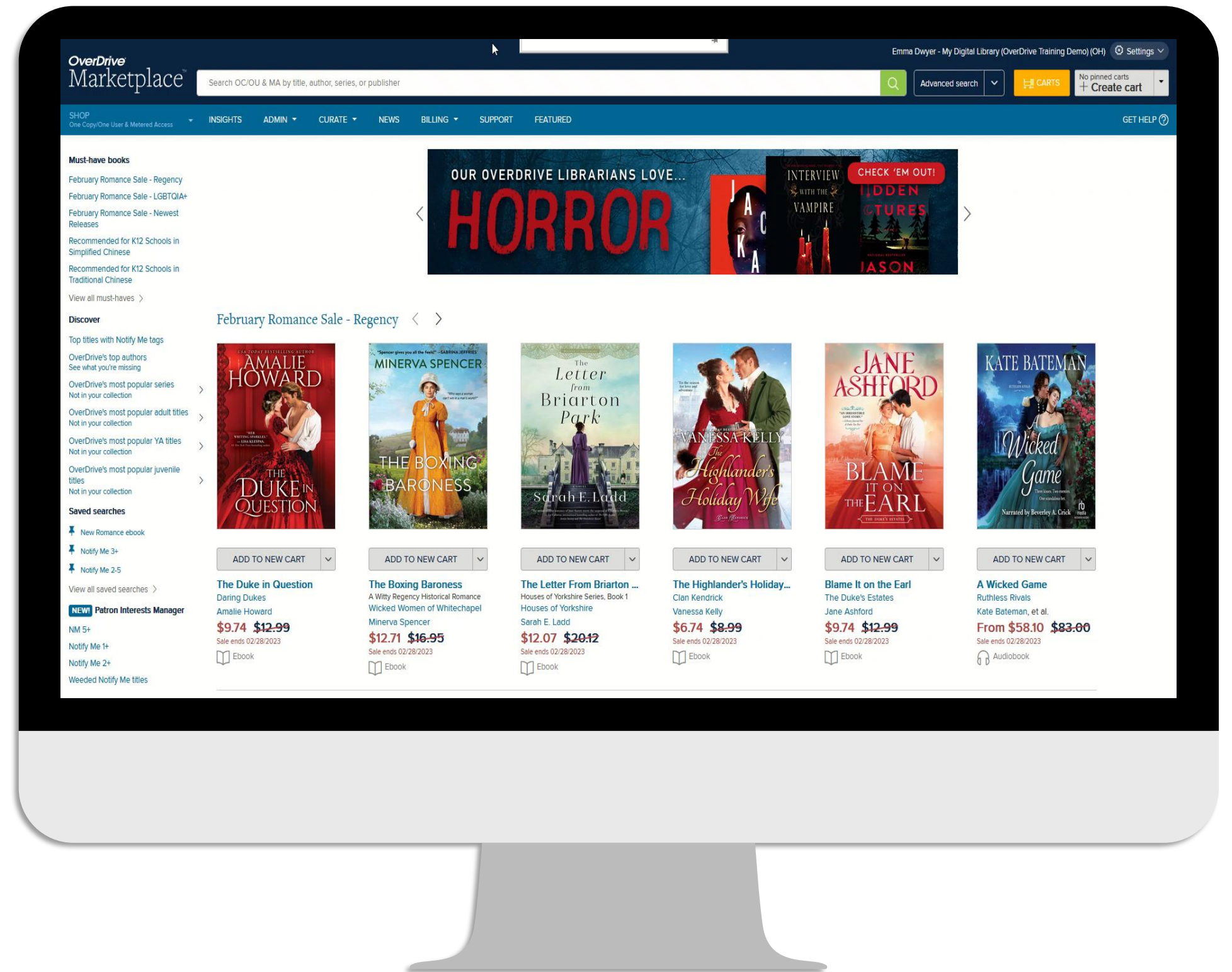
Benefits



- Provides powerful insights from your community.
- Offers your library rich, real-time data and customizable collection development tools.
- Optional data—built into your Marketplace experience.

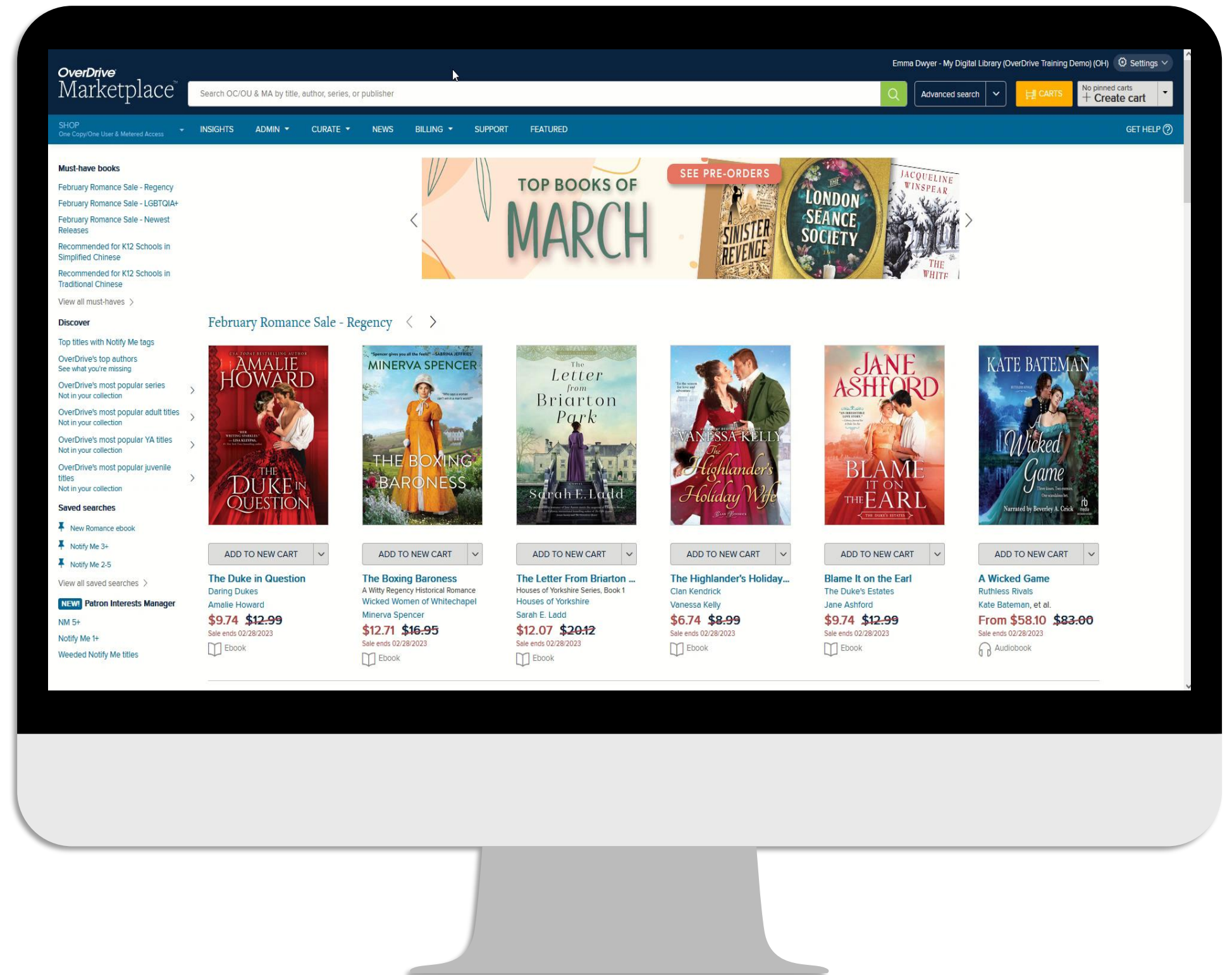
Shop

“How can I see titles my patrons expressed interest in while shopping?”



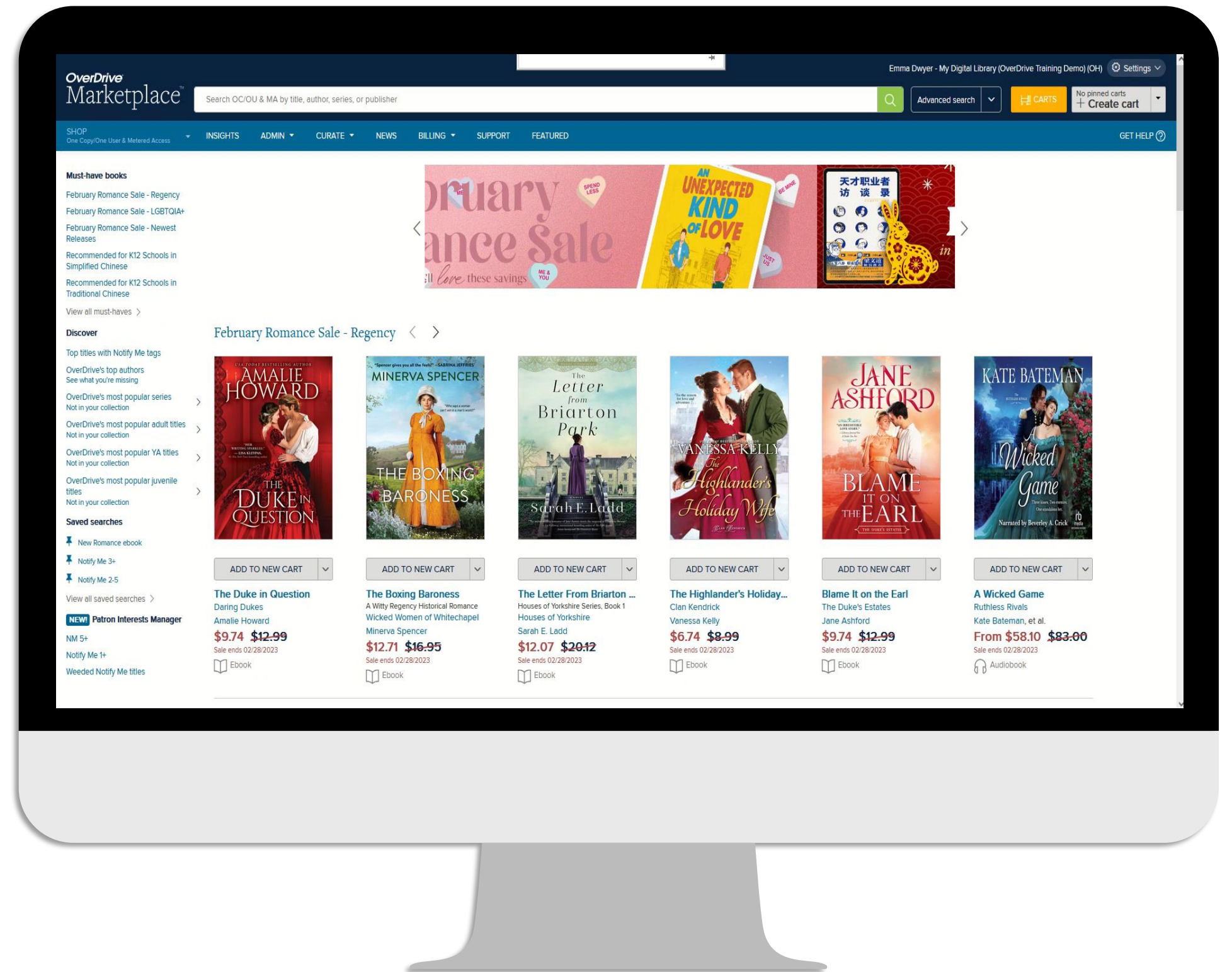
Purchasing Tools

“Where can I create on-demand reports and automated carts based on Notify Me tags?”



Insights

“How can I see trends on what my patrons are interested in?”



*Page only shows activity from Libby.

Knowledge check

The screenshot shows the OverDrive Marketplace interface. At the top, there's a dark blue header with the OverDrive Marketplace logo on the left. On the right, it says "Emma Dwyer - My Digital Library (OverDrive Training Demo) (OH)" and has a "Settings" dropdown. Below the header is a search bar with the placeholder text "Search OC/OU & MA by title, author, series, or publisher". To the right of the search bar are buttons for "Advanced search", "CARTS", and "No pinned carts + Create cart". Below the search bar is a navigation bar with links: SHOP (Purchasing tools), INSIGHTS, ADMIN, CURATE, NEWS, BILLING, SUPPORT, and FEATURED. On the far right of the navigation bar is a "GET HELP" link with a question mark icon.

The main content area is titled "Purchasing Tools". It contains four cards:

- Holds Manager**: Create plans to automatically build and optionally purchase carts of titles based on the number of holds or holds ratio. (Icon: clock)
- NEW! Patron Interests Manager**: In Libby, patrons can add Notify Me tags to titles they're interested in that aren't in your library's collection. Create plans to compile, review, and optionally create carts of tagged titles. (Icon: person with a tag). This card is highlighted with a red border.
- RTL (Recommend to Library) Manager**: Let your users help with collection development. Manually or automatically purchase the titles most recommended by your users. (Icon: speech bubble with an exclamation mark)
- Smart Lists**: Create plans to automatically build carts of titles based on criteria you specify, such as price, format, audience, and subject. Smart Lists can also help you manage repurchasing for expiring Metered Access content. (Icon: lightbulb with a list)

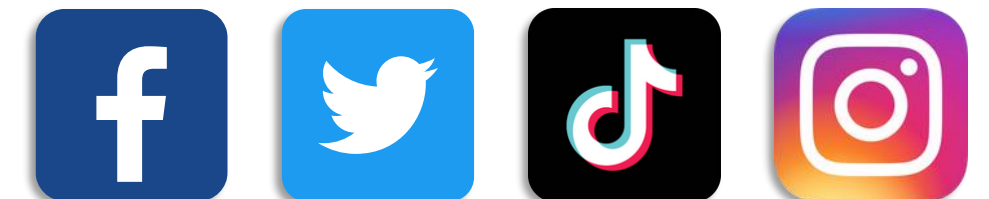
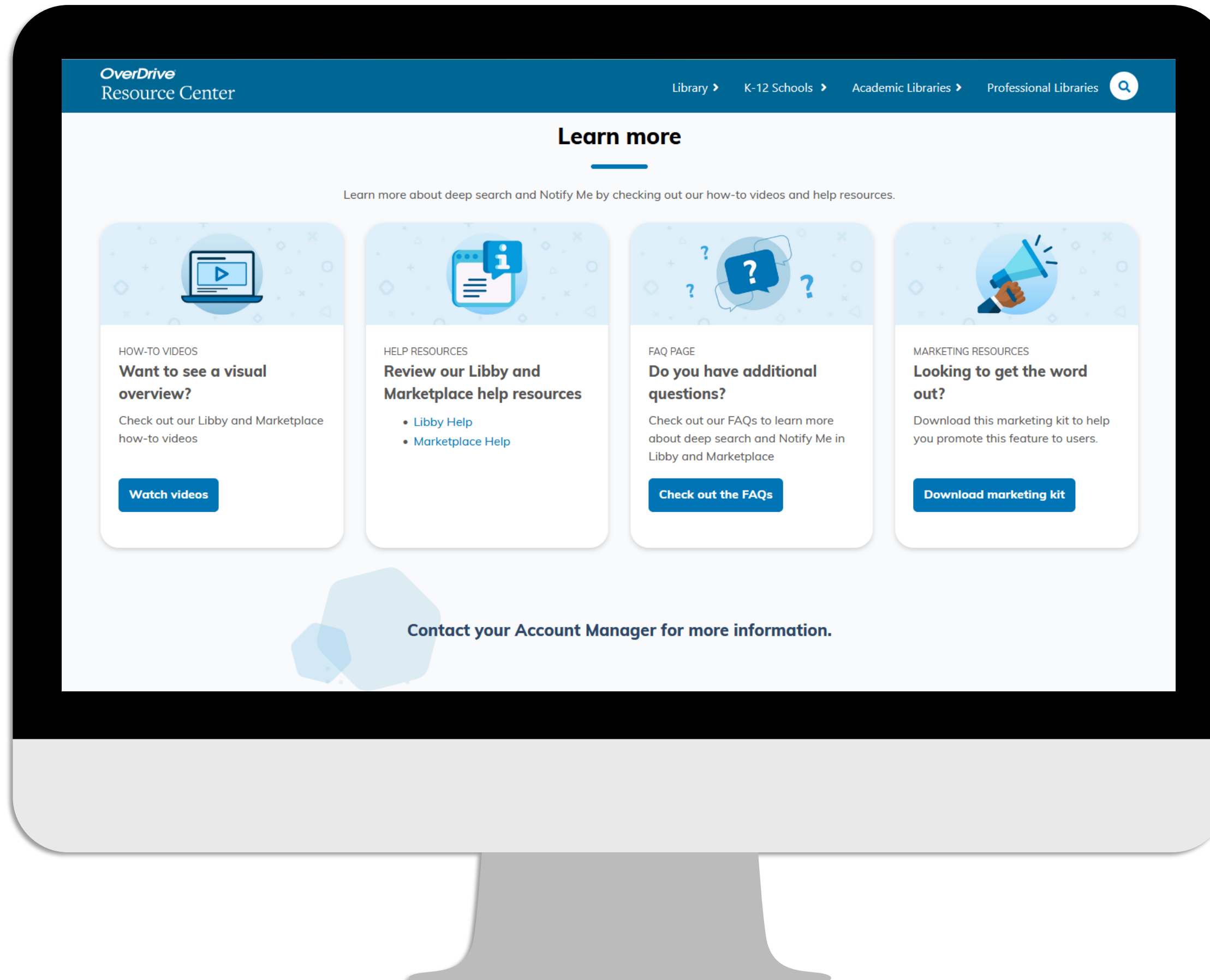
At the bottom of the page, there's a footer with "© OverDrive, Inc. All Rights Reserved" on the left and "Cookie Settings | Privacy Policy | Terms and Conditions" on the right.

Where can I go in Marketplace to run custom reports and create carts of this Notify Me data?

Learn more

Resource Center

- Overview
- How-to videos
- Help articles
- FAQs

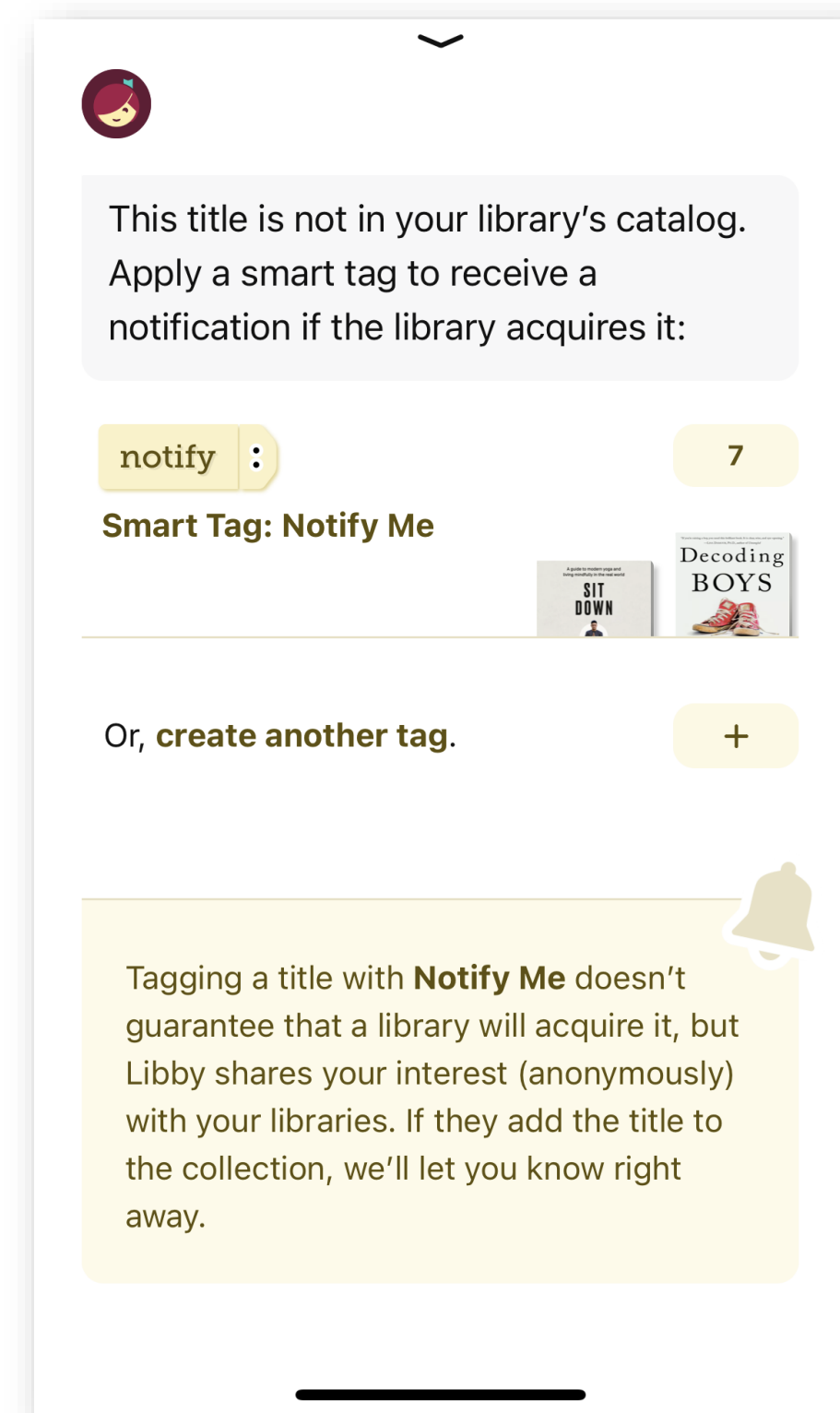


FAQs

FAQ

Is there a limit to the number of titles a user can tag as Notify Me? My library is concerned about demand.

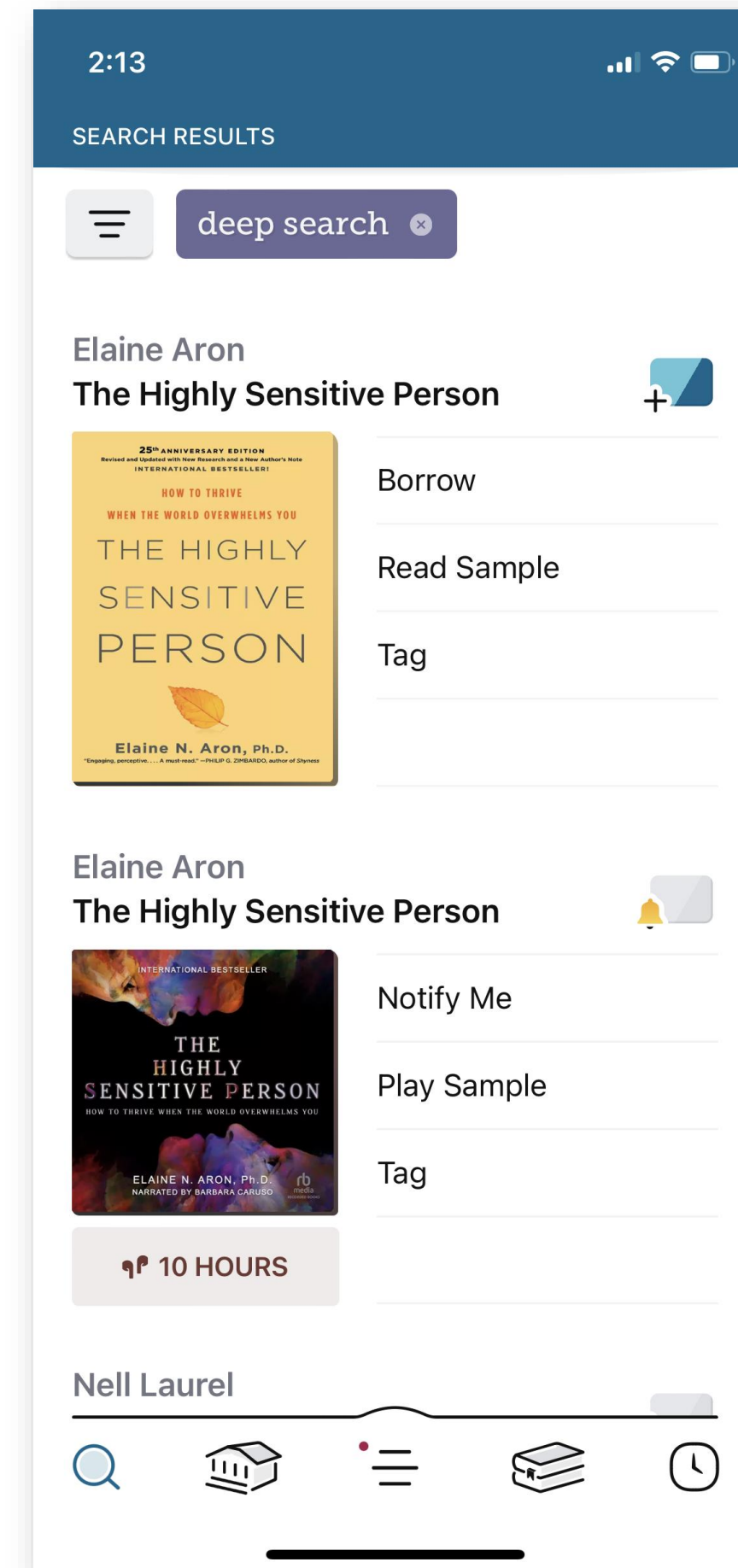
- No. Like other tags in Libby, there's no limit.
- Libby does not set any user expectations when they add a tag.
- Libraries can choose what to do with the Notify Me tags data.



FAQ

Can my library limit what type of content displays in deep search results?

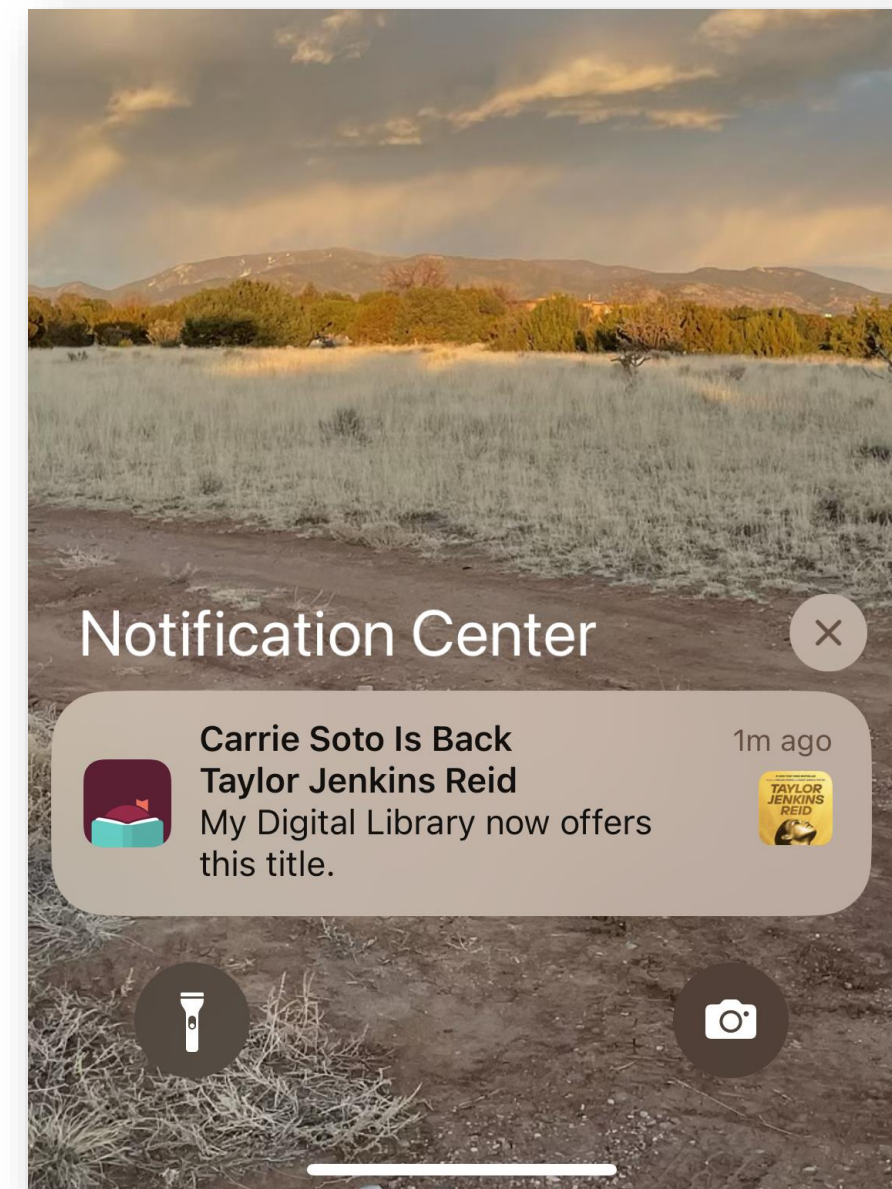
- No. The content eligible for display in deep search results includes all titles your library can purchase in OverDrive Marketplace.



FAQ

If my library acquires a title that a user tagged as Notify Me, is the user automatically placed on hold?

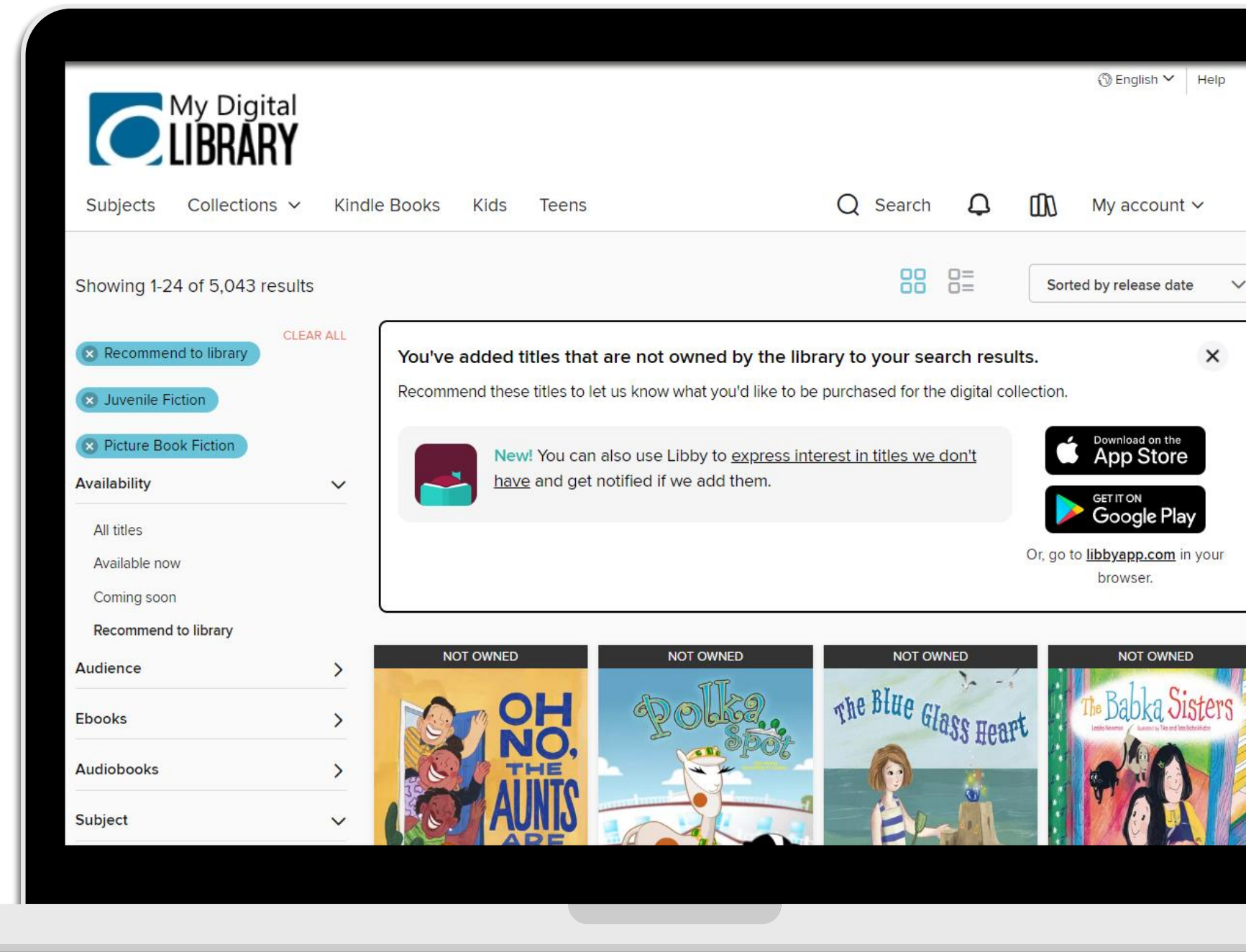
- No. Users will receive a notification.
- They can choose to place a hold or borrow the title.



FAQ

What does this mean for Recommend to Library (RTL)?

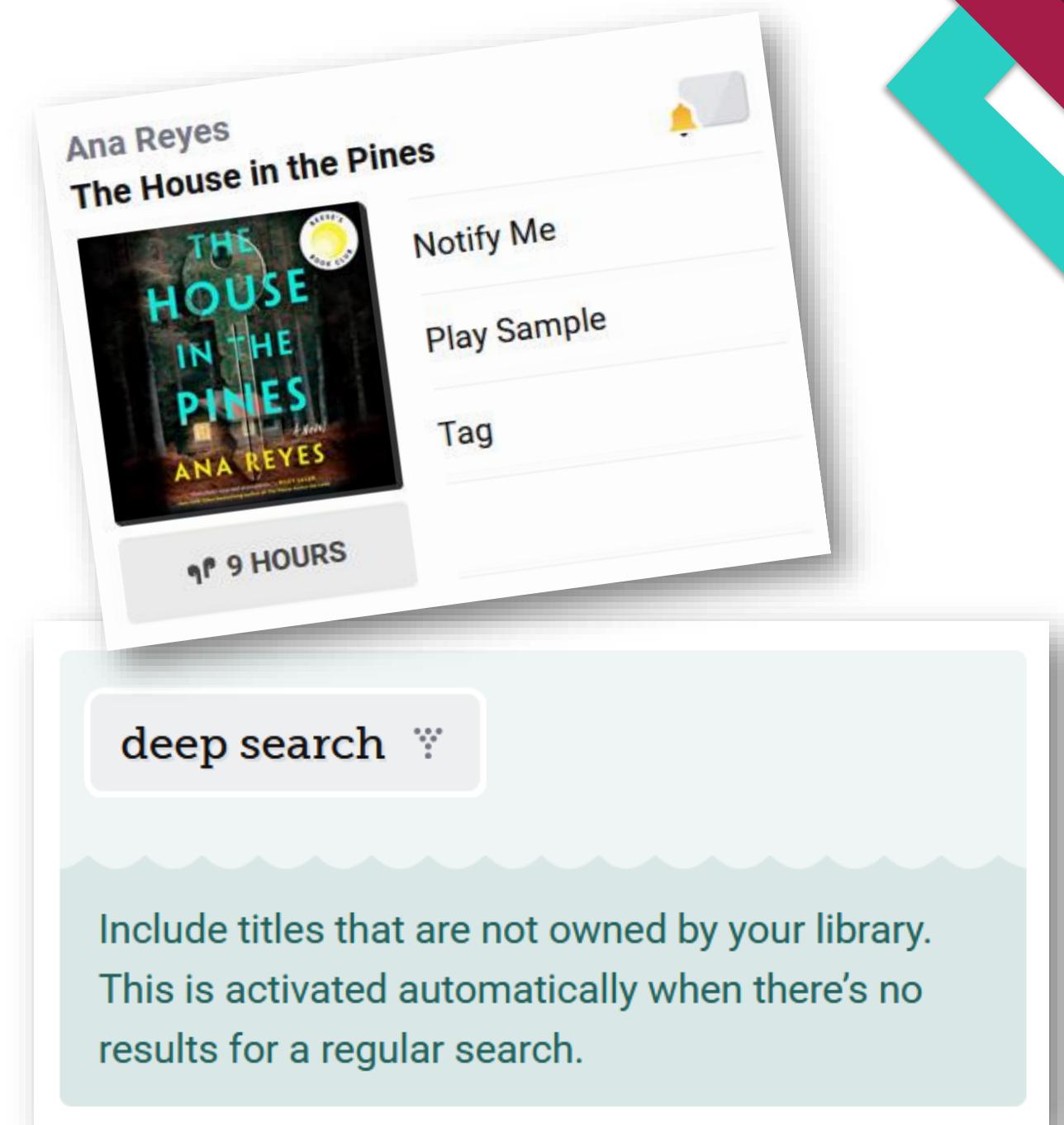
- The RTL feature will be discontinued at the end of April 2023.
- Tags are only available in Libby and libbyapp.com.
- Your library's OverDrive website will remain available.



FAQ

Can our library disable deep search and Notify Me?

- Works the same across all libraries for ease of use and consistency.
- Using Notify Me data in Marketplace is optional.
- Reach out to your Account Manager.





How libraries are
already **benefitting**
from these features

Cuyahoga County Public Library

27 branch system serving suburban
Cleveland, Ohio

Overdrive Quick Facts:

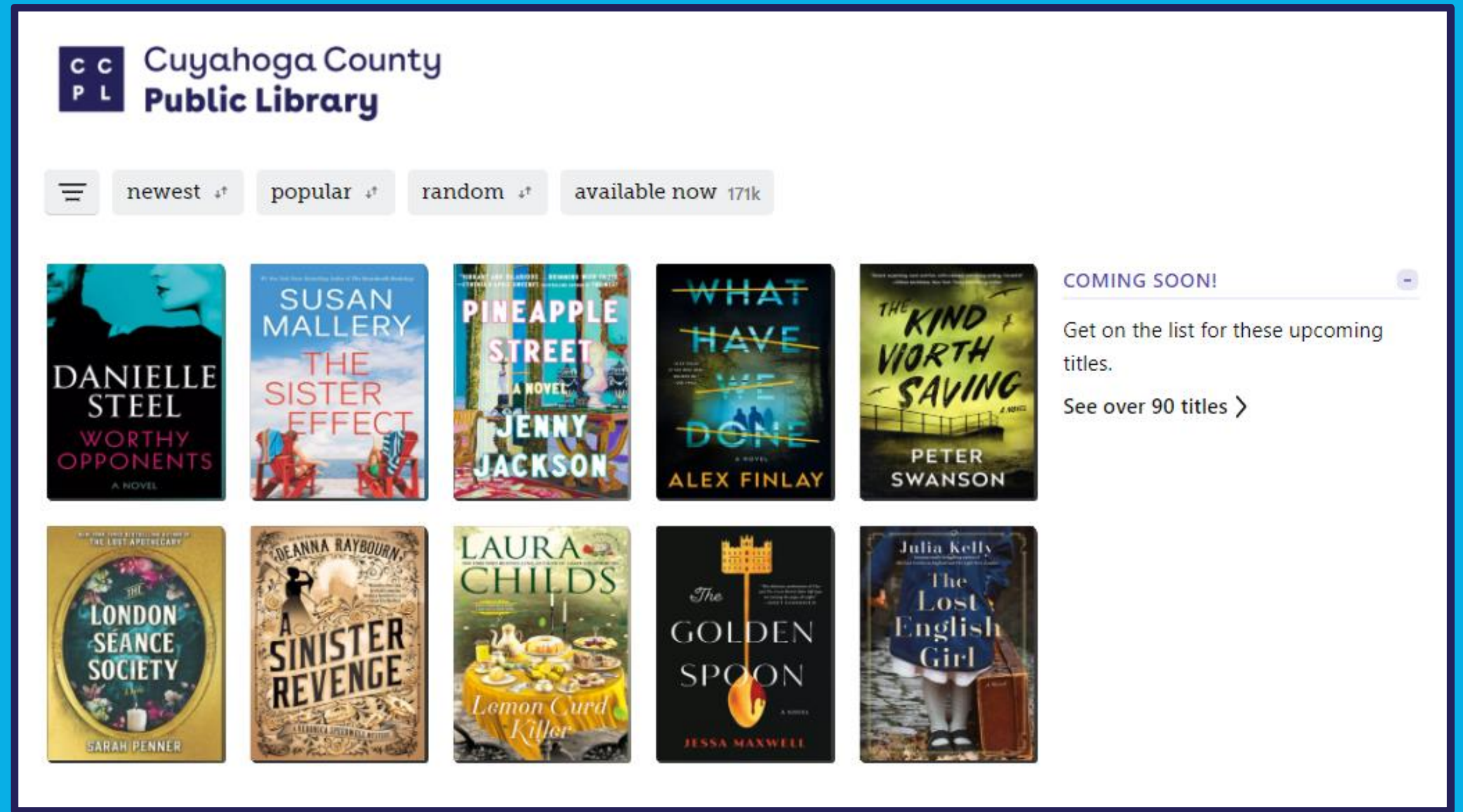
Circulation 2022: 3.16 million

Holdings: 163,272 titles

677,486 copies

Active Users/Month: 45,556

Cuyahoga
County
Public
Library



Notify Me Plans

- Preorders
- Adult Post-Street
- Teen
- Juvenile
- Weeded

OverDrive
Marketplace™

Search OC/OU & MA by title, author, series, or publisher

Advanced search

CARTS

new
TBD

Settings

SHOP
One Copy/One User & Metered Access

INSIGHTS

ADMIN

CURATE

NEWS

BILLING

SUPPORT

FEATURED

GET HELP

[Purchasing tools](#)

Patron Interests Manager

Click **Create new plan** to create a Patron Interests Manager plan.

Click a plan name to edit it or view results for that plan. To delete a plan, check the box next to its name and select **Delete**.

[Learn more about Patron Interests Manager and get tips for creating plans.](#)

CREATE NEW PLAN

DELETE

Page 1 of 1

50

Displaying 1 - 5 of 5

	Plan name ^	Tags per title	Formats	Preorders	Generate cart	Last edited by
<input type="checkbox"/>	1 Adult Post-Street	5 or more	Audiobook, Ebook	Exclude	No	Kaitlin Booth
<input type="checkbox"/>	2 Juvenile	2 or more	Audiobook, Ebook	Exclude	No	Kaitlin Booth
<input type="checkbox"/>	3 Preorders	5 or more	Audiobook, Ebook	Only	No	Kaitlin Booth
<input type="checkbox"/>	4 Teen	2 or more	Audiobook, Ebook	Exclude	No	Kaitlin Booth
<input type="checkbox"/>	5 Weeded	2 or more	Audiobook, Ebook	Exclude	No	Kaitlin Booth

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[Cookie Settings](#) | [Privacy Policy](#) | [Terms and Conditions](#)

Notify Me Plans

Adult Post-Street

- Exclude preorder titles
- Exclude all languages except English
- Exclude weeded titles
- Exclude abridged audiobooks
- 5 or more Notify Me Tags
- Order by title, so I can see if both book and audio are on the report

Juvenile and Teen

- Same as adult, but 2 or more Notify Me Tags

OverDriveMarketplace™

Search OC/OU & MA by title, author, series, or publi...

Advanced search

CARTS

TBD

SHOPOne Copy/One User & Metered Access

INSIGHTS

ADMIN

CURATE

NEWS

BILLING

SUPPORT

FEATURED

GET HELP

Kaitlin Booth - Cuyahoga County Public Library (OH)

Settings

Patron Interests Manager

Edit plan

Duplicate plan

Delete plan

Adult Post-Street

Tags per title: 5 or more | Formats: Audiobook, Ebook | Preorders: Exclude | Generate cart: No

Search within

Create a cart

Create worksheet

Page 1 of 1

50

Displaying 1 - 8 of 8

	Title ^	Active N...	First active...	Format	Creator	Series	Publisher a...	Publisher	Audience	Street date	Unit Price	Lending m...
1	All My Knotted-Up Life: A M...	5	2/9/2023		Beth Moore		Tyndale Ho...	Tyndale Ho...	Adult Nonfi...	2/21/2023	\$27.99	One copy, ...
2	All My Knotted-Up Life: A M...	7	2/19/2023		Beth Moore...		Headwater ...	Tyndale Ho...	Adult Nonfi...	2/21/2023	TBD	TBD
3	Daughter of No Worlds	6	1/23/2023		Carissa Bro...	War of Los...	Tantor Med...	Tantor Med...	Adult Fiction	7/20/2021	TBD	TBD
4	The Four Agreements by D...	5	1/20/2023		Best Self A...		Author's Re...	Author's Re...	Adult Nonfi...	10/2/2019	\$14.85	One copy, ...
5	The New House	5	1/22/2023		Tess Stims...		HarperColli...	HarperColli...	Adult Fiction	8/4/2022	\$111.96	One copy, ...
6	The Politics Industry: How ...	5	2/25/2023		Katherine ...		Lightning S...	Harvard Bu...	Adult Nonfi...	6/23/2020	\$89.97	One copy, ...
7	That Time I Got Drunk and ...	6	1/19/2023		Kimberly L...	Mead Mish...	Findaway	Kimberly L...	Adult Fiction	6/20/2022	\$18.99	One copy, ...
8	The Wife of Bath: A Biogra...	5	2/5/2023		Marion Tur...		Princeton U...	Princeton U...	Adult Nonfi...	1/17/2023	\$37.50	One copy, ...

Notify Me Plans

Preorders

- Include *only* preorder titles
- All ages
- 5 or more Notify Me tags
- Ordered by street date

OverDrive Marketplace™

Search OC/OU & MA by title, author, series, or publi...

Advanced search

CARTS

new TBD

Settings

Kaitlin Booth - Cuyahoga County Public Library (OH)

SHOP One Copy/One User & Metered Access

INSIGHTS

ADMIN

CURATE

NEWS

BILLING

SUPPORT

FEATURED

GET HELP

[Edit plan](#) [Duplicate plan](#) [Delete plan](#)

Patron Interests Manager

Preorders

Tags per title: 5 or more | Formats: Audiobook, Ebook | Preorders: Only | Generate cart: No

Search within

[+ Create a cart](#) [Create worksheet](#)

Page 1 of 1 50

Displaying 1 - 26 of 26

Cuyahoga
County
Public
Library

Notify Me Plans

Weeded

- Include *only* weeded titles
- All ages
- 2 or more Notify Me tags
- Ordered by number of tags
- Hope to rely more on Notify Me instead of zombie holds in the future

OverDrive Marketplace™

Search OC/OU & MA by title, author, series, or publi...

Advanced search

CARTS

TBD

Kaitlin Booth - Cuyahoga County Public Library (OH)

Settings

SHOP

One Copy/One User & Metered Access

INSIGHTS

ADMIN

CURATE

NEWS

BILLING

SUPPORT

FEATURED

GET HELP

< Patron Interests Manager

Edit plan

Duplicate plan

Delete plan

Weeded

Tags per title: 2 or more | Formats: Audiobook, Ebook | Preorders: Exclude | Generate cart: No

Search within

Create a cart

Create worksheet

Page 1 of 1

50

Displaying 1 - 4 of 4

	Title	Active Notify	First acti...	Format	Creator	Series	Publisher...	Publisher	Audience	Language	Street date	Unit Pri...	Lending ...	Weed st...
1	The Clash of Civilizatio...	2	2/3/2023	Ebook	Samuel P...		Simon & ...	Simon & ...	Adult No...	English	5/31/2007	\$59.99	Metered ...	Weeded ...
2	Growing Up Duggar: T...	2	1/29/2023	Ebook	Jill Dugg...		Simon & ...	Howard ...	Adult No...	English	11/5/2013	\$55.99	Metered ...	Weeded ...
3	Spillover: Animal Infec...	2	2/23/2023	Ebook	David Qu...		W. W. No...	W. W. No...	Adult No...	English	9/24/2012	\$40.00	Metered ...	Weeded ...
4	A Year on Ladybug Far...	2	2/16/2023	Ebook	Donna Ball	Ladybug ...	Penguin ...	Penguin ...	Adult Fict...	English	3/3/2009	TBD	TBD	Weeded ...

Cuyahoga
County
Public
Library

Notify Me Saved Search

Saved Search

- Release date in next 30 days
- Not in collection
- Ordered by number of Notify Me tags

OverDrive Marketplace™

Search OC/OU & MA by title, author, series, or publisher

Advanced search

CARTS

TBD

SHOP
One Copy/One User & Metered Access

INSIGHTS ADMIN CURATE NEWS BILLING SUPPORT FEATURED

GET HELP ?

APPLY

163 results Edit search

All sales run through their end dates, and expire at midnight EST.

Applied filters 5

Holdings

In collection

Not in collection

Format

Lending model

Holds

Notify Me tags

Language

Audience

Subject

Publisher account

Street date

Release status

Price

Most popular across libraries

Most recent street date

Highest holds ratio

Most holds

Title A-Z

Most Notify Me tags

More...

100

Select this page

Select all 163 results

Unit(s): 1

ADD TO MAIN CART

Select

Share

PREORDER: Long Live the Elf Queen

by J.M. Kearl, Bridget Bordeaux, Jake Bordeaux

From Estimated \$79.99

OC/OU \$79.99

MA: 100 checkouts (concurrent users) \$119.98

Unit(s): 0

ADD TO MAIN CART

Language	English	Series	The Elf Queen	Text difficulty	--
Street date	Estimated 3/14/2023	Audience	Adult Fiction	Interest level	--
Publisher acc...	Dreamscape Media, LLC House Valor Books Inc.	Subject(s)	Fantasy, Mythology, Romance	ATOS book L...	--
ISBN	9781666634525	BISAC	Fiction / Action & Adventure + 2 subjects	Lexile® meas...	--

SAMPLE

Select

Share

PREORDER: Chasing Sunsets

South Carolina Sunsets, #10 by Rachel Hanna

Estimated \$14.99

OC/OU \$14.99

Unit(s): 1

ADD TO MAIN CART

Language	English	Series	South Carolina Sunsets #10	Text difficulty	--
Street date	Estimated 2/28/2023	Audience	Adult Fiction	Interest level	--
Publisher acc...	Draft2Digital, LLC Rachel Hanna	Subject(s)	Literature, Romance	ATOS book L...	--
ISBN	9798201926656	BISAC	Fiction / Romance / Clean & Wholesome + 1 subject	Lexile® meas...	--

SAMPLE

Ebook OverDrive Read, EPUB

SAMPLE

+ Create cart

new

0 standard units \$0.00

2 preorder units TBD

View all pinned carts

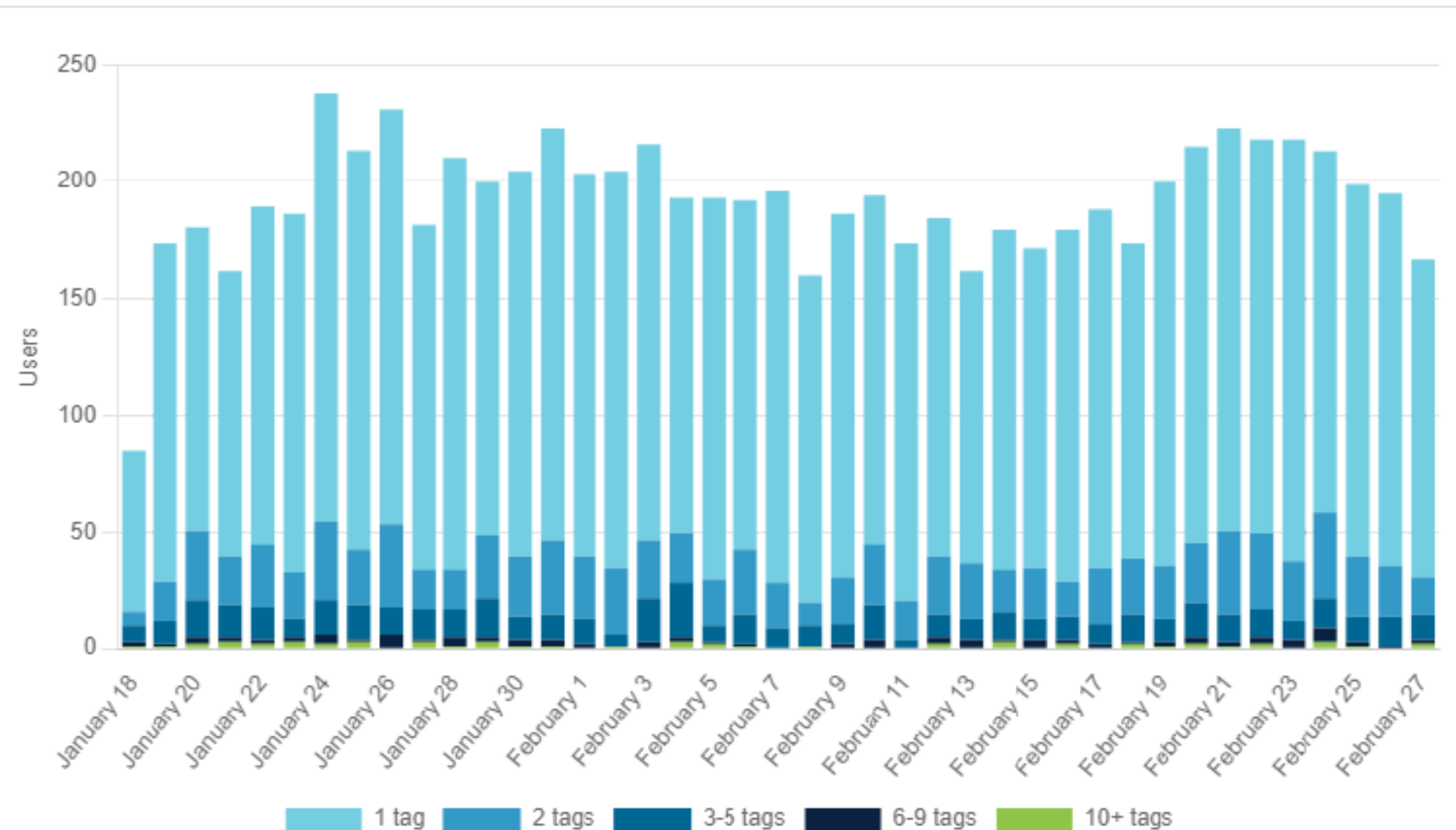
APPLY

Staff Preparation & Public Reaction

- Emailed all staff 1/13 explaining Notify Me & Deep Search and asking them to send me questions or feedback they receive from the public
- Notify Me went live 1/18
- Since 1/18 (6 weeks ago), I have not received a single question or complaint from staff or patrons regarding Notify Me or Deep Search. Crickets! 🦗
- Over 11,000 Notify Me tags added to approximately 9,500 titles
- Median number of tags per title is 1
- Majority of users have only 1 active tag

Notify Me tags added per user

Number of users who added Notify Me tags during this time period. Each bar is divided by the number of tags added per user.

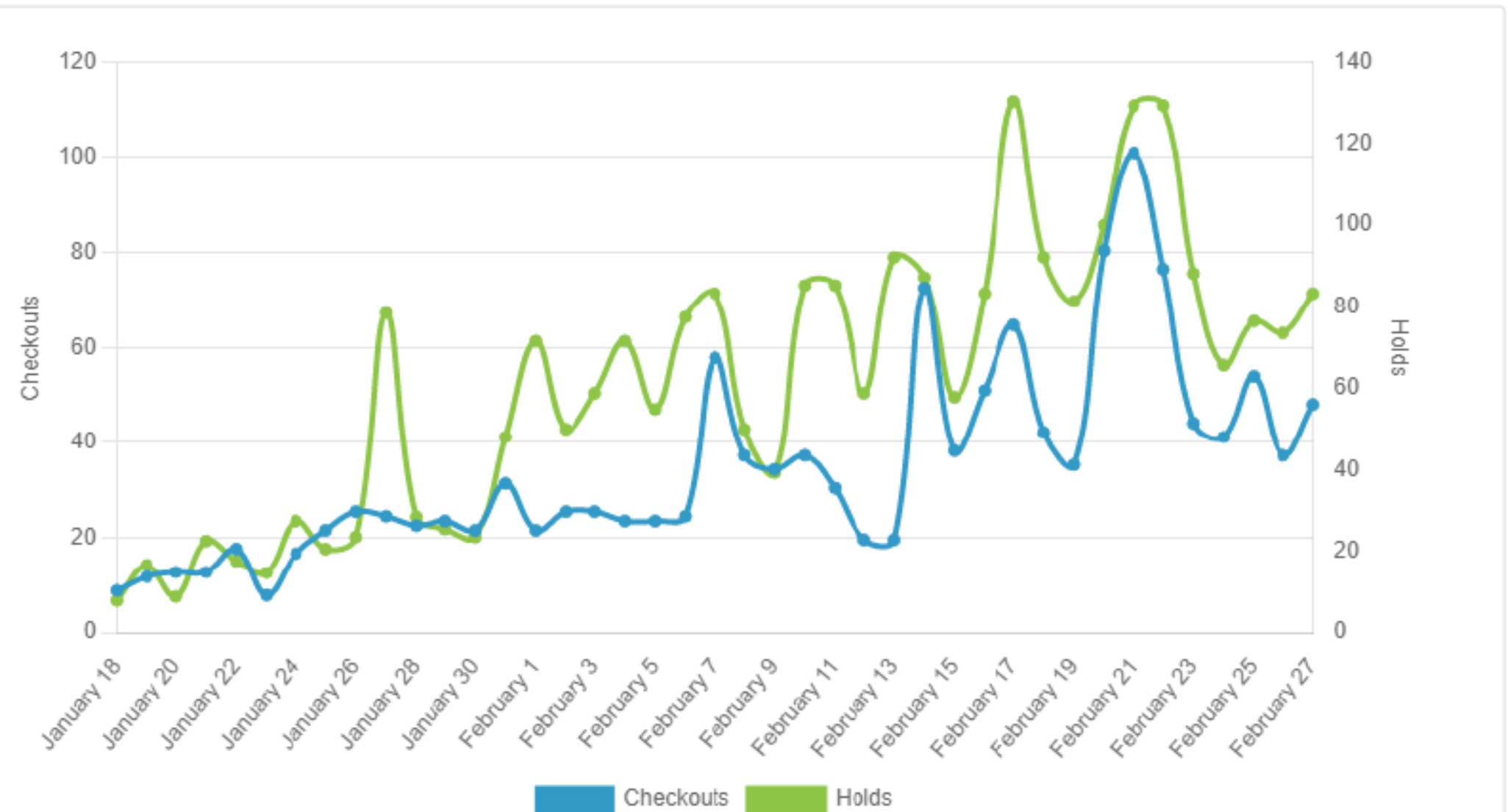


Favorite Features

- No hold placed!
 - Eliminates patron frustration with newly added titles already having dozens of holds
 - Titles don't get stuck in hold limbo
- Better, more nuanced reports for purchasing
- Can see tags in search results
- Data on use and success of the tag

Circulation activity

Checkouts and holds for purchased titles that had Notify Me tags. Only activity that occurred during this time period is included.

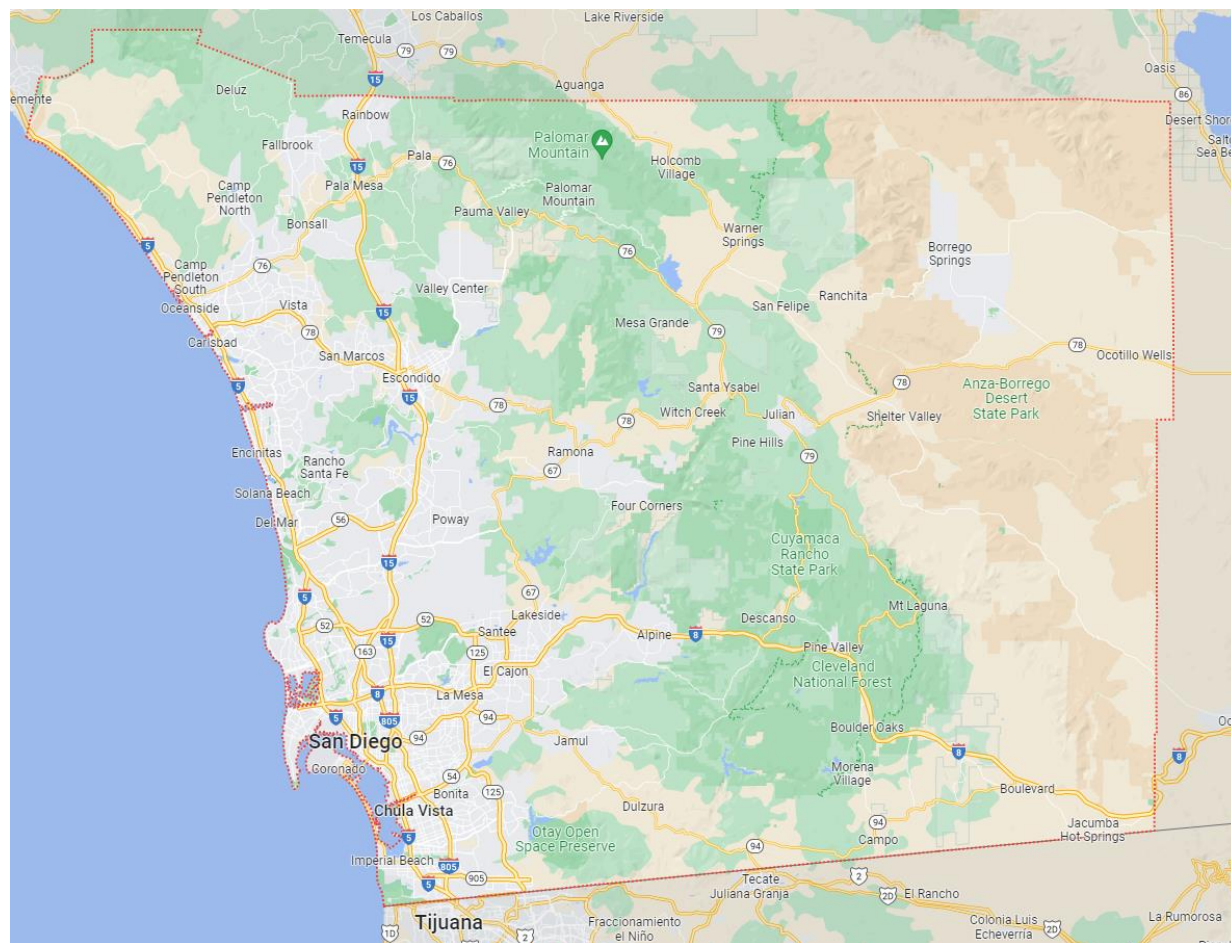


Thank you.

Kaitlin Booth

Collection Development Specialist, Digital Media and eResources

Cuyahoga
County
**Public
Library**



- 33 Branches, 2 mobile libraries, 5 library kiosks
- 1.1 mil population
- 4 mil checkouts in 2022
- \$3.7 mil Overdrive budget
- Heavy RTL user
- 1500-3000 recommends/week

Patron Interests Manager


Click **Create new plan** to create a Patron Interests Manager plan.

Click a plan name to edit it or view results for that plan. To delete a plan, check the box next to its name and select **Delete**.


[Learn more about Patron Interests Manager and get tips for creating plans.](#)

⏪	⏴	Page 1 of 1	⏵	⏩	50	▼
<input type="checkbox"/>		Plan name ▲		Tags per title		Form
<input type="checkbox"/>	1	Notify Me - 5		5 or more		Audi

☐ Notify Me - 5



Cart Type: Patron Interests Manager



369 standard units

TBD

Last edited on 2/27/2023
by Jennifer Lawson

PURCHASE

- 5+ Notify Mes
- Include:
 - Metered
 - Self-Published
 - Preorders
 - Weeded titles

Easy Access

OverDrive
Marketplace™

Search OC/OU & MA by title, author, series, or publisher

SHOP
One Copy/One User & Metered Access

INSIGHTS

ADMIN

CURATE

NEWS

Must-have books

February Romance Sale - Regency

February Romance Sale - LGBTQIA+

February Romance Sale - Newest Releases

Lunar New Year Sale - Juvenile Simplified Chinese

Lunar New Year Sale - Juvenile Traditional Chinese

View all must-haves >

Discover

Top titles with Notify Me tags

OverDrive's top authors
See what you're missing

OverDrive's most popular series
Not in your collection

OverDrive's most popular adult titles
Not in your collection

OverDrive's most popular YA titles
Not in your collection

OverDrive's most popular juvenile titles
Not in your collection

Saved searches

Expired-0 Checkouts

Expired-0 Days

NEW

Patron Interests Manager

Notify Me - 5

February Romance

AMALIE HOWARD

THE DUKE IN QUESTION

ADD TO MAIN CART

The Duke in Question
Daring Dukes
Amalie Howard
\$9.74 ~~\$12.99~~
Sale ends 02/28/2023

THE BOY IN THE BOAT

ADD

The Boy in the Boat
A Witty R
Wicked
Minerva
\$12.71

Patron Interests Manager

Click **Create new plan** to create a Patron Interests Manager plan.

Click a plan name to edit it or view results for that plan. To delete a plan, check the box.

Learn more about Patron Interests Manager and get tips for creating plans.

Page 1 of 1

50

	Plan name ▲	Tax
<input type="checkbox"/>	1	Notify Me - 5

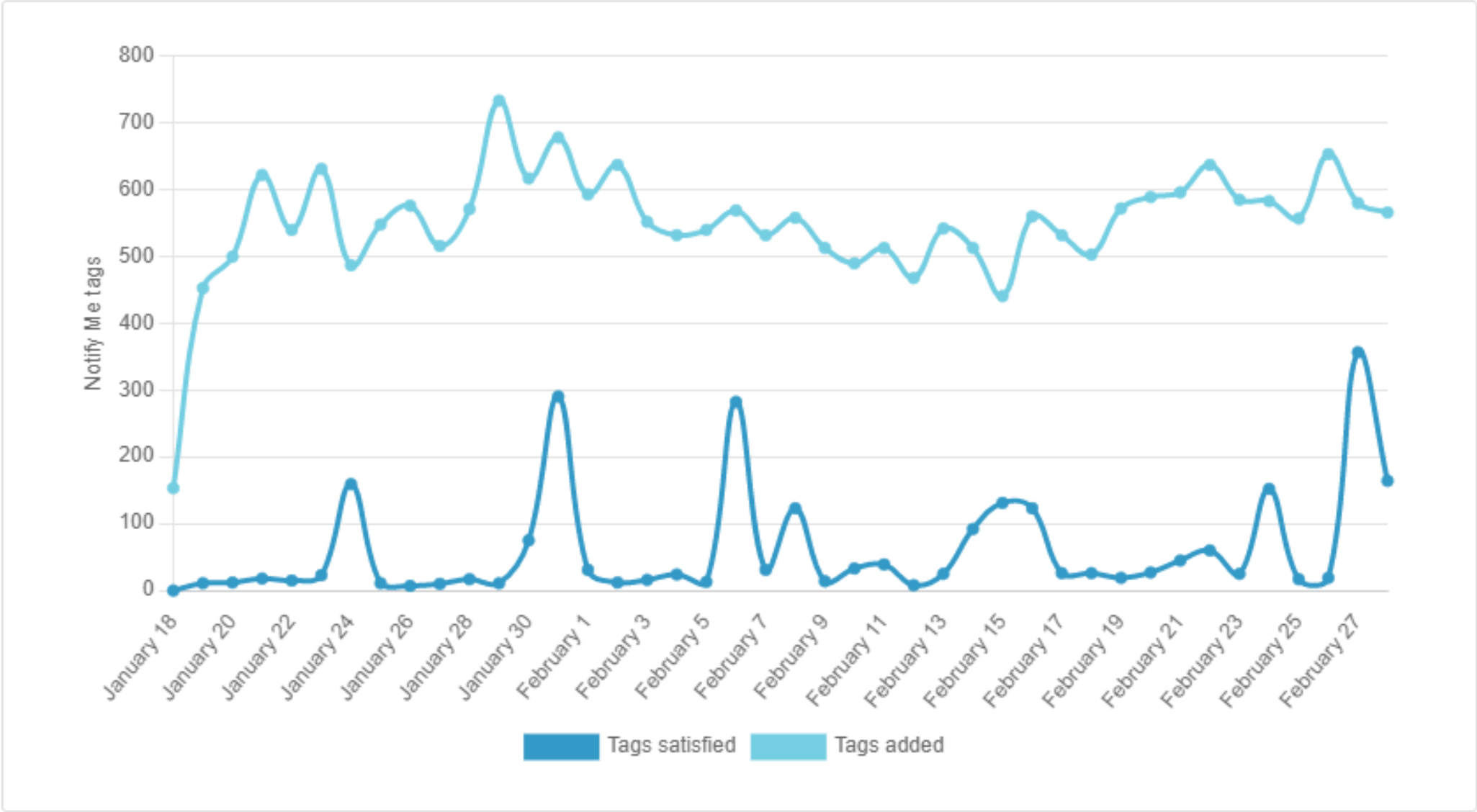
Results

**3000-4000
Notifies per
week**

Notify Me usage

Notify Me tags added and satisfied

This graph shows the number of Notify Me tags added or satisfied during this time period. A tag is "satisfied" when the user is notified of the title's availability or removes the tag.



No Holds



Customer driven holds



Fewer unneeded copies purchased



Additional customer support

Final Notes

“Notify Me”
reframes
customer
transaction

Integration
enhances
experience

Thank you!



Jennifer Lawson

Collection Development Manager

San Diego County Library

jennifer.lawson1@sdcounty.ca.gov

Meet the Suffolk Cooperative Library System

- 56 Member Libraries throughout Suffolk County, NY
- Service area: 912 square miles
- Service population: 1.59 million people
- Commuting distance to New York City, but also beaches, boating and fishing, farming, vineyards, and LIBRARIES!
- Over 3 million checkouts in 2022
- <https://www.livebrary.com/>



Ellen Nasto

Technology & Electronic Resources Supervisor
Suffolk Cooperative Library System
Suffolk County, Long Island, New York

Live-brary.com
PUBLIC LIBRARIES of Suffolk County, NY

“If you build it, they will come...”

- Notify Me tags were activated on January 18
- Three days later: **335 tags**
- Seven days later: **900 tags**
- Now: **4,146 tags**



Total Notify Me tags: 4,146



1

Notify Me tags:

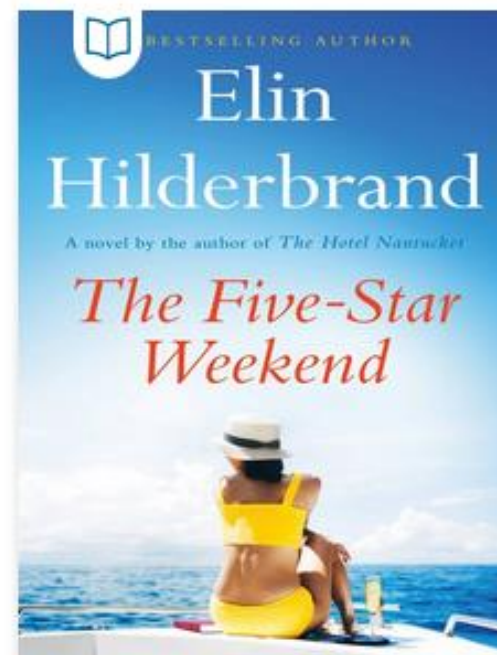
43



2

Notify Me tags:

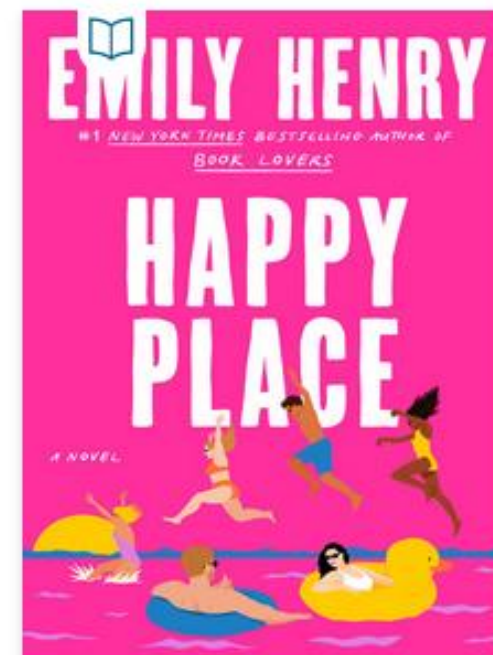
26



3

Notify Me tags:

22

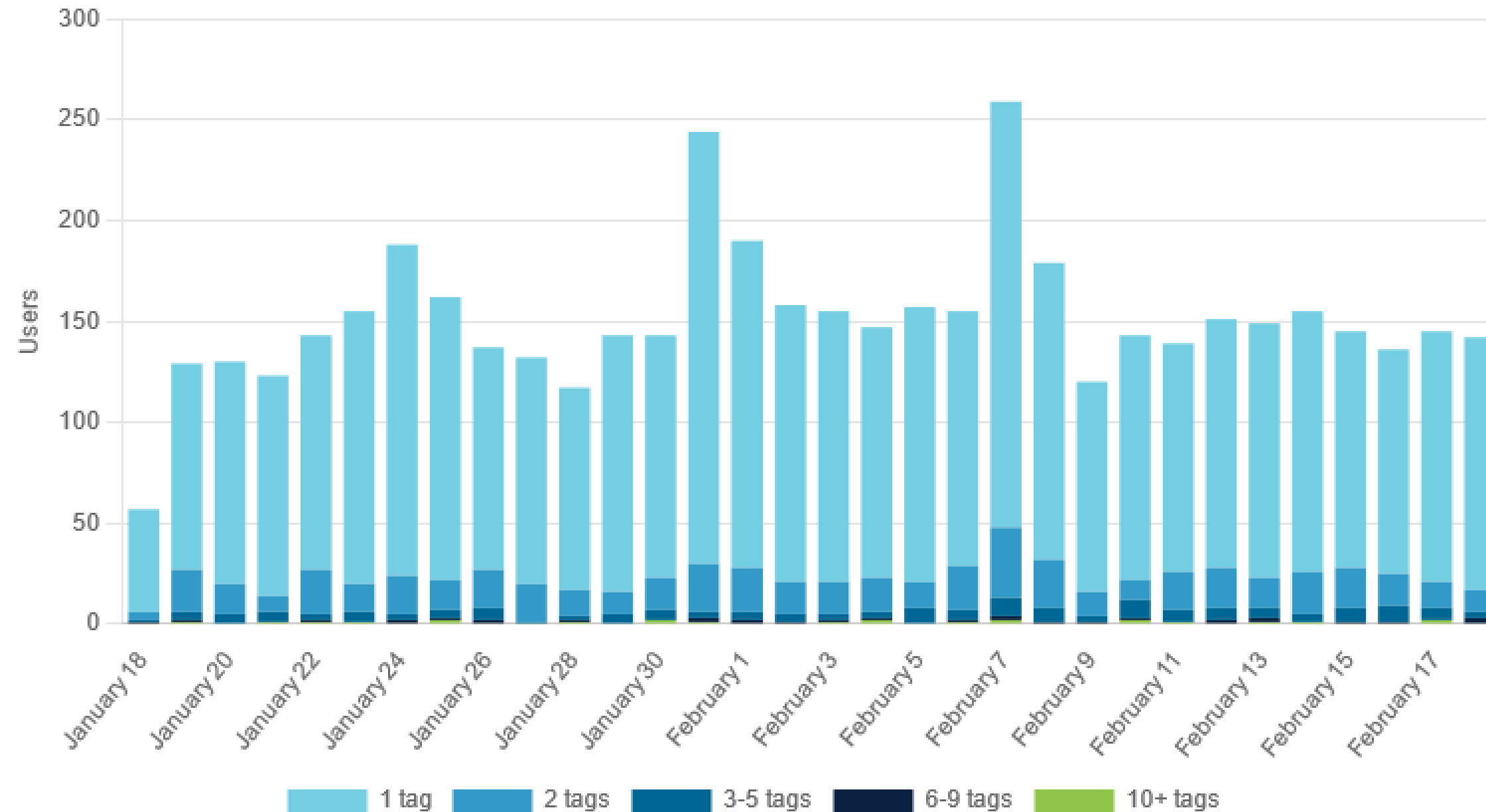


4

Notify Me tags:

19

Notify Me Tags added per user: January 18-February 18



An early concern:

patrons “hogging” the tags and thereby skewing the recommendations...

So far, so good!

Automated Carts vs. Saved Searches

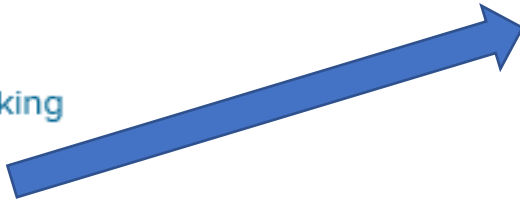
Saved searches

- Lit Fiction
- New Nonfiction
- Art, Crafts, Cooking
- 1 NotifyMe Tag

NEW! Patron Interests Manager

2+ NotifyMe Tags

NotifyMe Pre-orders



2,984 results [Edit search](#)

All sal
and e:

[Most popular across libraries](#)[Most recent street date](#)[Highest holds ratio](#)[Most holds](#)[Title A-Z](#)[Lowest price](#)[More...](#)

50

☐ Select this page☐ Select all 2,984 results

Unit(s): 1

ADD TO NEW CART

☐ Select

Little Shattered Dreams

Georgiana Germaine, #6
by Cheryl Bradshaw

[Share](#)

OC/OU
\$13.99

Unit(s): 1

ADD TO NEW CART

Language	English	Series	Georgiana Germaine #6	Text difficulty	--
Street date	2/26/2023	Audience	Adult Fiction	Interest level	--
Publisher ac...	Draft2Digital, LLC Pixie Publishing	Subject(s)	Literature, Mystery, Thriller	ATOS book l...	--
ISBN	9798201157340	BISAC	Fiction / Mystery & Detective / Hard-Boiled + 2 subjects	Lexile® mea...	--

☐ Select

The Other Emily--Die Doppelgängerin

Thriller
by Dean Koontz, Wolfgang Berger, et al.

[Share](#) Pending in cart **1**

MA: Earlier of 26 checkouts or 48 months (one user)
\$27.70

Unit(s): 1

ADD TO NEW CART

Language	German	Series	--	Text difficulty	--
Street date	2/25/2023	Audience	Adult Fiction	Interest level	--
Publisher ac...	Lindhardt og Ringhof, Saga Egmont SAGA Egmont	Subject(s)	Horror, Suspense, Thriller	ATOS book l...	--
ISBN	9788728548493	BISAC	Fiction / Horror + 1 subject	Lexile® mea...	--

☐ Select

[Share](#)

Webinar recap

1

Deep search & Notify Me tags

2

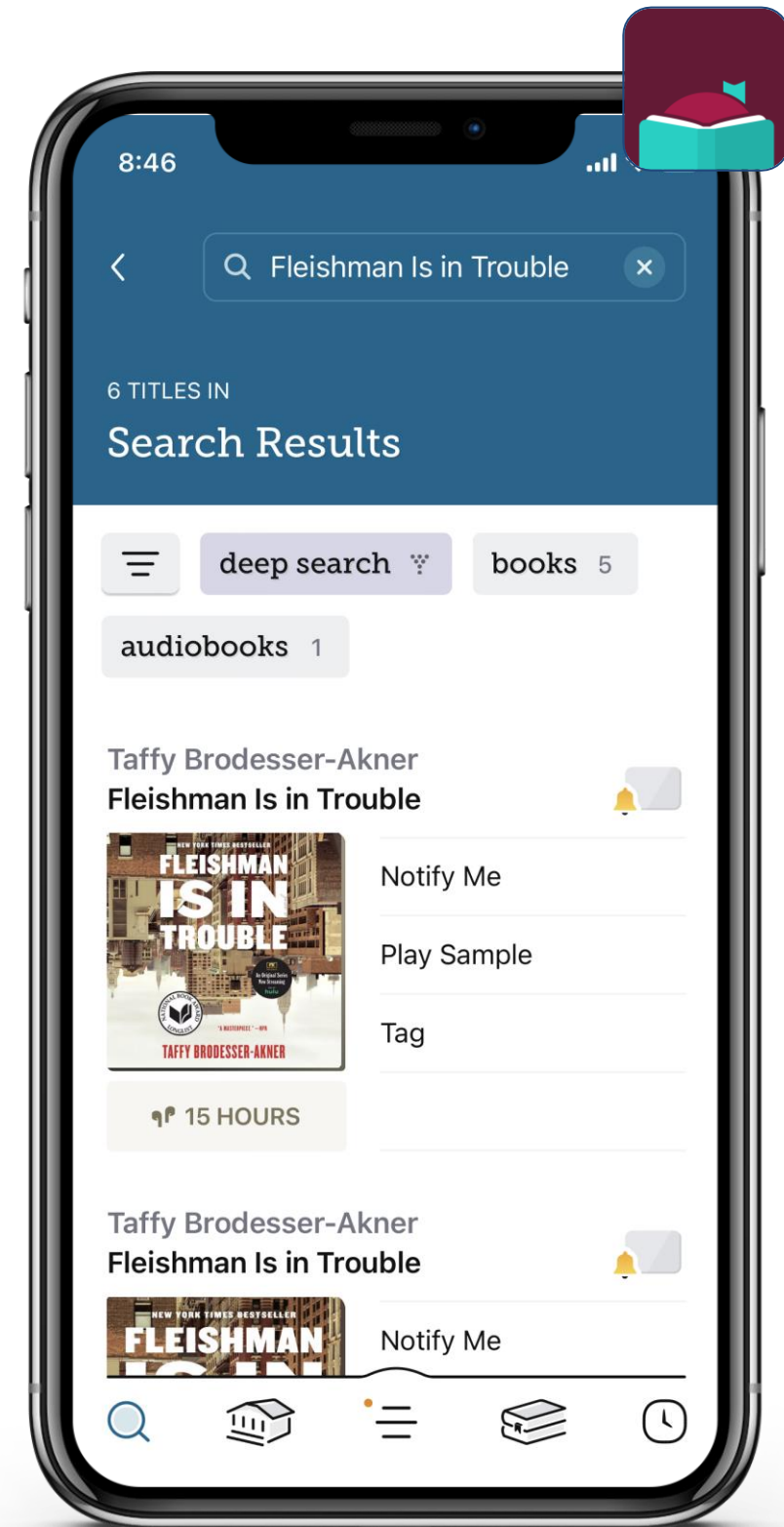
Marketplace tools

3

FAQs

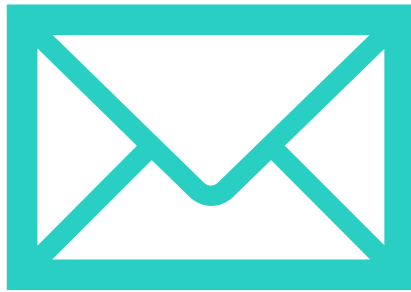
4

How libraries are already
benefitting

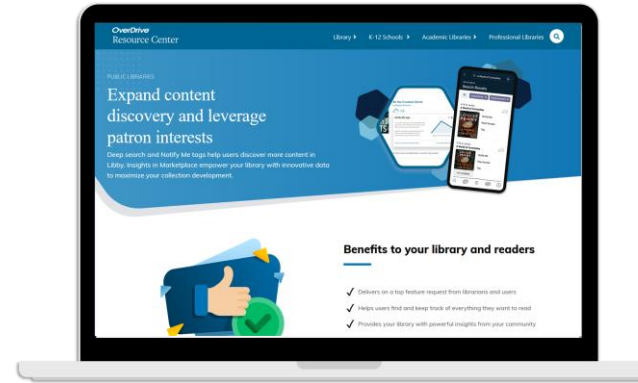


Next steps

Next steps



Reference OverDrive
email regarding
availability at your
library.



Review Patron Interests
page on our Resource
Center.



Reach out to your
Account Manager
with questions.

Upcoming staff webinars

Build a Thriving
Professional
Development
Collection for Women

March 7

[Register today!](#)

Introduction to
OverDrive
Marketplace

March 22

[Register today!](#)



Forward.
Together

Register now!
August 9-11, 2023
Cleveland, OH



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overdrive.com