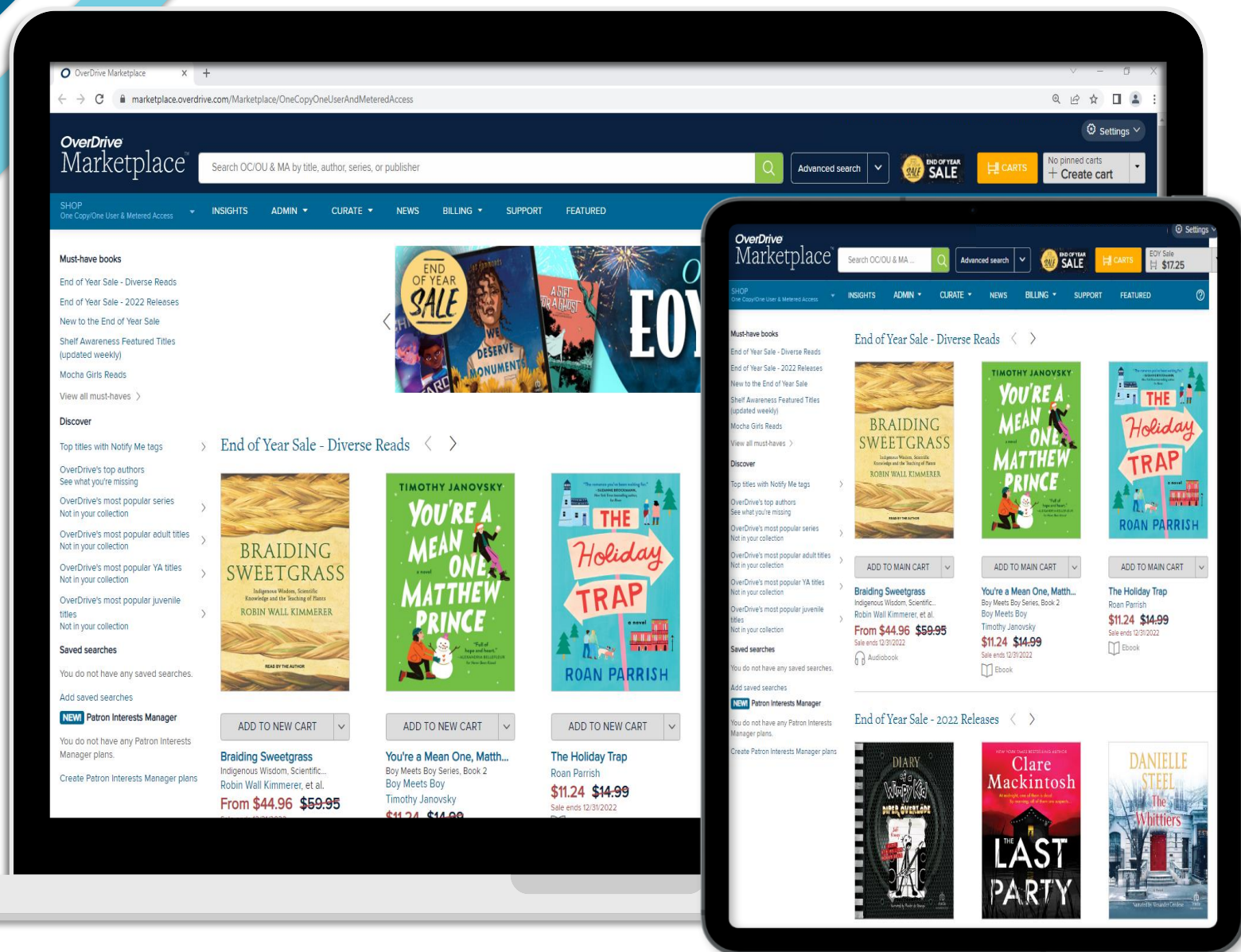


# Getting Started with OverDrive Marketplace



# Your Speakers



Sydney Kalnay  
Training Team Manager



Emma Dwyer  
Product Trainer

# Housekeeping



Engage in our polls and assessment to earn a certificate of attendance.



Ask questions under Q&A and Show/Hide Captions.



You will receive an email tomorrow with the recording, PDF, and assessment.

# Agenda

1

What is Marketplace?

2

Live demonstration

3

Lending models

4

Help resources





# What is OverDrive Marketplace?

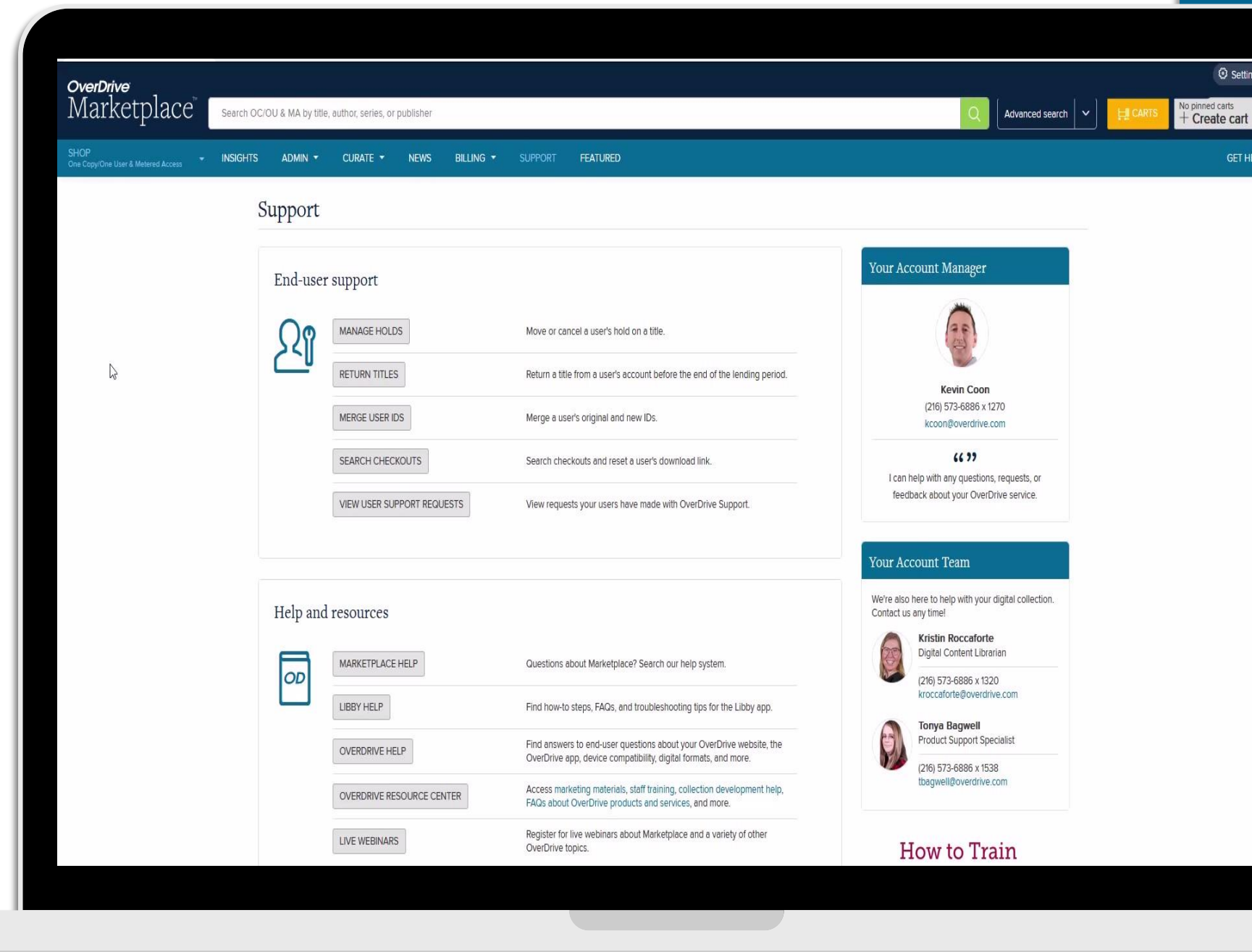


# OverDrive Marketplace

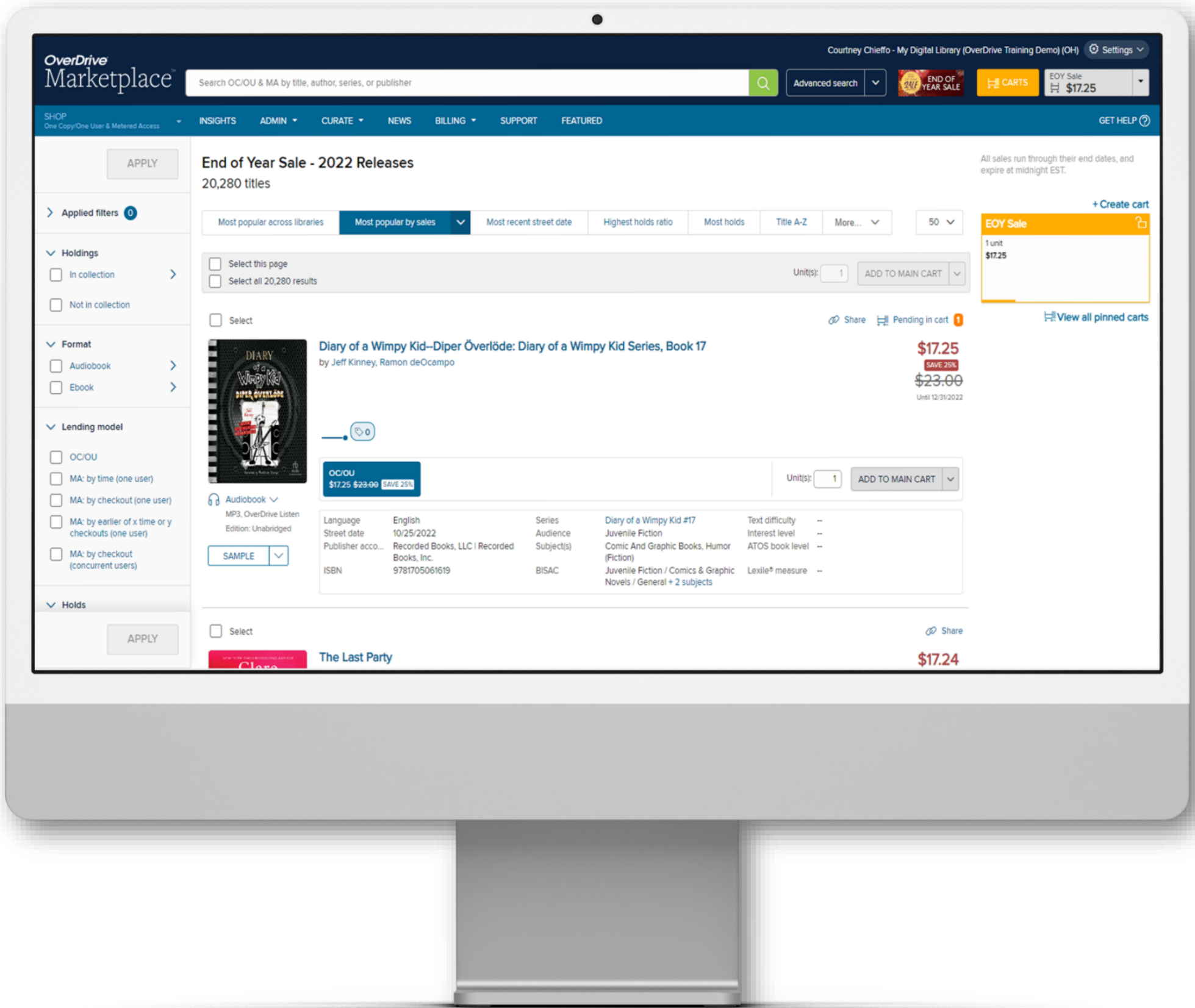
Your source for digital library success.

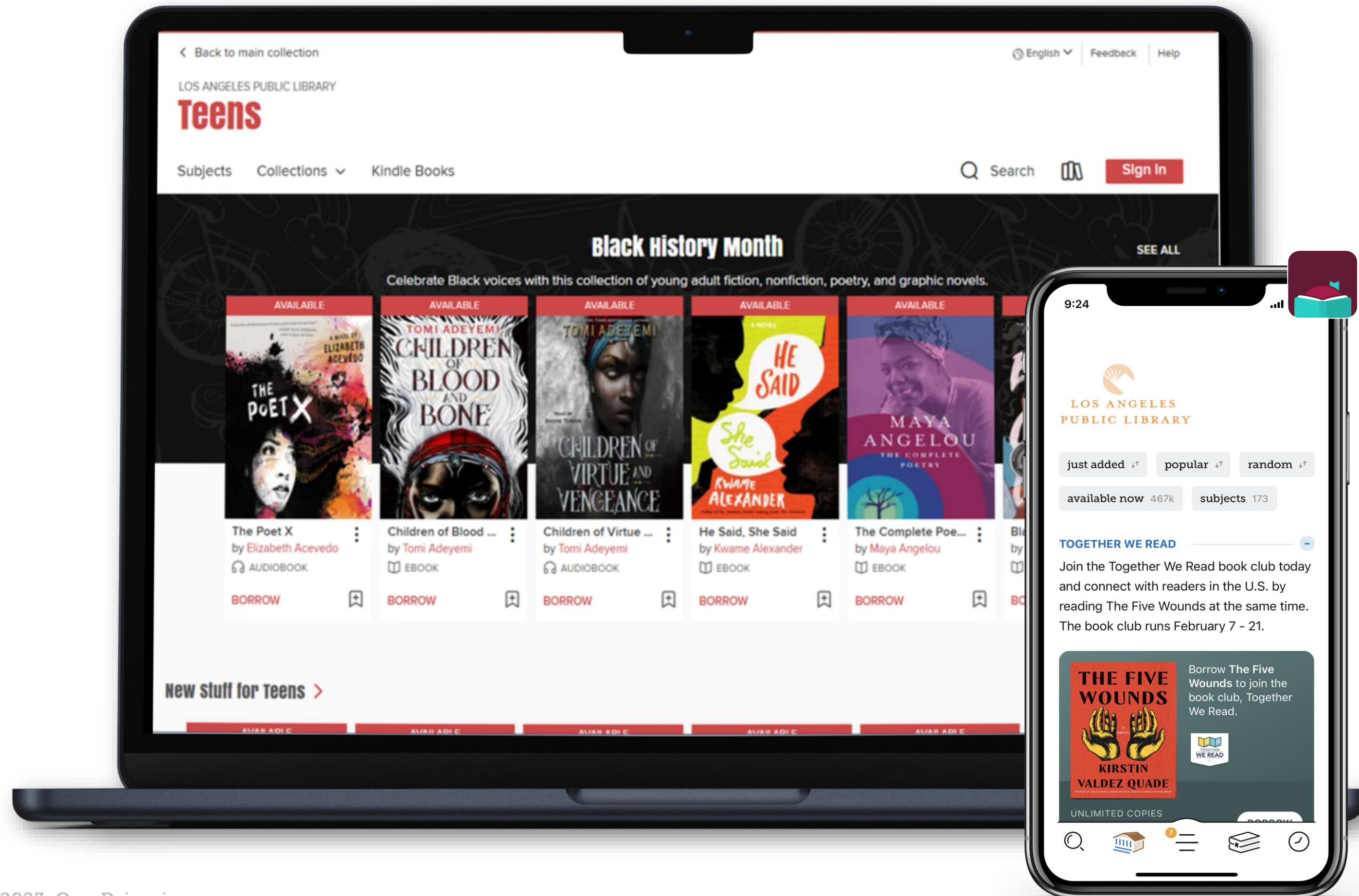
Marketplace is the back-end shopping and administrative portal.

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



# Marketplace.overdrive.com





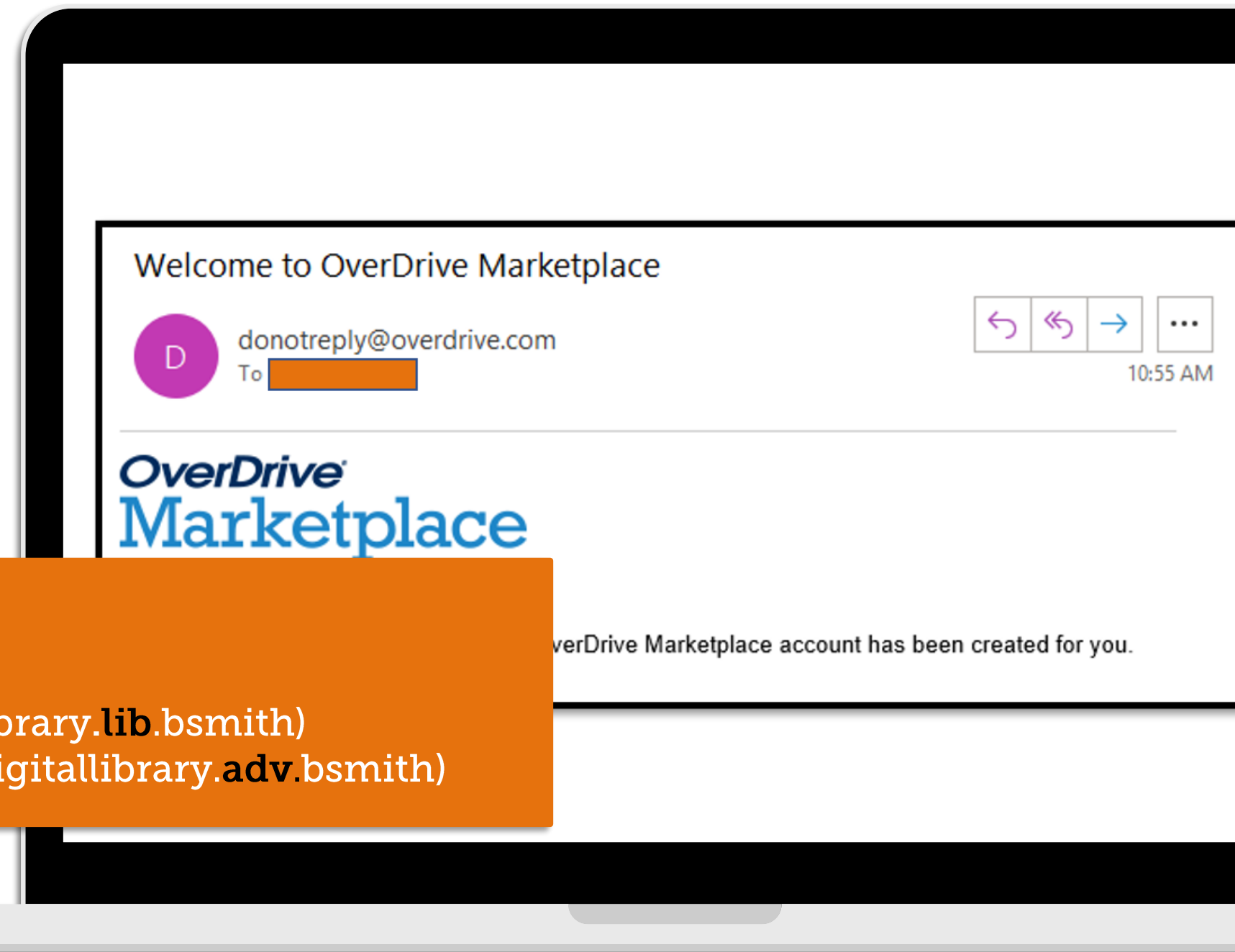
# Signing in

Receive your welcome email from donotreply@overdrive.com.

Sign in at [marketplace.overdrive.com](https://marketplace.overdrive.com) with your username and password\*.

## Advantage tip

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



# User permissions

## ✓ Admin

- ✓ End-user support
- ✓ Reports
- ✓ Manage invoices
- ✓ Users
- ✓ Local content
- ✓ Weeding
- ✓ Content access levels
- ✓ Library site admin
- ✓ Curate
- ✓ Marketplace settings
- ✓ Download MARC records

## ✓ Purchasing

- ✓ RTL Manager
- ✓ Smart List
- ✓ Purchase<sup>i</sup>
- ✓ Holds Manager
- ✓ MARC preferences

## ✓ Shopping

- ✓ Delete carts<sup>i</sup>
- ✓ Create/view carts

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

# Shared collection/consortium

All libraries in a consortium have access to the main collection of materials.

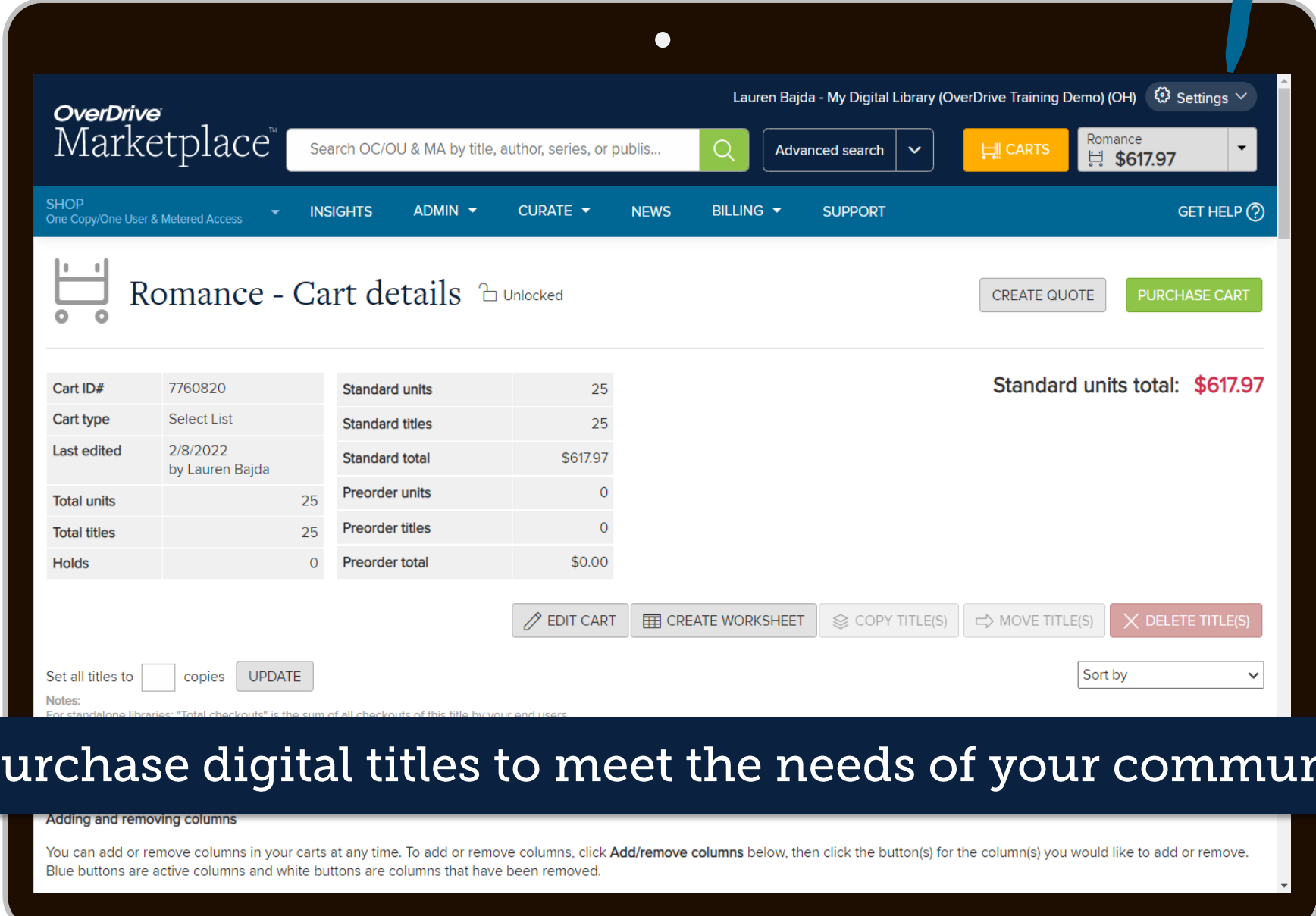


## Advantage

A sub-account that allows an individual library to purchase and curate additional content just for their users.



# Shop



Lauren Bajda - My Digital Library (OverDrive Training Demo) (OH) Settings

OverDrive Marketplace™ Search OC/OU & MA by title, author, series, or publis... Advanced search CARTS Romance \$617.97

SHOP One Copy/One User & Metered Access INSIGHTS ADMIN CURATE NEWS BILLING SUPPORT GET HELP

### Romance - Cart details Unlocked

CREATE QUOTE PURCHASE CART

Cart ID#	7760820	Standard units	25
Cart type	Select List	Standard titles	25
Last edited	2/8/2022 by Lauren Bajda	Standard total	\$617.97
Total units	25	Preorder units	0
Total titles	25	Preorder titles	0
Holds	0	Preorder total	\$0.00

Standard units total: **\$617.97**

EDIT CART CREATE WORKSHEET COPY TITLE(S) MOVE TITLE(S) DELETE TITLE(S)

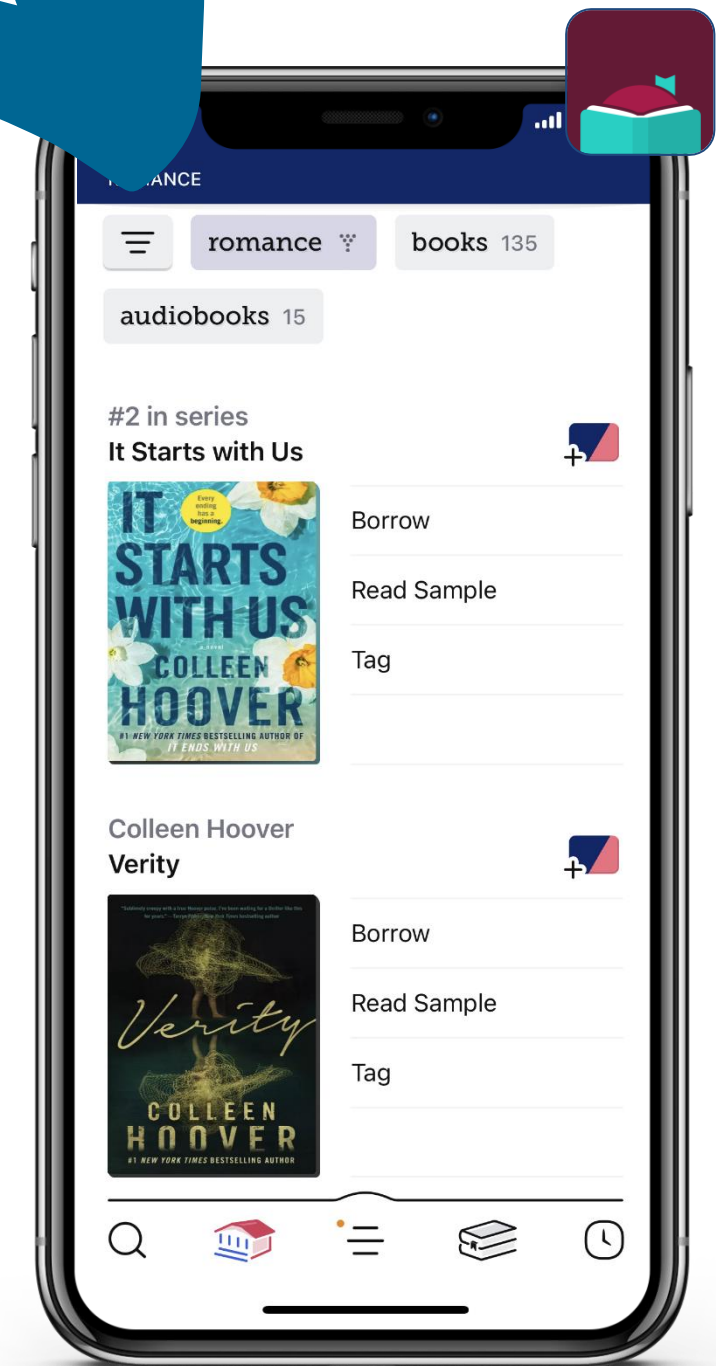
Set all titles to ☐ copies UPDATE Sort by

Notes:  
For standalone libraries: "Total checkout" is the sum of all checkouts of this title by your end users.

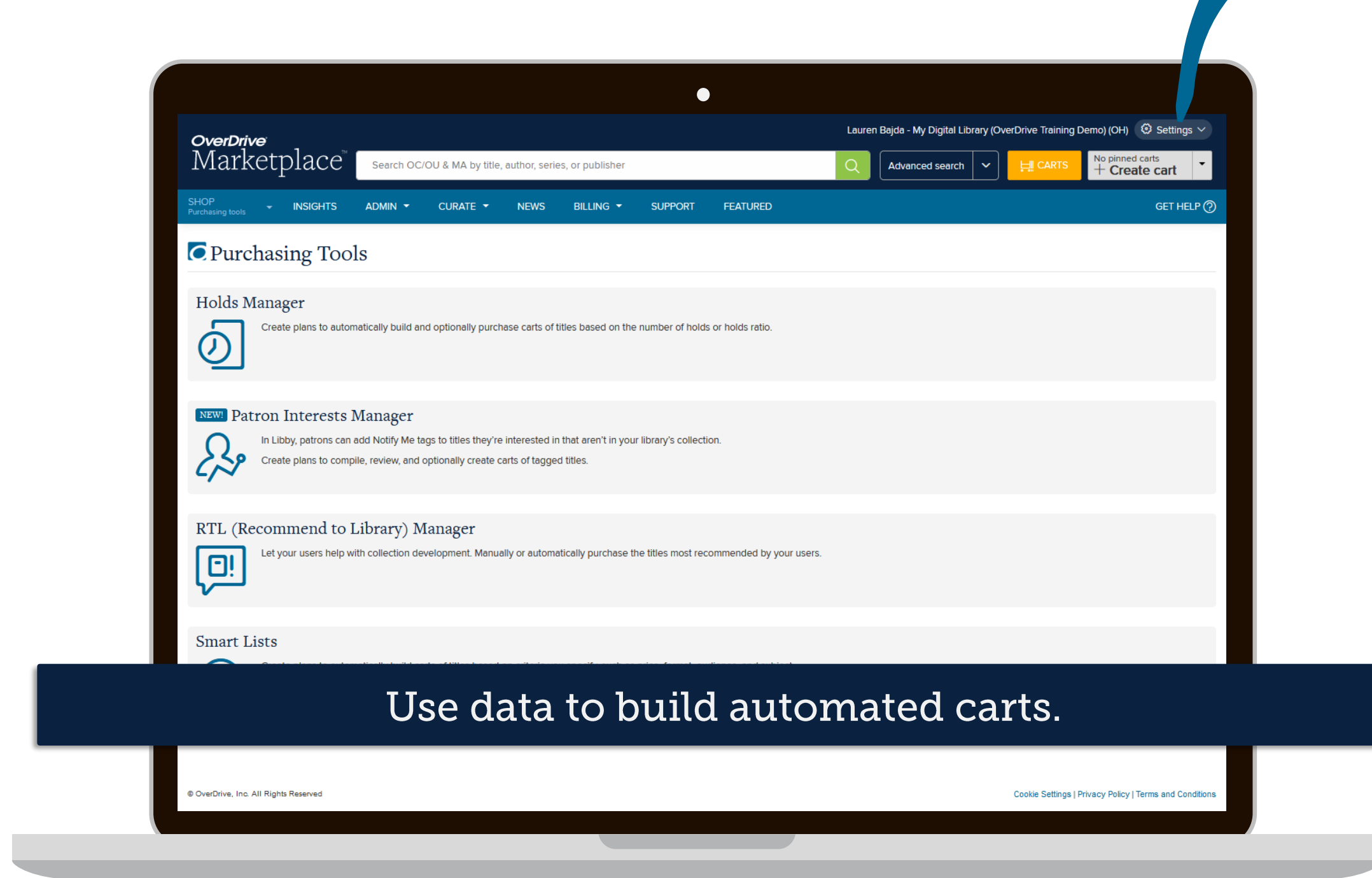
Adding and removing columns

You can add or remove columns in your carts at any time. To add or remove columns, click **Add/remove columns** below, then click the button(s) for the column(s) you would like to add or remove. Blue buttons are active columns and white buttons are columns that have been removed.

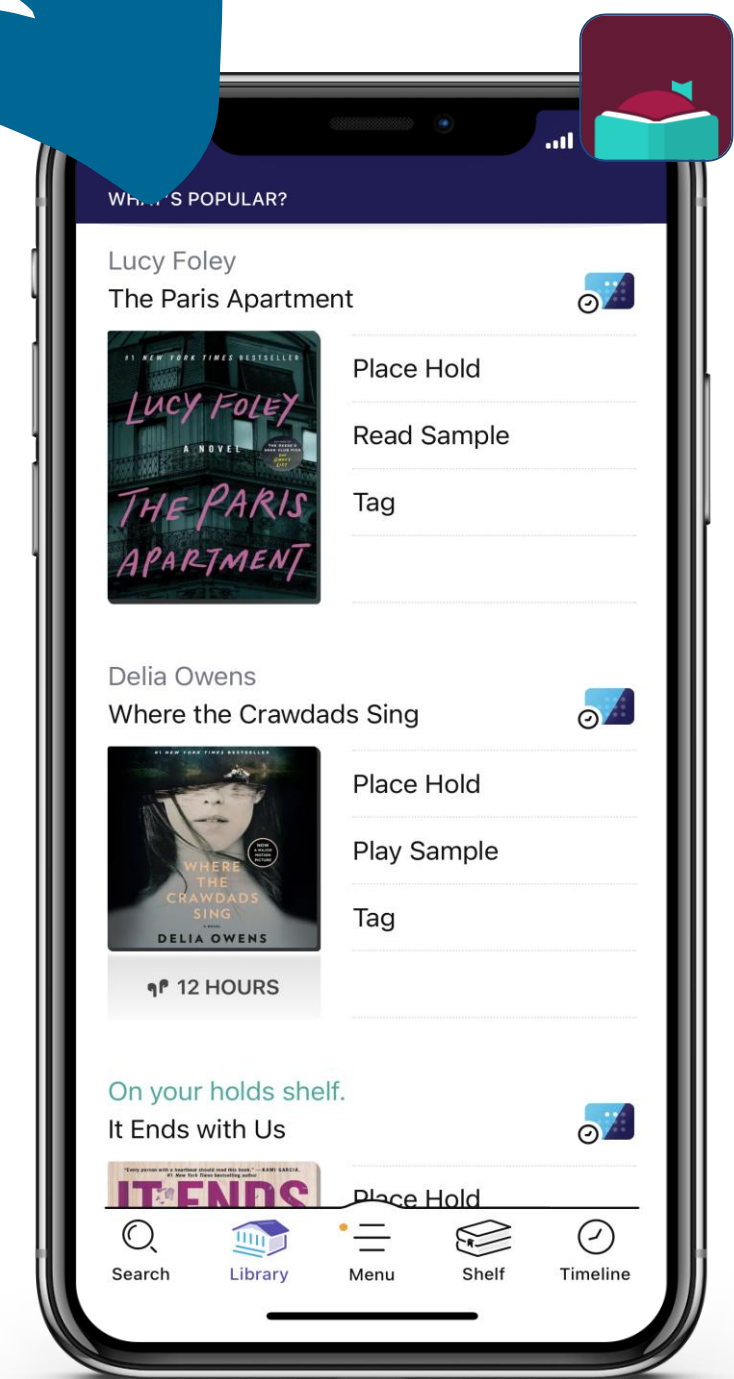
Purchase digital titles to meet the needs of your community.



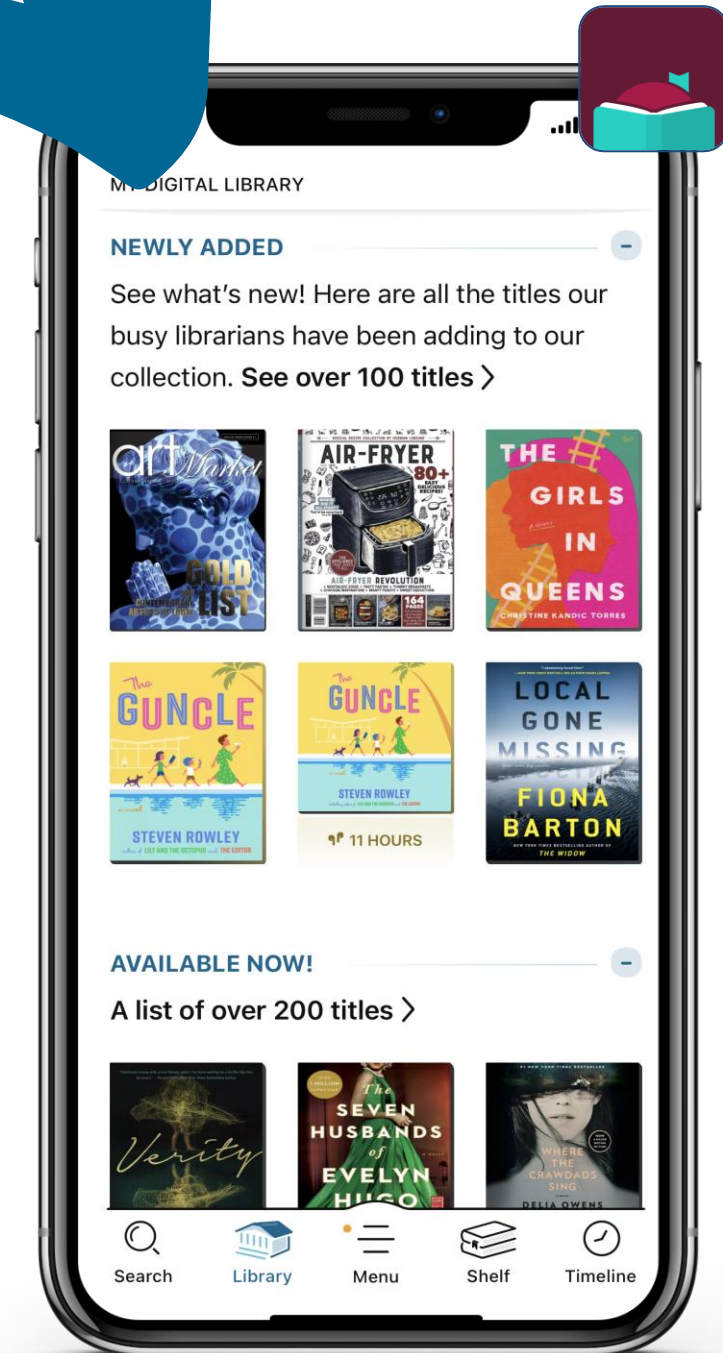
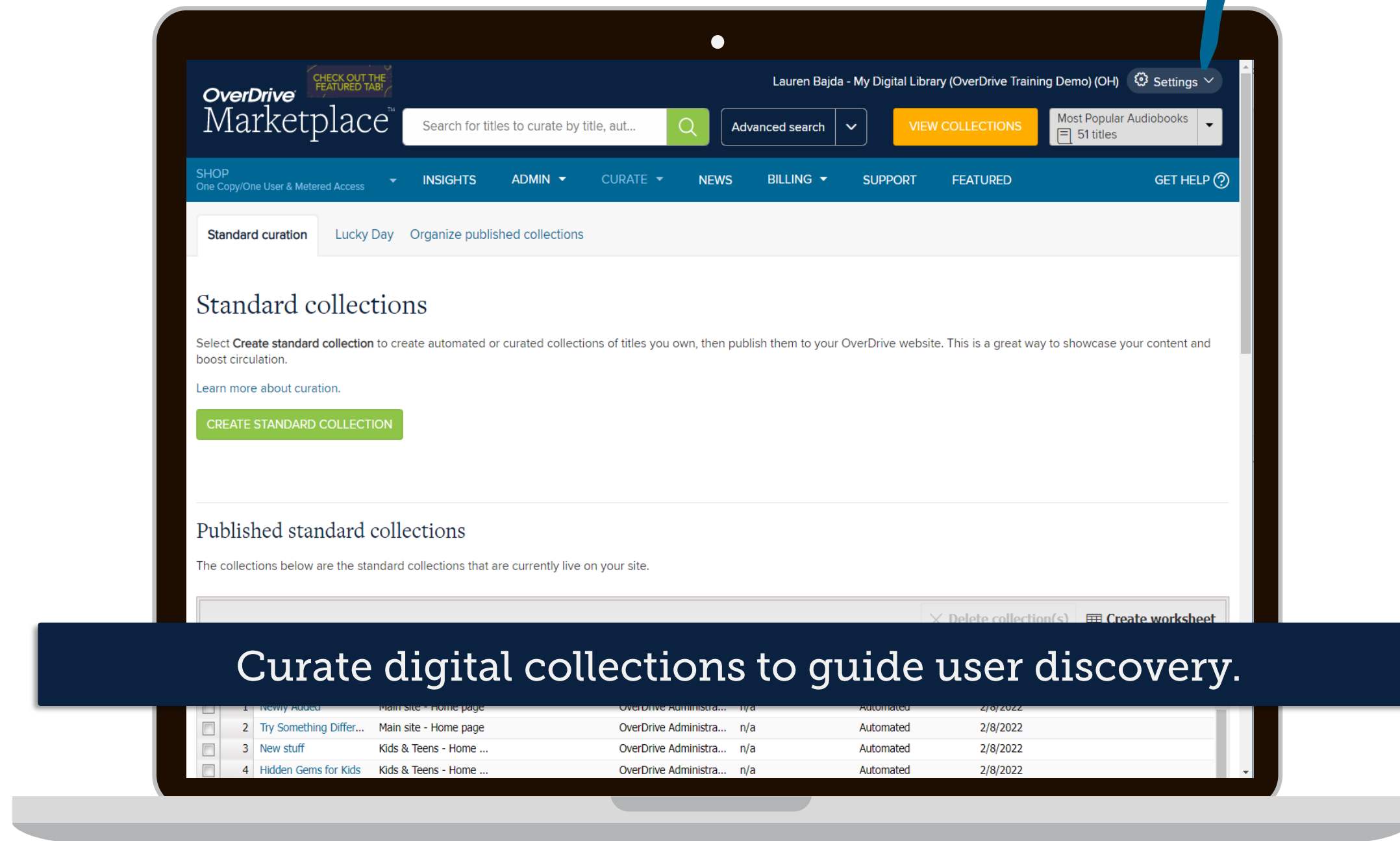
# Shop



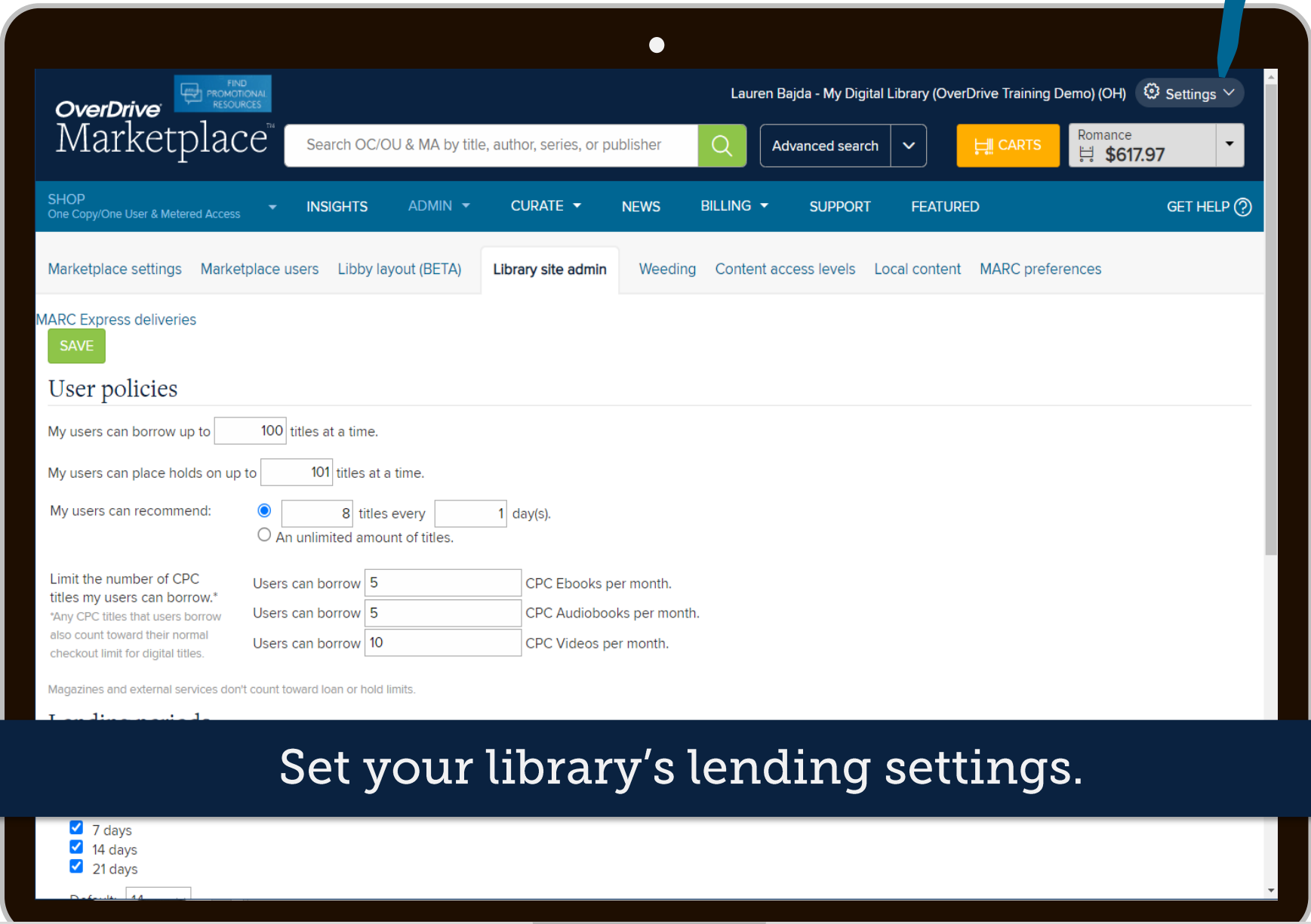
Use data to build automated carts.



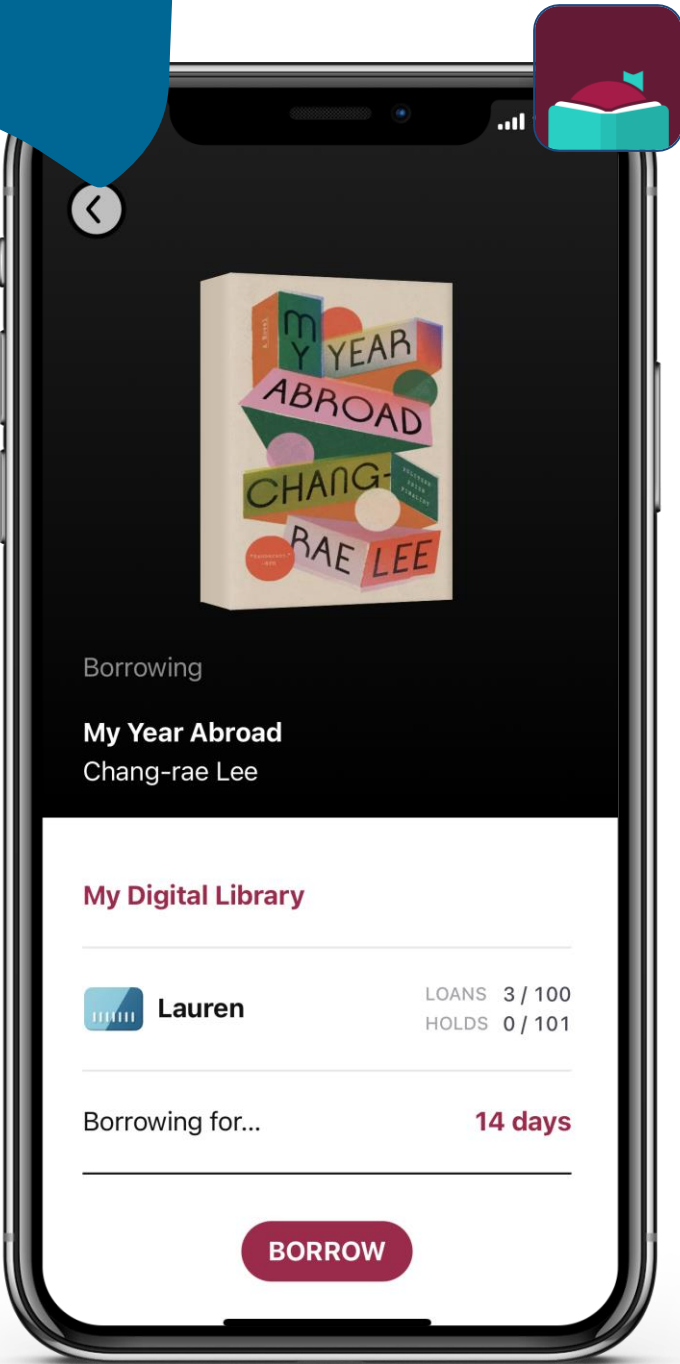
# Curate



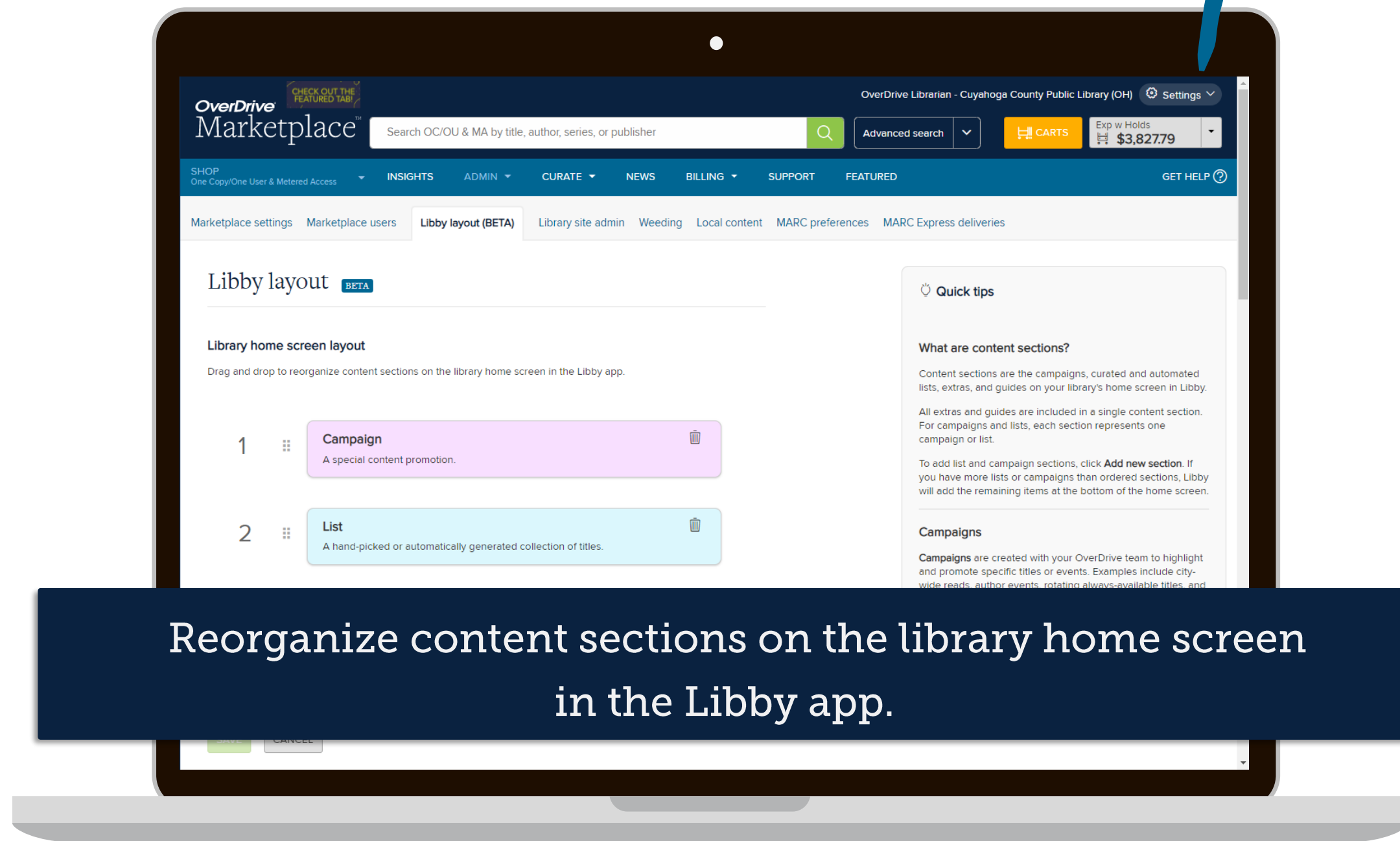
# Admin



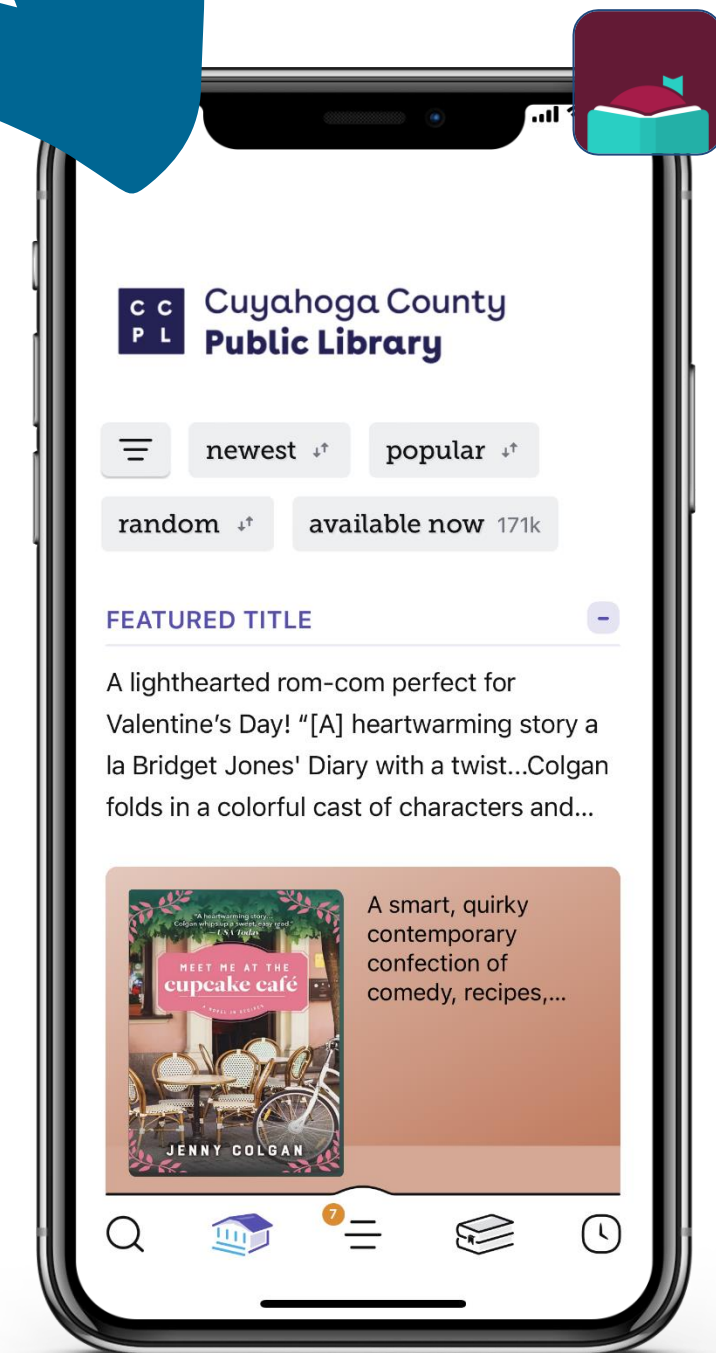
Set your library's lending settings.



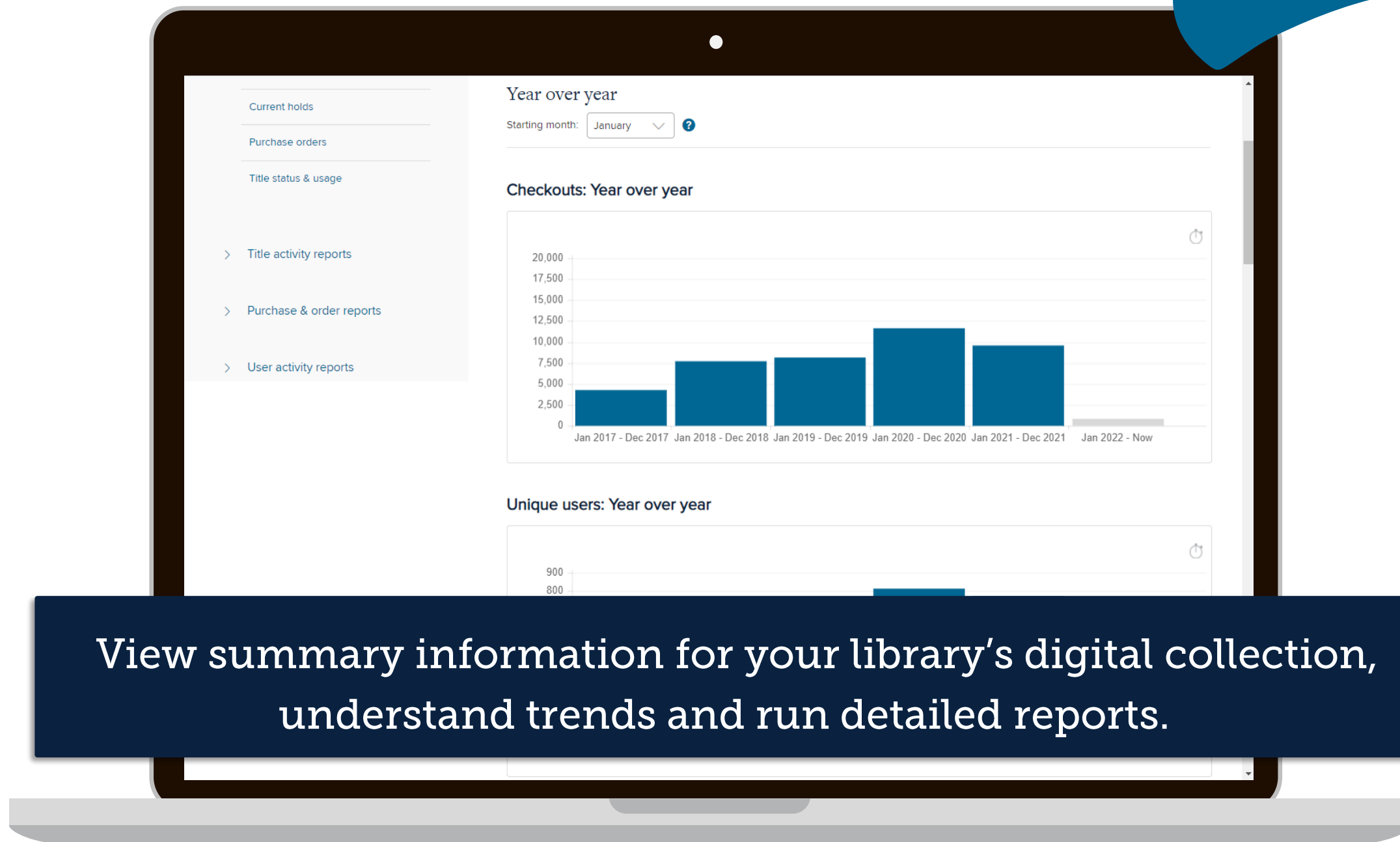
# Admin



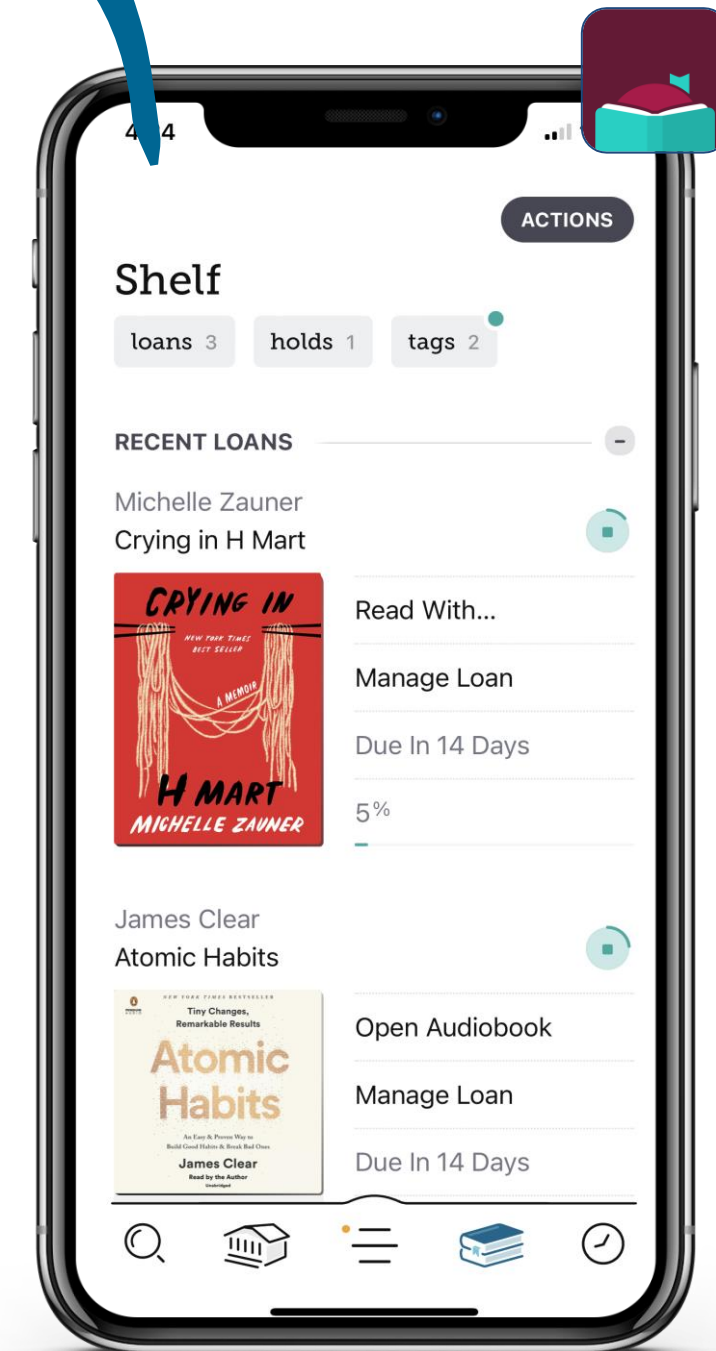
Reorganize content sections on the library home screen  
in the Libby app.



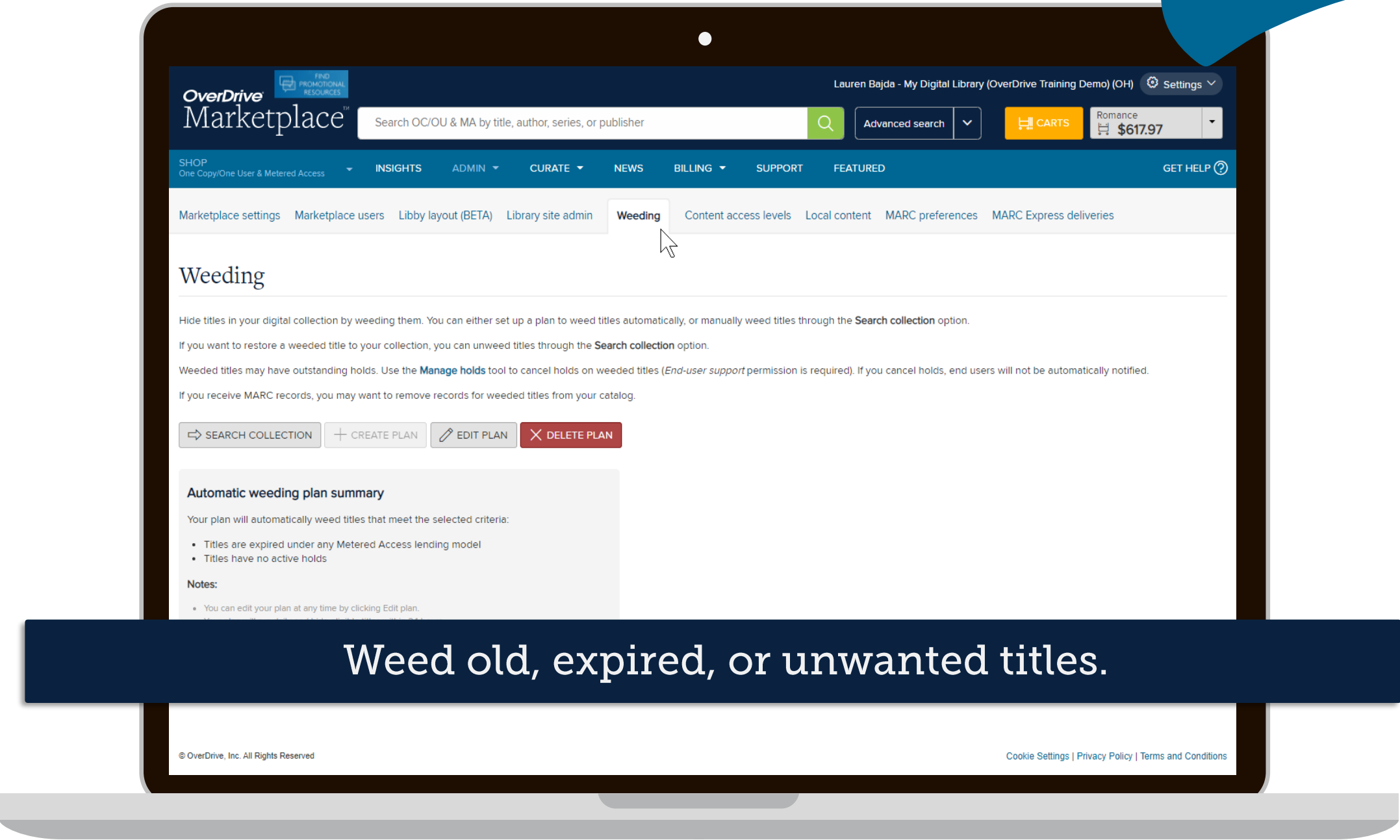
# Insights



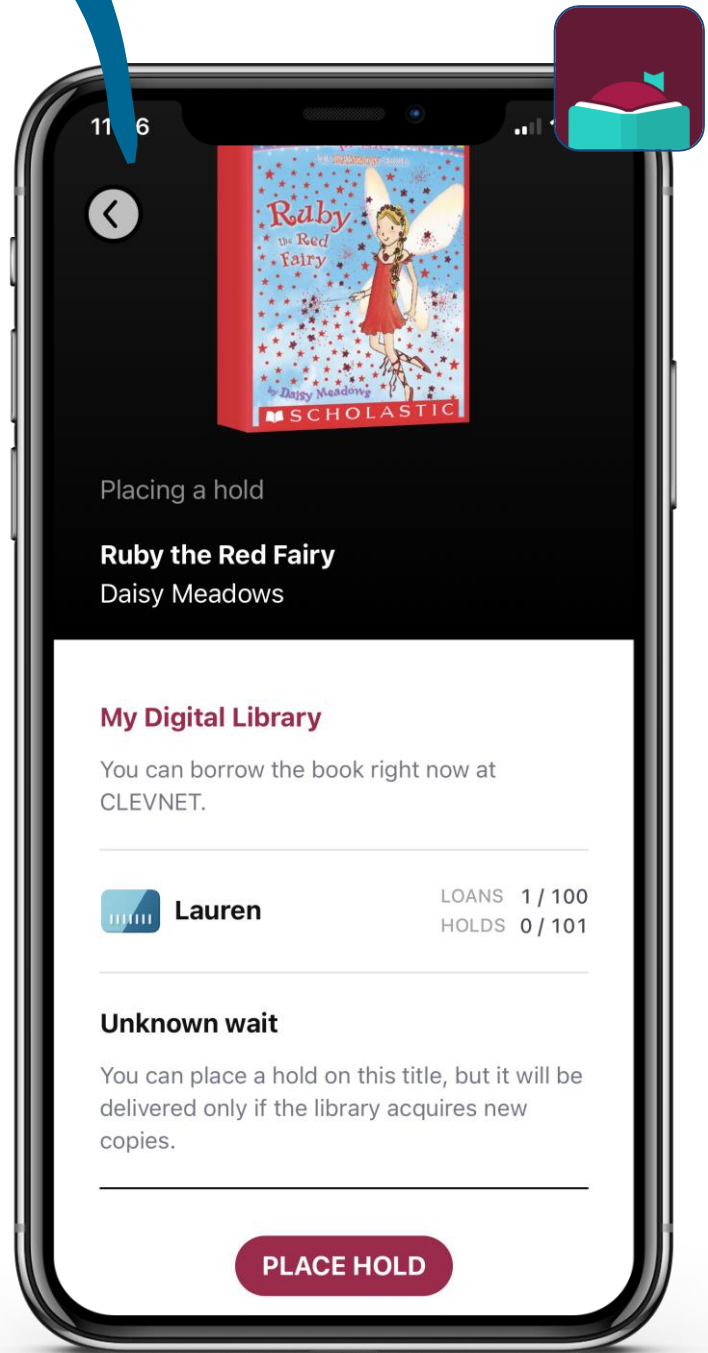
View summary information for your library's digital collection, understand trends and run detailed reports.



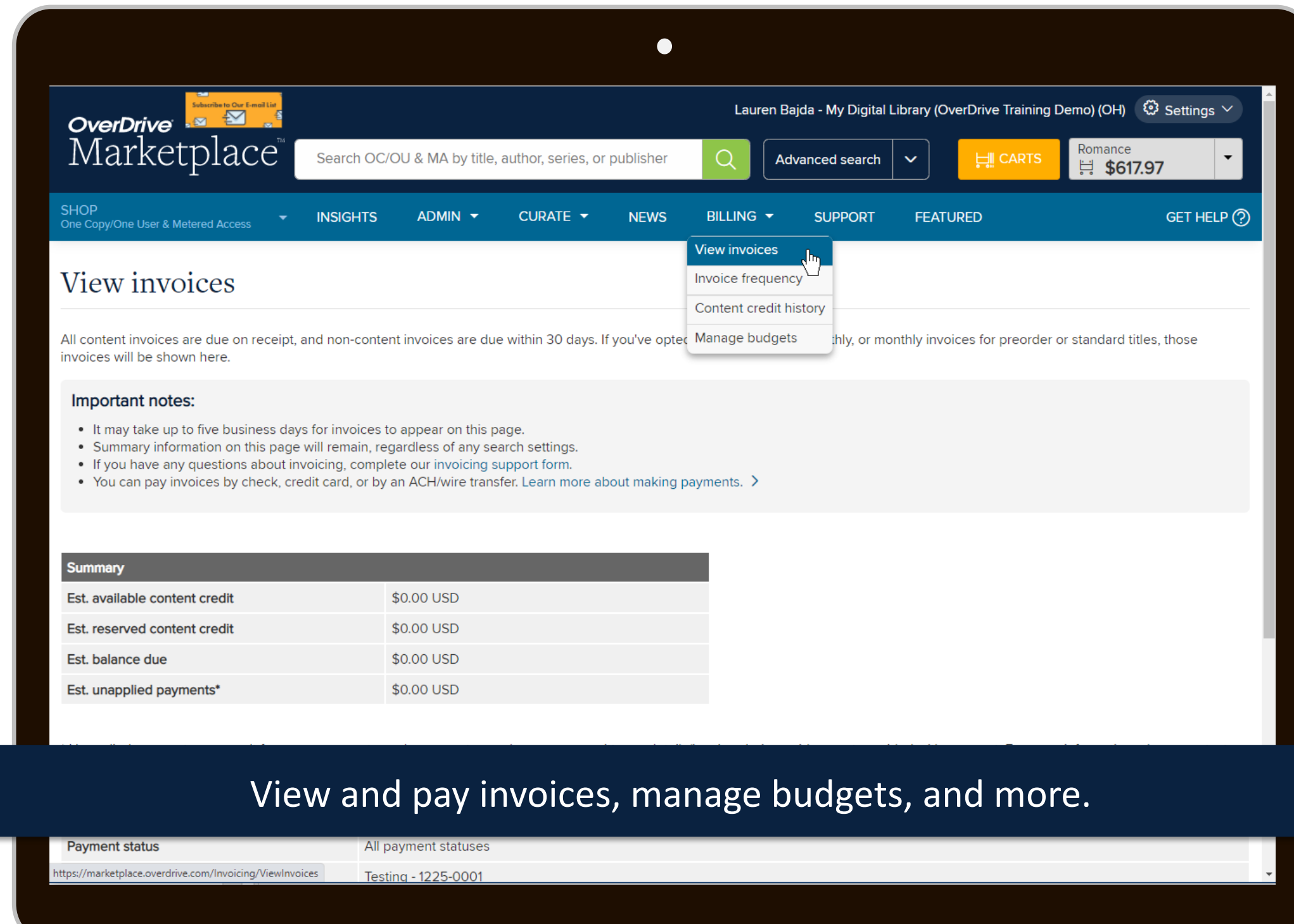
# Admin



Weed old, expired, or unwanted titles.

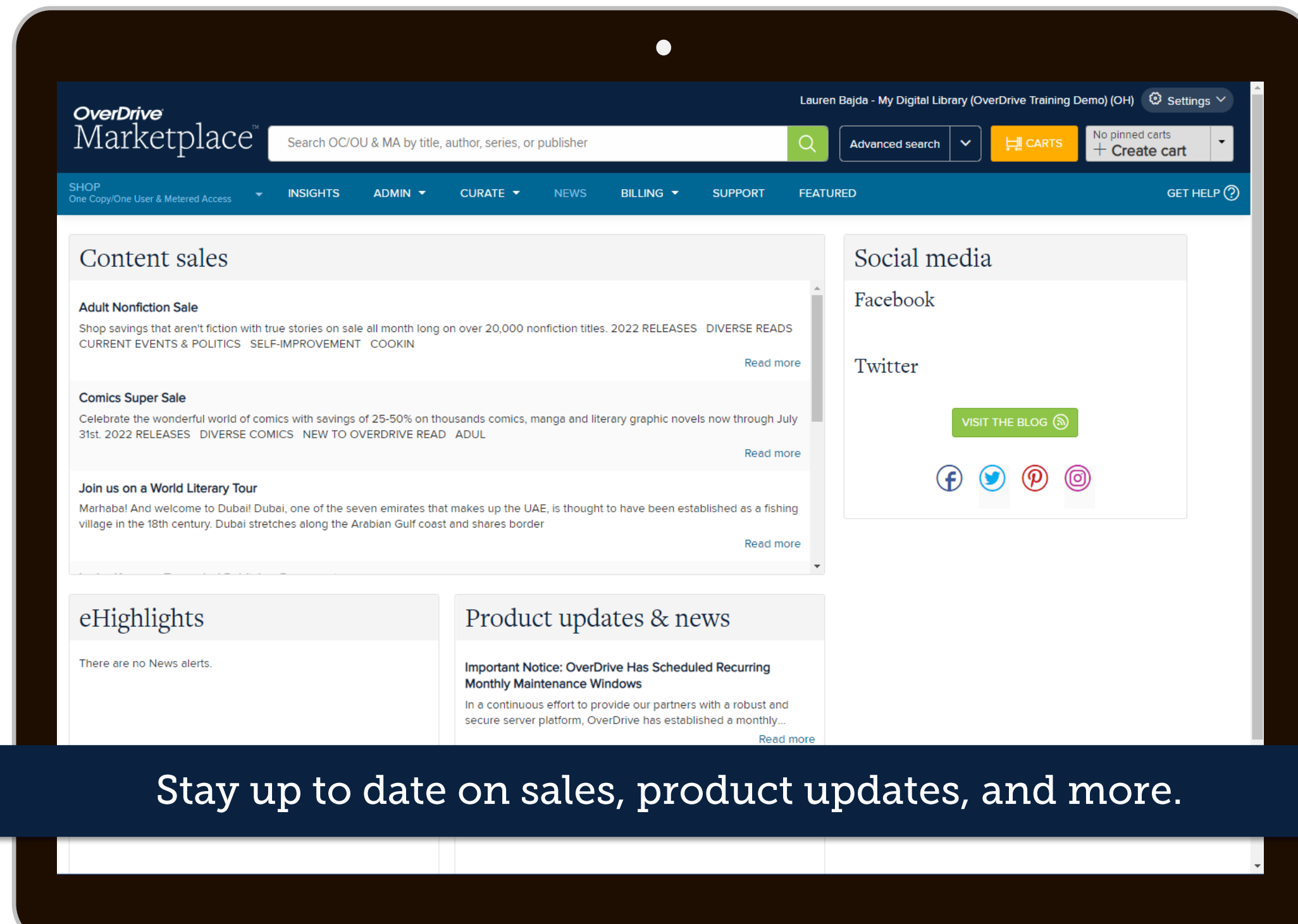


# Billing



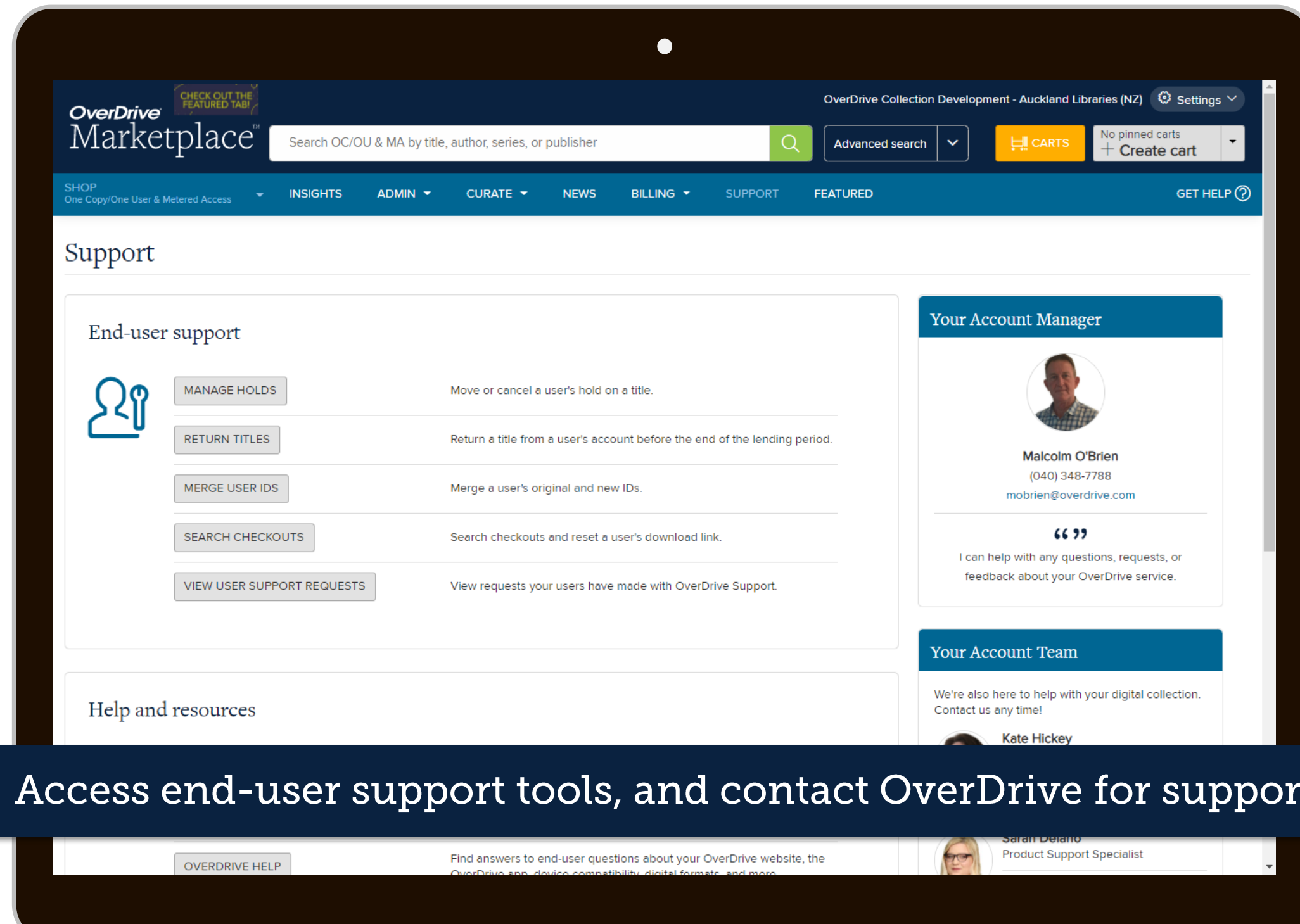
View and pay invoices, manage budgets, and more.

# News and updates



Stay up to date on sales, product updates, and more.

# Support



# Live demonstration





# Overview of lending models



# What's the difference?

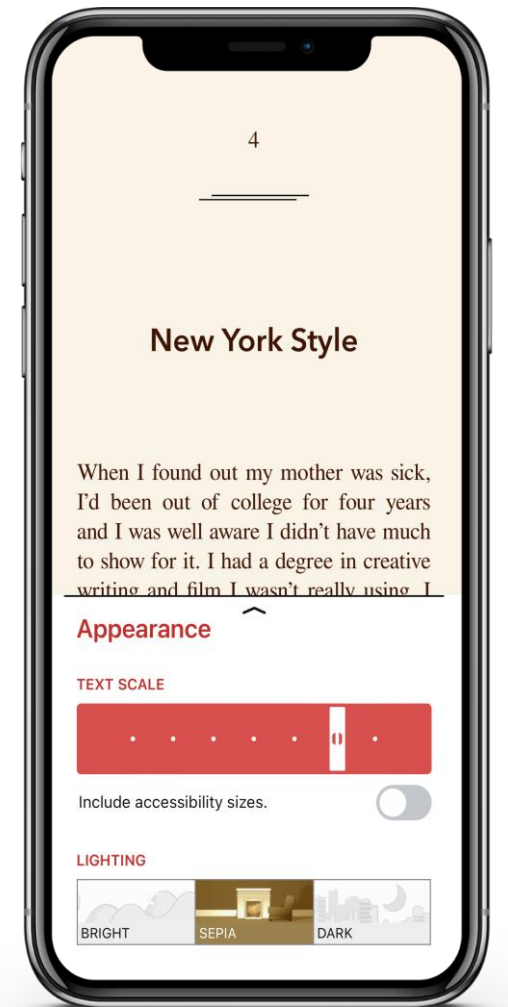
## Print books

- One in, one out
- One copy per user
- 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 setting



[illegible]

# Live demonstration



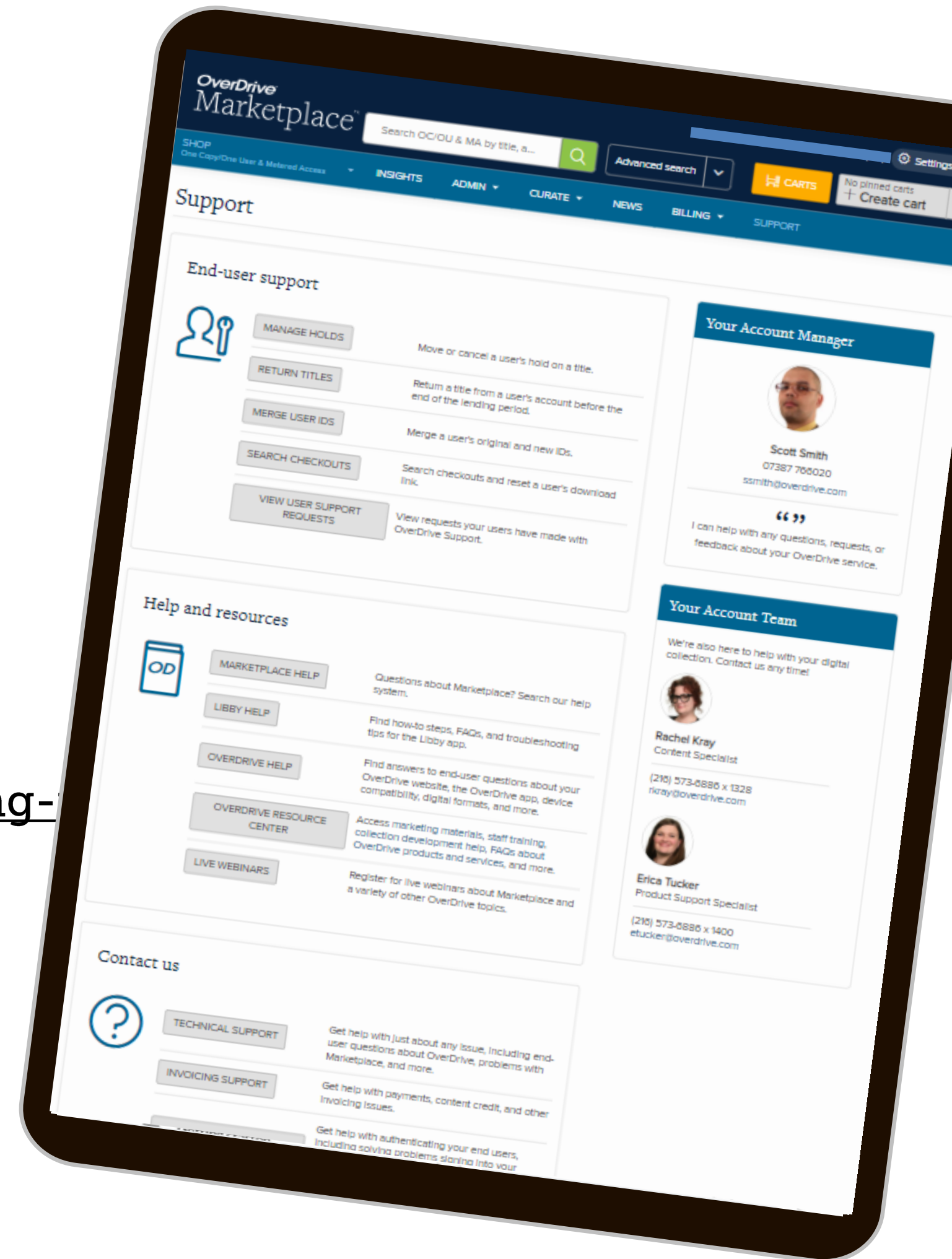


# Resources



# Resources

- **Marketplace Help**  
[help.marketplace.overdrive.com](https://help.marketplace.overdrive.com)
- **Resource Center**  
[resources.overdrive.com/library/how-to-videos/](https://resources.overdrive.com/library/how-to-videos/)
- **Elearning module**  
<https://link.overdrive.com/sp-marketplace-purchasing->
- **OverDrive Account Team**  
[marketplace.overdrive.com/Support](https://marketplace.overdrive.com/Support)



# Upcoming webinars

Fall Picks from  
OverDrive  
Librarians

July 13, 2023  
2:00PM EST

[Register today!](#)

On-demand webinars  
Available 24/7 on the  
Resource Center!

OverDrive

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## 2023

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**August 9-11, 2023**  
Cleveland, OH

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for updates



**SCAN ME**

**Keynote Speaker:**  
**Eriq LaSalle**



Hear Eriq share his stories as an actor, director, filmmaker, and author at Digipalooza.

# Earn a certificate!

1. Take the post-webinar assessment.
2. Download your certificate, add your name, and save.

A screenshot of the OverDrive Knowledge Check questionnaire. The header shows the OverDrive logo. Below it, a text prompt says: 'Complete this questionnaire after your Introduction to OverDrive Marketplace training.' The section is titled 'Knowledge Check' with a subtext: 'Answer the questions below to check your understanding of the material in this training.' There are three questions, each with four radio button options.

Complete this questionnaire after your *Introduction to OverDrive Marketplace* training.

**Knowledge Check**  
*Answer the questions below to check your understanding of the material in this training.*

**What can you do with Marketplace? \***

- ☐ a. Browse the industry's most comprehensive catalog
- ☐ b. Purchase from millions of titles across multiple lending models to maximize your budget and usage
- ☐ c. Get news and updates to stay in the know about content sales, featured titles, and product updates
- ☐ d. All of the above

**Where in Marketplace can you view insights and reports? \***

- ☐ a. Insights tab
- ☐ b. Curate tab
- ☐ c. News tab
- ☐ d. Featured tab

**What is a lending model? \***

- ☐ a. A set of purchasing and borrowing terms for digital content
- ☐ b. A sub-account that allows a library to purchase additional titles just for their patrons
- ☐ c. A website to manage your digital collections
- ☐ d. All of the above



# *OverDrive*<sup>®</sup>

ebooks | audiobooks | video | magazines | & more



[overdrive.com](https://overdrive.com)