Making the Most of Your OverDrive® Advantage Account

November 2022

Your Presenters

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Account Manager

Holly Kabat

Account Manager

OverDrive

Housekeeping

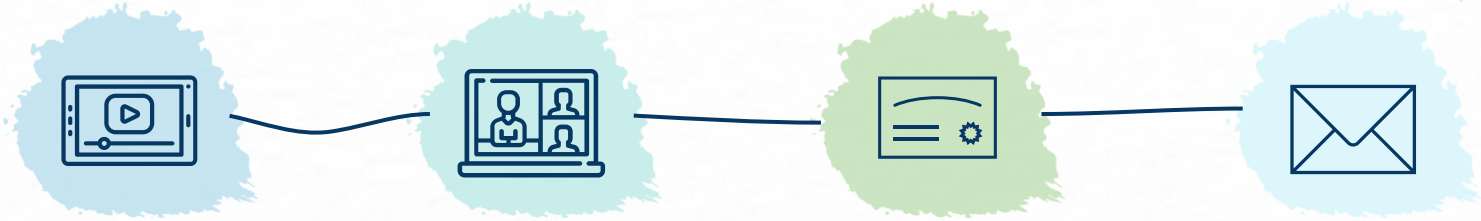

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Table of Contents

01 **Overview**
What is Advantage?

02 **Access & Build**
How to build your Advantage collection

03 **Maintain**
How to maintain your Advantage collection

04 **Resources**
Resources for help and support

Poll

What brings you to today's webinar?

A My library is thinking of getting an Advantage account and wants to **know more**.

B My library has Advantage and wants help **getting started**.

C My library has Advantage and wants help **using it more effectively**.

D Other (share in chat).

01

Overview

What is OverDrive Advantage?

“I wish I could offer titles exclusively for my users.”

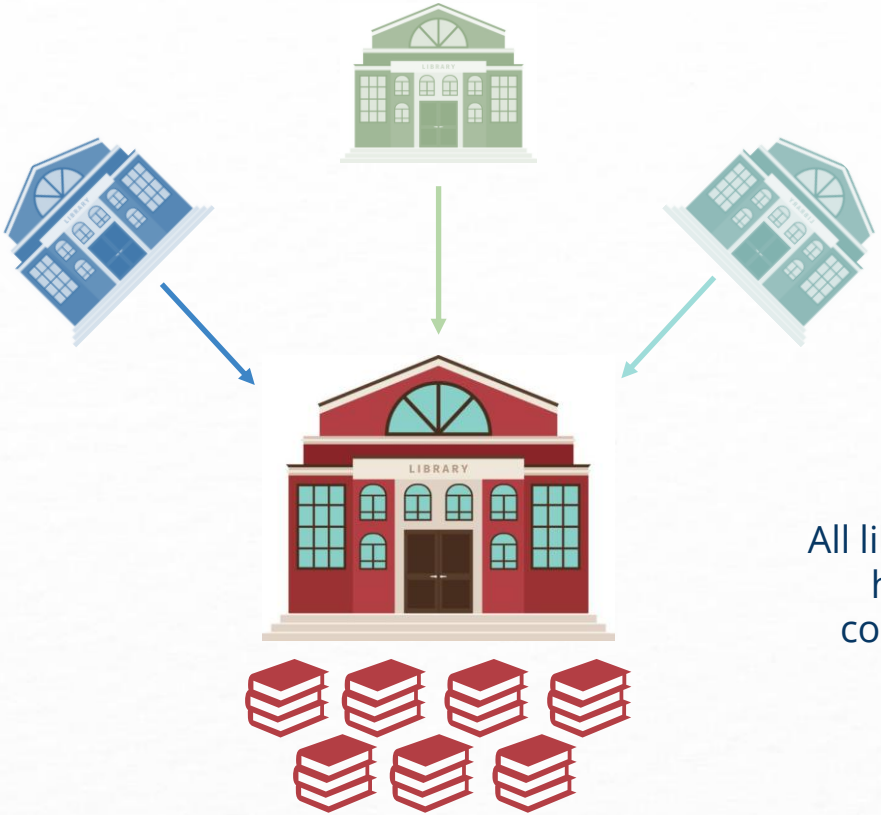
“I wish I could lower wait times on popular titles for my users.”

“I wish I could customize lists in Libby for my community.”

Advantage

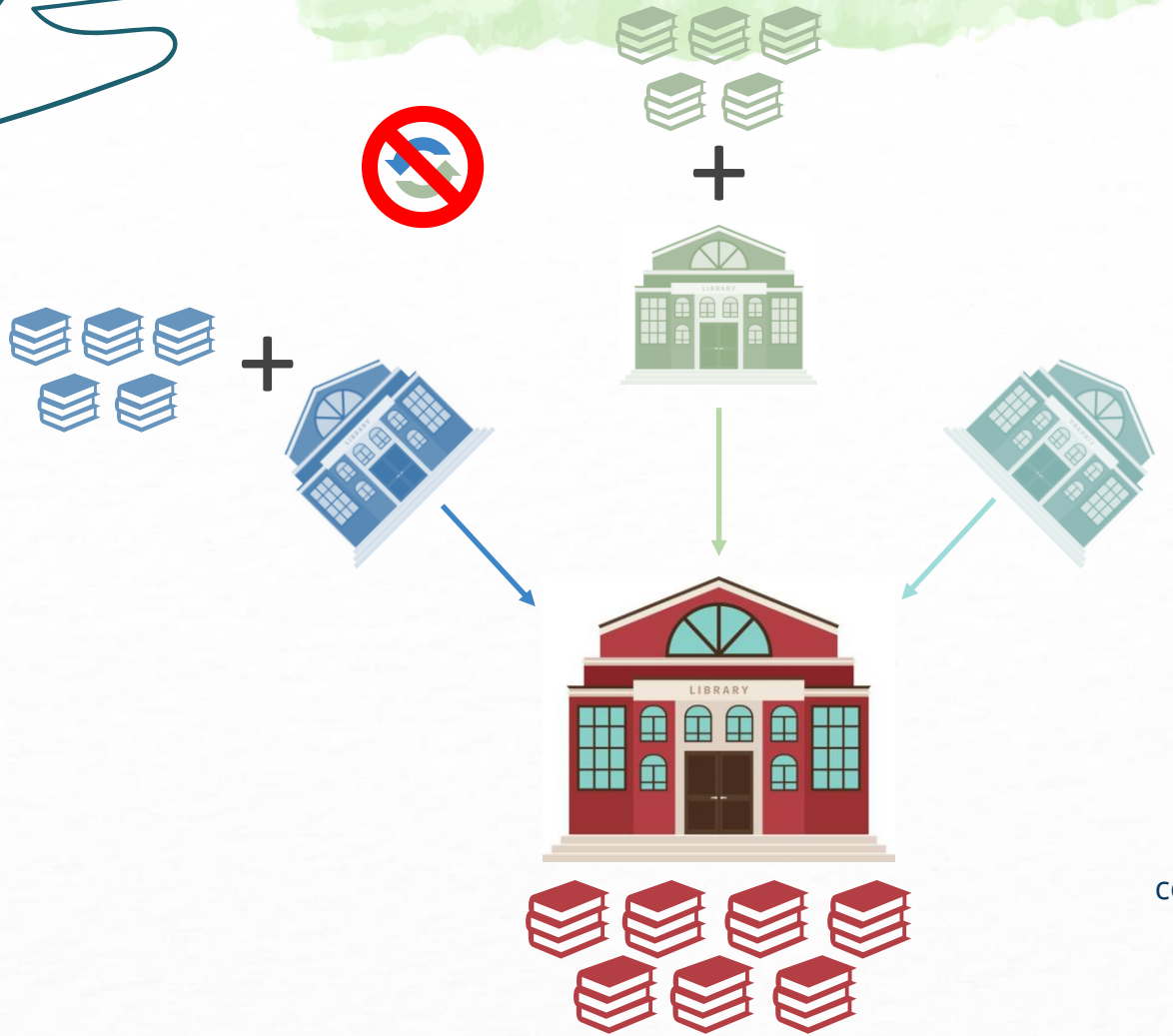
Feature that gives libraries who are members of a consortium the ability to offer titles exclusively for their patrons.

How does it work?



All libraries in the consortium have access to the shared collection of digital content.

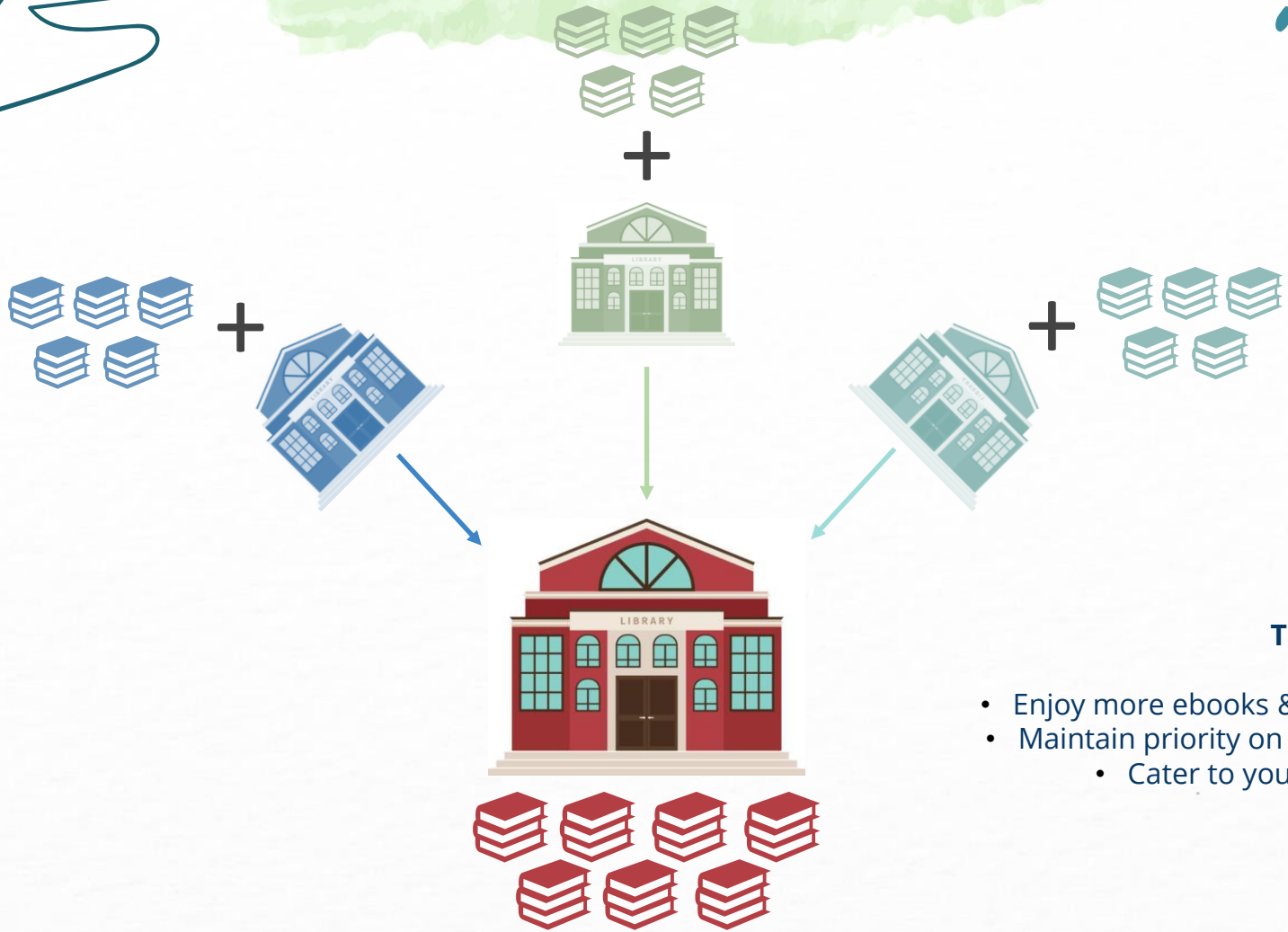
OverDrive



Libraries have access to the shared collection of digital content **PLUS** any additional titles or copies they purchase.

Other libraries in the shared collection do not have access to your additional materials.

OverDrive



The benefits?

- Enjoy more ebooks & audiobooks
- Maintain priority on specific titles
- Cater to your community

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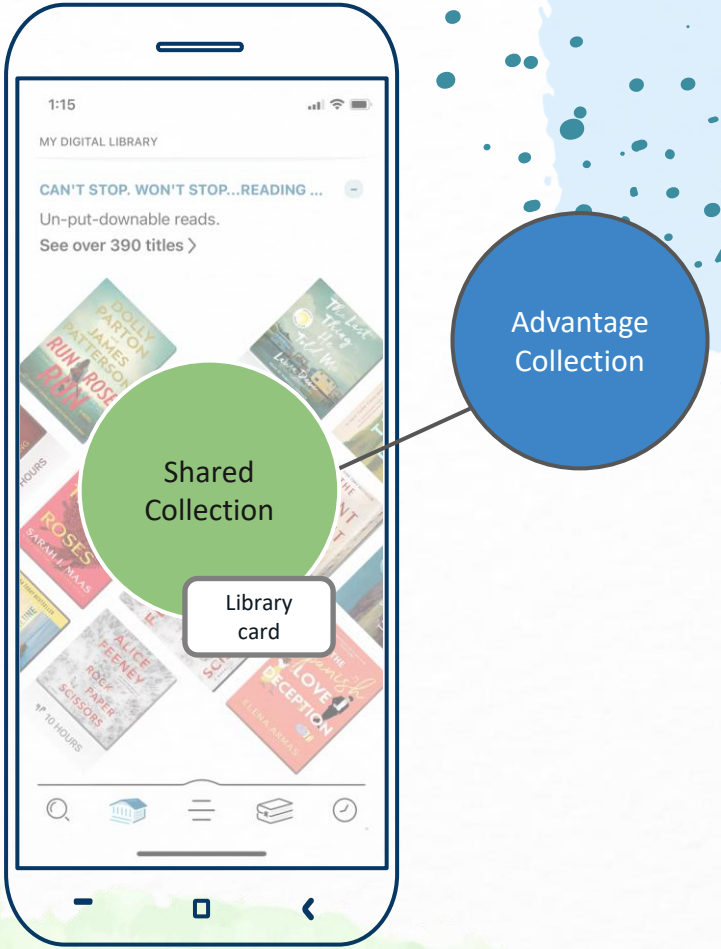
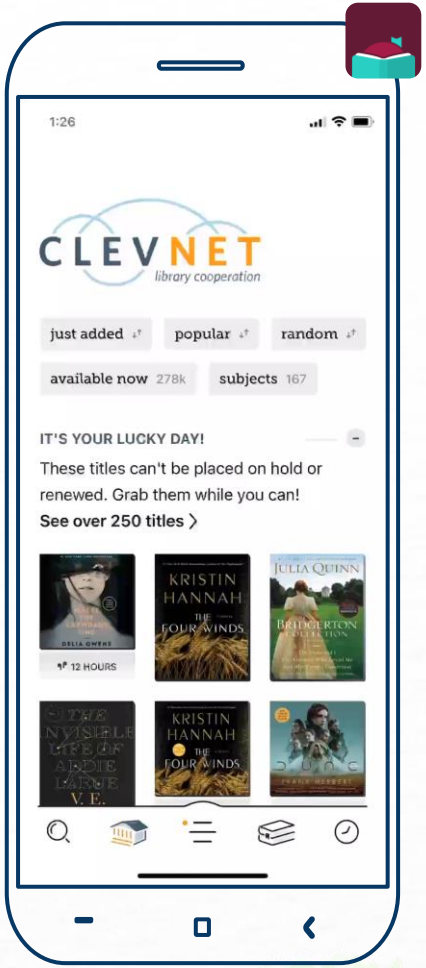
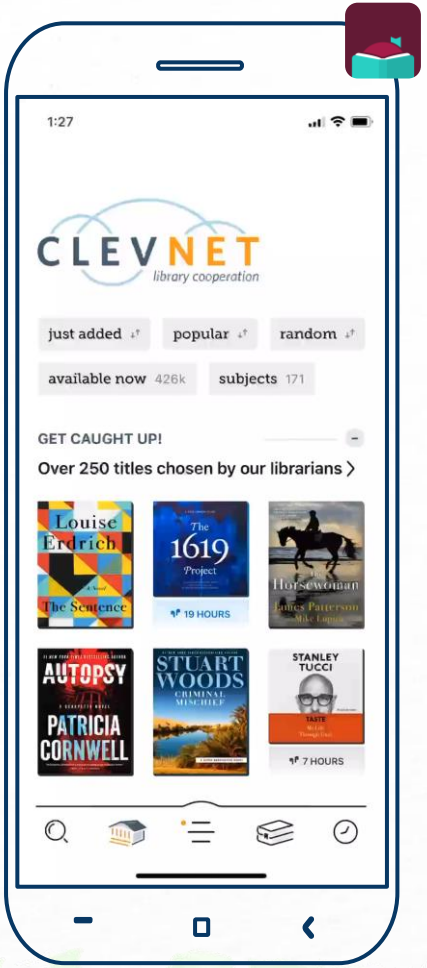
How does it work for users?

Just by signing in, users have access to all titles in the **shared collection** and **Advantage** collection.



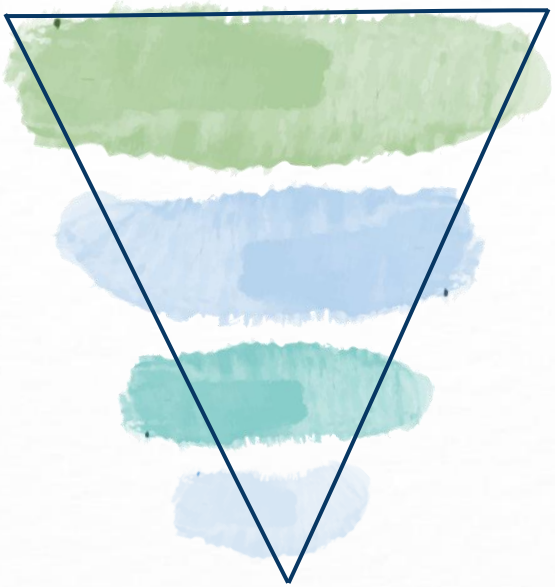


Shared collection



Shared collection + Advantage

Knowledge Check



With Advantage, your users have access to all titles in the **shared collection** and your **Advantage collection**.

A True

B False

Advantage Recap

- A free feature you can sign up for with your Account Manager.
- Available to libraries in an OverDrive shared collection.
- Allows libraries to purchase titles for their patrons.
- Helps to reduce wait times.
- A way to curate library-specific lists.
- A special OverDrive Marketplace login for staff.

“It would be beneficial if Advantage members **shared titles** from their Advantage collections to the shared collection.”

Advantage Plus

Feature that the **shared collection can enable** in Marketplace to gain access to their Advantage members' titles.

Advantage members can **share** eligible titles from their Advantage collections with the shared collection.

Poll

Does your library have Advantage?

A Yes

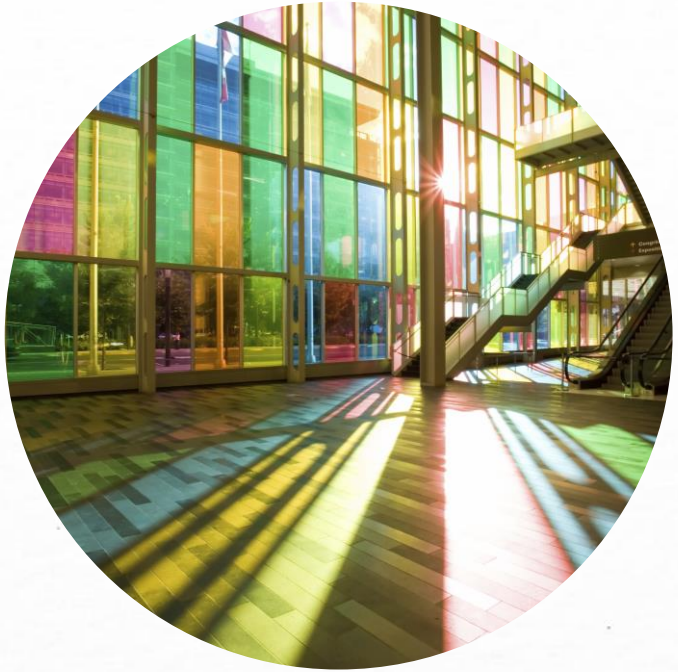
B No

C Unsure

Don’t have Advantage yet?

Get Started

1. Contact Account Manager.
2. Complete simple form.



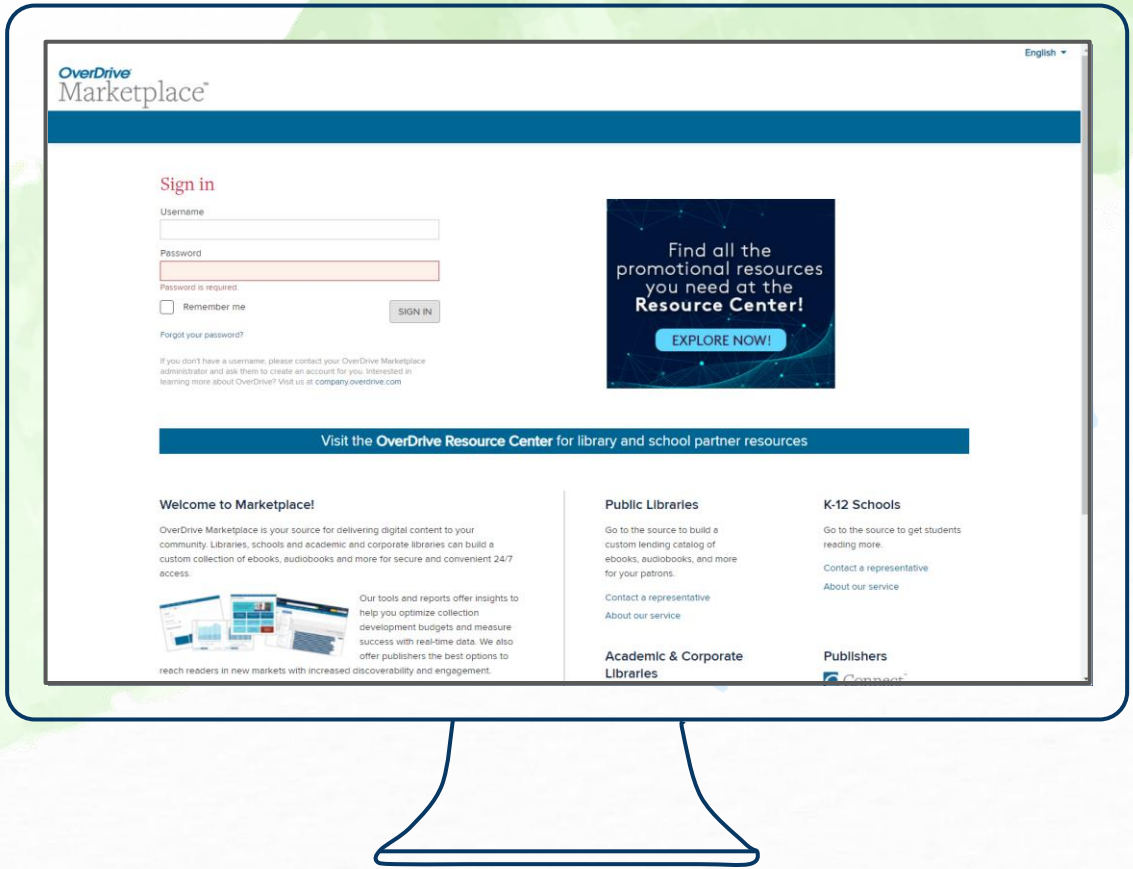
OverDrive

02

Access + Build

How to access and develop your Advantage collection

OverDrive Marketplace



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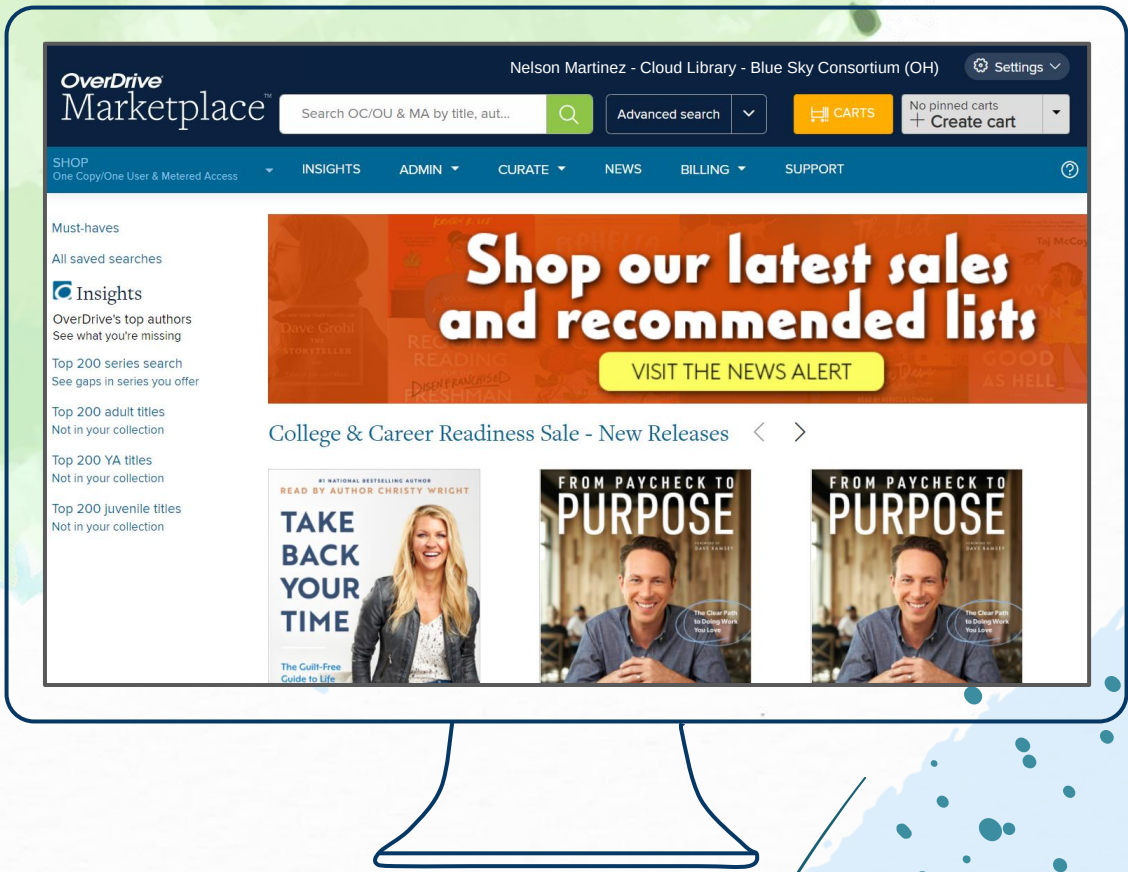
Sign in with Advantage account

Shared collection

bsc.**lib**.nmartinez

Advantage collection

bsc.**adv**.cloud

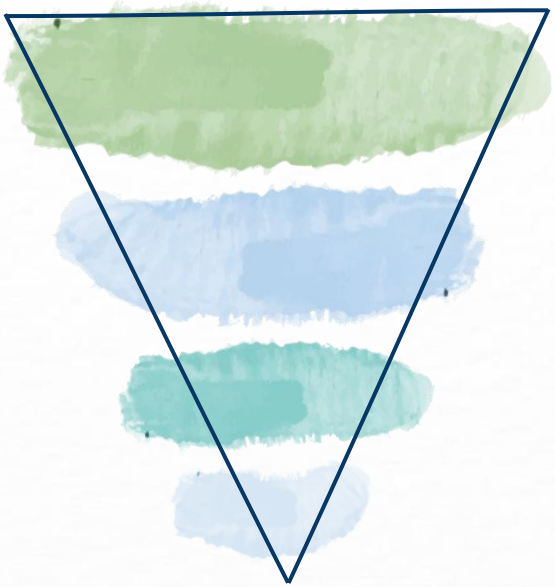


OverDrive

What's the difference?

	Shared Collection	Advantage Collection
Unique username	✓	✓
Purchase content	✓ (Consortium-wide access)	✓ (Individual library access)
Curate collections	✓ (Consortium-wide access)	✓ (Individual library access)
Insights and reports	✓	✓
Contact OverDrive Support	✓	✓
Change user and lending policies	✓	
Weed titles	✓	✓
Access invoicing/purchasing history	✓	✓
Content transfers from other vendors	✓	✓
Receive MARC records (*optional*)	✓	✓

Knowledge Check



How do you know if you're signed in with an Advantage account?

A "Adv" is in the username

B Branch and consortium name are in Marketplace

C You sign into a completely different platform

Build your Advantage collection

Holds

Buy popular titles with holds.

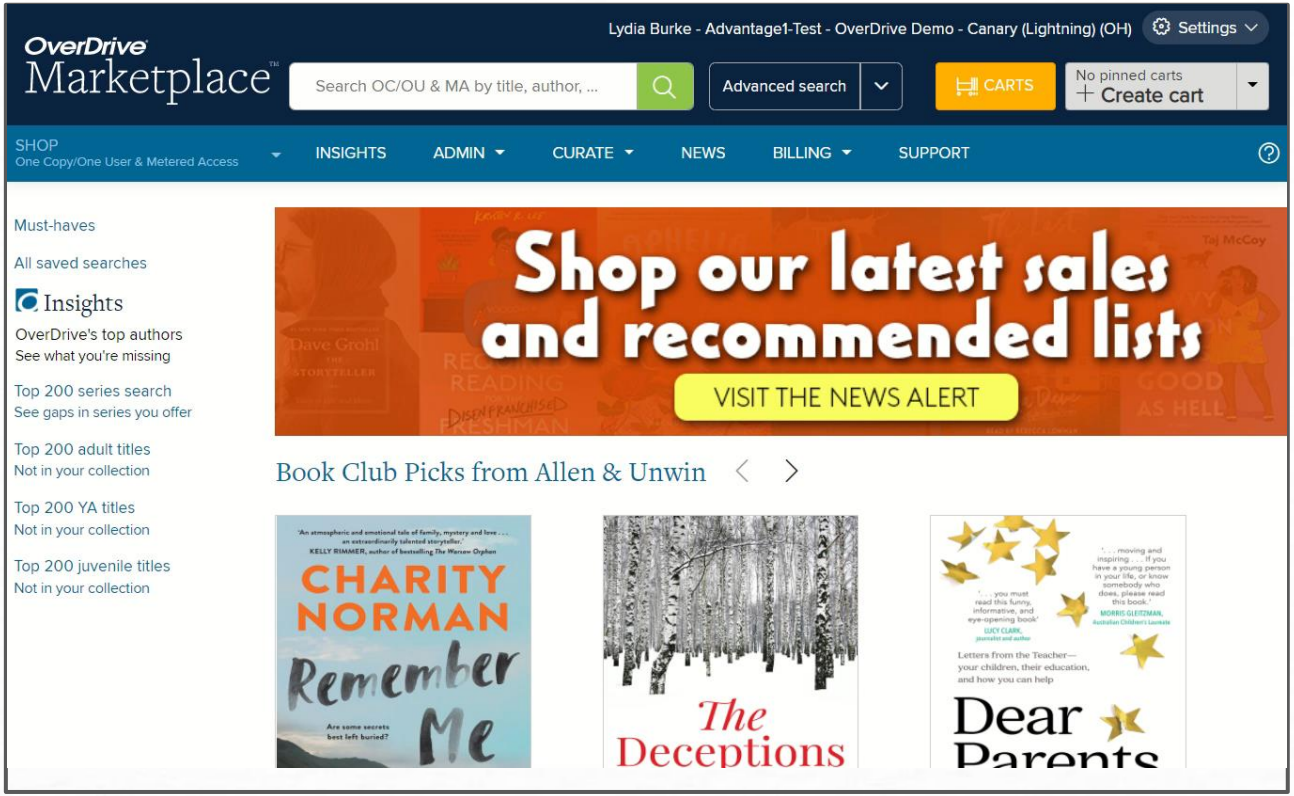
Recommendations

Buy titles your users recommend.

Curate

Curate lists for your community.

Holds


OverDrive
Marketplace
Lydia Burke - Advantage1-Test - OverDrive Demo - Canary (Lightning) (OH)
Settings
Search OC/OU & MA by title, author, ...
Advanced search
CARTS
No pinned carts
Create cart
SHOP
One Copy/One User & Metered Access
INSIGHTS
ADMIN
CURATE
NEWS
BILLING
SUPPORT
Must-haves
All saved searches
Insights
OverDrive's top authors
See what you're missing
Top 200 series search
See gaps in series you offer
Top 200 adult titles
Not in your collection
Top 200 YA titles
Not in your collection
Top 200 juvenile titles
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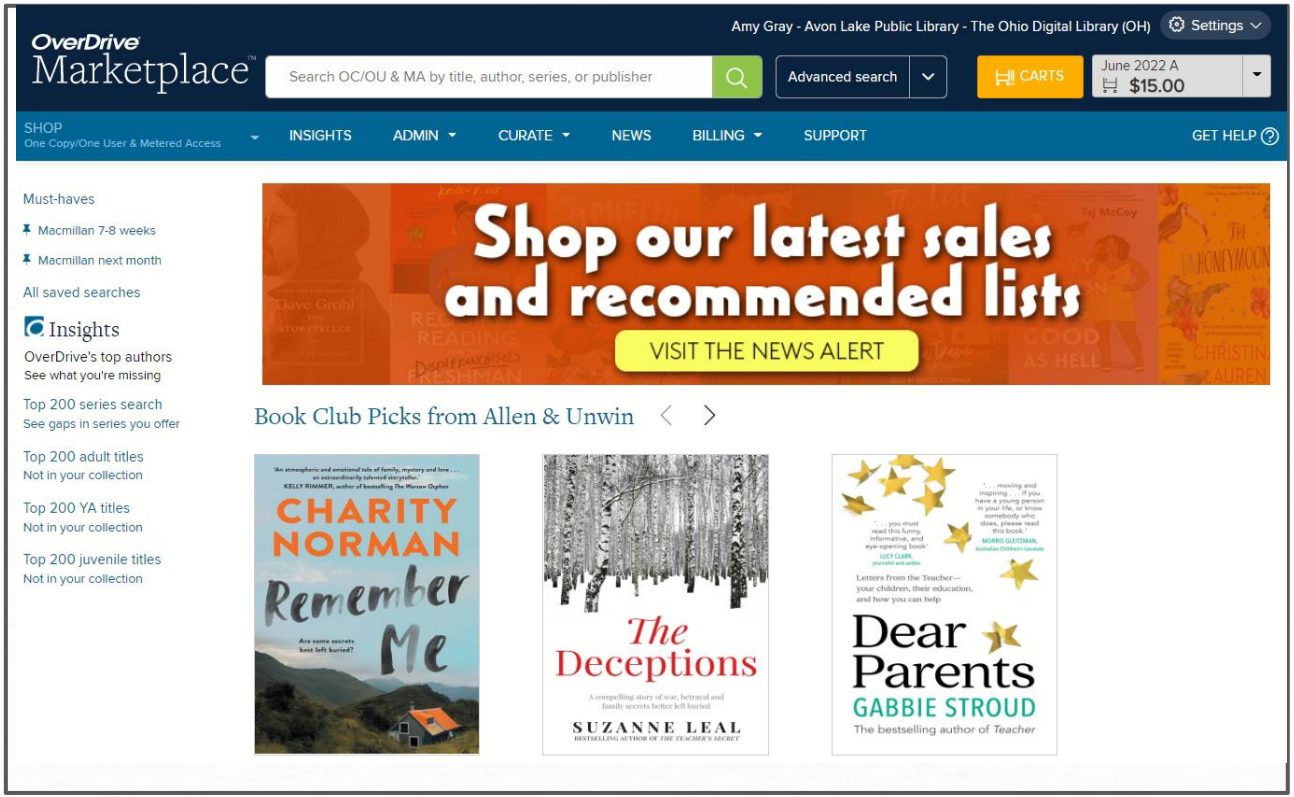
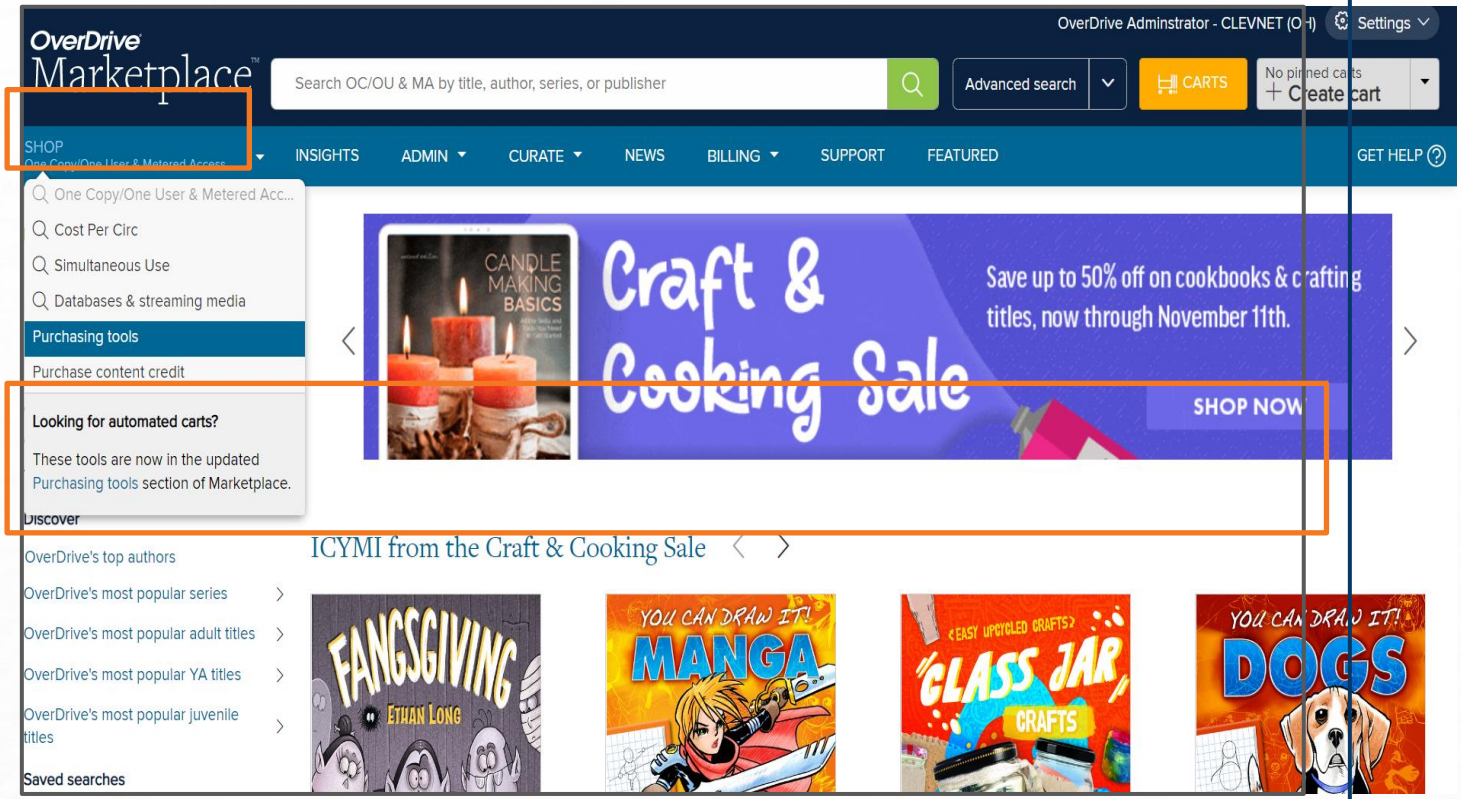
Book Club Picks from Allen & Unwin
CHARITY NORMAN
Remember Me
The Deceptions
Dear Parents

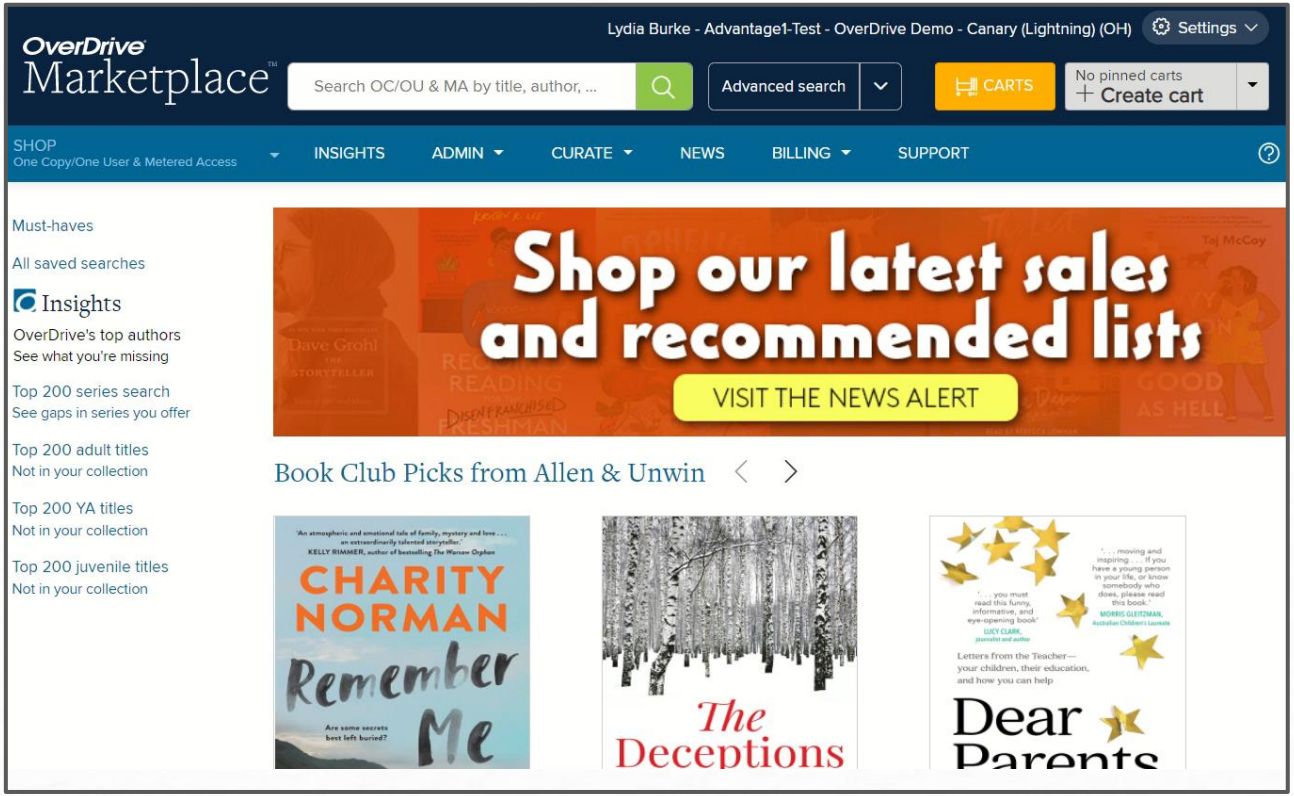
Recommendations



Recommendations



Curate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Search OC/OU & MA by title, author, ...
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ADMIN
CURATE
NEWS
BILLING
SUPPORT
Must-haves
All saved searches
Insights
OverDrive's top authors
See what you're missing
Top 200 series search
See gaps in series you offer
Top 200 adult titles
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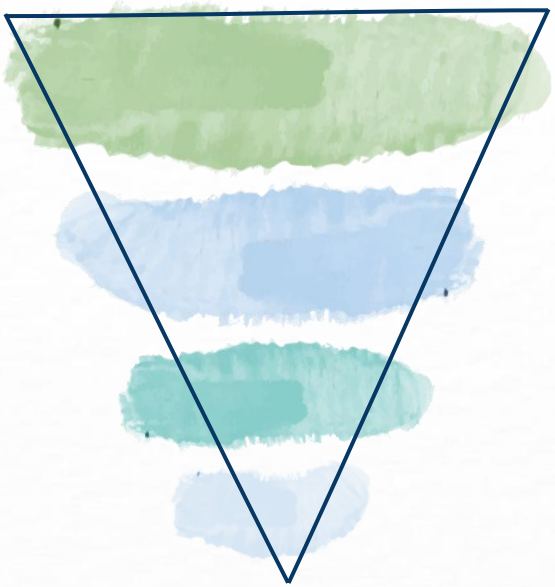
Scenario



Hurray, your library just got set up with Advantage! What's a great way to start building your collection?

A Curate lists

B Buy titles recommended by users

C Buy popular titles with holds

D Take a long lunch break

03

Maintain

How to maintain your Advantage collection

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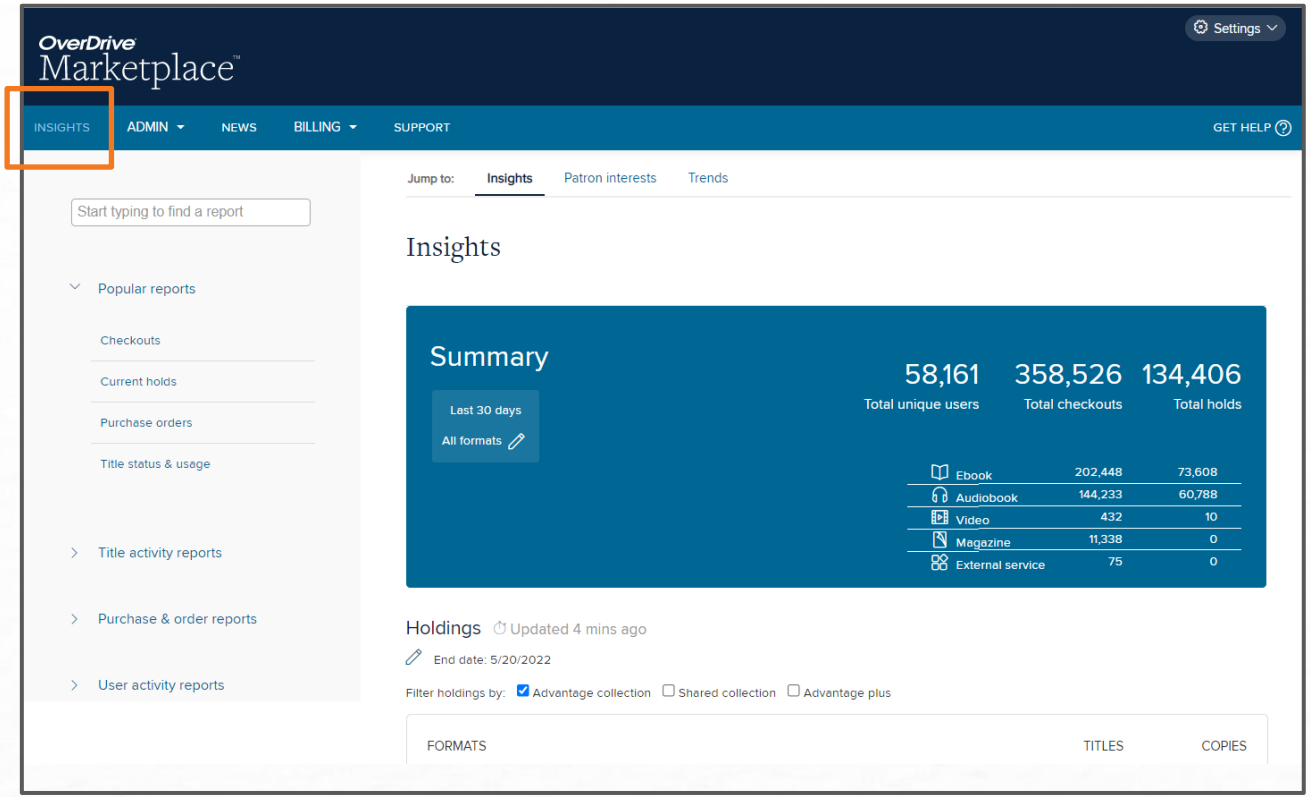
Maintenance Checklist

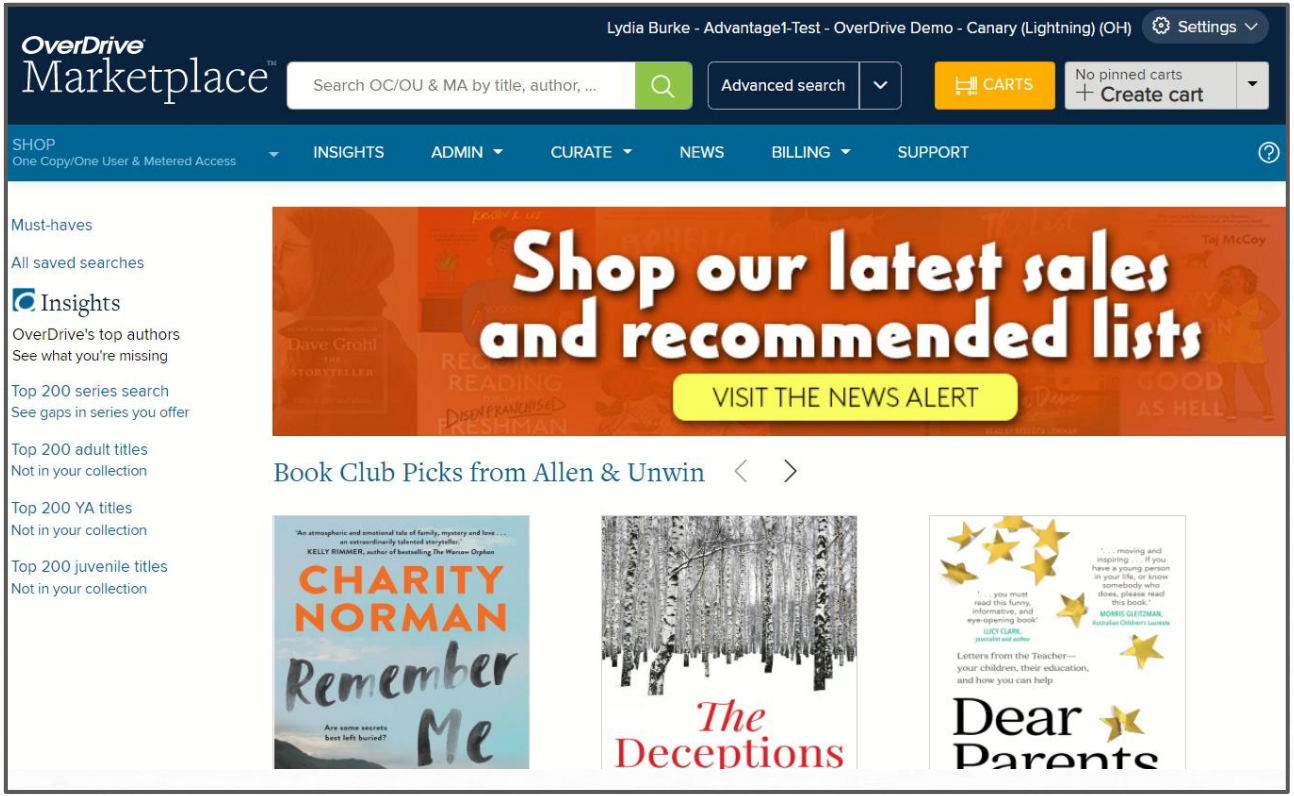
- [ ] View Insights
- [ ] Continue to add content
- [ ] Update curation
- [ ] Coordinate with the consortium
- [ ] Set up Automatic Weeding plan

Insights

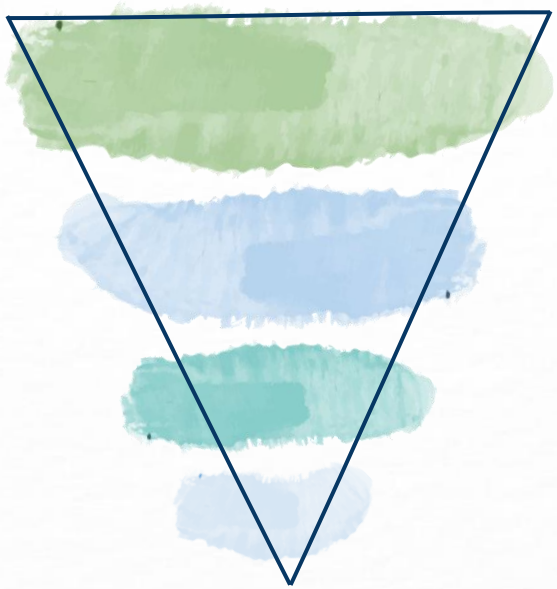


OverDrive

Checkouts report



Scenario



You've had Advantage for a year and you want to see if users are **borrowing** titles you've purchased. Which report should you run?

A Checkouts report

B Holds report

C Title status & usage report

D Purchase orders report

For Future Consideration

Kanopy

Films that entertain, educate, & inspire.

Discoverable in Libby.

Lending Models

A set of purchasing and borrowing terms for digital content.

Maximize your budget.

Libby Extras

Databases & Streaming Media services.

Discoverable in Libby.

04

Resources

Help resources to support your library

Next steps?

01

Contact Account Manager

New to Advantage or want to use it more effectively?

02

Build Advantage collection

Buy recommendations, holds, and curate.

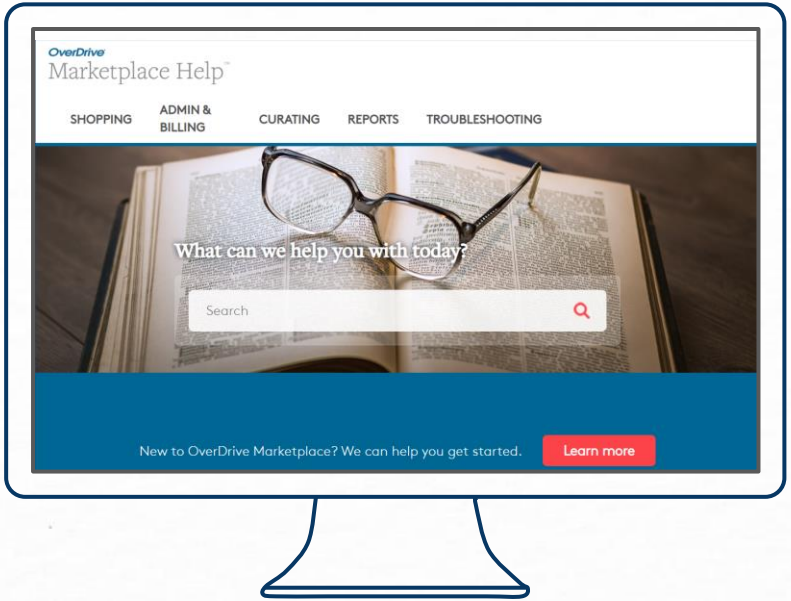
03

Maintain Advantage collection

Keep your users coming back for more.

Help resources

- Advantage welcome email
- Marketplace Help
- Resource Center
- OverDrive Account team
- Sign up for OverDrive emails
- Subscribe to OverDrive blogs



Upcoming webinar

Thursday, December 8 at 2 PM ET

Enjoy Streaming Video with Kanopy and OverDrive

Tuesday, December 13 at 2 PM ET

Introduction to Marketplace

OverDrive

Digipalooza

Forward Together

Register now!

August 9-11, 2023

Cleveland, OH

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THANKS

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