

# Making the Most of Your *OverDrive*<sup>®</sup> Advantage Account

November 2022

# Your Presenters



**Nick Kopera**

Account Manager

**Holly Kabat**

Account Manager

# Housekeeping



## Recording

This session is being recorded.



## Zoom

Use Q&A, Polls, and CC.



## Certificate

Take an assessment to earn a certificate.



## Email

Receive the recording and PDF.

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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.”





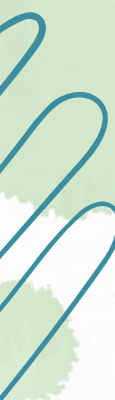


"I wish I could lower wait times on popular titles for my users."





"I wish I could customize lists  
in Libby for my community."

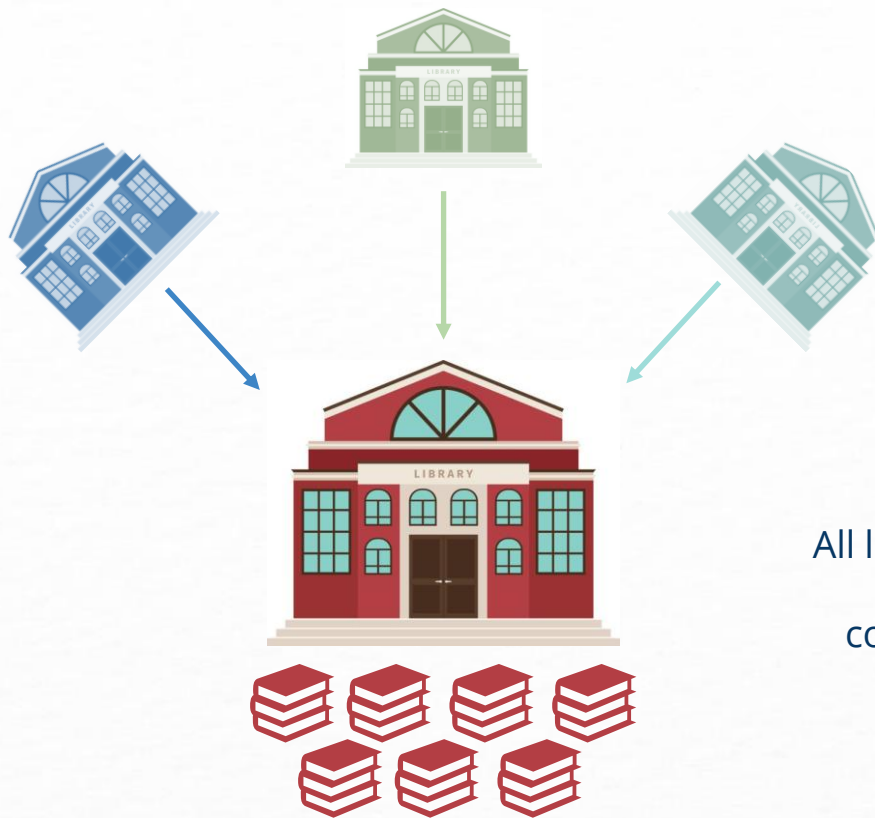


# Advantage

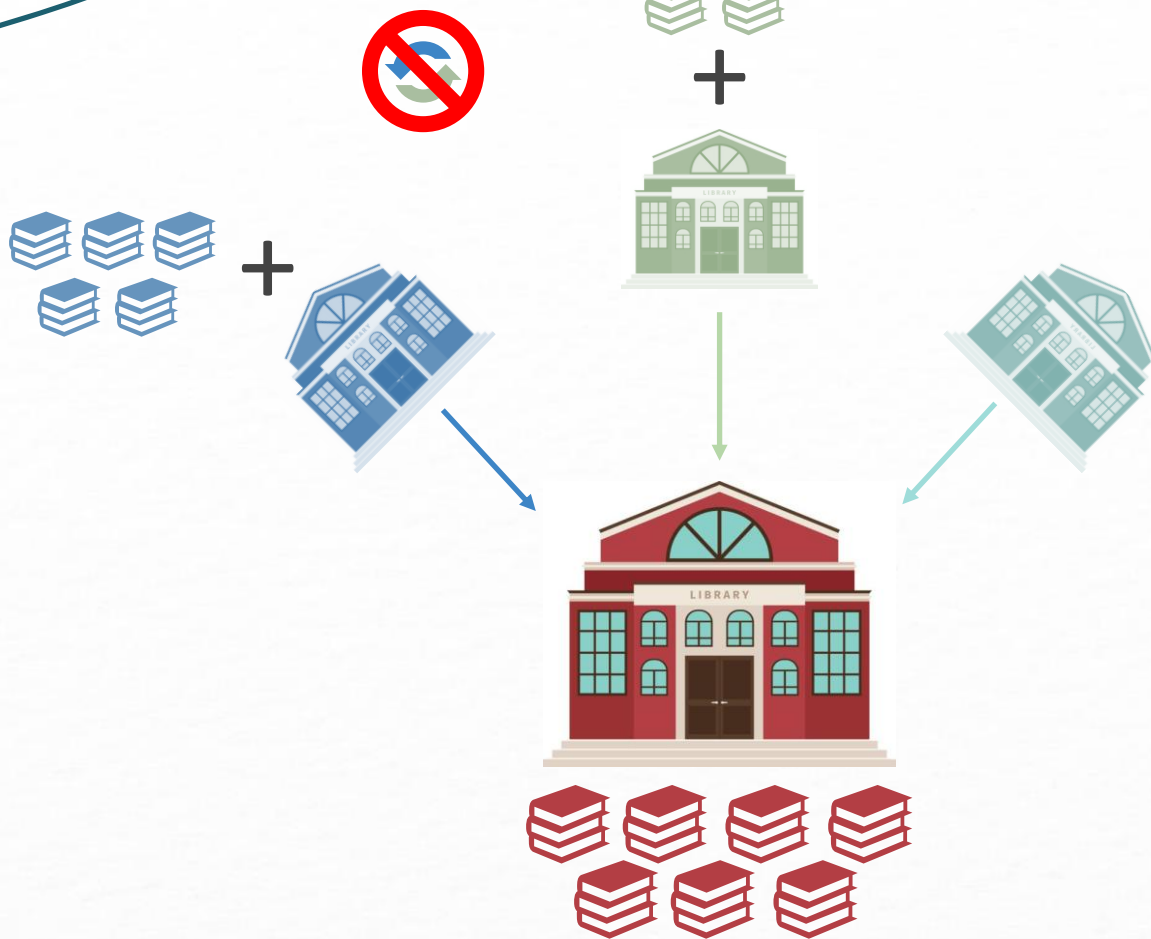
Feature that gives libraries who are members of a consortium the ability to offer titles exclusively for their patrons.



# How does it work?

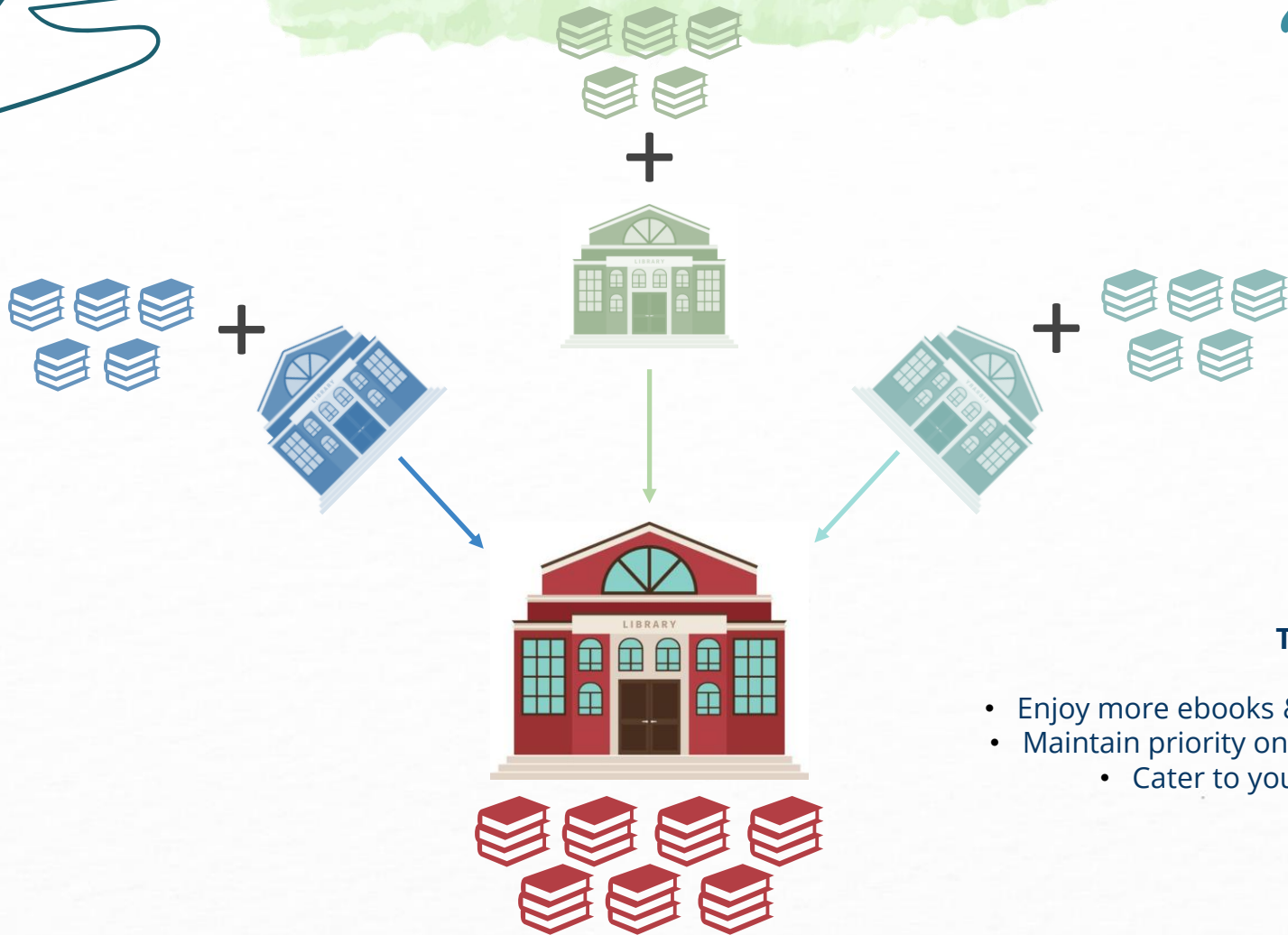


All libraries in the consortium  
have access to the shared  
collection of digital content.



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.



### The benefits?

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

# How does it work for users?

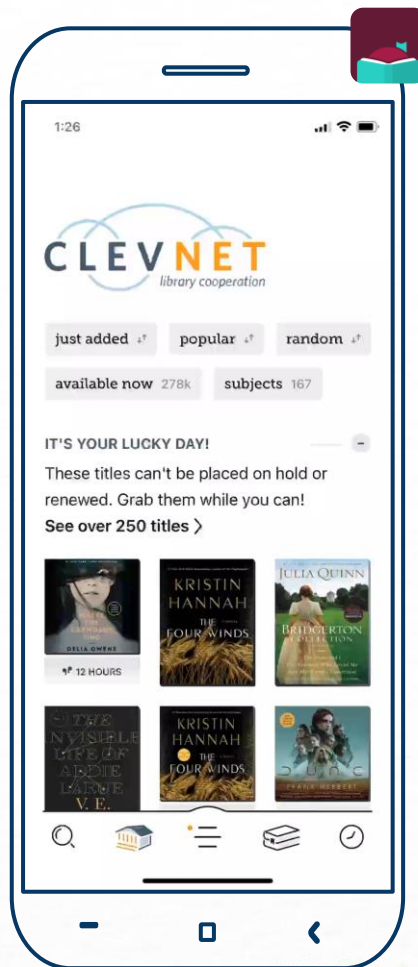
Just by signing in, users have access to all titles in the **shared collection** and **Advantage** collection.



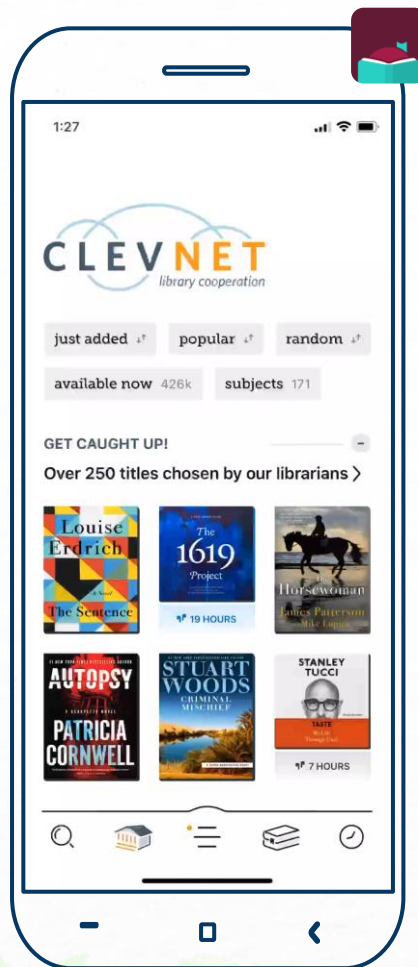
Advantage  
Collection

Shared  
Collection

Library  
card



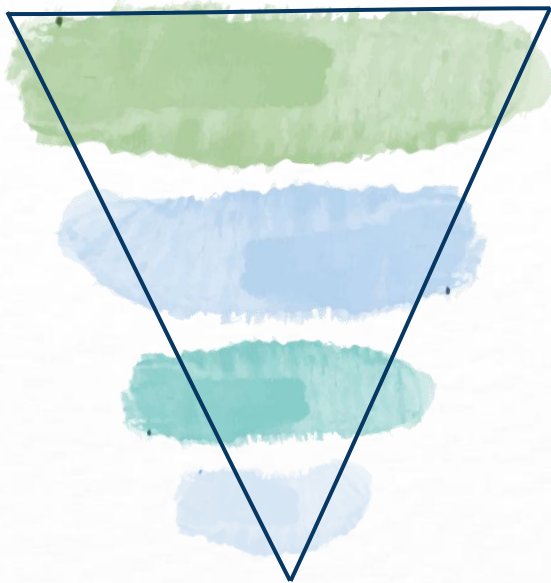
Shared collection



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.



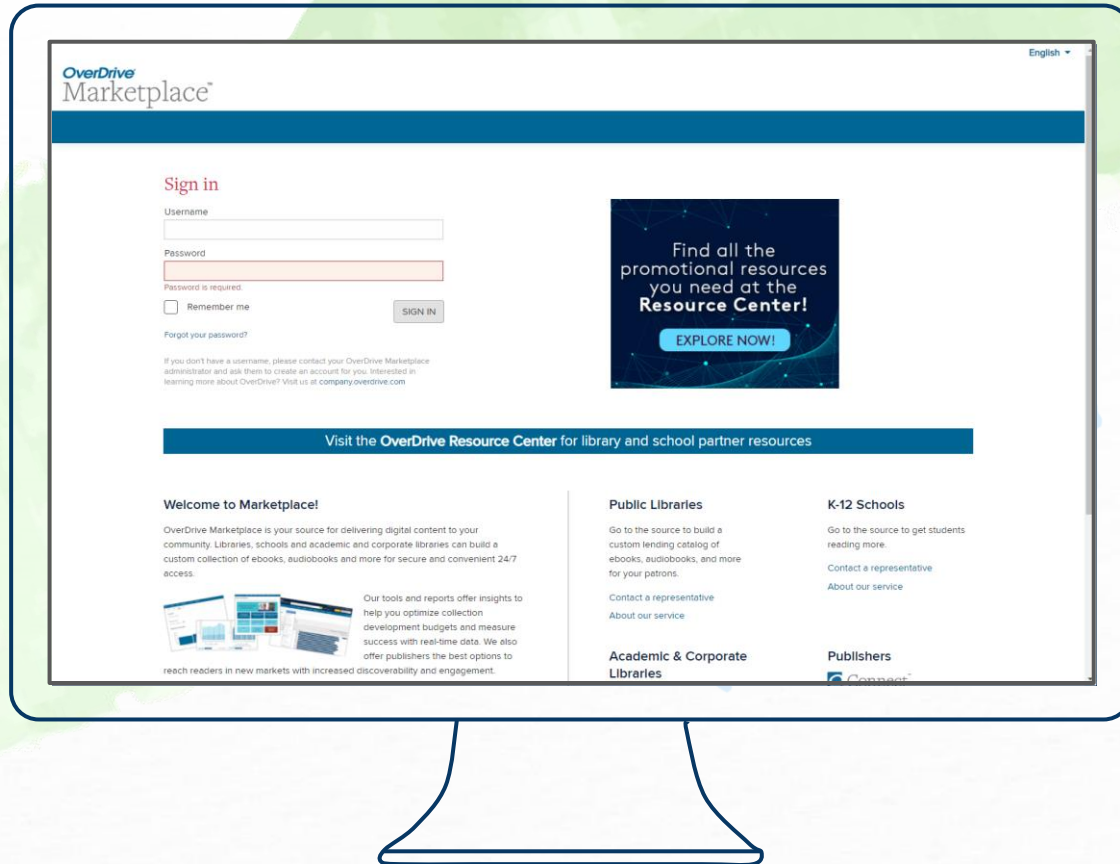
# 02

## Access + Build

How to access and develop your  
Advantage collection



# OverDrive Marketplace



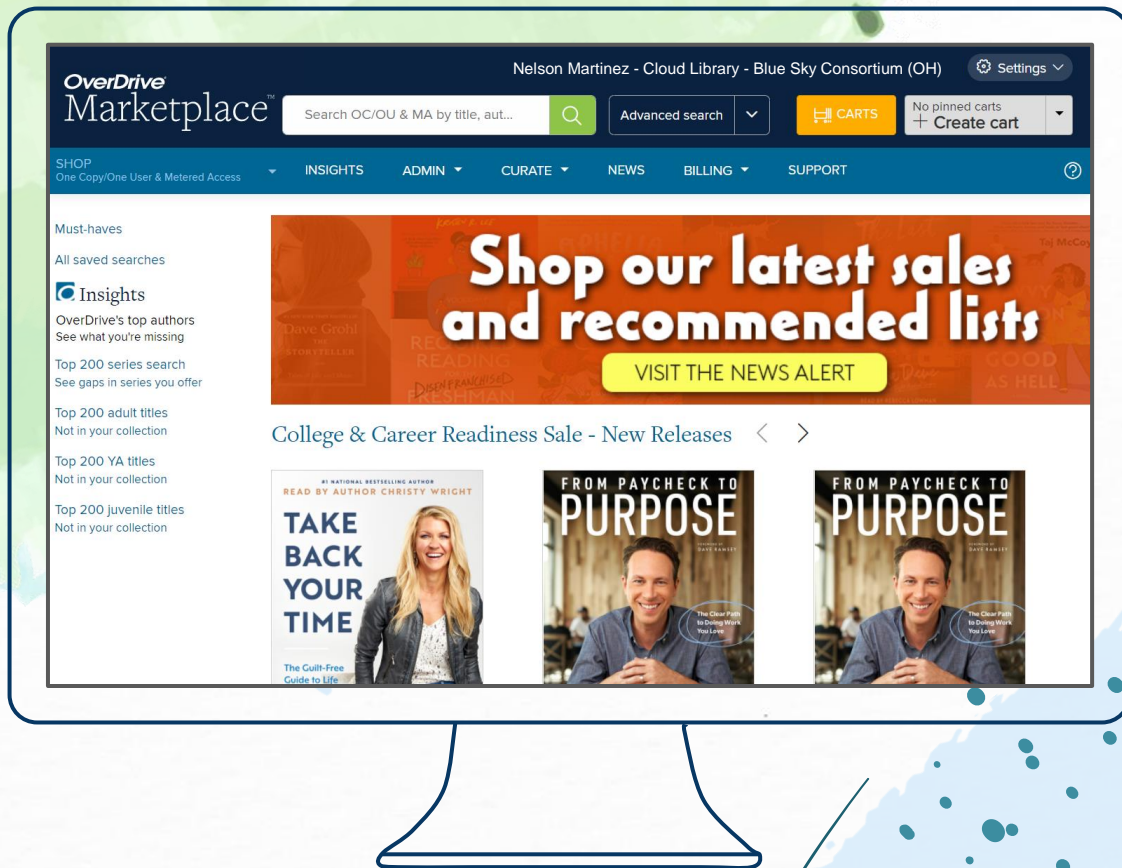
# Sign in with Advantage account

## Shared collection

bsc.lib.nmartinez

## Advantage collection

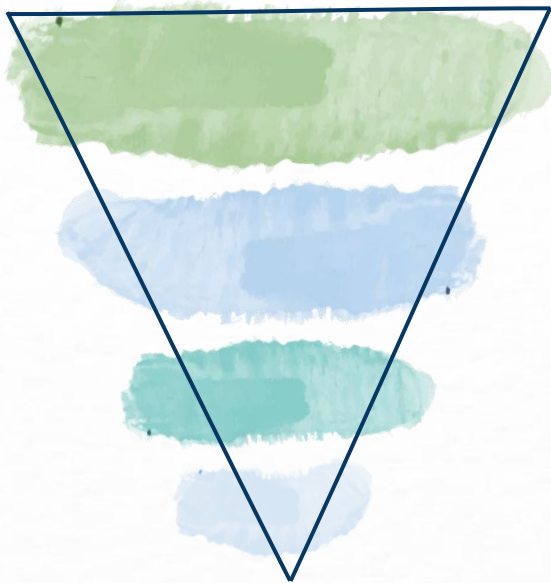
bsc.adv.cloud



# 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 ( <i>optional</i> )	✓	✓

# Knowledge Check



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

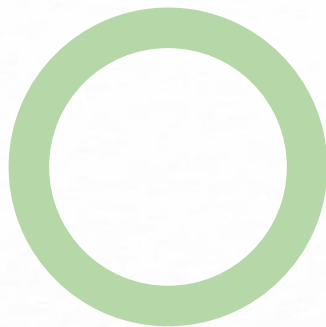
- A** "Adv" is in the username
- B** Branch and consortium name are in Marketplace
- C** You sign into a completely different platform

# Build your Advantage collection



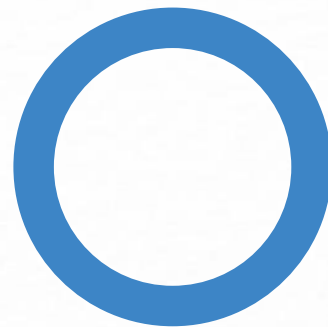
## Holds

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

Not in your collection

Shop our latest sales  
and recommended lists

VISIT THE NEWS ALERT

Book Club Picks from Allen & Unwin < >

'An atmospheric and emotional tale of family, mystery and love ... an extraordinarily talented storyteller.'  
**KELLY RIMMER, author of bestselling The Warden Orython**

**CHARITY NORMAN**

**Remember Me**

Are some secrets best left buried?

**The Deceptions**

'... moving and inspiring ... If you have a young person in your life, or know somebody who does, please read this book.'  
**MORRIS GLEESMAN, Australian Children's Laureate**

'... you must read this funny, informative, and eye-opening book'  
**LUCY CLARK, journalist and author**

Letters from the Teacher—  
your children, their education,  
and how you can help

**Dear Parents**

# Recommendations

**OverDrive Marketplace™**

Amy Gray - Avon Lake Public Library - The Ohio Digital Library (OH) Settings

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

Advanced search

CARTS

June 2022 A  
\$15.00

SHOP  
One Copy/One User & Metered Access

INSIGHTSADMINCURATENEWSBILLINGSUPPORT

GET HELP

Must-haves

Macmillan 7-8 weeks

Macmillan next month

All saved searches

Insights

OverDrive's top authors  
See what you're missing

Top 200 series search  
See gaps in series you offer

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Not in your collection

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Book Club Picks from Allen & Unwin < >

CHARITY NORMAN

Remember Me

Are some secrets best left buried?

The Deceptions

A compelling story of war, betrayal and family secrets better left buried

SUZANNE LEAL

Bestselling author of THE PEACOCK'S SECRET

Dear Parents

GABBIE STROUD

The bestselling author of Teacher

OverDrive



# Recommendations

OverDrive Marketplace™

OverDrive Administrator - CLEVNET (O-I) Settings

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

Advanced search

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+ Create cart

SHOP

One Copy/One User & Metered Access

INSIGHTS ADMIN CURATE NEWS BILLING SUPPORT FEATURED GET HELP

One Copy/One User & Metered Access

Cost Per Circ

Simultaneous Use

Databases & streaming media

Purchasing tools

Purchase content credit

Looking for automated carts?

These tools are now in the updated Purchasing tools section of Marketplace.

Discover

ICYMI from the Craft & Cooking Sale

OverDrive's top authors

OverDrive's most popular series

OverDrive's most popular adult titles

OverDrive's most popular YA titles

OverDrive's most popular juvenile titles

Saved searches

CANDLE MAKING BASICS

Craft & Cooking Sale

Save up to 50% off on cookbooks & crafting titles, now through November 11th.

SHOP NOW

FANGSGIVING

YOU CAN DRAW IT! MANGA

EASY UPCYCLED CRAFTS

GLASS JAR CRAFTS

YOU CAN DRAW IT! DOGS

# Curate

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  
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SHOP  
One Copy/One User & Metered Access ▾

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Shop our latest sales  
and recommended lists

VISIT THE NEWS ALERT



**CHARITY NORMAN**  
*Remember Me*



*The Deceptions*



**Dear Parents**

# 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



A photograph of three people standing in a line at a train station platform. In the foreground, a young man with a short haircut, wearing a brown button-down shirt, is looking down at a smartphone. Behind him, a man with blonde hair and glasses, wearing a blue and white checkered shirt, is also looking at his phone. To his right, a woman with curly hair, wearing a white shirt, is looking at her phone. The background shows the train tracks and platform structure. There are decorative blue dots in the top left corner and blue wavy lines in the top right corner. A light green torn-edge banner is positioned across the middle of the image, containing the text.

**Keep your users coming back**

# Maintenance Checklist



View Insights

---



Continue to add content

---



Update curation

---



Coordinate with the consortium

---



Set up Automatic Weeding plan

---

# Insights

**OverDrive Marketplace™** Settings

INSIGHTS ADMIN NEWS BILLING SUPPORT GET HELP

Jump to: Insights Patron interests Trends

Start typing to find a report

Popular reports

- Checkouts
- Current holds
- Purchase orders
- Title status & usage

> Title activity reports

> Purchase & order reports

> User activity reports

### Insights

#### Summary

Last 30 days  
All formats

	58,161	358,526	134,406
	Total unique users	Total checkouts	Total holds

Ebook	202,448	73,608
Audiobook	144,233	60,788
Video	432	10
Magazine	11,338	0
External service	75	0

#### Holdings

Updated 4 mins ago

End date: 5/20/2022

Filter holdings by: ☒ Advantage collection ☐ Shared collection ☐ Advantage plus



FORMATS	TITLES	COPIES
---------	--------	--------





# Checkouts report


OverDrive<sup>®</sup>


Marketplace<sup>™</sup>






Lydia Burke - Advantage1-Test - OverDrive Demo - Canary (Lightning) (OH)  Settings 

Search OC/OU & MA by title, author, ... 

Advanced search 


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

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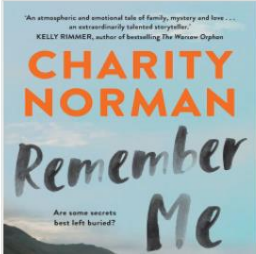
Top 200 YA titles  
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Top 200 juvenile titles  
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Shop our latest sales  
and recommended lists

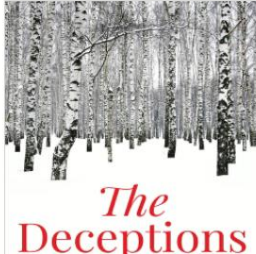
VISIT THE NEWS ALERT

Book Club Picks from Allen & Unwin  

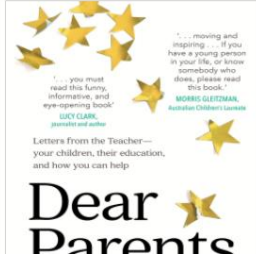


Remember Me


Are some secrets  
best left buried?




The Deceptions



Dear Parents





OverDrive

# 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.



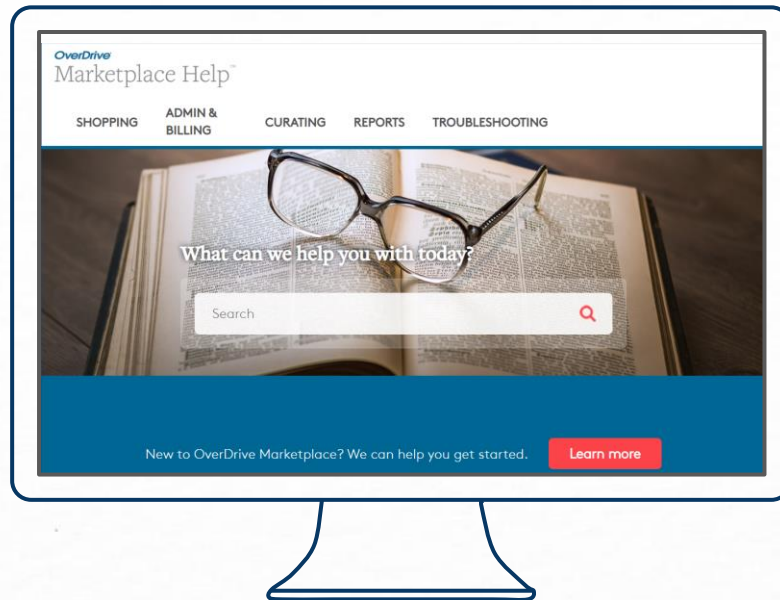
**03**

## **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



SCAN  
ME

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

Visit [digipalooza.com](https://digipalooza.com) for updates

# THANKS



Making the Most of Your  
OverDrive Advantage Account