

SELF-PACED CURRICULUM - Getting Started with Marketplace (Advantage)

Learn what's possible with OverDrive Marketplace,
and how to use it to customize your library's digital collection.

This self-paced curriculum is intended for public library staff whose library is part of a consortium and use OverDrive for their digital collection with an Advantage account.



1 Consortium & Advantage

Your library is part of a **consortium**. This digital collection of ebooks, audiobooks, magazines, and more is shared by users in your service area.

You also have an **Advantage** account. This allows you to purchase additional titles and copies for your community.



[What does Advantage mean?](#) (Help article)

[Manage Advantage](#) (33 minutes)



2 Discover Marketplace

[OverDrive Marketplace](#) is the back-end shopping and administrative portal for library staff. This is where you will build and manage your library's digital collection.

[Introduction to Marketplace](#) (5 minutes)

OverDrive
Marketplace™

3 Sign into Marketplace

Check your inbox for an email from donotreply@overdrive.com containing your username and a link to activate your account. Visit marketplace.overdrive.com to sign in with your credentials.

[Login and Navigate](#) (3 minutes)



Note: Most users will sign in with a username that contains **".lib."**
If your library has an Advantage account, your username will contain **".adv."**



OverDrive®

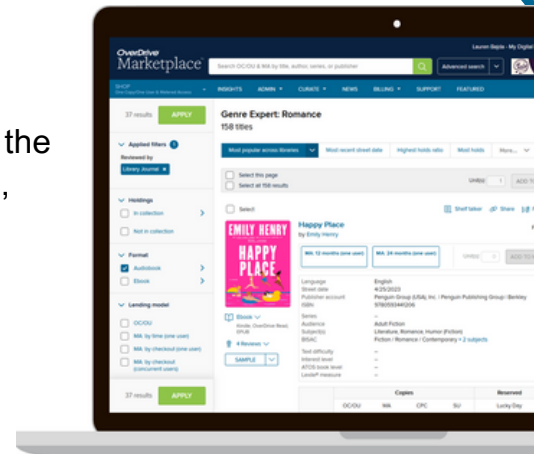
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4 Build your digital collection

With Marketplace, you can shop, build, and purchase carts to meet the needs of your library's community. Once digital titles are purchased, your patrons can access them in your digital collection using Libby.

- ▶ [Search for titles in Marketplace](#) (5 minutes)
- ▶ [Review and purchase carts](#) (4 minutes)
- ▶ [Lending models overview](#) (4 minutes)



Once you've purchased digital titles, review your understanding of a title's ownership statistics.

-  [Understanding title ownership statistics in Marketplace](#) (Help article)
- ▶ [Learn how patrons are using your digital collection](#) (How-to videos)

5 Advantage plus

Advantage Plus is a Marketplace feature where Advantage members can expand access to their Advantage titles, by either sharing them with or moving them to the consortium. The consortium turns on Advantage Plus and determines whether eligible titles are shared or moved.

-  [What is Advantage Plus and how does it work?](#) (Help article)



Note: Once Advantage Plus is turned on, it cannot be reversed. However, you can prevent new titles from being shared or moved.

6 Next steps

OverDrive Marketplace allows you to manage your digital collection all in one place. You can search, shop, purchase, find reports, and pay in one portal. Take the next steps by exploring additional tools available in Marketplace.

-  [How to customize curation in Advantage accounts](#) (Help article)
- ▶ [Curate lists for your digital library](#) (10 minutes)



HAVE QUESTIONS? *Contact your OverDrive Account Team today!*