

Operational/Management Functions of OverDrive Marketplace

revised October 2018

The MHLS OverDrive E-Book and E-Audiobook service was established in 2010 and has proved highly successful as measured by patron demand. Each year circulation has increased (257,222 circulations in 2017, a 34% increase since 2015).

HOW ARE MY PATRONS USING OVERDRIVE?

1. **Review Statistics:** OverDrive E-Book and E-Audio circulation is posted monthly by MHLS at midhudson.org (in the Topics section), showing current usage by your patrons as well as annual totals of your library for trend comparison.
2. **Know what titles your patrons have on hold that are in high demand** (high demand holds)
 - a. Through OverDrive Marketplace Reports at <https://marketplace.overdrive.com> you can run a Current Waiting List report on the titles that patrons from your library are currently on the waiting list for, so you know what your patrons are interested in
 - i. Click on the title of the item to go to the Title Details Page. Note the holds ratio for consortium owned copies, so you know how long your patrons could be waiting for their holds from the consortium collection if you do not purchase an Advantage copy.
 - ii. For more information refer to *'Understanding "Own," "Out," "Holds," "Holds ratio," and "Pending" numbers in Marketplace'* in OverDrive Marketplace Help.
 - b. In OverDrive Marketplace you can also create a Holds Manager plan that will build a cart for you based on your patrons high demand holds (following parameters you set), that you can review and edit.
 - i. For more information refer to *'What is a Holds Manager plan and how do I use it'* in OverDrive Marketplace Help.
3. **Know what your patrons have on hold that are scheduled for monthly weeding**
 - a. Metered titles on hold by your patrons that have no circulations left – these are titles that need to be repurchased for your patron to get their hold filled. Titles with no circulations left are weeded by MHLS on or after the 1st of each month.
4. **Know what your patrons are requesting the library purchase**
 - a. As per the DA, in March 2017 the built-in OverDrive feature 'Recommend to Library' was enabled so that individual libraries would be able to get recommendations from their patrons of OverDrive titles that would like the library to purchase.
 - b. In OverDrive Marketplace you can run the Recommendations report to review your users' recommendations, and easily convert them to a cart that you can review and edit.

- i. For more information refer to 'How to run a Recommendations report for your library' in OverDrive Marketplace Help.

PURCHASING

5. For step-by-step directions for purchasing refer to Marketplace Help at <https://help.marketplace.overdrive.com/>
 - a. Purchasing OverDrive content credit: At times (like the end of the year) you may wish to purchase OverDrive content credit to use for future spending. For more information refer to 'How to purchase content credit' in OverDrive Marketplace Help.
6. The invoice comes directly from OverDrive. Titles (or copies) purchased are available for checkout within 24 hours.
7. How to get new title suggestions through the OverDrive interface
 - a. In Marketplace in the 'Shop -> 'Must-haves' section, new releases and currently popular materials are highlighted.

TYPES OF ACCOUNTS

8. Traditional individual accounts
 - a. Items/copies purchased through traditional individual accounts go into the consortium collection, and can be borrowed by all member library patrons, in the order that their holds are placed.
9. Advantage accounts
 - a. **You can jump your patrons to the front of the holds queue by purchasing OverDrive content through an Advantage account.** OverDrive Advantage accounts are available to every member library. 91% of member libraries have set up Advantage accounts at this point. Advantage library patrons have access to titles in the shared collection, plus they have **priority access** to additional titles or copies purchased through their library's (*as determined by home library field in the patron record*) Advantage account. **This is a way to reduce your users' wait time for popular titles.**
 - i. If your library does not yet have an Advantage account, email our OverDrive Collection Development Specialist Kristin Preyss (kpreyss@overdrive.com) for the enrollment form.
 - b. Libraries wishing to purchase Advantage content sign in to Marketplace through their Advantage account for purchasing.

