



# Harnessing Data Pre- and Post-COVID using Gale Analytics

EMPOWER™ CHANGE

 **GALE**  
A Cengage Company



# AGENDA

- Gale Analytics Introduction
- Examining data Pre- and Post-COVID: eBooks and EDI
- Q & A





# Gale Analytics Introduction



# What is Gale Analytics

## Internal Sources

ILS  
Databases  
Marketing  
Computer Use  
eBooks  
eMagazines  
Separate System Data  
Donor Info

## External Sources

Experian (Lifestyle)  
Experian (Demographic)  
Alteryx (Mapping)  
TomTom (Geographic)  
US Census, ACS  
Etc..



*No need to ship your data offsite!*

## Custom Dashboard



# Mosaic Segmentation Portal



Amanda ▾

Segmentation Portal | Mosaic USA | Core ▾ | MyPortal



## Understand

Gain insight into the Mosaic Groups and Types using a mix of visual, descriptive and statistical information.

[Learn more](#)



## Compare

Shows the similarities and differences between the Mosaic Groups and Types using statistical information.

[Learn more](#)



## Audience

Build up a picture of your ideal customers and identify which Mosaic Groups or Types you should use to target them.

[Learn more](#)





# Running Gale Analytics Reports



ANALYTICS  
GALLERY

HOME

DISTRICTS

PRIVATE STUDIO

INSIGHTS

COLLECTIONS

WORKFLOW RESULTS

Dashboard

Optional Job Name

RUN

Description

1) Library Information

2) Patron File

3) Geographic Service Area

4) Supplemental Patron Household Maps

5) Dashboard Templates and Optional Outputs

2) Patron

3) Geographic

1) Lib

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Select

Library Service

Define

Select g

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Patron Measures

Estimated Household Income

Presence of Children

Length of Residence

Households

Exp Patron HHS

Non-Exp Patron

Checkout

GALE ANALYTICS DASHBOARD

geographies in the tree. If the fields.

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OR Upload your library's service area file (spatial formats only) ...





# Examining Data Pre- and Post-COVID



# Patron Measures

## Pre-Closure

Exp Patron HHs	Non-Exp Patron HHs
4,601	1,143

Patron Household count: 5,744

## Post-Closure

Exp Patron HHs	Non-Exp Patron HHs
4,804	1,060

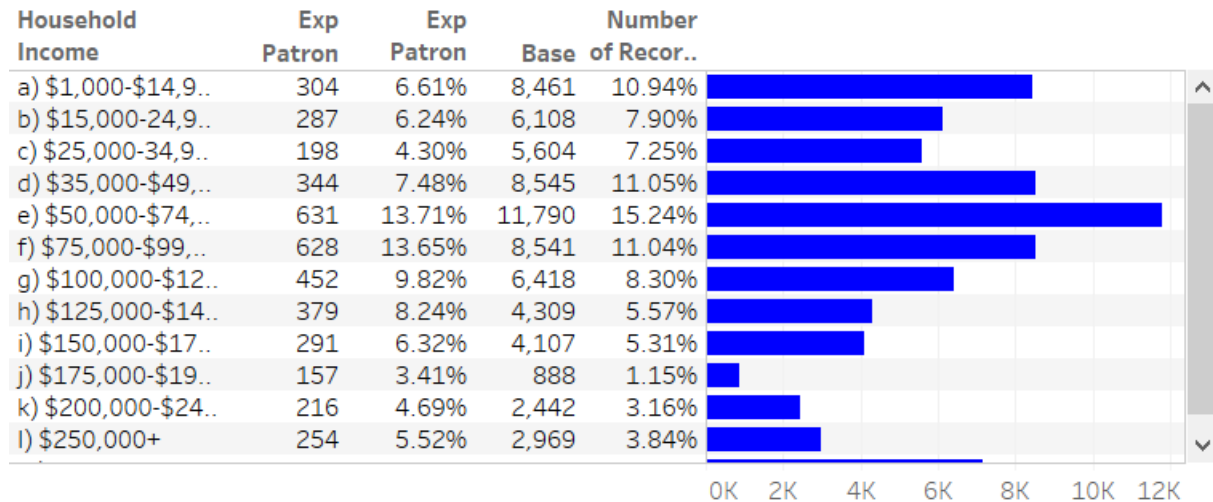
Patron Household count: 5,864



# Patron Measures

## Pre-Closure

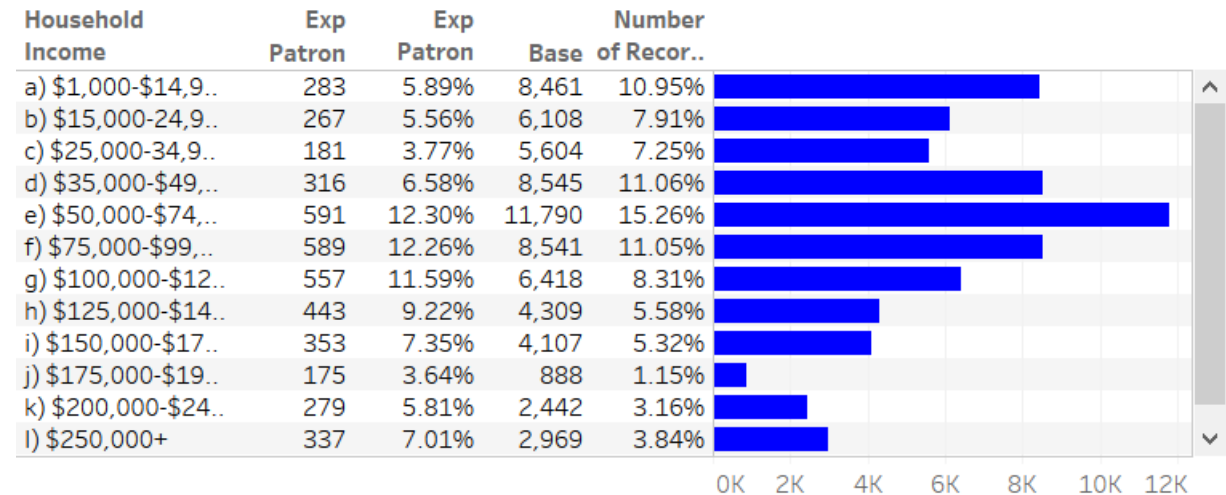
### Estimated Household Income



52% of households have  
Estimated Household income of \$75,000 or more

## Post-Closure

### Estimated Household Income

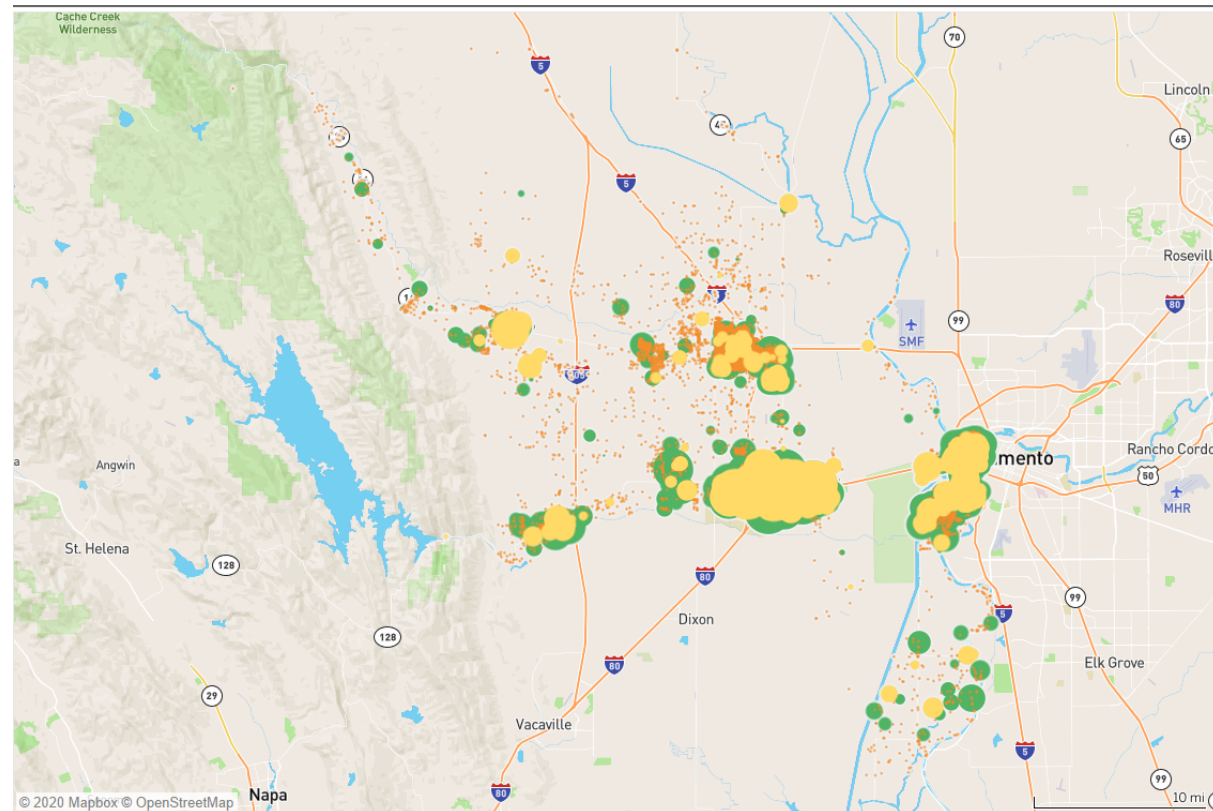


57% of households have  
Estimated Household income of \$75,000 or more

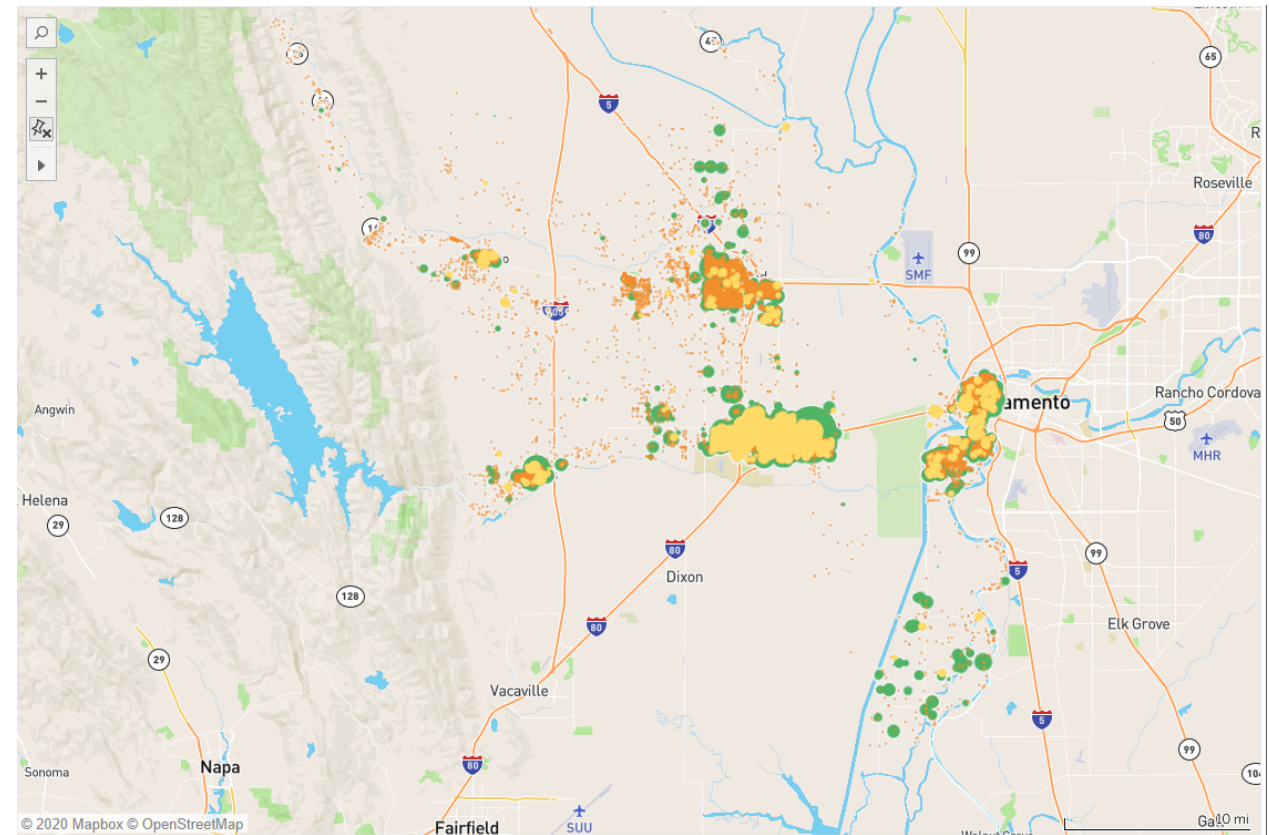


# Patron Measures

## Pre-Closure



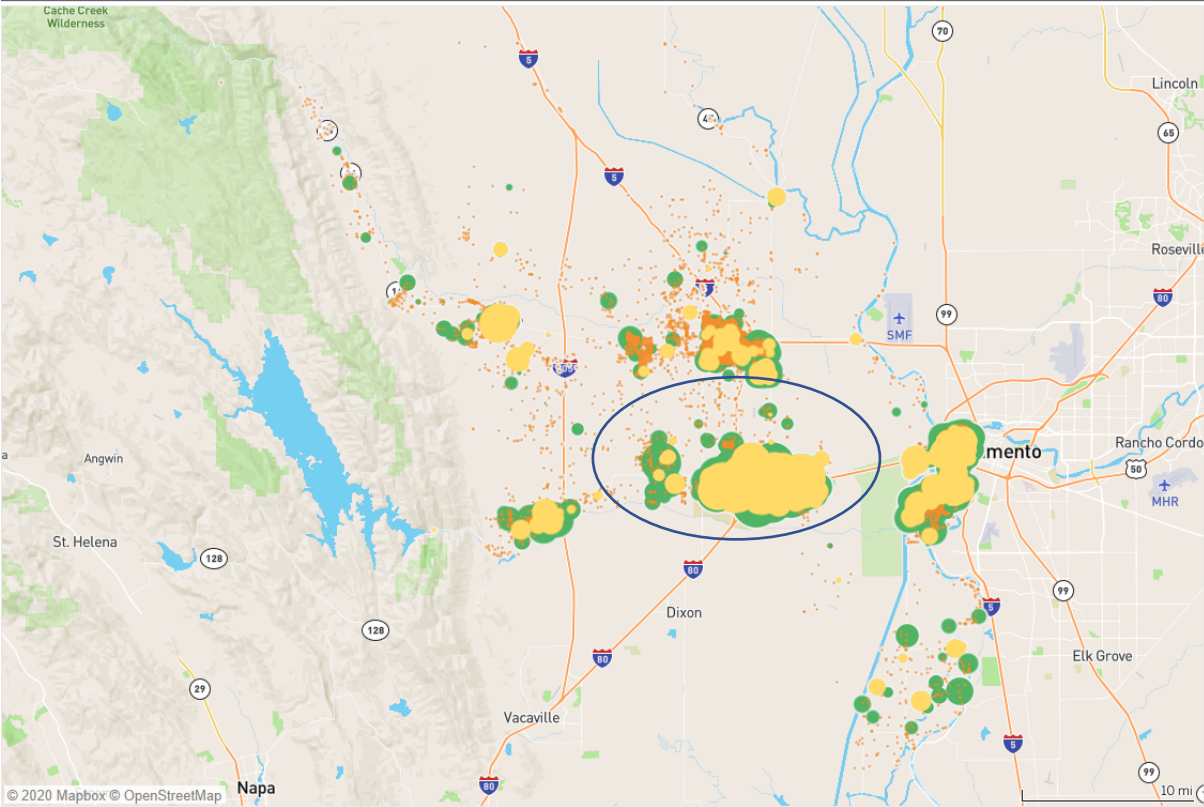
## Post-Closure



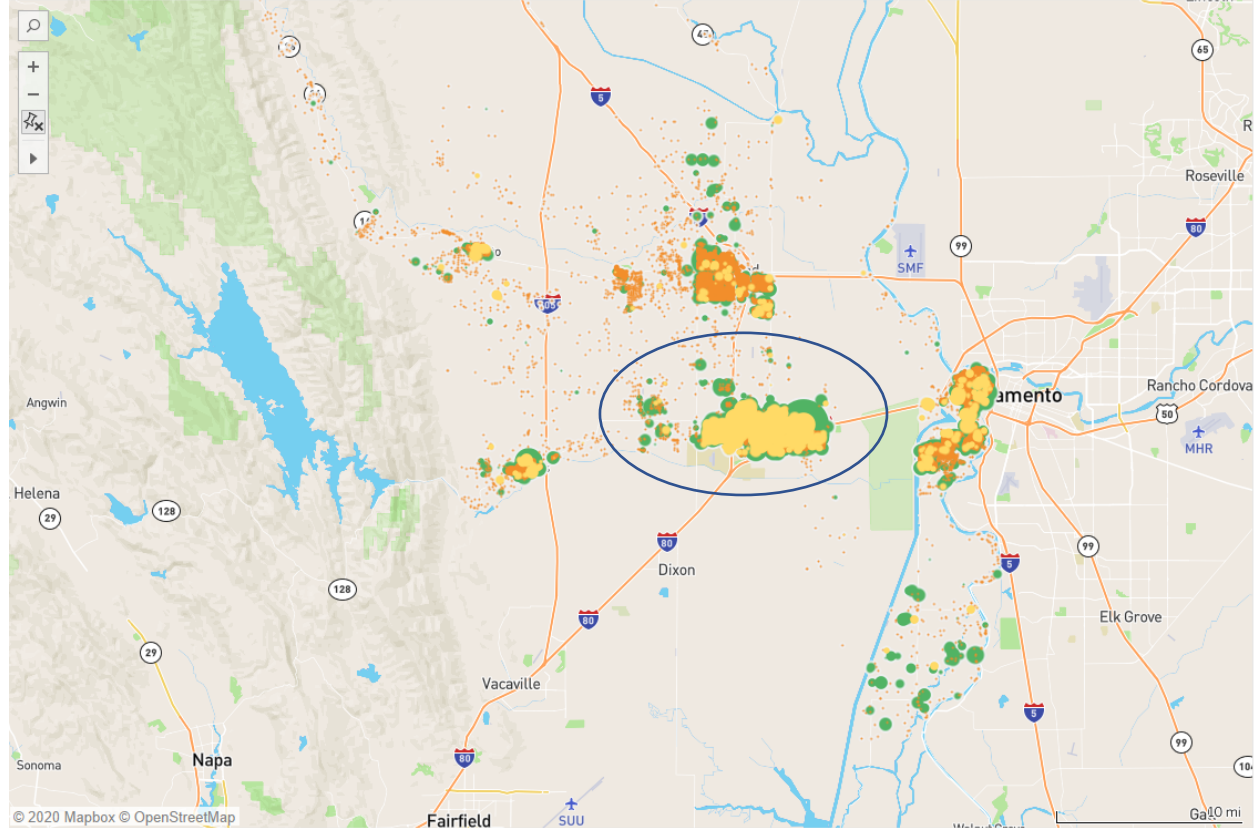


100%

# Pre-Closure



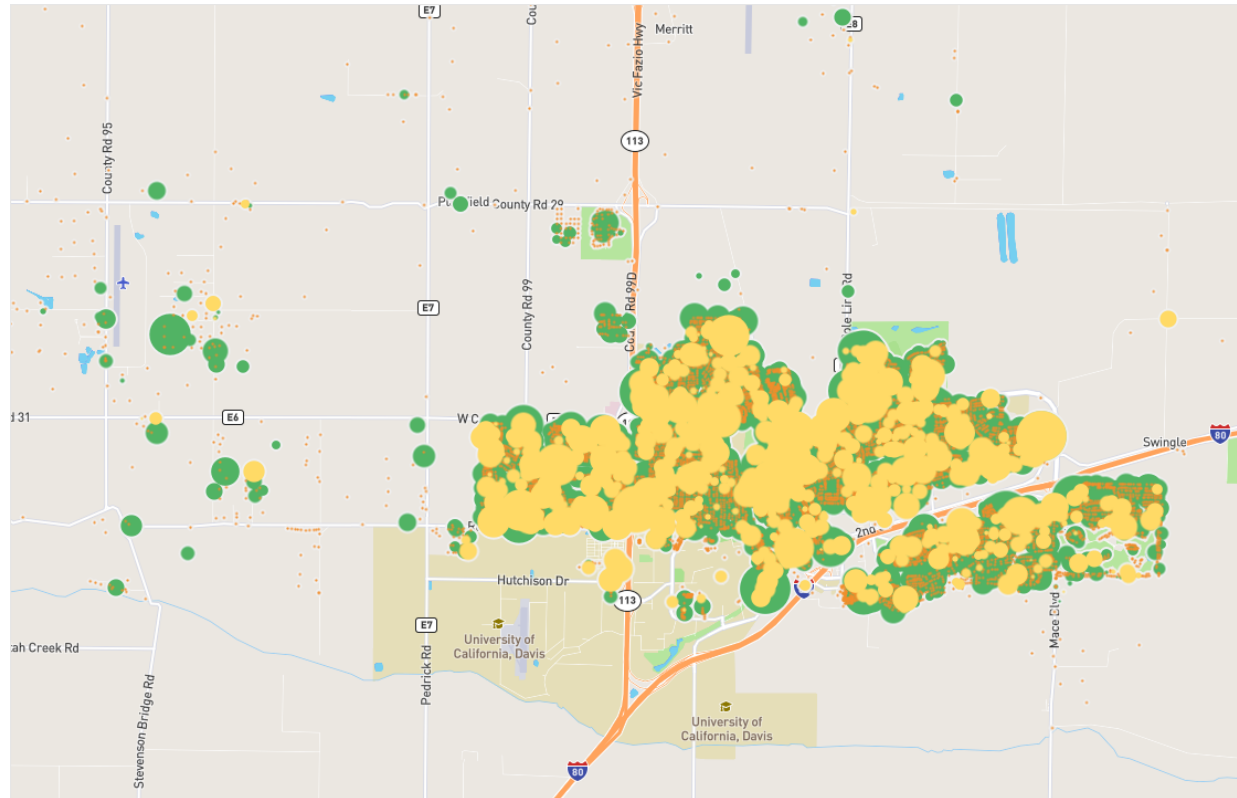
# Post-Closure



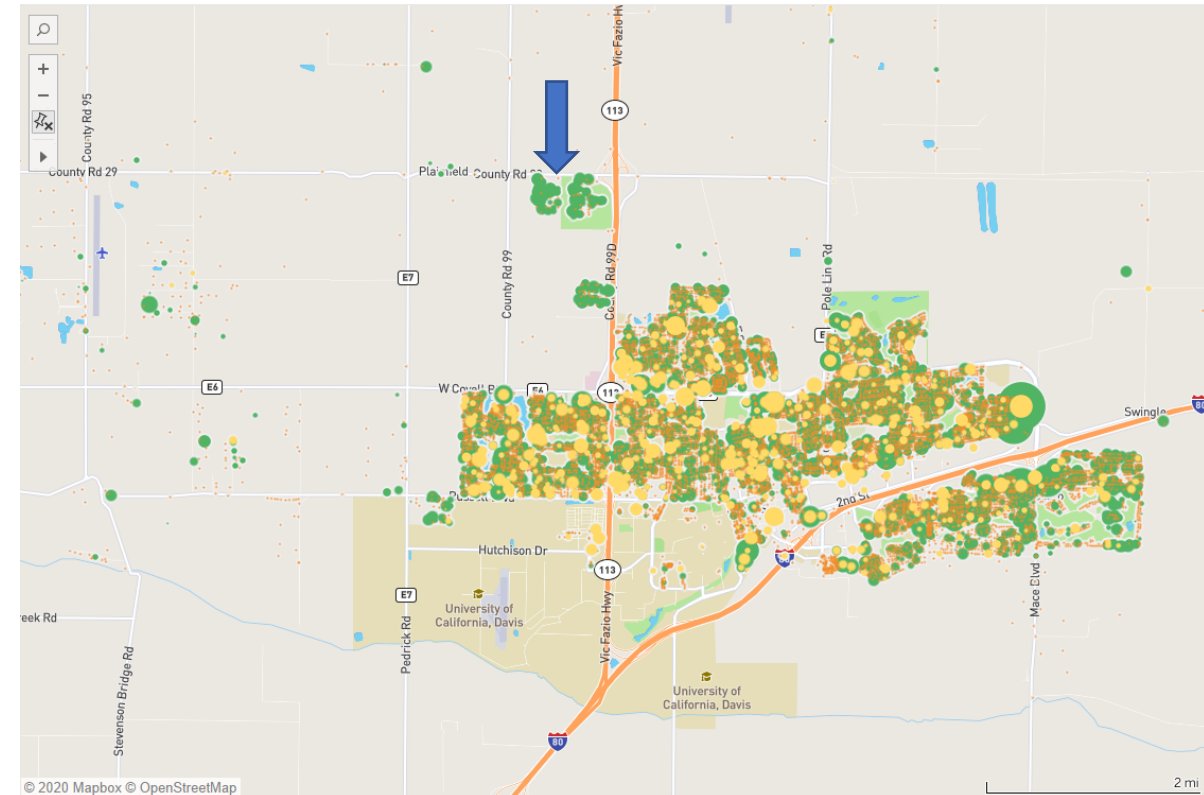


# Patron Measures

## Pre-Closure



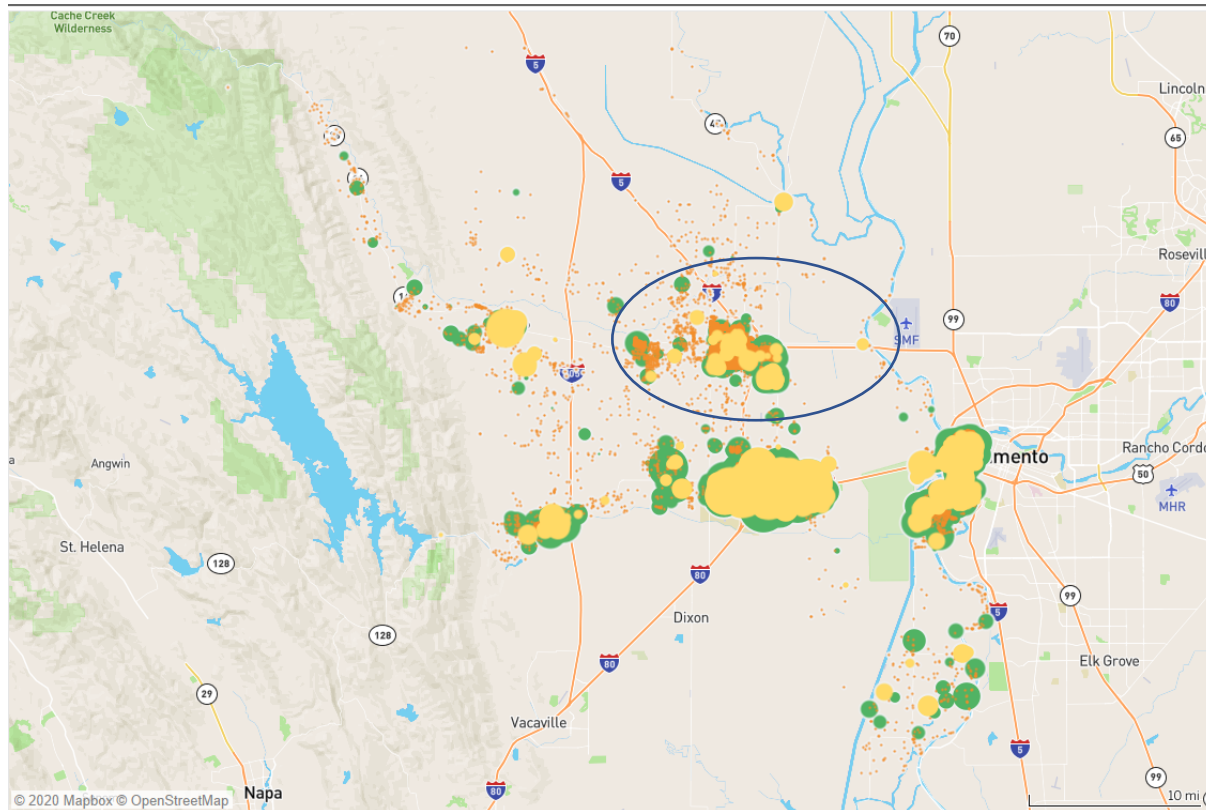
## Post-Closure



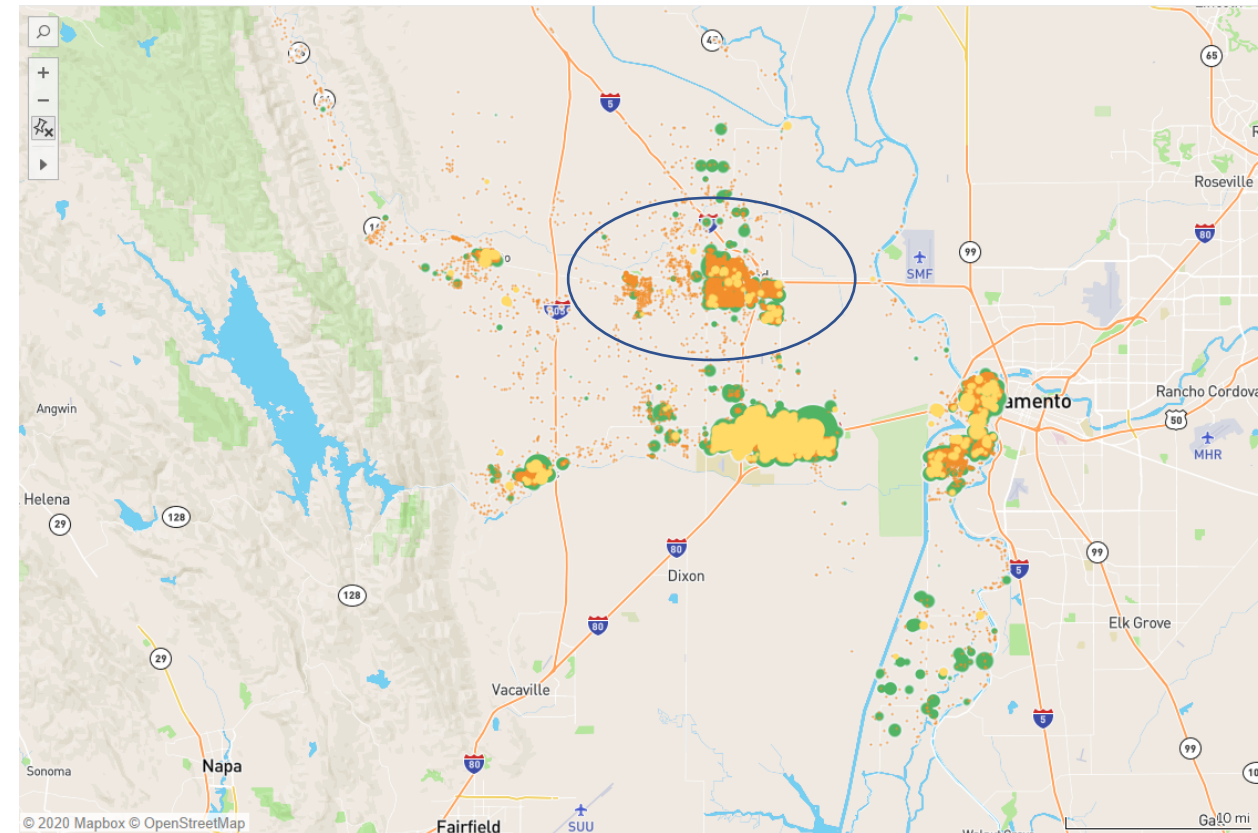


# Patron Measures

## Pre-Closure



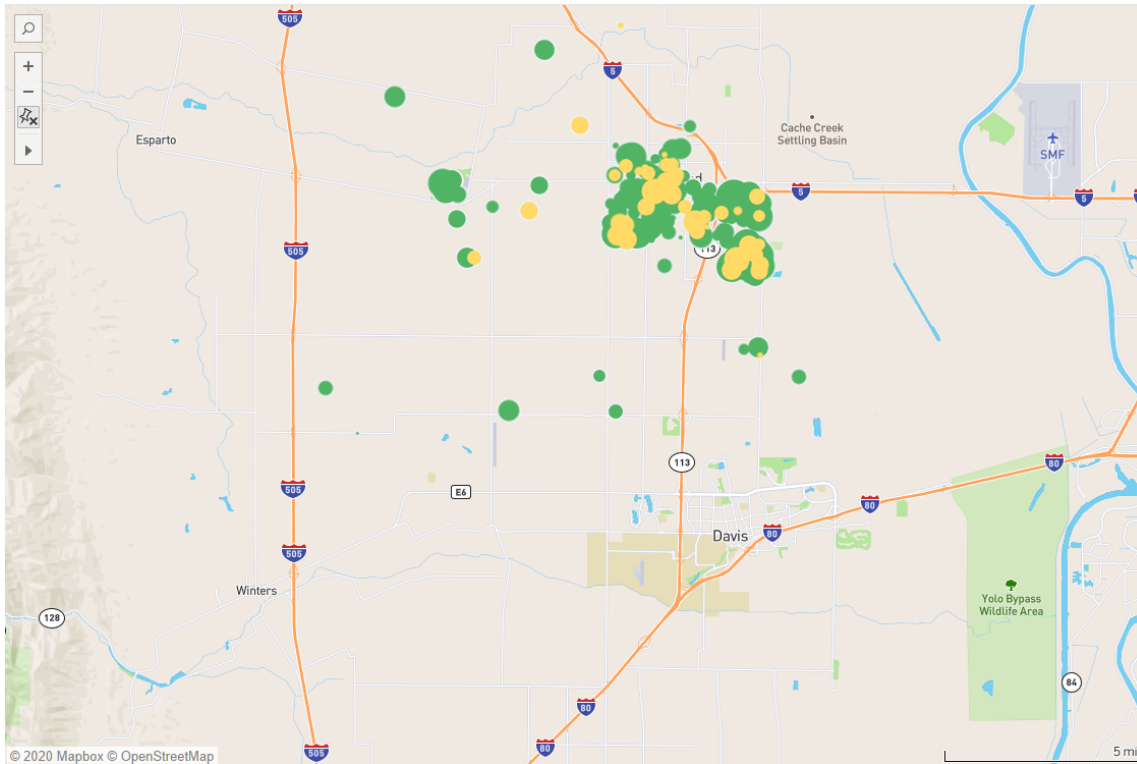
## Post-Closure





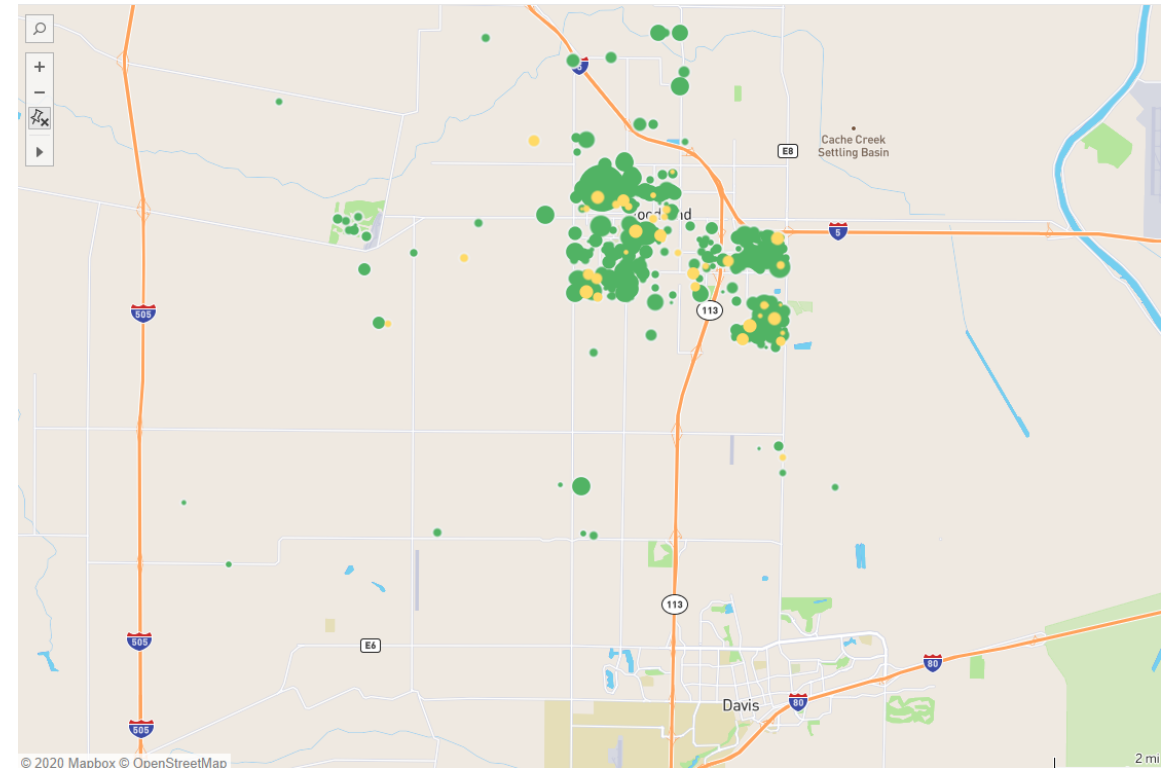
# Patron Measures

## Pre-Closure



Patron Household count: 298

## Post-Closure

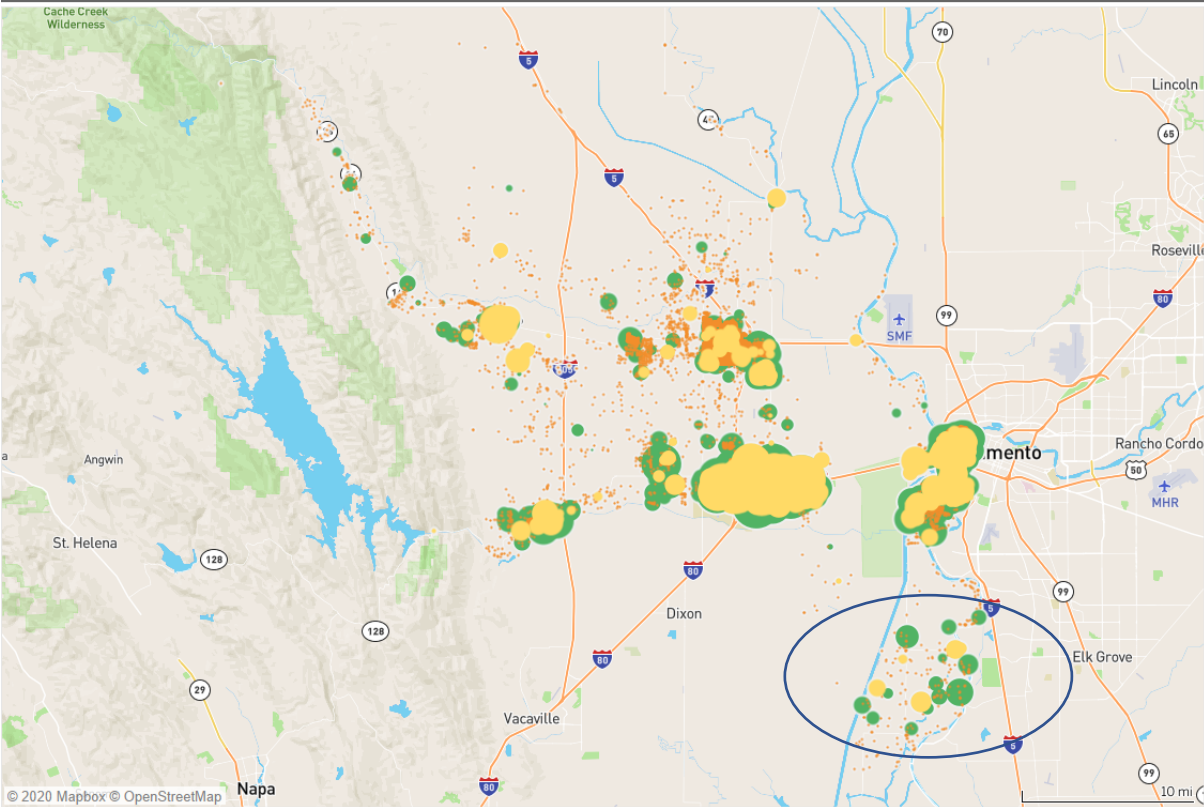


Patron Household count: 465

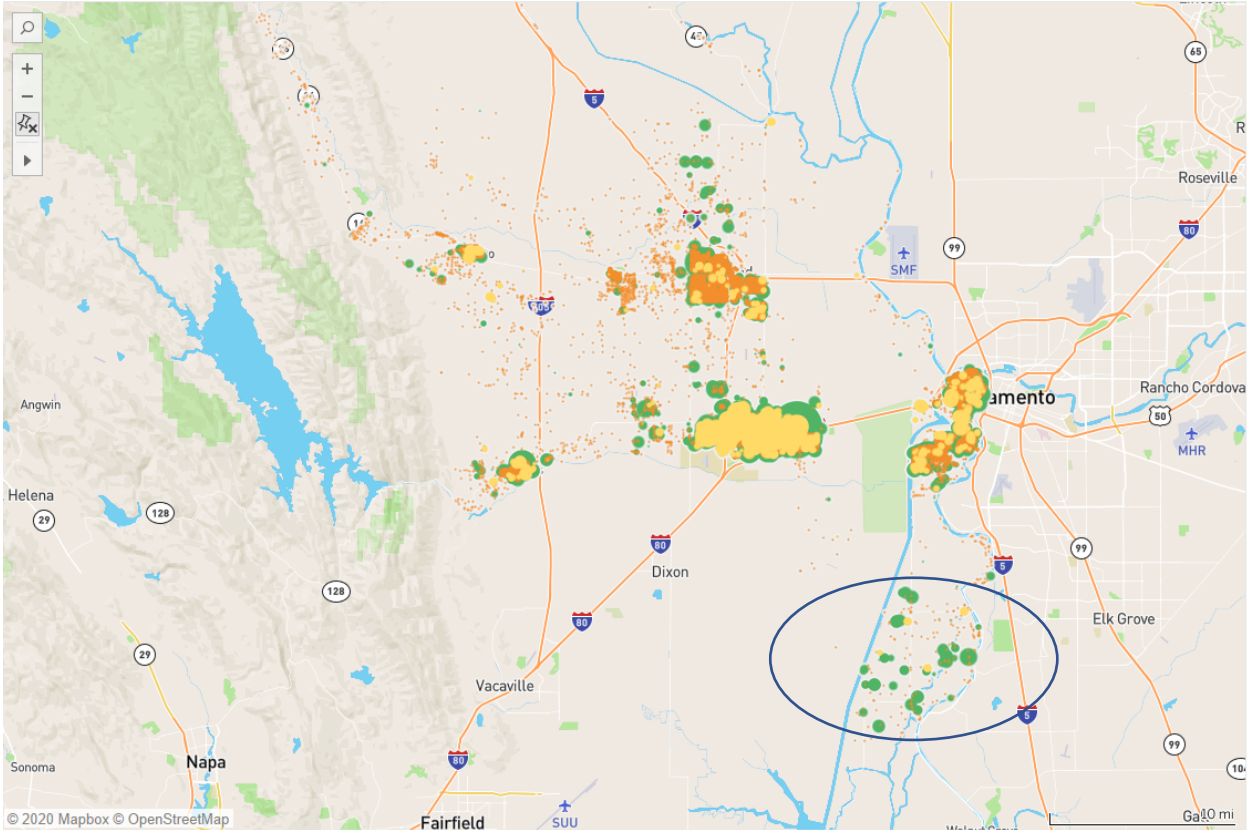


100%

# Pre-Closure



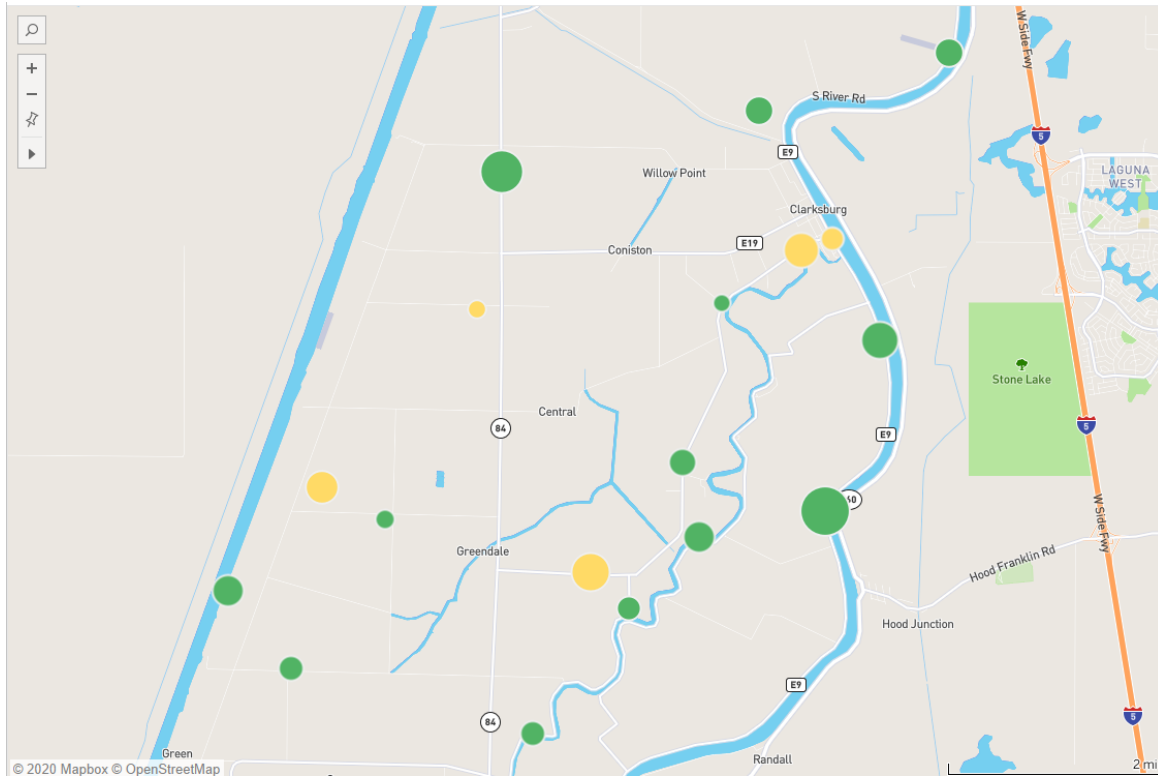
## Post-Closure





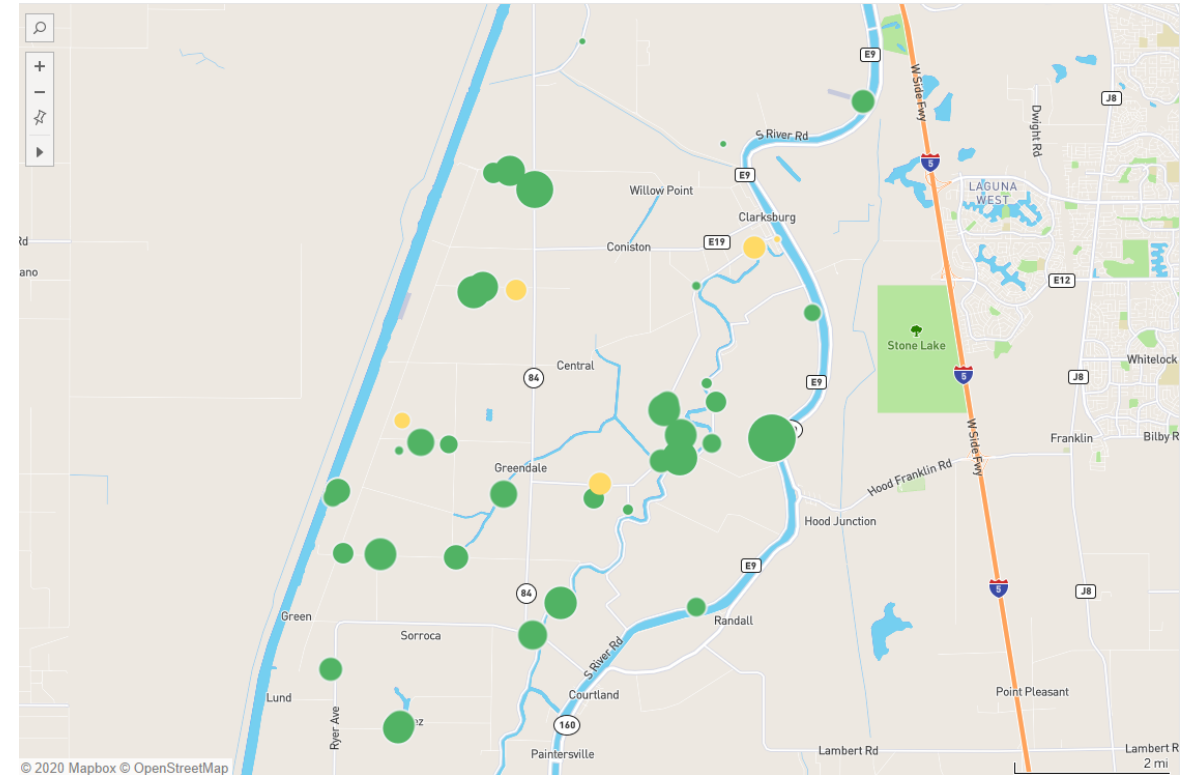
# Patron Measures

## Pre-Closure



Patron Household count: 19

## Post-Closure



Patron Household count: 45



# Summary

- Who was using Overdrive e-books when the library was operating under normal circumstances?
  - Demographic information
  - Prominent Experian Mosaic Segments within the user base
  - Where they were distributed throughout the service area
- Who was using Overdrive e-books after the library closed physical locations?
  - Many of the same patterns we saw in the pre-closure group
  - Users were more concentrated in the higher income brackets, \$100,000 or more
- Compared two time periods
  - User base grew
  - Even bigger difference in estimated household income, proportionally, between user base post closure and the full service area
  - Some shifts where users are located within service area and visible growth in some areas



# Takeaways and Next Steps

- Key Takeaways
  - Examine user base both pre and post closure
  - Usage of Overdrive e-books can be indicative of remote usage of library services
- Next steps
  - Use your data!
  - Reassess your goals and strategies for operating under the current circumstances
  - Consider Targeted marketing





# Questions?





# THANK YOU!

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