Harnessing Data Pre- and Post-COVID using Gale Analytics
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
Running Gale Analytics Reports
Examining Data Pre- and Post-COVID
Patron Measures

Pre-Closure

<table>
<thead>
<tr>
<th>Exp Patron HHs</th>
<th>Non-Exp Patron HHs</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,601</td>
<td>1,143</td>
</tr>
</tbody>
</table>

Patron Household count: 5,744

Post-Closure

<table>
<thead>
<tr>
<th>Exp Patron HHs</th>
<th>Non-Exp Patron HHs</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,804</td>
<td>1,060</td>
</tr>
</tbody>
</table>

Patron Household count: 5,864
Patron Measures

Pre-Closure

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

Post-Closure

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

Pre-Closure

Post-Closure
Patron Measures

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
Patron Measures

Pre-Closure

Post-Closure
Patron Measures

Pre-Closure

Post-Closure

Patron Household count: 19

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
THANK YOU!

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