

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



## AGENDA

- Gale Analytics Introduction
- Examining data Preand 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



No need to ship your data offsite!

# **Custom Dashboard**

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External

**Sources** 

Experian (Lifestyle)

Experian (Demographic)

Alteryx (Mapping)

TomTom (Geographic)

US Census, ACS

Etc..



Segmentation Portal | Mosaic USA | Core 🗸 | MyPortal

# Mosaic Segmentation Portal



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





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

▲ Amanda -









## **Running Gale Analytics Reports**

ANALYTICS

GALE A Cengage Company GALLERY All  $\sim$ Q **fit** Dashboard Optional Job Name RUN HOME Ē Description 1) Library Information 2) Patron File 3) Geographic Service Area 4) Supplemental Patron Household Maps 5) Dashboard Templates and Optional Outputs DISTRICTS **A**: 2) Patro • PRIVATE 3) Geographic STUDIO 2 6 3 G · C · L IF 2 Introlley · U Select Patron Measures 1) Lib Library Service Households Exp Patron HHs Non-Exp Patron Checkor Estimated Household Income INSIGHTS 70.0-411  $\odot$ Ent Estimated Ho., Exp Pat., % of To., Base GALE ANALYTICS Mosaic (Household) a) \$1.000-\$1. b) \$15.000-2. 2.68% 50 72 1.961 2.349 Define 2.73% c) \$25,000-3. d) \$35,000-\$. ΠĤ. Mosaic (Househ., Exp Pat 51 2.73% 2.158 69 3.70% 3.272 1 237 12.71% 4.7%2 1 273 14.64% 4.184 1 247 13.24% 3.106 1 DASHBOARD Silver Sophistica. \$50,000-\$. Aging of Aquarius Full Pockets Em. COLLECTIONS f) \$75,000-\$9... Libr seographies in the tree. If the fields. Brc Platinum Prospe.. Select s \$125,000-. 228 12,23% 2,360 Bohemian Groove 0.00% 11 0.59% 823 257 13.78% 1.720 \$150,000-\$ Settled in Subur. 1,432 4.78% 5.24% 75 4.02% 0 0.00% 242 12.98% 7 0.38% 18 0.97% 134 7.18% 1 1.66% 0 0.00% 1 0.66% 0 0.00% 4 2.36% 0 0.00% 4 2.36% 0 0.00% 4 2.36% 0 0.00% 1 0.05% 1 0.05% 1 0.05% 2 0.27% 1 0.05% 75 ÷ million. \$175.000-5. Striving Single S., American Royalty 1,265 4.23% 0.00% \$200,000 183 9.81% 1 254 4,21% 19,19% Brc Status Seeking S. 77% 0.62% WORKFLOW 1,129 1,084 945 904 883 865 844 734 657 631 627 620 18 4K SK 3K Wired for Success Generational So. 3.62% 1.66% RESULTS Adc 3.16% 14.18% 3.02% 7.85% 2.95% 3.51% 🖮 🗖 🛯 🖪 Presence of Children Fast Track Coupl. Reaping Rewards Urban Ambition 2.89% 0.00% Presence of .. Exp Pat.. % of To... Base % of Tota. Picture Perfect F. Family Fun-tastic 2.82% 11.14% a) Yes b) Likely 460 24.6696 278 14.9196 5,599 18.71% 3,842 Digital Depende. Couples with Clo 2.20% 0.00% 2.11% 6.97% Α c) Not Likely 359 19.25% 8.971 768 41.18% 10.938 29.97 City d) No 🗄 🗖 Co 36.55 ning in Place .09% 0.96% 620 2 07% 0 81% d) No 🗄 🗖 Co 2.01% 0.17 1 0.05% 0512 0.01% 0.1% 97 5.20% 550 1.46% 17.30% 0 0.00% 550 1.46% 0.0% 0 0.00% 540 1.40% 0.0% 0 0.00% 540 1.40% 0.0% 23 1.23% 378 1.26% 0.0% 9 0.48% 315 1.66% 0.32% 0 0.00% 315 1.66% 0.32% 0 0.00% 243 0.23% 0.00% Length of Residence % of Total Exp Patron along Presence of Children: 41.18% % of Total Number of Records along Table (Down): 36.55% 🗄 🗖 DI Length of Exp %of 16 of Total D Exp Patron: 768 Residenc. Patron Total E., Ba., Number., Stat 🗄 🗖 M 10,938 **Number of Records** 374 20.05% 10... 35.46% 00-04 255 13.67% 5.0. 462 24.77% 6.1. AL 05-09 16.969 10,938 🗄 🗖 Ot 10 - 19Senior Discounts 20-29 476 25.52% 4.6. 15.40% Gotham Blend 204 15 7666 2.0 0.000 🗄 🗖 Pl; OK 1K 2K 3K 4K 5K 6K 7K 8K 9K 10K 0 500 С 5-di III February Many Patrices May III Presserve of Children May III Edited Household House. III Maling Lini III Massis Posters C Patron Meanures ork (restal course Subirt Able Bases 20.90 OR Upload your library's service area file (spatial formats only) ... **EMPOWER**<sup>™</sup> CHANGE

A Cengage Company

# **Examining Data Pre- and Post-COVID**



#### **Pre-Closure**

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

Patron Household count: 5,744

#### **Post-Closure**

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

Patron Household count: 5,864



#### **Pre-Closure**

#### **Post-Closure**

#### Estimated Household Income

Household	Exp	Exp	_	Number								
Income	Patron	Patron	Base	of Recor								
a)\$1,000-\$14,9	304	6.61%	8,461	10.94%								$\mathbf{h}$
b) \$15,000-24,9	287	6.24%	6,108	7.90%								
c) \$25,000-34,9	198	4.30%	5,604	7.25%								
d) \$35,000-\$49,	344	7.48%	8,545	11.05%								
e) \$50,000-\$74,	631	13.71%	11,790	15.24%								
f) \$75,000-\$99,	628	13.65%	8,541	11.04%								
g) \$100,000-\$12	452	9.82%	6,418	8.30%								
h) \$125,000-\$14	379	8.24%	4,309	5.57%								
i) \$150,000-\$17	291	6.32%	4,107	5.31%								
j) \$175,000-\$19	157	3.41%	888	1.15%								
k) \$200,000-\$24	216	4.69%	2,442	3.16%								
I) \$250,000+	254	5.52%	2,969	3.84%								$\checkmark$
•					ОК	2К	4K	6K	8К	10K	12K	

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

#### Estimated Household Income

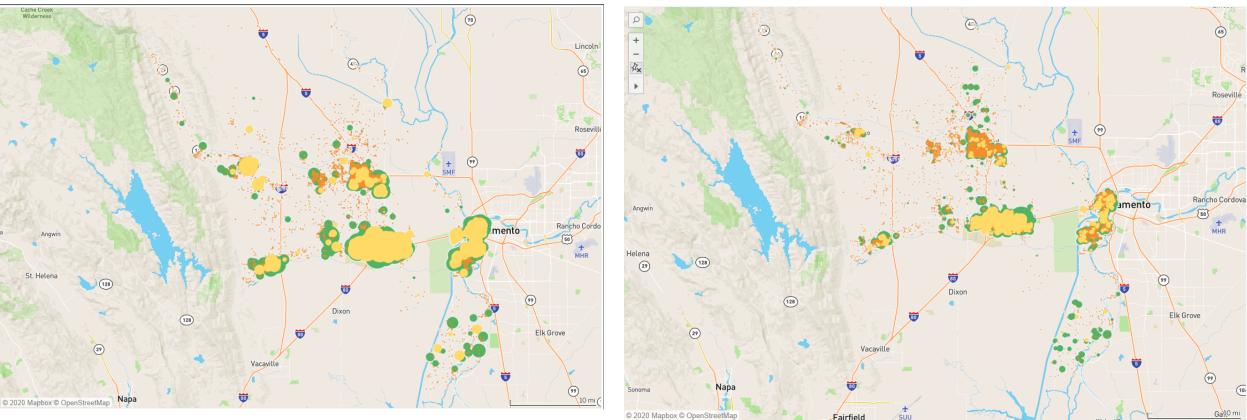
Household Income	Exp Patron	Exp Patron	Base	Number of Recor							
a) \$1,000-\$14,9	283	5.89%	8,461	10.95%							
b) \$15,000-24,9	267	5.56%	6,108	7.91%							
c) \$25,000-34,9	181	3.77%	5,604	7.25%							
d) \$35,000-\$49,	316	6.58%	8,545	11.06%							
e) \$50,000-\$74,	591	12.30%	11,790	15.26%							
f) \$75,000-\$99,	589	12.26%	8,541	11.05%							
g) \$100,000-\$12	557	11.59%	6,418	8.31%							
h) \$125,000-\$14	443	9.22%	4,309	5.58%							
i) \$150,000-\$17	353	7.35%	4,107	5.32%							
j) \$175,000-\$19	175	3.64%	888	1.15%							
k) \$200,000-\$24	279	5.81%	2,442	3.16%							
I) \$250,000+	337	7.01%	2,969	3.84%							
					ОК	2К	4K	6K	8K	10K	12K

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



## **Pre-Closure**

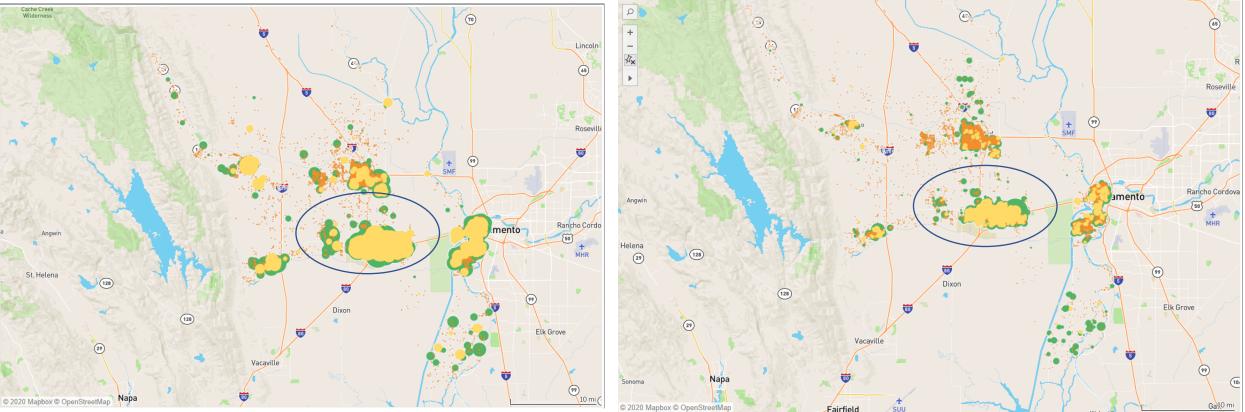
**Post-Closure** 





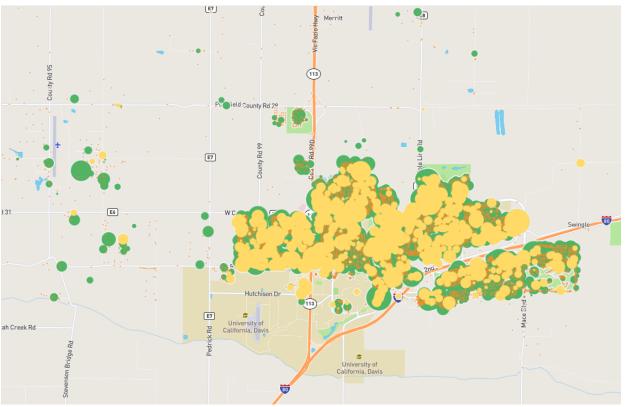
#### **Pre-Closure**

**Post-Closure** 

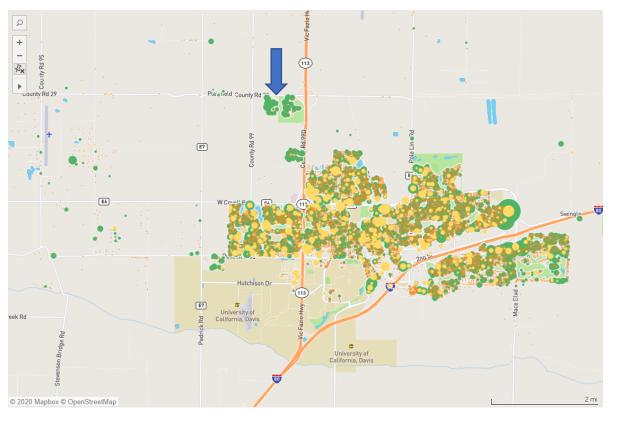




#### Pre-Closure



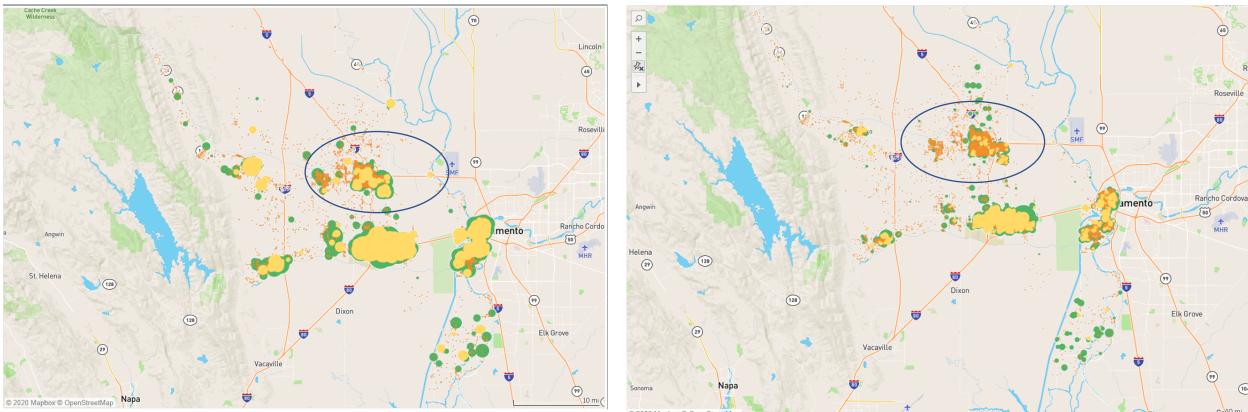
#### **Post-Closure**





### **Pre-Closure**

**Post-Closure** 



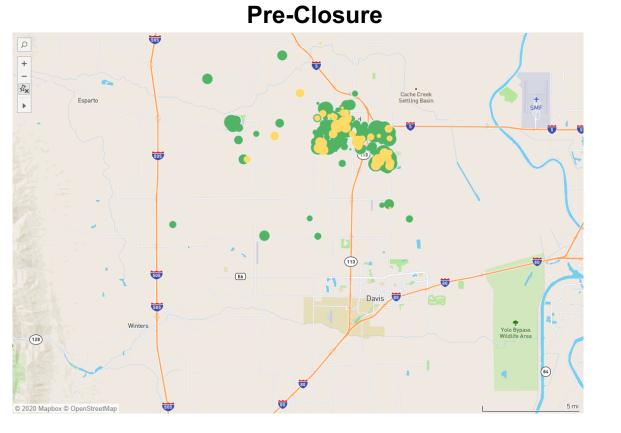


Gall0 mi

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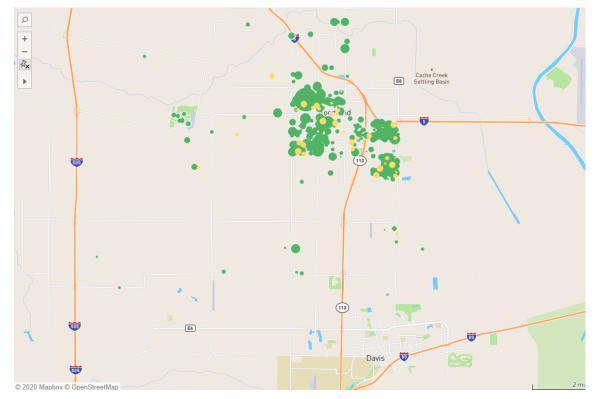
Fairfie



Patron Household count: 298

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#### **Post-Closure**

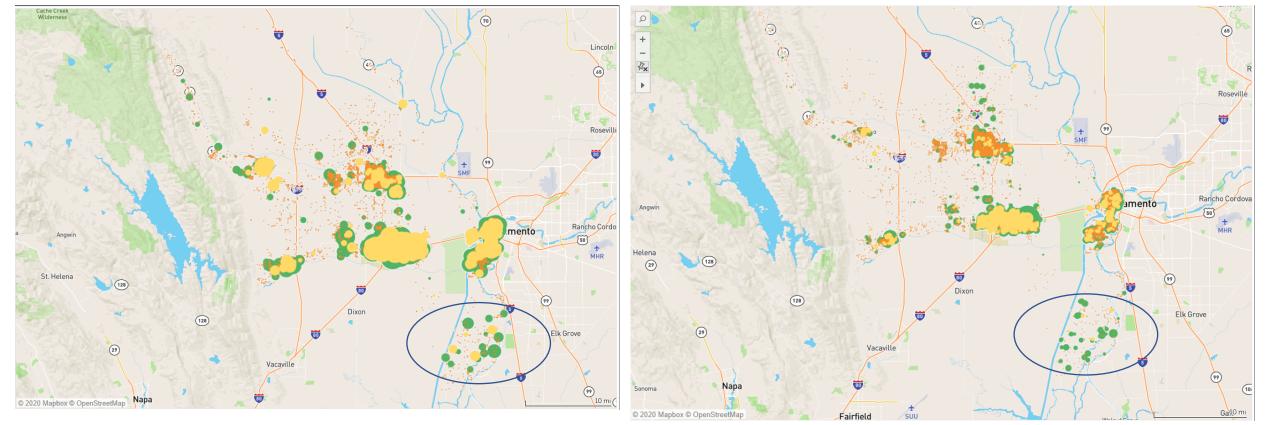


Patron Household count: 465



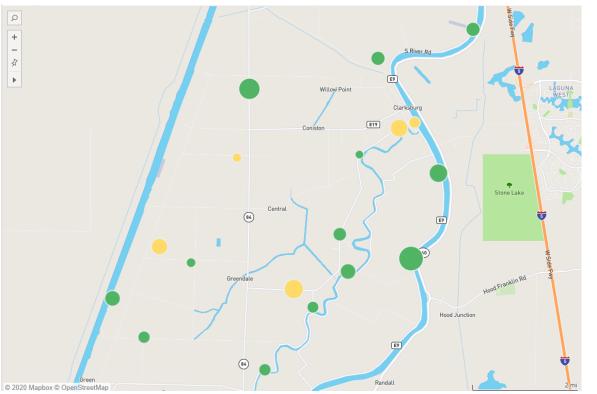
#### **Pre-Closure**

#### **Post-Closure**





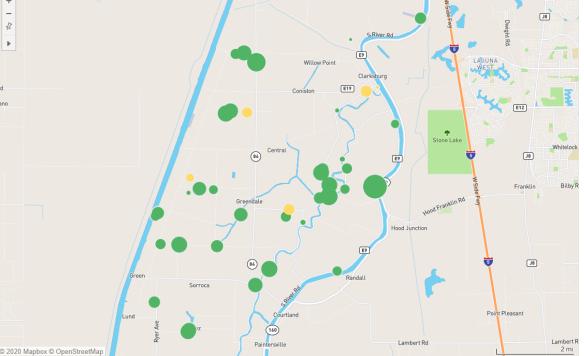
## Pre-Closure



Patron Household count: 19

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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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