Marketplace Insights

View collection usage and run popular reports for your library
In this module

Insights
Trends
Goals
Reports
- Checkouts
- Current holds
- Purchase orders
- Title status & usage

Help resources
Getting started - Marketplace

2. Enter your Marketplace username and password to log in.
3. Access reports, support, and more.

Need a Marketplace login? Contact your OverDrive administrator.
Marketplace Insights

Summary of current holdings and collection activity.

Customize the date range to see updated figures in the summary.
Marketplace Trends

At-a-glance insight into activity over time.
Marketplace goals

Measure the performance of your digital collection with quarterly goals.

Library goals

Below are your library’s goals for this quarter (ending on June 30, 2019). Your quarterly goals are created uniquely by reviewing approximately two years of past performance to identify annual, seasonal and monthly trends in your digital collection’s behavior. Those trends are combined, weighted and used to create a quarterly forecast. Be sure to check back regularly to track your progress. OverDrive is here to help you achieve your goals, so please contact your Account Manager or email libraryteam@overdrive.com anytime for assistance.

Circulation
Checkouts for this quarter
Goal: 743,824
Current status: 82,990 (11% of goal)
Projection: 100.00%

Users
Number of users who borrowed a title this quarter
Goal: 56,902
Current status: 26,405 (46.4% of goal)
Projection: 104.41%

Average waiting period
Average number of days a user waits for a title on hold
Goal: 46.02 days
Current status: 48.84 days
Projection: 48.44 days
I’d like to see how much use my digital collection is getting.
Checkouts

View circulation data for One Copy/One User, Metered Access, Cost Per Circ, and Simultaneous Use titles.
I’d like to find which digital titles are in high demand.
Current holds

View titles which have active holds.
I’d like to see past purchases.
Purchase orders

View past purchase orders with the ability to search by name, order ID, internal order ID, order type of billing account.

<table>
<thead>
<tr>
<th>Date</th>
<th>Bill type</th>
<th>Order type</th>
<th>Billing accounts</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Provider</td>
<td>All</td>
<td>All billing accounts</td>
</tr>
<tr>
<td>1/2</td>
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</tr>
<tr>
<td>1/5</td>
<td>Test 4</td>
<td>All</td>
<td>All billing accounts</td>
</tr>
</tbody>
</table>

**Report options**

- **Period Type:** Last
- **Lost:** 30 Days
- **Name:**
- **Order ID:**
- **Internal order ID:**
- **Order type:** All
- **Billing accounts:** All billing accounts

**DEMONSTRATION**
I’m looking for specific information about titles in my collection.
Title Status & Usage

View details and circulation data for all titles in your collection. Includes One Copy/One User, Metered Access, Cost Per Circ, and/or Simultaneous Use titles.
Next Steps

Learn more
Visit resources.overdrive.com.
• Register for our next live webcast.
• View our on-demand training modules.
Visit help.overdrive.com.

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