

Marketplace Insights

View reports and make informed purchases

Rakuten *OverDrive*[®]

In this module

Dashboard

Goals

Reports

- Title Status & Usage
- Circulation Activity
- Current Waiting List
- Recommendations

Help resources



Getting started - Marketplace

1. Go to marketplace.overdrive.com.
2. Enter your Marketplace username and password to log in.
3. Access reports, support, and more.

Need a
Marketplace login?
Contact your
OverDrive
administrator.

The screenshot displays the OverDrive Marketplace website. At the top, there's a navigation bar with the OverDrive Marketplace logo, a search bar, and links for English, Courtney Sveda, and My Digital Library (OverDrive Training Demo) (OH). Below the navigation bar, there's a large banner that reads "FILL YOUR LIBRARY'S AUDIOBOOK HOLDS!" with a "SHOP NOW" button. Underneath the banner, there's a section titled "Marvel - Full Collection Now Available" with a list of six comic book titles for sale:

- Black Panther (2016), Volu...**
A Nation Under Our Feet, Book 1
Black Panther (2016)
Ta-Nehisi Coates, et al.
\$8.99
Ebook
- Ms. Marvel (2014), Volume 1**
No Normal
Ms. Marvel (2014)
G. Willow Wilson, et al.
\$8.99
Ebook
- The Amazing Spider-Man...**
The Parker Luck
The Amazing Spider-Man (2014)
Dan Slott, et al.
\$10.99
Ebook
- The Invincible Iron Man...**
Reboot
The Invincible Iron Man (2016)
Brian Michael Bendis, et al.
\$8.99
Ebook
- Black Panther (2016), Volu...**
A Nation Under Our Feet, Book 2
Black Panther (2016)
Ta-Nehisi Coates, et al.
\$8.99
Ebook
- Doctor Strange (2016), Volu...**
The Way of the Weird
Doctor Strange (2016)
Jason Aaron, et al.
\$8.99
Ebook

Marketplace dashboard

At-a-glance insight into current activity and trends.



Marketplace goals

Measure the performance of your digital collection with quarterly goals.

OverDrive
Marketplace™

Search OC/OU & MA by title, author, series, or publisher

Advanced search

SHOP
One Copy/One User & Metered Access

INSIGHTS

ADMIN

CURATE

NEWS

INVOICING


SUPPORT

FEATURED

Insights

Library goals


Below are your library's goals for this quarter (ending on **March 31, 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 three 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: **1,402,407**
Current status: **694,400** (49.51% of goal)
Projection: **102.00%**



Users

Number of users who borrowed a title this quarter


Goal: **135,923**
Current status: **103,983** (76.50% of goal)
Projection: **79.17%**




Average waiting period

Average number of days a user waits for a title on hold

Goal: **41.93 days**
Current status: **44.14 days**
Projection: **44.14 days**



Best practices for libraries to maximize digital circulation



Review your library's goal history by quarter

Marketplace reporting

Marketplace > Insights > Reports

OverDrive Marketplace™

Search OC/OU & MA by title, author, series, or publisher

SHOP One Copy/One User & Metered Access INSIGHTS ADMIN CURATE NEWS 1 INVOICING SUPPORT FEATURED

Insights

Collection Usage

- CURRENT WAITING LIST** View titles your users have on hold.
- CIRCULATION ACTIVITY** View circulation data for One Copy/One User, Metered Access, Cost Per Circ, and Simultaneous Use titles.
- RECOMMENDATIONS** If you're using RTL (Recommend to Library) at your OverDrive website, use this report to review your users' recommendations and convert recommended titles into a cart in one click.
- 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.
- LIBRARY STATISTICS** View an overview of your Digital library usage, including overall and current checkouts, holds, and users.
- MOST VIEWED TITLES** See the 50 most-viewed titles (based on visits to titles' details pages) at your OverDrive website.

Website Statistics

- TOP REFERRER URLS** See how users are finding your site. View the top 50 referrer URLs from which your users access your Digital library.
- MOST VIEWED PAGES** See the 50 most-viewed pages at your OverDrive website.

For more information and tips on using reports, see the Reports section in the Marketplace help system.

OverDrive Marketplace™

SHOP One Copy/One User & Metered Access INSIGHTS

Dashboard Reports Goals

Preorder titles **HIDE**

Must-haves

- PURCHASED TITLES** View details for all titles purchased within a specific date range. Includes One Copy/One User and Metered Access titles.
- PURCHASE ORDER HISTORY** View all purchase orders placed by your library, including orders placed through Holds Manager, RTL (Recommend to Library) Manager, or Smart Lists.
- CONTENT CREDIT HISTORY** View information about content credit that is purchased, earned, or owed to you.
- SIMULTANEOUS USE ORDERS** View your library's Simultaneous Use subscriptions.
- RECALLED CONTENT** There may be occasions when purchased content is recalled (for example, if the digital rights for a title were incorrect). View details on recalled content, including titles, purchase details, and credit issued.

User Statistics

- SEARCH CHECKOUTS** Search for your users' checkouts by user ID, title, or checkout ID. If needed, reactivate download links.
- NEW USER REGISTRATIONS** View new user registrations by day, month, and/or branches (if applicable).
- USER TRAFFIC** View user traffic statistics, including active visits and page views.
- UNIQUE USER ACTIVITY** View unique users' checkouts by day, month, year, and/or branches (if applicable).

My Sveda My Digital Library (OverDrive Training Demo) (OH) CARTS Victoria Square \$404.65 CHECKOUT GET HELP ?

I'd like to see how much use my
digital collection is getting.

Circulation Activity

View circulation data for One Copy/One User, Metered Access, Cost Per Circ, and Simultaneous Use titles.

Report options

Checkouts by: Title

Borrowed from: Main collection

Formats: All eBooks

Language: All

Audience: Adult Fiction

Rating:

Subject:

Period Type: Last

Last: 30 Days

Inventory flag type: All

User type: All users

Lending model: One Copy / One User & Metered Access

Website: All Lending models

Creator:

Purchase Order ID:

Update Cancel

DEMONSTRATION

	Title (87)	
1	The Girl on the Train: A N...	
2	The Martian: A Novel	
3	Career of Evil: Cormoran ...	
4	Me Before You	
5	City on Fire: A Novel	
6	A Game of Thrones: A So...	
7	Finders Keepers: A Novel	
8	Tricky Twenty-Two: Steph...	
9	House of Thieves: A Novel	
10	Lady Be Good	
11	Feels Like Family	
12	Dark Places: A Novel	
13	Holiday Sparks	
14	Rillas and Other Science ...	
15	Shadows of the Empire	
16	Favors and Lies	
17	All He Ever Needed: Book ...	

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.

Notes:

Titles that you own in more than one lending model will be included in this report. Expired Metered Access (MA) titles do not appear in the report. Expired titles in the MA: earlier of x time or y checkouts left. The "MA - licenses left" and "MA - licenses used" rows include Advantage units are not included in this report.

Report summary

OC/OU - titles	268
OC/OU - copies	300
MA: earlier of x time or y checkouts - titles	30
MA: earlier of x time or y checkouts - copies	30
MA: by time - titles	30
MA: by time - copies	31
MA: by checkout - titles	81
MA: by checkout - copies	82
MA - licenses left	7,451
MA - licenses used	7
MA: by time - 0 time remaining	0
MA: by checkout - 0 licenses remaining	0
Active checkouts	17
All checkouts since purchase	342
Active holds	1
All holds since purchase	7
Turnover rate	0.138^

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	Title ^	Edition	Creator	ISBN	Language
1	0~...~		学傲...		Chin...
2	1, 2, ...		Nicke...	9781...	Engli...
3	30 D...		d'Ab...	9781...	Engli...
4	Abat...		Bous...	9781...	Engli...

Report options

Title:

Period Type:

Last:

Formats:

Audience:

Preorder titles:

Lending model:

ISBN:

Rating:

Other conditions:

Holdings:

Minimum checkouts:

Maximum checkouts:

Status:

Update

Cancel

DEMONSTRATION

Displaying 1 - 50 of 579

Active	All hold	Last co	Turnove	Status
0	0	n/a	0	In C...
0	0	n/a	1	In C...
0	0	n/a	0	In C...
0	0	n/a	0	In C...

An elderly man with white hair and glasses, wearing a striped shirt, and a woman with dark hair, wearing a white cardigan, are sitting outdoors at a wooden table. They are both looking at a laptop screen. The background is filled with lush green plants and trees, suggesting a garden or park setting. The lighting is bright and natural, indicating it is daytime.

I'd like to find titles that are being requested or are in high demand.

Current Waiting List & Recommendations

View holds and recommended titles to respond to user demand.

Current Waiting List

Last updated November 11, 2016 3:18 PM ET

Users on waiting list by format

eBook10

Total10

Notes:

Average wait times are updated daily.

Average wait time - current is based on active holds on titles that are currently available for sale, placed by end users who have borrowed at least one title in the last 90 days. It excludes holds on preorders.

Average wait time - current always represents all site types and branches (if your library has them). By contrast, Average wait time - historical will change based on the site type(s) and branch(es) you choose in the report parameters (under Run new report).

The "All Holds" column shows the total number of holds for all branches selected in the report parameters. To select different branches, click Run new report.

The "Adv Holds" column is a subset of "All Holds," showing just the holds placed by members of Advantage libraries (regardless of who owns the title placed on hold).

The "Cons Ratio" indicates "All Holds" / copies of the title in the shared collection.

The "Adv Ratio" indicates "Adv Holds" / copies of the title in shared collection +

* For licensed titles, the holds ratio is: Holds / ("Own" column + ["Lic. left" column

Average wait time - current46.5 days

Average wait time - historical4.52

WebsiteStandard

Report options

Website:

Standard and mobile

Update

Cancel

+ Convert to new cart

⇒ Run new report

📄 Create worksheet

Page 1 of 1

50

Displaying 1 - 7 of 7

	Title ^	Edition	Creator	Publisher	ISBN	Format	Street date	Own	Lic. left	Lic. used	Holds	Ratio	1st active h...	Available for...	Price
1	The Curious...		Mark Haddon	Random Ho...	9781400079...	📖	05/18/2004	1	-	-	2	2	10/25/2016	Yes	\$44.85
2	DK Eyewitn...		DK	Dorling Kind...	9781465463...	📖	01/17/2017	1	-	-	1	1	10/24/2016	Yes	\$39.00
3	Harry Potter...	Special Reh...	J. K. Rowlin...	Pottermore	9781781107...	📖	07/31/2016	0	44	8	1	1†	11/10/2016	Yes	\$44.97
4	The Light B...		M.L. Stedman	Simon & Sc...	9781451681...	📖	07/31/2012	0	-	-	2	0	06/14/2016	Yes	\$12.99
5	Me Before Y...		Jojo Moyes	Penguin Gr...	9781101606...	📖	12/31/2012	0	-	-	1	0	08/29/2016	Yes	\$29.97
6	The Round ...		Louise Erdrich	HarperCollin...	9780062065...	📖	10/02/2012	0	25	1	1	1†	11/10/2016	Yes	\$14.99
7	We: A Manif...		Gillian Ande...	Simon & Sc...	9781501126...	📖	03/07/2017	1	-	-	2	2	06/27/2016	Yes	\$16.99

Notes:

Average wait times are updated daily.

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The "Cons Ratio" indicates "All Holds" / copies of the title in the shared collection.

The "Adv Ratio" indicates "Adv Holds" / copies of the title in shared collection + copies of the title in Advantage collections.

* For licensed titles, the holds ratio is: Holds / ("Own" column + ["Lic. left" column / Licenses per unit])

Next Steps

Learn more

Visit resources.overdrive.com.

- Register for our next live webcast.
- View our on-demand training modules.

Visit help.overdrive.com.

Visit help.marketplace.overdrive.com.

Contact us

Contact your Account Manager.

Email training@overdrive.com.

Follow us on social media.

