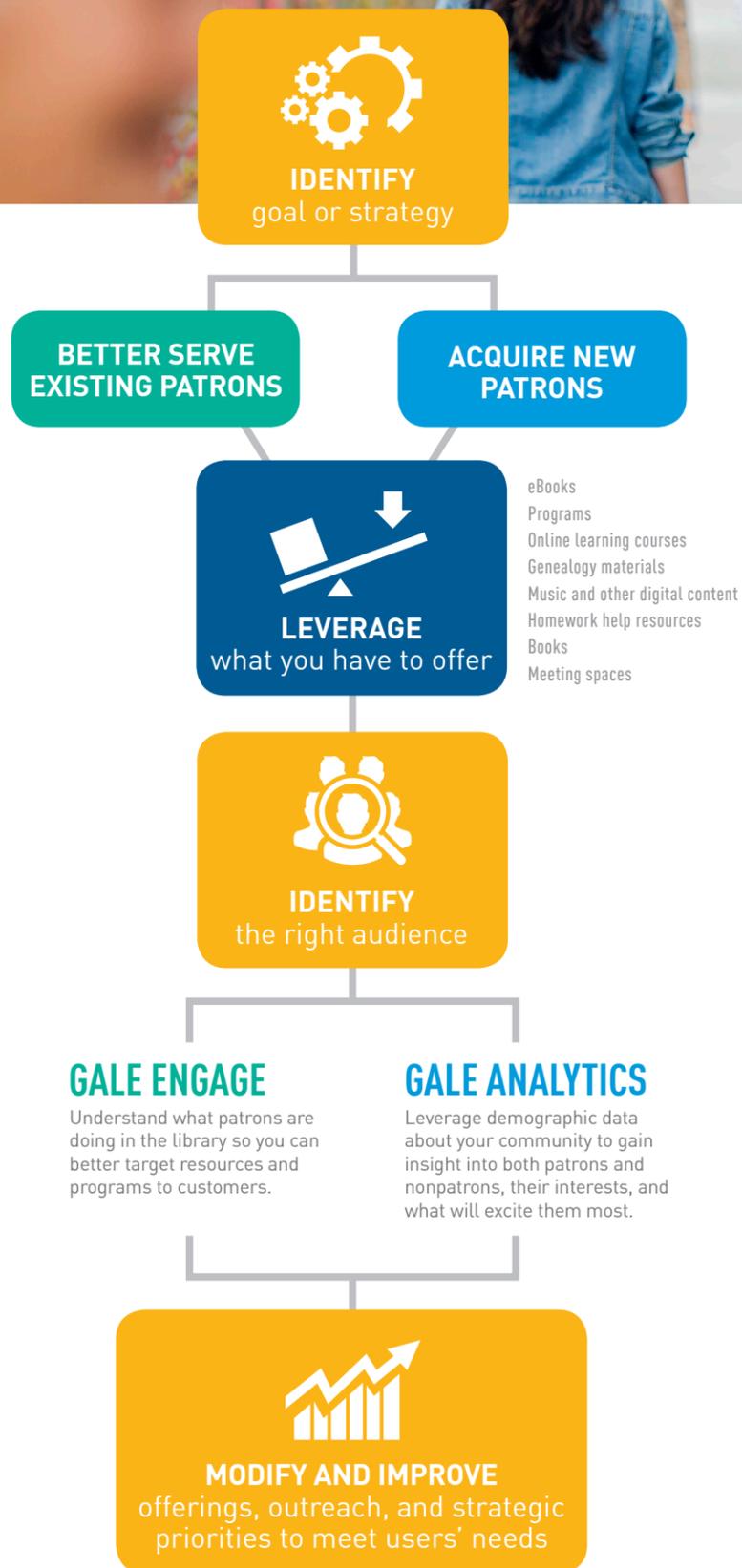
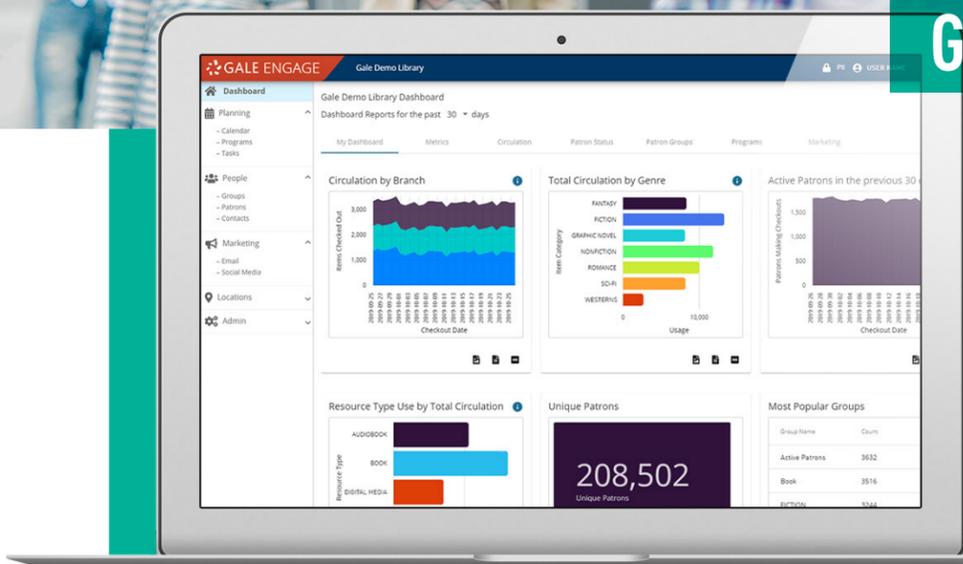


# LET YOUR DATA DRIVE SMARTER DECISION-MAKING

Let's face it, managing the support of strategic priorities, programs, and resources can be a daunting task. Especially if you don't have a large team with the time and experience to dedicate solely toward this effort. To help reduce the guesswork and stress of this task, we now offer two products for public libraries. Each one is an important resource in its own right, yet combined can balance demographic insight with your library's own data to fuel strategic planning, program selection, marketing outreach, and more. Take a look.



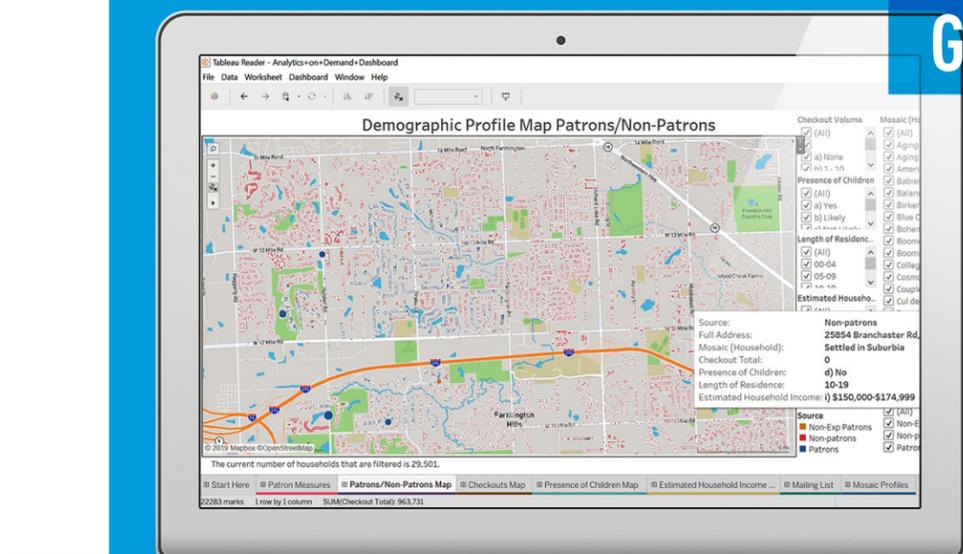
## GALE ENGAGE



Centralize your data and gain a more comprehensive view into how patrons interact with library resources and services with *Gale Engage*. Ready-to-use data visualizations, patron grouping (based on transaction history and engagement with library services), and integrated marketing features empower you to personalize outreach and work more efficiently.

# GREAT ALONE, EVEN BETTER TOGETHER

## GALE ANALYTICS



*Gale Analytics* uses the power of Experian's Mosaic® USA proprietary household segmentation system to make it easier for you to understand your community. Experian segments households into 71 unique profiles, or Mosaics, which are used to help libraries segment patrons and nonpatrons based on demographic and lifestyle characteristics. Tableau dashboards better equip your library and staff to easily target new populations, create new programs, market library services, and allocate resources more efficiently.