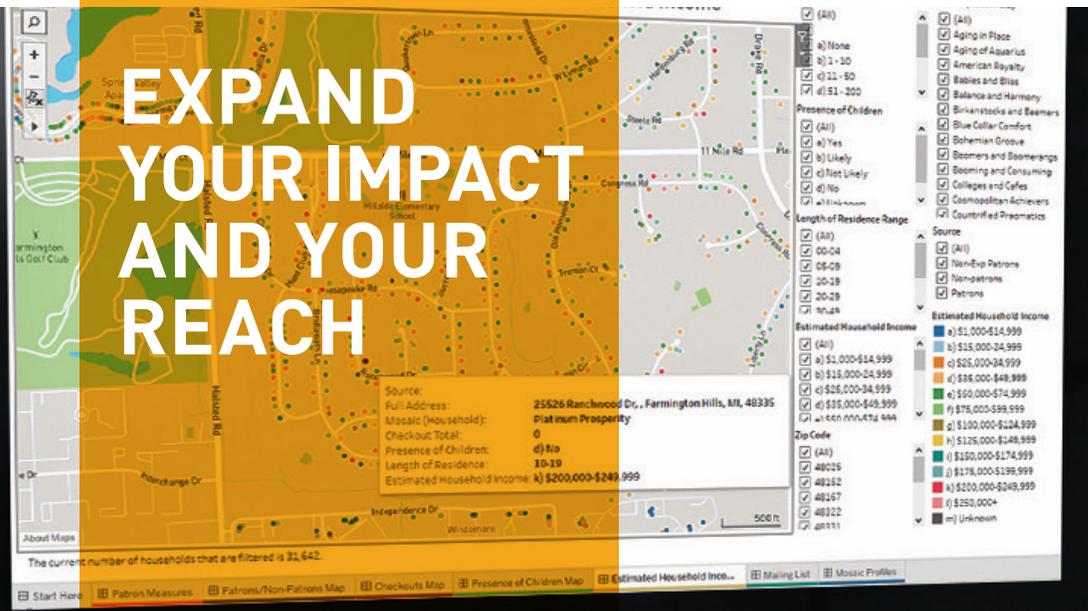


EXPAND YOUR IMPACT AND YOUR REACH



Ensure that your library's goals support households across the area you serve. Integrating powerful demographics, *Gale Analytics* adds value to existing data—from your library's ILS and other electronic systems—unlocking key insights about your community.

The result? Customized reports better equip your library to target new populations, create new programs, advance your value to the community, and allocate resources more efficiently.

EMPOWER DECISION-MAKING WITH DATA-DRIVEN ANALYTICS

FOCUS ON PATRON NEEDS

Generate detailed reports that evaluate your engagement with patron groups so you can prioritize refinements to your collections, programs, services, and outreach.

MEASURE IMPACT

Gain valuable insights about your patrons whether you're making day-to-day decisions or crafting long-term strategic plans. Refresh data as often as needed and get new reports in minutes.

SELECT ANALYSIS CRITERIA

Customize your report by modifying the service area, selecting cities and counties, or uploading a GIS spatial file, among other options. You can save the finished report as a PDF, Excel spreadsheet, or view it in the dashboard.

MAINTAIN PRIVACY

To protect the privacy of individual patrons, data is disassociated from patron names and processed in a secure cloud environment. Report outputs are only saved to the library account.

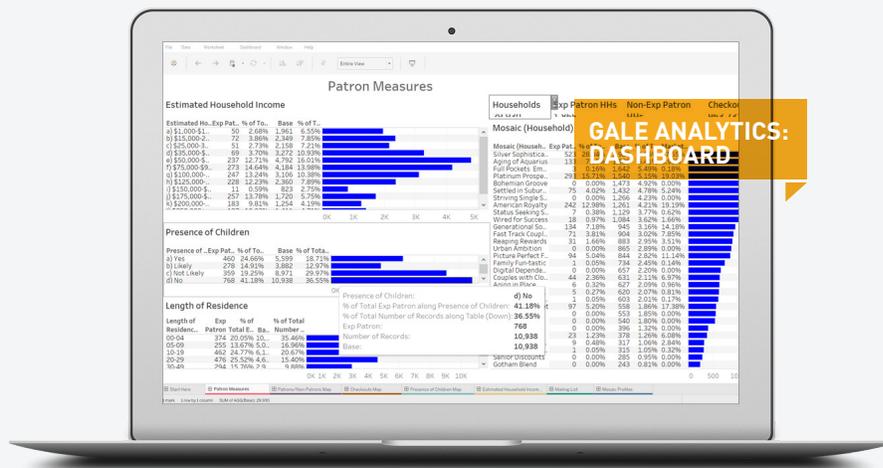
more →

“Everything starts with *Gale Analytics*. It’s a very integral part of our team’s workflow. We’re making smarter decisions based on our community’s needs and interests.”

Jason Kucsma
Deputy Director
Toledo Lucas County Public Library
Toledo, OH

MOSAIC® LIFESTYLE SEGMENTATION

With *Gale Analytics*, you can understand patron data with household-based segmentation from Experian™, which classifies all U.S. households into 71 unique profiles.



Product screen capture as of March 2019. Actual interface may vary.

GALE ANALYTICS: DASHBOARD

Made available through Tableau Reader, the *Gale Analytics: Dashboard* gives users the ability to transform patron data—drilling down into rich visuals, moving maps, and downloading custom mailing lists based on segmentation.

ADDITIONAL REPORTS

DIGITAL AND PHYSICAL COLLECTIONS

See who is checking out specific types of materials, with detailed demographics linked to specific genres.

BRANCHES

Maps and tables show where and how cardholders engage across various branches of a single library system.

VOTERS

When your library is on an upcoming ballot, you can develop campaigns targeted toward patrons who support your effort. Acquiring county voting data is necessary to run this report.

Leveraging software from Alteryx, Inc., a leader in data blending and advanced analytics, as well as U.S. Census data and Mosaic® Lifestyle Segmentation, *Gale Analytics* provides ongoing access to detailed, customizable reports.

LEARN
MORE



888.728.9422

gale.com/analytics

