

GUIDING LIBRARIES TOWARD TARGETED MARKETING

Analytics On Demand: Learn how access to specific demographics directed library services and increased community engagement.

“Everything starts with Analytics On Demand. 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

BACKGROUND

Toledo Lucas County Public Library serves all of Lucas County, OH and its bordering communities through 20 library locations and four outreach services vehicles. With such a large area, there was much to be done to understand the needs of Lucas County.

Within his first few months as deputy director, Jason Kucsma began the library’s strategic plan for improving outreach. Their overall mission was to **engage all members of the community, inspire lifelong learning, and provide universal access** to a broad range of information, ideas, and entertainment. This focused around one question: What does success look like in Toledo and Lucas County?

ABOUT THE CHALLENGE

FINDING THE RIGHT SOLUTION

The Toledo Lucas County Public Library used a library analytics product, but it had its limitations. One being that it only analyzed current customers and their actions within the library. When evaluating *Analytics On Demand*, staff were excited by the impressiveness of Experian’s data, which is integrated into the solution, to give a more holistic understanding of customers *and* non-customers. Cost was another deciding factor for the library to switch analytics solutions. Kucsma noted, “*Analytics On Demand*’s fees are significantly less than what we were paying with the other service. It’s our job to make sure that taxpayer dollars are being utilized in the most efficient way possible. Employing tools to be effective and efficient is key.”

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TOP REASONS TOLEDO LUCAS COUNTY PUBLIC LIBRARY CHOSE *ANALYTICS ON DEMAND*:

Flexibility. The library can choose which apps they want to use.

Data Quality. Integrated with Experian data and continuously updated.

Security. Allows the library to maintain custody over customer data.

“We’re now using the right messaging for the right people. When we do that, we see better results.”

Jason Kucsma
Deputy Director,
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■ BRIDGING THE GAP

THE TRANSITION FROM ONE WAY OF MESSAGING TO ANOTHER

Integrating powerful demographics, *Analytics On Demand* adds value to existing data—from libraries’ ILS and other electronic systems—allowing users to unlock key insights about their community. With ongoing access to detailed, customizable reports, and an interactive dashboard, using Tableau or Microsoft Power BI, libraries are better equipped to target new populations, create new programs, advance the library’s value to the community, and allocate resources more efficiently.

While their previous solution uses clusters, *Analytics On Demand* uses Experian Mosaic® methodology, which classifies all households in the United States into one of 71 lifestyle segments (or Mosaics)—offering a much more robust and granular look at the library’s customers. “We’ve identified 12 composite mosaics that represent the lion’s share of our customers. Ranging from parents with preschool-aged children to adults who are focusing on personal finance to travel enthusiasts.” Identifying these 12 Mosaics has allowed library staff to better prioritize their efforts when planning events or supporting programming initiatives.

■ THE RESULTS

REFINING THE IMPLEMENTATION OF PROGRAM INITIATIVES

Before *Analytics On Demand*, Toledo Lucas County Public Library cast a wide net with emails and direct mailings. After implementing *Analytics On Demand*, and segmenting their customers by Mosaics, the team was able to think more strategically about what they were messaging and to whom. By targeting specific groups, people received communications relevant to their interests and Toledo Lucas County Public Library saw open rates increase dramatically.

The library used *Analytics On Demand* to market events hosted by the library’s new generation of supporters, called the Library Literati, who host social get-togethers for young professionals in the region. They saw **open rates for those emails skyrocket from 10% to more than 45%**—which is pretty remarkable. As another example, WordPLAY is a focused initiative that promotes early childhood literacy by encouraging family engagement. Toledo Lucas County Public Library used *Analytics On Demand* to identify 20,000 families who were likely to have preschool-aged children. They then used this list to distribute a mailing that included tips for parents and a coupon for a free book. To their amazement, more than 1,300 families redeemed their coupons. In their project outcome survey, 92% of attendees reported that they were now more aware of library resources and services. They also said that they were more confident about how to help their children with reading.

So what’s next for Toledo Lucas County Public Library? When programs and services are being put together, the team starts with *Analytics On Demand* and uses its insights to drive their decision-making.



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