

EXPAND YOUR IMPACT AND YOUR REACH



Ensure that your library's goals support households across the area you serve. Integrating powerful demographics, *Analytics On Demand* 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

With easy-to-run apps and a simple data upload, you can 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 go directly back to the library account through the apps.

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INTERACTIVE DASHBOARD

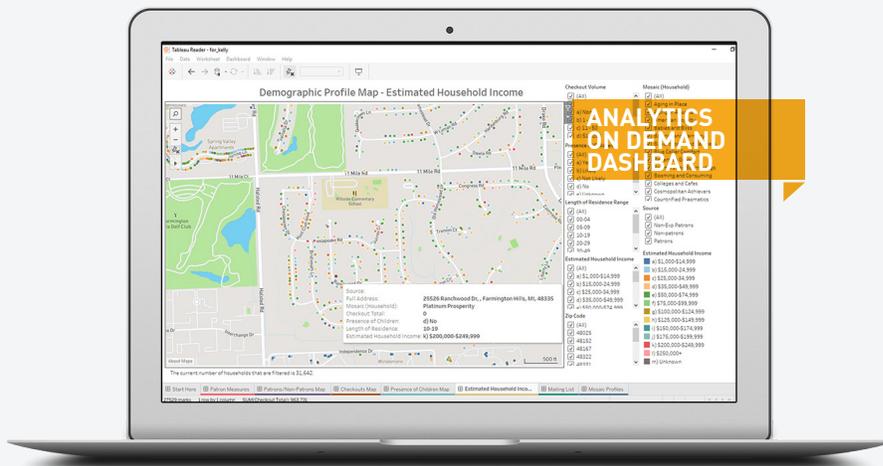
Made available through Tableau Reader, the *Analytics On Demand* dashboard gives users the ability to transform patron data and drill down into rich visuals.

“We are able to understand how our library is aligned with the community as well as find opportunities for growth.”

Amber Mussman
Community Relations Manager
Cedar Rapids Public Library
Cedar Rapids, IA

MOSAIC® LIFESTYLE SEGMENTATION

With *Analytics On Demand*, 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 2018. Actual interface may vary.

SELECT APPS BASED ON YOUR LIBRARY'S NEEDS

PATRON PROFILES

Get in-depth information about your users with complete demographic insights, including household composition, patron buying patterns, and more.

COLLECTION INTELLIGENCE | EBOOK & AUDIOBOOK INSIGHTS

Use these apps to see who is checking out specific types of materials, with detailed demographics linked to specific genres.

MARKETING ACTION—PATRONS

Grow your patron base by sending targeted mailings to cardholders with this app. Email messaging can be customized based on demographic data or specific interests, e.g., if there are children in the household.

MARKETING ACTION—NON-PATRONS

Grow your patron base by sending targeted mailings to non-cardholders with this app.

BRANCH INSIGHTS

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

PATRON VOTER ANALYSIS

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 app.

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

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