INSPIRE. IMPACT. ENGAGE.

Imagine library management from a single comprehensive tool. What can you accomplish with accurate data and the ability to engage with your patrons in specific, measureable ways?

Gale Engage ingests and centralizes library data so you can analyze patron interactions in real time and identify key patterns and behaviors. Show your library's value and transform your culture to be more agile, data driven, and adaptive.

OBTAIN A 360º VIEW OF YOUR LIBRARY

CENTRALIZED LIBRARY DATA

Consolidate data across your library system to make reporting easier, share library activity with staff, and report out strategic goals to stakeholders.

VISUAL REPORTING

View metrics to measure trends over time and discover which programs, collections, and outreach efforts are most impactful. The customizable dashboard aligns circulation to IMLS benchmark data so you can see performance against the greater library field.

PERSONALIZATION THROUGH SEGMENTATION

Track transactional data through tagging capabilities to enable a better understanding of your customer interactions. This information allows users to target customers and deliver more relevant marketing outreach for services, programs, and collections.

PRIVACY BY DESIGN

Gale Engage is fully compliant with relevant field practices and uses end-to-end encryption to protect patron privacy and personally identifiable information (PII).
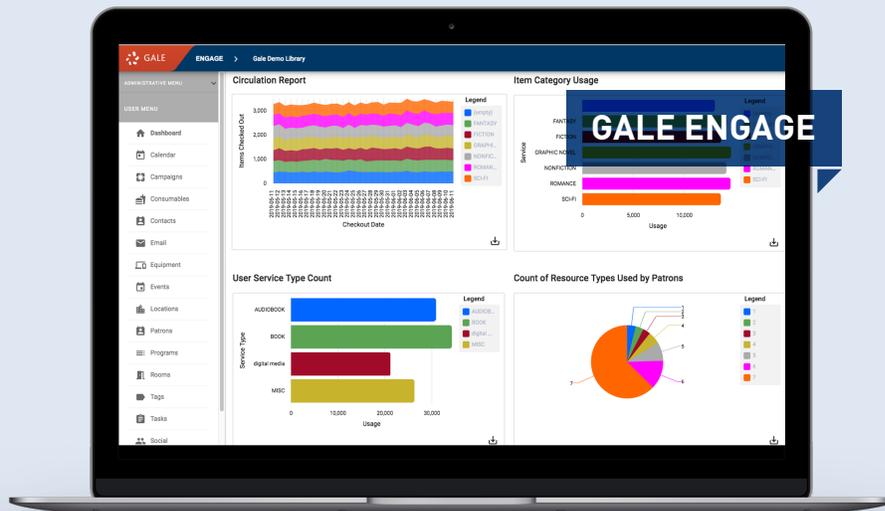
more ➡

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EMPOWER™ INSIGHT

"For the first time ever, we'll have the capability of taking that small town library feel…of providing that level of service, and we're going to be able to offer it on a scale that was never possible before."

John Spears
Chief Librarian and CEO
Pikes Peak Library District
Colorado Springs, CO

PERSONALIZED TO YOUR LIBRARY

From reporting metrics and KPIs to patron tagging specifications, you can customize *Gale Engage* to fit your public library's needs.

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

DATA UNIFICATION
Disparate data sources are uploaded and blended using customized scripts that take these raw exports and turn them into cohesive metrics for visual display.

DASHBOARD
Visualize library trends and key performance indicators (KPIs) to design goals around data, manage reports more efficiently, and make better informed decisions.

PATRON TAGGING
Custom tagging allows for effective communication with cardholders based on their interests.

EMAIL TARGETING
Use patron analysis and tagging to segment and send relevant emails via a connection to select email marketing providers, including MailChimp, or export targeted lists to your email system of choice, like Constant Contact.

SOCIAL MEDIA MANAGEMENT
Manage multiple social media accounts for Facebook, Twitter, and Pinterest. Track key metrics directly from the dashboard.

Elevate the value of your data and be more adaptive to the needs of your diverse communities. *Gale Engage* is a cloud-based solution that centralizes public library data and offers the means for faster decision making, more efficient marketing and outreach, and helps libraries prove their value to the community.

LEARN MORE

800.877.GALE
gale.com/engage

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