



MAKE THE MOST OF YOUR GALE DIGITAL RESOURCES



**GET THE SUPPORT YOU
NEED WHEN YOU NEED IT**

START INCREASING USAGE NOW

Libraries vary in terms of budget size and available resources. Not all have a marketing department to promote their services, programs, and digital resources. That’s not a concern when you partner with Gale. We provide ideas you can use to help your patrons and students easily find what they’re looking for and increase digital resource usage.

Any of the usage boosters listed below can help increase usage on their own. However, combining boosters may provide maximum beneficial results.

USAGE BOOSTERS

ONBOARDING & ONGOING ASSISTANCE	Connect with your customer success manager to achieve desired outcomes. Tap into their expertise and learn about best practices, ideas, and trends to maximize the effectiveness of your resources.
MARC RECORDS	Make content available to patrons using the catalog search on your website.
RESOURCE TRAINING	Get started and build expertise—explore on-demand training webinars and tutorials; sign up for live sessions; and access resource guides, tip sheets, and more.
MARKETING MATERIALS	Access ready-to-use and customizable items to promote your Gale resources within your library, online, via social media, and more.
GALE SUPPORT SITE	Consult support.gale.com to find marketing tools, such as social media images and templates, training resources, direct links, and icons.
CURATE	Sort through your resources to curate mini collections of what you’d like to promote, and add them to your website to drive usage and awareness.
“GET LINK”	Take advantage of this feature to create a stable URL back to theme-based articles, videos, and more that promote specific content on your website, newsletter, or programming materials. Click here .
CROSS-PROMOTE WITH LOCAL ORGANIZATIONS	Ensure the right people are aware of your library’s resources. Be sure to target promotions to the audiences who can most benefit from them. For example, make certain your local chamber of commerce is aware of your business resources.
WEBSITE PROMINENCE	Prioritize discoverability on your website so that your patrons and students can easily access your digital resources. Are they organized by subject [e.g., career, genealogy, homework help] or by user type [e.g., teens, adults, etc.]? Also, consider listing them in multiple locations.
CONSISTENCY	Apply and refine your efforts to enhance usage and discovery on a consistent basis. Try reviewing them quarterly to see optimum results with your digital resources.

TOOLS TO EVALUATE YOUR USAGE DATA



Gale electronic product usage reports provide an accurate count of how your Gale subscriptions are being used, both inside your library and remotely.

The [Gale Usage Dashboard](#) provides reports on demand, sortable tabular data, and new ways to visualize usage output. The dashboard offers an easy and fast way to track usage trends, compare tabular data, and gain deeper insight into how your users are using your Gale resources.

- Sessions** shows the efficacy of your marketing efforts, rather than the usefulness of the resource.
- Searches and Retrievals** helps judge the effectiveness of a given resource.
- Low Sessions but High Searches** indicates what people achieve from the resource.
- Retrievals** analyzes usage and is the best measure of how your resource is doing.

Usually, libraries use a combination of retrievals and search-retrieval rates to evaluate usage. But if you combine quantity with a measure of quality, you’ll get a more comprehensive picture.

Keep in mind that with eBooks, most of your usage will come from about 20 percent of your collections. Increasing the right eBooks in the most impactful subject areas is more important than increasing the number of eBooks you own.

GALE USAGE DASHBOARD TIPS

- If you only rely on emailed reports, you’re not getting the full picture. Check out the Gale Usage Dashboard to access more extensive reports—especially for our third-party products, including:
- Gale Business: Plan Builder
 - ChiltonLibrary
 - Gale Presents: Peterson’s Test and Career Prep
 - Gale Presents: Udemy
 - Gale Presents: Miss Humblebee’s Academy

These reports delve deeper into the content patrons and students are accessing. You’ll learn how they’re using the content and how they benefit from it.

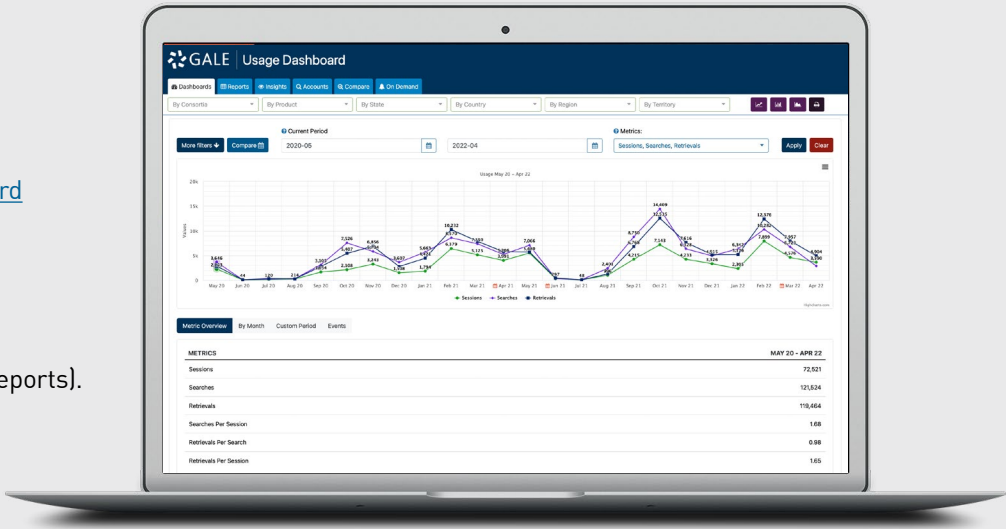
COUNTER 5.3 REPORTS

The COUNTER Reports follow usage reporting standards and formatting developed by COUNTER (Counting Online Usage of Networked Electronic Resources).

Gale provides new COUNTER 5.3 reports compliant with the latest COUNTER standards. It’s available through the Gale Usage Reporting tool, accessible via Gale Admin, which provides several valuable reports to evaluate your data.

TO ACCESS GALE ELECTRONIC PRODUCT USAGE REPORTS

- Log in to galesupport.com/usagedashboard to access the Gale Usage Dashboard.
- Log in to admin.gale.com to access the Gale Usage Reports portal (select Account > Reports > View Usage Reports).





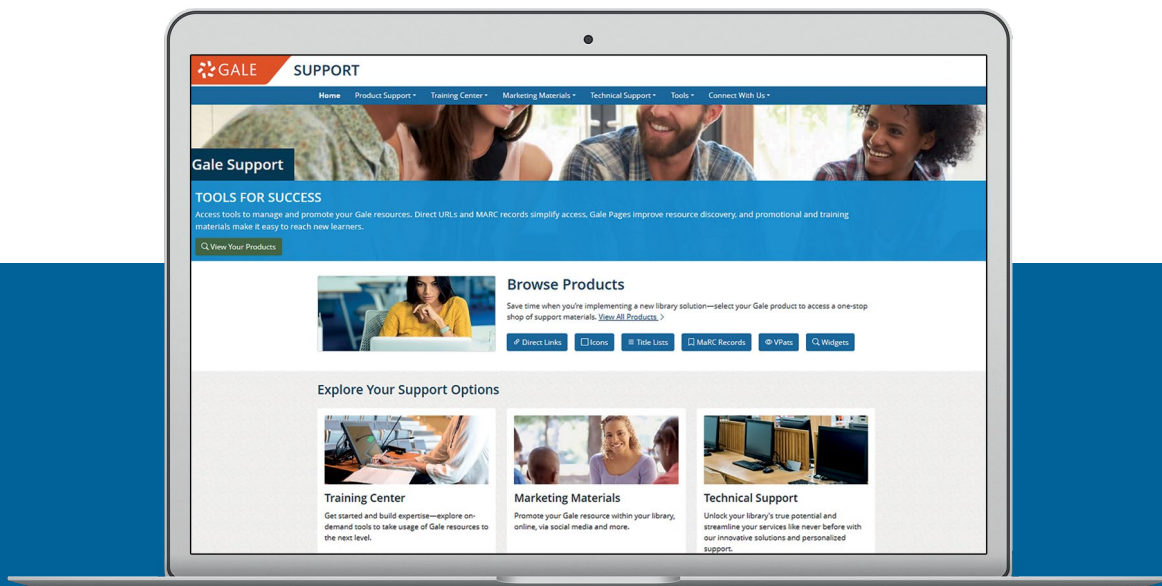
GALE IS HERE FOR YOU—ALL THE WAY

Gale's tools and customer support help you manage, use, and promote your Gale resources—and maximize your investment in learning. Access them at support.gale.com by logging in with your location ID. Here's what you can expect:

- **Direct URLs and MARC records** simplify access.
- **Customized Gale Pages** improves resource discovery.
- **Promotional materials** help you reach new learners with ease.
- **Resource training** helps you get started and build expertise.

A dedicated **customer success manager** provides a single point of contact to help librarians discover support materials, develop web pages, use data analysis and institutional reporting, and deliver presentations. **Customer success managers** and the **Gale Technical Support team** are available to administrators by phone or email.

We have collaborated with our library partners to develop these services. All are intended to support your strategic goals and success. Remember that Gale is here for you—always.



For more information, visit support.gale.com