

# Advantage Best Practices for Libraries

## Tips to build, maintain, and grow an OverDrive Advantage collection

Advantage is a program where members of a consortium can purchase and curate additional titles exclusively for their users. It's a great way to customize digital collections based on users' interests and reduce wait times for popular books. The following suggestions will help you build and maintain an Advantage collection in OverDrive Marketplace. If you have questions or need assistance with any of these items, contact your OverDrive team. **We are here and happy to help!**

## Build Advantage Collection



### COORDINATE WITH THE CONSORTIUM

Reach out to your consortium and agree on your group's level of participation in Advantage. Is it opt-in or required? Are there any policies you must take into consideration for selection? How does Advantage collection development impact how holds are filled? Is [Advantage Plus](#) turned on? If so, is sharing required?

### SIGN UP

Get started for free by reaching out your [OverDrive Account Manager](#).

### SIGN IN

Log into [OverDrive Marketplace](#) with the Advantage username that has been set up for you. To tell the difference, consortium usernames include "lib" and Advantage usernames "adv

### PURCHASE

Buy titles exclusively for your users in Marketplace (unless participating in Advantage Plus). We recommend purchasing titles **on hold** to reduce wait times, purchasing titles with **Notify Me** tags to meet patron demand, and purchasing titles in **Cost Per Circ** to increase patron retention.

#### HOLDS

*There are many ways to approach the purchasing of holds and it varies by library. Consider creating a [saved search](#), a [Holds Manager](#) plan, or reaching out to your Digital Content Librarian for advice.*

#### NOTIFY ME TAGS

*[Notify Me](#) is a feature in Libby that allows users to express interest in titles that aren't in your collection. You can view data about the titles your Advantage users tagged with Notify Me on title details pages and search results, Patron Interests Manager plans, and the Patron interests dashboard.*

#### COST PER CIRC (CRC)

*Titles in the [CPC lending model](#) are great for Advantage because you purchase based entirely on usage for your users. The budget you set will only go to them.*

### CURATE LISTS

By default, your Advantage website and Libby display the same curated and automated lists as your consortium. Consider [enabling Advantage curation](#) to feature your Advantage collection and appeal to your community by going to *Curate > Organize published lists*. \*Once enabled, you won't receive any new lists created by your consortium. Your changes will only be visible to your Advantage users. [Reach out to your Digital Content Librarian](#) for guidance and tips!

#### Customize Advantage lists

YES NO

The lists in this section are the same as your consortium's. To customize the lists for your Advantage account, change this setting to **Yes**.

When you select **Yes** >

# Maintain Advantage collection



## ORDER MARC RECORDS

Libraries can [order MARC records](#) for unique Advantage titles that aren't part of the shared consortium collection. If you have not yet selected a MARC record provider, visit Marketplace and *Admin > MARC preferences* to learn more. If you would like to enable MARC Express records, please contact your OverDrive Product Support Specialist.

## VIEW MARKETPLACE REPORTS

Track the success of your Advantage collection with valuable insights. We recommend the **Checkouts**, **Current holds**, and **Title status & usage** reports.

## CONTINUE TO PURCHASE CONTENT

Add titles at a regular cadence (weekly or monthly) to keep your collection fresh and circulating. Visit OverDrive's Resource Center for recommended lists. We suggest, "[Top of the List](#)".

## CONTINUE TO CURATE LISTS

If you enabled Advantage curation, create and update engaging and timely lists. For inspiration, explore all of our [recommended lists](#).

## MANAGE METERED ACCESS TITLES

Track expiring and expired Metered Access titles in your collection with [Metered Access Manager](#).

## WEED TITLES

Create an [Automatic weeding plan](#) to weed Metered Access titles that have expired and do not have holds. \*Advantage accounts can only weed copies owned by your Advantage collection. To learn more about weeding, [watch this short video](#).

## COORDINATE WITH THE CONSORTIUM

Keep communication with your consortium open! Set up a regular meeting with your consortium coordinator to see how they're managing the shared collection and get tips from your fellow Advantage accounts.

# Grow Advantage collection



## LIBBY EXTRAS

Consider purchasing Libby Extras: [Databases and Streaming Media services](#) that entertain, educate, and provide unique digital experiences for your users only.

## ADVANTAGE PLUS

Talk to your consortium about turning on [Advantage Plus](#). It's a free Marketplace feature where Advantage members can expand access to their Advantage titles, by sharing them with all users of the consortium's libraries. It's designed to improve title selection, circulation, and availability for all members of a shared collection while still allowing your users to be at the front of the line for holds on your copies of the title.

**CONTACT YOUR OVERDRIVE ACCOUNT MANAGER TODAY!**

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