



Strategies & Metrics for ROI in Electronic Resources

Jason Marcakis – Director of Library Marketing &
Account Development - Americas

September, 23rd

Leon, Mexico

Agenda...

- ROI: Turning Discoverability Into Action-ability
- North America Hot Topics/Trends
- Springer's Approach...





ROI: Turning Discoverability Into Action-ability



Topics

- Usage Facts
- Referrals; big picture then zoom in
- Who uses SpringerLink?
- Our marketing, your marketing
- Value assessment, ROI



We've got plenty of Information for you

-President's Library at Cornell University

SpringerLink Usage Facts

- SpringerLink had 28% more visits in January 2014 than in January 2013
- SpringerLink had more than 659,000,000 page views in 2013, up 25%
- SpringerLink had 310,000,000 visits in 2013, up 50%
- SpringerLink had 410,000,000 downloaded articles or chapters in 2013, up 86%
- Springer introduced one click whole eBook downloads in early July 2013

For Comparison: Entry Sources for all USA for 2013

No.	Entry Sources	Visits	% Visits
1	www.google.com	13088463	28.16
2	scholar.google.com	9903449	21.3
3	direct	9870626	21.23
4	www.ncbi.nlm.nih.gov	3358121	7.22
5	www.springer.com	824876	1.77
6	www.bing.com	304867	0.66
7	en.wikipedia.org	213748	0.46
8	ucelinks.cdlib.org:8888 (CDL)	172291	0.37
9	search.yahoo.com	160386	0.35
10	sfxhosted.exlibrisgroup.com	139816	0.3

What Devices the World Uses to Access SpringerLink

No.	Device Class	Visits	% Visits
1	PC / laptop	139,498,643	94.64
2	mobile phone	4,853,954	3.29
3	tablet	3,053,227	2.07
4	TV	5	0
	Total	147,405,829	100

The Mobile Devices Preferred by the World for SpringerLink

No.	Devices	Visits	% Visits
1	iPad	2,829,858	35.79
2	iPhone OS 6	1,652,564	20.9
3	Other Android	511,993	6.48
4	Other Android 4.0	243,169	3.08
5	Unknown (!)	209,840	2.65
6	Other Android 2.3	195,792	2.48
7	iPhone OS 5	177,284	2.24
8	Samsung Galaxy S III	136,561	1.73
9	BlackBerry	119,687	1.51
10	Samsung Galaxy S II	117,543	1.49
	Total	7,907,186	100

Who uses SpringerLink? Survey: Methodology

- Using the Qualaroo pop-up layer, three questions about visitor demographics were posted on Springer in April 2013:
 1. Visitor position: 92,280 views; 5,368 responses; response rate 5.8%
 2. Visitor age: 88,100 views; 6,744 responses; response rate 7.7%
 3. Type of institution: 42,970 views; 2,228 responses; response rate 5.3%



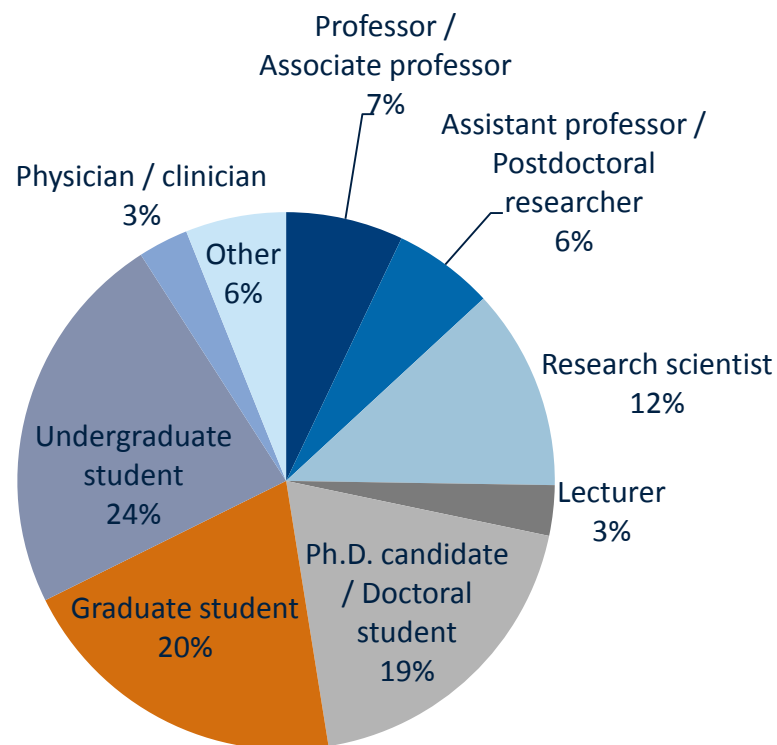
“We use SpringerLink!”

(University of Scranton undergrads

After winning Springer T-shirts)

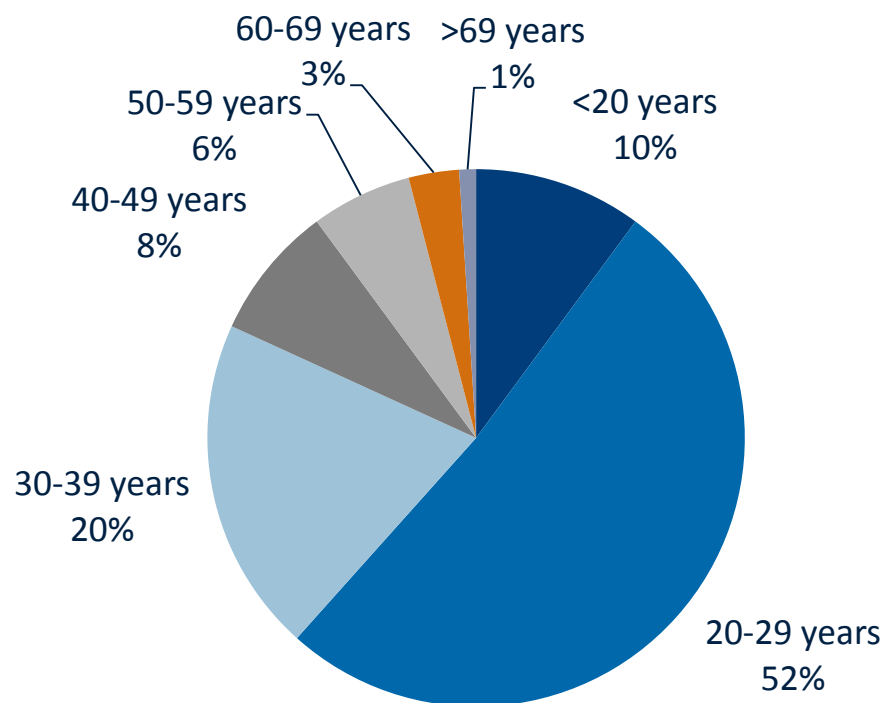
SpringerLink visitors: position

SpringerLink Visitors by Position



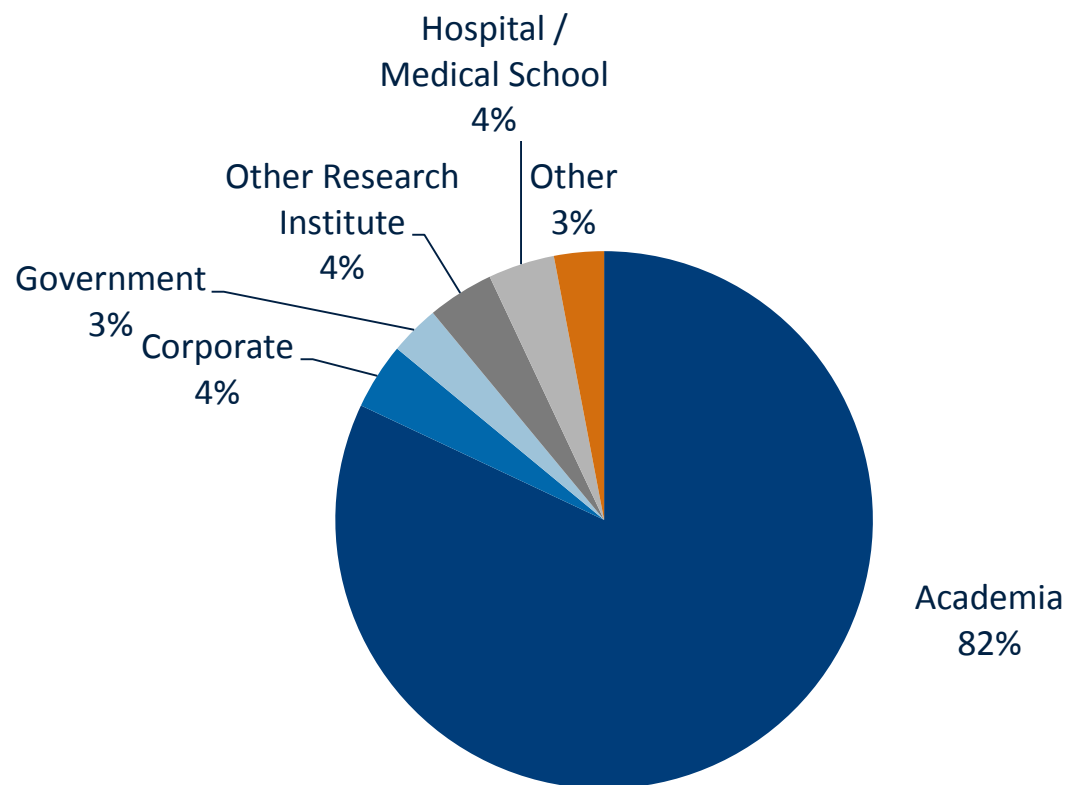
SpringerLink visitors: age groups

SpringerLink Visitors by Age Group



SpringerLink visitors: institution type

SpringerLink Visitors by Institution Type



What We've Seen in Library Marketing; What Have You Seen?

- Investment in discovery layer
- Discipline-based suggestion lists for eBooks
- Formal surveys, web site surveys/feedback requests, LibGuides, local author promo
- Bibliographic instruction, consultation, special outreach, embedded librarianship
- Subject specialist librarians, designated librarians for research projects, librarians with marketing in their title or in their library department name

T-shirts



Lobby Screens

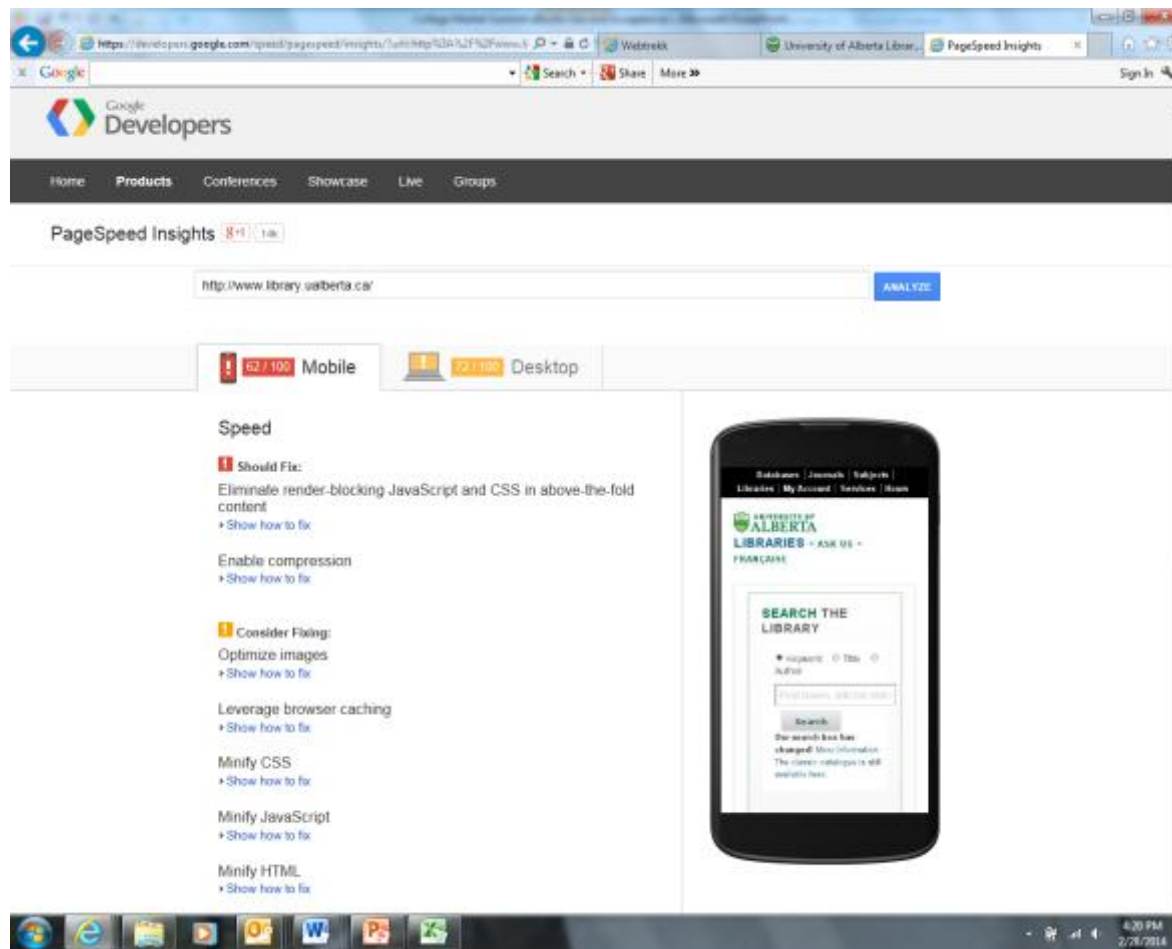


How to increase the value gained from content investment?

- The larger the investment, the larger the marketing/visibility/education effort?
 - In other words, “Justify and support your investment.”
- Create baselines (i.e. CPD, what measurements are important to you?)!
 - What is good use? \$2 per download? 75% of package portfolio used in 3 years?
- Is good value measured by the happiness of research staff? Research productivity output, grants?
 - Reality is combo of all these factors.
- Springer suggests best value is a complete portfolio permanently held, others suggest this is a commodity and less valuable in promoting the uniqueness of the library

<https://developers.google.com/speed/pagespeed/insights/>

- We all need to build our web sites for mobile-friendly and desktop-friendly speed
- We should probably all gravitate to a unified search on the library home page



The screenshot shows the Google PageSpeed Insights tool interface. The URL entered is `http://www.library.ualberta.ca/`. The tool has analyzed the page and provided the following performance metrics:

- Mobile:** 62 / 100 score (indicated by a red flag icon)
- Desktop:** 72 / 100 score (indicated by a yellow flag icon)

The 'Speed' section lists several issues:

- Should Fix:**
 - Eliminate render-blocking JavaScript and CSS in above-the-fold content (with a red flag icon)
 - Enable compression (with a yellow flag icon)
- Consider Fixing:**
 - Optimize images (with a yellow flag icon)
 - Leverage browser caching (with a yellow flag icon)
 - Minify CSS (with a yellow flag icon)
 - Minify JavaScript (with a yellow flag icon)
 - Minify HTML (with a yellow flag icon)

A mobile device preview is shown on the right, displaying the library's search page. The search page features a search bar and a 'SEARCH THE LIBRARY' button. Below the search bar, there is a message: 'Our search box has changed! More information. The newer interfaces is still available here.'

- University of Alberta
- 62 out of 100 score in Mobile-Friendliness
- Two Red Flags
- 72 out of 100 in Desktop-Friendliness
- Just one Red Flag



North America Hot Topics/Trends



Pic



University of Chicago
University of Illinois
Indiana University
University of Iowa
University of Maryland
University of Michigan
Michigan State University
University of Minnesota
University of Nebraska-Lincoln
Northwestern University
Ohio State University
Pennsylvania State University
Purdue University
Rutgers University
University of Wisconsin-Madison

Tapping Talent: A New Paradigm...

Timberline Acquisitions Institute

May 18, 2014





Academic libraries have a large inventory of goods and services to promote

They have a potential customer base to convert to users

Use=value and value=budget support

Our primary challenge is to increase use/uptake

- ❑ **Convert non-users into users**
- ❑ **Nudge users to increase their use**
- ❑ **Encourage both users and non-users to use more stuff sooner and more often**

Believe in your product, but define it carefully



- ~~Libraries~~
- ~~Books~~
- ~~Reading~~
- ~~Research~~
- **GET SMARTER**
- **GET A'S**
- **GET PUBLISHED**
- **GET TENURE**
- **EARN ACADEMIC RESPECT**

Market to the insecurities of your customers

“Everyone lives by selling something”



Selectors
Subject Specialists
Outreach librarians
Liaisons
Embedded librarians
Campus engagement

Libraries manage campus outreach with all the sophistication of a Girl Scout cookie drive

How to Get There



- **Invest in marketing and outreach**
- **Learn from our vendors**
- **Partner with vendors on training, outreach and assessment**
- **Let consortia manage some messaging and virtual outreach**
- **Set realistic goals and acknowledge successes and failures**
- **Measure effects and adjust accordingly**

Outsell Report

- Includes analysis from 6 discovery service providers
- Shift from “findability” toward the goal of reducing complexity, uncovering actionable insights, ultimately streamlining workflows
- Services enhance search and access but also play a key role in end-user interaction, demonstrating library value & providing key ROI metrics



Web-Scale Discovery Services: The Evolution Continues

WHO'S INSIDE

EBSCO Information Services
Ex Libris Ltd.
OCLC
ProQuest LLC
TDNet Ltd.
VuFind

Outsell Report, Key Takeaways

- Increase transparency
 - Extent of coverage for key content areas
- Make implementation burden-free
 - Advanced set-up, customization, migration assistance, authentication administration, troubleshooting
- Measure impact
 - End user information needs
 - Usage patterns
 - Create new value metrics...

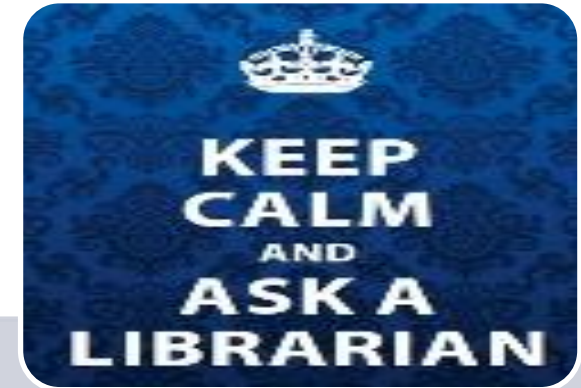




Springer's approach



Springer AD Activities



Engagement

- Product Demos
- Training (virtual)
- Vendor Fairs
- Technical Support
- Conferences/Sponsorships
- Co-Sponsored Events

Research - Forecasting

- Account Reviews
- Author Reports
- Datasheet
- Denials
- Discovery Reviews
- Direct Customer Service

Branding

- Co-Branded Marketing
- eMail Campaigns
- Social Media
- Springer.com
- eLearning

Research/Forecasting

- Author Reports
- Direct Customer Service
- Denials Analysis
- Account Reviews
- Discovery Audits



Where are we today?



Branding/Marketing

- Co-Branded Marketing
- Social Media
- Springer.com
- eMail
- eLearning
- Promotional material
- Conferences

Snell Library is happy to offer you the best quality eBooks in Science, Technology, and Medicine



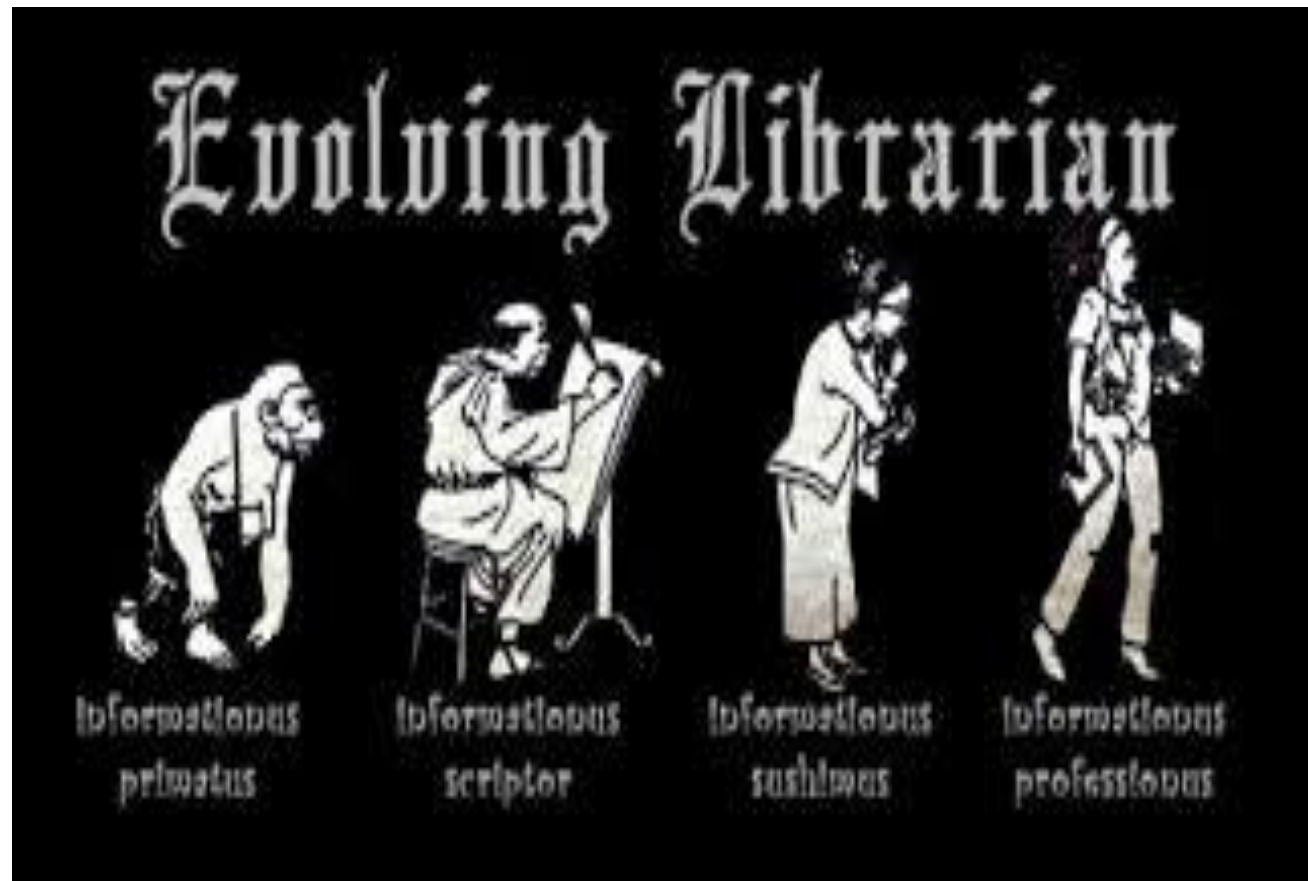
Northeastern University



The image shows a screenshot of the Springer LibraryZone Facebook page. The profile picture is an orange square with a white horse head icon. The cover photo features a row of five stylized cartoon faces. The page name is "Springer LibraryZone" with 2,395 likes and 38 people talking about it. The bio states: "Springer's LibraryZone is a community developed to foster sharing of information with the library community. Originally, a quarterly newsletter, it has been extended to online." Navigation tabs include About, Photos, Likes (2,395), Events, and Contact.

What have we learned?

- Ownership
- Persistent
- Organization
- Evolve
- Flexibility
- Prioritization



What's next? Future Trends...

- ROI
- Big Marketing!
- More Market Mapping
- Databases
- Author Workshops
- eLearning





DePaul University Discovery Review

Krystie Klahn, MLIS
Account Development Specialist

Discovery: General Information

- Library Web Site: <http://library.depaul.edu/>
- Classic Catalog: <https://i-share.carli.illinois.edu/dpu/cgi-bin/Pwebrecon.cgi?DB=local&PAGE=First> (I-Share)
- Discovery Service: <http://depaul.worldcat.org/> (WorldCat Local)
- Link Resolver: Serials Solution

Discovery Findings: eBooks

For this review, I conducted a random search for Springer eBooks in DePaul University's classic catalog, I-Share and WorldCat Local (WC).

- SpringerLink access is on and working properly for all subject collections and copyright years (CY).
- **Medicine Collection:**
 - Title, author and chapter level searches were successful for the 2005-2010 CY.
- **Computer Science Collection:**
 - 2007-2012 CY searches were not successful in the classic catalog.
 - 2007-2012 CY searches indicated "*Libraries that own this item: I-Share*"
 - 2013 CY indicated as DDA through EBL

Discovery Findings: eBooks – Medicine Collection example



Preview this item

Science and technology in medicine : an illustrated account based on ninety-nine landmark publications from five centuries

Author: [Andras Gedeon](#)

Publisher: New York : Springer, 2006.

Edition/Format: eBook : Document : English [View all editions and formats](#)

Database: WorldCat

Summary: The history and evolution of the fields of science and medicine are symbiotically linked and thus are mutually dependent. Discoveries in one domain have allowed for progress in the other, and it is nearly impossible to study one area in isolation. The influence of science and technologic discoveries on medicine has profoundly impacted the way physicians practice and has resulted in an extended life expectancy and quality of life that our ancestors never dreamed possible. Science and Technology in Medicine is a collection of 99 essays based on landmark publications that have appe ([...read more](#))

You are not connected to the DePaul University Libraries network. Access to online content and services may require you to authenticate with your library. [Remote Login](#)

Find a copy online

Links to this item

DePaul University Libraries (3)

[View eBook](#)

Science and Technology in Medicine, Springer LINK Medicine E-Books_DePaul

[library.depaul.edu](#)

Online access for DePaul users

[Table of contents only](#)

Additional links from DePaul University Libraries

[Publisher description](#)

Other libraries (6)

[Show all links from other libraries \(6\)](#)

1. [Science and technology in medicine : an illustrated account based on ninety-nine landmark publications from five centuries](#)
by Andras Gedeon
 eBook : Document
Language: English
Publisher: New York : Springer, 2006.
Database: WorldCat
Libraries that own this item: [DePaul University Libraries](#)
[View Now](#) [Editions and formats a](#)

• Listed as owned by “DePaul University Libraries” in WC.

• 856 MARC field links out to SpringerLink DOI.

856 40 |u <http://library.depaul.edu/CheckURL.aspx?address=http://dx.doi.org/10.1007/0-387-27875-3> |z Online access for DePaul users
856 42 |3 [Publisher description](http://www.loc.gov/catdir/enhancements/fy0663/2005934913-d.html) |u <http://www.loc.gov/catdir/enhancements/fy0663/2005934913-d.html>
856 41 |3 [Table of contents only](http://www.loc.gov/catdir/enhancements/fy0824/2005934913-t.html) |u <http://www.loc.gov/catdir/enhancements/fy0824/2005934913-t.html>

Action

- Contact (Tread Lightly)
 - Training
 - Co-branded Campaigns
 - Co-branded events
 - eLearning



- eMail Campaigns



Click and discover the world's leading research!

Dear #firstname#,

**Knowledge Matters. Choose
SpringerLink.**

As a member of the #institutionname# research community, you have access to thousands of premium journals and eBooks from one of the world's largest and most trusted publishers of e-content!

- Ads



Next steps/conclusions...

- Justify/support your investment!
- Create measurable baselines for specific content
- Identify other value adds impacting research
- Partner vendors for outreach. Learn from them too
- Whenever possible have consortia lead messaging and outreach
- Set goals, measure effects, adjust accordingly

