

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, measurable 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 360° 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 patron groups 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

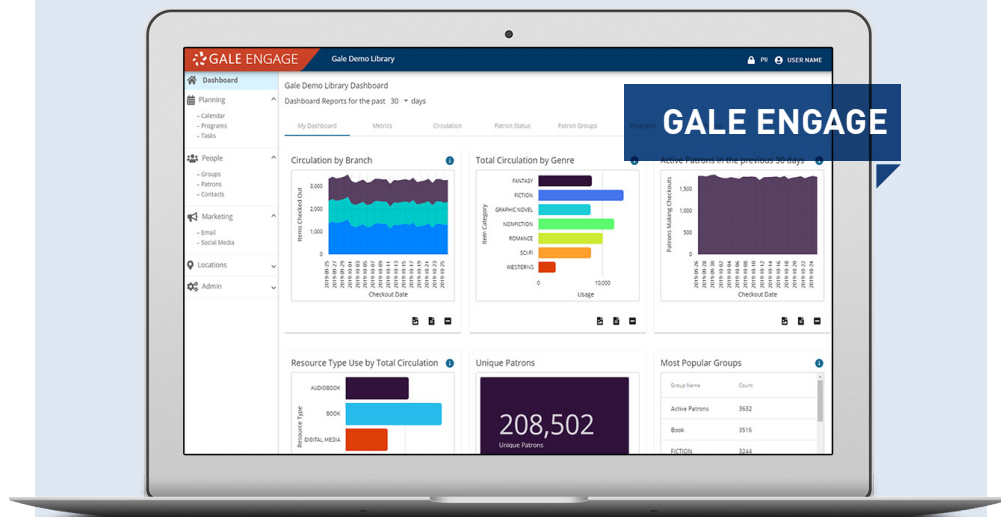
Gale Engage is fully compliant with relevant field practices and uses end-to-end encryption to protect patron privacy and personally identifiable information.

more [➔](#)

PERSONALIZED TO YOUR LIBRARY

From ready-to-use data visualizations to patron grouping, *Gale Engage* supports customized library outreach and reporting to fit your public library's needs.

Gale Engage is designed for use across all roles at the library. With the ability to create customized roles and permissions, library staff at all levels can access functionality and information most relevant to their position.



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

DATA SYNTHESIS

Upload disparate data files from various vendors and data sources. Customized scripts take these raw exports and turn them into cohesive metrics for visual display.

DASHBOARD

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

PATRON GROUPS

Automatic grouping using transaction history and custom grouping based on engagement with library services allow for more effective communication with cardholders based on their interests.

EMAIL TARGETING

Use patron groups 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 designed to enhance your public library system's capabilities by centralizing your data. With the means for faster decision making and more efficient outreach, your library can increase its meaningful relationships with customers.

**LEARN
MORE**



800.877.GALE
gale.com/engage

