

NextReads Incubator Project – INFOLINK and Central Jersey RLC

Questions from June 20 Meeting @ INFOLINK Office

[Question 1-3: related to 'Check Library Catalog' link]

Q1. How are e-books or audio books linked to library catalogs when people click "Check library catalog" link? ISBN?

ANSWER: When NextReads is set up for an individual library, we work with that library to set-up the link that works best for them. Most library's are choosing to us a variation of the author/title link so that multiple editions of titles can be retrieved (instead of limiting a hit to just one edition). We realize that this complicates the searches for audiobooks because it will retrieve hits that are not necessarily an audiobook. If the site prefers, we can establish their links to be ISBN based which would give an exact match on audiobooks. At this time, only one type of link (ISBN or author/title) is available per library. The next version of NextReads will expand our linking capabilities and allow both newsletter by newsletter and title by title linking variations to address this issue.

Q2. Is "Check library catalog" link static or dynamic with actual library catalog?

ANSWER: The link is dynamic and not static.

Q3. For libraries that do not have online catalog, can "Check library catalog" be off?

ANSWER: I will check on this and get back to you.

[Question 4-8: related to Advanced Lists/Newsletter]

Q4. Are there "Check library catalog" links on the Advanced List?

ANSWER: Yes the Advanced lists contain a link to catalog at the title level.

Q5. Can old lists (newsletters) be archived?

ANSWER: Yes. Older lists are archived in the console. We can work with the site to makes these available on their web-page if they wish.

Q6. Are annotations editable if libraries do not like ones offered by Baker & Taylor?

ANSWER: Yes. The annotations are completely editable.

Q7. How customizable the Newsletter is? Can libraries add library logo in their lists?

ANSWER: NextReads newsletters are very editable. Titles can be added or deleted from any newsletter and as indicated above, the annotations are editable as well. As part of the set-up process, we work with the library to "brand" their newsletter so that their logo appears at the top of the newsletter.

Q8. What, if any, is the limit of additional lists libraries can create from the blank template – the ones we generate from blank templates? Or, is there a total limit of lists we can offer? And is there a limit on how often the lists can go out?

ANSWER: No limit on the number of lists you can create. No limit on the lists you can offer. No limit on how often lists can go out—daily, weekly, monthly, quarterly are all supported by the product.

[Question 9-13: Other Issues]

Q9. Stats on use: How are "# of clicks" and "# of views" different?

ANSWER: Views measures how often a newsletter is "opened" by a recipient. Clicks measures how often a link to catalog is clicked. When taken together with # of subscribers, these measures give you information on how engaged your library readers are with the library—so many subscribed, of the ones who subscribed so many "viewed" the newsletter, of those who viewed and read the newsletter they checked the library catalog to find out about a book (clicks).

Q10. What is "Conversion/ROI" on the left column menu on "Reports" page?

ANSWER: See below. This is from the Help section of NextReads. In the case of NextReads, a conversion/ROI (return on investment) would be the measures outlined above.

The Conversion/ROI tracking option allows you to measure conversions from an email campaign. A conversion might be a sale in an online store, or something as simple as submitting an information request form. To use this option you must enable it in the preferences area. This will then write a cookie when a link within your newsletter is clicked. In order for this to work you must be tracking clicks within the newsletter.

Q11. Who does Customer Service if customers have problems or questions on how to use NextReads? Individual library, RLCs, or NextReads?

ANSWER: NextReads subscribers (library patrons) manage their own subscriptions, i.e. they can unsubscribe and change the newsletters they have signed-up for. Questions about the library collection and program information would be directed to the library itself.

Q12. Can customers subscribe either with email or through RSS feeds?

ANSWER: RSS is available as a delivery option.

Q13. Email addresses for subscribers are 'housed' in the console. What format/type of databases are being used? More information on how databases are functioning that libraries might have to know?

ANSWER: I am not sure I understand this question. Can you provide me with contact information for this questioner so I can follow up?