

Using Web Banner Ads to Promote Library Services and Collections

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Case Study: Banner Ads

Decision making

- LibQual and other surveys
- Usability studies
- Strategic planning

Measuring Website success

- Call to action
- Clickthrough
- Landing page
- Conversion rate

Discovery & Awareness

- Banner Ads
- Do they work?

Decision Making

Decision Making

- LibQual+ and other surveys
- Focus groups
- Usability studies
- Strategic planning

Questions that Never Go Away

- How to build strategies that meet customers where they are and get them to good resources?
- How to promote independent use of the library that fits the customer's lifestyle?

Measuring Website Success

Measuring Success

Basic Web Metrics

Call to Action

Clickthrough

Landing Page

Conversion Rate

Definitions

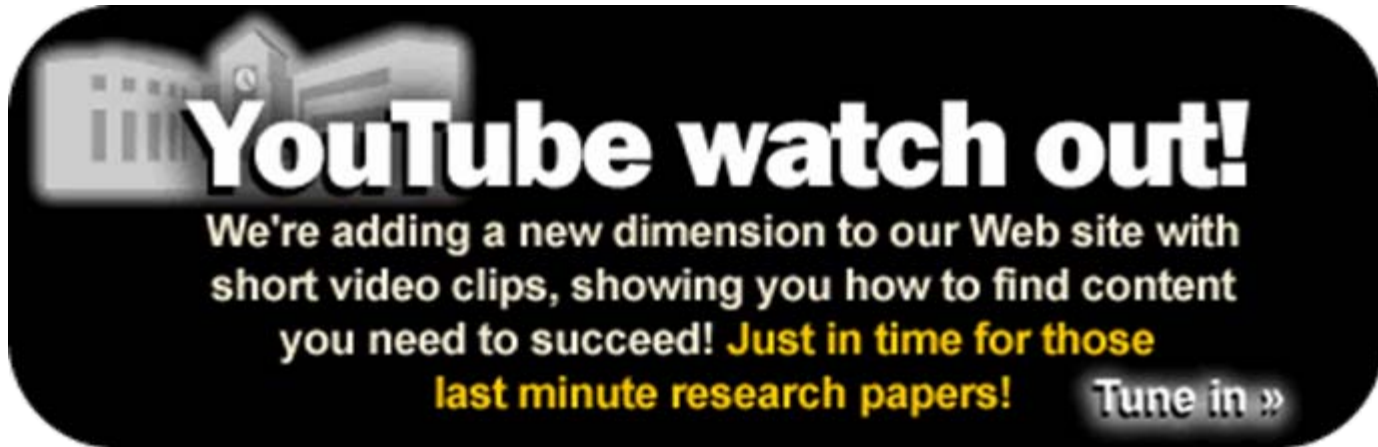
Call to Action

A message that causes the visitor to do something

Examples:

- Explore a database
- Download an article
- Sign up for an interlibrary loan
- Renew materials online
- Recommend new book

Call to Action



YouTube watch out!
We're adding a new dimension to our Web site with short video clips, showing you how to find content you need to succeed! **Just in time for those last minute research papers!** [Tune in »](#)

Definitions


Clickthrough

Happens when a visitor clicks an ad and ends up on a landing page

Landing Page

A web page that contains the Call to Action

Landing Page



Videos to Jumpstart your Research

Getting started!

We're adding new videos just about every month, helping you find the information you need. *Screencasting* is new territory for us, so be sure to tell us what you think by completing our survey at the end of each video.

- [Video](#) [Interlibrary Loan](#)
- [Video](#) [RefWorks](#)
- [Video](#) [ERIC](#)
- [Video](#) [ISI Web of Science](#)
- [Video](#) [SCOPUS](#)
- [Video](#) [Applied Science & Technology Abstracts \(ASTA\)](#)

World of Engineering Information

- [Video](#) **Part One:** [Introduction to Peer-reviewed Journals](#)
- [Video](#) **Part Two:** [Introduction to Trade Magazines](#)

Definitions

Conversion

- Any successful outcome of visiting the library website
- Also answers “What’s my website for?”

Examples:

- Explore a database
- Download an article
- Sign up for an interlibrary loan
- Renew materials online
- Recommend new book

Definitions

Conversion Rate

Ratio of how many patrons visited your site and actually did something you wanted them to do

Calculating Conversion Rate

January 2007

	January 2007
Number of screencasts viewed	4,132
Number of Web visitors	24,950
Conversion rate	16.56%

$$\frac{\text{Number of screencasts viewed}}{\text{Number of web visits}} \times 100\% = \text{Conversion rate}$$

Discovery & Awareness

Banner Ads Promote

- **Public service**
- **Resources & services**
 - Print & E-content
 - Library instruction/Screencasts
 - Events/News
 - Online material renewals, ILL etc.
- **Conversion/Website success**

Online Renewals



Online Renewal Landing Page

Borrowing and Checking items out of the Library

Online Renewals

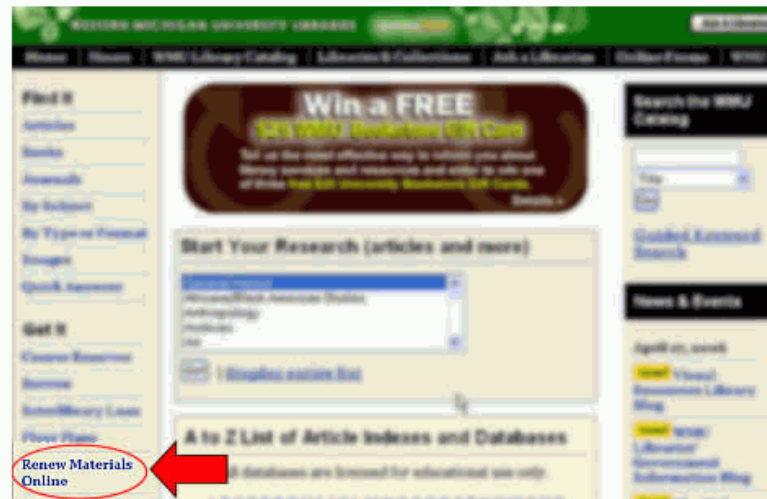
Renewing your library items online is an easy, convenient way to extend your borrowing time for items you've borrowed from the University Libraries, not to mention a great way to manage your personal library account.

[Renew Online](#)

Renew online in 5 easy steps!

1

From any library web page, click **Renew Materials Online** under Get It located on the left side of your screen.



Online Renewals

Total renewal ads clicked in 2006

Clicks by Time of Day					
	12am - 6am	6am - 12pm	12pm - 6pm	6pm-12pm	TOTAL
TOTAL	63	294	237	275	873
External	63	245	141	259	711
OPAC	0	35	74	14	124
Staff	0	14	22	2	38

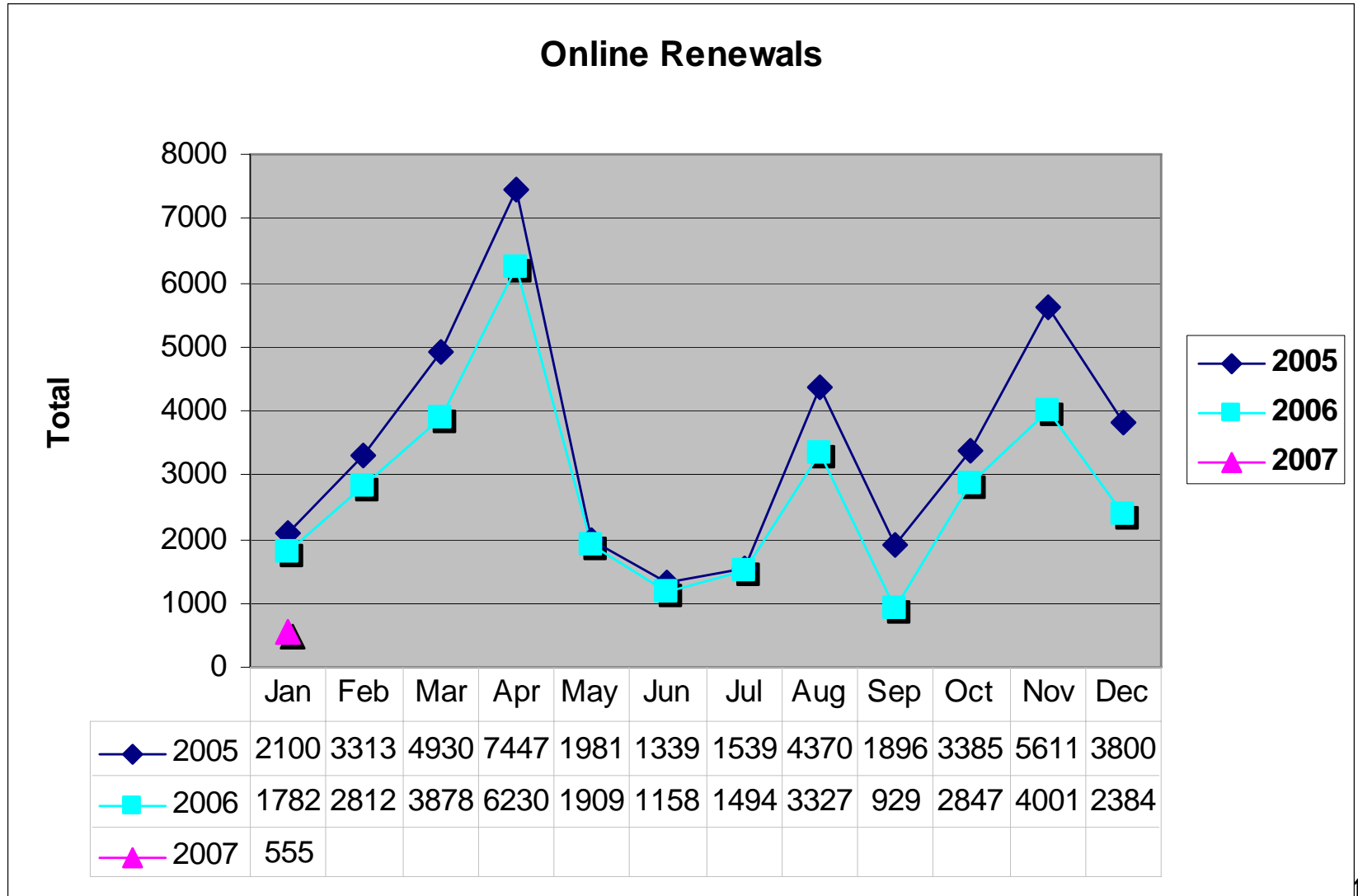
Online Renewals

Conversion Rate for 2006

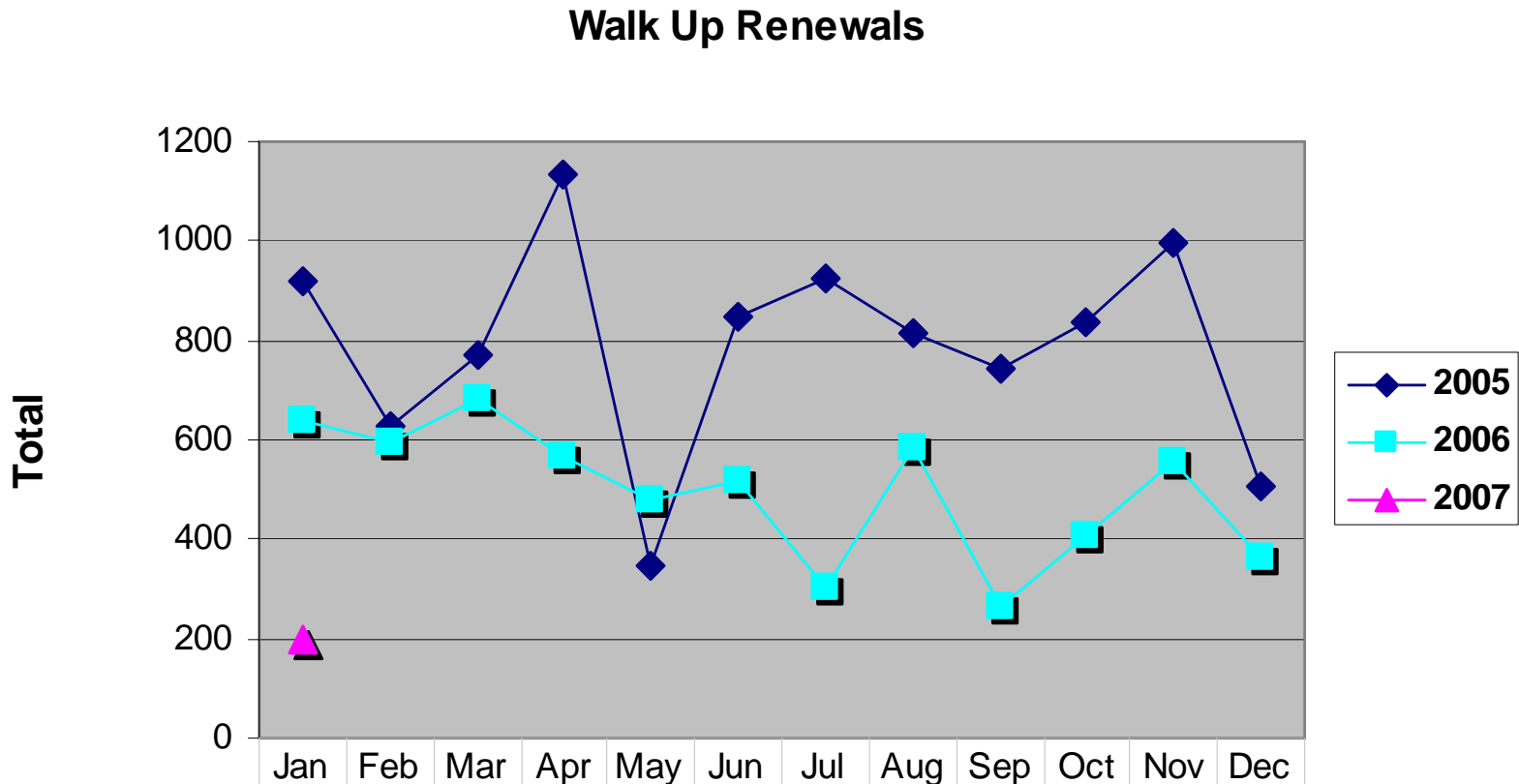
$$\frac{\text{Total number of ads clicked}}{\text{Total number of renewals 2006}} \times 100\% = 2.67\%$$

The calculation shows that 873 ads were clicked out of a total of 32,751 renewals in 2006, resulting in a conversion rate of 2.67%.

Online Renewals



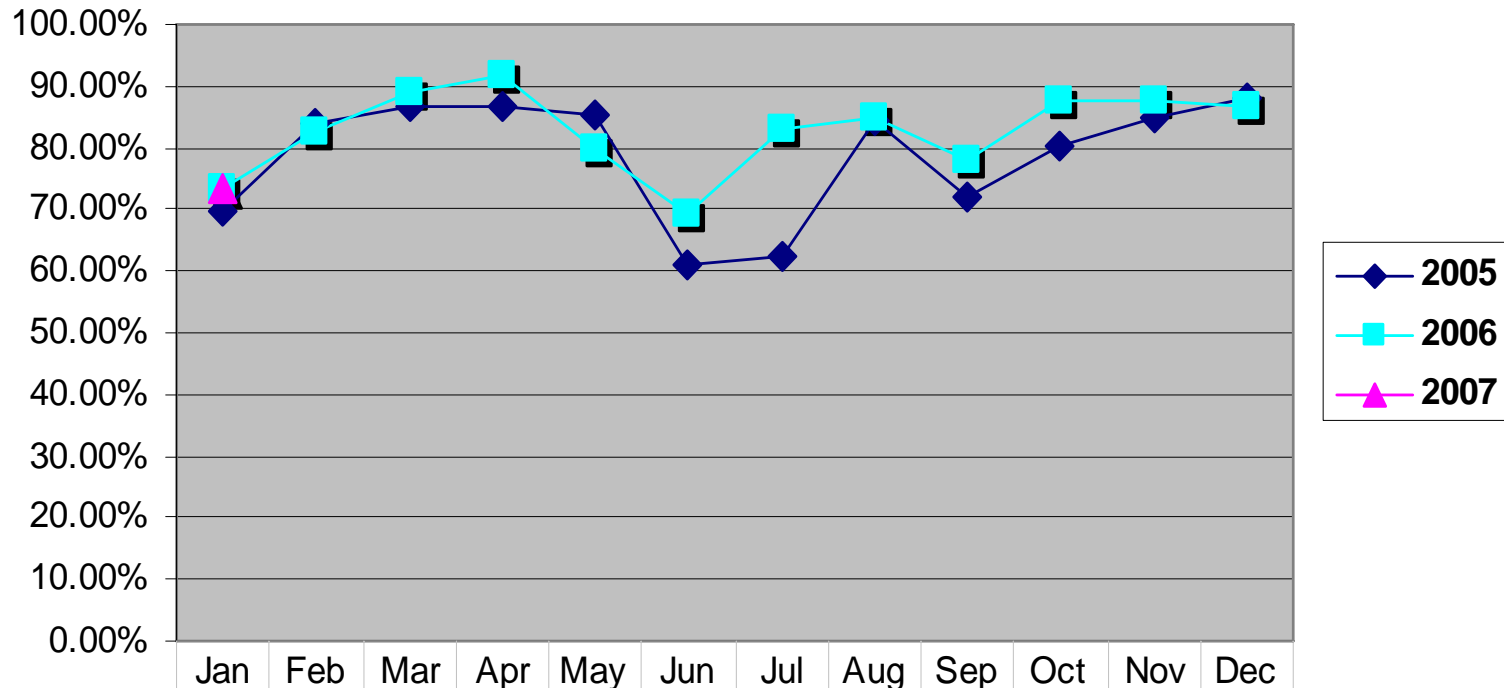
Walk-up Renewals



◆ 2005	917	628	768	1132	345	850	923	816	741	839	997	505
■ 2006	640	593	682	566	477	516	305	586	263	408	554	362
▲ 2007	200											

Online vs Walk-up Renewals

Percentage of Online Renewals



◆ 2005	69.61	84.06	86.52	86.80	85.17	61.17	62.51	84.27	71.90	80.14	84.91	88.27
■ 2006	73.58	82.58	89.05	91.67	80.01	69.18	83.05	85.02	77.94	87.47	87.84	86.82
▲ 2007	73.51											

New Book Recommendations



New Book Landing Page

News & Events @ Your Library

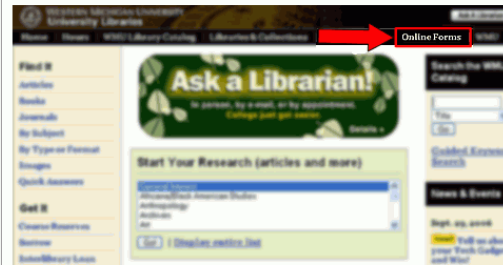
New Books made easy!

Recommending a new book to support your teaching and research is made easy with our new and improved online form. Simply provide us with your contact information and copy and paste the book's information from Amazon or WorldCat or from your own personal book catalog.

[Submit your recommendation](#)

Quickstart: Completing the online form

From any library web page, click the **Online Forms** link.



1

Then tell us your contact information. Your name, e-mail address, department, and status are all required fields that need to be completed before moving on to the next step.

New Book Recommendation Form

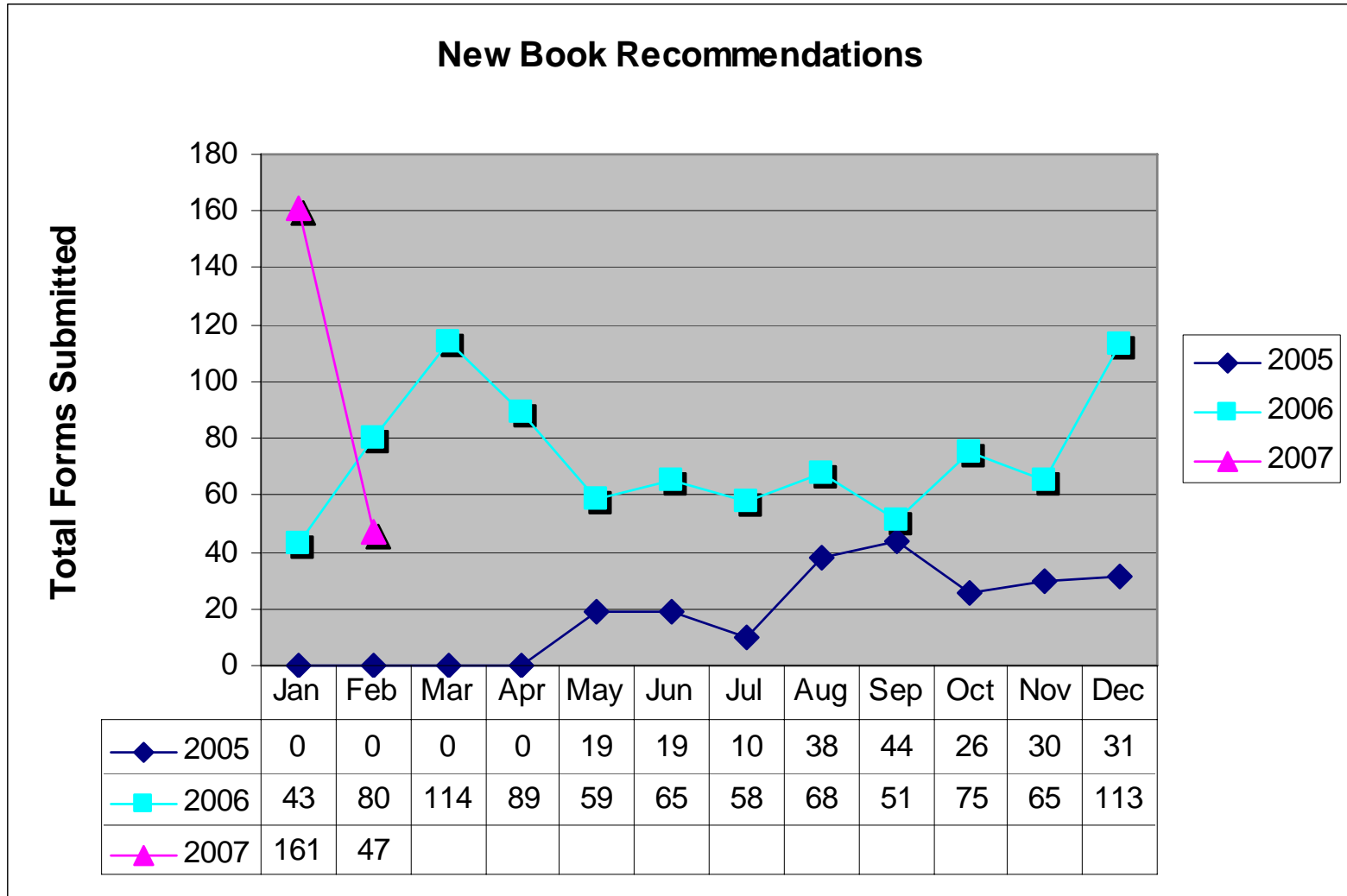
1

To begin, we'll need to know how to contact you once we've finished processing your request. Fields marked with an asterisk * are required.

* First Name:
* Last Name:
* E-mail:
* Department:
* Status:

[Next](#)

New Book Recommendations



New Book Conversion Rates

Month/Year	Clickthrough	Call to Action	Conversion Rate %
November 2005	NA	30	NA
December 2005	NA	31	NA
October 2006	186	75	41.66
November 2006	203	65	32.02
December 2006	58	113	194.83
January 2007	14	161	1150
February 2007	39	47	128.52

New DVD Recommendations



New DVD Landing Page

News & Events @ Your Library

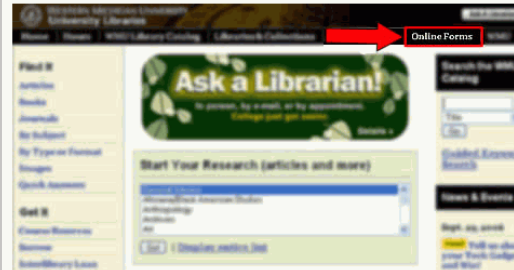
New DVDs and Videotapes made easy!

Recommending new DVDs and videotapes to support your teaching and research is made easy with our new and improved online form. Simply provide us with your contact information and copy and paste the DVD or videotape's information from Amazon or WorldCat or from your own video catalog.

[Submit your recommendation](#)

Quickstart: Completing the online form

From any library web page, click the **Online Forms** link.



1

Then tell us your contact information. Your name, e-mail address, department, and status are all required fields that need to be completed before moving on to the next step.

New Videotape or DVD Recommendation Form

1

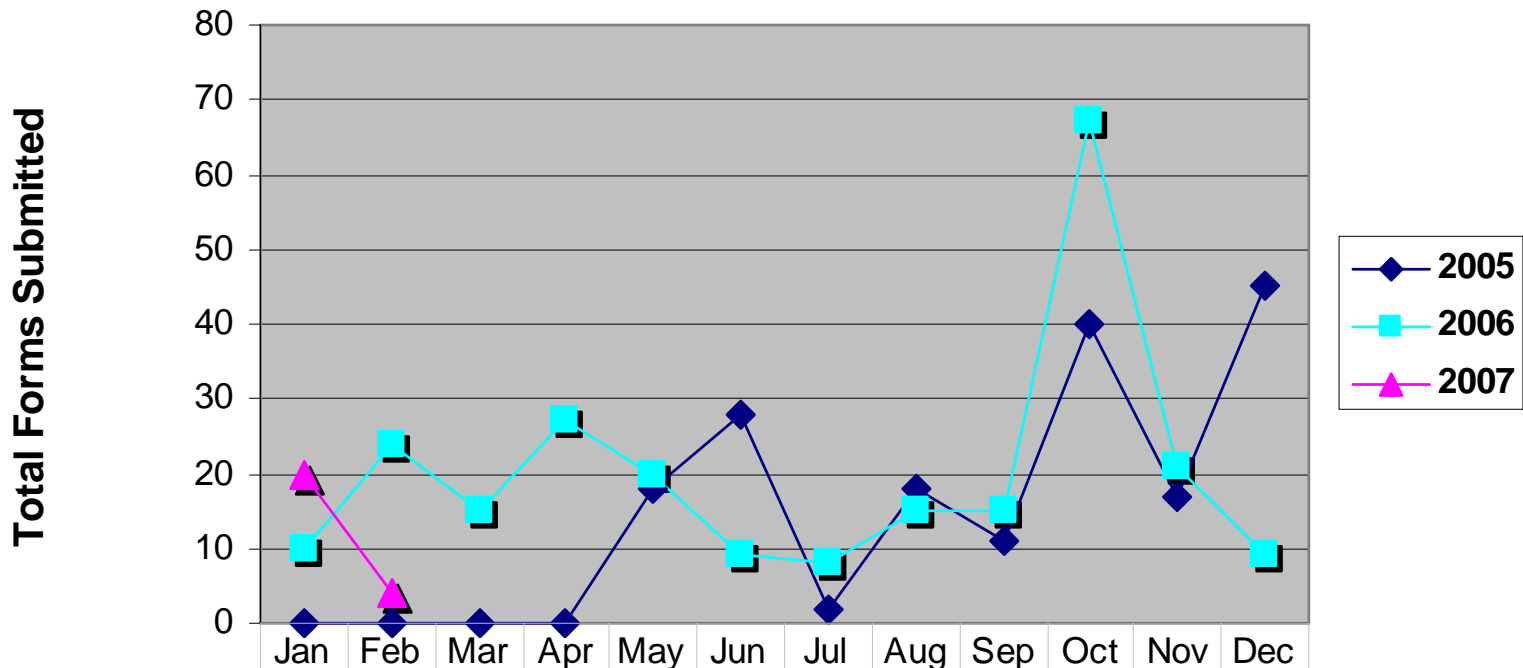
To begin, we'll need to know how to contact you once we've finished processing your request. Fields marked with an asterisk * are required.

* First Name:
* Last Name:
* E-mail:
* Department:
* Status: Choose one...

[Next](#)

New DVD Recommendations

DVD-Videotape Recommendations



◆ 2005	0	0	0	0	18	28	2	18	11	40	17	45
■ 2006	10	24	15	27	20	9	8	15	15	67	21	9
▲ 2007	20	4										

New DVD Conversion Rates

Month/Year	Clickthrough	Call to Action	Conversion Rate %
November 2005	NA	17	NA
December 2005	na	45	NA
October 2006	214	67	31.31
November 2006	177	21	11.86
December 2006	98	9	9.18
January 2007	62	20	32.26
February 2007	68	4	5.88

2007 Banner Ads

Featured Databases

January 2007

For the Real Historian in You!

ArchivesUSA

History aficionados will love this database! Search primary source collections, manuscripts, microfiche series, repository holdings, and more!

[Details »](#)

ProQuest Research Library

From business and political science to literature and psychology, ProQuest Research Library™ provides one-stop access to a wide range of popular academic subjects.

[Details »](#)

Introducing ARTstor

ARTstor is a digital image database containing more than 300,000 art images and descriptive information for noncommercial and scholarly, non-profit educational use.

[Details »](#)

Scopus

Scopus is an abstract and citation database that covers Life, Health, Physical, and the Social Sciences.


[Details »](#)

Catalog of U.S. Government Publications

 Perhaps the best finding tool for federal publications

[Details »](#)

Landing Page



WESTERN MICHIGAN UNIVERSITY
University Libraries

Connect from Home | Ask A Librarian

Home | Hours | WMU Library Catalog | Libraries & Collections | Ask a Librarian | Online Forms | WMU


Featured Database

Scopus

As Students and Faculty, you can search Scopus to get extensive interdisciplinary access to journal articles that cover the Life, Health, Physical, and Social Sciences.

You can find out which articles are being cited by other scholars. Scopus includes over 14,000 peer-reviewed titles from more than 4,000 international publishers. Scopus is an abstract and indexing database.


Click on the Find It @ WMU button and the Library will automatically try to find the full-text article for you.

[Video](#) [Learn how to search Scopus](#)
 [Search Scopus](#)

Connecting from Home and Optional Plug-ins

WMU students, faculty, and staff will need to use their Bronco NetID to access all library databases from off campus. [Details](#)

No optional plug-ins required for this database.



As faculty, you can find out who is citing you, and how many citations an article or an author has received. You can also analyze citations for a particular journal issue, volume or year.

As a student, you may uncover relevant articles that you may otherwise miss. Scopus includes over 14,000 peer-reviewed titles from more than 4,000 international publishers.

[More reasons why you should use Scopus](#)

Does it work?

January 2007

Banner Ad	Clickthrough	Call to Action	Conversion Rate %
ARTstor	91	70	76.92
ArchivesUSA	141	62	43.97
GPO_Catalog	89	48	53.93
Proquest_ResearchLibrary	102	58	56.86
Scopus	107	57	53.27
TOTAL	530	295	55.66

Clicks by Time of Day					
	12am - 6am	6am - 12pm	12pm - 6pm	6pm-12pm	TOTAL
TOTAL	14	126	60	112	312
External	14	110	37	111	272
OPAC	0	8	15	0	23
Staff	0	8	8	1	17

Featured Databases

February 2007

Morningstar

Search over 7,000 stocks and 13,000 mutual funds to determine where to invest your money

[Details »](#)

Try FactSearch

Find full-text statistical information on current Social, Economic, Political, Health, Environmental Issues, and Public Policy Topics.

[Details »](#)

Books24x7

Check out over 8000 full-text e-books about Business, Management, Information Technology and Engineering!

[Details »](#)

Need Biographies?

Need photos too? Students and Faculty make this your first stop for any biography you need to look up!


[Details »](#)

Ei Compendex

Compendex® is the most comprehensive interdisciplinary engineering database in the world.

[Details »](#)

Landing Page



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University Libraries

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Featured Database

Morningstar Library Edition

Make better investment decisions. Search over 7,000 stocks and 13,000 mutual funds to determine where to invest your money. Identify stocks and funds that meet your criteria and read reports prepared by Morningstar analysts.

Important, please read: Due to high cost, there are only two (2) seats available. This means while you can search for your favorite stocks and mutual funds, only two users are able to search Morningstar at any one time. **Please click the End Session link when you're done!**



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To the right are three different ways to use the service from Morningstar. Select one to begin. Morningstar's data reports cover more than 20,000 securities. For a list of stocks that also have analyst reports, click [S&P](#). For a list of fund analyst reports, click [F&A](#).


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Reports Dive into the data of a stock or mutual fund while researching. Find out what Morningstar analysts have to say about that security.

Portfolio X-Ray Input ten or more stocks and/or mutual funds to see how they work together as a portfolio and generate your results. (You cannot save a portfolio.)

Enter a Ticker or Name

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 [Search Morningstar Library Edition](#)

Does it work?

February 2007

Banner Ad	Clickthrough	Call to Action	Conversion Rate %
BiographiesPlus	70	42	60
Books24x7	85	67	78.82
Compendex	82	53	64.63
FactSearch	73	48	65.75
Morningstar	89	59	66.29
TOTAL	399	269	67.42

Clicks by Time of Day					
	12am - 6am	6am - 12pm	12pm - 6pm	6pm-12pm	TOTAL
TOTAL	11	112	54	95	275
External	10	77	17	71	177
OPAC	1	35	32	23	92
Staff	0	0	5	1	6

date: 2-14-2007

Further Research

- Testing campaigns for best effect
- What happens when the ad goes away?
- How can web and e-resource librarians better collect web metrics?

Contact Information

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