



WHAT IS...

# PATRON POINT



## WHAT IS PATRON POINT?

Patron Point is a fully-featured marketing automation platform that helps libraries really drive their digital marketing and attract, onboard, inform, engage and retain library customers through targeted marketing and automated engagement.

We bring all your data together by connecting to your ILS and a wide range of third party services such as your eBook platforms, eDatabases, events registration systems and many others to help you segment your audience based on your data allowing you to not only automate some of your library email marketing communications, but to make sure the messages are highly targeted, personalized and relevant.

Our Proven Programs allow you to hit the ground running, with proven use cases that have been shown to engage library customers around the world in a wide variety of ways.



### ON-THE-GO CARD REGISTRATION

Patron Point works with Sierra to provide you with a card registration form for both adults and minors, totally online.



### AUTOMATED EMAIL CAMPAIGNS

Patron Point automatically creates groups of patrons based on attributes and sends automated emails out to engage patrons.



### CARD RENEWAL REMINDERS

Patron point draws information from Sierra to send reminder emails to patrons reminding them to renew their cards.