



## Patron Point News

For Immediate Release

### Patron Point's library marketing automation platform is now available for public libraries in the UK and Ireland.

Dublin, OH - March 11, 2021- Patron Point announced today that its leading library marketing automation platform is now available in the United Kingdom and Ireland. Patron Point currently serves hundreds of public libraries and consortia of all sizes in the United States, Canada, Australia and New Zealand helping drive their digital marketing strategies and community engagement.

Ian Downie, Vice President of Growth, at Patron Point commented "We are keen to show UK and Irish libraries how other libraries around the world are using the platform to genuinely engage their communities, build the library brand, and drive library usage."

The company's marketing automation platform connects to all popular library management systems and other third-party library data sources like eBook vendors and reservation systems. With this aggregated data, the system has a wide range of uses within the library from sending targeted email communications to customers, sending reading recommendation newsletters promoting the library's collections, signing up new library cardholders, turning the traditional, LMS-generated notices into cross promotional branded emails and so much more.

Downie added "We have an excellent team based in the UK and our previous experience growing the collectionHQ business has given us a solid understanding of the market dynamics and its challenges. Having already shown the product to a handful of libraries, we have been very encouraged by the positive feedback and hope to announce our first customers here in the coming weeks. Marketing is clearly a hot topic among libraries and is just as important in UK & Ireland as it is in our other markets. We're excited and ready to show libraries what Patron Point can do for them."

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### **About Patron Point**

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Patron Point is the leading marketing automation platform driving patron engagement in public libraries around the world.

It is the first of its kind patron engagement platform built specifically for public libraries harnessing data from a wide range of library systems including the ILS, ebook platforms, event/PC/room booking systems, databases and website to build a unified view of the patron's engagement with the library.

With Patron Point, libraries more fully engage their patron audience across multiple channels including email, website forms and pop ups, web widgets and social media tracking. Libraries can benefit immediately from a foundation of Proven Programs™ or create their own workflows that are customized to their unique user communities and needs.

Libraries interested in learning more about Patron Point can visit the company's [website](#) and request a short online demo.

## Trademarks

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## Press Contact

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