



Patron Point News

[For Immediate Release](#)

Yarra Libraries (Victoria, Australia) selects Patron Point®

Dublin, OH - September 9, 2022 - Patron Point announced today that Yarra Libraries in Victoria, Australia (<https://library.yarracity.vic.gov.au/>), has selected our patron engagement platform to support its mission to deliver valuable and life-changing experiences that enable their community to thrive.

Yarra Libraries strives to support their community to access, build, connect and discover what they need to live their best life. They want their community to thrive through the valuable and life-changing experiences they deliver. Yarra Libraries serve a population of over 91,000 people.

The Library has an extensive collection of books, movies, and music, as well as an online database of ebooks and movies. Their website offers resume assistance and job search services, as well as an ask a librarian service. Yarra Libraries offers an extensive events calendar featuring programs like spoken word presentations, storytimes for kids, art labs, film presentations, calligraphy classes, lego and craft groups for all ages, and so much more.

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About Patron Point®

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

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 and SMS. 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

Patron Point® is a registered trademark of [Patron Point, Inc.](#) Patron Point Verify™, Patron Point Recommends™, Proven Programs™, Patron Engagement Index™, Library Marketing Technology Innovation Awards™ and LIMMY's™ are all trademarks of [Patron Point, Inc.](#)

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