



Patron Point News

[For Immediate Release](#)

Patron Point receives Platinum Award again in 2023 Modern Library Awards.

Dublin, OH - January 18, 2023- Patron Point is delighted to announce it has received a Platinum award in LibraryWorks' ninth annual Modern Library Awards (MLAs.) The MLAs were created to recognize the top products and services in the library industry in a truly unbiased format. Products and services were submitted in the Fall using a simple application, and then were posted on a private site with an enhanced description and attendant materials. These products were batched into small groups and sent to the LibraryWorks database of more than 80,000 librarians at public, K-12, academic, and special libraries. Only customers with experience with these products/services in their facilities were permitted to judge the products/services, resulting in a truly unbiased score.

Each judge scored the product on a numeric basis from 1-10 on a series of questions regarding functionality, value, customer service, etc.

Ian Downie, Founder and CEO at Patron Point commented "We are extremely proud to receive this award for the second year running. Not only does it recognize the product is leading the way in library marketing, it highlights our ongoing innovation and investment in product development. It was fantastic to see the positive customer comments not only about how good the product is, but how responsive and helpful our support and account management teams are in helping the libraries improve their marketing. It is a great testament to the hard work the team put in here and we are very grateful for the continued support of the hundreds of libraries that subscribe to Patron Point."

Jenny Newman, publisher and MLA program manager said, "It's hardly a surprise that Patron Point scored so well. They've been at the forefront of the industry for some time now with Patron Point now being seen as one of the go-to platforms for library marketing and patron engagement."

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About Patron Point

Headquartered in Ohio, USA, and privately owned by its founders, Patron Point, Inc is a dynamic, rapidly expanding SaaS software company. Our closely-knit and highly talented team is fully remote and has been since the company was founded in 2019.

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

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.

About LibraryWorks

LibraryWorks helps administrators to make informed decisions about library technology, automation and software, collection development and management, facilities and furnishings, staffing, purchasing, and other areas that drive effective strategic planning and day-to-day operations. Our family of resources can enable you to identify best practices, monitor trends, evaluate new products and services, apply for grants and funding, post or find a job, and even enjoy some library humor. More information about LibraryWorks can be found on their website at <https://www.libraryworks.com/>

About the Modern Library Awards program

The [Modern Library Awards](#) (MLAs) is a review program designed to recognize elite products and services in the market which can help library management personnel enhance the quality-of-experience for the library user and increase the performance of their library systems.

Trademarks

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