



Patron Point News

For Immediate Release

Patron Point integrates Communico Events Feed

Dublin, OH - May 6, 2020 - Patron Point today announced it has integrated the Communico events feed into its marketing automation platform.

Mutual customers can now automatically pull events they have listed in their Communico events system and seamlessly include them in Patron Point campaigns. The events can be promoted in one-off emails, as part of newsletters, or within the day-to-day notices such as hold pick up notices, courtesy notices and overdue notices sent by Patron Point. The integration has been piloted with Delaware County District Library, Ohio.

Ian Downie, Vice President, Growth at Patron Point stated "Many of our library customers are keen to promote their events and programs. This new development gives them an easy way to automatically list their events on any outbound emails they chose via the Patron Point platform, with the listings continually being kept up to date and relevant."

Nicole Fowles, Communications Manager at Delaware County District Library commented, "Our library runs a wide range of classes and activities for all ages and we are always looking for new ways to promote our events and programming to our community. Patron Point has given us the ability to automate the promotion of events and programming via outbound emails, and we are excited to see the results."

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About Patron Point

Patron Point is the first of its kind patron relationship management system that delivers an enhanced level of library marketing capability. With Patron Point, libraries can produce personalized email and web communications that attract and more fully engage the patron. 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.

With Patron Point, a library can:

- Make its marketing more engaging and targeted;
- Drive collection use and program attendance;
- Deliver a more personalized digital patron experience; and
- Measure patron engagement across the full range of patron activities.

For more information on Patron Point, see our [website](#).

About Delaware County District Library (DCDL)

The Delaware County District Library (DCDL) and its branches are vibrant centers of activity for residents and visitors in Delaware County. DCDL provides an inviting environment that encourages reading, learning,

community discussion, and supports lifelong discovery. We are proud to be recognized for engaging minds, expanding opportunities, and improving the quality of life for Delaware County residents.

For more information on DCDL visit <https://www.delawarelibrary.org/>

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