Where the Library and Student Success Meet:

Introducing the campusM Library App

Yaara Galili, Director of Product Management,
Ex Libris Mobile Engagement Solutions

A Journey to Our New Product

Or: Why Now?
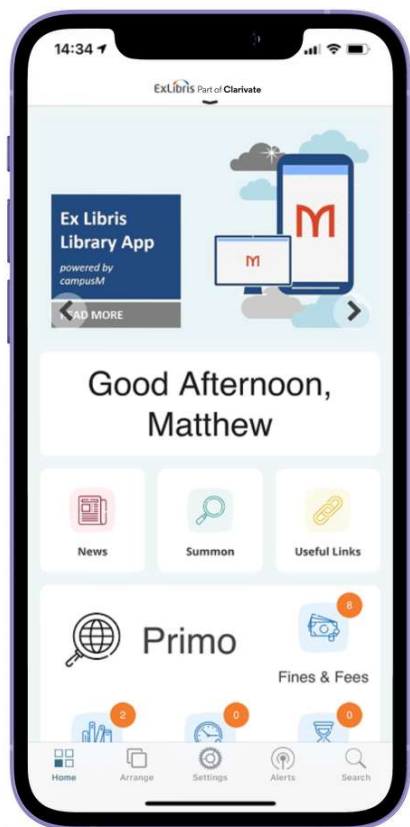
campusM

Student success

Student engagement

Mobile knowledge

ExLibris
Part of **Clarivate**

We know libraries

We know librarians

Introducing Ex Libris campusM Library

Takes the Library Beyond the Library

Integrate

Integrations with your library platforms & systems

Engage

Drive patron engagement and use of library services

Promote

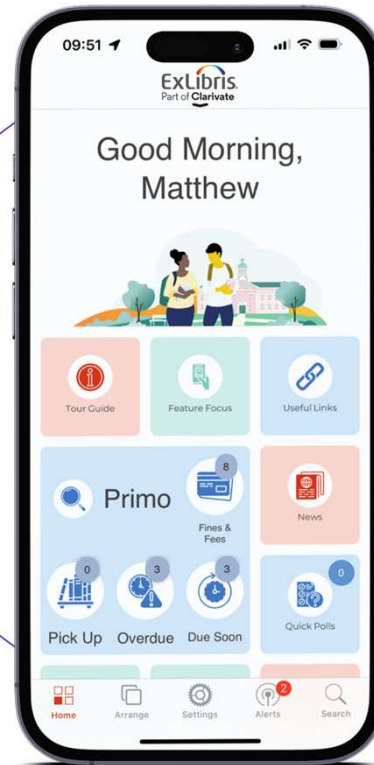Market your services and their value

campusM Library

Branded App

Access to library services/resources
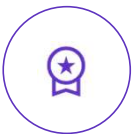
Push notifications

Events Discovery

Digital ID Cards

Out-of-the-box features

Who is this for?

○ Libraries who want their own app

○ Libraries of small-mid size institutions who want to carry the institutional app

○ Consortia

Similar from Afar, but Far from Being the Same
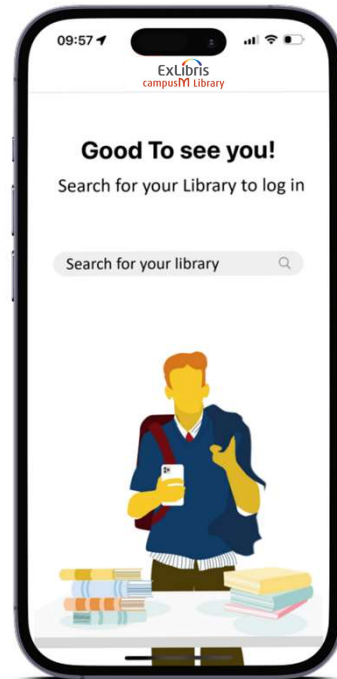
Feature Fiesta:
Exploring What's Inside

ExLibris
campusM Library
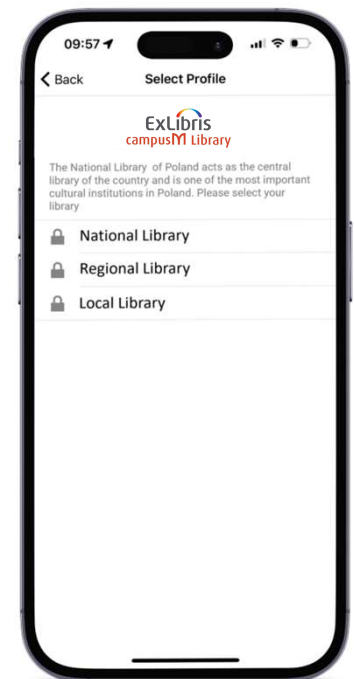
Multiple App Offerings to Meet Your Requirements

1 Universal App - consortia

» Apps within an app approach

» Branded app on App Store

» Search and select library or organization
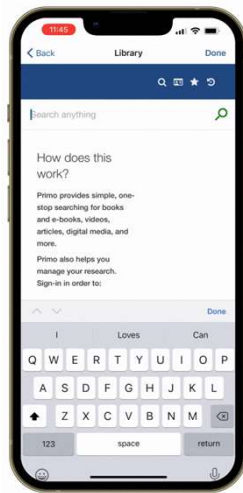
» Autonomous library management

2 Individual App

» One app with multiple profiles

» Branded app on App Store

» Select library or organization
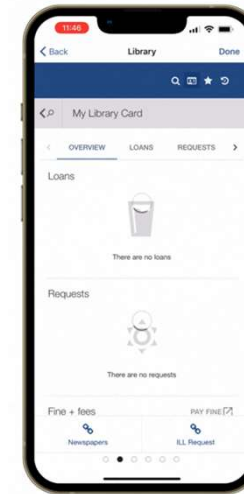
» Shared experience management

Seamless Integration with Alma/Primo

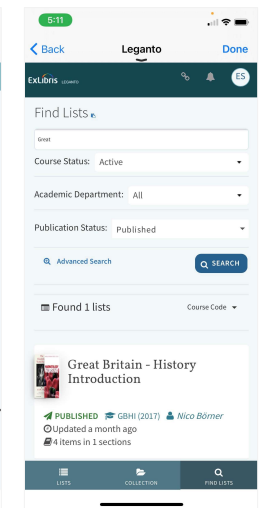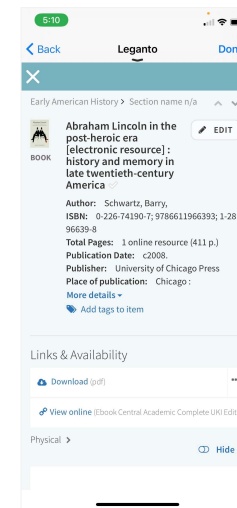**Deliver feature-full discovery, delivery and account features from a native mobile app**

Search & Discovery
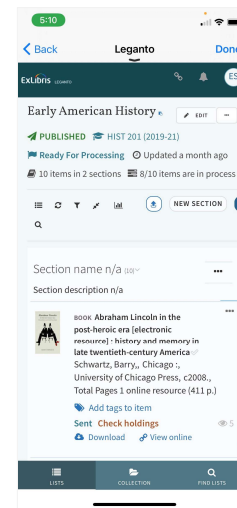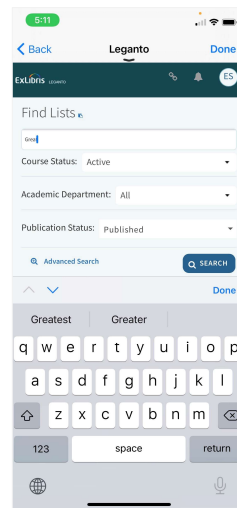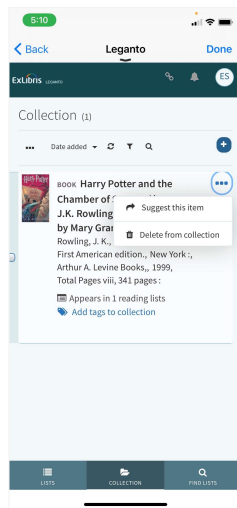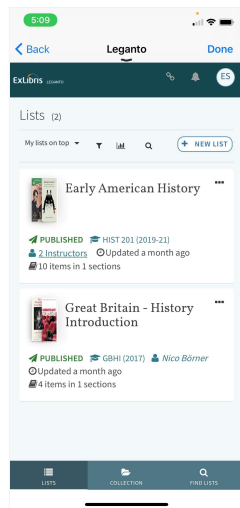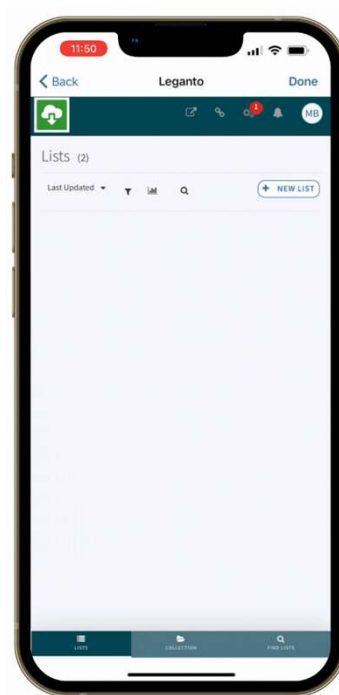

Library Account Info

Seamless Integration with Leganto

Review resource lists, saved items in your collection, and more…

Effortlessly integrate with key university services

LMS

Email

ExLibris
Part of **Clarivate**

IGeLU
International Group of Ex Libris Users

Leverage Mobile Push Notifications

- **Transition from SMS messages to native mobile push notifications**

- **Push notifications get the highest click and open rates of all communication methods**

- Automated push notification for configured outgoing emails

- Leverage mobile push notifications to drive users to engage with library updates

- Deliver key updates to patrons
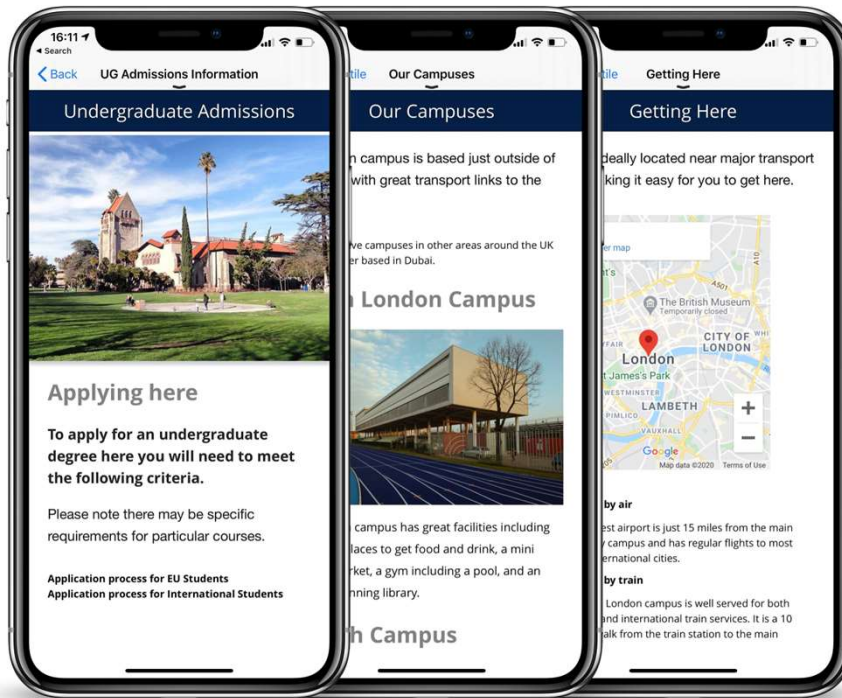
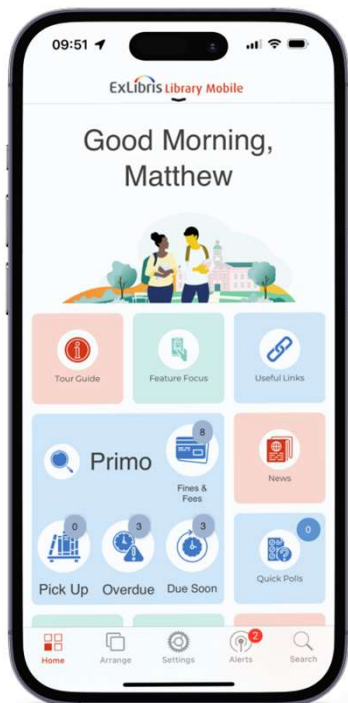- Personalized notifications provide reassurance
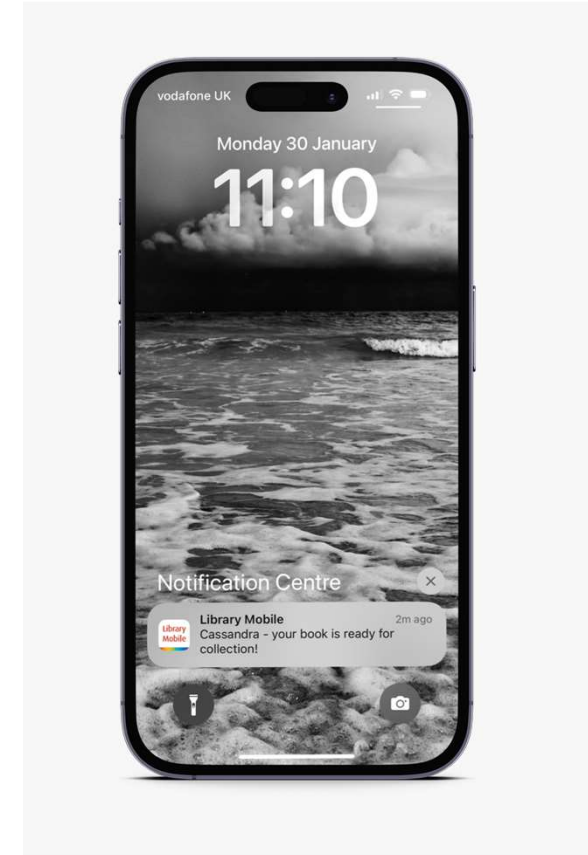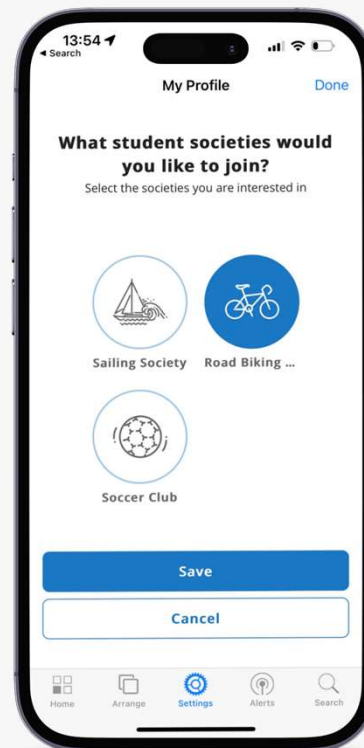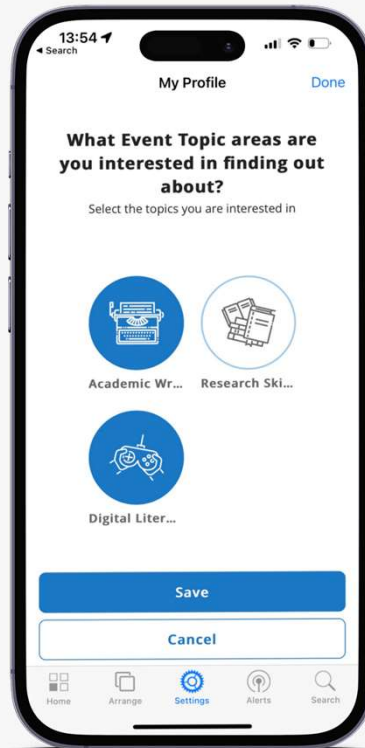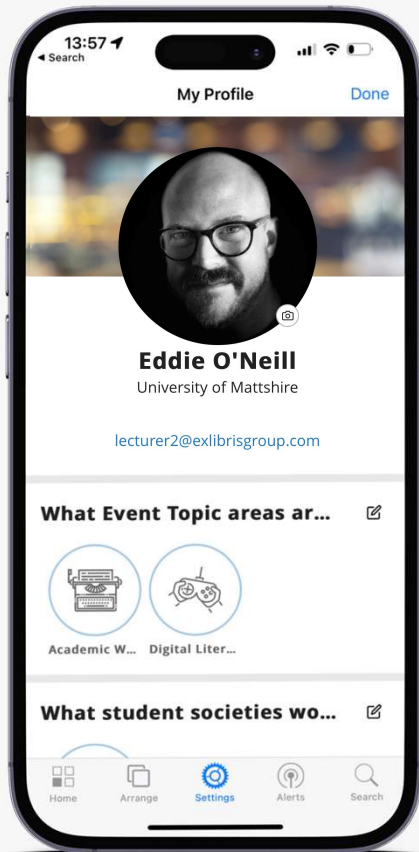
Create Engaging Content

Dynamic banners

Drag-and-drop content creation with advanced multimedia components

Quick and easy admin interface empowering content owners

My Profiles – Patron Personalization

Empower patrons to provide insight into their interests and ambitions through My Profile, giving you more tools to personalize their experience

Drive Participation in All Your Library Events

Deliver an intuitive events directory that makes it easy for patrons to discover and register for library events
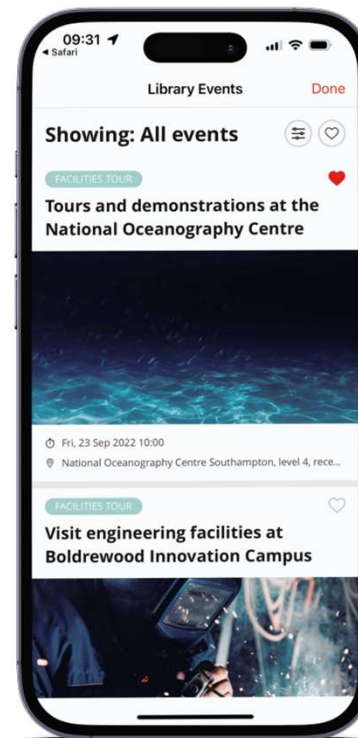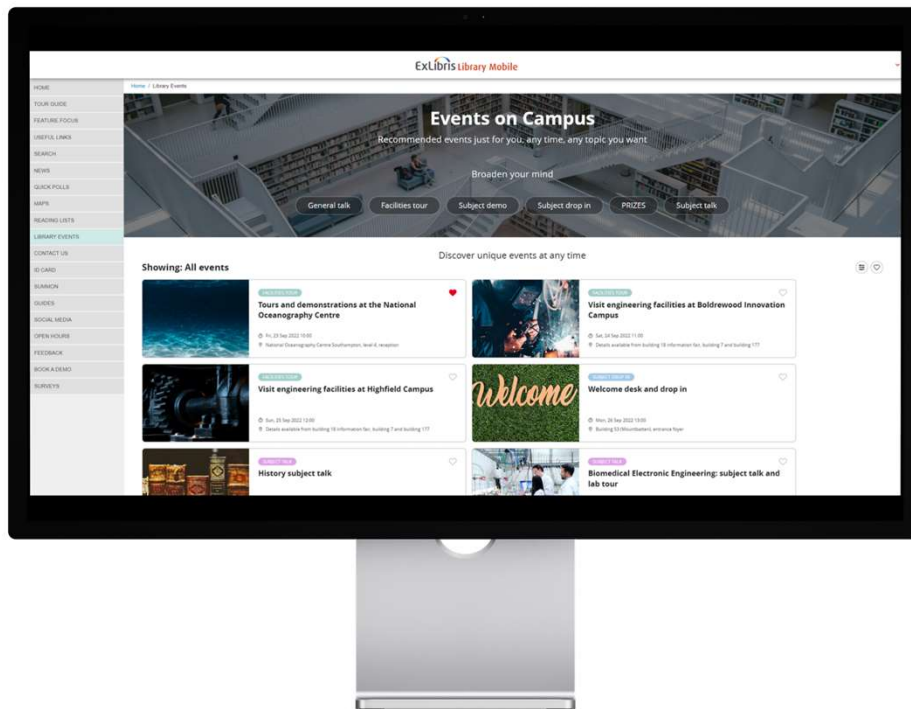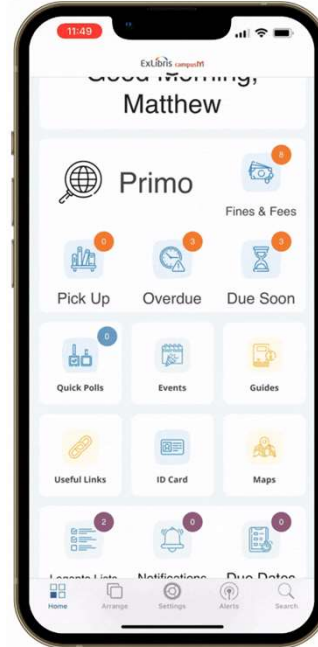
Gain Instant Feedback

✓ Use Quick Polls to get feedback on general and specific library services

✓ Great for app feedback, library helpdesk feedback, new services, and more

✓ View real-time results

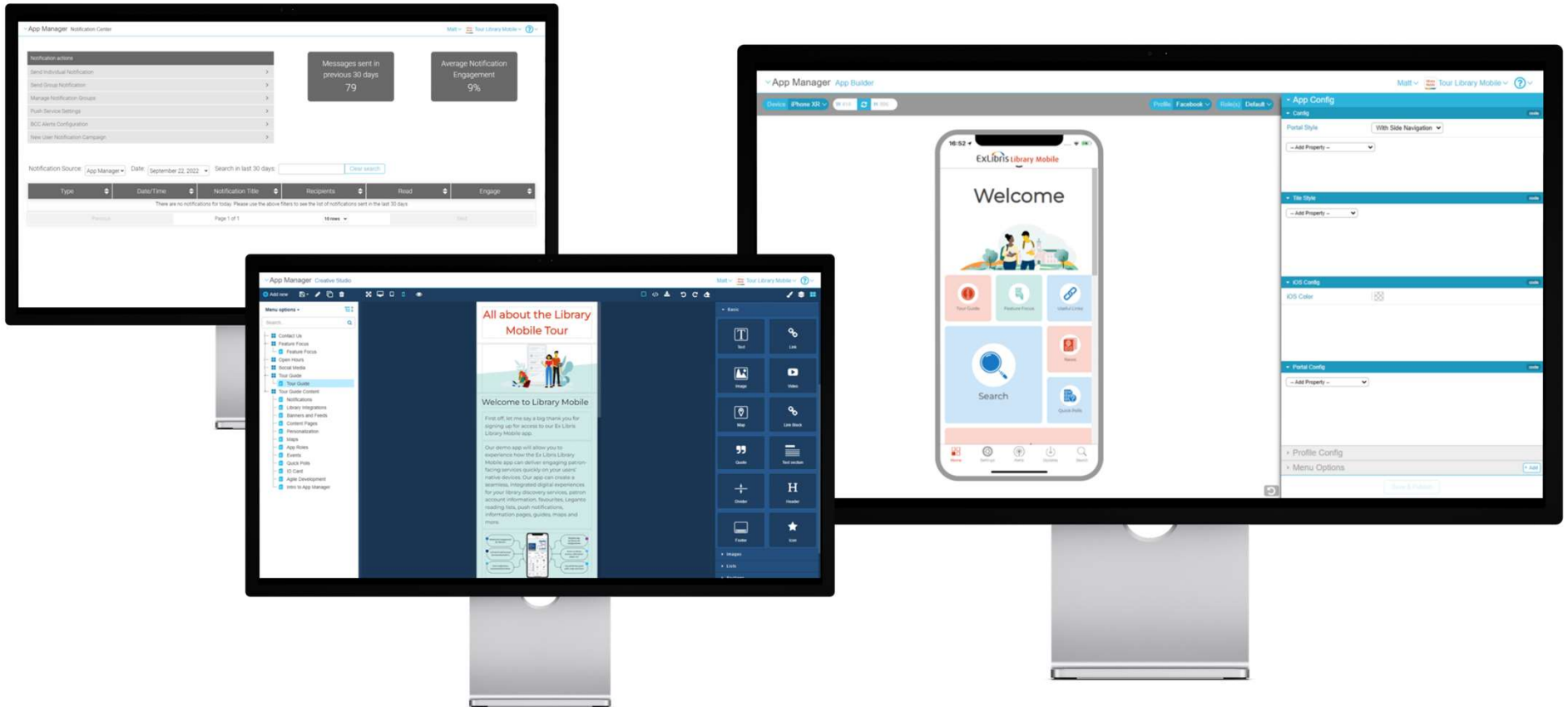✓ Supports multi-question and recurring polls to gain insights for trends over time
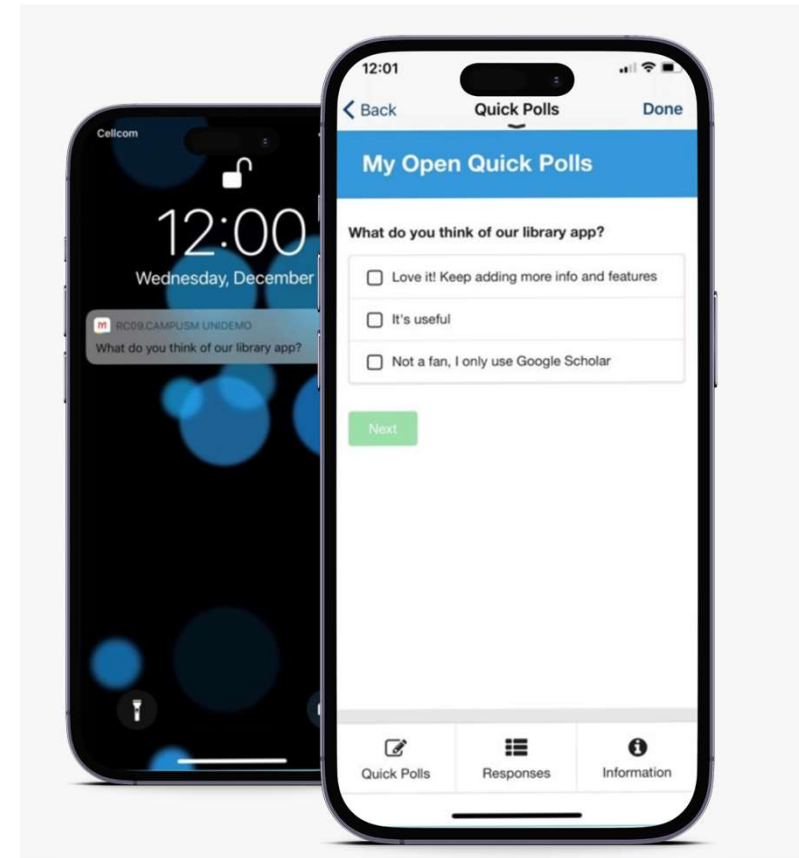
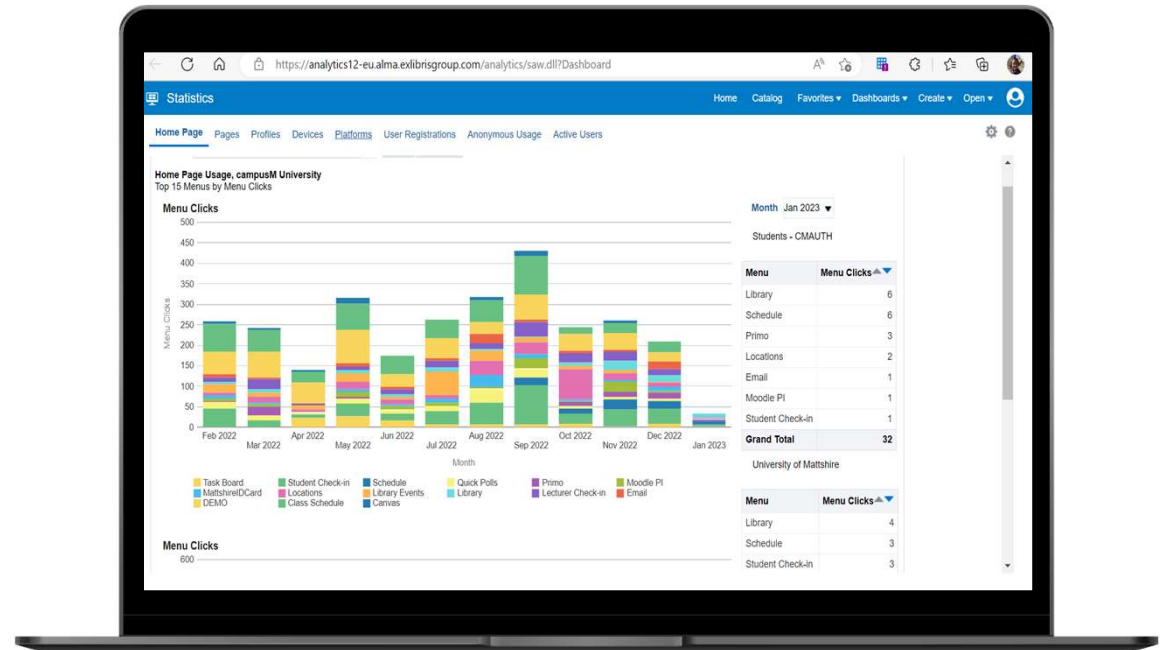# Digital ID card

Digital ID Card

campusM Library App Manager

Insights to understand & improve user engagement

campusM Library comes with enterprise level analytics so that you can see the impact your app is having
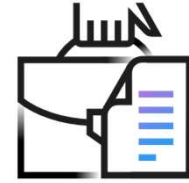
WE WANT YOU!

Under Review		
Space booking	Self service	Integrations: SpringShare

Thank You!

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GET IT ON **Google Play**

Download on the **App Store**

About Clarivate

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