



APL Digital Report
December 2021

Digital FY 2021-2022	FY 21-22 YTD	FY 20-21 YTD	Dec 2021	Dec 2020
APL Website Visits	106,328	75,758	14,628	15,302
APL Website visits from mobile devices	33,694	21,646	4,995	4,638
Digital Users	10,268	12,866	1,642	1,878
Digital Circulation				
<i>Digital Book Checkouts</i>	36,509	42,264	5,607	5,934
<i>Digital Audio Checkouts</i>	20,174	23,104	3,216	2,713
Digital Circulation Total	56,683	65,368	8,823	8,647
Online Resources				
<i>ABCmouse.com (free)</i>	267	12	55	0
<i>Brainfuse</i>	2,607	10,505	485	1,146
<i>Britannica (CSL Grant funded)</i>	30	61	0	3
<i>Facts on File</i>	100	245	21	45
<i>Gale</i>	1,833	4,255	275	548
<i>Mitchell</i>	156	58	20	2
<i>New York Times (CSL Grant funded)</i>	3,540	3,677	527	614
<i>Newsbank</i>	911	970	140	161
<i>Pronunciator</i>	582	824	59	78
<i>Reference USA</i>	357	602	31	90
<i>TumbleBooks</i>	137	916	8	28
Online Resources Total	10,520	22,125	1,621	2,715



Digital FY 2021-2022	FY 21-22 YTD	FY 20-21 YTD	Dec 2021	Dec 2020
Wi-Fi Sessions	255,503	405,328	46,243	81,353
Wireless printing pages	8,661	239	1,671	340
Wireless printing users	611	95	103	67
Online Registrations	625	710	74	115
Online Renewals				
<i>Adult Print</i>	1457	428	242	201
<i>Adult Free Media</i>	52	19	1	10
<i>Total Adult</i>	1,509	447	243	211
<i>Juvenile Print</i>	2,681	880	470	298
<i>Juvenile Free Media</i>	8	7	0	4
<i>Total Juvenile</i>	2,689	887	470	302
<i>Total Teen</i>	375	161	37	81
Online Renewals Total	4,573	1,495	750	594
Digital Marketing				
<i>Author Check</i>	8,377	6,552	1,434	1,122
<i>New Book Alerts</i>	14,157	32,750	2,327	6,739
<i>Email Newsletter (Patron Point)*</i>	23,323	21,413	5,254	3,153
<i>Email Campaign (Patron Point)*</i>	28,548	196,264	3,305	11,944
<i>Paid Ads (Social Media)</i>				
<i>Impressions</i>	208,881	1,011,075	34,567	0
<i>Engagement</i>	31,809	306,429	11,405	0
<i>Social Media Presence</i>				
<i>Organic Impressions</i>	312,732	446,193	35,083	73,072
<i>Engagement</i>	361,931	326,266	42,061	46,624
Digital Marketing Total	989,758	2,346,942	135,434	142,654

<u>KEY</u>
FY 21-22
Vendor has not shared stats yet
Cannot report due to closure
<i>Paid Ads: Impressions</i>
<i>Paid Ads: Engagement</i>
<i>Social Media: Organic Impressions</i>
<i>Social Media: Engagement</i>

The number of times your ads were on screen. If an ad is on screen and someone scrolls down, and then scrolls back up to the same ad, that counts as 1 impression. If an ad is on screen for someone 2 different times a day, that counts as 2 impressions.

The total number of actions that people take involving your ads. Post engagements can include actions such as reacting to, commenting on or sharing the ad, claiming an offer, viewing a photo or video, or clicking on a link.

This total includes Facebook, Instagram and Twitter impressions. The number of times your Page's posts entered a person's screen through unpaid distribution.

The number of unique people who engaged in certain ways with your Page post. Engagement is liking, sharing, commenting, clicking or viewing a video post.