

# OvidSP Usage Statistics

Ovid

## Monitoring Content Usage with OvidSP WebStats

- Quickly and easily obtain industry-standard content usage statistical reports based on a variety of key criteria
- Track usage trends for a specific content resource throughout the year
- Make well-informed purchasing decisions and manage user licenses with accurate, up-to-date usage data
- Identify which departments or groups of users (i.e., students, physicians, etc.) at your institution are using a particular resource
- Create internal information campaigns on key content resources based on statistical data evidenced in your usage reports

Do you need to justify your e-resource purchasing decisions? How do you analyze usage of your content holdings? How do you determine whether you need more licenses to access particular resources?

OvidSP allows you to seamlessly track how often each resource you subscribe to was accessed—as well as how many times users attempted to access a particular resource and were unsuccessful because of too few user licenses. That means you can make more efficient decisions on what content you need. If budgetary concerns are threatening research activities, you can show usage reports that indicate high usage for a particular set of resources.

### Did You Know?

- OvidSP usage statistics reports are COUNTER (Counting Online Usage of Networked Electronic Resources) compliant with the COUNTER 2 release and moving to COUNTER 3/SUSHI compliance, which means they conform to the highest industry standards set forth by the COUNTER organization (learn more about COUNTER by visiting <http://www.projectcounter.org/>)
- Reports are no cost to you—they're available as part of your Ovid subscription
- Reports are automatically generated for you—we'll even notify you when they're ready
- All OvidSP usage stats reports are available at the OvidSP WebStats interface (<http://ovidspstats.ovid.com>)

*See page 2 for important explanations of key statistics.*

## OvidSP: Flexible, Precise, Innovative.

OvidSP is transforming how users search, with breakthrough technology and powerful, flexible workflow tools, empowering you to search the way you want.

- Choose from multiple search modes, depending on what you're looking for and how you like to search
- Use everyday natural language to retrieve relevance-ranked results
- Streamline workflow with customized search refinement, alerting, and results management tools
- Search simultaneously across journals, books, and databases

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Norwood, MA, USA  
Paris, France  
Sandy, UT, USA  
Sofia, Bulgaria  
Stockholm, Sweden  
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For complete contact and location information, visit [www.ovid.com/contact](http://www.ovid.com/contact)

Count on Ovid's award-winning technical support team 24/7/365!

## What Usage Data Can I Track?

To conform to COUNTER standards, OvidSP WebStats uses reports and report criteria that have been devised by the COUNTER organization.

Get separate reports for journals, books, and databases, as well as archive content, to:

- Track stats on a monthly and year-to-date basis
- Track how many full-text views are logged for each journal and book that your institution subscribes to
- Track how many searches are conducted (a search is defined as each time a user enters a single search query)
- Track how many sessions are logged (a session is defined as each time a content resource is opened, even if this occurs multiple times during a single login)
- Track usage by individual user or user group
- Determine whether or not users are 'turned away' from a resource because of insufficient licenses
- Obtain reports in HTML, XML, text, and CSV formats

## Key Stats Based on Content Type

Librarians and information managers face challenges every day in maintaining holdings, managing access, training users, and conducting research. See below for more information on key statistics based on content type.

### Databases

#### Key Metric Ovid Recommends: Sessions

**Important to Know:** Many of our customers routinely use **Sessions** as their key usage metric for measuring database usage (others have used Searches Conducted or both). OvidSP is designed to minimize redundant searching and provide quick access to full text (which was, according to our research, the #1 priority among users of Ovid and other systems). Inline abstracts, relevance sorting, and filtered results (through the Search Aid) reduce the number of searches it takes to pinpoint finite results.

In fact, with the continued enhancements to OvidSP over the past year, we've seen an overall improvement in search efficiency (defined as the ratio of **Searches** to **Paged Views**) of just over 70%! While that improvement is of course an added value for users, a lower Searches statistic actually distorts the view of usage. That's why Sessions - how often users logged into a particular database - gives a truer indication of usage.

### Journals

#### Key Metrics Ovid Recommends: Articles Viewed, Pages Viewed

**Important to Know:** OvidSP was designed to reduce redundant searching. As we continue to enhance search workflow on OvidSP platform, our data shows that **Articles Viewed** and **Pages Viewed** are increasing—meaning users are spending more time reviewing the actual articles and less time searching.

### Books

#### Key Metric Ovid Recommends: Pages Viewed

**Important to Know:** With OvidSP's download MARC Records feature, which allows for easier integration with card catalogs, you have greater exposure of your book content that can generally result in increased **book page views**.

For more information on generating reports, the type of statistics generated, and more, contact your Ovid Account Representative or [support@ovid.com](mailto:support@ovid.com).