



# Working together for an effective EBA

---

Evidence-Based Acquisition (EBA) is an eBook purchase model that allows you to make informed decisions about which titles to own based on usage data.

To ensure that your EBA with Cambridge is effective and successful, we provide you with usage statistics to help you get a clear view of which titles are important for your academics and ensure that you get the maximum value from your EBA agreement.

We also create a range of marketing activities to help you raise awareness of your EBA access to users and ensure your content is easily discoverable.

[cambridge.org/core-eba](https://cambridge.org/core-eba)



**CAMBRIDGE**  
UNIVERSITY PRESS

# Supporting you on your EBA Journey

---

## For Discoverability:



- ▶ Having complete and accurate metadata is essential for the discovery of the titles in your EBA. Our dedicated library analysts provide you with your full MARC records. By populating your systems with these records, you will increase the visibility of your EBA titles.
- ▶ New ebooks every month: We will share your MARC data every month, highlighting any new titles we recommend you add to your EBA. This helps us ensure that your eBook usage is maximised and allows us to give you a more accurate snapshot of your most popular titles.



[cambridge.org/core-eba](https://cambridge.org/core-eba)

## For Marketing:



Create EBA related marketing materials to raise awareness of your institution's access to users



Ready-made customisable email templates for use on your campaigns



Social media templates for creating engagement and driving traffic to your eBooks



Support you in developing a range of other marketing materials to publicise EBA access including customised posters, advertorials, and desktop banners.



@ library.marketing@cambridge.org

🐦 CambridgeUPLib

📘 CambridgeLibraryCollection

[cambridge.org/core-eba](https://cambridge.org/core-eba)



**CAMBRIDGE**  
UNIVERSITY PRESS