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5 Features to Boost Reading Challenge Engagement

Beanstack's innovative features are helping libraries increase summer reading engagement and challenge participation. Here's the top five components of our "secret sauce," pulled from our 2021 Summer Reading Report.
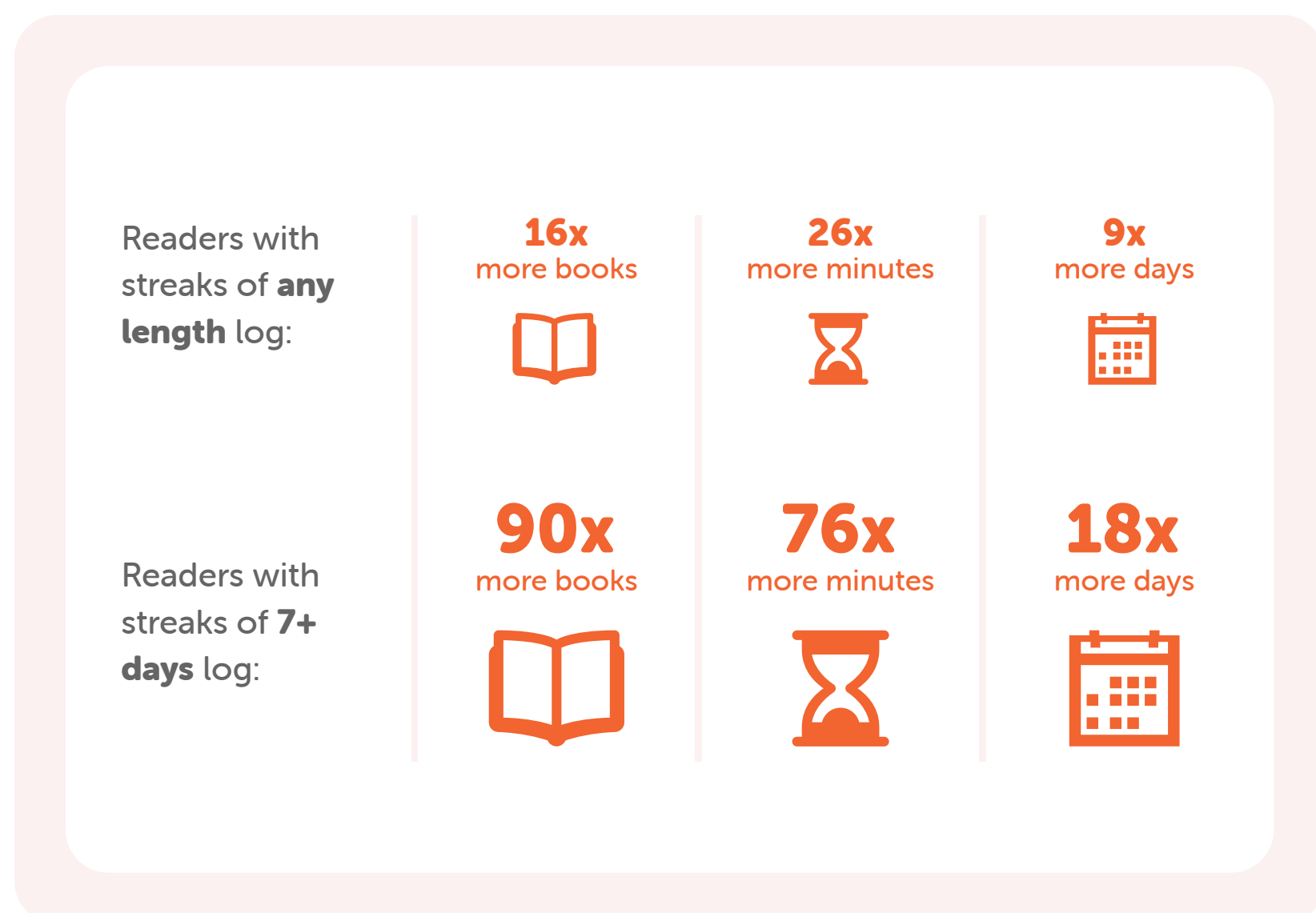
2021 Summer Reading Report

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The Mobile App

At every level of engagement, mobile users are more likely to keep participating in a challenge than web-only readers. And the mobile app spans the digital divide to reach readers without broadband coverage.
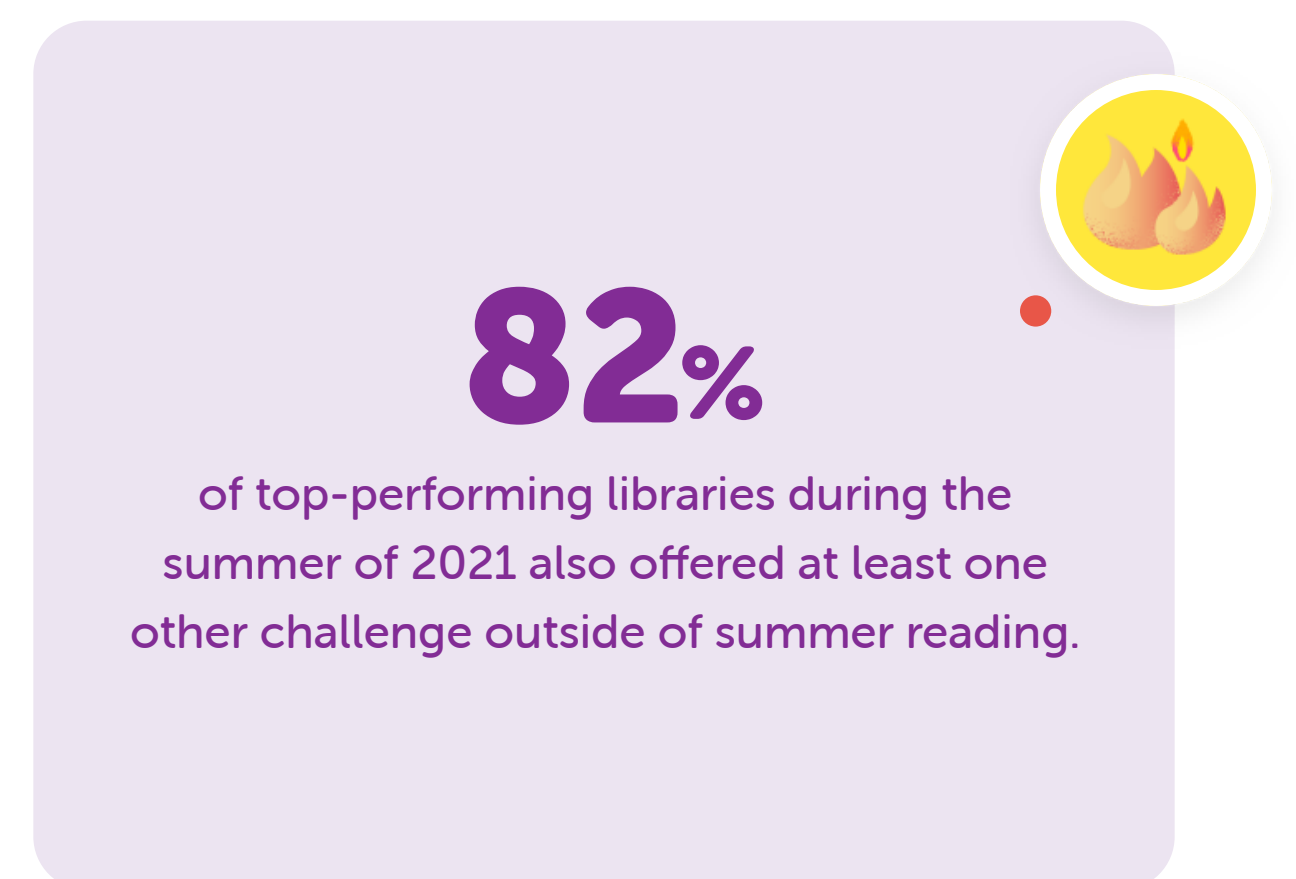
Reading Streaks

Reading streaks activate the intrinsic motivation to continue a reading habit every day. Those who start a streak, no matter it's length, read far more than other readers.

Readers with streaks of **any length** log:	**16x** more books	**26x** more minutes	**9x** more days
Readers with streaks of **7+ days** log:	**90x** more books	**76x** more minutes	**18x** more days

Year-Round Challenge Templates

Running challenges year-round builds a more engaged base of patrons. Beanstack features 300+ out-of-the-box challenge templates, from Winter Reading to Women's History Month, making it easy to offer challenges throughout the year.

82%

of top-performing libraries during the summer of 2021 also offered at least one other challenge outside of summer reading.
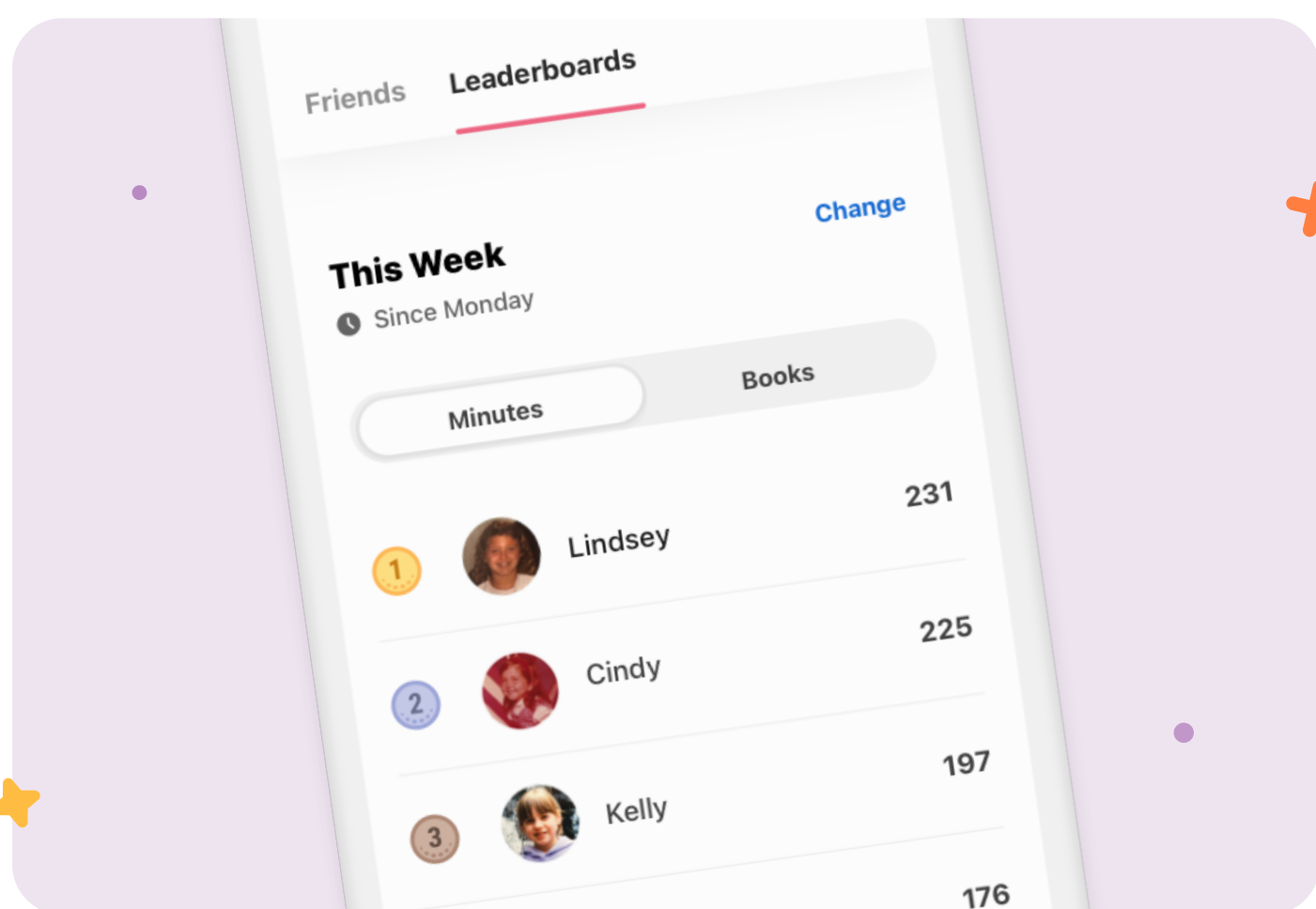
Badge Books

Digital tracking is an essential component of Beanstack, but coupling a virtual challenge with a physical logbook remains a powerful way to bridge the digital divide and lighten virtual fatigue.

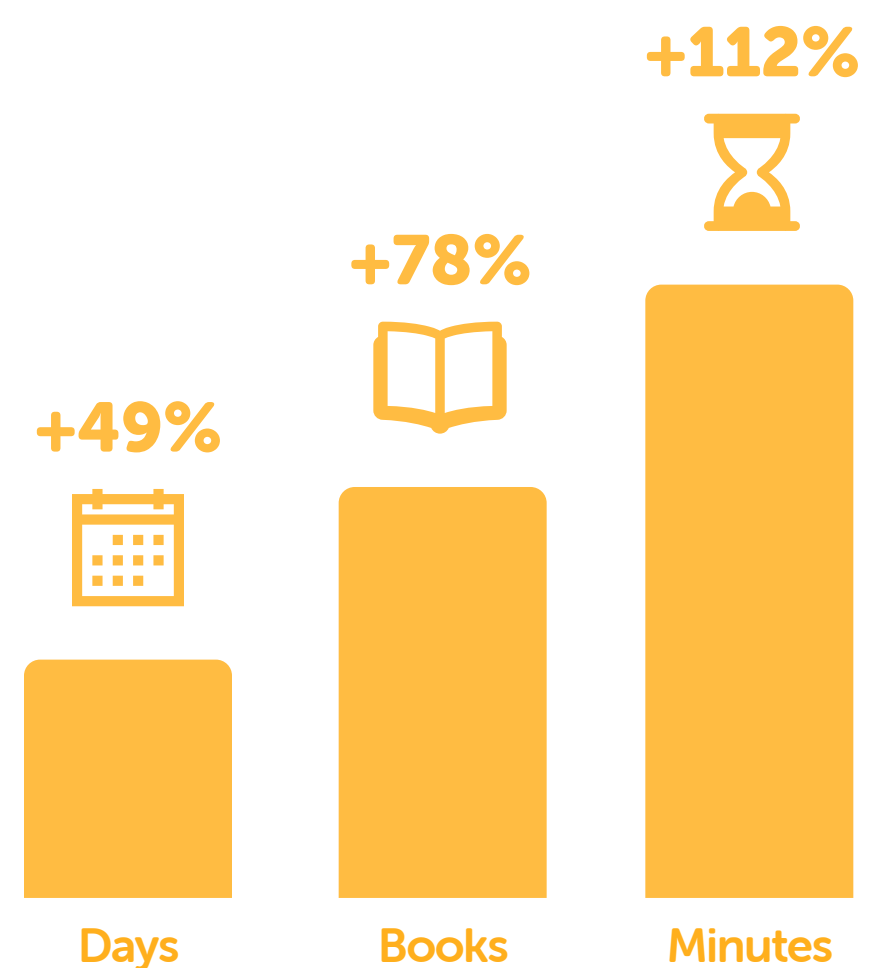Badge Books offer tangible rewards throughout a reading challenge and feature additional resources like:

- Themed stickers
- Calendars to track progress
- Extra reading prompts
- Engaging bonus activities

Friends & Leaderboards

Who doesn't like a little friendly competition? Readers at the same library who add each other as friends can view each other's reading and challenge histories and track their reading progress against each other.

Friends   **Leaderboards**

This Week
🕐 Since Monday

| Minutes | Books |

1 Lindsey   231
2 Cindy   225
3 Kelly   197
176

Readers who add friends to their Beanstack account are reading more—a lot more!

+49% Days
+78% Books
+112% Minutes

Graph: Total logging compared to readers who did not add a friend.

Discover More Insights

The 2021 Summer Reading Report features data-driven challenge design tips, the latest product updates, and action items to help maximize your library's impact. Visit **beanstack.com** and download your free copy today!

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