



Paper 10C  
Public

## Europeana Foundation Governing Board Meeting

27 September 2016  
10h00 – 17h00 CEST  
The Netherlands  
Institute for Sound &  
Vision, Theatre Two

### Web Traffic & Social Media Report

*Action proposed: For information and Q&A*

#### **Circulation:**




Europeana Foundation Governing Board Members & Observers

#### **Classification:**

Public



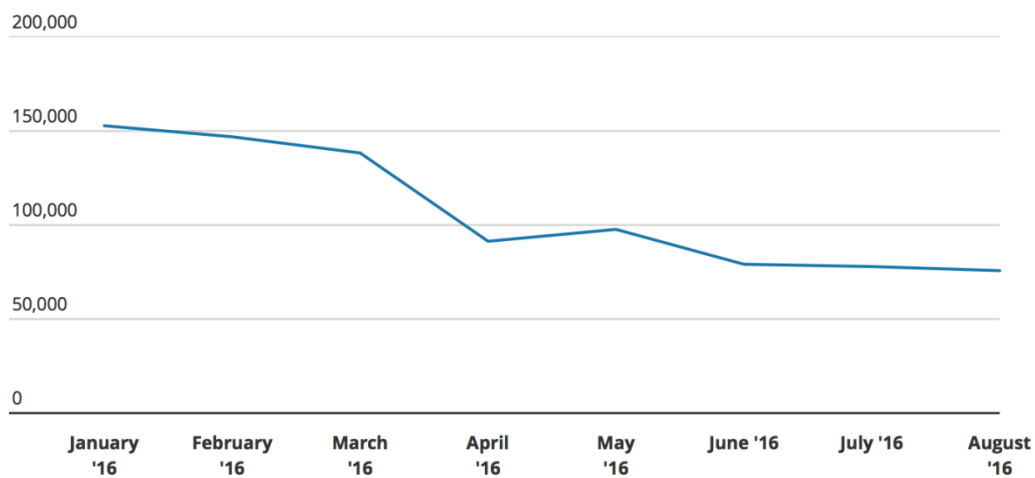


	<ul style="list-style-type: none"><li>• KPIs for 2016 achieved for: downloads, impressions on social media, number of people reached on social media, number of impressions of Europeana content on Wikimedia projects</li><li>• 'Faces of Europe' exhibition series performs very well and continues to receive positive feedback from the users</li></ul>
	<ul style="list-style-type: none"><li>• Calm summer months, drop in a few areas of our activity.</li></ul>
	<ul style="list-style-type: none"><li>• Issues with Google indexing and drop of traffic from organic search persist. This has been taken up with the Commission.</li><li>• As a consequence, meeting KPIs for impressions of end user products, visits to end user products and click-throughs will be challenging</li></ul>

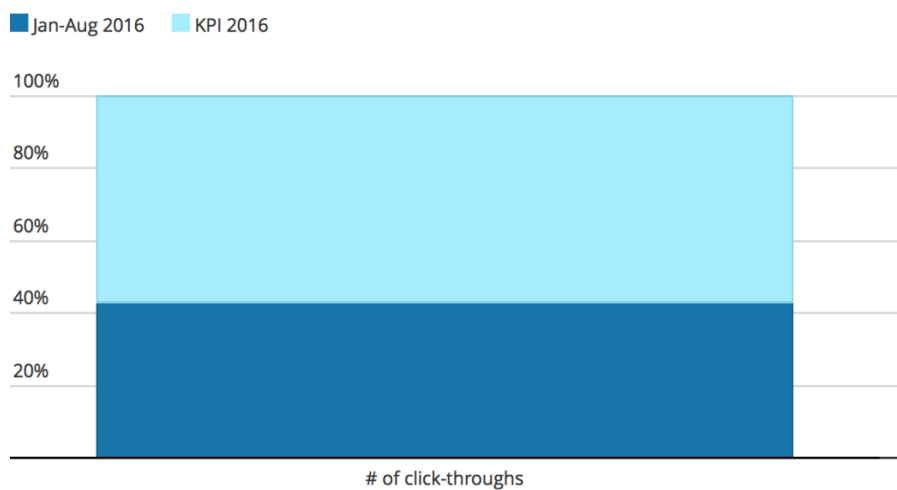


## 1. Click – throughs

X.1 ▼	January '16	February '16	March '16	April '16	May '16	June '16	July '16	August '16	Jan-Aug 2016	KPI 2016
# of click-throughs	152,639	146,759	138,143	91,221	97,546	78,995	77,778	75,598	858,679	2,000,000



The amount of click-throughs keeps on dropping, likely in connection with the de-indexing and organic search traffic decrease and / or an increase in downloads, but we need to further analyse.



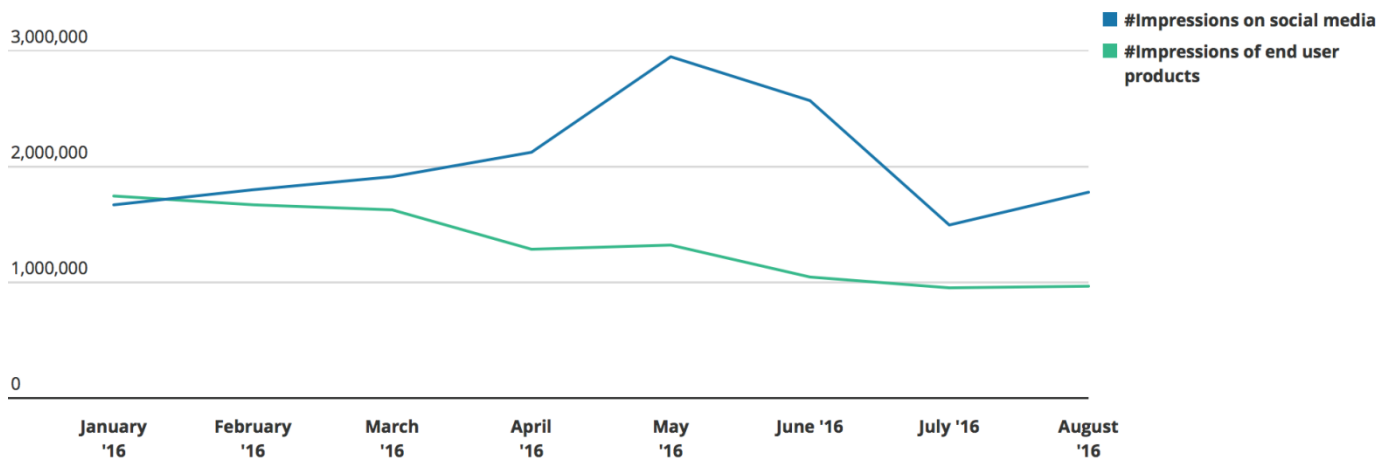
We've realized 43% of our yearly KPI between January and August.



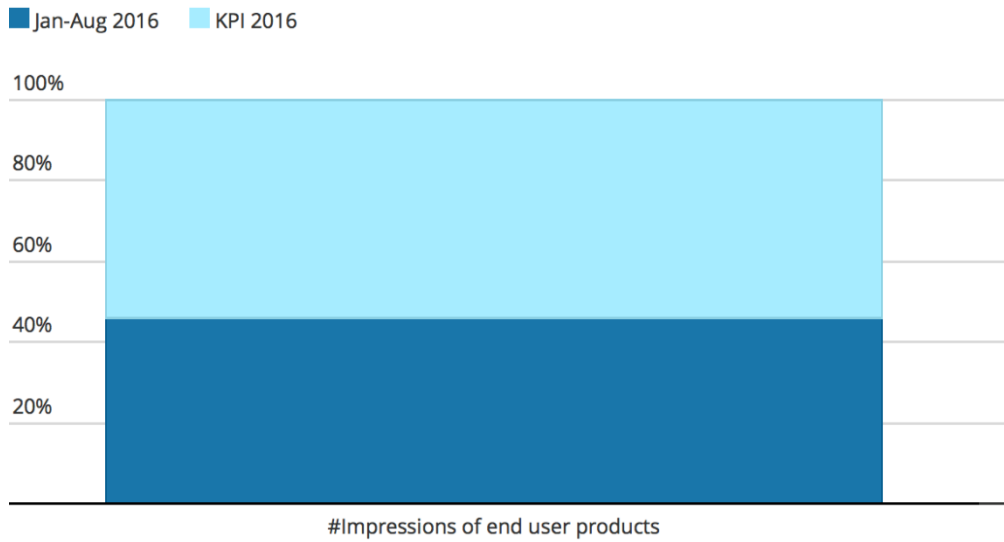
## 2. Impressions

X.1 ▼	January '16	February '16	March '16	April '16	May '16	June '16	July '16	August '16	Jan-Aug 2016	KPI 2016
#Impressions of end user products	1,744,396	1,668,649	1,624,701	1,284,358	1,320,507	1,044,370	950,973	965,255	10,603,209	23,000,000
#Impressions on social media	1,668,036	1,798,387	1,911,538	2,122,424	2,948,008	2,568,506	1,493,931	1,777,207	16,288,037	14,000,000
#Number of impressions of Europeana content on Wikimedia projects	7,792,512	7,514,565	8,433,846	8,928,344	38,363,870	34,464,318	22,953,280	data not yet available	128,450,735	40,000,000
#TOTAL Impressions (end users products + wikimedia+social media)	11,204,944	10,981,601	11,970,085	12,335,126	42,632,385	38,077,194	25,398,184	not yet available	155,341,981	71,000,000

KPIs for 2016 achieved for impressions on social media and impressions of Europeana content on Wikimedia projects.



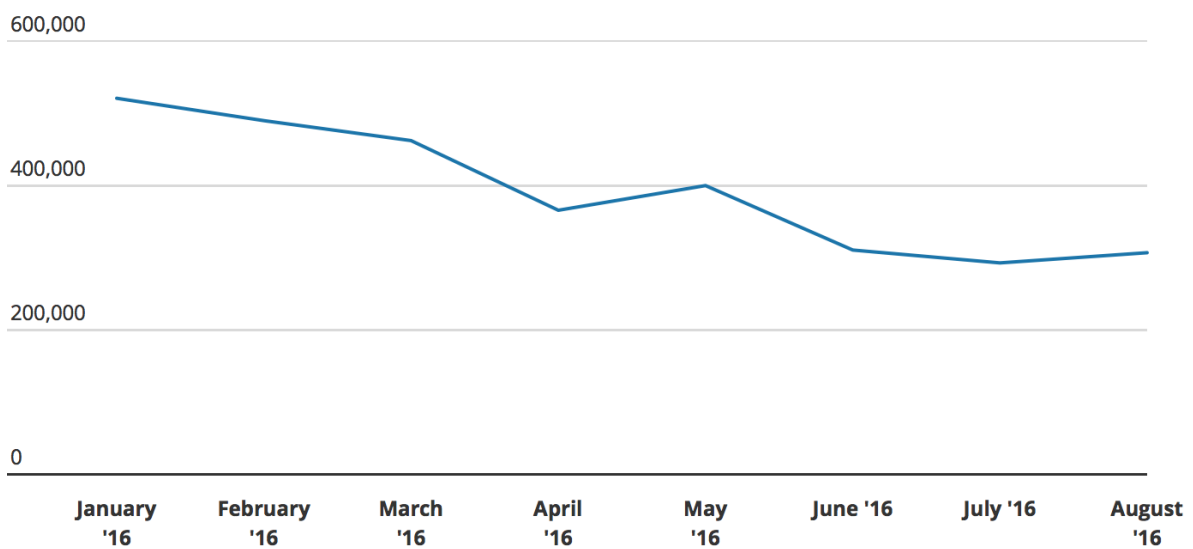
The number of impressions on social media and of end user products both dropped in June and July. In both cases, the amount of impressions started to recover in August.



We've realized 46% of our yearly KPI for impressions of end user products between January and August.

### 3. Visits

X.1 ▼	January '16	February '16	March '16	April '16	May '16	June '16	July '16	August '16	Jan-Aug 2016	KPI 2016
#Visits to end user products	520,689	489,699	462,043	365,566	399,740	310,471	292,626	306,765	3,147,599	7,100,000



The number of visits is starting to recover from a drop between May and July. Yet, due to decreased amount of organic search traffic, it's significantly lower than at the beginning of the year.

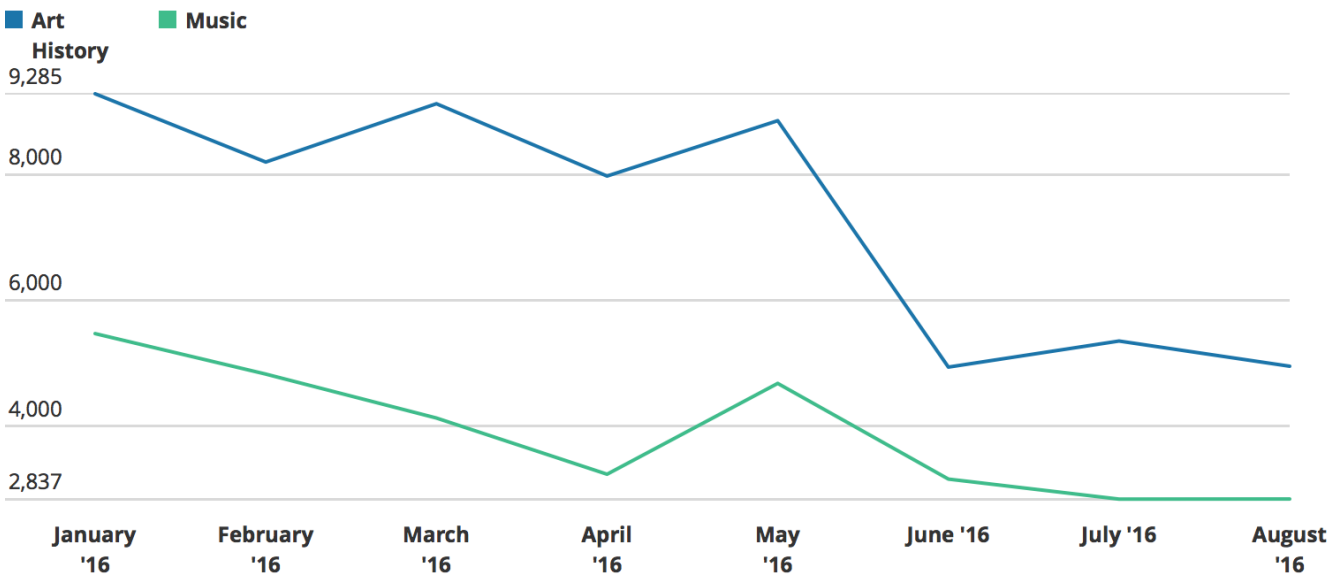


■ Jan-Aug 2016   ■ KPI 2016



We've realized 44% of our yearly KPI for impressions of end user products between January and August.

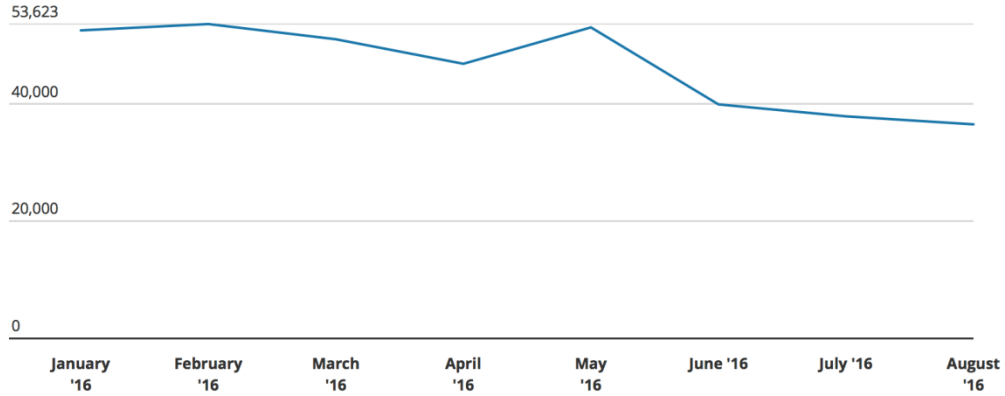
### Visits: Thematic Collections



The traffic on both Thematic Collections dropped during summer months.



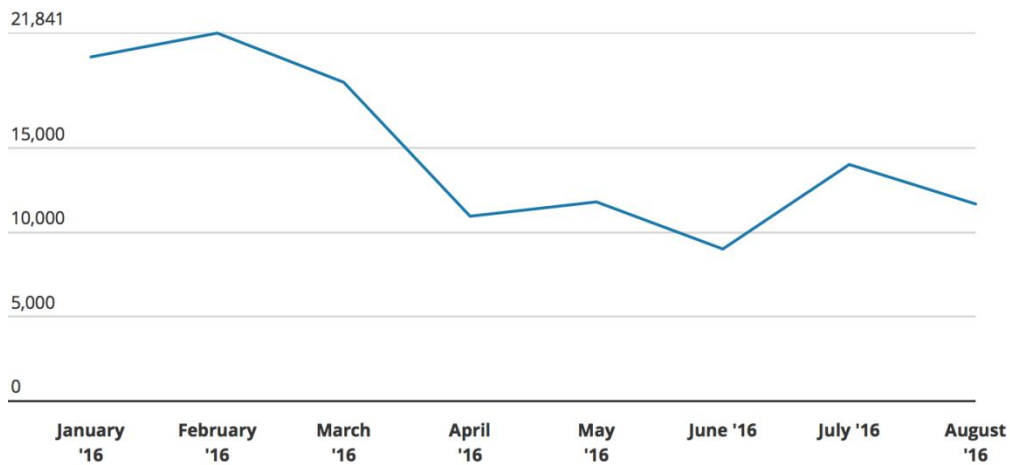
## Visits: Europeana 1914-1918



Europeana 1914-1918 experienced a drop in in the number of visits during summer months.

## 4. Downloads

X.1 ▼	January '16	February '16	March '16	April '16	May '16	June '16	July '16	August '16	Jan-Aug 2016	KPI 2016
#Downloads	20,424	21,841	18,921	10,967	11,818	9,021	14,039	11,695	118,726	100,000



The 2016 KPI for downloads has been reached, but we are seeing lower amounts after an initial high in February. This will be further investigated.



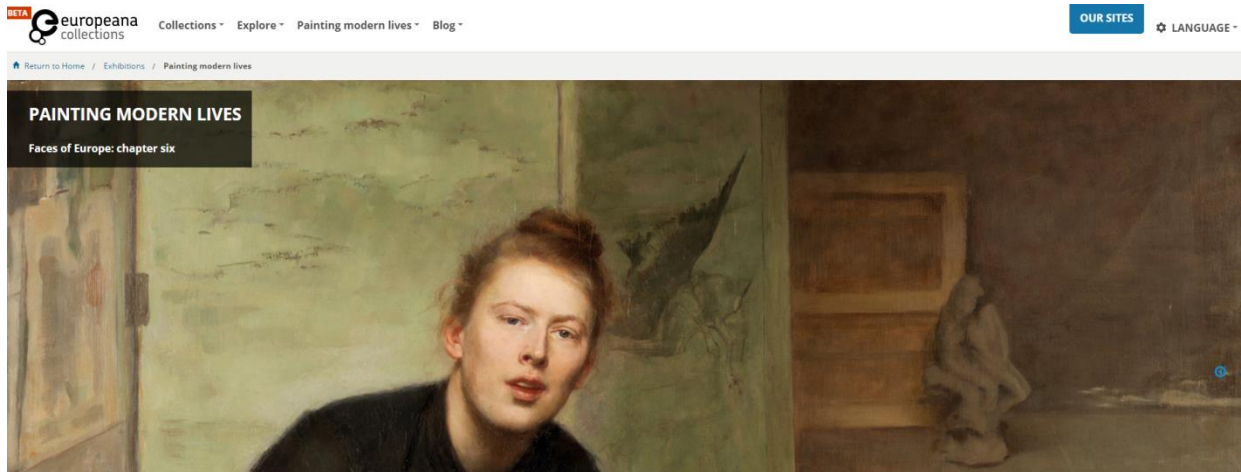
## 5. Social media reach and engagement

X.1	January '16	February '16	March '16	April '16	May '16	June '16	July '16	August '16	Jan-Aug 2016	KPI 2016
#Number of people reached via social media	610,992	659,409	827,906	1,103,533	1,404,531	1,674,816	644,966	945,501	7,871,654	6,000,000
#Number of people engaged via social media	23,305	23,007	24,524	22,056	24,668	35,304	19,969	30,749	203,582	250,000

The KPI for number of people reached through social media is reached. The KPI for social media engagement is realized in 81% and is likely to be reached within next two months. Yet, the last Facebook algorithm change introduced this summer, had impact on our results.

## Content and Social Media Highlights

- Faces of Europe – almost 3% of total traffic on Europeana between April and August







- Positive reviews from users collected via Hotjar, a feedback & analytics tool we use

Very interesting and beautiful paintings by painters I never heard of - thank you

The history connection, clarity, focus on individual contributions.

Very high quality images and interesting discussion.

The history connection, clarity, focus on individual contributions.

- New trilingual Europeana 1914-1918 newsletter, very high open rates of 52-64%



Une interview lors de la première journée de collecte à Poznan, en Pologne / Harry Verwayen CC-BY-SA

#### Nouveaux journées de collecte Printemps 2016

Au cours du printemps dernier, de nouvelles journées de collecte Europeana

#### Europeana 1914-18 Q2 2016 DE

A/B Testing - Europeana 1914-1918 (segment)

Sent on Mon, Jul 11, 2016 5:30 pm

539 Subscribers    64.4% Opens    21.0% Clicks

#### Europeana 1914-18 Q2 2016 FR

A/B Testing - Europeana 1914-1918 (segment)

Sent on Wed, Jul 13, 2016 2:00 pm

634 Subscribers    62.6% Opens    10.3% Clicks

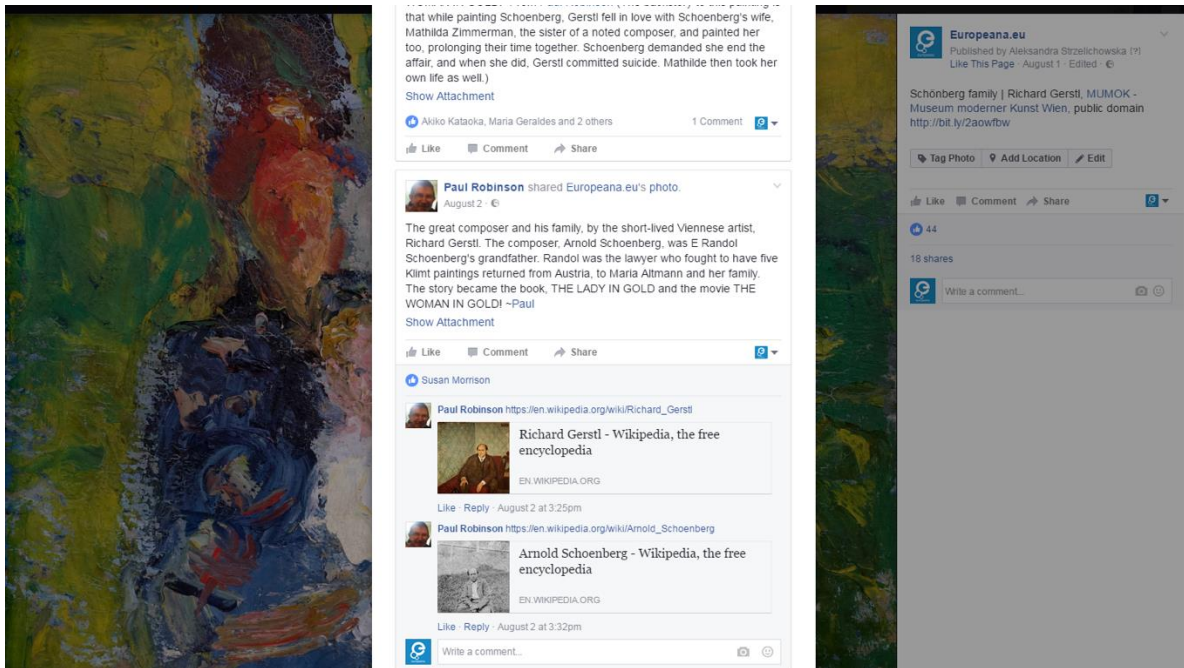
#### Europeana 1914-18 Q2 2016

A/B Testing - Europeana 1914-1918 (segment)

1,999 Subscribers    52.2% Opens    8.5% Clicks



- High engagement around the monthly #Europeana280 Facebook cover voting contest



- "Maggy's picks" series on the blog presenting interesting new content in Europeana



## Maggy's picks: new content in Europeana

In Europeana, you will over 53 million of artworks, artefacts, books, videos and sounds from across Europe. And we add new datasets on an ongoing basis. In this new series, we'll present highlights of the new datasets ingested in the ...



*written by Aleksandra Strzelichowska on July 25, 2016 in Content with 2 comments*