



Paper 4D
Public

Europeana Foundation Governing Board Meeting

11 April 2018
16h30 – 18h00 CET
Teleconference

Web traffic report

Proposed action: For information and discussion

Circulation: Europeana Foundation Governing Board Members, Observers and DCHE

Classification: Public

Web Traffic & Social Media Report

1. Highlights

A very good beginning of the year. Similarly to previous year, impressions on 3rd party platforms and social media and engagement on social media are well on track. Yet, this time also downloads and click-throughs are reaching their KPIs. A lot of editorial and social media activity with a new online exhibition, Europeana Colouring Book, Valentine's Day cooperation with DailyArt and GIPHY.

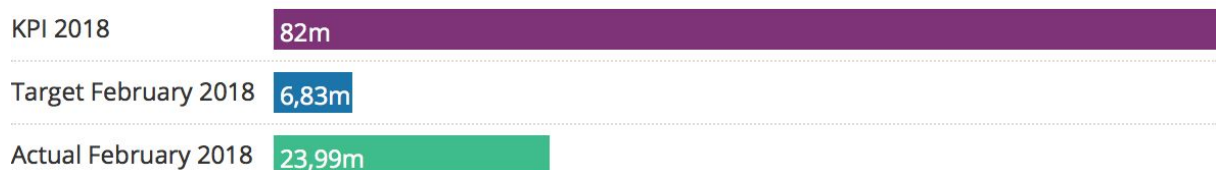
While traffic remains a challenge, the situation is improving. At the moment we're at 75% of KPI which is the highest traffic since May 2016. With further efforts of the R&D team, new collection launches later this year and marketing activities planned for the coming months, we're getting closer and closer to reaching the KPI.

2. KPI overview

Impressions on 3rd Party platforms



Impressions on social media



Engagement on social media



Traffic on End-user products



Returning visitors - average on thematic collections



Downloads



Click-throughs



3. Content and social media highlights

- **Europeana Migration -**
 - Kick Off Event in Brussels
 - UGC [form](#) ready
 - Wiki translation challenge



Europeana collections OUR SITES

SHARE YOUR MIGRATION STORY

We all have objects - like pictures, letters, postcards or recipes - to share and stories to tell about where we've come from and what's shaped our lives. For many of us, that involves our personal, family or community's stories of migration and immigration.

[SHARE YOUR STORY](#)

A family with 10 children are going to emigrate. Credit: Getty Images

Sharing your migration history can help us to tell a really big story - the story of Europe and the people who live here. Your story is part of Europe's rich and shared history of migration, and now it can be recorded for the future.





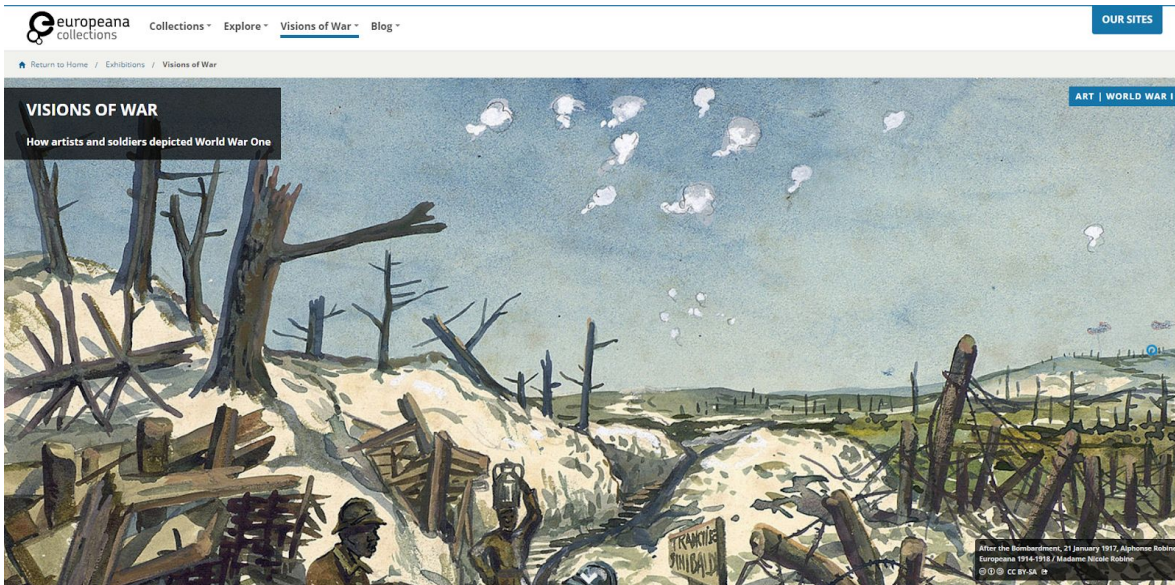
Liam Wyatt @Wittylama · Mar 19

After only 10 days of the @Europeana translation campaign for #EuropeanaMigration keywords, SIXTEEN of the @EU_Commission-official languages are 100% translated by the @Wikidata volunteer community (and three more at 85%+) [wikidata.org/wiki/Wikidata:...](https://wikidata.org/wiki/Wikidata:)

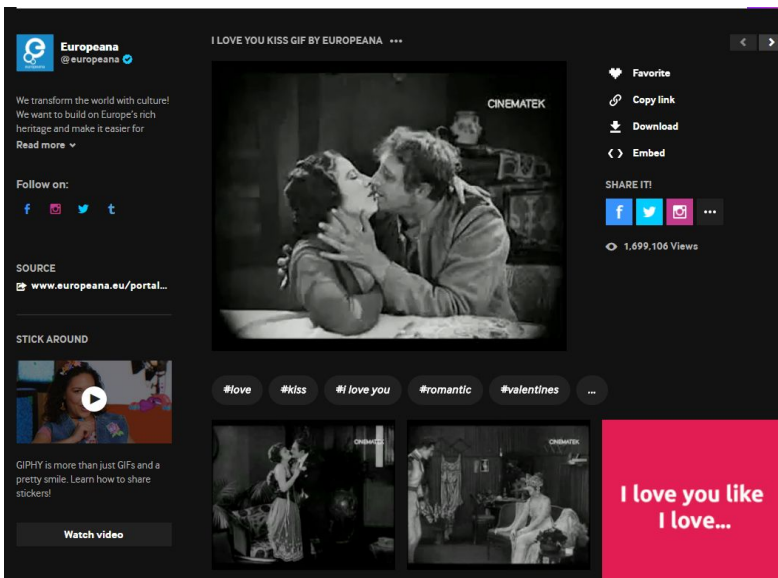
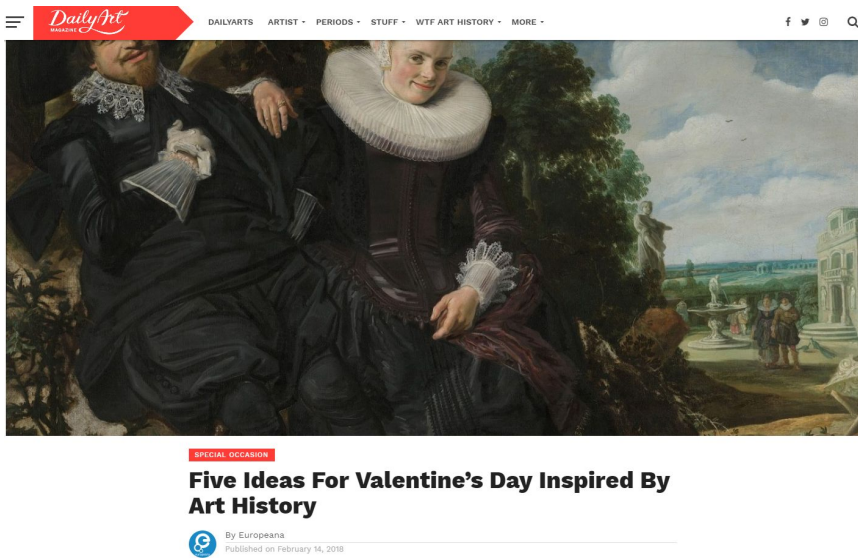
LIVE STATS	% Labels translated (help)				% Descriptions translated (help)				% Subclass labels translated			
	Start	Day 1	Day 4	Day 11	Start	Day 1	Day 4	Day 11	Start	Day 1	Day 4	Day 11
TRANSLATE! (* Official)	8/3	9/3	12/3	19/3	8/3	9/3	12/3	19/3	8/3	9/3	12/3	19/3
Catalan	87	87	100	100	4	4	25	100	63	66	90	100
* Dutch	80	100	100	100	14	100	100	100	71	86	89	100
* English	100	100	100	100	85	100	100	100	74	86	90	100
* French	88	100	100	100	43	100	100	100	68	81	85	100
* Greek	58	58	58	100	11	11	11	100	56	51	55	100
* Spanish	86	86	100	100	49	48	100	100	67	75	80	100
Welsh			36	100			0	100			41	100
* German	84	100	100	100	52	100	100	100	70	80	88	99
Macedonian		48	76	100		2	26	100		55	78	99
Albanian			30	100			4	100		13	89	97
* Romanian	54	52	63	100	2	2	9	100	52	57	64	97
* Polish	73	76	77	100	9	9	9	100	62	75	72	94
* Italian	67	67	67	100	29	28	57	100	62	71	84	93
Armenian	47	100	100	100	4	100	100	100	52	85	88	91
Ukrainian	71	71	72	100	20	20	20	100	67	76	78	88
* Latvian	36	70	75	100	3	3	3	100	47	61	65	86
Basque		40	83	100		0	46	89		62	62	97
* Portuguese	74	74	75	100	9	9	26	100	60	68	72	88
* Swedish	74	90	100	100	8	7	24	24	64	78	84	93
* Hungarian	52	52	100	100	3	3	3	21	54	63	79	88
* Finnish	69	69	82	100	16	16	20	20	53	51	70	80
* Danish	60	71	70	100	3	3	3	16	55	51	66	84
* Bulgarian	55	100	100	100	0	9	9	9	52	65	68	99
* Irish	24	24	63	96	0	0	6	14	14	16	36	59
* Slovene	43	42	44	97	0	0	0	12	45	51	53	98
Norwegian Bokmål	68	66	91	95	6	6	6	24	61	67	74	90
Norwegian Nynorsk		42	86	95		0	0	18		42	54	57
Esperanto		67	88	88		21	21	22		75	77	83
Czech	72	72	85	87	16	16	27	28	63	69	76	84
* Lithuanian	52	52	53	85	0	0	0	0	51	57	56	76

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- New online exhibition 'Visions of War'
 - Using both UGC and institutional content
 - Almost 3 K visits within first two weeks



- **Valentine's Day with DailyArt and GIPHY**
 - An app feature on DailyArt and a listicle on DailyArt Magazine
 - Love GIFs featured on the homepage of GIPHY on 14th on February



- **Europeana EYCH Colouring Book - [#ColorOurCollections](#)**
 - Over 2000 book downloads
 - Feaured by Creative Europe, Open Culture, European Youth

♥ Karin Glasemann and 6 others liked



Creative Europe @europe_creative · Feb 5

Help us add some more colour to the European Year of #CulturalHeritage !
 Download the @Europeanaeu #ColorOurCollections **colouring book**. go
 #creative - and share the result on social media. 😊👍 #EuropeForCulture #EYCH
blog.europeana.eu/2018/02/coloro...



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Anne Armour @aarmour96 · Feb 10

Replying to @ds106dc

This page was my favorite from the Europeana Coloring Book! I spent a reaaaaaally long time coloring it in though 😂 #ds106 #tdc2223 @theEnd106

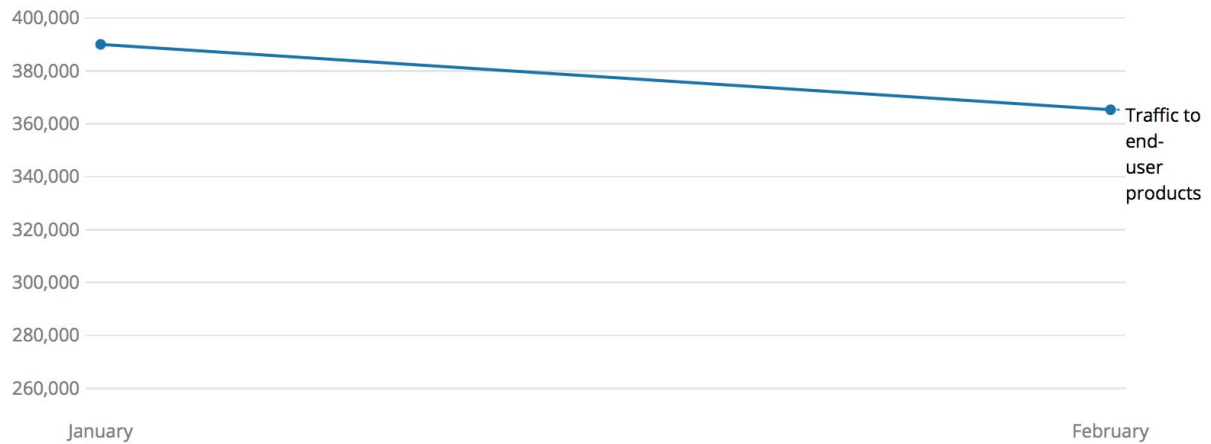


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4. Traffic & impressions - details

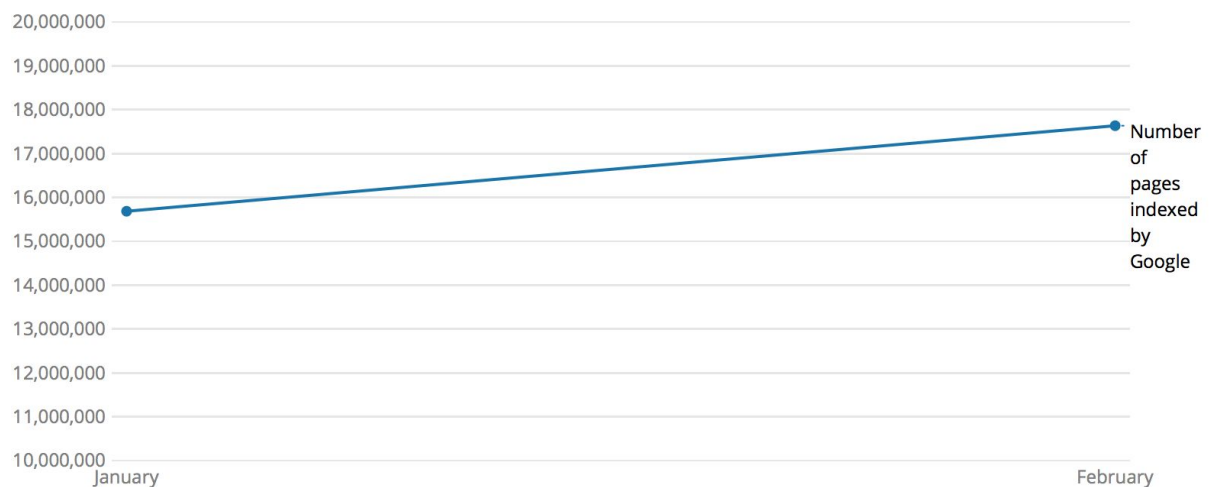
Traffic on Europeana end-user products

Europeana Collections, Europeana 1914-1918, Europeana end-user blog, Transcribathon

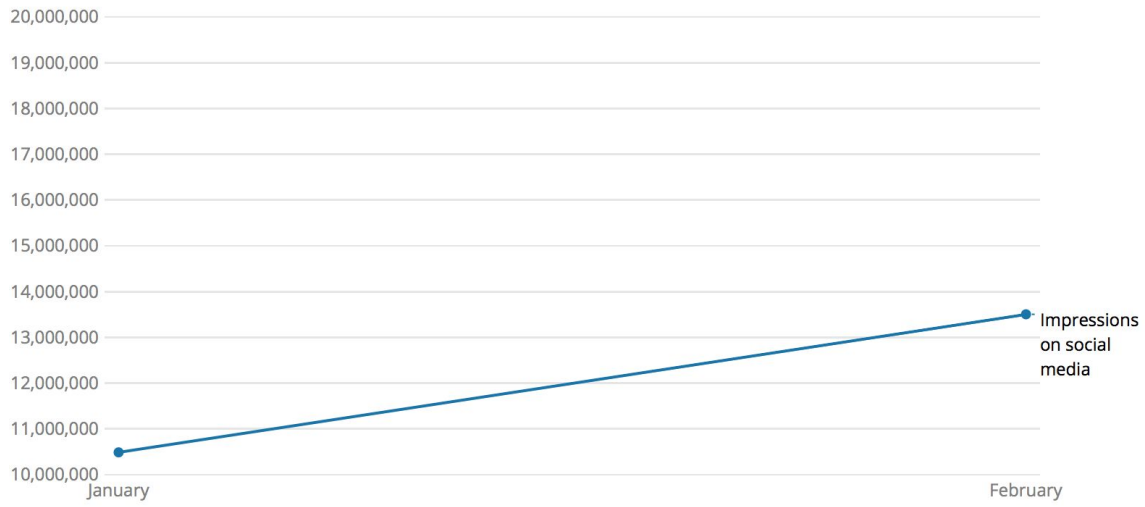


The traffic on end user products reached the level from May 2016 - before the huge organic traffic drop.

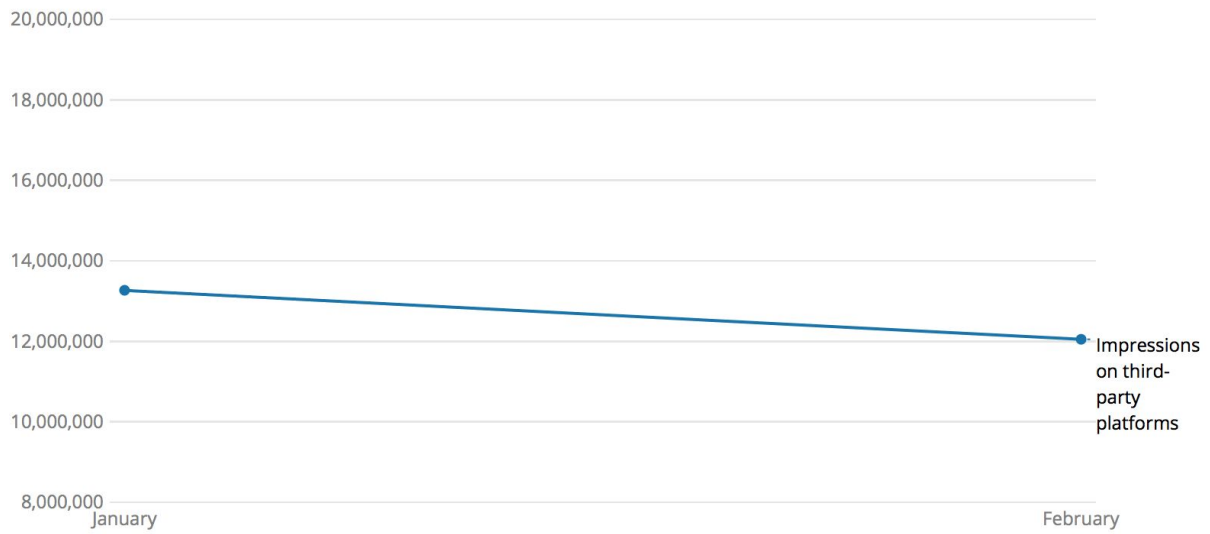
Number of pages indexed by Google



The amount of indexed pages increased between January and February, and keeps on growing.



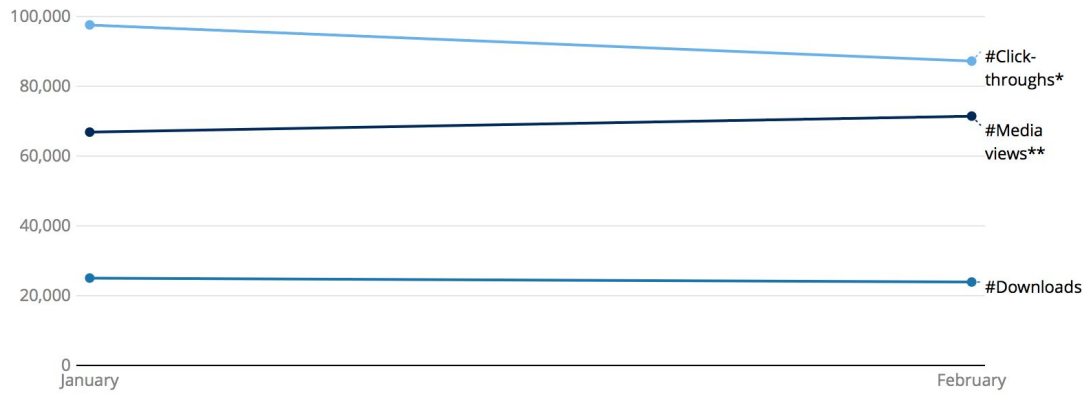
Impressions on social media are beyond expectations (mainly thanks to winter and Valentine's GIFs on GIPHY) and keep on growing



Impressions on third-party platforms are well on track.

5. Engagement on Europeana Collections

Downloads, media views & click-throughs



*Click-through - when a user is redirected to the institution's website after clicking on its name/logo/Tier 1 item **Media view - when a user views an image, plays a sound or video or reads a text inside Europeana Collections

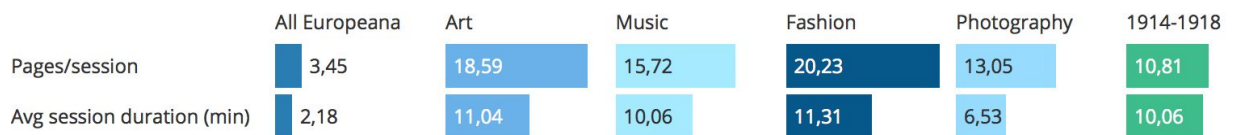
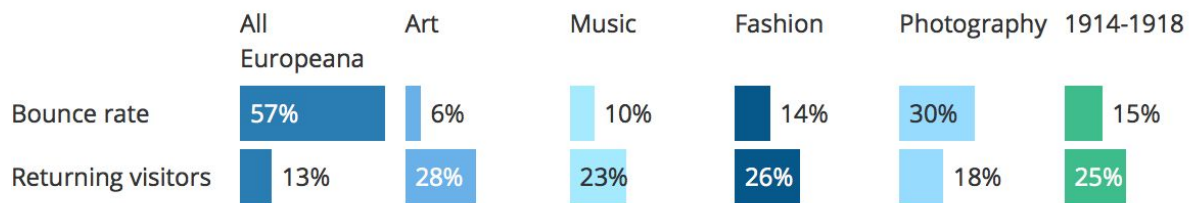
The amount of downloads surpassing the expectations, the amount of media views growing as well. A slight drop of the amount of click-throughs, but they're still meeting the KPI.

TOP 10 countries

By number of generated visits in 2018



Engagement on Europeana & Europeana Thematic Collections



**Google changed the way of calculating returning visitors from January 2018. Users of Thematic Collections stay on the website longer, visit more pages than all Europeana users. Moreover, more of them return to the website.*