1. Highlights

Impressions on 3rd party platforms is well on track thanks to the steady number of impressions of Europeana content on Wikimedia websites. Impressions and engagement on social media are beyond expectations as a result of our partnership with GIPHY and a lot of interest in Art Nouveau Season and the new launches.

Downloads slightly behind target, but it should be possible to reach in coming months by increasing overall traffic and encouraging re-use activities.

Traffic on End user products and click-through is below target, as a result of the lower number of pages indexed by Google and therefore less organic traffic. Traffic generation activities around curated parts of the website (Thematic Collections, exhibitions, galleries) planned for June-August should help closing the gap.
2. KPI Overview

### Impressions on 3rd Party platforms

<table>
<thead>
<tr>
<th>KPI 2017</th>
<th>Target May 2017</th>
<th>Actual April 2017*</th>
</tr>
</thead>
<tbody>
<tr>
<td>125m</td>
<td>51,25m</td>
<td>45,51m</td>
</tr>
</tbody>
</table>

*Wikimedia data for May not yet available, but looking at the results from April and our average monthly impressions, we are on track*

### Impressions on social media

<table>
<thead>
<tr>
<th>KPI 2017</th>
<th>Target May 2017</th>
<th>Actual May 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>75m</td>
<td>30,75m</td>
<td>59,92m</td>
</tr>
</tbody>
</table>

### Engagement on social media

<table>
<thead>
<tr>
<th>KPI 2017</th>
<th>Target May 2017</th>
<th>Actual May 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>318k</td>
<td>130,38k</td>
<td>182,2k</td>
</tr>
</tbody>
</table>

### Traffic on End-user products

<table>
<thead>
<tr>
<th>KPI 2017</th>
<th>Target May 2017</th>
<th>Actual May 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>6m</td>
<td>2,46m</td>
<td>1,55m</td>
</tr>
</tbody>
</table>
Returning visitors

| KPI 2017 | 30% |
| Actual Jan-May 2017 | 28% |

Downloads

| KPI 2017 | 180k |
| Target May 2017 | 73.8k |
| Actual May 2017 | 70.68k |

Click-throughs

| KPI 2017 | 1.2m |
| Target May 2017 | 492k |
| Actual May 2017 | 365,07k |
3. Content & Social Media Highlights
   - Launch of Europeana Fashion

Europeana has a new thematic collection! 🛍️👗 Explore fashion from across Europe at http://fashion.europa.eu
#EuropeanaFashion Europeana Fashion

75,326 people reached.

Like Comment Share

Nikolina Rzepka, Olleger Schulbaum and 265 others

IT'S OFFICIAL @EuroFashion has a new look - Check the portal out on fashion.europa.eu & spread the word #EuropeanaFashion
Launch of Europeana Photography

A century of the camera: Amazing new digital archive of more than 2 million images highlights the best work from the first 100 years of photography

- The photos are part of an ambitious project compiled by Europeana Photography.
- It features an amazing array of photos from 19th-century Tokio, a German table, Venice and London.
- The collection aims to help people visualize remote locations and better appreciate their cultural heritage.
- The archive promises to add additional themes in its online catalogue in the coming months.

Stunning images have revealed the amazing work of photographers around the world in the era before iPhones and Instagram.

The photos are part of a library of nearly 2.5 million pictures, all compiled by Europeana Photography as part of an ambitious archive project.

They show a rich array of images from the late 19th to early 20th century, when photography was still in its infancy and cameras were still bulky and extremely bulky.

The archive shows pictures from all over the world, including the iconic nature of Yosemite Valley, California, children in Copenhagen, and a royal wedding in Mecca.

The collection aims to help people visualize remote areas and locations, and better appreciate the value of their cultural heritage.

It also promises additional themes in the coming months as well, at the moment owners can view through "Industrial Photography in the Machine Age" and "Vintage Postcards of Southeastern Europe."
- Art Nouveau Season on DailyArt & GIPHY

Happy Easter! Have a joyful day :)  
- Emma & The Team

This month we’re partnering with Europeana again to celebrate their fantastic new Art Nouveau season (21 February - 28 May). The season explores the depth and diversity of the influential art movement and features beautiful Art Nouveau jewellery, posters and much more.
- #AllezLiterature – quotes

Europeana.eu
Published by Aleksandra Bitzelichowska (ợ) May 20 at 8:07pm
Honore de Balzac, French novelist & playwright was born #OnThisDay in 1799. His books on Europeana: http://bit.ly/2r5O0Hw #AllezLiterature

“Reading brings us unknown friends”
-Honore de Balzac
#AllezLiterature

44,807 people reached

Like Comment Share

Europeana.eu
Published by Aleksandra Bitzelichowska (ợ) May 10 at 1:34pm
Do you recognize this famous opening line? If not, hints here: http://bit.ly/2qvDClAY #AllezLiterature

“It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness”
#AllezLiterature

25,015 people reached

Like Comment Share

Winston Robinson, Nisola Bubup and 343 others

35 shares

Write a comment...

Franz Jan Molschigie: It was the best of times. It was the worst of times. It was the age of wisdom. It was the age of foolishness. It was the epoch of belief. It was the season of incredulity. It was the season of Light.
4. Traffic & impressions – details

**Traffic on Europeana end-user products**

While the amount of pages indexed by Google (see below) keeps on dropping, we managed to increase the traffic between April and May thanks to the launches of net thematic collections and activities on curated parts of Europeana Collections.

**Number of pages indexed by Google**

The number of pages indexed by Google keeps on dropping, what results in decrease in organic traffic.
After the explosive growth in January following a few GIFs going viral on GIPHY in January, the amount of impressions on social media remained stable between February and May.

Impressions of Europeana content on 3rd party platforms are well on track, despite a small drop in February. May data for Wikimedia not yet available.
5. Engagement on Europeana Collections

The amount of downloads is stable, but slightly behind the target. While the amount of click-through is decreasing, the number of media-views increased between March and May.
TOP 10 Countries
By number of generated visits on Europeana Collections between January and May 2017

Engagement on Europeana & Europeana Thematic Collections

<table>
<thead>
<tr>
<th></th>
<th>All Europeana</th>
<th>Art</th>
<th>Music</th>
<th>Fashion</th>
<th>Photography* 1914-1918</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bounce rate</td>
<td>55%</td>
<td>8%</td>
<td>10%</td>
<td>14%</td>
<td>24%</td>
</tr>
<tr>
<td>Returning visitors</td>
<td>22%</td>
<td>33%</td>
<td>30%</td>
<td>37%</td>
<td>16%</td>
</tr>
<tr>
<td>Pages/session</td>
<td>3,52</td>
<td>13,14</td>
<td>11,61</td>
<td>15,7</td>
<td>9,1</td>
</tr>
<tr>
<td>Avg session duration</td>
<td>2,35</td>
<td>9,05</td>
<td>8,25</td>
<td>11,22</td>
<td>5,05</td>
</tr>
</tbody>
</table>

*Data not fully reliable given the very recent launch of the Collection
Thematic Collections retain high levels of engagement. Out of two newly launched Thematic Collections, Fashion obtains similar results to Art & Music. The results of photography might be skewed due to the extensive marketing and PR activity around it.

Circulation:
Europeana Foundation Governing Board Members & Observers

Classification:
Public