Status of KPIs

Action proposed: For information and discussion

Circulation:
Europeana Foundation Governing Board Members & Observers

Classification:
Public
Cultural Heritage Institutions

KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- 60% of participating CHIs rate Europeana services 4 or higher on a Likert scale of 1-5
- Increase the percentage of Tiers 3 and 4 material to at least 16% of the total
Cultural Heritage Institutions

<table>
<thead>
<tr>
<th>Tier</th>
<th>Total September 2017</th>
<th>Percent</th>
<th>Difference with May 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>53,629,614</td>
<td>100.00</td>
<td>500,073</td>
</tr>
<tr>
<td>Tier 1</td>
<td>46,358,648</td>
<td>86.44</td>
<td>2,484,510</td>
</tr>
<tr>
<td>Tier 2</td>
<td>2,979,440</td>
<td>5.56</td>
<td>-378,796</td>
</tr>
<tr>
<td>Tier 3</td>
<td>1,445,561</td>
<td>2.70</td>
<td>-383,106</td>
</tr>
<tr>
<td>Tier 4</td>
<td>2,845,965</td>
<td>5.31</td>
<td>-1,222,535</td>
</tr>
<tr>
<td>Tier 2-4</td>
<td>7,270,966</td>
<td>13.56</td>
<td>-1,984,437</td>
</tr>
</tbody>
</table>

*Due to a defect in the CRF system this data is incorrect. Tier 2-4 data is in fact at least 2.5 million higher than reported. Details can be found in the content report*
General Public

KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline for thematic collections
- >60% 4+ average user satisfaction for all thematic collections, exhibitions and blog (culture lovers)
- Reach of Europeana data:
  → Total impressions 3rd parties: 125 million
  → Total impressions social media: 75 million
  → Total engagement social media: 318 thousand
  → Traffic overall: 6 million visits
- Engagement on Europeana products
  → Returning visitors >30% average on all thematic collections
  → Downloads: 180 thousand
  → Click-throughs: 1.2 million
Reach

Impressions on 3rd Party platforms

<table>
<thead>
<tr>
<th>KPI 2017</th>
<th>125m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target August 2017</td>
<td>83,33m</td>
</tr>
<tr>
<td>Actual July 2017*</td>
<td>80,83m</td>
</tr>
</tbody>
</table>

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

Impressions on social media

<table>
<thead>
<tr>
<th>KPI 2017</th>
<th>75m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target August 2017</td>
<td>50m</td>
</tr>
<tr>
<td>Actual August 2017</td>
<td>70,62m</td>
</tr>
</tbody>
</table>

*detail in web traffic report
Reach

**Engagement on social media**

<table>
<thead>
<tr>
<th>KPI 2017</th>
<th>318k</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target August 2017</td>
<td>212k</td>
</tr>
<tr>
<td>Actual August 2017</td>
<td>352,47k</td>
</tr>
</tbody>
</table>

*detail in traffic report

**Traffic on End-user products**

<table>
<thead>
<tr>
<th>KPI 2017</th>
<th>6m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target August 2017</td>
<td>4m</td>
</tr>
<tr>
<td>Actual August 2017</td>
<td>2,53m</td>
</tr>
</tbody>
</table>
**Research**

**KEY PERFORMANCE INDICATORS 2017**

- Establish the components of a Net Promoter score baseline
- 60% of users rate Europeana services 4 or higher on a Likert scale of 1-5
- Consolidate partnerships with the two (2) research infrastructures that make Europeana data available
- Three publishable case studies from grant funding

*On track, no news*
Education

KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- 60% of users rate Europeana services 4 or higher on a Likert scale of 1-5
- Develop three new educational partnerships that make Europeana data available

*On track, no news
Creative Industries

KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- 60% of users rate Europeana services 4 or higher on a Likert scale of 1-5
- Minimum of 20 new products and services inspired by or developed with Europeana content

*On track, no news
Performance indicators

KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- Minimum of 1,800 Network Association members
- Six active Task Forces
- Five active Working Groups

*On track, no news*