Web Traffic Report

Action Proposed: For information and Q&A

Circulation:
Europeana Foundation Governing Board Members & Observers

Classification:
Public
Web Traffic & Social Media Report

1. Highlights

Social media impressions and engagement KPIs for 2017 have already been reached. Impressions on third-party platforms and downloads are well on track. We observed an increase in the number of indexed pages and increase of traffic in September and October. This is likely an early result of Product Team’s work on entity pages and the introduction of https connection encryption on Europeana Collection. Engagement levels on thematic collections continue to be 3-4 times higher than average. Click-throughs remain far behind target, but media views (currently not a KPI) keep on increasing.

A big success of GIF IT UP - successful cooperation with DPLA, Trove & DigitalNZ, a lot of buzz on social media, 94 of 151 submissions using Europeana content.

2. KPI overview

Impressions on 3rd Party platforms

<table>
<thead>
<tr>
<th>KPI</th>
<th>Goal</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPI 2017</td>
<td>125m</td>
<td></td>
</tr>
<tr>
<td>Target October 2017</td>
<td>104,17m</td>
<td></td>
</tr>
<tr>
<td>Actual September 2017*</td>
<td>105,05m</td>
<td></td>
</tr>
</tbody>
</table>

*Wikimedia data for October not yet available, but looking at the results from September and our average monthly impressions, we are well on track.

Impressions on social media

<table>
<thead>
<tr>
<th>KPI</th>
<th>Goal</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPI 2017</td>
<td>75m</td>
<td></td>
</tr>
<tr>
<td>Target October 2017</td>
<td>62,5m</td>
<td></td>
</tr>
<tr>
<td>Actual October 2017</td>
<td>78,83m</td>
<td></td>
</tr>
</tbody>
</table>
3. Content and social media highlights

- **GIF IT UP**
  - 151 contest submissions (94 using Europeana content)
  - Over 1100 unique accounts tweeting about the contest, almost 15,000,000 impressions
  - 4 blogs with GIF-making tutorials
- Reusable content from partner institutions featured on the contest page and social media
- Very successful cooperation with DPLA, Trove & DigitalNZ
- Support by GIPHY

- Mauritshuis in Europeana
  - Hi-res content released in public domain
  - 3,487 pageviews on Europeana since 21st of September
  - Promoted on the blog, in the #GalleryOfTheWeek and Facebook cover image voting
○ Content used by GIF IT UP participants
4. Traffic & impressions - details

Traffic on Europeana end-user products

The traffic on end user products keeps on growing since September, with October becoming 2nd best month after May.
The amount of indexed pages keeps on growing since September, possibly in connection with the introduction of entity pages and data encryption on the Collections.

**Impressions of Europeana content on social media**

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 and well on track between February and October. We’ve achieved the 2017 KPI for impressions if Europeana content on social media.
Despite a small drop in September, the impressions of Europeana content 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 is well on track. After a decrease during the summer, the amount of click-throughs increased in October. The number of media-views keeps on growing since July.
TOP 10 countries
By number of generated visits between January and October 2017

Engagement on Europeana & Europeana Thematic Collections

Users of Thematic Collections stay on the website longer, visit more pages than all Europeana users. Moreover, more of them return to the website.