



## Europeana Foundation Governing Board Meeting

25 February 2016 16h30 - 18h00 CET Teleconference

Web Traffic & Social Media Report

Action proposed: For information and Q&A

### Summary

- Successful introduction of the new Download function: over 20,000 downloads in January. Very good start of the year on social media, all metrics beyond the target.
- Page views and visits slightly behind the target. As it's the 1<sup>st</sup> month of the year, we'll probably make it up later on, especially if we update the Collections and Thematic Collections website with interesting content on a regular basis, create exhibitions, feature new open collections etc. Additionally, an AdWords or Facebook ad campaign could be a way to immediately bring traffic to the websites (once we consider the content good enough to bring new visitors)

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## Europeana Collections Metrics for January 2016, compared to last month

Sessions + VS Select a metr	k.					Hourly Day Week M
I-Jan-2016 - 31-Jan-2016:						
1-Dec-2015 - 31-Dec-2015:	Sessions					
20,000	-					
0,000						
	8	3 Jan		15 Jan	22 Jan	29 Jan
	Lange (	Designed and	-		Dec.	New Visitor Returning Visitor
	Users	Page Views	Pages/Session	Avg. Session Duration	Bounce Rate	New Visitor Returning Visitor 01_Jan-2016 - 31-Jan-2016
.29%	3.81%	1.71%	-3.41%	2.66%	2.56%	
.29% 3,991 vs 402,685						
.29% 3,991 vs 402,685	3.81% 355,023 vs 341,993	1.71% 1,383,170 vs 1,359,980	-3.41%	2.66% 00:02:12 vs 00:02:09	2.56%	01-Jan-2016 - 31-Jan-2016
.29% 3.991 vs 402,685	3.81% 355,023 vs 341,993	1.71% 1,383,170 vs 1,359,980	-3.41%	2.66% 00:02:12 vs 00:02:09	2.56%	01-Jan-2016 - 31-Jan-2016
.29% 3.991 vs 402,685 New Sessions	3.81% 355,023 vs 341,993	1.71% 1,383,170 vs 1,359,980	-3.41%	2.66% 00:02:12 vs 00:02:09	2.56%	01-Jan-2016 - 31-Jan-2016
29% 3.991 vs 402,685 New Sessions 0.08%	3.81% 355,023 vs 341,993	1.71% 1,383,170 vs 1,359,980	-3.41%	2.66% 00:02:12 vs 00:02:09	2.56%	01-Jan-2016 - 31-Jan-2016
sssions .2.9% .3.91 vs. 402.685 .0.08% .42% vs. 77.49%	3.81% 355,023 vs 341,993	1.71% 1,383,170 vs 1,359,980	-3.41%	2.66% 00:02:12 vs 00:02:09	2.56%	01-Jan-2016 - 31-Jan-2016

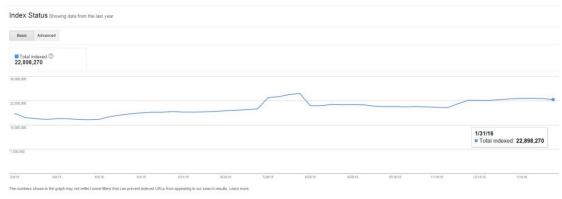
Portal traffic has increased by 5,29% compared to last month.

# Europeana Collections Metrics for January 2016, compared to the same month last year

Sessions • V5 Select a						
Sessions + V5 Select a	i metric					Hourty Day Week
01-Jan-2016 - 31-Jan-201	16: • Sessions					
01-Jan-2015 - 31-Jan-201	15: O Sessions					
20,000						
10,000						
			\ /			
		8 Jan		15 Jan	22 Jan	29 Jan
						New Visitor Returning Visitor
Sessions	Users	Page Views	Pages/Session	Avg. Session Duration	Bounce Rate	01-Jan-2016 - 31-Jan-2016
9.15%	6.46%	0.18%	-8.22%	-1.08%	9.71%	01-381-2010 - 31-3811-2010
423,991 vs 388,434	355,023 vs 333,473	1,383,170 vs 1,380,648	3.26 vs 3.55	00:02:12 vs 00:02:13	58.39% vs 53.22%	
	~					22.6%
			U		9	
% New Sessions						
-1.59%						
77.42% vs 78.67%						77.4%
$\cup$						
						01-Jan-2015 - 31-Jan-2015

Traffic to the portal is 9,15% higher in comparison to the same period last year.

## # of indexed links (Europeana.eu)



22,898,270 indexed pages



### KPIs

	Jan	Feb	Mar	Apr	Мау	Ju n	Jul	Aug	Sep	Oct	Nov	Dec	KPI for 2016
#Page views to end user products	1,744,396												23M
#Visits to end user products	520,689												7M
#Downloads	20,424												100K
#Impressions on social media	1,662,566												4M
#Number of people reached via social media	610,992												6M
#Number of people engaged via social media	23,305												250K
#Number of impressions of Europeana content on Wikimedia projects	not yet available												40M

#### Circulation:

Europeana Foundation Governing Board Members & Observers

Classification:

Public