



Europeana Foundation Governing Board Meeting

15 June 2017
16h30 – 18h00 CEST
Teleconference

KPIs Status

Action proposed: For information and Q&A

Circulation:

Europeana Foundation Governing Board Members & Observers

Classification:

Public





europeana

**Cycle Confortas [homme debout à côté
d'un vélo avec volant au milieu d'une rue]**
Agence Rol. Agence photographique
c.1914, National Library of France
France, Public Domain

KPIs
May 30 2017 Harry Verwayen



Co-financed by the European Union
Connecting Europe Facility

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

KPI 2017

16.00



Category	Value
KPI 2017	16.00
Target May 2017	11.33
Actual May 2017	11.00

Target May 2017

11.33

Actual May 2017

11.00

*detail in content report

Cultural Heritage Institutions

Tier	Total May 2017	Percent	Difference with Jan 2017
Total	53,129,541	100.00	597,589
Tier 1	43,874,138	82.58	231,689
Tier 2	3,358,236	6.32	345,196
Tier 3	1,828,667	3.44	22,282
Tier 4	4,068,500	7.66	102
Tier 2-4	9,255,403	17.42	1,022,933
Tier 3-4	5,897,167	11	1,179,052

*detail in content report

General Public

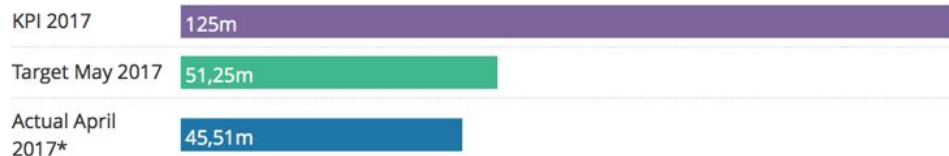
KEY PERFORMANCE INDICATORS 2017

- 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



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

***detail in traffic report**

Impressions on social media



Reach

Engagement on social media



*detail in traffic report

Traffic on End-user products

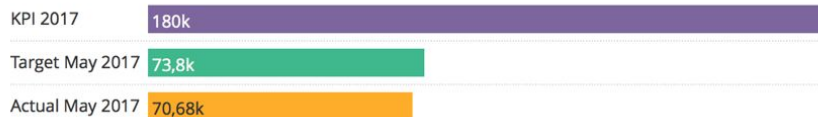


Engagement

Returning visitors

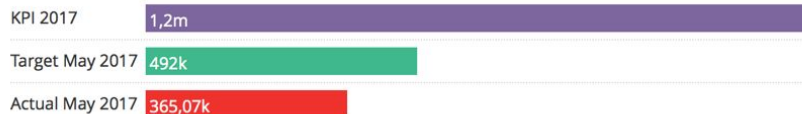


Downloads



*detail in traffic report

Click-throughs



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



