



Deployment and Maintenance of Europeana DSI core services - SMART 2017/1136

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C.2/C.3 Users and usage report M20

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¹ <https://pro.europeana.eu/project/europeana-dsi-4>

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1. Executive summary

Number of visits is our key success metric for the Europeana website. In the past year we performed very well with an increase of traffic by 14.5% (equal to almost 5.3 million visits). Particularly successful in generating traffic were the Europe at work season and the GIF IT UP campaign in autumn 2019 as well as communication and dissemination activities for the Women's History Month in March 2020. From January 2020 onwards we also got a boost in organic traffic because more pages were crawled by Google.

A large increase was seen in traffic coming from social media (+ 139.83%). Particularly successful was our presence on Facebook, Pinterest and Giphy. We could see a huge increase in both traffic coming from Facebook as well as engagement on all platforms (shares, likes, comments).

User return rate is another key metric we look at when we evaluate the success of the Europeana website. We can see that the user return rate keeps on being stable since the past two years with small derivations between 12.00% and 13.50%. Our aim is to see a steadily growing user return rate from year to year. To achieve this the consortium maintains and continuously improves the website with a focus on a satisfying collections experience for users. The most recent measurement for user satisfaction on the Europeana website done in March 2020 showed a very good score of 25 for the question 'How likely is it that you would recommend our service to a friend or colleague?'. Especially, exhibitions achieved a very good NPS score, with an average of 44.

Our efforts in the education market continue to be very successful with six new integrations of Europeana data in virtual learning environments. Most successful was our collaboration with the Unsplash (US) platform². Since January 2020 the online space with 182 Europeana items integrated has generated over 20.3 million visits and over 87,5 thousand downloads on the platform itself.

We also published 184 digital learning resources with Europeana content for use in classrooms and other educational projects (published in the second year of Europeana DSI-4). Content published in this period had about 50,000 visits on our partner websites EUN and Historiana. We evaluate the satisfaction rate of teachers using Europeana and received an excellent NPS score of 62.

² <https://unsplash.com/@europeana>

2. Introduction

The Europeana core service platform (CSP) provides access to around 58 million digital cultural objects from some 3,700 institutions across Europe, operating as a multi-sided platform intending to create value for cultural heritage institutions and for end-users.

As an initiative of the European Union, and funded under the Connecting Europe Facility (CEF)³, Europeana DSI-4 is the project that operates the Europeana CSP. The service is provided by a consortium of 23⁴ partners, coordinated by the Europeana Foundation.

This deliverable informs the reader about users and usage patterns of the Europeana platform and digital cultural content. Users engage with Europeana content mainly via the Europeana website, Transcribathon.eu, Europeana APIs and on external platforms (Europeana social media channels, partner websites). The document refers to our key audiences namely European citizens (cultural enthusiasts/casual users), education audiences (teachers), and API users⁵.

The assessment aims at learning whether current efforts are sufficient, very good or in need of improvement, and through which actions.

The report focuses its analysis on the past year (Apr 2019 - Mar 2020), while other reporting periods may be used (for example for the purpose of comparing reporting periods or some metrics are discussed within Europeana DSI reporting periods). Reporting periods are indicated at the respective sections.

The C.2/C.3 Users and usage report is an iteration of previously submitted reports⁶ (C.2 Users and usage report, C.3 Content supply and reuse report).

³ <https://ec.europa.eu/inea/en/connecting-europe-facility>

⁴ As of February 2019 the Consortium consists of 23 partners. Because of a strategic change of the business direction of Kennisland (KL), the organisation will no longer be involved in cultural heritage. This means that KL is not able to fulfill their requirements committed under Europeana DSI-4 and KL withdrew from the Consortium on 1 February 2019. Europeana Foundation took up the responsibilities of KL in the Consortium on 1 February 2019.

⁵ Academic research audiences are excluded from this analysis as the highest priority of the Europeana Research initiative has changed from promoting the reuse of Europeana resources in mere research contexts, such as infrastructures and early-career scholars' projects, to capacity building in the cultural heritage sector.

⁶ Available on the Europeana DSI-4 project page in the section project documentation.
<https://pro.europeana.eu/project/europeana-dsi-4>

3. Europeana services

This chapter assesses users and usage patterns of the Europeana platform and includes our main user facing products: Europeana website, Europeana APIs and Transcribathon.eu.

3.1. Data collection methods

For the evaluation of users and usage data for the Europeana website this report draws from data available via Google Analytics⁷. The data looked at excludes Europeana offices IP addresses based in The Netherlands (filter view) to allow for little deviations as possible (as of use by Europeana staff during maintenance and development).

For the Transcribathon.eu we use Google Analytics as well as a site specific system that monitors the metrics of the site.

For the API usage metrics we rely on our logging service which aggregates the logging from all APIs.

3.2. Europeana website

We have several mechanisms in place to evaluate the usage of the Europeana website and to understand who our users are. This chapter investigates what we can learn from usage patterns and user satisfaction, with two specific objectives - we aim to:

1. increase the traffic to the Europeana website, and
2. increase the user return rate to the Europeana website.

3.2.1. Audiences

The Europeana website has four main target audiences, namely teachers, researchers, cultural enthusiasts (casual users), and API users which are documented in the form of 'Personas'⁸. These can be found in the [Annex](#)⁹.

⁷ <https://analytics.google.com/analytics/web/>

⁸ 'Personas' are a tool designed to help product teams to empathise with their users and consider their needs when designing the interface and developing the functionalities that determine the user experience of Europeana Collections.

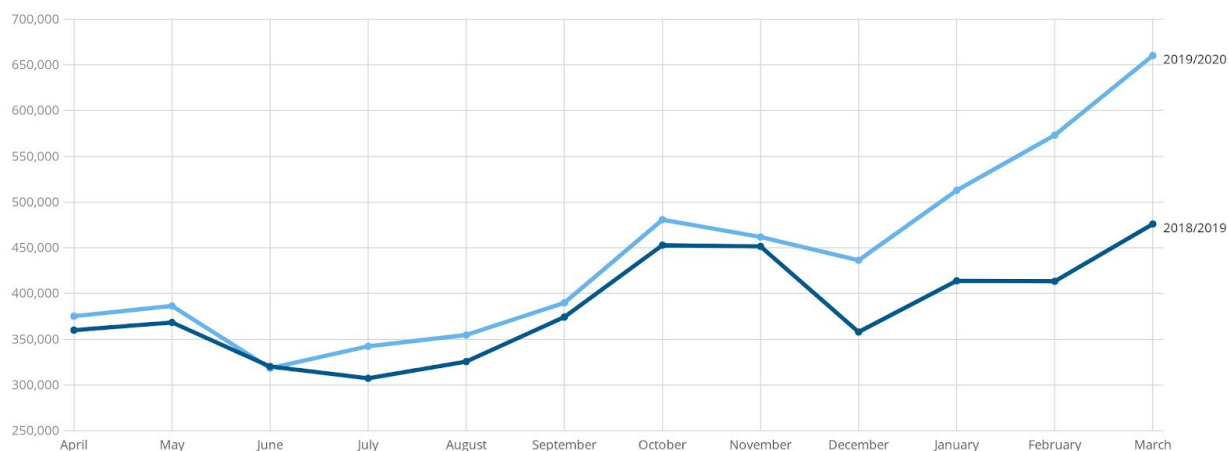
⁹ The personas were last updated in January 2019.

3.2.2. Traffic to Europeana website

EF aims to reach 500,000 monthly visits to the Europeana website (including the Europeana blog¹⁰ and the Transcribathon.eu website).

In the following section we compare two periods (Apr 2018 - Mar 2019 and Apr 2019 - Mar 2020) to see trends over time.

Traffic to Europeana website (including Europeana blog and the Transcribathon.eu) comparing two reporting periods (Apr 2018 - Mar 2019 and Apr 2019 - Mar 2020)



The traffic increased by 14,5% from 4,621,115 to 5,292,020 between Apr 2018 - Mar 2019 and Apr 2019 - Mar 2020.

We can see two trends: both years we had an increase in autumn and a steep increase with a peak in March. In autumn 2019 we had the Europe at Work season¹¹ and October/November we did the yearly GIF IT UP campaigns. In the months of March, in two consecutive years, we had several successful communication and dissemination activities for Women's History Month. From January 2020 onwards we also got a boost in organic traffic because more pages were crawled by Google.

3.2.2.1. Traffic sources

Traffic to the Europeana website comes from five primary sources: organic search (via search engines), referral (visits coming via links on other websites), direct (people directly typing the url in the browser or using bookmarks), social (from social media platforms), and email (from newsletters).

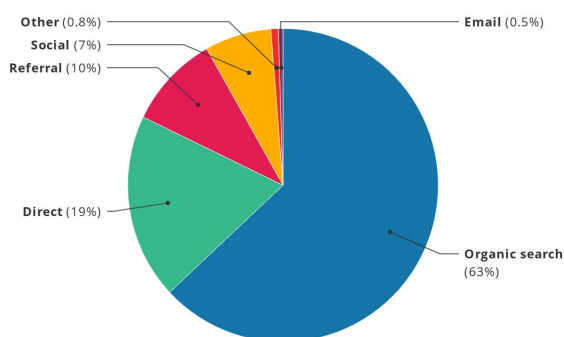
¹⁰ Previously Europeana blogs were hosted by a separate CMS. As part of the launch of the updated Europeana website, blogs will be integrated into Europeana website CMS.

¹¹ <https://pro.europeana.eu/page/europe-at-work>

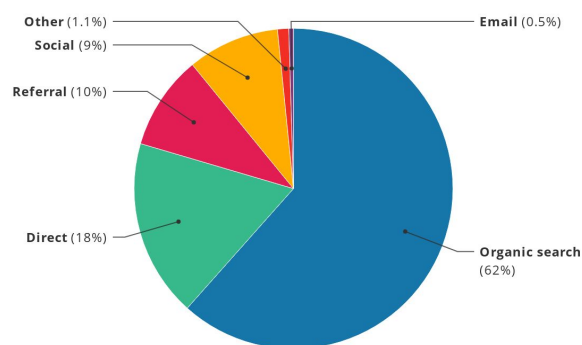
Sources of traffic to Europeana website, Europeana blog and the Transcribathon website comparing two reporting periods (Apr 2018 - Mar 2019 and Apr 2019 - Mar 2020)

	2018/2019	2019/2020	Change
Organic search	2,924,368	3,318,449	+ 13.47%
Direct	943,342	956,638	+ 1.4%
Referral	518,266	462,317	- 10.79%
Social	195,021	467,726	+ 139.83%
Email	22,139	25,359	+ 14.54%
Other	19,485	61,531	+ 215.78%
TOTAL	4,621,115	5,292,020	+ 14.5%

2018/2019



2019/2020



Comparing traffic sources between 2018/2019 and 2019/2020 we can see that organic search, direct traffic and referral traffic continue to be the biggest sources of traffic. There was an increase of traffic across all sources except of referral traffic between 2018/2019 and 2019/2020. More details on the individual traffic sources can be found below.

Organic search

A visit is considered to come from organic search if a user arrives at our website via a search engine with keywords. Google Analytics automatically recognises the most popular search engines, and attributes traffic to these sources.

Organic search was the biggest source of traffic in 2019/2020 bringing 3,318,449 visits which translates into 63% of total traffic. Comparing traffic via organic search between 2017/2018 with 2018/2019 we can see an increase of 13.47%.

The most popular landing pages on the Europeana website via organic search are listed in the table below:

TOP 10 landing pages accessed via organic search (Apr 2019 - Mar 2020)

2019/2020	Visits
/portal/en	293,804
/portal/es	116,778
/portal/fr	42,107
/portal/de	40,804
/portal/it	32,112
/portal/pl	26,661
/portal/en/exhibitions/the-sound-of-the-trenches	23,367
/portal/pt	20,775
/portal/nl	17,027
/portal/en/TEL.html	14,243

In 2019/2020 the majority of top 10 landing pages via organic search were the different language versions of the Europeana homepage. This suggests that users were aware of the Europeana Initiative and used the keyword 'Europeana' as a search term.

In the past year (Apr 2019 - Mar 2020) users landed on over one million different pages, as a result of multiple niche searches. This is a sign of a long tail-traffic on which we have a limited influence.

Direct traffic

A visit is considered to be direct traffic if a user directly typed an Europeana website related URL, or if the user had bookmarked the site. Direct traffic was the second largest traffic source in 2019/2020 with 19%. We observed a slight increase in direct traffic (1,9%).

Referral traffic

A visit is considered a referral when a user is referred from another site to the Europeana website. Referral traffic made up 10% of the total traffic in 2019/2020. Comparing referral traffic with 2018/2019 we can see a decrease of 10,79%.

The biggest impact on the referral traffic in 2019 was the removal of the Europeana website from the Creative Commons Search engine due to right statements accuracy issues (14,940 in 2018/2019 versus 568 in 2019/2020 - over 96% drop). We are working on

connecting Europeana data back into Creative Commons Search. We have supplied preliminary data to Creative Commons for inclusion and we are waiting for their implementation, scheduled for 2020.

TOP traffic sources via referral traffic (Apr 2018 - Mar 2019 and Apr 2019 - Mar 2020)

Source	2019/2020
omnia.ie	17,491
ceres.mcu.es	5,678
en.wikipedia.org	4,978
noticias.universia.es	4,029
pix-geeks.com	3,943
europaena.nialloleary.ie	3,254
trabajarporelmundo.org	3,119
eds.b.ebscohost.com	3,059
bibliotecaspublicas.es	2,945
noticias.universia.net.mx	2,651

Omnia.ie¹² is the source that generated most referral traffic to the Europeana website in 2019/2020. The platform allows a user to explore repositories such as Europeana or the Digital Public Library of America through one interface¹³. This can be seen as a success story of integrating the Europeana API in external services.

Social¹⁴

More detailed information on traffic and interaction with Europeana content on the individual social media platforms is provided in section [4.2. Europeana social media channels](#).

Email

Email traffic makes up 0.5% of total traffic in the past year. Email traffic increased between 2018/2019 and 2019/2020 with 14.54%. While making our mailing list GDPR¹⁵ compliant, we improved the UTM tracking¹⁶ by introducing custom parameters, replacing the automatic

¹² <http://omnia.ie/>

¹³ <https://eadh.org/projects/omnia>

¹⁴ Traffic from social media such as Facebook.

¹⁵ General Data Protection Regulation (GDPR).

¹⁶ Urchin Tracking Module (UTM) variants of URL parameters used to track the effectiveness of online marketing campaigns.

tracking (unreliable due to multiple email providers, apps and devices used) by custom UTM values. This made our email traffic better trackable which contributes to the growth.

Others

Other traffic made up 1.1% of total traffic in the past year. Other traffic increased between 2018/2019 and 2019/2020 with 215.78%. Other traffic might count visits by users that can't be tracked as of private/incognito browsers or users that do not allow cookies.

3.2.2.2. Geographic distribution of users

To gain a better understanding of traffic to the Europeana website we also looked at the geographic distribution of users. The table below illustrates the top 10 countries from which users visited the website.

Top 10 countries with most visits (Apr 2019 - Mar 2020)

Top 10	2019/2020
1.	Netherlands (359,814 visits=9.64%)
2.	Germany (320,311=8.58%)
3.	United States (299,626=8.02%)
4.	Spain (281,900=7.55%)
5.	Italy (204,561=5.48%)
6.	Sweden (144,799=3.88%)
7.	France (143,143=3.83%)
8.	United Kingdom (137,701=3.69%)
9.	Poland (135,387=3.63%)
10.	Denmark (106,068=2.84%)

In 2019/2020 the top 10 list consisted of nine EU Member States and the United States.

3.2.2.3. Benchmarking: traffic

The short benchmarking analysis is done to get a better understanding of how successful the Europeana website is compared to other/similar online cultural information services looking at traffic. We used the service SimilarWeb.com¹⁷ for the analysis. The analysis includes cultural information services that were part of a previous benchmarking study¹⁸ for Europeana in 2017.

¹⁷ SimilarWeb is a digital market intelligence platform that provides website traffic statistics & analytics.

¹⁸ <https://pro.europeana.eu/project/benchmarking-europeana>

Global cultural information services (Mar 2020)

Institution	Description ¹⁹	Size of online collection ²⁰	Traffic October 2019	Traffic March 2020 ²¹
Library of Congress ²² (LOC)	The Library of Congress is the nation's oldest federal cultural institution, and it serves as the research arm of congress. it is also the largest library in the world, with more than 162 million items. The collections include books, sound recordings, motion pictures, photographs, maps, and manuscripts.	Approx. 20.4 million items	6,150,000	6,600,000
Smithsonian ²³	Official website of the Smithsonian, the world's largest museum and research complex, with 19 museums, 9 research centers, and affiliates around the world.	Approx. 158 million items	4,350,000	5,610,000
Google Arts & Culture ²⁴	Google Arts & Culture features content from over 1200 leading museums and archives who have partnered with the Google Cultural Institute to bring the world's treasures online.	Approx. 6 million	4,250,000	19,670,000
Trove (National Library of Australia) ²⁵	Trove: find and get Australian resources. books, images, historic newspapers, maps, archives and more.	Approx. 237 million items	1,950,000	1,750,000
Gallica ²⁶	several million free searchable and downloadable documents: books, manuscripts, maps and plans, prints, photographs, posters, journals, press and newspaper publications, sound recordings, sheet music	Approx. 6 million items	1,700,000	1,780,000

¹⁹ Description is taken from SimilarWeb.com or institutions websites.

²⁰ The figures are rough estimates based on information available on institutions websites or other sources. Actual numbers might differ.

²¹ Metrics taken from similarweb.com (except figures for the Europeana website), data is from March 2020, figures are rounded.

²² Institution homepage: <https://www.loc.gov/>; SimilarWeb <https://www.similarweb.com/website/loc.gov>

²³ Institution homepage: <https://www.si.edu/>; SimilarWeb: <https://www.similarweb.com/website/si.edu>

²⁴ Institution homepage: <https://artsandculture.google.com/>; SimilarWeb: <https://www.similarweb.com/website/artsandculture.google.com>

²⁵ Institution homepage: <https://trove.nla.gov.au/>; SimilarWeb: <https://www.similarweb.com/website/trove.nla.gov.au>

²⁶ Institution homepage: <https://gallica.bnf.fr/>; SimilarWeb: <https://www.similarweb.com/website/gallica.bnf.fr>

HathiTrust ²⁷	HathiTrust is a partnership of academic & research institutions, offering a collection of millions of titles digitized from libraries around the world	Approx. 9 million items	1,200,000	1,090,000
World Digital Library (WDL) ²⁸	the World Digital Library provides free access to manuscripts, rare books, maps, photographs, and other important cultural documents from all countries and cultures, in arabic, chinese, english, french, portuguese, russian and spanish	Approx. 19.1 thousand items	880,000	10,820,000
Europeana	artworks, artefacts, books, films and music from European museums, galleries, libraries and archives	Approx. 58.5 million items	480,000	660,300
ArtUK ²⁹	discover artworks, explore venues and meet artists. art uk is the online home for every public collection in the uk. featuring over 200,000 oil paintings by some 38,000 artists	Approx. 243.5 thousand items	230,000	286,100
Digital Public Library of America ³⁰ (DPLA)	the Digital Public Library of America brings together the riches of america's libraries, archives, and museums, and makes them freely available to the world.	Approx. 37 million items	150,000	194,220
Artstor ³¹	bring together media from the world's museums, archives, scholars, and artists, with a specialized suite of tools for teaching and learning with visual materials — all rights-cleared for education and research.	Approx. 2.5 million items	120,000	79,120

Most of the institutions could increase traffic over time. This can show the increased value of online cultural information services over time. Like seen above in the analysis for the Europeana website search (organic search) and direct traffic bring most traffic to the websites.

The metrics shown in the table reveal that the size of the online collection does not necessarily correspond to the amount of traffic. The World Digital Library (WDL), for example, has 19.1 thousand items and more traffic as the Europeana website with about 58.5 million items. This suggests that not the quantity of collections but rather the quality of collections provided has the potential to generate traffic to a website.

²⁷ Institution homepage: <https://www.hathitrust.org/>; SimilarWeb:

<https://www.similarweb.com/website/hathitrust.org>

²⁸ Institution homepage: <https://www.wdl.org/en/>; SimilarWeb: <https://www.similarweb.com/website/wdl.org>

²⁹ Institution homepage: <https://artuk.org/>; SimilarWeb: <https://www.similarweb.com/website/artuk.org>

³⁰ Institution homepage: <https://dp.la/>; SimilarWeb: <https://www.similarweb.com/website/dp.la>

³¹ Institution homepage: <https://www.artstor.org/>; SimilarWeb: <https://www.similarweb.com/website/artstor.org>

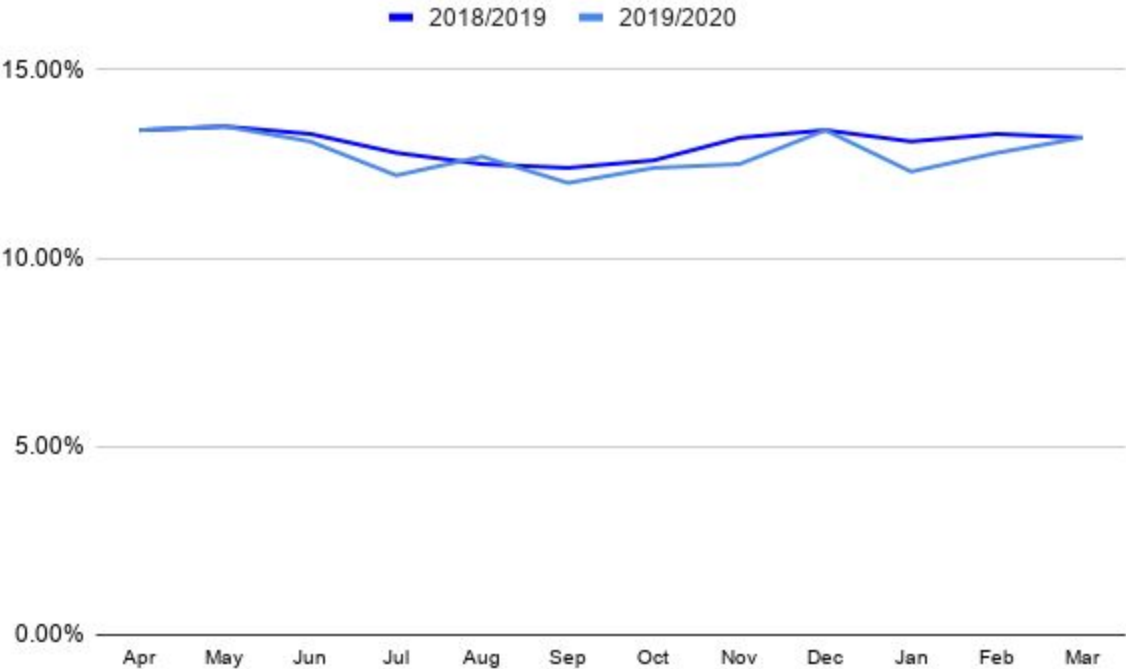
According to the information provided by SimilarWeb, the majority of listed institutions are based in the United States with the vast majority of traffic coming from the United States as well. The other top visitors' countries to American services are Canada and the UK, followed by India and Australia. Gallica, ArtUK and Trove receive the visits mainly from their respective countries. This indicates that the services mainly serve their country of origin or countries with the same language coverage.

The Europeana website, on the other hand serves all EU member states. This can also be seen in section [Geographic distribution of users](#) with visits coming from many countries. This confirms the unique position of the Europeana website as a pan-European source of cultural heritage material. Yet, offering a service in all EU languages is much more complicated and requires significantly more resources (e.g. to target audiences or to provide user experiences in several languages).

3.2.3. User return rate to Europeana website

EF is aiming at reaching a user return of 15% on the Europeana website. We measure our success by the amount of visits the website receives on a daily basis. Happy users stay on the website longer, browse more pages and frequently return. Therefore, a key metric to measure how satisfied our users are is a steadily growing user return rate.

User return rate to the Europeana website comparing two periods (Apr 2018 - Mar 2019 and Apr 2019 - Mar 2020)



Comparing two reporting periods we can see that the user return rate keeps on being stable since the past two years with small derivations between 12.00% and 13.50%.³²

Our aim is to see a steadily growing user return rate from year to year showing that the Europeana website is valued by our users and those are drawn back to the website more frequently.

To achieve this the consortium maintains and continuously improves the website with a focus on a satisfying collections experience for users. We are focusing on making the site more interesting to browse, improving the media viewing experience, making the website more accessible through language, faster and more accurate to search, and extending user engagement features.

3.2.4. User satisfaction with Europeana website

EF regularly measures user satisfaction on the Europeana website through surveys. Three times a year, we survey users to measure Net Promoter Score³³. As we measure user satisfaction (as average per DSI year) this section analyses data within the Europeana DSI-4 reporting periods (year 1: Sep 2018 - Aug 2019 and year 2 so far: Sep 2019 - Mar 2020).

User satisfaction for Europeana Collections (Europeana DSI-4)³⁴

Metric	Sep 18 - Aug 19 (Year 1)	Sep 19 - (Year 2)
NPS survey (average)	38	21

In year one the Europeana website achieved a very good NPS score, with an average of 38. Since September 2019 we have measured NPS twice with an average score of 21 (November 2019: 17; and March 2020: 25). The most recent measurement done in March 2020 had a score of 25. The NPS score showed a good score while every score above 0 can be considered good.

User feedback we received for the collections website³⁵

Users like	Users do not like
<ul style="list-style-type: none"> - Themes and presentation - Exploring exhibitions, collections 	<ul style="list-style-type: none"> - Search in keywords should be improved - Améliorer la recherche par mots clés et le tri par dates (translation: Improve

³² Note: returning users that arrive to the Europeana website incognito or do not use cookies are not included in this metric as those cannot be tracked by Google Analytics.

³³ An NPS is calculated based on responses to a single question: 'How likely is it that you would recommend our company/product/service to a friend or colleague?' NPS rating is on a scale of -100 to +100, with a score of +50 considered excellent. https://en.wikipedia.org/wiki/Net_Promoter

³⁴ Metrics are average figures per year.

³⁵ A detailed analysis of user feedback is provided in the A.1 Platform report.

<ul style="list-style-type: none"> - Very educational but also entertaining - Ease and comprehensiveness of searching, and access to scanned images of the works. - The diversity of content - Good search engine and rich archives 	search by keywords and sorting by dates)
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For each new exhibition, a Net Promoter survey is undertaken. These run for the duration of the exhibition promotion, until 100 responses are reached or one month (whichever milestone is reached first).

User satisfaction for exhibitions (Europeana DSI-4)³⁶

Metric	Sep 18 - Aug 19 (Year 1)	Sep 19 - (Year 2)
NPS survey (average)	50.8	44

In year one of Europeana DSI-4 exhibitions achieved an excellent NPS score, with an average of 50.8. For the second year so far we also reached a very good score of 44.

Examples of comments on exhibitions (Europeana DSI-4, year 2, Sep 2019 - Mar 2020)

Exhibition	Comment
Celebrations in Europe: Seasonal traditions and customs ³⁷	<p><i>[I liked the most] exhaustivity, finesse, elegance, original facts and original pictures.</i> (Visitor from France)</p> <p><i>Looking for these kinds of things for many years.</i> (Visitor from Turkey)</p> <p><i>Images are amazing - and i love how it ties across cultures.</i> (Visitor from United States)</p>
The Sound of the Trenches: World War One in music ³⁸	<p><i>[I liked the most] the idea of experiencing the sound of ww1.</i> (Visitor from Romania)</p> <p><i>I can relate to the topic. My grandfather played the clarinet in a WWI band when he served.</i> (Visitor from United States)</p> <p><i>The exhibition mixes very well the different types of records.</i> (Visitor from Portugal)</p>

³⁶ Metrics are average figures per year.

³⁷ <https://www.europeana.eu/en/exhibitions/celebrations-in-europe>

³⁸ <https://www.europeana.eu/en/exhibitions/the-sound-of-the-trenches>

Still a Working Title? Social and Employment Realities in Europe ³⁹	<p><i>So close to reality, good pictures that make you think. They connect immediately with their type of life.</i> (Visitor from Austria)</p> <p><i>[I liked the most] the interrelation between art and social consciousness.</i> (Visitor from Spain)</p> <p><i>[I liked the most] the diverse Topics in the various countries.</i> (Visitor from Germany)</p>
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We monitor other feedback on our other editorial formats (blogs and galleries) through direct commenting on the feature (e.g. blogs) and through social media responses. This feedback is mostly positive and/or qualitative. 186 comments were added on blogs in year one of Europeana DSI-4 (Sep 2018 - Aug 2019). Since September 2019 we received 208 comments. A lot of the user feedback we receive for our editorials does not equate to actionable changes that need to be made, rather it demonstrates that users are engaging with and reflecting on the content⁴⁰.

Examples of comments on the Europeana blog (Europeana DSI-4, year 2, Sep 2019 - Mar 2020)

Blog	Comment
Europeana Advent Calendar ⁴¹	<i>Every day I'm excited about the new window of the Europeana Advent Calendar. What a marvellous idea to share cultural heritage in this way. Thank you so much!</i>
The Chair Men: Gebrüder Thonet and the Number 14 Chair ⁴²	<i>Great to see that that company and chair are getting celebrated in this lovely blog. Such an iconic chair. Loved them in the Viennese coffee houses but even my grandparents in rural Austria had some.</i>
Progress in war making: the industrialisation of World War I ⁴³	<i>Good afternoon, I am an Italian Brigadier General (ret) and I have found this article very interesting. I would like to ask permission to translate this paper into italian in order to utilize part of it (together with some of its picture) as part of a conference I was asked to perform next January in Milan at the Officer's mess. I promise to refer to this blog during my speech. Thanks for your consideration.</i>
Photography pioneer: Anna Atkins' algae cyanotypes ⁴⁴	<i>Veramente encomiabile la vostra ricerca del particolare e, mi sia concesso, anche del misconosciuto.</i>

³⁹ <https://www.europeana.eu/en/exhibitions/social-and-employment-realities>

⁴⁰ Detailed information on actions taken to improve the platform based on user feedback received will be reported on in the A.1 Platform report, due April 2020.

⁴¹ <https://blog.europeana.eu/2019/12/europeana-advent-calendar/>

⁴² <https://blog.europeana.eu/2019/11/the-chair-men-gebrueder-thonet-and-the-number-14-chair/>

⁴³ <https://blog.europeana.eu/2019/11/progress-in-war-making-the-industrialisation-of-world-war-1/>

⁴⁴ <https://blog.europeana.eu/2020/03/photography-pioneer-anna-atkins-algae-cyanotypes/>

	<i>Grazie per l'impegno che ci mettete a fare allargare l'orizzonte del nostro sapere.</i>
Take a city trip to Galway and Rijeka, European Capitals of Culture 2020 ⁴⁵	<i>Even as a child growing up in Galway, I never knew how touristic it was. I grew up on the other side of Galway city so never knew how busy the city centre got. Until 2013 when I had to walk through Shop Street and Quay Street to get to school. For years I wondered why Galway was so busy. Now, as I work in a hotel by the River Corrib end of Quay Street or better known as the Latin Quarter or Spanish Arch area, I got to learn more about Galway than ever before and in 2020. I'm going to have a time of my life time to say I'm a Galway native and one of the volunteers for Galway European Capital of Culture. And I'm lucky enough to see everything this year has to offer to the world and to natives. There is no better time to travel to Galway than 2020. See you this year guys!</i>

3.2.5. User behaviour on Europeana website

To see how our users are behaving on the Europeana website we monitor the following engagement metrics.

User behaviour on Europeana website comparing two reporting periods (Apr 2018 - Mar 2019 and Apr 2019 - Mar 2020)

	2018/2019	2019/2020	Change
Downloads	297,286	512,354	+ 72.3%
Click-throughs to partner websites	198,662	421,184	-52.8%
Visit duration ⁴⁶	02:06	02:01	-3.9%
Pages per visit	3.25	3.17	-2.5%

The number of downloads increased much over time (72%). The number of click-throughs decreased, we assume that with the quality of content getting better on the Europeana website there is less need to click-through to the partners website.

⁴⁵ <https://blog.europeana.eu/2020/01/take-a-city-trip-to-galway-and-rijeka-european-capitals-of-culture-2020/>

⁴⁶ Note: longer time spent on the Europeana website can have two different scenarios, for one the user is highly engaged, on the other hand it might also mean that users do not find what they are looking for.

3.2.6. Content usage on Europeana website

On the Europeana website the user can search for content via our search box, explore and search for content by theme via collections pages, and access content by browsing through for example galleries, blogs and exhibitions.

Most popular editorial content is a mix of newly created and content online for a longer period. We saw that content has potential for a long lifespan if it combines high quality content and a topic of high interest to users.

Below we highlight the content that was used most by users in a given period, measured by number of visits.

Exhibitions⁴⁷

Exhibitions are long-form narratives that aim to engage readers with their stories and top-quality imagery. Exhibitions received 269,029 visits between April 2019 and March 2020. Top five exhibitions based on numbers of visits are listed below.

Top five exhibitions (Apr 2019 - Mar 2020)

Title	Theme	Date of publication	Visits	NPS
Heritage At Risk ⁴⁸	History	July 2019	44,666	45
Art Nouveau - A Universal Style ⁴⁹	Art	February 2017	37,356	53
Sound of The Trenches ⁵⁰	Music / World War I	January 2020	27,631	35
Faces of Europe - Baroque and Enlightenment ⁵¹	Art	May 2016	21,001	23
Pioneers ⁵²	Women's History Month	January-March 2019	12,618	67

Galleries⁵³

⁴⁷ <https://www.europeana.eu/portal/en/exhibitions/foyer>

⁴⁸ <https://www.europeana.eu/en/exhibitions/heritage-at-risk>

⁴⁹ <https://www.europeana.eu/en/exhibitions/art-nouveau-a-universal-style>

⁵⁰ <https://www.europeana.eu/en/exhibitions/the-sound-of-the-trenches>

⁵¹ <https://www.europeana.eu/en/exhibitions/baroque-and-enlightenment>

⁵² <https://www.europeana.eu/en/exhibitions/pioneers>

⁵³ <https://www.europeana.eu/portal/en/explore/galleries>

Galleries are curated sets of items based on a theme. Galleries have received 94,160 visits between April 2019 and March 2020. Top five galleries based on numbers of visits are listed below.

Top five galleries (Apr 2019 - Mar 2020)

Title	Date of publication	Visits
Washing hands ⁵⁴	February 2020	5,691
European landscapes and landmarks ⁵⁵	May 2017	5,145
Art by female artists ⁵⁶	April 2017	4,177
Group portraits ⁵⁷	July 2019	2,654
Blue ⁵⁸	January 2020	2,481

Blogs

Blogs are short editorial pieces that illuminate a particular topic - they can tell a story of individual artists, artworks or institutions. Europeana blogs have received 338,598 visits between April 2019 and March 2020. Top five blogs are listed below.

Top three blogs (Apr 2019 - Mar 2020)

Title	Date of publication	Visits
Liberation skirts ⁵⁹	May 2019	11,546
Colouring Europe At Work ⁶⁰	December 2019	7,881
Europeana Advent Calendar ⁶¹	December 2019	7,158
5 Ways to get involved with Women's History Month on Europeana ⁶²	March 2020	6,483
Vespa and Piaggio ⁶³	November 2019	6,250

⁵⁴ <https://www.europeana.eu/en/galleries/washing-your-hands>

⁵⁵ <https://www.europeana.eu/en/galleries/european-landscapes-and-landmarks>

⁵⁶ <https://www.europeana.eu/it/galleries/art-by-female-artists>

⁵⁷ <https://www.europeana.eu/en/galleries/group-portraits>

⁵⁸ <https://www.europeana.eu/en/galleries/blue>

⁵⁹

<https://blog.europeana.eu/2019/05/liberation-skirts-how-post-war-upcycling-became-a-symbol-of-female-solidarity/>

⁶⁰

<https://blog.europeana.eu/2019/12/colouring-europe-at-work-download-our-industrial-heritage-colouring-book/>

⁶¹ <https://blog.europeana.eu/2019/12/europeana-advent-calendar/>

⁶² <https://blog.europeana.eu/2020/03/5-ways-to-get-involved-with-womens-history-month-on-europeana/>

⁶³ <https://blog.europeana.eu/2019/11/vespa-and-piaggio-icons-of-italian-industrial-design/>

3.3. Europeana APIs

EF provides and develops multiple API endpoints for software clients to interact with the platform. In this analysis we look at data between November 2019 and March 2020.

3.3.1. Audiences

The Europeana API user is documented in the form of a 'Persona' (see [Annex](#)).

3.3.2. Usage

All our APIs receive millions of requests each month. We had a peak of requests in November 2019 this was related to more traffic arriving to the Europeana website as part of the Europe at work campaign. The Europeana website is the main customer of the Europeana APIs (requests to search, item, and entity pages). In March 2020 we experienced a drop in requests. The reasons for this drop were 1) there was a major outage and 2) we missed logs for a few days because IBM changed the logging format. Following the change in the logging format, we have started to investigate an option that will allow us to control the logging and therefore be resilient to such changes.

Usage metrics of APIs (Nov 2019 - Mar 2020)

	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20
Total number of requests	71,328,411	65,034,778	62,130,109	58,709,132	43,718,806

The Europeana REST API⁶⁴ allows users to build applications that use the wealth of cultural heritage objects available on the Europeana website.

Usage metrics of the REST API (Nov 2019 - Mar 2020)

	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20
Number of API users that exceeded the average of 5 calls a day (REST API)	63	47	51	57	61
Number of API users that were active for more than 5 days in each month (REST API)	58	47	51	58	60
Total number of users (REST API)	160	159	149	153	153
Number of sign-ups (REST API)	59	53	57	55	55

⁶⁴ <https://pro.europeana.eu/page/europeana-rest-api>

The usage metrics of the REST API showed little derivations in the past months - except for December. In this month we experienced less usage of all our products in the past (including the Europeana website) which might be connected to the holiday season. We can see a high interest in the API with many sign ups each month. On the other hand the number of users stays the same. We know that users request the API key so that they can have a glimpse of what is in the API and perhaps do what they came to do, however after they finish there might not be a need to come back. We also saw that users often request new API keys with the same email address when they come back to use the service again. This aspect we will take in consideration for the new API key service.

3.4. Transcribathon.eu

Transcribathon.eu produces transcriptions of documents and sends the text back to the providing cultural heritage institution, to make their contents more accessible. Currently, Transcribathon.eu transcribes stories and official histories of the First World War (Europeana 1914-1918).

This section summarises achievements so far under Europeana DSI-4 (since September 2018).

Under Europeana DSI-4, we organised participatory events to promote the value of digital cultural heritage to European citizens. Six Transcribathons, one online and five physical were organised in cooperation with heritage institutions throughout Europe (Germany, Italy, Belgium, Austria, Romania). As part of this effort we transcribed over 3,000 documents and the platform gained about 400 new users. Main outcomes in Europeana DSI-4 are summarised in the table below.

Metrics from Transcribathon.eu comparing September 2018 with March 2020

Type	September 2018	March 2020
Documents (pages available to be transcribed)	c. 38,9K	c. 84,9K
Documents completed	c. 11,3K	c. 14,2 K
Documents in progress	N/A	c. 15,5 K
Registered users	c. 1,6K	c. 2,0 K

4. External platforms

This chapter assesses usage patterns of Europeana content on external platforms such as social media and educational platforms.

4.1. Data collection methods

For the evaluation of the usage of Europeana content on Europeana social media channels this report draws from data available via Google Analytics⁶⁵.

For the analysis of usage on third party platforms we rely on information requested from our partners.

4.2. Europeana social media channels

We make strategic use of social media as a means of sharing cultural heritage content with European Citizens in the promotion of the Europeana website and seasonal campaigns. Social media enables us to place culture right where people are most likely to make use of it, reaching them in their online activities and via their communities of interest.

In the following section we compare two periods (Apr 2018 - Mar 2019 and Apr 2019 - Mar 2020) to see trends over time.

Visits to Europeana website from social media (Apr 2018 - Mar 2019 and Apr 2019 - Mar 2020)

Social network	2018/2019	2019/2020	Change
Vistits	195,021	467,726	+139,83%

Traffic from social media makes up 9% of the total traffic. The traffic more than doubled between 2018/2019 and 2019/2020 (139,83%), as a result of adjusting the editorial strategy and replacing year-long thematic campaigns by seasons. With the seasons, being closer related to the website and offering interesting curated and editorial content, we are able to use social media not only to showcase Europeana's content and encourage engagement on the platforms used by culture enthusiasts, but we can also use these platforms to generate traffic to the Europeana website.

Most traffic comes from Facebook (76%), followed by Pinterest (13,87%), Twitter (4,59%), and Instagram (0,6%). Besides our own social media channels we receive traffic from VKontakte, a social media platform popular mainly in Russia, Belarus and Ukraine as well as traffic from Asian social networks such as Sina Weibo and Naver. This shows that the

⁶⁵ <https://analytics.google.com/analytics/web/>

Europeana website increases to be recognised outside of the European Union. More details on our individual social media channels can be found below.

4.2.1. Facebook⁶⁶

We publish new posts on Facebook daily. Currently (Mar 2020) the Europeana Facebook page counts 113,409 fans. In last year, we gained 4,414 new fans (4% increase).

The most social traffic comes from Facebook thanks to easiness of linking, various image options and easiness of providing content as well as advanced targeting and promotional options. On Facebook we can observe a decline of younger users and we started to develop our Instagram presence to reach them, aiming for both channels to grow further.

Traffic from Facebook to Europeana website (Apr 2018 - Mar 2019 and Apr 2019 - Mar 2020)

2018/2019	2019/2020	Change
117,341	357,391	+ 205%

Engagement on Facebook (Apr 2018 - Mar 2019 and Apr 2019 - Mar 2020)

2018/2019	2019/2020	Change
12,625,717 impressions	38,501,006 impressions	+ 205%
218,339 engagements (shares, likes, comments)	770,822 engagement (shares, likes, comments)	+ 253%

Our presence on Facebook was very successful in the past year. Comparing two periods the traffic coming from Facebook to the Europeana website increased by 205%, impressions on Facebook by 205%; and engagement (shares, likes, comments) by 253%.

Most popular Facebook posts in the reporting period based on impressions are listed below.

Top three most popular posts on Facebook (Apr 2019 - Mar 2020)

Title	Type	Date of publication	Impressions
International Women's Day	A holiday/Exhibition	08/03/2020	905,904
Women's History Month	Blog/announcement	01/08/2020	826,424
Music in WWI	Exhibition	31/01/2020	643,630

⁶⁶ <https://www.facebook.com/Europeana/>

Two of the three top posts were part of Women’s History Month in March 2020, a global initiative bringing attention to women’s role in different aspects of history and society. This proves the importance of taking advantage of context and timing while designing and planning social media content. The third top post was announcing the WWI exhibition and it’s popularity might be related to the fact that Europeana 1914-1918 is our flagship project with an engaged audience. We can also see that most popular content were exhibitions and blogs which is a result of our strategy of using curated content on Facebook as an entry point to the Europeana website. In this way, the users not only discover and engage with the content featured in the post, but are also invited to explore more curated content on the Europeana website.

4.2.2. Twitter⁶⁷

We tweet from our account at least once per day, usually multiple times per day. We use Twitter to both engage the users with the content as well as keep in touch with the partners and stakeholders. Currently (Mar 2020) the Europeana Twitter account counts 38,000 followers. In the past year, we gained 2,972 new fans (8.48% increase).

Traffic from Twitter to Europeana website (Apr 2018 - Mar 2019 and Apr 2019 - Mar 2020)

2018/2019	2019/2020	Change
17,315 visits	21,474 visits	+ 24%

Engagement on Twitter (Apr 2018 - Mar 2019 and Apr 2019 - Mar 2020)

2018/2019	2019/2020	Change
4,550,700 impressions	4,388,400 impressions	- 4%
35,814 engagement (shares, likes, comments)	37,498 engagement (shares, likes, comments)	+ 5%

We see an increase for traffic coming from Twitter to the Europeana website while impressions on Twitter decreased slightly, and engagement increased slightly.

Most popular Twitter posts in the reporting period based on impressions are listed below.

Top three most popular posts on Twitter (Apr 2019 - Mar 2020)

Title	Type	Date of publication	Impressions
GIF IT UP competition	announcement	01/10/2019	65,736

⁶⁷ <https://twitter.com/Europeanaeu>

Heritage At Risk	exhibition	15/07/2019	36,266
Josephine Baker	blog	30/05/2019	35,233

4.2.3. Pinterest⁶⁸

Several times a week we add pins on Pinterest. Boards showcase content related to themes such as time periods, artists, art & design movements, types of objects, and animals. A user can access more than 10,4 thousand pins organised in more than 270 boards.

Currently (Mar 2020) the Europeana Pinterest channel counts 20,200 followers. In the past year, we saw an increase of followers with 32%.

Traffic from Pinterest to Europeana website (Apr 2018 - Mar 2019 and Apr 2019 - Mar 2020)

2018/2019	2019/2020	Change
46,910 visits	64,882 visits	+ 38%

Engagement on Pinterest (Apr 2018 - Mar 2019 and Apr 2019 - Mar 2020)

2018/2019	2019/2020	Change ⁶⁹
25,067,100 impressions	46,734,381 impressions	+ 86%
436,692 engagement (close-ups, saves, clicks, comments)	1,845,665 engagement (close-ups, saves, clicks, comments)	+ 323%

In the past year, both traffic from Pinterest to the Europeana website as well as engagement on the platform itself increased. Especially engagement on the platform increased with 86% more impressions and 323% more close-ups, saves, clicks, and comments.

Pinterest mostly attracts users interested in the visual aspect of the record and traffic and engagement on the platform is expected to grow with the increased amount of high quality content with thumbnails on the Europeana website. It has to be noted that most engagement (pins and repins) of Europeana content happened on other boards than the Europeana's own boards.

⁶⁸ <https://www.pinterest.de/europeana/boards/>

⁶⁹ In 2019, Pinterest introduced a new analytics dashboard and changed a way some of the metrics are tracked

Pinterest users engaging with Europeana content are mostly interested in fashion followed by design, crafts and art. Most popular Pinterest pins in the reporting period based on impressions are listed below, they're all contemporary catwalk pictures.

Top three most popular pins on Pinterest (Apr 2019 - Mar 2020)

Title	Type	Impressions
Christian Dior, Spring-Summer 1990, Couture	Fashion (catwalk photo)	449,088
Missoni, Autumn-Winter 1997, Womenswear	Fashion (catwalk photo)	341,941
Christian Lacroix, Spring-Summer 1991, Couture	Fashion (catwalk photo)	239,963

4.2.4. Giphy

Since 2015, we organise annual GIF IT UP⁷⁰ competitions with the aim to increase our reach to new and wider audiences and to promote engagement with Europeana content. We collaborated with international partners including DPLA (Digital Public Library of America), Digital NZ (New Zealand), Trove (National Library of Australia), and the leading online GIF site GIPHY to run and promote the competitions.

Our activities were very successful with over 500 Gifs created with cultural heritage content as part of the yearly GIF IT UP competitions.

Note: Gifs are embedded in different places, channels and websites and those do not link back to the Europeana website. Therefore the traffic analysis was excluded in this section.

Engagement on Giphy (Apr 2018 - Mar 2019 and Apr 2019 - Mar 2020)

2018/2019	2019/2020	Change
75,890,878 impressions	304,887,825 impressions	+ 302%

In the past year, impressions for our Gifs increased by 302%. Given that many GIFs are being used on social media and in messaging applications (such as WhatsApp, Telegram, Facebook Messenger) to express emotions, the majority of the most popular GIFs are the ones representing facial expressions such as smile, wink or eyeroll. While during the contest itself, the creativity and artistic value of the GIF is most important, during the rest of the year, the GIFs which express emotions perform the best.

⁷⁰ <https://giphy.com/europeana>

4.2.5. Instagram⁷¹

We have started our activity on Instagram in February 2019. Therefore yearly data comparison like in the other sections is not possible.

Between April 2019 and March 2020 our Instagram posts received 369,390 impressions and 13,351 engagements. The content we're sharing consists of visually appealing artworks and photographs accompanied by a short description and a number of relevant hashtags encouraging findability. The platform offers very limited linking opportunities to generate traffic back to the Europeana website. To make a better use of the 'link in bio' section, we created a landing page⁷² listing the content related to the recent posts. In this way, we can showcase more content under the single link and give the users the opportunity to click-through and discover records and editorial pieces on the Europeana website. As a result, Instagram generated 2,848 visits to Europeana.

4.3. Third party platforms

EF continues to collaborate with third party platforms and apps to bring cultural heritage to new and wider audiences. We mainly reach the general public (European citizen) as well as educational audiences with Europeana digital cultural data.

4.3.1. European citizens

DailyArt⁷³ & Daily Art Magazine

Through a partnership with Daillyart we bring curated content to over 1 million art lovers across the world.

Throughout the month of September 2019, we published four paintings related to the Industrial Heritage season and wrote four guest articles for the DailyArt Magazine. The four paintings presented in the app received over 1,5 million views.

Views of the paintings (by unique users) on the day of the publication

Title	Date	Views
Girl in White with Factory Chimneys and Flowers	08/09/2019	382,298
Log Raft	15/09/2019	379,308
The Little Brewery	22/09/2019	395,545
Lunchtime at the Building Site on the Van Diemenstraat in	29/09/2019	379,439

⁷¹ https://www.instagram.com/europeana_eu/

⁷² https://linkin.bio/europeana_eu

⁷³ <http://www.dailyartmagazine.com/author/europeana/>

Amsterdam		
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We've also published four guest blog posts on Daily Art Magazine.

Views of the guest blogs on the day of the publication

Title	Date	Views
Artists and Industrial Revolution: Images of the Changing World	20/09/2019	1,200
From Spindle and Distaff to Mass Production: Spinning in Art	27/09/2019	380
A Glimpse of Maritime Life in the Past in 7 Artworks	04/10/2019	1,750
The Countryside in Art: from Idyllic Scenes to Social Issues	11/10/2019	265

4.3.2. Education platforms

We embed relevant Europeana resources in various educational systems to increase awareness about the educational value of digital cultural data. The analysis in this section focuses on achievements and related data for the second year of Europeana DSI-4 (Sep 2019 - Mar 2020).

In the second year of Europeana DSI-4, so far we had six new integration of Europeana data in virtual learning environments. These platforms are from Ministries of Education, CHI portal projects and other platforms widely considered as EdTechs.

We also support the development of digital learning resources with Europeana content and its use in classrooms and other educational projects. In this area, we work closely with Europeana DSI-4 consortium partners European Schoolnet (EUN) and Euroclio (Historiana). In the second year of Europeana DSI-4, so far we developed in total 184⁷⁴ new learning resources with Europeana data. We evaluated the satisfaction rate of teachers using Europeana with an excellent NPS of 62.

4.3.2.1. European Schoolnet⁷⁵

EUN coordinates two groups of teachers (Europeana Teacher Ambassador network, Europeana Teacher User Group) who create learning scenarios with Europeana content and stories of implementation in schools. Additionally, participants of the MOOCs are asked to create learning resources as a final assignment⁷⁶. In the second year of Europeana DSI-4, so far this resulted in more than 150 new learning resources:

⁷⁴ We haven't included the 79 Stories of Implementation (EUN) as they are considered more as peer feedback and community engagement activity.

⁷⁵ <http://www.eun.org/>

⁷⁶ Usage numbers for MOOCs for Europeana DSI-4 second year are available after June 2020.

- 106 new learning resources made available on the Teaching with Europeana blog (including learning scenarios and stories of implementation)
- at least 50 created by the participants of the English rerun of the MOOC⁷⁷.

As an outcome of the translated editions of the Europeana in your classroom MOOC, more learning resources will be created and shared via the Teaching with Europeana blog and the Future Classroom lab resources directory. Outcomes are expected by the end of June 2020.

Learning scenarios and other educational resources are published on Teaching with Europeana blog, the Future Classroom Lab and the EUN Youtube channels. In total all Europeana content ever published on European Schoolnet received 81,062⁷⁸ visits in the second year of Europeana DSI-4 so far (Sep 2018 - Mar 2020).

EUN usage metrics for content published in year 2, Europeana DSI-4 (Sep 2019 - Mar 2020)

Type	Amount	Visits
Teaching with Europeana - Learning scenarios	158	24,886
Teaching with Europeana - Stories of implementations (Sol)	79	7,581
Videos and webinars	9	2,388

EUN usage metrics for content ever published (Sep 2018 - Mar 2020)

Type	Amount	Visits
Teaching with Europeana - Learning scenarios	275	43,656
Teaching with Europeana - Stories of implementations (Sol)	115	11,228
Videos and webinars ⁷⁹	57	26,178

Most visited content on European Schoolnet (Teaching with Europeana blog⁸⁰, Future Classroom Lab⁸¹) (Sep 2019 - Mar 2020)

Type	Date of publication	Visits
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⁷⁷ Please note that not all learning resources resulting for the Europeana in your classroom MOOCs will be published on EUN platforms. Only the ones that conform to the quality check of the EUN Academy will be shared via the Teaching with Europeana blog and the Future classroom Lab.

⁷⁸ Does not include the number of visits on the Future Classroom Lab Portal

⁷⁹ Includes unlisted videos created for the Europeana in your classroom MOOC which are only visible for MOOC participants

⁸⁰ <https://teachwitheuropeana.eun.org/>

⁸¹ The following data have been collected via the Future Classroom Lab repository analytics. <http://fcl.eun.org/directory>

LEARNING SCENARIOS		
TTA - Time Travel Agency ⁸² – Teaching with Europeana	29/01/2019	794
Exploring and questioning philosophical ideas through images ⁸³ - Teaching with Europeana	06/02/2019	781
Take the Quiz: How much do you know about women who pioneered Europe? ⁸⁴ - Teaching with Europeana	25/06/2019	775
Sounds of Nature ⁸⁵ – Future Classroom Lab	23/04/2018	551
European Wonders of Nature with Europeana Collections ⁸⁶ – Future Classroom Lab	23/04/2018	464
The Story of Darwin and the Comet Orchid ⁸⁷ - Future Classroom Lab	23/04/2018	427
STORIES OF IMPLEMENTATION⁸⁸		
Implementation of 'Letters and Postcards from War Times' (SOI-HU-03) ⁸⁹ – Teaching with Europeana	07/03/2019	304
Implementation of 'Changing role of women in early 20th century' (SOI-GR-13) ⁹⁰ – Teaching with Europeana	07/05/2019	220
Implementation of The Power of Voice and Brush (SOI-TR-12) ⁹¹ – Teaching with Europeana	30/04/2019	220

4.3.2.2. Historiana⁹²

Euroclio publishes source collections and eLearning activities with Europeana content on Historiana for history teachers across Europe. In total Europeana content published in year

⁸² <https://teachwitheuropeana.eun.org/history/tta-time-travel-agency-ls-hu-02/>

⁸³

<https://teachwitheuropeana.eun.org/learning-scenarios/exploring-and-questioning-philosophical-ideas-through-images-ls-eu-12/>

⁸⁴ <https://teachwitheuropeana.eun.org/learning-scenarios/quiz-women-who-pioneered-europe-ls-tr-48/>

⁸⁵ <http://fcl.eun.org/directory/details?contentId=1114>

⁸⁶ <http://fcl.eun.org/directory/details?contentId=1106>

⁸⁷ <http://fcl.eun.org/directory/details?contentId=1117>

⁸⁸ Stories of Implementation are only published on the Teaching with Europeana blog

⁸⁹

<https://teachwitheuropeana.eun.org/stories-of-implementation/story-of-implementation-letters-and-postcards-from-war-times-soi-hu-03/>

⁹⁰

<https://teachwitheuropeana.eun.org/stories-of-implementation/implementation-of-changing-role-of-women-in-early-20th-century-soi-gr-13/>

⁹¹

<https://teachwitheuropeana.eun.org/stories-of-implementation/implementation-of-the-power-of-voice-and-brush-soi-tr-12/>

⁹² <https://historiana.eu/#/>

2 of Europeana DSI-4 on Historiana received 14,690 visits in the reporting period (Sep 2019 - Mar 2020). The Teacher Training Kit was downloaded in the period 24 times in the Euroclio platform⁹³ and 105 in Europeana Pro⁹⁴.

Metrics for all Europeana content ever published on Historiana (Sep 2019 - Mar 2020)

Type	Amount	Visits
Source collections ⁹⁵	60	29,835
Search Sources (Europeana)	1	691
Search Sources (Partners)	12	2,308

Most visited content on Historiana (Sep 2019 - Mar 2020)

Type	Date of publication	Visits
SOURCE COLLECTION		
Women In The First World War	Over a year ago (DSI3)	1,650
Contemporaries View Of Napoleon	10 months ago (DSI4)	1,185
Precursors Of The Renaissance	Over a year ago (DSI4)	1,035
ELEARNING ACTIVITIES⁹⁶		
Climate change in historical perspectives	Last year (Opening Up)	817
Giants of the Industrial Revolution	Over a year ago (DSI3)	347
What roles did women play during WW1?	Over a year ago (DSI3)	41

4.3.2.3. Ministries of Education

Currently Europeana content is integrated in four Ministries of Education (France, Spain, Portugal, Flanders-Belgium). We reached out to the institutions and asked for usage metrics. The following institutions provided usage data.

Usage metrics of Europeana content on Ministries of education platforms (Sep 2019 - Mar 2020)

⁹³ <https://www.euroclio.eu/wp-content/uploads/2020/02/Teacher-Training-Guide-v3.pdf>

⁹⁴ <https://pro.europeana.eu/post/teacher-training-guide>

⁹⁵ This is a conservative estimate because most source collections exceed 15 sources, which is the number that we used to calculate how often Europeana sources are seen when a visitor visits a source collection.

⁹⁶ This is a conservative estimate. The data is based on the 500 URLs that are most visited. When teachers copy an eLearning Activity this eLearning Activity gets a unique ID that also influences the URL.

Type	Amount	Visits
Ministry of Spain (Procomun) ⁹⁷	11 Learning scenarios 3 articles promoting Europeana resources for education	1,937 visits/22 downloads 810 visits
Ministry of France (Éduthèque) ⁹⁸	Page du partenaire Actualité Napoléon par la caricature Page des actualités Actualité Nouvelles ressources d'Europeana Actualité Scénarios pédagogiques	605 visits total in all the section
Ministry of Portugal (DGE) ⁹⁹	Search API integrated 21 learning scenarios 1 video how to use Europeana Transcribathon and Historiana description and links	177, 629 visits
Flanders Onderwijs en Vorming (Klascement) ¹⁰⁰	4 resources published: Teaching with Europeana blog, and Europeana MOOCs (EN, SP, PT)	1,108 visits

4.3.2.3. Other platforms

Other integrations of Europeana data in virtual learning environments are CHI portal projects, online European and international campaigns pages (like OEWeek or All Digital week) and other platforms widely considered as EdTechs. Currently we count 9 integrations in those platforms resulting from collaborations in the past years. We reached out to the platforms and received usage metrics from the following platforms.

Usage metrics on other educational platforms (Sep 2019 - Mar 2020)

Type	Amount	Visits/ click throughs / downloads
Unsplash (US) ¹⁰¹ (screenshot below with results of the most popular content)	Online space with 182 items integrated in their platform	20,307,515 visits 87,464 downloads

⁹⁷

<http://procomun.educalab.es/es/comunidades/europeana-patrimonio-digital-de-la-cultura-europea>

⁹⁸ <https://www.edutheque.fr/utiliser/partenaire/europeana.html>

⁹⁹ <https://erte.dge.mec.pt/europeana>

¹⁰⁰ <https://www.klascement.net/organisatie/22122/>

¹⁰¹ <https://unsplash.com/@europeana>

Lucian Blaga Central University Library of Cluj-Napoca online platform (Romania) ¹⁰²	Link to Europeana on the main page (partners' logos) and on the page with international resources	258 clicks
Itslearning (private/paid learning environment for schools)	Plugin in their VLE with more than 10M images of Europeana	208 clicks
Biblioteca Națională Digitală Moldavia online platform (Moldova) ¹⁰³	4 blogs inserting several links to our resources	670 visits
Photoconsortium Education Portal ¹⁰⁴	Visitors to the educational resources	643 visits
	Visitors of the specific page on Photoconsortium about Blue Skies, Red Panic exhibition	454 visits
	Students at the Kaleidoscope MOOC (available on EDx from January 2020), which offers wide reuse of Europeana content	1.300 students/visits

Most successful was our collaboration with the Unsplash (US) platform¹⁰⁵. Since January 2020 the online space with 182 Europeana items integrated has generated over 20.3 million visits and over 87,5 thousand downloads (see screenshot below). The number of items will be increased in time. We are considering with the partner to attach links to Europeana editorial content in line with our seasons and campaigns. The idea is to create mini collections giving historical content to the Unsplash users by suggesting readings on the Europeana platform, but also bring traffic to our portal. This has been piloted during the women' season¹⁰⁶ campaign. The links are currently not clickable and user friendly, but we hope to make improvements in the short term.

Screenshot of usage metrics on Unsplash

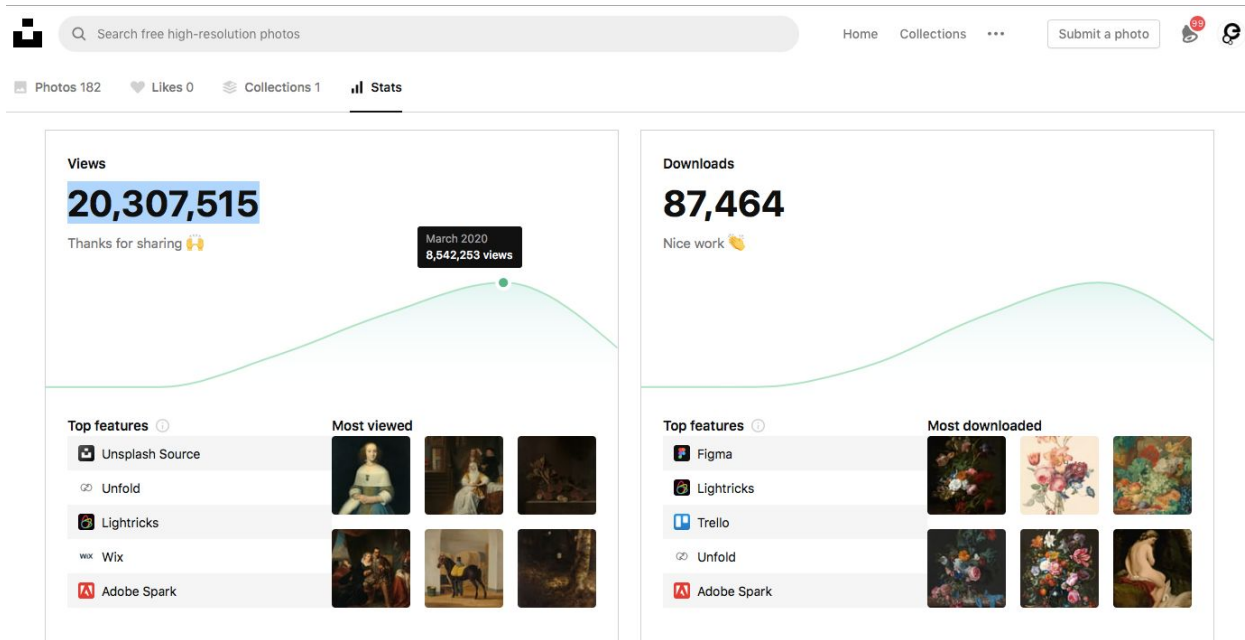
¹⁰² <https://www.bcuccluj.ro/en/library-resources/access-to-web-resources>

¹⁰³ <https://cpescmd.blogspot.com/2020/03/platforma-europeana-pro-actualizata.html>
<https://cpescmd.blogspot.com/2019/10/europeana-platforma-europeana-dedicata.html>
<http://cpescmdlib.blogspot.com/2019/10/europeana-prietenul-cultural-al.html>
<https://cpescmdlib.blogspot.com/2019/06/coe-e-publicatii-recente-raport-de.html>
<https://cpescmd2.blogspot.com/2016/06/rolul-europeana-in-accesul.html>

¹⁰⁴ <https://www.photoconsortium.net/educationalportal/europeana-for-education/>

¹⁰⁵ <https://unsplash.com/@europeana>

¹⁰⁶ <https://unsplash.com/collections/9638983/women's-history-month>



5. Conclusion

Number of visits is our key success metric for the Europeana website. In the past year we performed very well with an increase of traffic by 14.5% (equal to almost 5.3 million visits). Particularly successful in generating traffic were the Europe at work season and the GIF IT UP campaign in autumn 2019 as well as communication and dissemination activities for the Women's History Month in March 2020. Throughout 2020, we will continue to amplify user engagement with active editorial and marketing activity (e.g. Sport season in summer 2020), including experimentation with new forms and formats.

From January 2020 onwards we also got a boost in organic traffic because more pages get crawled by Google.

Organic search continues to be the biggest source of traffic. We are continuing our efforts on improving the discoverability of collections by search engines. In the upcoming weeks we will publish Schema.org¹⁰⁷ for Item Pages. Schema.org is a structured format that represents and gives meaning to the contents of a page but also other localized variants of the page when they exist. By adding Schema.org to a webpage it is expected that Google will take advantage of this rich information to judge how it should be indexed. Good indexing by Google might improve the discoverability of our content in the search engine.

¹⁰⁷ <https://schema.org/>

A big increase of traffic was seen in traffic coming from social media (+ 139.83%). We adjusted the editorial strategy and replaced year-long thematic campaigns by seasons. Most traffic came from Facebook (76%), followed by Pinterest (13,87%), Twitter (4,59%), and Instagram (0,6%). Traffic from social media made up 9% of the total traffic.

Particularly successful was our presence on Facebook: traffic coming from Facebook to the Europeana website increased by 205%; impressions on Facebook by 205% (over 38.5 million impressions); and engagement increased by 253% (over 771 thousand shares, likes, comments). Top posts were part of Women's History Month in March 2020. This proves the importance of taking advantage of context and timing while designing and planning social media content. We can also see that most popular content were exhibitions and blogs which is a result of our strategy of using curated content on Facebook as an entry point to the Europeana website. In this way, the users not only discover and engage with the content featured in the post, but are also invited to explore more curated content on the Europeana website.

Our content also performed very well on Pinterest, especially the engagement on the platform itself. We could see an increase of impressions of 86% (over 47 million impressions) and an increase for engagement of 323% (almost 1.9 million close-ups, saves, clicks, comments in the past year). Pinterest mostly attracts users interested in the visual aspect of the record and traffic and engagement on the platform is expected to grow with the increased amount of high quality content with thumbnails on the Europeana website.

Also Gifs created with cultural heritage content as part of the yearly GIF IT UP competitions were very successful. Gifs created saw an increase of impressions by 302% in the past year.

The biggest increase of traffic was seen in the section other traffic (+ 215.78%). Other traffic made up 1.1% of total traffic in the past year. Other traffic might count visits by users that can't be tracked as of private/incognito browsers or users that do not allow cookies.

Comparing traffic metrics from several online cultural information services in the benchmarking analysis showed that most of the institutions could increase traffic over time. This can show the increased value of online cultural information services over time. The analysis also reveals that the size of the online collection does not necessarily correspond to the amount of traffic. This suggests that not the quantity of collections but rather the quality of collections provided has the potential to generate traffic to a website.

Most services receive the visits mainly from their respective countries. The Europeana website on the other hand serves all EU member states which is shown in the various countries served. This confirms the unique position of the Europeana website as a pan-European source of cultural heritage material. Yet, offering a service in all EU languages is much more complicated and requires significantly more resources (e.g. to target audiences or to provide user experiences in several languages).

Most popular content on the Europeana website (measured by the number of visits) is a mix of newly created content and content online for a longer period. We saw that content has potential for a long lifespan if it combines high quality content and a topic of high interest to users.

Users liked the diversity of content on the Europeana website and the ease and comprehensiveness of the search engine. Users also enjoyed exploring exhibitions and collections on the website, and that editorial content was very educational as well as entertaining.

However, users noted that search results by keywords should be improved as well as sorting of content by dates. The search results depend on the quality of metadata provided by the institutions. If items have poor metadata descriptions it is difficult to fetch accurate items on the results page. Most of the items do not have (standardized) dates for us to be able to provide a consistent date filter at the moment. EF continues to improve the search experience and content findability for users. The improved search performance aims to make the service even more usable and retain more visitors. We will update search and indexing processes to improve search results on an ongoing basis. We will also evaluate the performance of search and a detailed analysis will be presented in the A.1 Platform report (M20), due in April 2020.

The most recent measurement for user satisfaction on the Europeana website done in March 2020 showed a very good score of 25 for the question 'How likely is it that you would recommend our service to a friend or colleague?' (every score above 0 can be considered good). Especially, exhibitions achieved a very good NPS score, with an average of 44 for the second year of Europeana DSI-4 so far.

User return rate is another key metric we look at when we evaluate the success of the Europeana website. We can see that the user return rate keeps on being stable since the past two years with small derivations between 12.00% and 13.50%.¹⁰⁸ Our aim is to see a steadily growing user return rate from year to year showing that the Europeana website is valued by our users and those are drawn back to the website more frequently. To achieve this the consortium maintains and continuously improves the website with a focus on a satisfying collections experience for users. We are focusing on making the site more interesting to browse, improving the media viewing experience, making the website more accessible through language, faster and more accurate to search, and extending user engagement features.

Our efforts in the education market continue to be very successful with six new integrations of Europeana data in virtual learning environments. These platforms are from

¹⁰⁸ Note: returning users that arrive to the Europeana website incognito or do not use cookies are not included in this metric as those cannot be tracked by Google Analytics.

Ministries of Education, CHI portal projects, online european and international campaigns pages (like OEWeek or All Digital week) and other platforms widely considered as EdTechs.

Most successful was our collaboration with the Unsplash (US) platform¹⁰⁹. Since January 2020 the online space with 182 Europeana items integrated has generated over 20.3 million visits and over 87,5 thousand downloads on the platform itself. The number of items will be increased in time. We are considering with the partner to attach links to Europeana editorial content in line with our seasons and campaigns. The idea is to create mini collections giving historical content to the Unsplash users by suggesting readings on the Europeana platform, but also to bring traffic to our portal. This has been piloted during the women' season¹¹⁰ campaign.

We also support the development of digital learning resources with Europeana content and its use in classrooms and other educational projects. In this area, we work closely with Europeana DSI-4 consortium partners European Schoolnet (EUN) and Euroclio (Historiana). In the second year of Europeana DSI-4, so far we developed in total 184¹¹¹ new learning resources with Europeana data. Learning resources published in Europeana DSI-4 year 2 on the EUN platform received almost 35,000 visits. Content published in this period on Historiana received almost 15,000 visits.

In line with this work we also evaluate the satisfaction rate of teachers using Europeana. We received an excellent NPS score of 62.


¹⁰⁹ <https://unsplash.com/@europeana>

¹¹⁰ <https://unsplash.com/collections/9638983/women's-history-month>


¹¹¹ We haven't included the 79 Stories of Implementation (EUN) as they are considered more as peer feed-back and community engagement activity.

Annex: Europeana Personas


Persona: the teacher

	Jenny 46 yrs Teacher	Tasks What tasks are carried out by the user? <ul style="list-style-type: none">- I use the search feature over thematic collections- I use similar items feature to find other items- I make sure the items I use are free to re-use- I read the description of the items
The teacher	Goals What changes do we want to help the user make? My goal is to motivate my young students to learn by creating connections with real life	
About Jenny What does the user believe in? <ul style="list-style-type: none">- I am a secondary school teacher of physics, chemistry, mathematics- I am very passionate about teaching my student- I make sure my lessons are fun and interesting for the students- I believe students are the future	Frustrations Whats keeping the user from achieving their goal? <ul style="list-style-type: none">- I don't know if it's me who can't find it or if it doesn't exist- I copy paste the URL in a word document to find it later- I find the inconsistent structure of metadata to be troublesome- I find unclear information on licensing to hinder my activity	Context of use What does the user need from us? <ul style="list-style-type: none">- I require high resolution public domain content- I need to have Science Thematic Collection- I need to know the information on the rights of use- I have found out about Europeana through social media posts

Persona: the researcher

	Lisa 37 yrs Post doctorate	Tasks What tasks are carried out by the user? <ul style="list-style-type: none">- I use the search feature over thematic collections- I download and zoom in to images- I use filters to refine my search- I read the metadata and use images- I use art, maps, manuscripts collections
The Researcher	Goals What changes do we want to help the user make? Become a published author by finding and reusing specific items for my research	
About Lisa What does the user believe in? <ul style="list-style-type: none">- I am writing a research paper on the specific topic she is passionate about. With a lot of care, she chooses the content for her research paper.- In my free times she enjoys reading antique books online- Sometimes I feel researching alone is a lonely job.	Frustrations Whats keeping the user from achieving their goal? <ul style="list-style-type: none">- I am skeptical about the availability of the metadata- I get inaccurate search results due to not having appropriate filters like date range- I come across broken links so can't decide the information to be accurate and up to date- The quality of metadata needs to be better	Context of Use What does the user need from us? <ul style="list-style-type: none">- I need to be able to cite the records correctly- More access to items licensed for reuse- I need to know the provider, creator of the item- I found out about Europeana from friends or colleagues- I visit Europeana once/month

Persona: the culture enthusiasts



The Culture enthusiasts

Sam 32 yrs Blogger

Goals
What changes do we want to help the user make?

To gain a wider perspective on the cultural heritage of Europe

Tasks
What tasks are carried out by the user?

- I use the grid and list view
- I copy the link to paste on social media such as Twitter
- I watch videos and search for items based on location
- I visit art, photography, music

About Adam
What does the user believe in?

- I look into Europeana to find an inspiration for my work
- I like to gain followers by sharing Europeana content on social media
- I want to gain a deeper understanding of European cultural heritage


Frustrations
Whats keeping the user from achieving their goal?

- I feel neutral about the trustworthiness of items
- To clear filters, I have to go back a page to start a search
- The search results are either too long or too little

Context of use
What does the user need from us?

- I require openly licensed items for reuse
- I search for specific contents
- I found out about Europeana via social media posts
- I visit Europeana once/month

Persona: API users



The API users

Sam 35 yrs Developer

Goals
What changes do we want to help the user make?

Become a creator of a meaningful app by using the records and APIs.

Tasks
What tasks are carried out by the user?

- Read the documentation
- Compare the results against collections
- Find ways to get help from the forum, customer support
- Use the console, examples, and requesting API key

About Sam
What does the user believe in?

- I like the challenge of creating something new. I work on my project side by side my full-time job
- I heavily depend on the documentation to guide me
- My API calls Europeana several times a day
- I use the Search and Record API

Frustrations
Whats keeping the user from achieving their goal?

- I feel the documentation is unclear and less detail-oriented
- I feel not having enough examples in the documentation makes things difficult
- I find continuously scrolling the long documentation tiresome
- No range search (eg 1800-1850) is possible for the historical time

Context of use
What does the user need from us?

- A simplified version of API would be useful, as the metadata are rather lengthy
- Avoid redundant depth of API (e.g. many arrays have only one data in [0])
- Order data in terms of guide, title, date to be understandable

