



Europeana Foundation Governing Board Meeting

23 November 2017
16h30 – 18h00 CET
Teleconference

Web Traffic Report

Action Proposed: For information and Q&A

Circulation:

Europeana Foundation Governing Board Members & Observers

Classification:

Public



Web Traffic & Social Media Report

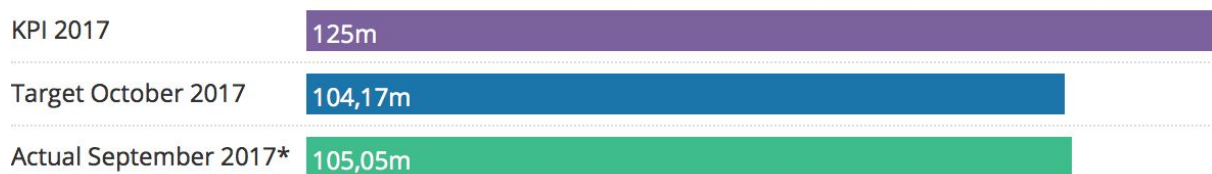
1. Highlights

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.

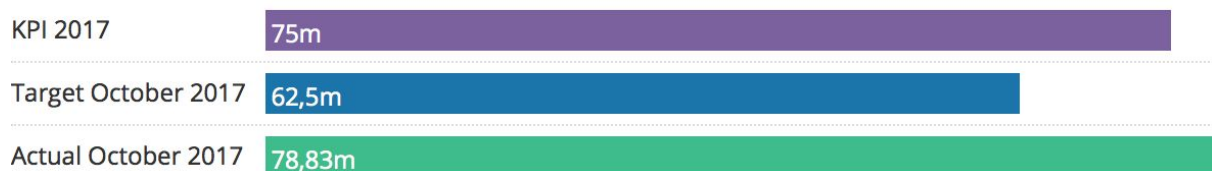
2. KPI overview

Impressions on 3rd Party platforms

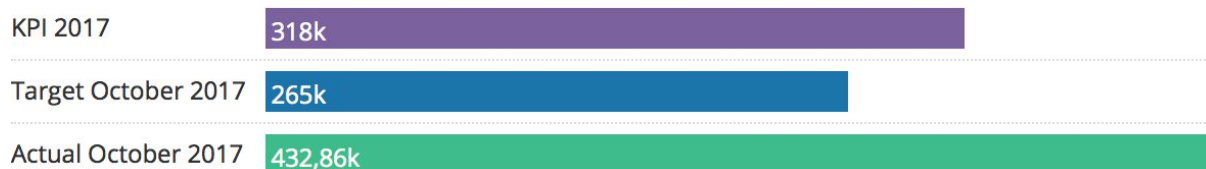


**Wikimedia data for October not yet available, but looking at the results from September and our average monthly impressions, we are well on track*

Impressions on social media



Engagement on social media



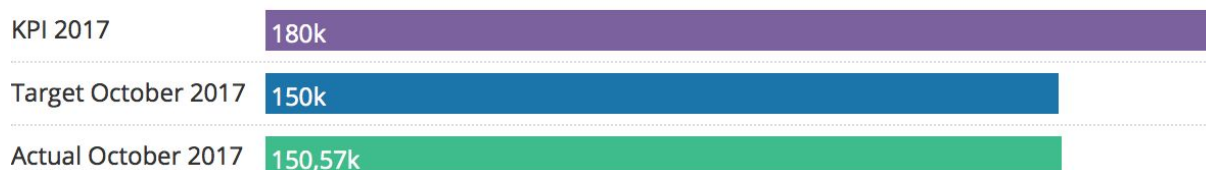
Traffic on End-user products



Returning visitors



Downloads



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 & DigitalINZ
- 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

o Content used by GIF IT UP participants



Karin Glasmann and 4 others liked

Europeana @Europeanaeu · Sep 25

In our #GalleryOfTheWeek: a selection of our favourite works from the @mauritshuis. Which ones do you like the most? bit.ly/2fmAH9E

A painting depicting a group of men in 17th-century attire, possibly a scientific or medical assembly. They are gathered around a table, looking at something on it. The scene is dimly lit, with strong highlights on the figures' faces and clothing.

Europeana.eu added 4 new photos.

Published by Aleksandra Strzelichowska [?] · October 1 ·

October is here! This means we need a new cover image and your help with choosing one. We have four landscapes from [Mauritshuis](#), vote by liking your favourite.

A large painting of a grand, classical-style building with a pediment, situated on a canal. Below it are three smaller landscape paintings: one showing a rocky landscape, one showing a cityscape with a church, and one showing a harbor scene with ships.



The Mauritshuis arrives in Europeana

Today we welcome the wonderful collections of the Mauritshuis into Europeana, published in high-resolution and released freely into the public domain for the first time. Portrait of a Woman from Southern Germany, 1520-25. Formerly attributed to Hans Holbein the Younger. Mauritshuis. ...

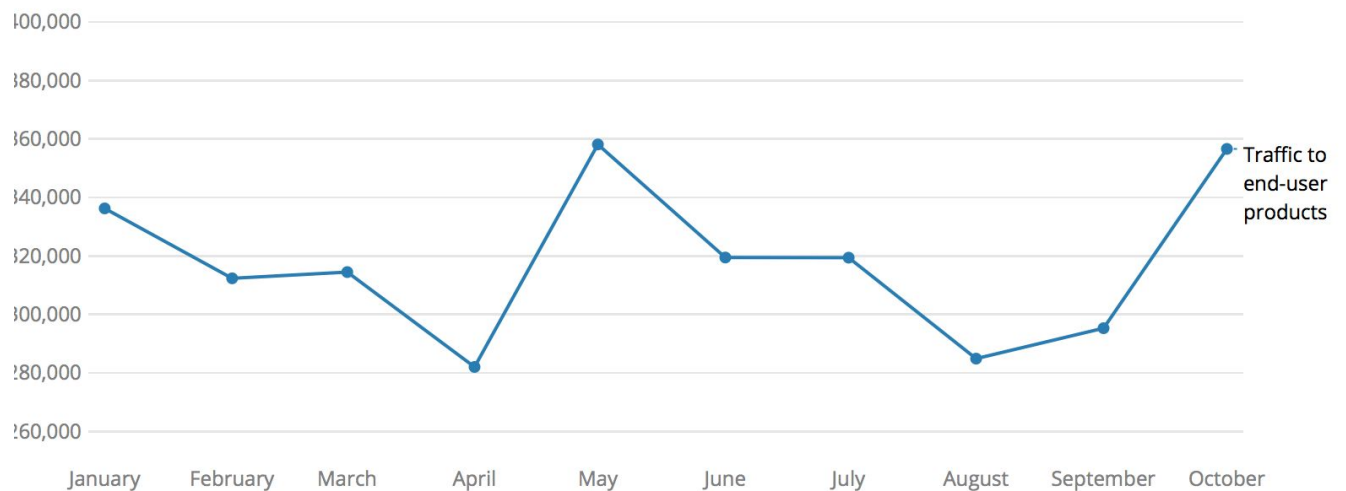
Like 250 Tweet Pin Share 26

written by Douglas McCarthy on September 21, 2017 in Europeana Art and News with no comments

4. Traffic & impressions - details

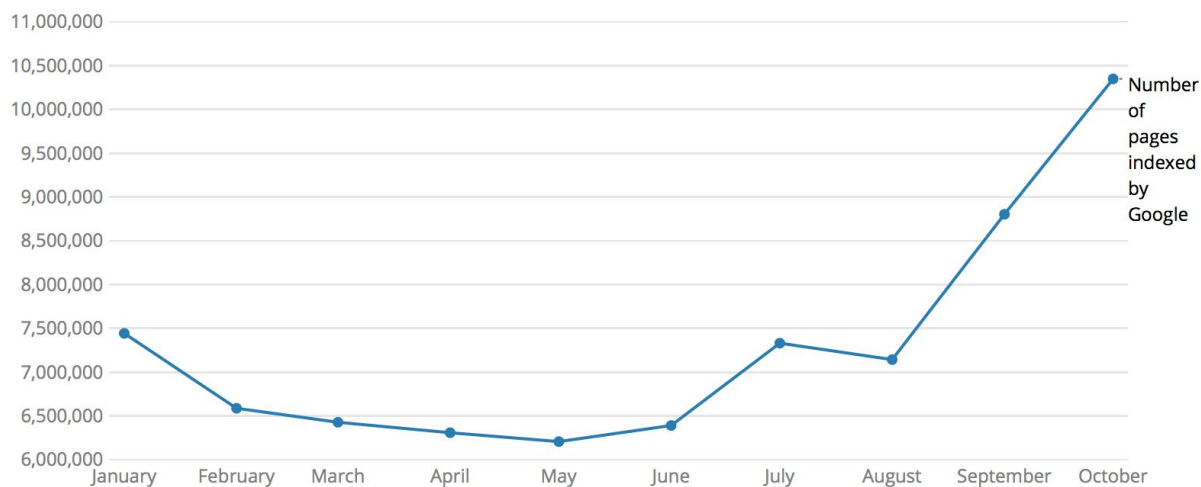
Traffic on Europeana end-user products

Europeana Collections, Europeana 1914-1918, Europeana end-user blog, Transcribathon



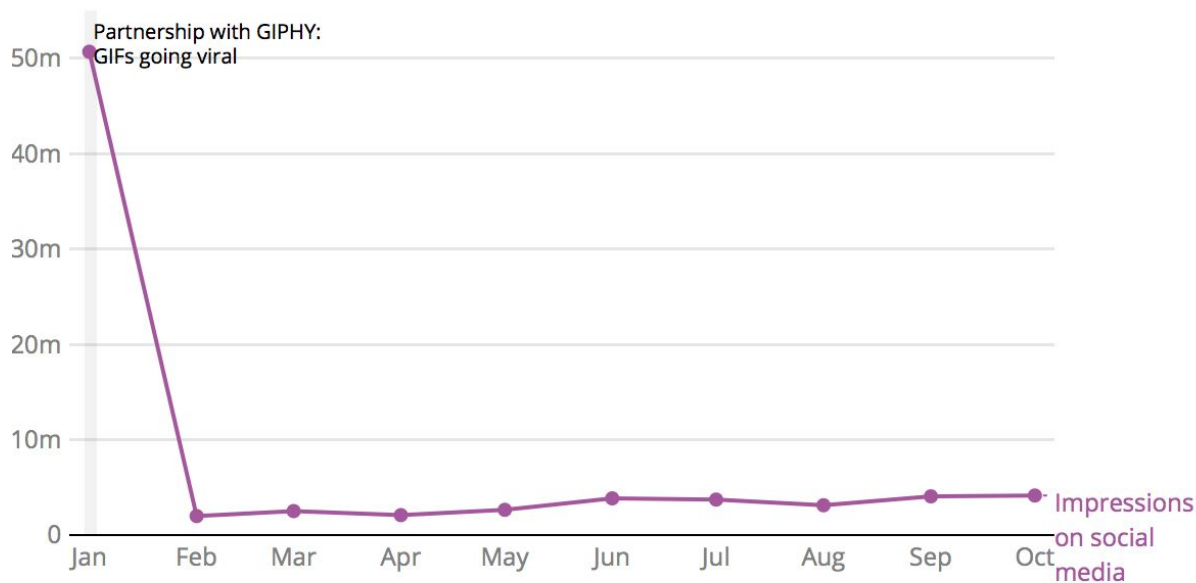
The traffic on end user products keeps on growing since September, with October becoming 2nd best month after May.

Number of pages indexed by Google



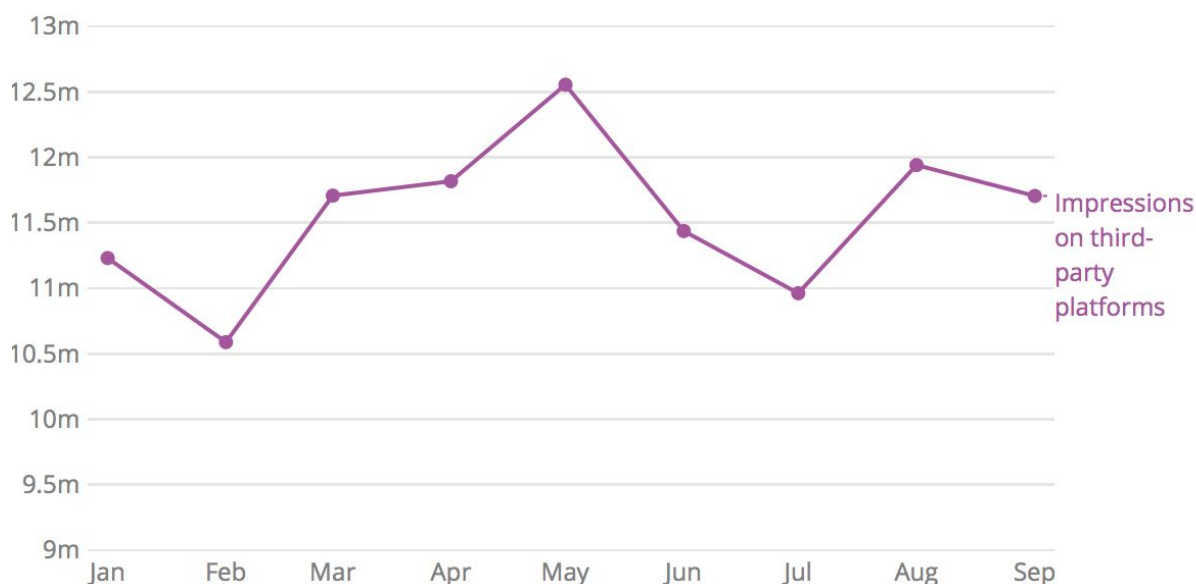
The amount of indexed pages keeps on growing since September, possibly in connection with the introduction of entity pages and data encryption on the Collections

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.

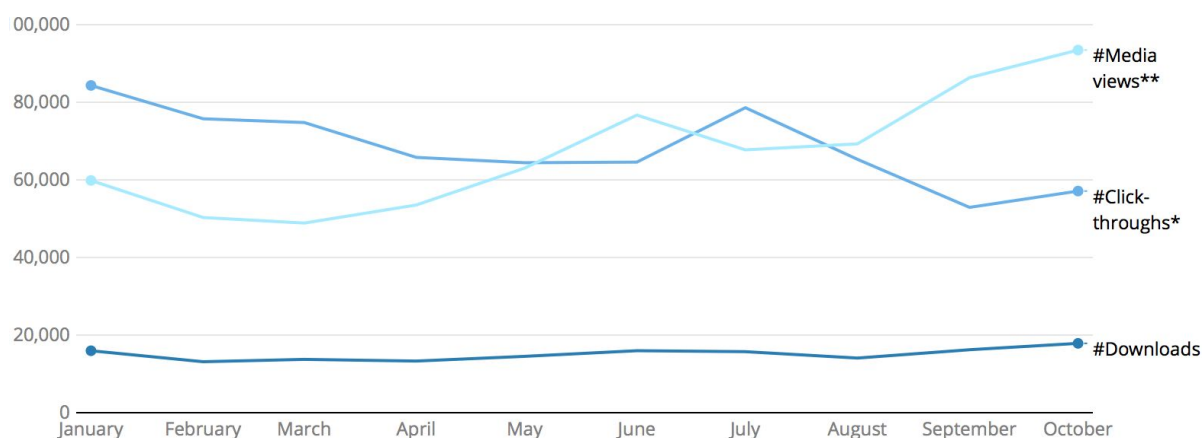
Impressions of Europeana content on third-party platforms



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

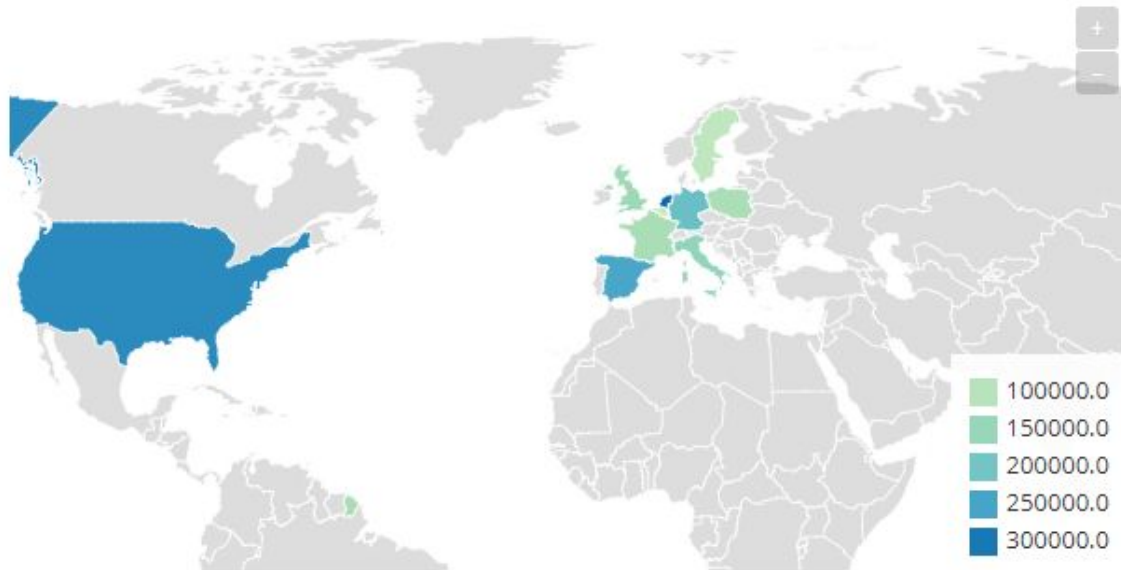


*Click-through - when a user is redirected to the institution's website after clicking on its name/logo/Tier 1 item **Media view - when a user views an image, plays a sound or video or reads a text inside Europeana Collections

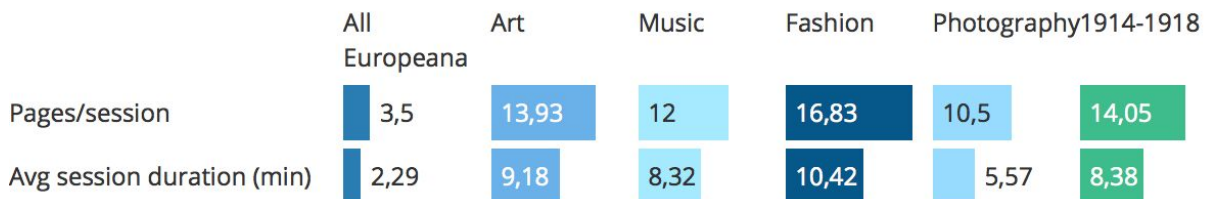
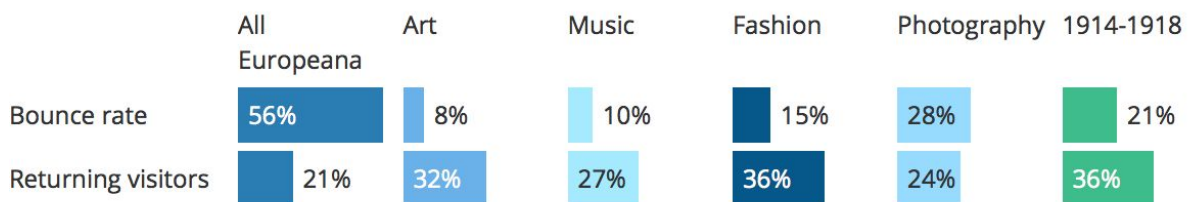
The amount of downloads is well on track. After a decrease during the summer, the amount of click-throughs increased in October. The number of media-views keeps on growing since July

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.