



Paper 4D - Public Europeana Foundation Governing Board Meeting

21 September 2018
9h30 – 16h45 CEST
Deutsche Nationalbibliothek
Adickesallee 1 / 60322
Frankfurt am Main

KPIs

Action proposed: For discussion, critique and Q&A

We experience challenges to reach the traffic KPI for visits to Europeana Collections. Most of the traffic on Europeana comes from long tail organic searches in Google leading to record pages. The decrease in the number of Europeana pages indexed by Google (due to little metadata descriptions) caused the decrease in traffic coming from organic searches through Google. EF took remedial actions to increase web traffic and indexing by Google such as:

- Include entities from the Entity Collection in the sitemap
- Get more backlinks from big Linked Open Data sources
- Include 'organisations' in the Entity Collection and organisation pages in Europeana.eu
- Publish Schema.org metadata alongside our pages
- Investigate the tuning of search results to reflect the metadata quality

All these actions helped to increase the number of pages indexed by Google and will hopefully increase traffic over time.

We have reached our yearly target of having over 40% Tier 2+ data (actual 48%) and over 20% Tier 3+ data (actual 23.1%) on Europeana Collections.

On the other hand we are over performing in our reach of Europeana data on social media including impressions and engagement (shares/likes/comments) as well as engagement on Europeana products with a high number of items downloaded.

Description	Actual 31 July 2018	Actual/target in % towards end target	Proposed target end of 2018
Cultural Heritage Institutions			
CHI satisfaction: 60% rate relationship with aggregator as 4+ on a Likert scale of 1-5	Not measured	Planned to measure for end of 2018	60%: 4+
Aggregator satisfaction: 60% rate relationship with aggregator as 4+ on a Likert scale of 1-5	Not measured	Planned to measure for end of 2018	60%: 4+
Tier 2+ data: 40% of the total	48% of the total	48%/40%	40% of the total
Tier 3+ data: 20% of the total	23.1% of the total	23.1%/20%	20% of the total
European Citizens			
Net Promoter Score for thematic collections, exhibition and blog > 30 ¹	Europeana Collections 47 (Average, measured quarterly)	> 30/47 (Europeana Collections)	> 30
	Exhibitions average ² 58	> 30/58 (Exhibitions)	
Reach of Europeana data: total impressions 3rd parties (Wiki, DailyArt ect.): 150 million	92,623,261	~62%/~58%	150,000,000
Reach of Europeana data: Total impressions social media: 82 million	65,242,433	~80%/~58%	82,000,000
Reach of Europeana data: Total engagement social media (shares/likes): 350 thousand	325,755	~93%/~58%	350,000
Reach of Europeana data: Traffic overall: 6 million visits	2,517,776	~42%/~58%	6,000,000
Engagement on Europeana products: Returning visitors >30% average on all thematic collections		/>30%	>30%
Engagement on Europeana products	180,931	~100%/~58%	180,000

¹ Currently, for the European Citizens market we measure the NPS for Europeana Collections and exhibitions.

² After each exhibition is published, Net Promoter Scores (NPS) are gathered via an online survey until at least 100 responses have been received.

Downloads: 180 thousand			
Engagement on Europeana products Click-throughs: 800 thousand	429,578	~54%/~58%	800,000
Research			
3 case studies of using Europeana resources in research infrastructures	0	Planned to measure end of 2018	3
3 case studies about grant fund winners published	3	3	3
Business Plan developed and published	In progress	50% Final version to be delivered in autumn 2018	Published
Set baseline Net Promoter Score for researchers	-	Planned for end of 2018	NPS
Education			
> 40 learning resources using Europeana data (e.g. MOOCs and learning scenarios)	39	39/ > 40	> 40
> Five integrations of Europeana data in dynamic learning environments (e.g. apps, publishing platforms)	4	4/ > 5	> 5
Net Promoter Score for teachers using Europeana > 20	63 (Aggregated score)	63/>20	>20
Creative Industries			
20 cases of new works, products or services created using Europeana content	3	3, priorities currently on education market	20
At least two new projects with high social and economic impact potential	2	2	2
Europeana Network			
Net Promoter Score for Network Association members >30	Not measured	Planned to measure end of 2018	>30
> 2,000 members	1,890 (excl. ca 300 unconfirmed members)	2001	> 2,000
Five active Task Forces	4	4	5
Community-based organisation implemented	In progress	Implemented	Implemented

Policy and Frameworks			
>25% of active Europeana aggregators have integrated rightsstatements.org in their infrastructure	0%	Work has not started yet, planned for end of 2018	>25%
Economic impact case study published	-	Published	Published
Playbook part 2 published	-	In progress	Published
Research and Development			
Contribution to 10 reference papers or presentations	12	120%	10
Roadmap for improving visibility and indexing by search engines ready and approved	Approved	Approved	Ready
Net Promoter Score > 30 for EuropeanaTech	56	56/>30	> 30

Circulation:

Europeana Foundation Governing Board Members, Observers and the DCHE Expert Group

Classification:

Public