



## Europeana Foundation Governing Board Meeting

25 February 2016  
16h30 - 18h00 CET  
Teleconference

### Web Traffic & Social Media Report

*Action proposed: For information and Q&A*

### Summary

- Successful introduction of the new Download function: over 20,000 downloads in January. Very good start of the year on social media, all metrics beyond the target.

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

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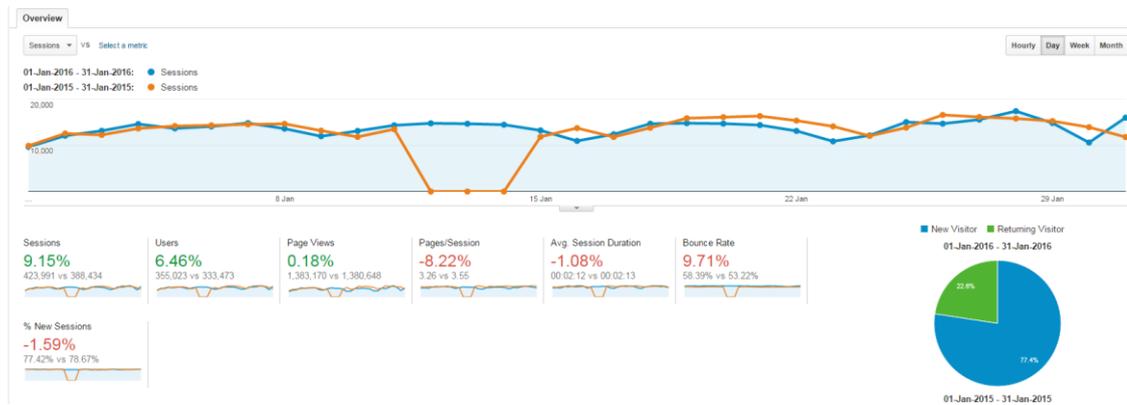


## Europeana Collections Metrics for January 2016, compared to last month



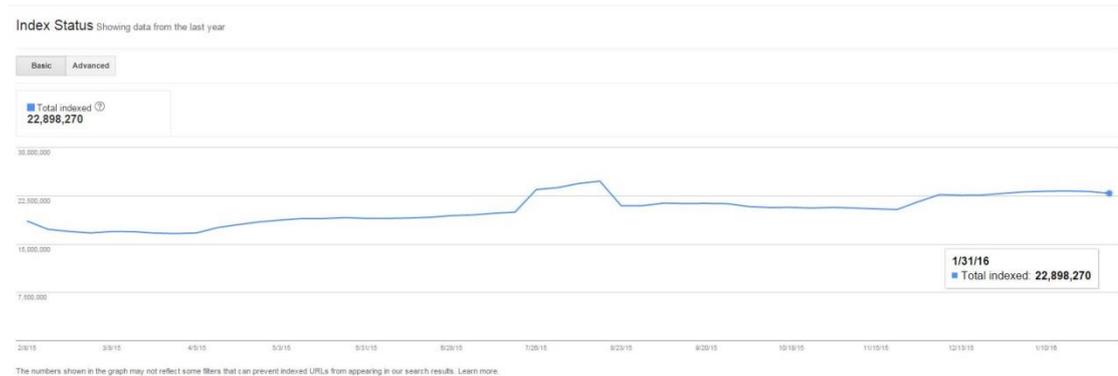
Portal traffic has increased by 5,29% compared to last month.

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



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

## # of indexed links (Europeana.eu)



22,898,270 indexed pages



## KPIs

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

**Circulation:**

Europeana Foundation Governing Board Members & Observers

**Classification:**

Public