



## Europeana Foundation Governing Board Meeting

28 September 2017  
09h30 – 16h30 CEST

Vrije Universiteit

[De Boelelaan 1105, 1081](#)

[HV Amsterdam](#)

### **Status of KPIs**

*Action proposed: For information and discussion*

### **Circulation:**

Europeana Foundation Governing Board Members & Observers

### **Classification:**

Public





# europeana



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

**KPIs**  
August 31 2017 Harry Verwayen



Co-financed by the European Union  
Connecting Europe Facility

# Cultural Heritage Institutions

## KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- 60% of participating CHIs rate Europeana services 4 or higher on a Likert scale of 1-5
- Increase the percentage of Tiers 3 and 4 material to at least 16% of the total



# Cultural Heritage Institutions

Tier	Total September 2017	Percent	Difference with May 2017
Total	53,629,614	100.00	500,073
Tier 1	46,358,648	86.44	2,484,510
Tier 2	2,979,440	5.56	-378,796
Tier 3	1,445,561	2.70	-383,106
Tier 4	2,845,965	5.31	-1,222,535
<b>Tier 2-4</b>	<b>7,270,966</b>	<b>13.56</b>	<b>-1,984,437</b>

\*Due to a defect in the CRF system this data is incorrect. Tier 2-4 data is in fact at least 2.5 million higher than reported. Details can be found in the [content report](#)

# General Public

## KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline for thematic collections
- >60% 4+ average user satisfaction for all thematic collections, exhibitions and blog (culture lovers)
- Reach of Europeana data:
  - Total impressions 3rd parties: 125 million
  - Total impressions social media: 75 million
  - Total engagement social media: 318 thousand
  - Traffic overall: 6 million visits
- Engagement on Europeana products
  - Returning visitors >30% average on all thematic collections
  - Downloads: 180 thousand
  - Click-throughs: 1.2 million



# Reach

## Impressions on 3rd Party platforms



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

\*detail in [web traffic report](#)

## Impressions on social media



# Reach

## Engagement on social media



\*detail in traffic report

## Traffic on End-user products



# Engagement

## Returning visitors



## Downloads



## Click-throughs



\*detail in traffic report



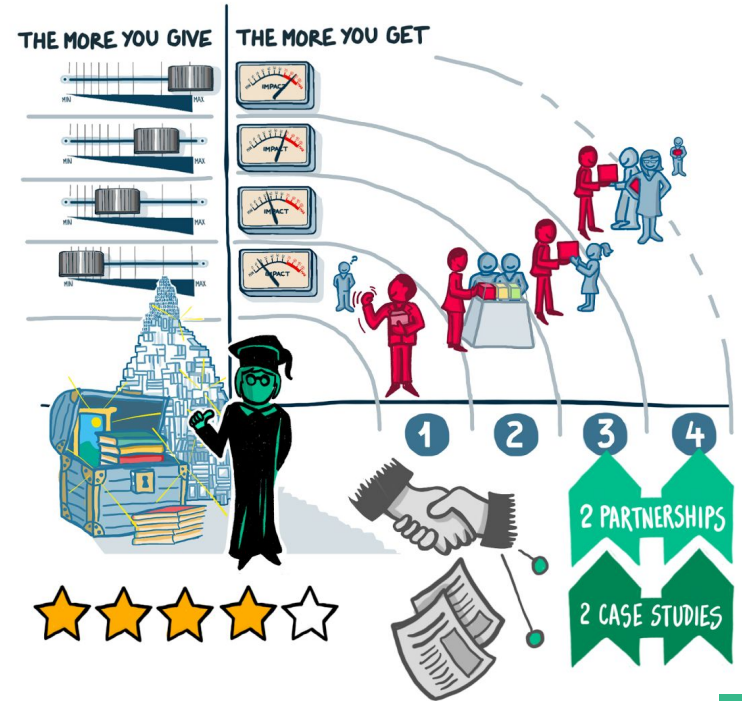


# Research

## KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- 60% of users rate Europeana services 4 or higher on a Likert scale of 1-5
- Consolidate partnerships with the two (2) research infrastructures that make Europeana data available
- Three publishable case studies from grant funding

\*On track, no news



# Education

## KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- 60% of users rate Europeana services 4 or higher on a Likert scale of 1-5
- Develop three new educational partnerships that make Europeana data available

\*On track, no news



# Creative Industries

## KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- 60% of users rate Europeana services 4 or higher on a Likert scale of 1-5
- Minimum of 20 new products and services inspired by or developed with Europeana content

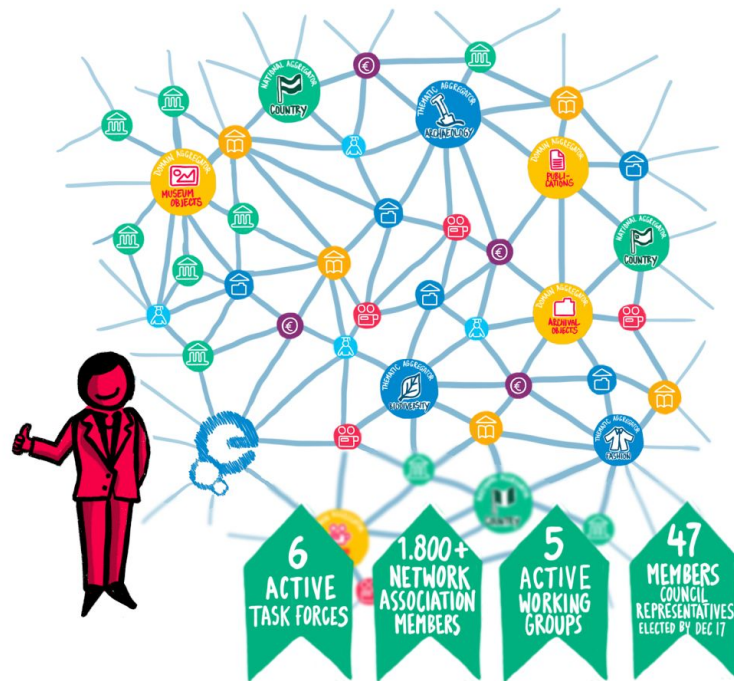
\*On track, no news



# Performance indicators

## KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- Minimum of 1,800 Network Association members
- Six active Task Forces
- Five active Working Groups



\*On track, no news