

Europeana Foundation Governing Board Meeting

19 June 2018
16h30 – 18h00 CEST

Overview of Europeana DSI-3 KPIs (measured 31 March 2018)

Proposed action: For information and Q&A

Europeana DSI-3 Key Performance Indicators (KPI)

As specified in the Tender the KPIs have been updated based on the Business plan 2018. For cultural heritage institutions (CHIs), we changed the KPI for CHIs now rating the user satisfaction with services offered by aggregators, rather than rating Europeana services as most CHIs supply content via national or domain aggregators. An additional KPI for aggregator satisfaction was introduced as aggregators are key stakeholders for Europeana. We also changed the KPI for measuring Tiers from one KPI to two KPIs to be more explicit in the content we hold.

For the European Citizens market, we changed the measurement from Likert scale to NPS scores as this gives us direct and easy to implement feedback mechanism towards our products (e.g. one question with pop-up while users are using the product instead of a survey questionnaire). As the reach on third party platforms and social media was performing well in 2017 we increased the targets for 2018. Just the the traffic KPI for visits to Europeana Collections stayed the same as we experienced challenges to achieve this KPI. Most of the traffic on Europeana comes from long tail organic searches in Google leading to record pages. The decrease of 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:

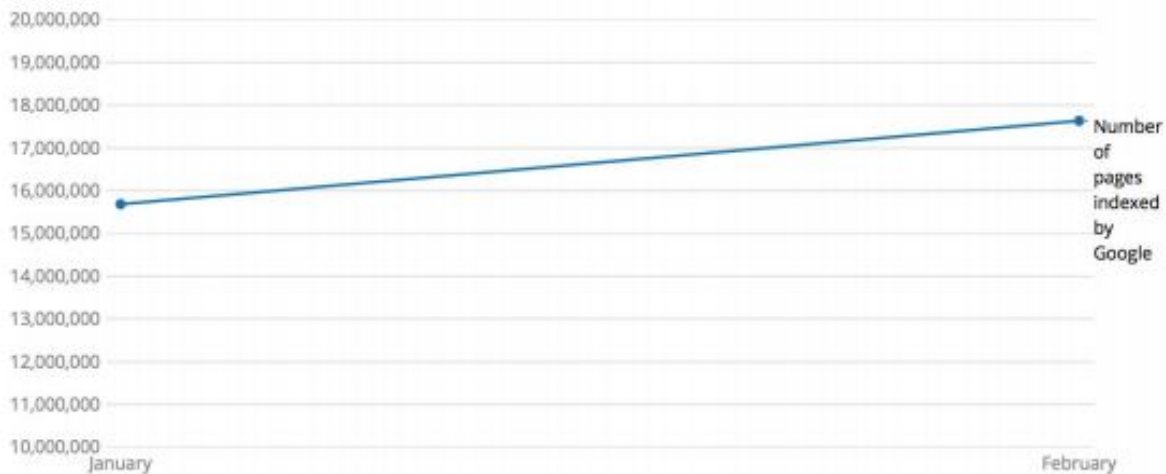
- Include entities from the Entity Collection in the sitemap
- Get more backlinks from big Linked Open Data sources
- Include 'organizations' in the Entity Collection and organization pages in Europeana.eu
- Publish Schema.org metadata alongside our pages
- Investigate the tuning of search results to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

All this actions helped to increase the number of pages indexed by Google (please see chart on p. 3) and will hopefully increase traffic over time. At the moment we're at 75% of the target KPI which is the highest traffic since May 2016.

We also reduced the KPI for returning visitors to thematic collections to one KPI taking the average of all thematic collections, instead of additionally measuring this KPI for all individual thematic collections (e.g. Art, Music, Photography). The scores for the individual thematic collections were quite balanced. Further, we reduced the target for the KPI click-throughs to data partners website as we had challenges to reach this target

in 2017. The decrease of the number of pages indexed by Google influences this KPI, as less people reach pages with poor quality (e.g. records that have little metadata description). This pages are more likely to have further engagement to the partner's website (a user may be interested in more description of the record and clicked-through to the data partners website). We also developed our direct view of objects on the record pages which may impacted on the number of click-throughs.

Number of pages indexed by Google



The amount of indexed pages increased between January and February, and keeps on growing.

For the Research market, we changed the way for measuring user satisfaction form Likert scale to NPS scores. NPS scores give a direct and easy to implement feedback mechanism towards our products (e.g. one question with pop-up while users are using the product instead of a survey questionnaire). We also replaced the KPI for consolidating partnerships with research infrastructures that make Europeana data available to case studies of using Europeana resources in research infrastructures, to make this KPI more specific. Further we introduced a KPI for a Europeana Research Business plan as main milestone.

For the Education Market, we also changed the way for measuring user satisfaction form Likert scale to NPS scores. Further, we changed the KPI for educational partnerships to integration of Europeana data in dynamic learning environments to make it more specific. We introduced a new KPI for learning resources using Europeana data as one of the main milestones for this market under Europeana DSI-3.

For the Creative Industries market, we removed the KPI for users satisfaction as this market is not our main priority at the moment. We introduced a new KPI for new projects with high social and economic impact potential corresponding to our challenges for CCIs for funding for the best projects submitted.

For the Europeana Network, we introduced a new KPI for user satisfaction, increased the KPI for amount of members, and removed the KPI for Working groups keeping only the KPI for Task Forces. We also introduced

the KPI for Community-based organisation implemented as community building is one of our objectives this year.

There were also introduced two new categories of KPIs for policy and frameworks as well as research and developments to track the progress in these areas as well.

Description	Actual 31 March 2018	Target/actual 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	Not measured, due to technical problems in our backend we are currently not able to extract the up to date numbers to report on the tiers of the Europeana Publishing Framework	We are currently working on a short-term fix to include the figures in the next report. ⁱ	40% of the total
Tier 3+ data: 20% of the total			20% of the total
European Citizens			
Net Promoter Score for thematic collections, exhibition and blog > 30 ⁱⁱ	Europeana Collections received a Net Promoter Score rating of 69 (Spring 2018, measured quarterly)	69 (Europeana Collections)	> 30
	Exhibitions average ⁱⁱⁱ	55 (Exhibitions)	
Reach of Europeana data: total impressions 3rd parties (Wiki, DailyArt ect.): 150 million	39,069,004	~25%/~26%	150,000,000
Reach of Europeana data: Total impressions social media: 82 million	38,614,801	~25%/~47%	82,000,000
Reach of Europeana data: Total engagement social media (shares/likes): 350 thousand	133,897	~25%/~38%	350,000
Reach of Europeana data: Traffic overall: 6 million visits	1,162,081	~25%/~19%	6,000,000

Engagement on Europeana products: Returning visitors >30% average on all thematic collections	28,4	28,4	> 30%
Engagement on Europeana products Downloads: 180 thousand	80,255	~25%/~45%	180,000
Engagement on Europeana products Click-throughs: 800 thousand	211,899	~25%/~27%	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	0	Planned to measure end of 2018	3
Business Plan developed and published	In progress	In progress	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)	In progress	In progress	> 40
> Five integrations of Europeana data in dynamic learning environments (e.g. apps, publishing platforms)	1	1	> 5
Net Promoter Score for teachers using Europeana > 20	62 (eTwinning webinar survey)	62	>20
Creative Industries			
20 cases of new works, products or services created using Europeana content	1	1, priorities currently on education market	20
At least two new projects with high social and economic impact potential	0	0	2
Europeana Network			
Net Promoter Score for Network Association	Not measured	Planned to measure end of 2018	>30

members >30			
> 2,000 members	1,890 (excl. ca 300 unconfirmed members)	1,890	> 2,000
Five active Task Forces	4	4	5
Community-based organisation implemented	In progress	In progress	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	-	In progress	Published
Playbook part 2 published	-	In progress	Published
Research and Development			
Contribution to 10 reference papers or presentations	5	5	10
Roadmap for improving visibility and indexing by search engines ready and approved	In progress	In progress	Ready
Net Promoter Score > 30 for EuropeanaTech	Not measured	Planned to measure end of 2018	> 30

Circulation:

Europeana Foundation Governing Board Members, Observers and DCHE

Classification:

Public

ⁱ The proper fix of the technical problem will be in place after we have migrated to Metis in August 2018. In that process we will also clean up our databases (MongoDB and Solr). From September on we expect to have a clean database again that will allow us to extract reliable figures about content complying to the tiers of the Europeana Publishing Framework.

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

ⁱⁱⁱ Music and the Mechanics NPS 53, An Ecstasy of Beauty NPS 54, Visions of War NPS 58. After each exhibition is published, Net Promoter Scores (NPS) are gathered via an online survey until at least 100 responses have been received.