Europeana Foundation

Governing Board Meeting

5 March 2018
9h30 – 16h45 CET
Koninklijke Bibliotheek Prins
Willem-Alexanderhof
5, 2595 BE The Hague
Koopman Room I5.200

Overview of KPIs

Action proposed: For discussion

Circulation:
Europeana Foundation Governing Board Members & Observers

Classification:
Public

Co-financed by the European Union
Connecting Europe Facility

No.	KPI	2017	
		realized Q4	*target Q4*
Cultural Heritage Institutions			
KPI 1.1	Establish the components of a Net Promoter score baseline	*Done*	*done*
KPI 1.2	60% of participating CHIs rate Europeana services 4 or higher on a Likert scale of 1-5	*n.a.*	*done*
KPI 1.3	Increase the percentage of Tier 3 and 4 material to at least 16% of the total	*18%*	*16%*
European Citizens			
KPI 2.1.a	Establish the components of a Net Promoter score baseline for thematic collections: Art Collections	*22*	*done*
KPI 2.1.b	Establish the components of a Net Promoter score baseline for thematic collections: Music Collections	*18*	*done*
KPI 2.1.c	Establish the components of a Net Promoter score baseline for thematic collections: Fashion Collections	*29*	*done*
KPI 2.1.d	Establish the components of a Net Promoter score baseline for thematic collections: Photography Collections	*32*	*done*
KPI 2.1.e	Establish the components of a Net Promoter score baseline for thematic collections: 14-18 Collections	*35*	*done*
KPI 2.2	>60% 4+ average user satisfaction for all thematic collections, exhibitions and blog (culture lovers)	*Panos*	*done*
KPI 2.3.a	Reach of Europeana data: total impressions 3rd parties (Wiki, DailyArt ect.): 125 million	*140,936,502*	*125,000,000*
KPI 2.3.b	Reach of Europeana data: Total impressions social media: 75 million	*172,093,434*	*75,000,000*
KPI 2.3.c	Reach of Europeana data: Total engagement social media (shares/likes): 318 thousand	*506,010*	*318,000*
KPI 2.3.d	Reach of Europeana data: Traffic overall: 6 million visits	*3,858,018*	*6,000,000*
KPI 2.4.a	Engagement on Europeana products Returning visitors >30% average on all thematic collections	*21%*	*30%*
KPI 2.4.a.1	Engagement on Europeana products Returning visitors >30% average on all thematic collections - Art Collections	*32,2%*	*30%*
KPI 2.4.a.2	Engagement on Europeana products Returning visitors >30% average on all thematic collections - Music Collections	*27,6%*	*30%*
KPI 2.4.a.3	Engagement on Europeana products Returning visitors >30% average on all thematic collections - Fashion Collections	*36,3%*	*30%*

KPI 2.4.a.4	Engagement on Europeana products Returning visitors >30% average on all thematic collections - Photography Collections	24,8%	30%
KPI 2.4.a.5	Engagement on Europeana products Returning visitors >30% average on all thematic collections - 14-18 Collections	data not available	30%
KPI 2.4.b	Engagement on Europeana products Downloads: 180 thousand	171,790	180,000
KPI 2.4.c	Engagement on Europeana products Click-throughs: 1.2 million	753,559	1,200,00
Research			
KPI 3.1	Establish the components of a Net Promoter score baseline	Done	done
KPI 3.2	>60% of users rate Europeana services 4 or higher on a Likert scale of 1-5	Panos	60%: 4+
KPI 3.3	Consolidate partnerships with two research infrastructures that make Europeana data available	1	2
KPI 3.4	Three publishable case studies from grant funding	3	3
Education			
KPI 4.1	Establish the components of a Net Promoter score baseline	Done	done
KPI 4.2	>60% of users rate Europeana services 4 or higher on a Likert scale of 1-5	Panos	60%: 4+
KPI 4.3	Develop three new educational partnerships that make Europeana data available	5	3
Creative Industries			
KPI 5.1	Establish the components of a Net Promoter score baseline	Done	done
KPI 5.2	>60% of users rate Europeana services 4 or higher on a Likert scale of 1-5	Panos	60%: 4+
KPI 5.3	Minimum of 20 new products and services inspired by or developed with Europeana content	24	20
Europeana Network			
KPI 6.1	Establish the components of a Net Promoter score baseline	Not done	done
KPI 6.2	Minimum of 1,800 Network Association members	1,580	1800
KPI 6.3	Six active Task Forces	6	6
KPI 6.4	Five active Working Groups	5	5