EUROPEAN INNOVATION COUNCIL eic

Visits

Visits Overview

- **822** visits
- **7 min 29s** average visit duration
- **31%** visits have bounced (left the website after one page)
- **6.1** actions (page views, downloads, outlinks and internal site searches) per visit
- **3.2s** average generation time
- **4,836** pageviews, **3,320** unique pageviews
- **0** total searches on your website, **0** unique keywords
- **3** downloads, **3** unique downloads
- **208** outlinks, **167** unique outlinks
- **110** max actions in one visit
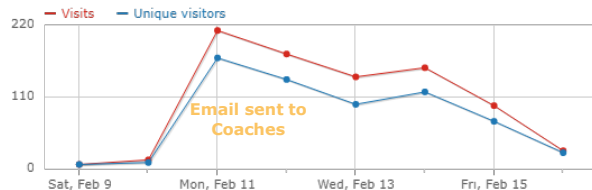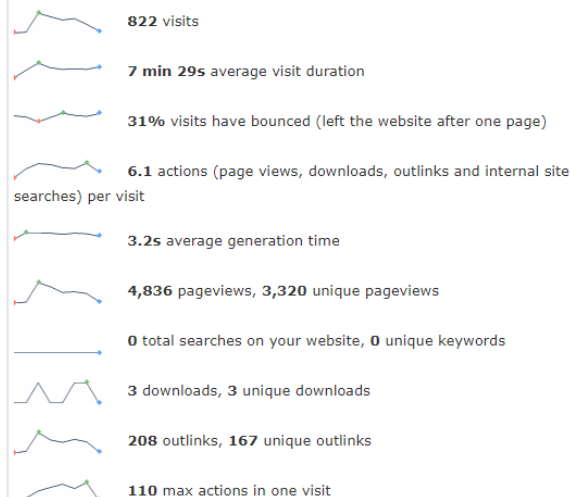
Top 5 Sections

1. Homepage   820 visits | 490 unique visitors
2. People - User Profiles   450 visits | 277 unique visitors
3. Groups   254 visits | 132 unique visitors
4. Events   96 visits | 68 unique visitors
5. Stories   80 visits | 60 unique visitors

Top 5 Pages*

1. Groups   254 visits | 132 unique visitors
2. Evonik Event Site   113 visits | 100 unique visitors
3. Do business with MAN Group   133 visits | 76 unique visitors
4. Finding Investors Group   87 visits | 69 unique visitors
5. Events   96 visits | 68 unique visitors

Content Calendar

SCHEDULE PLAN:	Menu	Content Type	Title	People Involved	Target Audience	Related Events / Stories / Groups	Moderation
Monday, February 11	Events	Photo Album	EIC and Evonik	Ana Pinho / Pedro Pinto	Full Community	Evonik Event Site	
Tuesday, February 12	Stories	Open Call	Open Call: Investor Day for Women in Tech	Ana Pinho / Pedro Pinto / Diana Rucinschi / Romain Bouttier	Full Community	Women Entrepreneurship Group Women in Tech Event Site	
Wednesday, February 13							
Thursday, February 14	Events	News	The EIC pilot and Evonik envision new approaches to health care and personal care	Ana Pinho / Pedro Pinto	Full Community	Evonik Event Site	
Friday, February 15	Groups	Coach Support - Expert Content	Private US-based established VC Firms specializing in SMEs developing medical devices	Ana Pinho / Iordanis ARZIMANOGLOU	Full Community	Finding Investors	

Key takeaways

- Peak of activity due to sending the Welcome Email to the Coaches list = 211 visits/169 unique.
- Most viewed section was Groups = related to sending onboarding email to Coaches and the 1st groups created for events.
- MAN Private group was the 3rd most viewed page.
- Events visualization peak due to Photo Album of Evonik.

- 126 attempts to login unsussccessfuly. We need fast helpdesk to solve this.
- Bounce rate has dropped to 31% this week. Probably because of the interaction with the Groups. People feel there is more to see.
- 7 min average duration is also a good indicator.
- There was an increase in activity with comments and opened discussions (as we cannot export them yet, I do not have numbers).

* Not including the homepage and User Profiles.