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Accelerate SSL Innovation for Europe

Deliverable

D5.10 Innovation platform usage and status in year 2

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Summary

This report provides figures on the usage and status of the *Lighting for People* platform through Year 2, as well conclusions drawn from this data.

1   Introduction

1.1 Page views

In the first year we registered on the *Lighting for People* platform 14,072 page view, 3653 users and 5621 sessions. In 2015 the total number of page views was 24,356 coming from 10429 unique users, which is a significant increase of 70% in page visits, and of 300% in user number.

In spite of the significantly increased visits, the web site suffers from a high bounce rate (> 70%), which means most people arrive and leave on the page they first visit - so they don't interact with the site and/or the material is not what they are looking for. The real audience who engage is probably around 5000 people from UK, Sweden, and Germany being the most frequent locations in these countries pages, having visits 2.7 higher and bounce rates 50% lower than on average.

Source / Medium	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	12,582 % of Total: 100.00% (12,582)	78.33% Avg for View: 77.49% (1.09%)	9,856 % of Total: 101.09% (9,750)	71.63% Avg for View: 71.63% (0.00%)	1.84 Avg for View: 1.84 (0.00%)	00:01:37 Avg for View: 00:01:37 (0.00%)
1. google / organic	4,459 (35.44%)	78.85%	3,516 (35.67%)	73.58%	1.77	00:01:29
2. (direct) / (none)	3,299 (26.22%)	83.12%	2,742 (27.82%)	73.84%	2.03	00:01:59
3. ssl-erate.eu / referral	770 (6.12%)	28.44%	219 (2.22%)	37.14%	3.03	00:03:27
4. floating-share-buttons.com / referral	714 (5.67%)	100.00%	714 (7.24%)	92.44%	1.08	00:00:35
5. lightingeurope.org / referral	298 (2.37%)	71.14%	212 (2.15%)	47.65%	2.58	00:02:10
6. luxreview.com / referral	297 (2.36%)	74.75%	222 (2.25%)	53.54%	2.04	00:01:57
7. social-buttons.com / referral	120 (0.95%)	100.00%	120 (1.22%)	100.00%	1.00	00:00:00
8. adf.ly / referral	116 (0.92%)	100.00%	116 (1.18%)	100.00%	1.00	00:00:00
9. fagerhult.com / referral	107 (0.85%)	60.75%	65 (0.66%)	68.22%	1.97	00:01:47
10. get-free-social-traffic.com / referral	104 (0.83%)	100.00%	104 (1.06%)	99.04%	1.01	00:00:05

The Table shows that 36% of the visits is the result of searches with Google. Referral traffic is on the rise, having lower bounce rate and longer session duration.

The website traffic could be increased by increasing the content velocity (volume of material added to site), the 'eye ball' content (material attracting high volume short term traffic) and the 'evergreen' content (material generating constant traffic over long time period). Moreover, existing channels - e.g. Lux Review – should be utilized to publish opinion pieces by key project members and results should be disseminated via non-lighting events. Another option is to start using webinars.

1.2 Videos

During the second project year six videos were shot regarding human centric lighting. The videos were uploaded to the *Lighting for People* website.

One video is an introduction to the topic of human centric lighting. The other videos are conveying application specific messages given by scientists and using a more scientific language.

The Table lists all videos available on the website. The videos were viewed 1729 times in total.

Title Video	Views	Links
Human Centric Lighting: An overview	242	https://www.youtube.com/watch?v=3l9etUQMcAo
Human Centric Lighting in health care	79	https://www.youtube.com/watch?v=wLbk2fvAU08
Human Centric Lighting in education	180	https://www.youtube.com/watch?v=EUwGdnIJSCg
Human Centric Lighting in the workplace	160	https://www.youtube.com/watch?v=bIpGYub45t8
Human Centric Lighting: An introduction	79	https://www.youtube.com/watch?v=3zrZ3fXlu8Q
Human Centric Lighting in the outdoor environment	53	https://www.youtube.com/watch?v=Vfa3JWnEKK8
How LED lighting will shape the cities of the future	321	https://www.youtube.com/watch?v=0yOzP3hruXk
Can LED lighting make our lives in cities healthier?	268	https://www.youtube.com/watch?v=R5uUhv_5oqk
Introduction to lighting for people	347	https://www.youtube.com/watch?v=pkEbbTRhsYA

1.3 Registration

All information on the platform is accessible without registration, but the platform offers this function in order to send newsletters and updates, or to register for events. As at September 2015, a total of 406 individuals had registered, from 176 companies, 19 industrial and lighting clusters and 24 public organizations (including 12 related to education and 2 to health).

	Total individuals	I Industrial, lighting association / cluster	II Public	III Companies	total I + II + III	SSL-erate	Outside Europe
25-1-2015	324	16	24	136	176	15	3
25-9-2015	406	19	29	176	224	16	42

The number of registrations on the website is low because of the following reasons:
1. No compelling reason to register exists (information is available freely, no login required);
2. Site is not a news site (low content velocity);

3. We reach the target group through other channels (e.g. through events, cluster workshops, city events, other websites such as a the Luxlive & Luxreview on-line magazines.

2 Conclusions

One conclusion to draw from the website statistics is that we generated more traffic to the website when we sent out an e-newsletter to our registered users. Sending out e-newsletters more often and increasing the content velocity will increase the website traffic.

Another trend that stands out is that the lighting application pages were among the most popular and people spent longer on them on average. Increasing the activity on these pages, with new eyeball and evergreen content, will get more page visits and retain people even longer.

It is also recommended to increase the social media activities, to use existing channels (cities, lighting clusters, on-line journals, trade fairs and conferences) more often and start using new ones (webinars), and to disseminate via non-lighting events to drive traffic to the website and increase awareness of the *Lighting for People* website.