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Accelerate SSL Innovation for Europe

Deliverable

D5.9 Innovation platform usage and status in year 1

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Summary

This report provides figures on the usage and status of the Lighting For People platform through Year 1, as well conclusions drawn from this data.

1 Website statistics

Since the platform was launched on April 1st 2014 it has had 14,072 page views, 3653 users and 5621 sessions. We received the most traffic in the week commencing 14th September 2014, which coincides with when we sent out the e-newsletter. This is no surprise, and clearly shows that the more newsletters we can send out, the most traffic we will drive to the website.
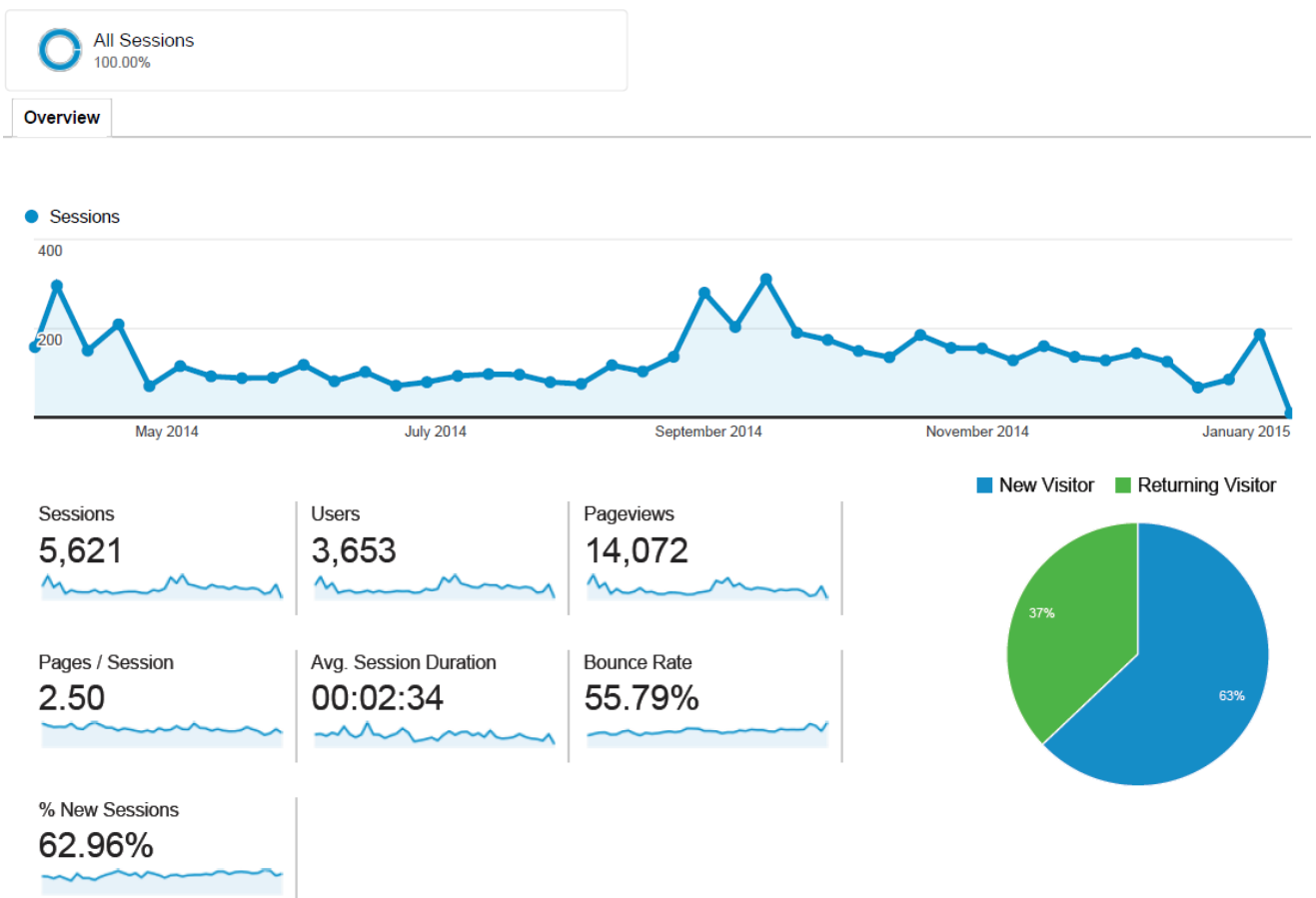
63% of visitors to the platform were new visitors and 37% were returning. The average visitor viewed 2.5 pages and spent 2 minutes and 34 seconds on the platform.

In terms of geographic spread, the United Kingdom had the most sessions with 1,003 (17.84%), next was the USA with 463 (8.24%), then Germany with 422 (7.51%), Sweden with 406 (7.22%) and Netherlands with 376 (6.69%).

The most popular page (aside from the home page and the lighting applications page), was the Events Calendar which received 10.11% of the unique page views. The most popular of the lighting applications pages was Lighting in Workplaces (not particularly surprising given it featured on the newsletter), which accounted for 6.84% of unique page views. The statistics for the average amount of time users spent on each page, show that users spent longer on the lighting applications pages (Lighting in Workplaces, Lighting in Education) than they did on other pages (on average approximately a minute longer). The Open Innovation page also proved popular, with 7.08% of unique page views and above average time spent on the page.

Audience Overview Apr 1, 2014 - Jan 11, 2015

All Sessions
100.00%

Overview

Sessions

Sessions	Users	Pageviews
5,621	3,653	14,072

Pages / Session	Avg. Session Duration	Bounce Rate
2.50	00:02:34	55.79%

% New Sessions
62.96%

New Visitor / Returning Visitor
37% / 63%

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	Country	Sessions		% Sessions
1.	United Kingdom	1,003	■	17.84%
2.	United States	463	▍	8.24%
3.	Germany	422	▍	7.51%
4.	Sweden	406	▍	7.22%
5.	Netherlands	376	▍	6.69%
6.	Belgium	355	▍	6.32%
7.	Italy	200	▎	3.56%
8.	China	199	▎	3.54%
9.	Spain	187	▎	3.33%
10.	Brazil	180	▎	3.20%

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		14,072 % of Total: 100.00% (14,072)	10,810 % of Total: 100.00% (10,810)	00:01:42 Avg for View: 00:01:42 (0.00%)	5,621 % of Total: 100.00% (5,621)	55.79% Avg for View: 55.79% (0.00%)	39.94% Avg for View: 39.94% (0.00%)	$0.00 % of Total: 0.00% ($0.00)
1.	/	5,051 (35.89%)	3,942 (36.47%)	00:01:46	3,758 (66.86%)	49.07%	45.89%	$0.00 (0.00%)
2.	/lighting-applications/	2,393 (17.01%)	1,594 (14.75%)	00:01:01	359 (6.39%)	52.92%	22.15%	$0.00 (0.00%)
3.	/events-calendar/	1,447 (10.28%)	1,093 (10.11%)	00:01:32	275 (4.89%)	61.82%	35.04%	$0.00 (0.00%)
4.	/open-innovation/	934 (6.64%)	765 (7.08%)	00:01:55	151 (2.69%)	77.48%	43.79%	$0.00 (0.00%)
5.	/lighting-in-workplaces/	842 (5.98%)	739 (6.84%)	00:02:43	374 (6.65%)	79.68%	57.48%	$0.00 (0.00%)
6.	/lighting-in-education/	821 (5.83%)	703 (6.50%)	00:02:33	421 (7.49%)	80.76%	60.41%	$0.00 (0.00%)
7.	/green-business-development/	534 (3.79%)	455 (4.21%)	00:01:25	28 (0.50%)	46.43%	36.33%	$0.00 (0.00%)
8.	/news/	351 (2.49%)	199 (1.84%)	00:01:28	26 (0.46%)	46.15%	17.09%	$0.00 (0.00%)
9.	/domestic-lighting/	324 (2.30%)	275 (2.54%)	00:03:24	76 (1.35%)	81.58%	46.91%	$0.00 (0.00%)
10.	/lighting-in-smart-cities/	287 (2.04%)	259 (2.40%)	00:02:08	23 (0.41%)	69.57%	35.89%	$0.00 (0.00%)

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2 Conclusions

One conclusion to draw from these statistics is that we generated more traffic to the website when we sent out an e-newsletter to our registered users. It would be good to increase this activity which requires however a regular stream of new content so that we don't send people the same material repeatedly.

Another trend that stands out is that the lighting application pages were among the most popular and people spent longer on them on average. It would be good to increase the activity on these pages, with new content, to retain people even longer and get more page views.

It is also recommended to increase the regularity of the social media activities as this can also help to drive traffic to the website and increase awareness of the Lighting For People brand.