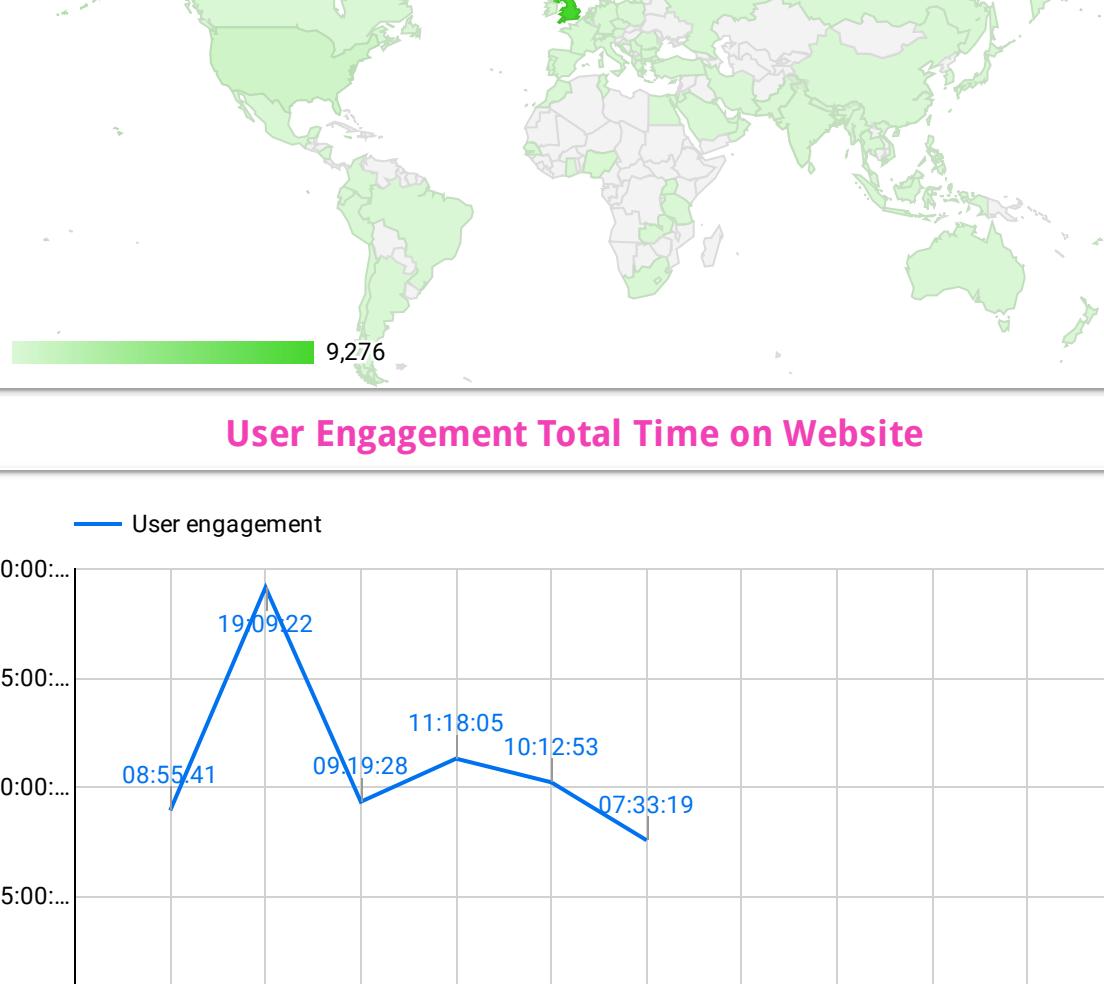


NCACE - General Website Information

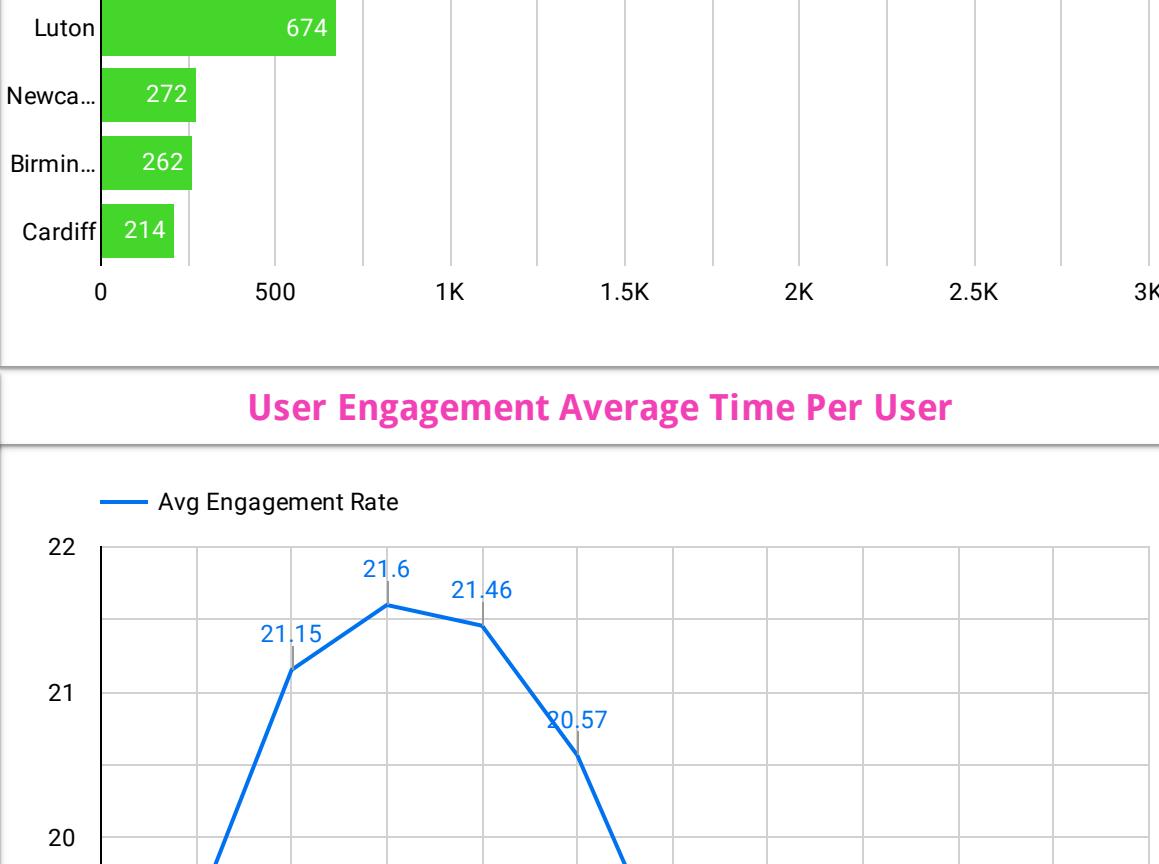
Select the date below
If nothing is selected it will automatically show YTD - If nothing is selected it will automatically show YTD

Jan 1, 2023 - Jul 21, 2023

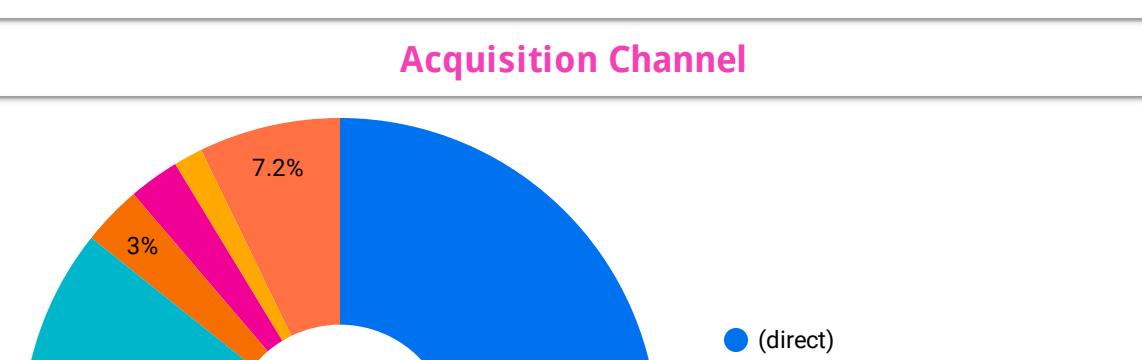
Visitor's Country Information



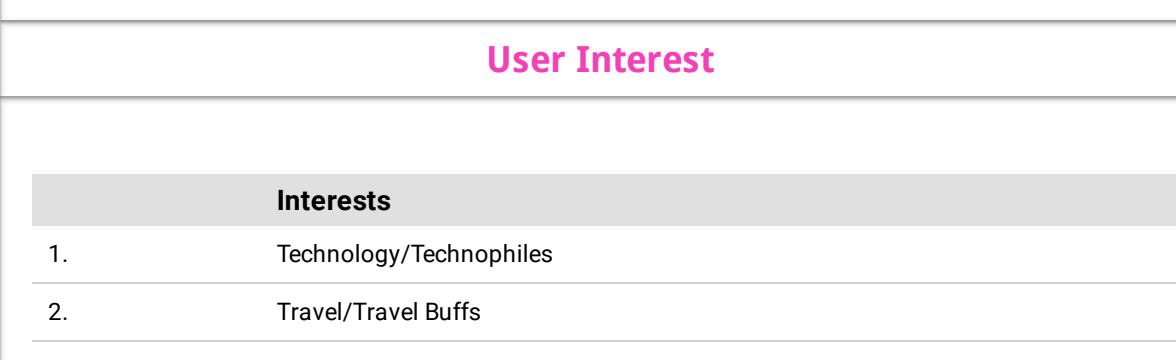
Visitor's City Information



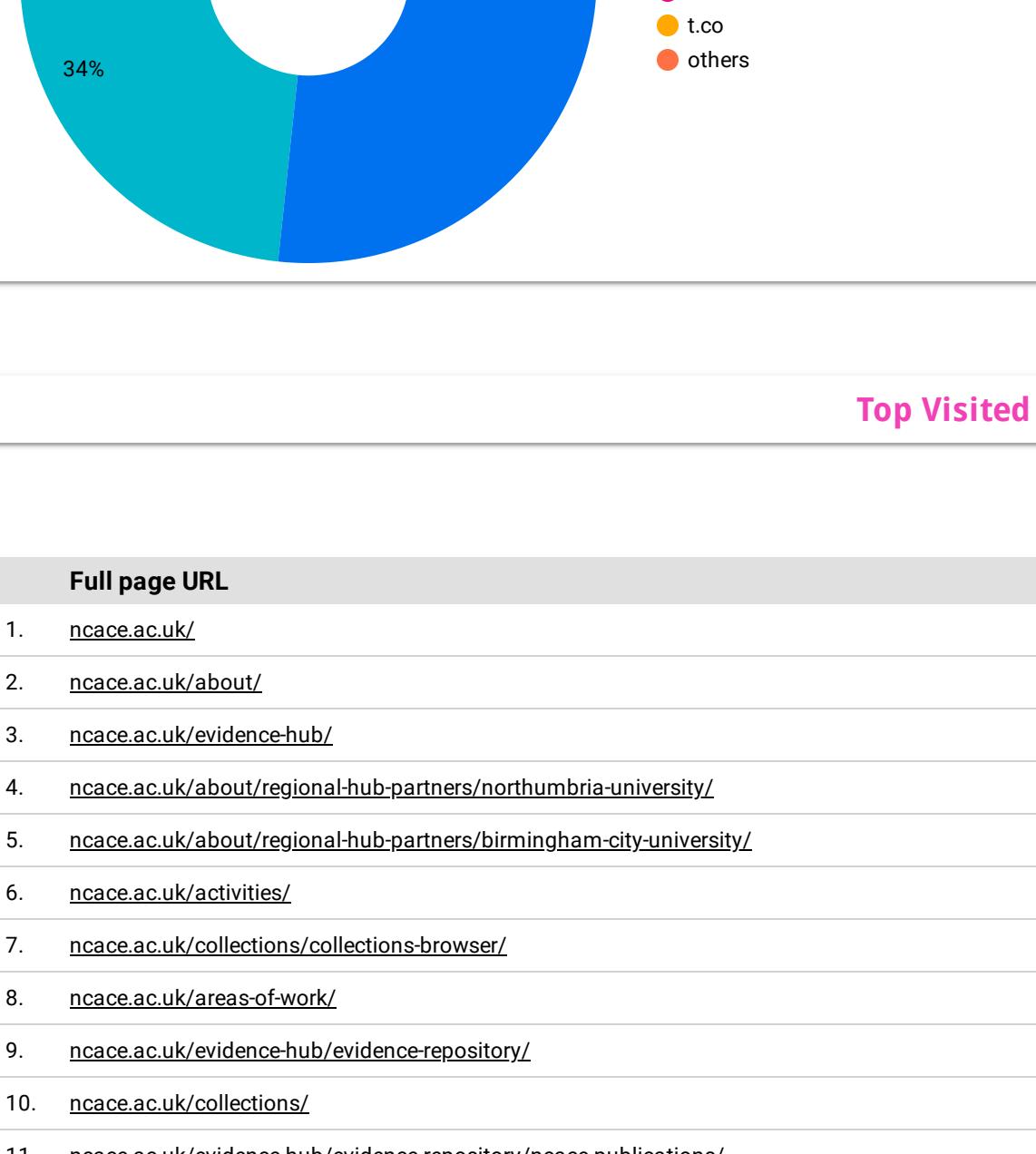
User Engagement Total Time on Website



User Engagement Average Time Per User



Acquisition Channel



User Interest

Interests	
1.	Technology/Technophiles
2.	Travel/Travel Buffs
3.	Media & Entertainment/Movie Lovers
4.	News & Politics/Avid News Readers/Entertainment News Enthusiasts
5.	Media & Entertainment/TV Lovers
6.	Lifestyles & Hobbies/Shutterbugs
7.	Media & Entertainment/Music Lovers
8.	Shoppers/Shopping Enthusiasts
9.	Food & Dining/Cooking Enthusiasts/Aspiring Chefs

1 - 75 / 75 < >

Top Visited Landing Pages

Full page URL	Sessions	Views	Engagement rate	Engagement Time
1. ncace.ac.uk/	2,242	2,753	54.77%	10:51:48
2. ncace.ac.uk/about/	542	573	11.07%	03:53:46
3. ncace.ac.uk/evidence-hub/	490	570	16.12%	02:08:47
4. ncace.ac.uk/about/regional-hub-partners/northumbria-university/	511	532	34.83%	00:47:20
5. ncace.ac.uk/about/regional-hub-partners/birmingham-city-university/	509	511	46.95%	02:10:01
6. ncace.ac.uk/activities/	464	452	18.1%	03:02:19
7. ncace.ac.uk/collections/collections-browser/	459	439	27.02%	04:00:03
8. ncace.ac.uk/areas-of-work/	363	411	9.92%	03:42:41
9. ncace.ac.uk/evidence-hub/evidence-repository/	324	330	29.63%	02:34:13
10. ncace.ac.uk/collections/	212	312	16.51%	01:31:00
11. ncace.ac.uk/evidence-hub/evidence-repository/ncace-publications/	218	225	32.57%	01:26:43
12. ncace.ac.uk/getting-involved/	180	191	7.22%	00:57:56
13. ncace.ac.uk/contact/	99	139	5.05%	00:57:11
14. ncace.ac.uk/2021/10/05/meaningful-impact-in-arts-and-humanities-research-who-decides/	119	107	47.06%	01:32:16
15. ncace.ac.uk/2023/04/03/gods-eye-view-curating-the-intersections-between-artist-audience-and-place/	111	105	31.53%	01:01:25

1 - 100 / 1249 < >

Traffic Referral Sources

Session source	Views	Engagement Time
1. google	4,769	30:19:26
2. (direct)	4,224	18:55:45
3. us02web.zoom.us	429	03:45:58
4. bing	408	03:30:56
5. t.co	182	01:40:47
6. ecosia.org	117	01:07:49
7. linkedin.com	194	00:59:22
8. localhost:3000	163	00:50:45
9. mail.google.com	137	00:38:19
10. uk.search.yahoo.com	60	00:33:07
11. sussex.ac.uk	29	00:27:21
12. statics.teams.cdn.office.net	62	00:22:28
13. (not set)	47	00:20:58
14. padlet.com	94	00:20:34
15. mailchi.mp	50	00:18:46
16. tagassistant.google.com	78	00:15:40
17. ukri.org	38	00:14:30

1 - 79 / 79 < >

Custom Events

Event name	Event count
1. view_search_results	125
2. research reports: matches	1
3. reset search/filter	2

1 - 3 / 3 < >

NCACE - Evidence Repository Information

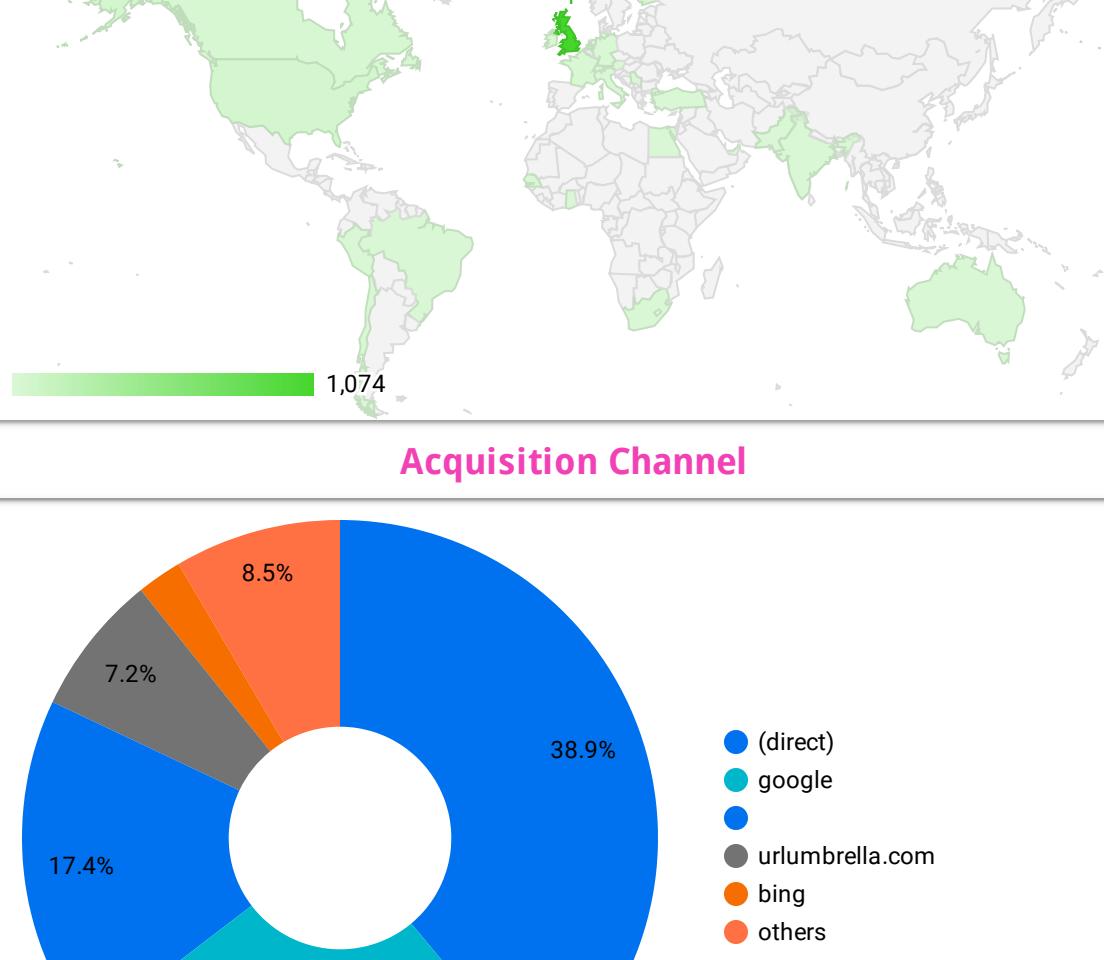
Select the date below

If nothing is selected it will automatically show YTD if nothing is selected it will automatically show YTD

Date range quickfilter

Jan 1, 2023 - Jul 22, 2023

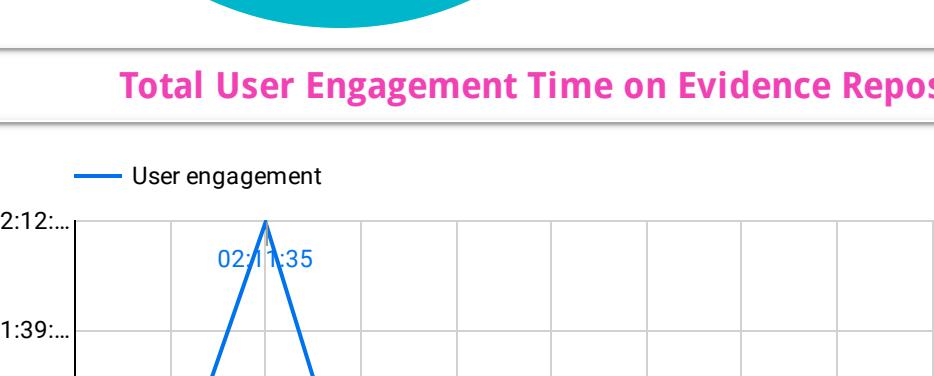
Visitor's Country Information



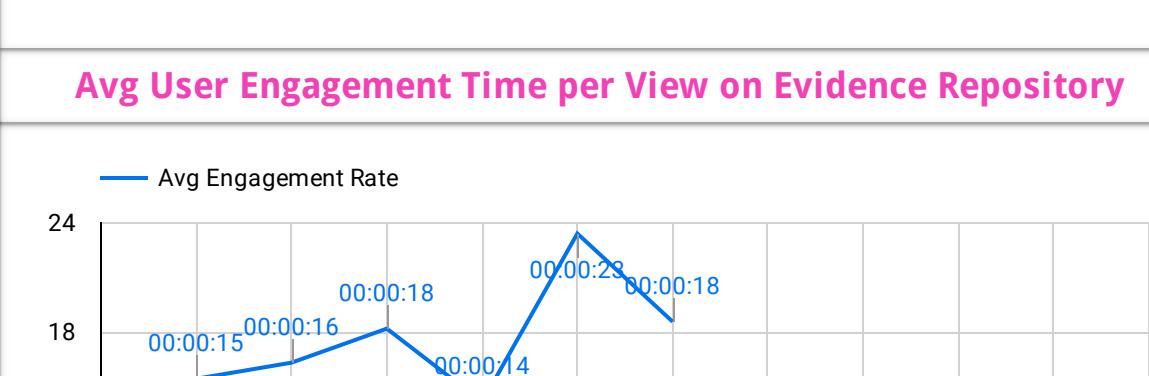
Visitor's City Information



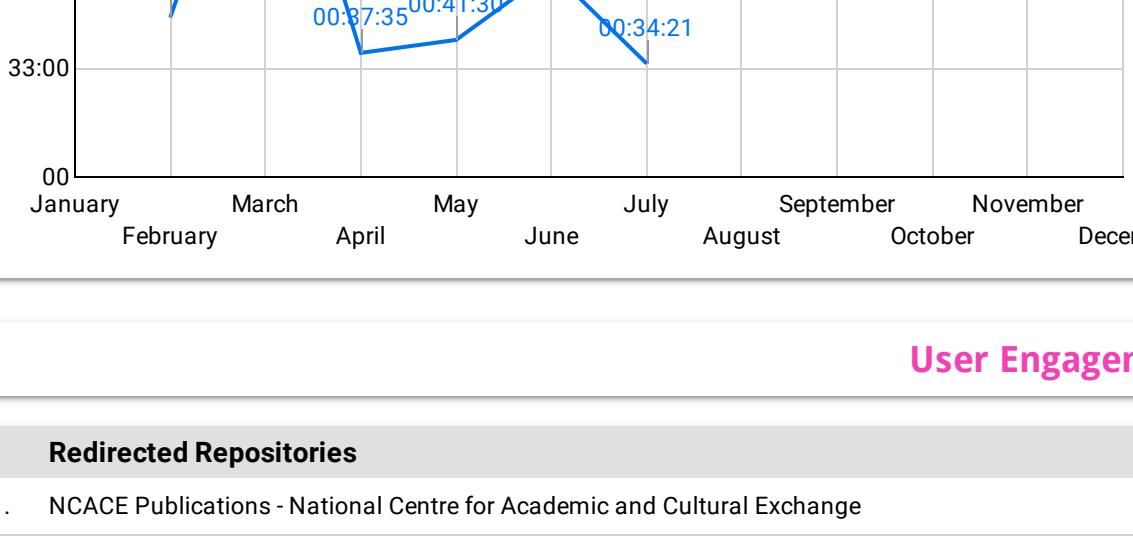
Acquisition Channel



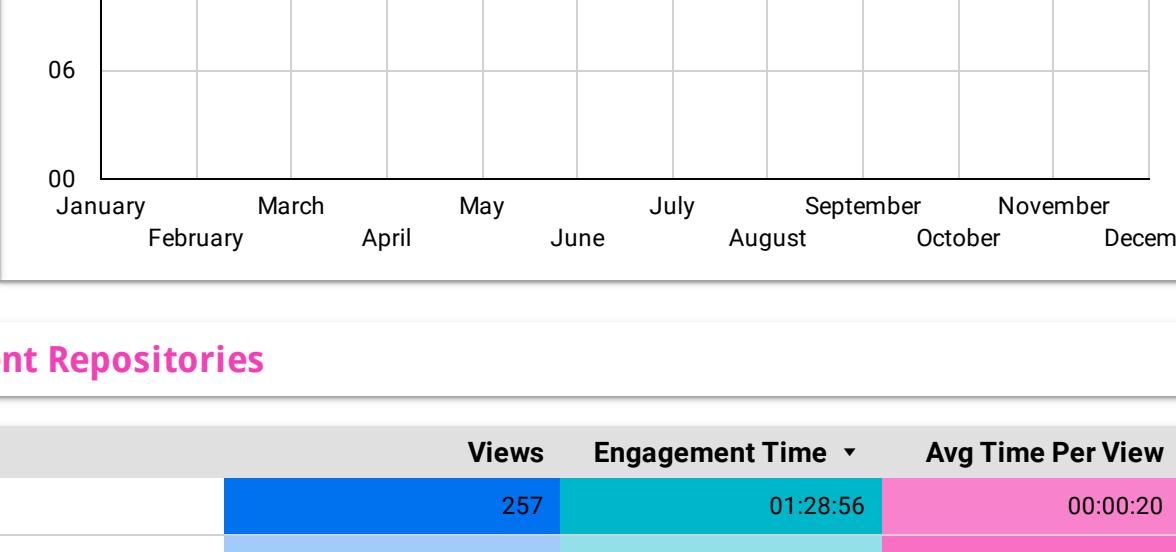
Visitor's Landing on Activities Page



Total User Engagement Time on Evidence Repository



Avg User Engagement Time per View on Evidence Repository



User Engagement Repositories

Redirected Repositories	Views	Engagement Time	Avg Time Per View
1. NCACE Publications - National Centre for Academic and Cultural Exchange	257	01:28:56	00:00:20
2. Health and Wellbeing - National Centre for Academic and Cultural Exchange	89	00:35:23	00:00:23
3. Culture related Knowledge Exchange - National Centre for Academic and Cultural Exchange	75	00:33:22	00:00:26
4. Toolkits and Skills for Knowledge Exchange - National Centre for Academic and Cultural Exchange	42	00:25:08	00:00:35
5. Placemaking and Levelling Out - National Centre for Academic and Cultural Exchange	49	00:25:04	00:00:30
6. General Knowledge Exchange - National Centre for Academic and Cultural Exchange	23	00:14:49	00:00:38
7. Environment and Climate Emergency - National Centre for Academic and Cultural Exchange	41	00:13:10	00:00:19
8. Technologies for Social Good - National Centre for Academic and Cultural Exchange	9	00:06:34	00:00:43
9. Knowledge Exchange and Covid-19 - National Centre for Academic and Cultural Exchange	1	00:00:06	00:00:06

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Visitors from Referral Sources

Session source	Views	Engagement Time
1. (direct)	793	04:21:11
2. google	593	03:15:32
3. us02web.zoom.us	125	00:56:29
4. ecosia.org	27	00:16:31
5. bing	36	00:13:26
6. tagassistant.google.com	29	00:10:05
7. statics.teams.cdn.office.net	15	00:08:53
8. uk.search.yahoo.com	14	00:07:11
9. t.co	36	00:07:03
10. mail.google.com	31	00:05:12
11. localhost:3000	32	00:04:57
12. padlet.com	19	00:04:41
13. duckduckgo	9	00:02:52
14. mailchi.mp	13	00:02:44
15. manchester.ac.uk	3	00:01:54
16. us12.campaign-archive.com	0	00:01:11
17. (not set)	5	00:01:10
18. us12.admin.mailchimp.com	14	00:01:06
19. sussex.ac.uk	6	00:00:51
20. zoom.us	18	00:00:50
21. upwork.com	8	00:00:28
22. eventbrite.co.uk	1	00:00:19
23. l.facebook.com	9	00:00:13
24. storyarcs.com	2	00:00:13
25. moodle.ucl.ac.uk	2	00:00:12
26. sotonac.sharepoint.com	1	00:00:10

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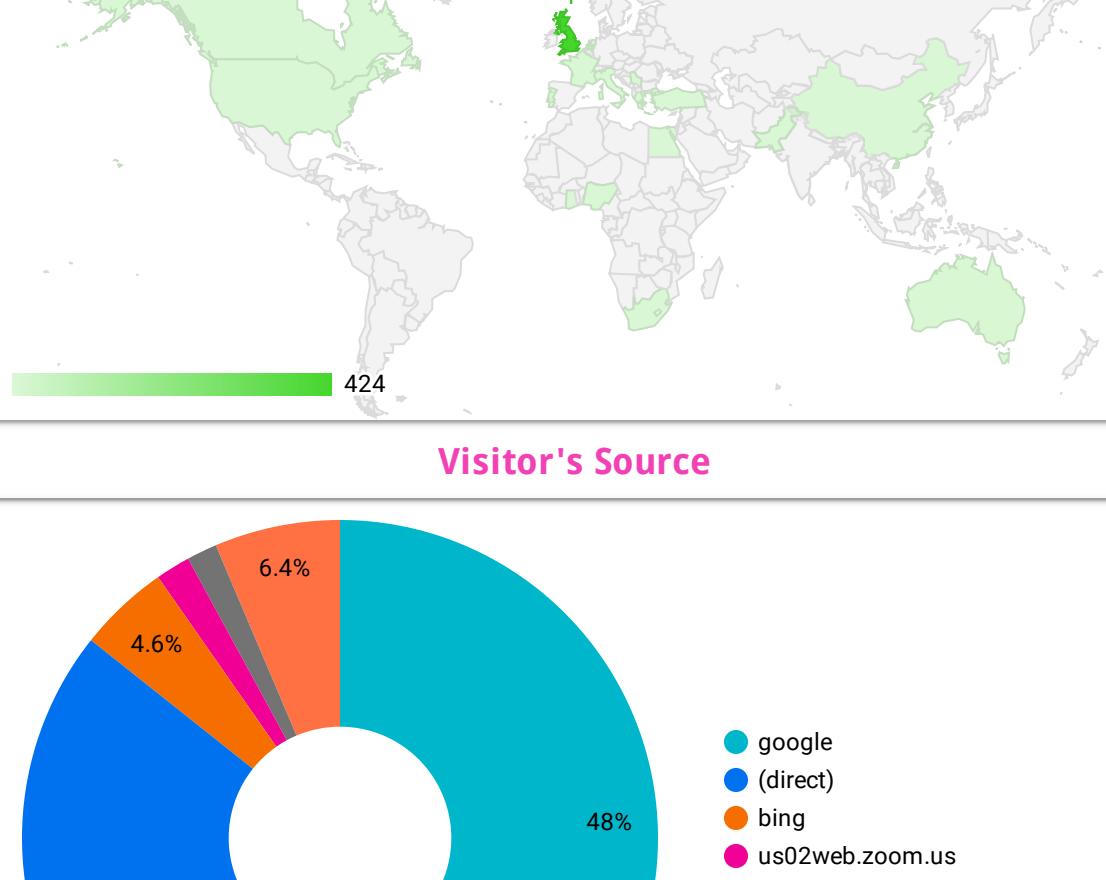
NCACE - Activities

Select the date below
If nothing is selected it will automatically show YTD if nothing is selected it will automatically show YTD

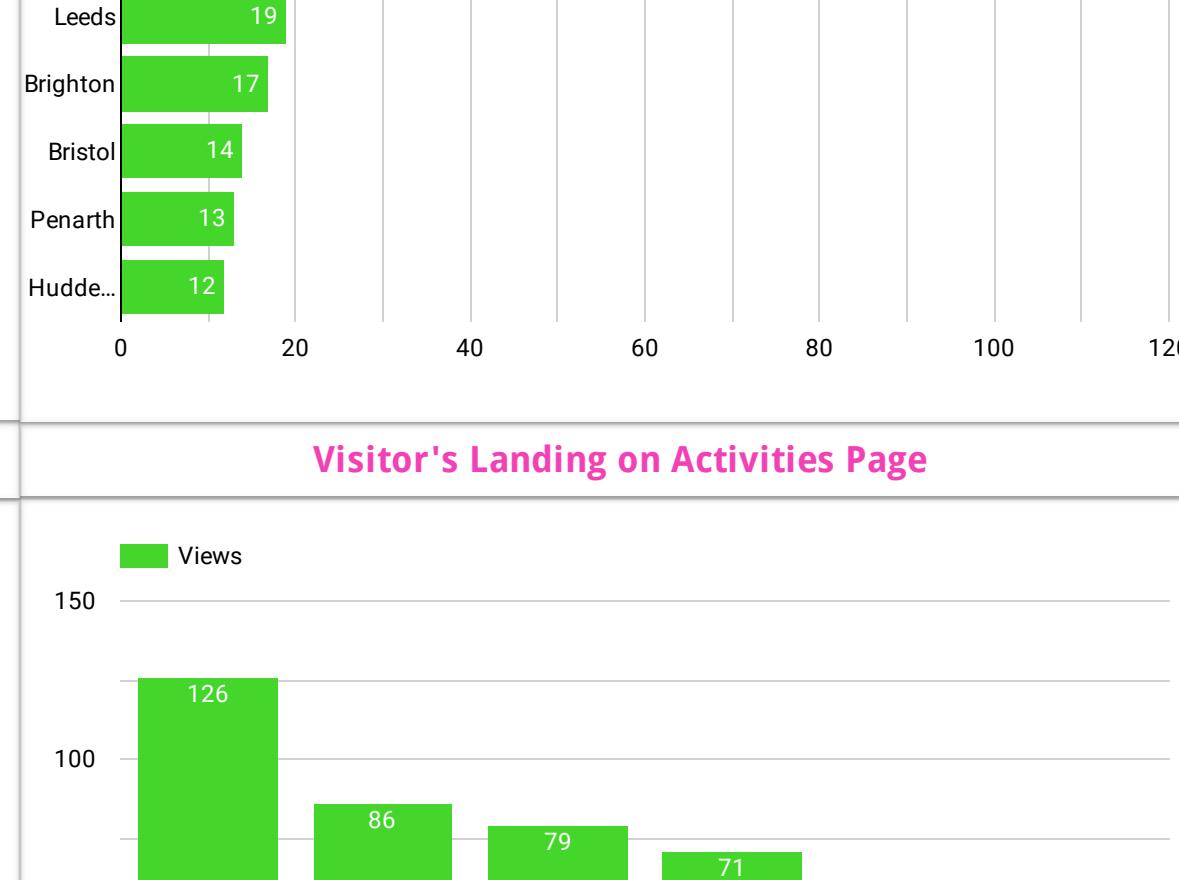
Date range quickfilter

Jan 1, 2023 - Jul 21, 2023

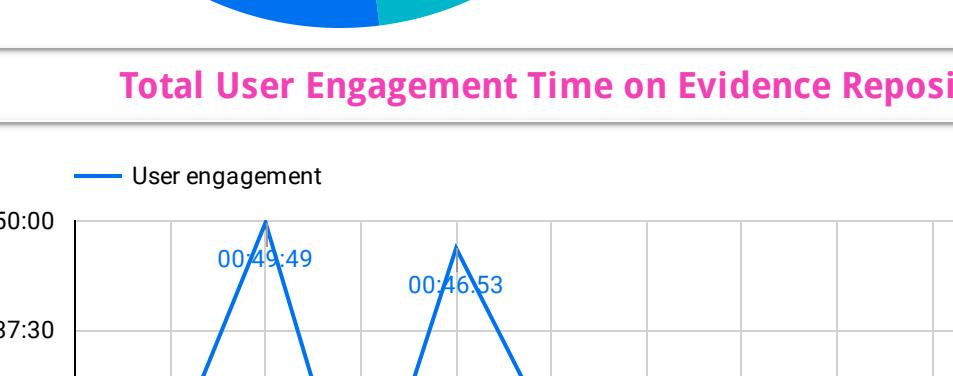
Visitor's Country Information



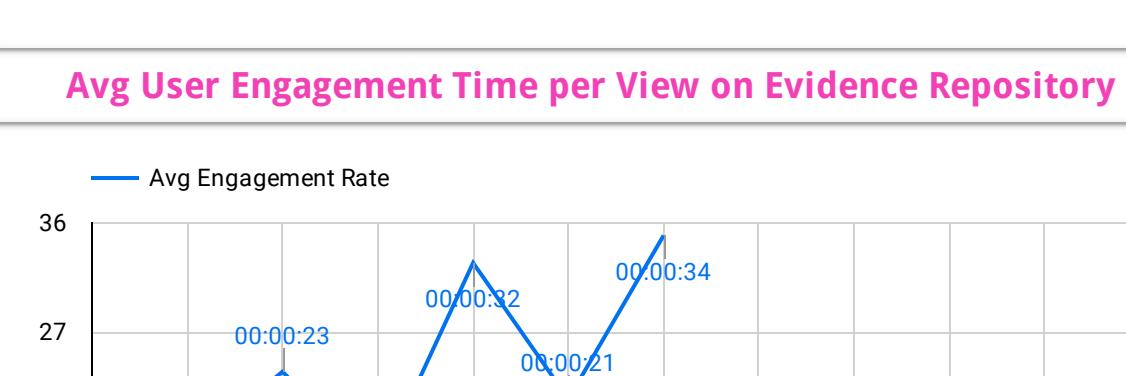
Visitor's City Information



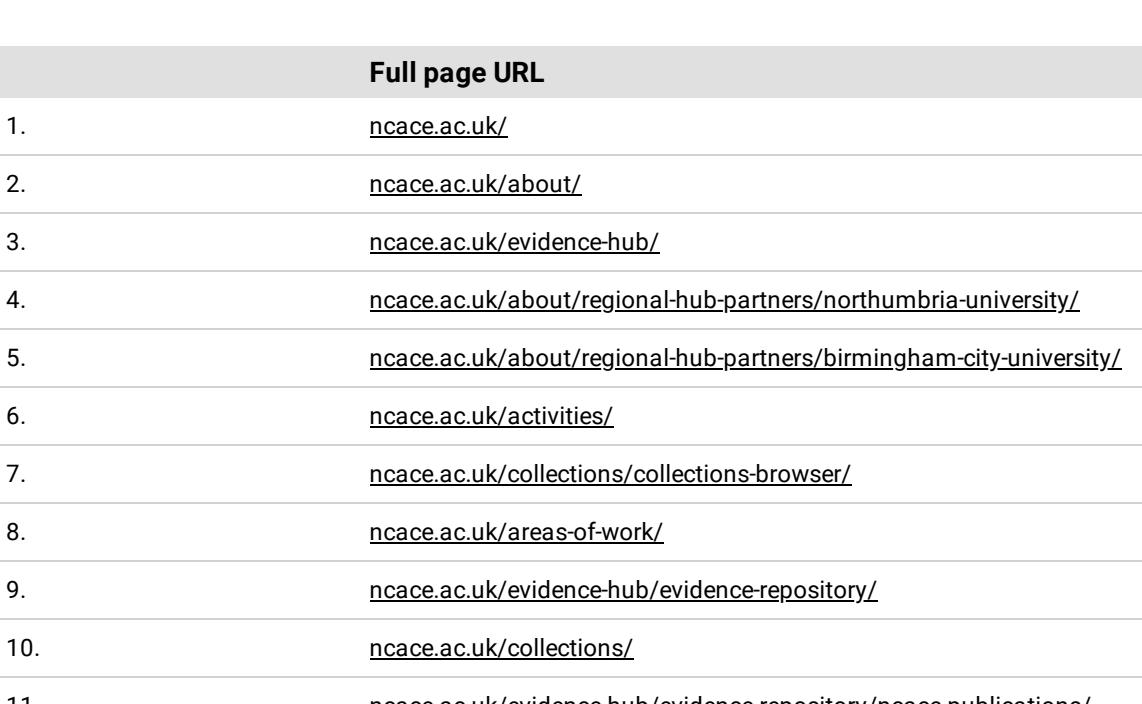
Visitor's Source



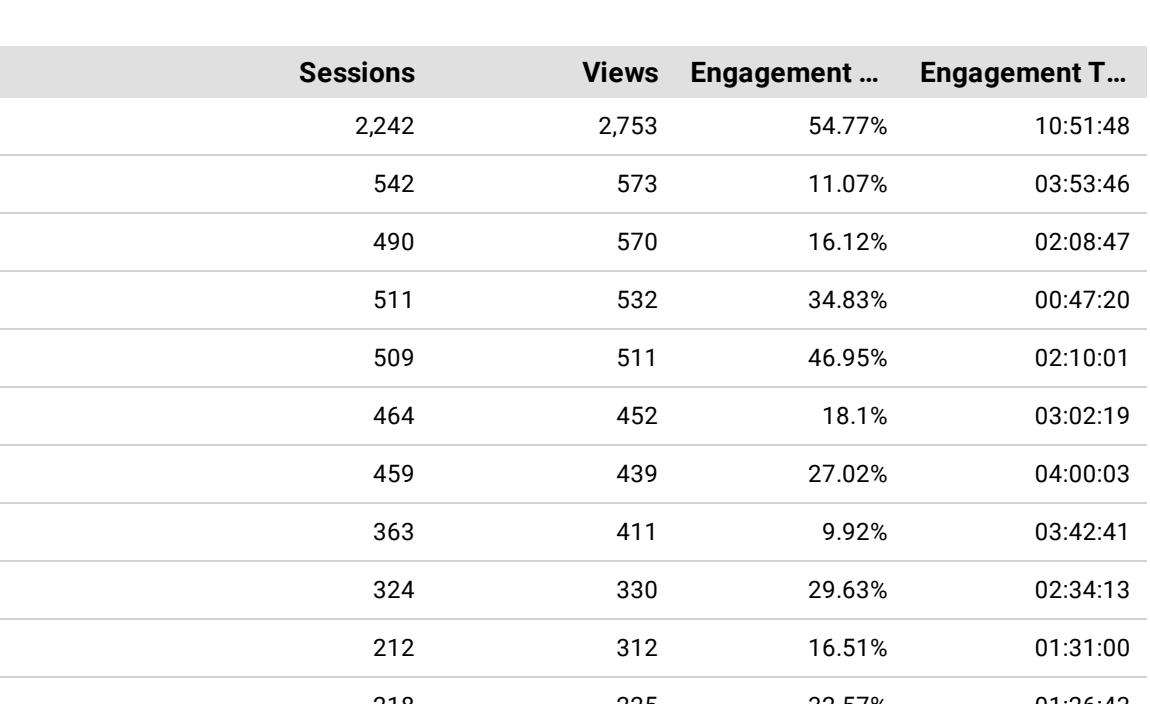
Visitor's Landing on Activities Page



Total User Engagement Time on Evidence Repository



Avg User Engagement Time per View on Evidence Repository



	Full page URL	Sessions	Views	Engagement ...	Engagement T...
1.	ncace.ac.uk/	2,242	2,753	54.77%	10:51:48
2.	ncace.ac.uk/about/	542	573	11.07%	03:53:46
3.	ncace.ac.uk/evidence-hub/	490	570	16.12%	02:08:47
4.	ncace.ac.uk/about/regional-hub-partners/northumbria-university/	511	532	34.83%	00:47:20
5.	ncace.ac.uk/about/regional-hub-partners/birmingham-city-university/	509	511	46.95%	02:10:01
6.	ncace.ac.uk/activities/	464	452	18.1%	03:02:19
7.	ncace.ac.uk/collections/collections-browser/	459	439	27.02%	04:00:03
8.	ncace.ac.uk/areas-of-work/	363	411	9.92%	03:42:41
9.	ncace.ac.uk/evidence-hub/evidence-repository/	324	330	29.63%	02:34:13
10.	ncace.ac.uk/collections/	212	312	16.51%	01:31:00
11.	ncace.ac.uk/evidence-hub/evidence-repository/ncace-publications/	218	225	32.57%	01:26:43
12.	ncace.ac.uk/getting-involved/	180	191	7.22%	00:57:56
13.	ncace.ac.uk/contact/	99	139	5.05%	00:57:11
14.	ncace.ac.uk/2021/10/05/meaningful-impact-in-arts-and-humanities-research-who-decides/	119	107	47.06%	01:32:16
15.	ncace.ac.uk/2023/04/03/gods-eye-view-curating-the-intersections-between-artist-audience-an...	111	105	31.53%	01:01:25

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NCACE - Evidence Repository Information

Glossary

A

Ad:
A paid method of communicating with our target audience. In digital marketing, this often includes paid social posts, display ads and search, which present information using copy and images to get a user to view our messaging, engage or click through to the corresponding web page.

B

Bounce rate:
A term used to describe the percentage of users who leave after only viewing one page of a website, as opposed to clicking on links or navigating to other pages. This helps determine user interest and can serve as a metric to help businesses decide what aspects of their website to optimize.

C

Channel:
The avenue or outlet to reach our audience. Our key channels are Facebook, Twitter, LinkedIn, Search (Google), Website, FoodHIVE and Changemakers.

Clicks vs Link Clicks:
Clicks refers to the total number of clicks on a social post including clicks to view all comments, clicks to expand or clicks on a hashtag. Link clicks refer to clicks that lead to an external URL/website that we have posted. This is most frequently how a company will track traffic, leads or conversions, by seeing how many times a user will click on their post or ad.

CTR or Click Through Rate:
The percentage of times a user will click on an ad if they are exposed to it. If the average user is shown an ad 1,000 times, but they only click on it 350 times, the click-through rate (350/1,000) is 35%.

Conversions:

The act of a user completing a desired action from an ad. This can be any action like downloading a pdf, filling out a form, making a purchase, clicking on an ad, or calling a business. In paid advertising, conversions help a business see how well their advertising is doing, and if users are interacting with them.

Copy or Ad Copy:
The text associated with an ad. Copy can also be referred to as the main content on the pages of a website, but when talking about ad copy it is usually in reference to the headlines and description that accompany the ad.

CPA or Cost per Acquisition:
Or also referred to as cost per conversion, it is the amount a business or advertiser will spend on one conversion from an ad. If a company is spending \$500 and they have 20 conversions, their cost per acquisition (\$500/20) is \$25.

CPE or Cost per Engagement:
The amount a business or advertiser will spend on one engagement from an ad. If a company is spending \$500 and they have 20 engagements, their cost per engagement (\$500/20) is \$25.

CPC or Cost per Click:
The amount a business or advertiser is paying per one click on their ad. If a company is spending \$500 on advertising and they have 200 clicks on their ads, their cost per click (\$500/200) is \$2.50.

CPM or Cost per Thousand:
The amount a business or advertiser is paying per 1,000 impressions of an ad. If a company is spending \$1,000 in advertising and they have 4,000 impressions, their cost per thousand ((\\$1,000/4,000)x1,000) is \$250.

Creative:
The imagery of an advertisement. Creative is the meat of the ad that is meant to draw in the audience's attention and get them to perform an action.

D

Dashboard:
A place to see all important metrics at a glance. This workspace allows us to track the most important metrics to our business over a designated period of time and determines how users are interacting with our content, social media, website and other key channels.

Demographics:
Statistical data relating to the general population or the smaller groups within it. Generally, demographics are broken down by age, gender, location, income, occupation, ethnicity, and race. It is a common practice in marketing campaigns to target advertisements towards one or several demographics.

Domain Authority:
The measure of power a domain name has, and how it ranks in a search engine. The domain authority is based off of three main factors: age, popularity, and size.

E

Engagement:
This is the number of time someone interacts with our content and almost exclusively refers to our core social channels - Facebook, Twitter and LinkedIn. Many elements can make up and engagement, please read below to see what each channel includes:

Facebook Organic:

Video Views

Clicks (includes Link Clicks)

Follower Gain (available as an individual metric, can't be added in the total engagements widget due to technical limitations)

Reactions

Comments

Shares

Facebook Paid:

Same as Organic

+ Post Saves

Twitter Organic:

Clicks (includes Link Clicks)

Reactions (tweet likes)

Comments (tweet replies)

Shares (retweets)

Profile Views

Twitter Paid:

Video Views

Clicks (includes Link Clicks)

Follower Gain

Reactions (tweet likes)

Comments (tweet replies)

Shares (retweets)

LinkedIn Paid:

Video Views

Clicks (includes Link Clicks)

Follower Gain

Reactions (tweet likes)

Comments (tweet replies)

Shares (retweets)

Profile Views

Other Engagements (other types of clicks on the ads like "see more comments" or "see list of likes")

ER/Engagement rate:

Engagement rate is the total number of interactions our content receives divided by impressions. In simpler terms, it's a measure of how well our content performs by showing the percentage of people who saw our content that went on to interact with it.

F

Frequency:

The number of times an ad makes an impression on one person. Often, advertisers will limit the frequency of an ad so a user doesn't experience ad fatigue by seeing the same ad too many times, and develop a negative connotation with that advertiser.

G

GA or Google Analytics:

A platform in Google that tracks and measures various metrics of a website to show an advertiser or company how a user interacts with their website, and how their website is performing as a whole.

I

Impressions:

The number of times an ad is seen by our audience. This can be through a search engine results page, on their social feed or through display advertising, and a user does not need to interact with the ad for it to be considered an impression.

K

Keyword:

In Search Engine Optimisation, it is a word or set of words that help make up a site's metadata and describes what is on a web page. When used correctly, a keyword should help users find a web page based on their search terms.

KPI or Key Performance Indicator:

A measurable value determined by EIT Food to indicate how well we are performing and all us to evaluate our success. All KPIs you see in this dashboard are full year 2022 KPIs.

L

Landing Page:

A solo web page with a focused sales pitch that is designed to get a visitor to take an action.

Landing Page Views:

Landing Page Views are the total number of times a landing page was viewed on your site. A view is counted when the landing page on your site is loaded by a browser. So if a person were to view a page on your site and reload the page in their browser, that would count as two views.

Link Clicks vs Clicks:

Clicks refers to the total number of clicks on a social post including clicks to view all comments, clicks to expand or clicks on a hashtag. Link clicks refer to clicks that lead to an external URL/website that we have posted. This is most frequently how a company will track traffic, leads or conversions, by seeing how many times a user will click on their post or ad.

M

Media Spend:

The amount we have spent on advertising, such as paid social.

O

Organic Social:

Organic social is using free social media tools to share content on our feeds, which builds and engages with our online following.

When you post organically to your account, you can expect that the people who will see it are:

A percentage of your followers (a.k.a. your 'organic reach')

Your followers' followers (if people choose to share your post)

People following any hashtags you use

Organic Traffic:

Users coming to a website on their own through a search engine, like Google or Bing. Unlike paid traffic, these users are coming to a website unprompted and uninfluenced by advertisements. This is a common metric that business owners strive to increase.

P

Page Speed:

The time it takes for the content on a web page to load on a browser or mobile device. While this is highly important for user experience, this is also becoming an increasingly important part of SEO optimization; the slower a page loads, the fewer pages search engines can crawl within their allocated crawl time. From a user experience standpoint, the slower a page loads, the higher the bounce rate will tend to be.

Page Views:
The number of times a user has visited a web page. Whether there are unique users visiting a page, or the same user visiting a page multiple times, they are all counted as a page view. This is a common and useful metric to track in Google Analytics.

Paid Search:

The number of users that come to a web page through a paid advertisement, typically through a PPC channel such as Google Grant or Google ads.

Paid Social:

Paid social media is another word for advertising. It's when we invest money in Facebook, LinkedIn or Twitter in order to have their content shared with specific new targeted audiences who are likely to be interested and engage. Paid social enables brands and businesses to break through algorithms and connect with audiences that otherwise might not have seen their content.

R

Retargeting:

When adverts are shown to people who have visited their website previously. Remarketing reintroduces those who are more likely to engage, because they have already shown interest in the past. When a person browses a website, a cookie tracks them anonymously, and shows them targeted ads based on their browsing behavior.

Reactions:

Similar to likes, these are a set of expressions that offer users to more easily participate in conversations and communicate. For examples, instead of a 'like', you can react with a 'heart' or 'support' emoji.

S

SEO or Search Engine Optimization:

Incorporating factors such as keywords, good copy, and backlinks in order to drive traffic and affect the visibility of a site organically. This is done by optimizing the content of a web page and increasing its relevance to certain keywords. By doing so, the website is more likely to show when a user searches for the targeted keywords.

Sessions:

The duration of time a user spends on a particular web page. It is a useful metric for determining engagement and may require better content and a friendly user interface to increase average session duration.

U

UTM Tracking:

A function that can be managed within Google Analytics, a UTM code is a small addition of text to the end of a web URL that allows businesses to track their web traffic. UTMs can be integrated with social media posts, emails, and even other web pages to give businesses an idea of which efforts are leading traffic back to their website. We add UTM links to our paid and organic social links to monitor traffic from social to our website. The naming conventions followed can be found on the comms hub.

V

VTR / Viewthrough Rate:

A ratio showing the number of paid views of a video ad to the number of impressions. For example, if you had 5 views and 1000 impressions, then your view rate would be 0.5%. This helps us understand which video captures the attention of our audience, helping us benchmark performance.

Event name	Event co...	event_category	Page title and screen class
1.	view_search_results	18	1. (not set) 1. Home - National Centre for Academic and Cultural Exc...
2.	user_engagement	1,283	2. Collections Browser - National Centre for Academic an...
3.	session_start	1,213	3. Evidence Repository - National Centre for Academic an...
4.	selected	20	4. About - National Centre for Academic and Cultural Exc...
5.	scroll	215	5. Collections - National Centre for Academic and Cultura...
6.	removed	10	6. Areas of Work - National Centre for Academic and Cult...
7.	page_view	1,972	7. Birmingham City University - National Centre for Acade...
8.	load more	16	8. Activities - National Centre for Academic and Cultural ...
9.	load	497	9. Privacy Policy - National Centre for Academic and Cult...
10.	link	206	1 - 100 / 104 < >
11.	form_submit	44	
12.	form_start	34	
13.	first_visit	861	
14.	file_download	39	
15.	display	34	
16.	click	140	
17.	apply	28	
18.	added	19	

1 - 18 / 18

Session campaign

1. (direct)
2. (organic)
3. (referral)
4. (not set)

Home - Na

User Engagement

06:11:3

scroll	01:28:44
click	01:04:29
link	00:41:22
file_download	00:32:20
form_submit	00:08:10
load	00:07:26
form_start	00:06:33
load more	00:03:32
0. added	00:02:25
1. removed	00:01:47
2. apply	00:00:00

178, 18

Month	User engagement
1. July	07:33:19
2. June	02:55:03

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Event name	Views ▾	User engagement	Event count
1. page_view	1,972	00:00:00	1,972
2. user_engagement	0	06:11:34	1,283
3. session_start	0	00:00:00	1,213
4. first_visit	0	00:00:00	861
5. load	0	00:07:26	497
6. scroll	0	01:28:44	215
7. link	0	00:41:22	206
8. click	0	01:04:29	140
9. form_submit	0	00:08:10	44
10. file_download	0	00:32:20	39
11. display	0	00:00:00	34
12. form_start	0	00:06:33	34
13. apply	0	00:00:00	28
14. selected	0	00:00:00	20
15. added	0	00:02:25	19

Event name		Views ▾	Sessions	Event name	
1.	page_view	1,972	1,226	1.	session_start
2.	added	0		2.	page_view
3.	apply	0		3.	first_visit
4.	click	0		4.	user_engagement
5.	display	0		5.	load
6.	file_download	0		6.	scroll
7.	first_visit	0		7.	click
8.	form_start	0		8.	link

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App version / Views

Event name	Full page URL	Event count
1. United Kingdom	ncace.ac.uk/	1,531
2. Page view	ncace.ac.uk/evidence-hub/	89
3. United States	ncace.ac.uk/about/	79
4. Page view	ncace.ac.uk/areas-of-work/	53
5. Netherlands	ncace.ac.uk/collections/	47
6. Page view	ncace.ac.uk/about/regional-hub-partners/birmingham-city-university/	27
7. Page view	ncace.ac.uk/activities/	23
8. Page view	ncace.ac.uk/collections/collections-browser/	18

User source	Event name	Full page URL	Event count
1. (direct)	page_view	ncace.ac.uk/evidence-hub/evidence-repository/	34
2. google	page_view	ncace.ac.uk/getting-involved/	32
3. bing	page_view	ncace.ac.uk/about/core-team/suzie-leighton/	27
4. storyarcs.com	page_view	ncace.ac.uk/evidence-hub/evidence-repository/ncace-publications/ncace-micro-c...	26
5. mailchi.mp	page_view	ncace.ac.uk/2023/07/04/poem-easy-bake-collaboration-equity-pie/	22
6. us02web.zoom.us	page_view	ncace.ac.uk/contact/	21
7. mail.google.com	page_view	ncace.ac.uk/2023/05/09/the-art-of-engagement-creating-foundations-for-an-inte...	19
8. t.co	page_view	ncace.ac.uk/2023/07/04/sail-bridging-the-gap-between-knowledge-development-...	18

User source	Event name	Full page URL	Event count
9. ncace.ac.uk	page_view	ncace.ac.uk/about/regional-hub-partners/northumbria-university/	15
10. (direct)	page_view	ncace.ac.uk/evidence-hub/evidence-repository/	34
11. google	page_view	ncace.ac.uk/getting-involved/	32
12. bing	page_view	ncace.ac.uk/about/core-team/suzie-leighton/	27
13. storyarcs.com	page_view	ncace.ac.uk/evidence-hub/evidence-repository/ncace-publications/ncace-micro-c...	26
14. mailchi.mp	page_view	ncace.ac.uk/2023/07/04/poem-easy-bake-collaboration-equity-pie/	22
15. us02web.zoom.us	page_view	ncace.ac.uk/contact/	21
16. mail.google.com	page_view	ncace.ac.uk/2023/05/09/the-art-of-engagement-creating-foundations-for-an-inte...	19
17. t.co	page_view	ncace.ac.uk/2023/07/04/sail-bridging-the-gap-between-knowledge-development-...	18
18. ncace.ac.uk	page_view	ncace.ac.uk/about/core-team/evelyn-wilson/	16

User source	Event name	Full page URL	Event count
19. ncace.ac.uk	page_view	ncace.ac.uk/2021/10/05/meaningful-impact-in-arts-and-humanities-research-wh...	14
20. (direct)	page_view	ncace.ac.uk/evidence-hub/evidence-repository/culture-related-knowledge-excha...	13
21. (not set)	page_view	ncace.ac.uk/2022/11/08/cultural-compacts-collaboration-knowledge-exchange-t...	12
22. (not set)	page_view	ncace.ac.uk/2023/05/16/the-keyword-is-collaboration-dwelling-among-pathway...	12
23. (not set)	page_view	ncace.ac.uk/2023/06/08/reflections-on-our-ncace-evaluation-journey-from-a-co...	11

1 - 100 / 1970 < >

Source platform

No data

Session source	Event co...
1. (direct)	3,471
2. google	2,374
3. bing	208
4. padlet.com	211
5. (not set)	40
6. linkedin.com	82
7. mail.google.com	22
8. yahoo	42

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Date (Year Month)	Event count ▾
1. Jul 2023	4,915
2. Jun 2023	1,734

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