Websitecijfers 2020

De belangrijkste indicatoren 2020 versus 2019

6 januari 2020, versie 1.0, Jeroen Sparla

Leeswijzer en samenvatting

Dit rapport laat in grove penseelstreken zien hoe de website van AcademicTransfer het in 2020 gedaan heeft ten opzichte van 2019. Daarin wordt duidelijk dat het aantal bezoekers over de hele linie toenam, met zo'n 6%, terwijl het aantal sollicitaties met maar liefst 35% steeg. Duidelijk zijn de periodes herkenbaar waar Covid-19 ons het meeste bezighield, en wat dat betekende voor bezoekersaantallen (pag. 2) en sollicitaties (pag. 13).

Het rapport geeft trends en indicaties; Google Analytics is niet geschikt om op de bezoeker nauwkeurig te meten (een bezoeker kan bv cookies uit hebben staan). Echter, de meetfout is continue over de dagen, weken, maanden en jaren. Daarom kan er wel vergeleken worden.

Het inkijkje dat we geven is op overkoepelend "website AcademicTransfer" niveau, dus alle bezoekers en vacatures doen mee, of ze nu van universiteiten, umc's, onderzoeksinstellingen, hogescholen, bedrijfsleven of overheid zijn. Voor specifieke rapportages, die veel dieper inzoomen op jouw organisatie, kun je contact opnemen met je relatiemanager bij AcademicTransfer (service@academictransfer.nl, 0880-282800). Samen met hem of haar kun je toegang krijgen tot de AcademicTransfer Benchmarktool (ATB), waarmee je voor je hele organisatie de performance van alle of een enkele vacature kunt zien.

Uit Google Analytics kunnen we de twee volgende belangrijke grootheden niet afleiden, maar gelukkig wel uit de backend van AcademicTransfer:

1. **Aantal vacatures**
   In 2019: 8776
   In 2020: 8178, een daling van ruim 7%, bijna 600 vacatures minder.
2. **Aantal bezoekersprofielen**
   In 2019: 0
   In 2020: 3984

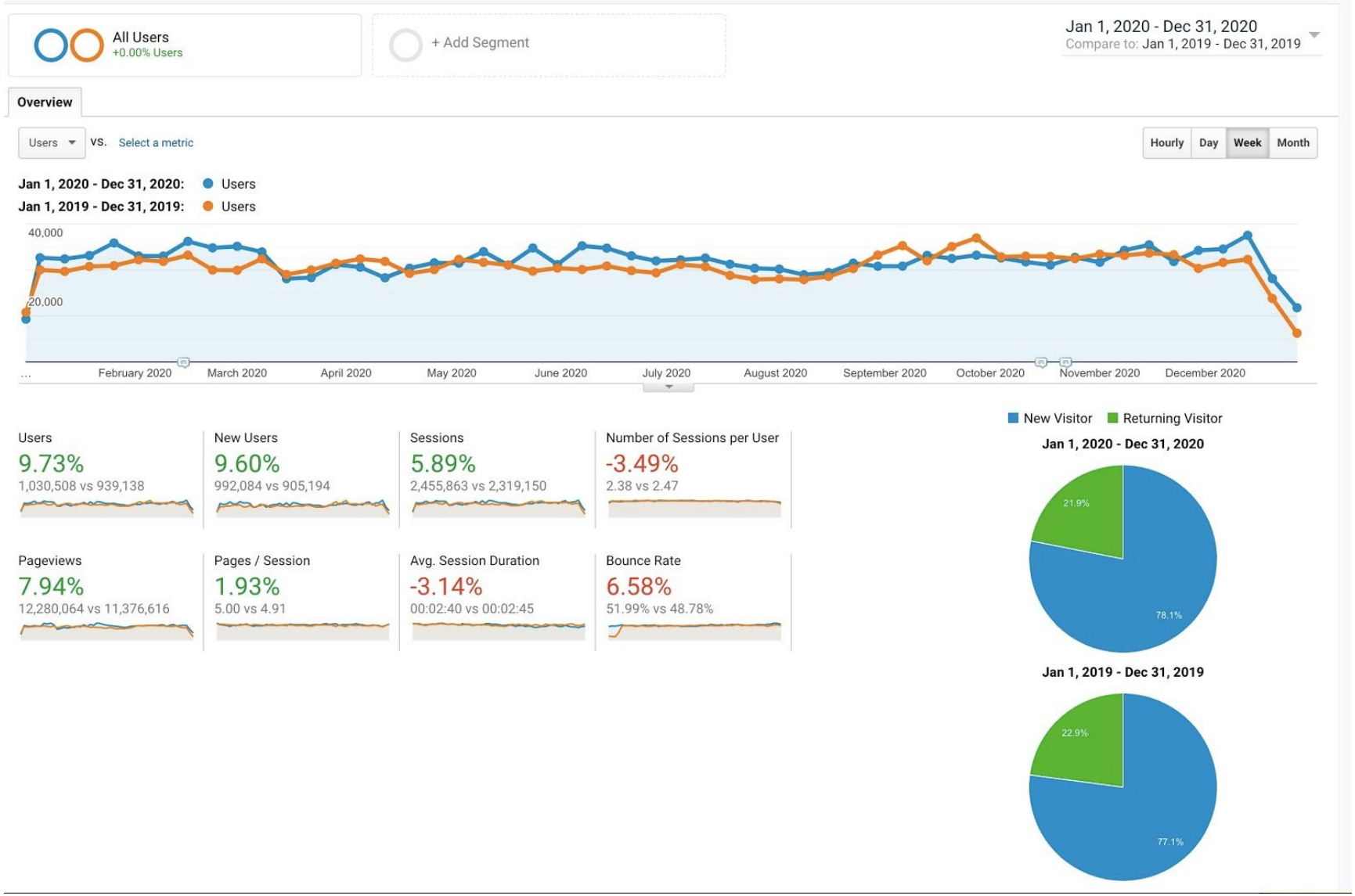
Sinds maart 2020 is het 'mini-profiel' actief: bezoekers kunnen een account aanmaken en hun CV uploaden. Hiermee is de basis gelegd voor de community die wij aan het bouwen zijn. Zonder ruchtbaarheid leidde dit tot bijna 4000 profielen in nog geen jaar tijd. Dit is veelbelovend voor de toekomst.

Daarmee kort samengevat: 7% minder vacatures, 6% meer unieke bezoekers en 35% meer unieke sollicitaties. Goed verklaarbaar tegen de achtergrond van Covid-19 denken wij.

Voor alle data in de grafieken geldt: **BLAUW = 2020 ORANJE = 2019**

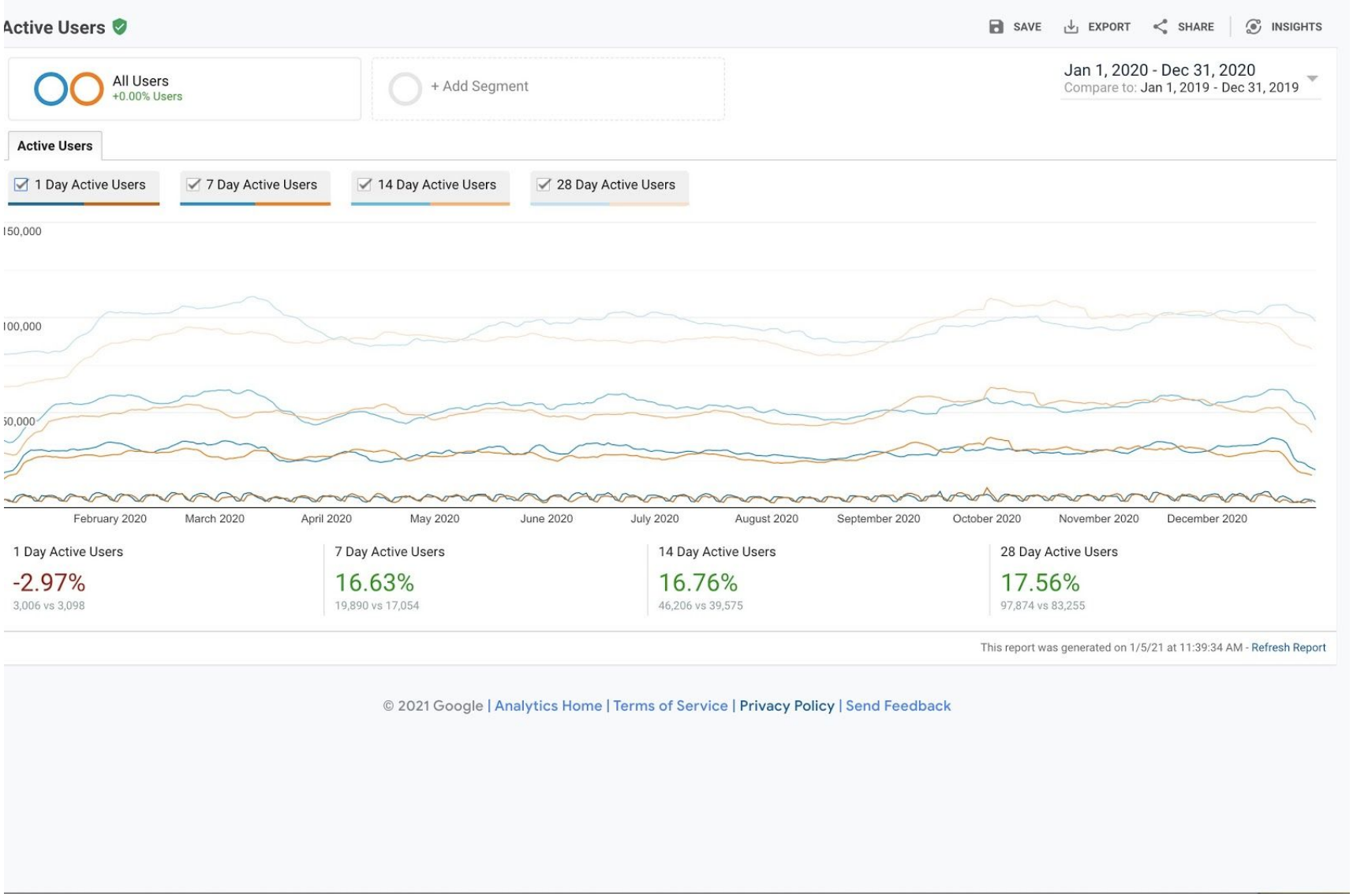
Bezoekers aantallen

Het aantal bezoekers op AcademicTransfer (sessions) nam met bijna 6% toe, het aantal unieke bezoekers (users) met bijna 10%, ondanks dipjes in de weken waarin de coronagolven vielen. De verslechtering van de bounce rate heeft veel te maken met verwijzingen van externe bronnen direct naar de sollicitatiepagina op AcademicTransfer, waardoor een bezoeker geen tweede pagina meer bezoekt (=bounce), maar wel waardevol.



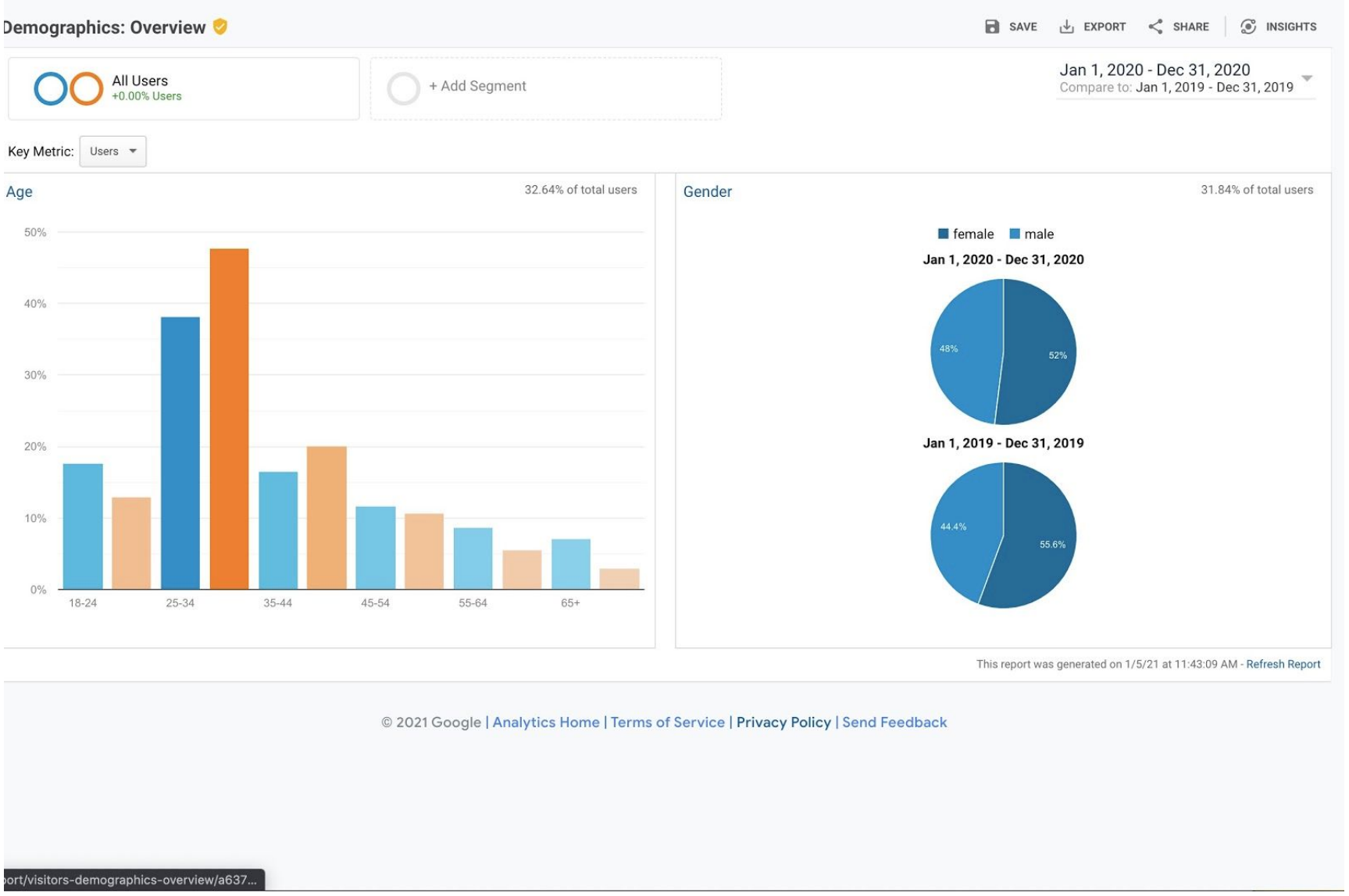
Active users

In onderstaande grafiek is te zien dat AcademicTransfer substantieel meer bezoekers kende in 2020 die regelmatig in een periode van 7, 14 en 28 terugkwamen voor een herhaalbezoek.



Bezoekers demografische gegevens

Op basis van interpolatie van de bezoekers waarvan Google geslacht en leeftijd kent, zien we dat de top in 25-34 jaar ietwat dempt ten gunste van jongeren en ouderen. De verdeling man-vrouw komt meer in balans.



Interesses bezoekers

Van de bezoekers waarvan Google de interesses kent, zien we een opvallende relevante stijging van 20% bij 'employment' en maar liefst 371% bij 'business services'. Laatst genoemde is waarschijnlijk toe te schrijven aan de corporate.academictransfer.com website speciaal voor die doelgroep.

Affinity Category (reach) — 33.29% of total users

3.32%	15.20%	Media & Entertainment/Movie Lovers
3.28%	6.97%	Shoppers/Value Shoppers
3.24%	1.37%	Lifestyles & Hobbies/Green Living Enthusiasts
3.05%	-2.00%	Media & Entertainment/Book Lovers
3.04%	13.32%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3.00%	-5.80%	Lifestyles & Hobbies/Art & Theater Aficionados
2.90%	1.99%	Travel/Travel Buffs
2.82%	-2.42%	Media & Entertainment/Music Lovers
2.40%	18.01%	Beauty & Wellness/Frequently Visits Salons
2.36%	-19.79%	Sports & Fitness/Health & Fitness Buffs

In-Market Segment — 28.13% of total users

5.24%	20.42%	Employment
3.68%	12.70%	Education/Post-Secondary Education
2.83%	4.38%	Employment/Career Consulting Services
2.44%	371.00%	Business Services/Staffing & Recruitment Services
2.03%	-2.08%	Software/Business & Productivity Software
1.81%	16.24%	Real Estate/Residential Properties
1.71%	-36.71%	Travel/Hotels & Accommodations
1.53%	8.14%	Financial Services/Investment Services
1.47%	5.17%	Real Estate/Residential Properties/Residential Properties (For Sale)
1.45%	56.39%	Business Services/Advertising & Marketing Services

Other Category — 31.97% of total users

3.24%	13.12%	Arts & Entertainment/Celebrities & Entertainment News
3.07%	-1.36%	Jobs & Education/Education/Colleges & Universities
3.05%	4.00%	Reference/General Reference/Dictionaries & Encyclopedias
2.65%	21.50%	Arts & Entertainment/TV & Video/Online Video
2.19%		Sports/Team Sports/Soccer

ort/visitors-demographics-interest-overview/a6376903w12301531p13066324/_u.date00%3D20200101%26_u.date01%3D20201231%26_u.date10%3D20190101%26_u.date11%3D20191231%26_.advseg%3D%26_.useg%3D%26...

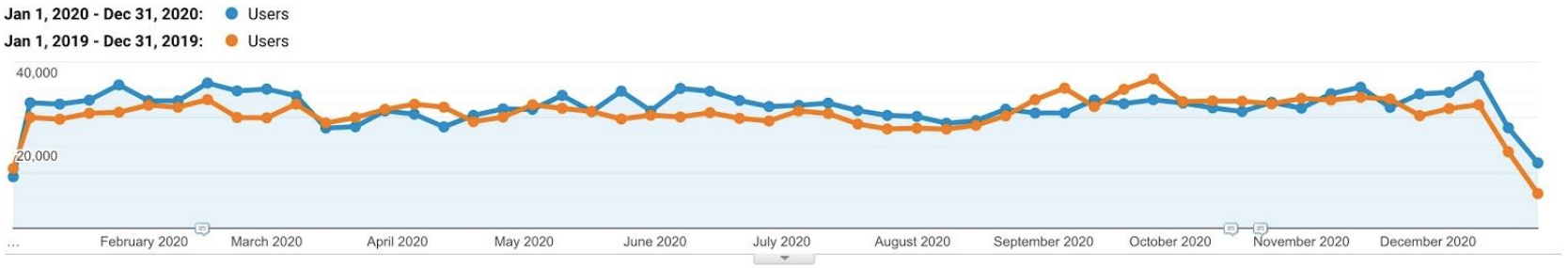
Landen top 5

Het aantal bezoekers uit Nederland blijft met ruim 45% van de bezoekers de grootste leverancier van talent. De resterende 55% komt van buiten Nederland en kent een zogenaamde long-tail: uit alle landen heeft AcademicTransfer bezoekers. Met stip bovenaan staan de US, UK, Duitsland en India.

Country	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	9.73% 1,030,508 vs 939,138	9.61% 993,283 vs 906,218	5.89% 2,455,863 vs 2,319,150	6.58% 51.99% vs 48.78%	1.93% 5.00 vs 4.91	3.14% 00:02:40 vs 00:02:45	56.20% 34,444 vs 78,638	56.20% €34,444.00 vs €78,638.00	58.64% 1.40% vs 3.39%
1. Netherlands									
Jan 1, 2020 - Dec 31, 2020	**479,023** (45.53%)	454,650 (45.77%)	1,294,940 (52.73%)	48.61%	5.31	00:02:38	13,413 (38.94%)	€13,413.00 (38.94%)	1.04%
Jan 1, 2019 - Dec 31, 2019	**435,497** (44.93%)	412,052 (45.47%)	1,236,330 (53.31%)	45.78%	5.22	00:02:45	26,232 (33.36%)	€26,232.00 (33.36%)	2.12%
% Change	**9.99%**	**10.34%**	**4.74%**	**6.18%**	**1.70%**	**-4.60%**	**-48.87%**	**-48.87%**	**-51.18%**
2. United States									
Jan 1, 2020 - Dec 31, 2020	**86,001** (8.17%)	83,324 (8.39%)	117,983 (4.80%)	71.74%	3.07	00:01:31	913 (2.65%)	€913.00 (2.65%)	0.77%
Jan 1, 2019 - Dec 31, 2019	**79,108** (8.16%)	75,549 (8.34%)	106,532 (4.59%)	67.42%	3.01	00:01:28	2,345 (2.98%)	€2,345.00 (2.98%)	2.20%
% Change	**8.71%**	**10.29%**	**10.75%**	**6.40%**	**1.89%**	**3.02%**	**-61.07%**	**-61.07%**	**-64.84%**
3. United Kingdom									
Jan 1, 2020 - Dec 31, 2020	**42,158** (4.01%)	39,504 (3.98%)	89,479 (3.64%)	54.00%	4.55	00:02:16	937 (2.72%)	€937.00 (2.72%)	1.05%
Jan 1, 2019 - Dec 31, 2019	**39,780** (4.10%)	36,071 (3.98%)	85,828 (3.70%)	50.47%	4.61	00:02:24	2,570 (3.27%)	€2,570.00 (3.27%)	2.99%
% Change	**5.98%**	**9.52%**	**4.25%**	**7.00%**	**-1.38%**	**-5.52%**	**-63.54%**	**-63.54%**	**-65.03%**
4. Germany									
Jan 1, 2020 - Dec 31, 2020	**41,887** (3.98%)	37,987 (3.82%)	86,492 (3.52%)	54.95%	4.55	00:02:21	1,037 (3.01%)	€1,037.00 (3.01%)	1.20%
Jan 1, 2019 - Dec 31, 2019	**37,201** (3.84%)	33,707 (3.72%)	80,528 (3.47%)	50.86%	4.50	00:02:37	2,816 (3.58%)	€2,816.00 (3.58%)	3.50%
% Change	**12.60%**	**12.70%**	**7.41%**	**8.05%**	**1.26%**	**-10.33%**	**-63.17%**	**-63.17%**	**-65.71%**
5. India									
Jan 1, 2020 - Dec 31, 2020	**34,122** (3.24%)	33,281 (3.35%)	67,798 (2.76%)	57.98%	4.60	00:02:45	1,934 (5.61%)	€1,934.00 (5.61%)	2.85%
Jan 1, 2019 - Dec 31, 2019	**30,111** (3.11%)	29,100 (3.21%)	58,312 (2.51%)	54.20%	4.28	00:02:35	5,305 (6.75%)	€5,305.00 (6.75%)	9.10%
% Change	**13.32%**	**14.37%**	**16.27%**	**6.97%**	**7.56%**	**5.92%**	**-63.54%**	**-63.54%**	**-68.64%**

Gebruik desktop, mobile en tablet

Opvallend is de toename in mobielgebruik van de website van AcademicTransfer, terwijl de tablet veel minder populair lijkt te zijn geworden.



Primary Dimension: **Device Category**

Plot Rows | Secondary dimension | Sort Type: Default | advanced

Device Category	Acquisition			Behavior			Conversions (eCommerce)		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	9.73% 1,030,508 vs 939,138	9.61% 993,283 vs 906,218	5.89% 2,455,863 vs 2,319,150	6.58% 51.99% vs 48.78%	1.93% 5.00 vs 4.91	3.14% 00:02:40 vs 00:02:45	56.20% 34,444 vs 78,638	56.20% €34,444.00 vs €78,638.00	58.64% 1.40% vs 3.39%
1. desktop									
Jan 1, 2020 - Dec 31, 2020	**570,566** (55.58%)	550,051 (55.38%)	1,508,529 (61.43%)	45.59%	5.60	00:03:14	32,055 (93.06%)	€32,055.00 (93.06%)	2.12%
Jan 1, 2019 - Dec 31, 2019	**532,891** (56.95%)	518,334 (57.20%)	1,391,149 (59.99%)	42.62%	5.48	00:03:21	72,127 (91.72%)	€72,127.00 (91.72%)	5.18%
% Change	**7.07%**	**6.12%**	**8.44%**	**6.95%**	**2.16%**	**-3.47%**	**-55.56%**	**-55.56%**	**-59.02%**
2. mobile									
Jan 1, 2020 - Dec 31, 2020	**438,687** (42.73%)	426,723 (42.96%)	913,482 (37.20%)	62.52%	4.00	00:01:44	2,217 (6.44%)	€2,217.00 (6.44%)	0.24%
Jan 1, 2019 - Dec 31, 2019	**370,199** (39.56%)	356,818 (39.37%)	858,691 (37.03%)	58.81%	3.92	00:01:49	5,960 (7.58%)	€5,960.00 (7.58%)	0.69%
% Change	**18.50%**	**19.59%**	**6.38%**	**6.32%**	**1.90%**	**-4.36%**	**-62.80%**	**-62.80%**	**-65.03%**
3. tablet									
Jan 1, 2020 - Dec 31, 2020	**17,347** (1.69%)	16,509 (1.66%)	33,852 (1.38%)	52.84%	5.53	00:02:26	172 (0.50%)	€172.00 (0.50%)	0.51%
Jan 1, 2019 - Dec 31, 2019	**32,654** (3.49%)	31,066 (3.43%)	69,310 (2.99%)	47.96%	5.60	00:02:21	551 (0.70%)	€551.00 (0.70%)	0.79%
% Change	**-46.88%**	**-46.86%**	**-51.16%**	**10.17%**	**-1.36%**	**3.52%**	**-68.78%**	**-68.78%**	**-36.09%**

Waar komen bezoekers vandaan

De meeste bezoekers weten AcademicTransfer direct te vinden, vanuit bijvoorbeeld een opgeslagen bladwijzer. De opvallende stijgers van meer dan 20% zijn socialmediaverwijzingen en de toename vanuit e-mailalerts. Ook de zoekmachines stegen fors met 10%. Het aantal websites dat naar AcademicTransfer verwijst neemt fors af met hetzelfde percentage, maar dat wordt gelukkig royaal gecompenseerd door de nieuwe media. Dit is in de tabellen op pagina 9 en 10 verder geïllustreerd.

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	9.73% 1,030,508 vs 939,138	9.61% 993,283 vs 906,218	5.89% 2,455,863 vs 2,319,150	6.58% 51.99% vs 48.78%	1.93% 5.00 vs 4.91	3.14% 00:02:40 vs 00:02:45	58.64% 1.40% vs 3.39%	56.20% 34,444 vs 78,638	56.20% €34,444.00 vs €78,638.00
1. Direct									
Jan 1, 2020 - Dec 31, 2020	**374,923** (34.02%)	368,424 (37.09%)	714,048 (29.08%)	50.66%	4.98	00:02:32	1.07%	7,613 (22.10%)	€7,613.00 (22.10%)
Jan 1, 2019 - Dec 31, 2019	**322,603** (31.11%)	314,073 (34.66%)	614,128 (26.48%)	47.85%	5.02	00:02:42	2.18%	13,400 (17.04%)	€13,400.00 (17.04%)
% Change	**16.22%**	**17.31%**	**16.27%**	**5.88%**	**-0.61%**	**-6.37%**	**-51.14%**	**-43.19%**	**-43.19%**
2. Organic Search									
Jan 1, 2020 - Dec 31, 2020	**269,230** (24.43%)	230,549 (23.21%)	668,401 (27.22%)	39.21%	7.25	00:03:29	1.23%	8,206 (23.82%)	€8,206.00 (23.82%)
Jan 1, 2019 - Dec 31, 2019	**245,736** (23.70%)	197,261 (21.77%)	582,685 (25.12%)	37.40%	7.04	00:03:37	3.41%	19,861 (25.26%)	€19,861.00 (25.26%)
% Change	**9.56%**	**16.88%**	**14.71%**	**4.84%**	**3.02%**	**-3.62%**	**-63.98%**	**-58.68%**	**-58.68%**
3. Social									
Jan 1, 2020 - Dec 31, 2020	**165,648** (15.03%)	151,408 (15.24%)	275,521 (11.22%)	73.66%	2.68	00:01:20	0.58%	1,589 (4.61%)	€1,589.00 (4.61%)
Jan 1, 2019 - Dec 31, 2019	**134,370** (12.96%)	121,377 (13.39%)	220,193 (9.49%)	71.92%	2.53	00:01:23	1.35%	2,978 (3.79%)	€2,978.00 (3.79%)
% Change	**23.28%**	**24.74%**	**25.13%**	**2.41%**	**5.79%**	**-4.12%**	**-57.36%**	**-46.64%**	**-46.64%**
4. Referral									
Jan 1, 2020 - Dec 31, 2020	**158,883** (14.41%)	130,920 (13.18%)	395,008 (16.08%)	44.11%	5.35	00:03:20	3.32%	13,115 (38.08%)	€13,115.00 (38.08%)
Jan 1, 2019 - Dec 31, 2019	**177,867** (17.15%)	147,478 (16.27%)	425,970 (18.37%)	39.98%	4.92	00:03:08	7.36%	31,371 (39.89%)	€31,371.00 (39.89%)
% Change	**-10.67%**	**-11.23%**	**-7.27%**	**10.33%**	**8.77%**	**6.00%**	**-54.92%**	**-58.19%**	**-58.19%**
5. Email									
Jan 1, 2020 - Dec 31, 2020	**129,634** (11.76%)	109,498 (11.02%)	393,331 (16.02%)	69.22%	2.40	00:01:45	0.97%	3,796 (11.02%)	€3,796.00 (11.02%)
Jan 1, 2019 - Dec 31, 2019	**107,513** (10.37%)	86,441 (9.54%)	384,724 (16.59%)	64.19%	2.42	00:01:53	2.51%	9,647 (12.27%)	€9,647.00 (12.27%)
% Change	**20.58%**	**26.67%**	**2.24%**	**7.84%**	**-0.63%**	**-6.90%**	**-61.51%**	**-60.65%**	**-60.65%**

ort/acquisition-channels/a6376903w12301531p13066324/_u.date00%3D20200101%26_u.date01%3D20201231%26_u.date10%3D20190101%26_u.date11%3D20191231%26_.advseg%3D%26_.useg%3D%26_.sectionId%3D

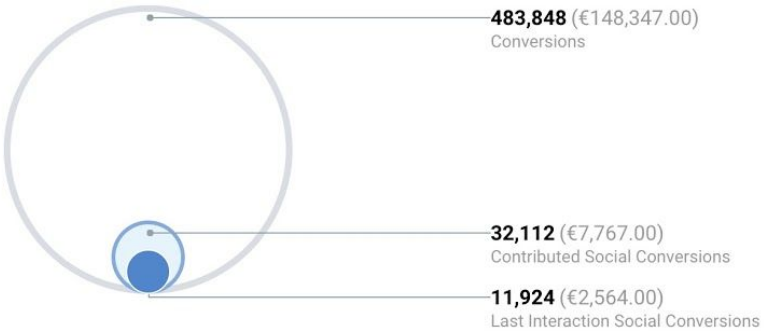
Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	9.73% 1,030,508 vs 939,138	9.61% 993,283 vs 906,218	5.89% 2,455,863 vs 2,319,150	6.58% 51.99% vs 48.78%	1.93% 5.00 vs 4.91	3.14% 00:02:40 vs 00:02:45	58.64% 1.40% vs 3.39%	56.20% 34,444 vs 78,638	56.20% €34,444.00 vs €78,638.00
1. (direct) / (none)									
Jan 1, 2020 - Dec 31, 2020	**374,923** (33.42%)	368,424 (37.09%)	714,048 (29.08%)	50.66%	4.98	00:02:32	1.07%	7,613 (22.10%)	€7,613.00 (22.10%)
Jan 1, 2019 - Dec 31, 2019	**322,603** (30.51%)	314,073 (34.66%)	614,128 (26.48%)	47.85%	5.02	00:02:42	2.18%	13,400 (17.04%)	€13,400.00 (17.04%)
% Change	**16.22%**	**17.31%**	**16.27%**	**5.88%**	**-0.61%**	**-6.37%**	**-51.14%**	**-43.19%**	**-43.19%**
2. google / organic									
Jan 1, 2020 - Dec 31, 2020	**255,116** (22.74%)	218,689 (22.02%)	638,398 (25.99%)	39.07%	7.26	00:03:29	1.23%	7,828 (22.73%)	€7,828.00 (22.73%)
Jan 1, 2019 - Dec 31, 2019	**236,393** (22.35%)	189,530 (20.91%)	560,387 (24.16%)	37.70%	6.98	00:03:34	3.39%	18,985 (24.14%)	€18,985.00 (24.14%)
% Change	**7.92%**	**15.38%**	**13.92%**	**3.66%**	**4.04%**	**-2.37%**	**-63.81%**	**-58.77%**	**-58.77%**
3. ATemailalert / email									
Jan 1, 2020 - Dec 31, 2020	**123,463** (11.01%)	104,348 (10.51%)	376,276 (15.32%)	69.93%	2.33	00:01:42	0.86%	3,249 (9.43%)	€3,249.00 (9.43%)
Jan 1, 2019 - Dec 31, 2019	**103,460** (9.78%)	83,067 (9.17%)	366,890 (15.82%)	64.97%	2.33	00:01:47	2.22%	8,135 (10.34%)	€8,135.00 (10.34%)
% Change	**19.33%**	**25.62%**	**2.56%**	**7.63%**	**0.26%**	**-4.88%**	**-61.06%**	**-60.06%**	**-60.06%**
4. linkedin.com / referral									
Jan 1, 2020 - Dec 31, 2020	**56,936** (5.08%)	50,009 (5.03%)	100,543 (4.09%)	72.74%	2.73	00:01:23	0.74%	747 (2.17%)	€747.00 (2.17%)
Jan 1, 2019 - Dec 31, 2019	**37,487** (3.54%)	33,012 (3.64%)	62,694 (2.70%)	70.60%	2.60	00:01:24	1.28%	800 (1.02%)	€800.00 (1.02%)
% Change	**51.88%**	**51.49%**	**60.37%**	**3.02%**	**4.93%**	**-0.73%**	**-41.78%**	**-6.62%**	**-6.62%**
5. t.co / referral									
Jan 1, 2020 - Dec 31, 2020	**48,255** (4.30%)	42,749 (4.30%)	93,709 (3.82%)	71.22%	2.72	00:01:21	0.34%	320 (0.93%)	€320.00 (0.93%)
Jan 1, 2019 - Dec 31, 2019	**34,543** (3.27%)	29,786 (3.29%)	71,076 (3.06%)	73.11%	2.33	00:01:15	0.72%	515 (0.65%)	€515.00 (0.65%)
% Change	**39.70%**	**43.52%**	**31.84%**	**-2.58%**	**16.57%**	**8.30%**	**-52.87%**	**-37.86%**	**-37.86%**

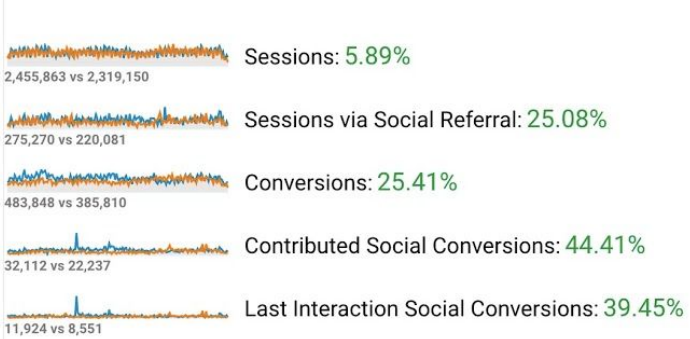
Source	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	2.66% 320,908 vs 312,588	4.49% 284,353 vs 272,136	2.81% 684,352 vs 665,653	10.71% 56.10% vs 50.67%	3.16% 4.27 vs 4.14	2.11% 00:02:32 vs 00:02:35	58.70% 2.23% vs 5.40%	57.54% 15,259 vs 35,940	57.54% €15,259.00 vs €35,940.00
1. linkedin.com									
Jan 1, 2020 - Dec 31, 2020	**56,936** (16.42%)	50,009 (17.59%)	100,543 (14.69%)	72.74%	2.73	00:01:23	0.74%	747 (4.90%)	€747.00 (4.90%)
Jan 1, 2019 - Dec 31, 2019	**37,487** (11.13%)	33,012 (12.13%)	62,694 (9.42%)	70.60%	2.60	00:01:24	1.28%	800 (2.23%)	€800.00 (2.23%)
% Change	**51.88%**	**51.49%**	**60.37%**	**3.02%**	**4.93%**	**-0.73%**	**-41.78%**	**-6.62%**	**-6.62%**
2. t.co									
Jan 1, 2020 - Dec 31, 2020	**48,255** (13.92%)	42,749 (15.03%)	93,709 (13.69%)	71.22%	2.72	00:01:21	0.34%	320 (2.10%)	€320.00 (2.10%)
Jan 1, 2019 - Dec 31, 2019	**34,543** (10.26%)	29,786 (10.95%)	71,076 (10.68%)	73.11%	2.33	00:01:15	0.72%	515 (1.43%)	€515.00 (1.43%)
% Change	**39.70%**	**43.52%**	**31.84%**	**-2.58%**	**16.57%**	**8.30%**	**-52.87%**	**-37.86%**	**-37.86%**
3. maastrichtuniversity.nl									
Jan 1, 2020 - Dec 31, 2020	**42,382** (12.22%)	31,985 (11.25%)	96,265 (14.07%)	28.46%	6.78	00:03:36	0.86%	828 (5.43%)	€828.00 (5.43%)
Jan 1, 2019 - Dec 31, 2019	**43,414** (12.89%)	32,758 (12.04%)	94,975 (14.27%)	22.29%	6.87	00:03:38	1.60%	1,522 (4.23%)	€1,522.00 (4.23%)
% Change	**-2.38%**	**-2.36%**	**1.36%**	**27.69%**	**-1.27%**	**-1.02%**	**-46.33%**	**-45.60%**	**-45.60%**
4. m.facebook.com									
Jan 1, 2020 - Dec 31, 2020	**37,849** (10.92%)	36,749 (12.92%)	43,087 (6.30%)	87.24%	1.70	00:00:34	0.10%	41 (0.27%)	€41.00 (0.27%)
Jan 1, 2019 - Dec 31, 2019	**41,227** (12.24%)	39,292 (14.44%)	47,596 (7.15%)	81.93%	1.74	00:00:39	0.49%	232 (0.65%)	€232.00 (0.65%)
% Change	**-8.19%**	**-6.47%**	**-9.47%**	**6.49%**	**-2.30%**	**-13.07%**	**-80.48%**	**-82.33%**	**-82.33%**
5. euraxess.ec.europa.eu									
Jan 1, 2020 - Dec 31, 2020	**26,529** (7.65%)	19,917 (7.00%)	72,751 (10.63%)	49.72%	4.20	00:03:20	6.44%	4,682 (30.68%)	€4,682.00 (30.68%)
Jan 1, 2019 - Dec 31, 2019	**20,381** (6.05%)	15,373 (5.65%)	53,349 (8.01%)	37.76%	3.91	00:03:05	27.37%	14,599 (40.62%)	€14,599.00 (40.62%)
% Change	**30.17%**	**29.56%**	**36.37%**	**31.65%**	**7.21%**	**7.83%**	**-76.48%**	**-67.93%**	**-67.93%**

ort/trafficsources-referrals/a6376903w12...

Sociale kanalen

Alle sociale kanalen die bezoekers afleveren op AcademicTransfer zijn flink toegenomen, met uitzondering van Facebook. Social referral (anderen die via hun social media hun netwerk op AcademicTransfer attenderen) neemt fors toe met ruim 25%. De socialmediastrategie van AcademicTransfer lijkt haar vruchten af te werpen waarvan onderdeel de oproep aan de leden om vacatures op AcademicTransfer vooral via eigen social media ook te delen.





Social Sources

Social Network

Pages

Shared URL

Social Plugins

Social Network

	Social Network	Sessions	% Sessions
1.	LinkedIn		
	Jan 1, 2020 - Dec 31, 2020	105,165	38.20%
	Jan 1, 2019 - Dec 31, 2019	64,823	29.45%
	% Change	**62.23%**	**29.71%**
2.	Twitter		
	Jan 1, 2020 - Dec 31, 2020	93,866	34.10%
	Jan 1, 2019 - Dec 31, 2019	72,089	32.76%
	% Change	**30.21%**	**4.10%**
3.	Facebook		
	Jan 1, 2020 - Dec 31, 2020	70,959	25.78%
	Jan 1, 2019 - Dec 31, 2019	78,839	35.82%
	% Change	**-10.00%**	**-28.04%**
4.	Glassdoor		
	Jan 1, 2020 - Dec 31, 2020	1,192	0.43%
	Jan 1, 2019 - Dec 31, 2019	545	0.25%
	% Change	**118.72%**	**74.87%**

ort/social-overview/a6376903w12301531p13066324/_u.date00%3D20200101%26_u.date01%3D20201231%26_u.date10%3D20190101%26_u.date11%3D20191231%26_.advseg%3D%26_.useg%3D%26_.sectionId%3D

CV matching

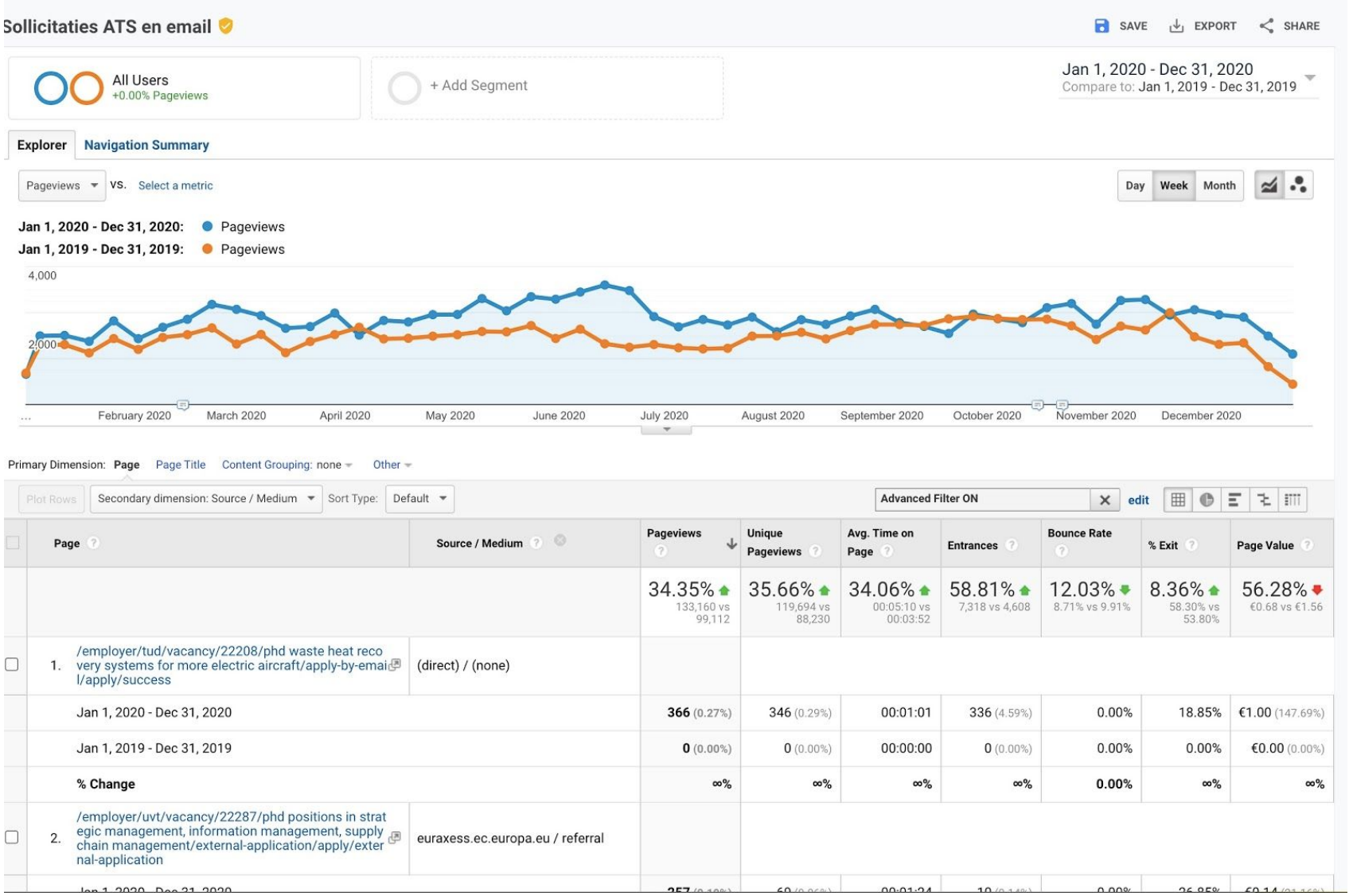
In 2019 introduceerde AcademicTransfer CV matching: kunstmatige intelligentie zoekt de best passende vacatures op basis van een CV. Deze dienst is nog in beta-stadium, maar wordt volop gebruikt. Zowel Engelstalig (rij 1) als Nederlandstalig (rij 2), groeide het aantal bezoekers dat deze dienst gebruikt met 13%. Ruim 50.000 bezoekers voerden een CV match uit.

Plot Rows | Secondary dimension | Sort Type: Default | cv match | advanced

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	12.35% 55,743 vs 49,615	5.41% 24,783 vs 26,201	7.98% 00:00:36 vs 00:00:39	17.74% 2,954 vs 2,509	9.20% 36.34% vs 40.02%	11.08% 11.02% vs 12.40%	26.34% €0.11 vs €0.15
1. CV Match: automatically match your CV with relevant jobs — AcademicTransfer							
Jan 1, 2020 - Dec 31, 2020	**43,520** (78.07%)	18,338 (73.99%)	00:00:35	2,115 (71.60%)	35.46%	10.66%	€0.12 (112.72%)
Jan 1, 2019 - Dec 31, 2019	**38,224** (77.04%)	18,958 (72.36%)	00:00:40	2,130 (84.89%)	38.91%	12.43%	€0.15 (101.52%)
% Change	**13.86%**	**-3.27%**	**-12.54%**	**-0.70%**	**-8.88%**	**-14.29%**	**-18.21%**
2. CV Match: automatische matching van jouw CV aan relevante vacatures — AcademicTransfer							
Jan 1, 2020 - Dec 31, 2020	**10,506** (18.85%)	4,968 (20.05%)	00:00:38	685 (23.19%)	33.68%	11.67%	€0.06 (52.52%)
Jan 1, 2019 - Dec 31, 2019	**9,276** (18.70%)	5,419 (20.68%)	00:00:32	297 (11.84%)	43.99%	11.99%	€0.07 (46.75%)
% Change	**13.26%**	**-8.32%**	**16.86%**	**130.64%**	**-23.43%**	**-2.66%**	**-17.24%**
3. CV match — AcademicTransfer							
Jan 1, 2020 - Dec 31, 2020	**1,391** (2.50%)	1,257 (5.07%)	00:00:59	150 (5.08%)	61.49%	18.76%	€0.13 (116.62%)
Jan 1, 2019 - Dec 31, 2019	**1,924** (3.88%)	1,673 (6.39%)	00:00:59	82 (3.27%)	55.00%	14.66%	€0.16 (108.79%)
% Change	**-27.70%**	**-24.87%**	**0.62%**	**82.93%**	**11.79%**	**28.02%**	**-21.04%**
4. CV Match: automatic matching of your CV to relevant vacancies - AcademicTransfer							
Jan 1, 2020 - Dec 31, 2020	**42** (0.08%)	16 (0.06%)	00:00:22	1 (0.03%)	0.00%	4.76%	€0.19 (172.87%)
Jan 1, 2019 - Dec 31, 2019	**13** (0.03%)	9 (0.03%)	00:00:29	0 (0.00%)	0.00%	7.69%	€0.89 (603.67%)
% Change	**223.08%**	**77.78%**	**-24.96%**	**∞%**	**0.00%**	**-38.10%**	**-78.91%**
5. CV match: Liaison Officer AcademicTransfer — AcademicTransfer							
Jan 1, 2020 - Dec 31, 2020	**34** (0.06%)	32 (0.13%)	00:00:01	0 (0.00%)	0.00%	20.59%	€0.00 (0.00%)
Jan 1, 2019 - Dec 31, 2019	**0** (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	€0.00 (0.00%)
% Change	**∞%**	**∞%**	**∞%**	**0.00%**	**0.00%**	**∞%**	**0.00%**

Sollicitaties

Het aantal bezoekers dat op de 'Apply now' knop drukte, steeg in 2020 spectaculair. Weliswaar hadden we 7% minder vacatures, dat weerhield de 6% meer bezoekers niet om maar liefst 35% vaker te solliciteren. In plaats van 88.000 sollicitanten leverden wij er 119.000 af! Een all-time record in de geschiedenis van AcademicTransfer. De eer voor de meeste sollicitaties op één vacature via directe kanalen viel aan TUD, terwijl - nog net leesbaar - UVT via het Euraxess kanaal het hoogste scoorde.



	Page	Source / Medium	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
			34.35% 133,160 vs 99,112	35.66% 119,694 vs 88,230	34.06% 00:05:10 vs 00:03:52	58.81% 7,318 vs 4,608	12.03% 8.71% vs 9.91%	8.36% 58.30% vs 53.80%	56.28% €0.68 vs €1.56
1.	/employer/tud/vacancy/22208/phd waste heat recovery systems for more electric aircraft/apply-by-email/apply/success	(direct) / (none)							
	Jan 1, 2020 - Dec 31, 2020		366 (0.27%)	346 (0.29%)	00:01:01	336 (4.59%)	0.00%	18.85%	€1.00 (147.69%)
	Jan 1, 2019 - Dec 31, 2019		0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	€0.00 (0.00%)
	% Change		∞%	∞%	∞%	∞%	0.00%	∞%	∞%
2.	/employer/uvt/vacancy/22287/phd positions in strategic management, information management, supply chain management/external-application/apply/external-application	euraxess.ec.europa.eu / referral							

Blogs

Last but not least - de inmiddels meer dan 100 blogposts op AcademicTransfer. Deze blijken een bezoekersmagneet: blogs worden vaak door zoekmachines gevonden, en brengen 'latente werkzoekenden' op basis van blogverhalen naar onze site. Een groei van bijna 80%! Gaat jouw organisatie in de community die we aan het bouwen zijn in de loop van 2021 met ons mee-bloggen?

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	77.75% ↑ 86,109 vs 48,444	79.43% ↑ 78,840 vs 43,940	5.67% ↓ 00:03:59 vs 00:04:13	88.59% ↑ 68,317 vs 36,225	2.52% ↑ 83.94% vs 81.87%	3.58% ↑ 79.25% vs 76.51%	49.41% ↓ <€0.01 vs <€0.01
1. Career Opportunities after the PhD — Blog — AcademicTransfer							
Jan 1, 2020 - Dec 31, 2020	**8,316** (9.66%)	7,714 (9.78%)	00:05:08	7,569 (11.08%)	90.89%	89.27%	<€0.01 (36.18%)
Jan 1, 2019 - Dec 31, 2019	**419** (0.86%)	385 (0.88%)	00:02:42	279 (0.77%)	84.95%	68.74%	<€0.01 (137.51%)
% Change	**1,884.73%**	**1,903.64%**	**90.13%**	**2,612.90%**	**7.00%**	**29.88%**	**-86.69%**
2. Twenty Best Books for Researchers — Blog — AcademicTransfer							
Jan 1, 2020 - Dec 31, 2020	**8,253** (9.58%)	7,623 (9.67%)	00:13:01	7,581 (11.10%)	76.68%	91.15%	<€0.01 (9.15%)
Jan 1, 2019 - Dec 31, 2019	**6,488** (13.39%)	5,984 (13.62%)	00:13:15	5,942 (16.40%)	75.73%	90.68%	<€0.01 (5.90%)
% Change	**27.20%**	**27.39%**	**-1.75%**	**27.58%**	**1.26%**	**0.53%**	**-21.50%**
3. How to Prepare for your PhD Defense — Blog — AcademicTransfer							
Jan 1, 2020 - Dec 31, 2020	**7,098** (8.24%)	6,720 (8.52%)	00:20:26	6,667 (9.76%)	76.22%	93.12%	€0.00 (0.00%)
Jan 1, 2019 - Dec 31, 2019	**6,917** (14.28%)	6,535 (14.87%)	00:20:13	6,500 (17.94%)	73.39%	92.45%	<€0.01 (2.70%)
% Change	**2.62%**	**2.83%**	**1.13%**	**2.57%**	**3.85%**	**0.73%**	**-100.00%**
4. How to prepare for a (video) interview — Blog — AcademicTransfer							
Jan 1, 2020 - Dec 31, 2020	**5,409** (6.28%)	4,706 (5.97%)	00:01:37	4,532 (6.63%)	87.86%	83.55%	<€0.01 (37.06%)
Jan 1, 2019 - Dec 31, 2019	**0** (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	€0.00 (0.00%)
% Change	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**
5. How to find papers when you do your literature review — Blog — AcademicTransfer							
Jan 1, 2020 - Dec 31, 2020	**5,092** (5.91%)	4,774 (6.06%)	00:05:44	4,707 (6.89%)	86.23%	89.12%	€0.00 (0.00%)
Jan 1, 2019 - Dec 31, 2019	**451** (0.93%)	407 (0.93%)	00:03:39	257 (0.71%)	81.71%	64.75%	<€0.01 (43.36%)
% Change	**1,029.05%**	**1,072.97%**	**57.03%**	**1,731.52%**	**5.53%**	**37.65%**	**-100.00%**
6. What is PhD life like in the Netherlands? — Blog — AcademicTransfer							
Jan 1, 2020 - Dec 31, 2020	**3,590** (4.17%)	3,264 (4.14%)	00:03:07	3,026 (4.43%)	67.19%	64.99%	€0.01 (470.26%)