

ESC 365

Q1 2020 Statistical Report

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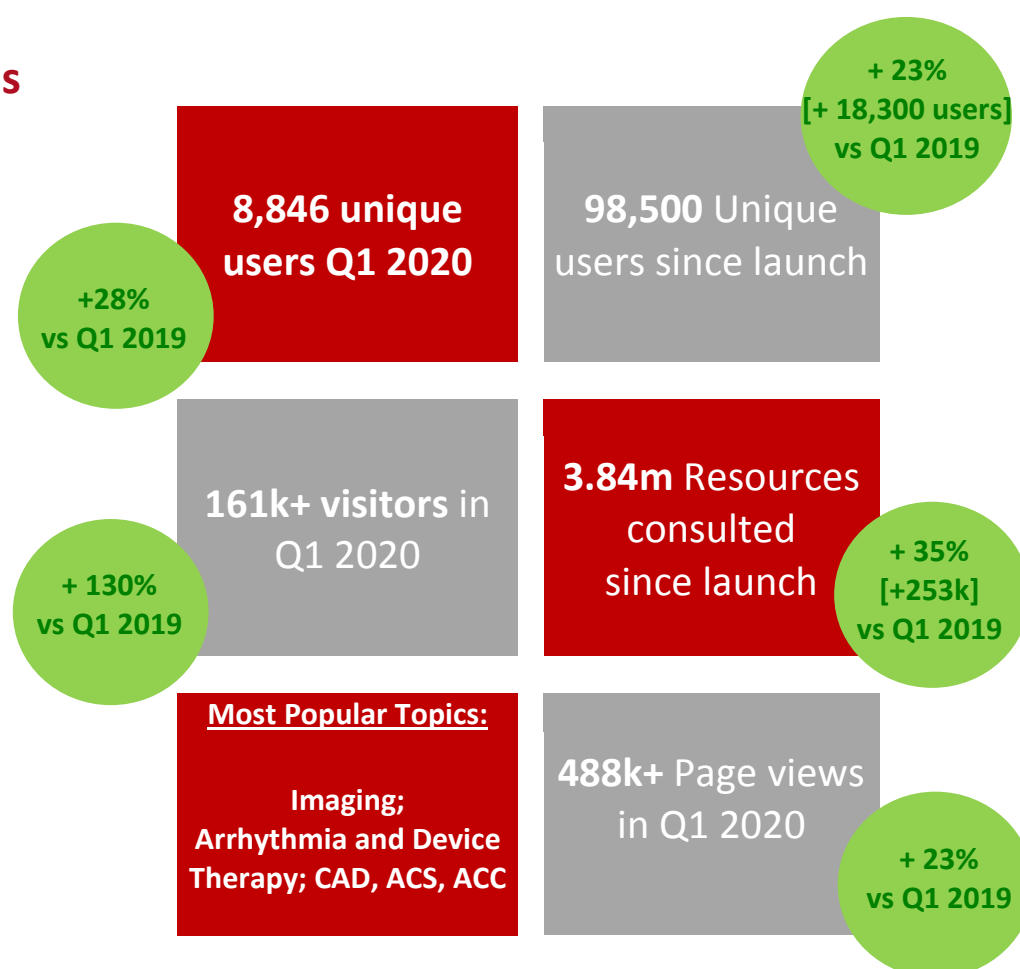
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Key Facts and Figures



Important to note this quarter:

3 ESC congresses took place in Q4 2019, and the content from this event was available to all during Q1 2020:

- ESC Digital Summit (5-6 October 2019): resources available to all, all year long, for this 1st edition
- ESC Asia with APSC & AFC (8-10 November 2019): resources available to all until 10 February 2020
- EuroEcho (4-7 December 2019): resources available to all until 7 March 2020

2 ESC congresses cancelled in Q1 2020 (due to the COVID-19):

- Acute Cardiovascular Care 2020 (7-9 March)
- EHRA 2020 (29-31 March)

Hence, the **latest scientific content from these events was not added to the platform** early March for ACVC nor end of March for EHRA.

New content uploaded on the platform:

In line with its mission, and despite the cancellation of physical events and in the current health crisis, ESC has helped healthcare professionals stay up to date on the latest scientific developments in these specialties. Hence, “ACVC Essentials 4 You” and “EHRA Essentials 4 You” were developed and these resources were added to ESC 365 during Q2 2020 (*details will be shared in the Q2 2020 report*). The plan is also to add COVID-19 related content on ESC 365.

Records:

Q1 2020: Significant traffic was generated on the platform (despite the lack of new content during Q1):

- A record-breaking first quarter in terms of the number of users of ESC 365 and visitors to the ESC 365 platform. Q1 2020 saw a 28% increase in unique users compared to the previous best (Q1 2019: 6,912 unique users), and a 130% increase in the number of visitors to the site compared to the previous best (Q1 2019: 70,398)
- The fourth highest number of visitors in a single quarter since launch.

Comparing Q1 2020 to Q1 2019 highlights the following trends:

Outstanding results this quarter due to the addition of specialty congresses resources on ESC 365 (the 3 ESC congresses which took place during Q4 2019) and the resources from these were free to all at various times throughout Q1 2020 (and despite the cancellation of the two physical events early 2020):

- **+130% visitors to the platform**
- **+28% users**
- **+23% page views**
- **+99% sessions**
- **-1% resource consultations**

Demographics:

- 35.2% of users are female (+2.6% compared to Q1 2019)
- Most users are from the Italy, Germany, UK, Spain and France
- 50.2% of all ESC 365 users in Q1 2020 were an ESC Professional, FESC or specialty association member
- 56.2% of users are under 40 years old (+20% compared to Q1 2019)



EXECUTIVE SUMMARY:

A very good Q1 2020 despite the COVID-19 pandemic and the subsequent cancellation of two ESC specialty congresses (therefore the latest scientific content which should have been presented at these events could not be added to the platform):

- ESC 365 benefited from new content added in Q4 2019 (ESC Digital Summit, ESC Asia with APSC and AFC, and EuroEcho) which was still on open access during Q1 2020
- Significant promotion over the last year and first quarter of 2020 successfully increased the awareness of ESC 365 and subsequent traffic to the platform
- On-site promotion could not happen at major ESC specialty congresses such as ACVC and EHRA, nor at planned non-ESC events such as the ACC.20 in Chicago but targeted digital marketing campaigns maintained (and increased) traffic towards the platform, as highlighted in this report (compared to Q1 2019):
- +130% visitors to the platform (similar to the number of visitors usually observed during Q3 & Q4)
- +28% users
- +23% page views
- +99% sessions
- -1% resource consultations

The cancelation of the physical events did not negatively impact traffic to the platform, nor the number of visitors and users; only consultations slightly decreased probably due to the fact that healthcare professionals were busy during the pandemic, and also probably due to the absence of new content from the scheduled ACVC 2020 & EHRA 2020 events.

The COVID-19 pandemic led ESC leadership to take the strategic decision to open ESC 365 to non-congress related content. Hence, the addition of new scientific content during Q2 2020 from 'Essentials 4 You' (to provide new scientific content on CV specialties despite the cancellation of the physical event) and scientific content related to COVID-19. There was also a substantial ESC 365 communication campaign planned for this quarter, which will further drive visits to the platform in the coming months.



1. Project Description

1.1. ESC 365

When ESC 365 was first launched, it was a comprehensive digital library of the science from ESC and specialty congresses made available, online, 365 days a year, free of charge to all for a limited period of time before becoming a benefit to paying members.

URL: www.escardio.org/365

Tag line: All ESC Congress resources in one online library

The platform allows healthcare professionals to access the scientific content from ESC Congress presentations for those who want to see content again or simply missed it.

The content is available online within 24 hours after the presentation has taken place and consists of videos, slides, abstracts and/or reports (depending on the resources available for each presentation).

ESC 365 contains the scientific content from the last eight ESC Congresses (ESC Congress 2013-2019), and most speciality congresses from 2015 onwards.

Sign-in (via My ESC account) is required to access most of the resources on ESC 365 (except abstracts) and creation of an account is straightforward and free of charge.

The mid-term objective was to make other ESC scientific content available on this same platform. The COVID-19 pandemic and the subsequent cancellation of physical events accelerated the decision-making process, and new, non-congress, scientific content is currently being added to ESC 365 (to be detailed in the Q2 2020 report). Because of this, the ESC 365 tag line has been updated accordingly:

Tag line: All ESC resources in one online library



2. Statistics

Visitors and Users: definitions

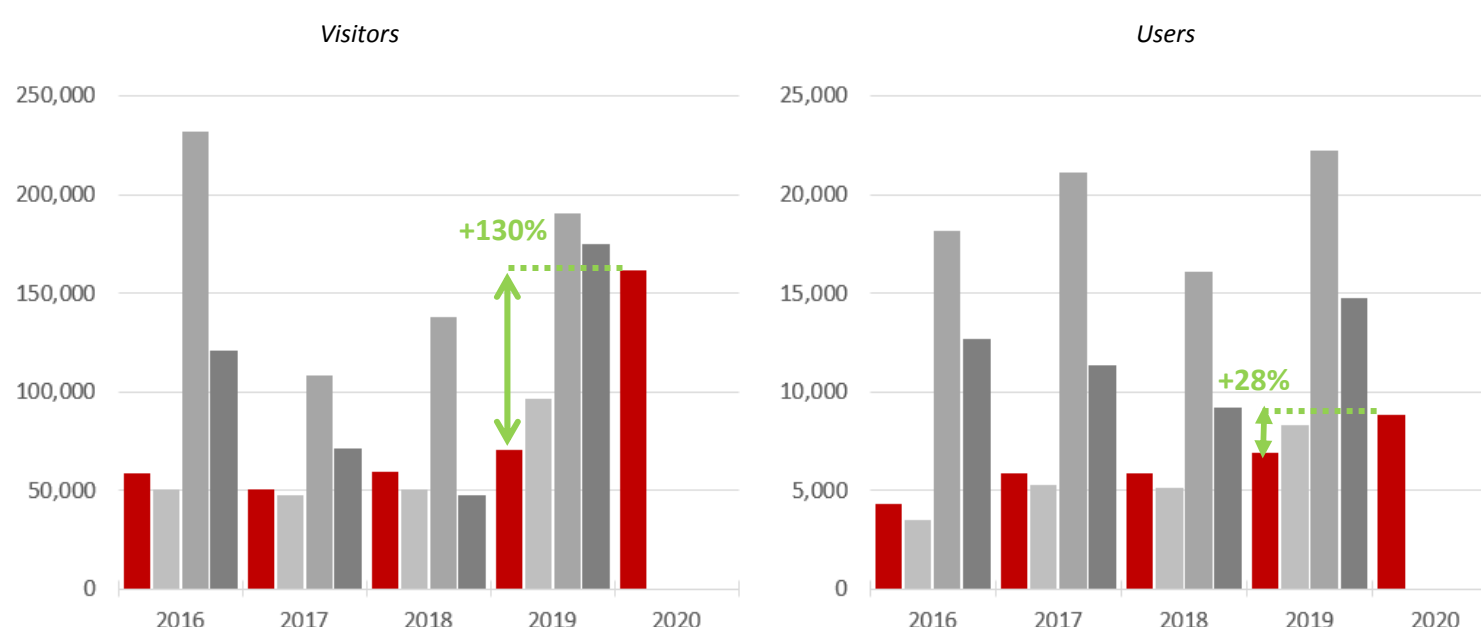
Visitors: all individuals who visit the ESC 365 platform. This includes people who simply browse the platform without signing in and consulting scientific resources.

Note: visitors may still consult abstracts without signing in (no sign-in required for abstracts, while it is required for all other resources).

Users: individuals who sign-in to ESC 365 (with a My ESC Account) and consult scientific resources on the platform.

Resources: videos, slides, abstracts and/or reports from congress presentations. Soon to come: other type of non-congress related content such as articles, slide presentations, podcasts

		Q1	Q2	Q3	Q4
2016	Visitors	58,713	50,307	231,815	120,595
	Users	4,307	3,498	18,138	12,711
2017	Visitors	50,154	47,227	108,389	70,944
	Users	5,868	5,277	21,100	11,372
2018	Visitors	59,383	50,358	137,818	47,317
	Users	5,843	5,142	16,072	9,233
2019	Visitors	70,398	96,515	190,174	174,505
	Users	6,912	8,286	22,243	14,760
2020	Visitors	161,673			
	Users	8,846			



Q1 2020 has been a record-breaking first quarter in terms of the number of users of ESC 365, showing a **130% increase in the number of visitors to the platform and 28% increase in the number of users compared to Q1 2019**.

The ratio of visitors to users shows that **5.5% of web visitors to ESC 365 are users** (down from 9.8% in Q1 2019). This indicates that we have been very successful in raising awareness and visibility of ESC 365. But despite an impressive 28% increase in the number of users, there was a decrease in the conversion rate from visitors to users, probably due to:

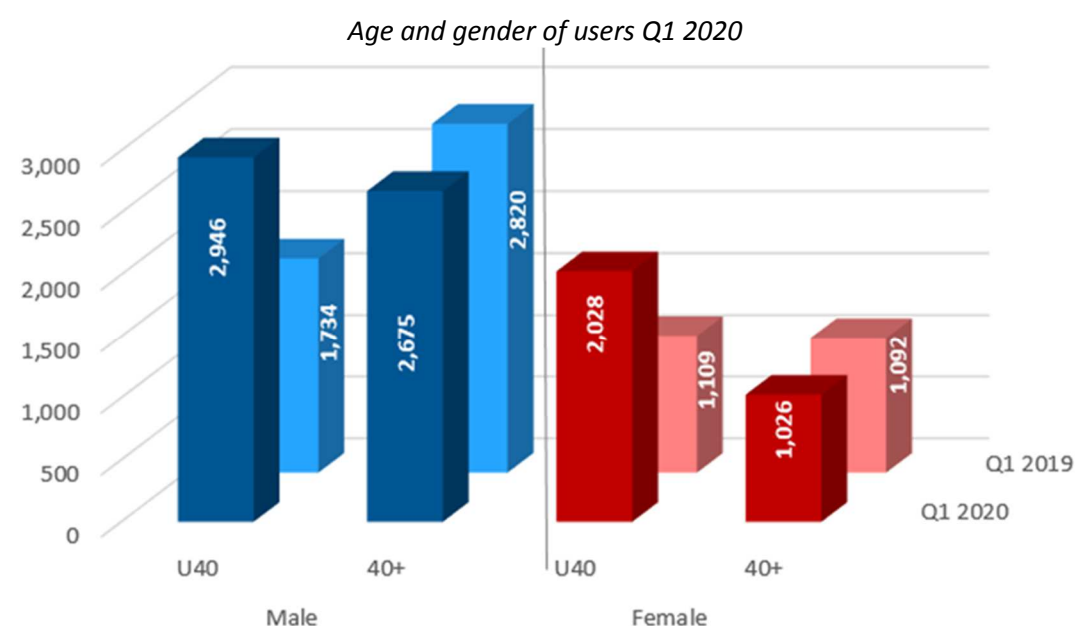
- the COVID-19 pandemic which left healthcare professionals with less time to consult resources online
 - the lack of new content usually added in Q1 from the Acute Cardiovascular Congress and from the EHRA congress
- There is considerable potential to increase the number of users in the months to come.

Q1 2020 User Profiles

To access resources, users must sign in with their My ESC account, which provides information regarding their age, gender, place and country of work.

Note: it is not compulsory for users to fill this information in their My ESC account, so this report only presents data where available.





56.2% of all users this quarter are under 40 (a considerable rise from 36% in Q1 2019) which shows that the new open access format has been very successful in attracting younger users.

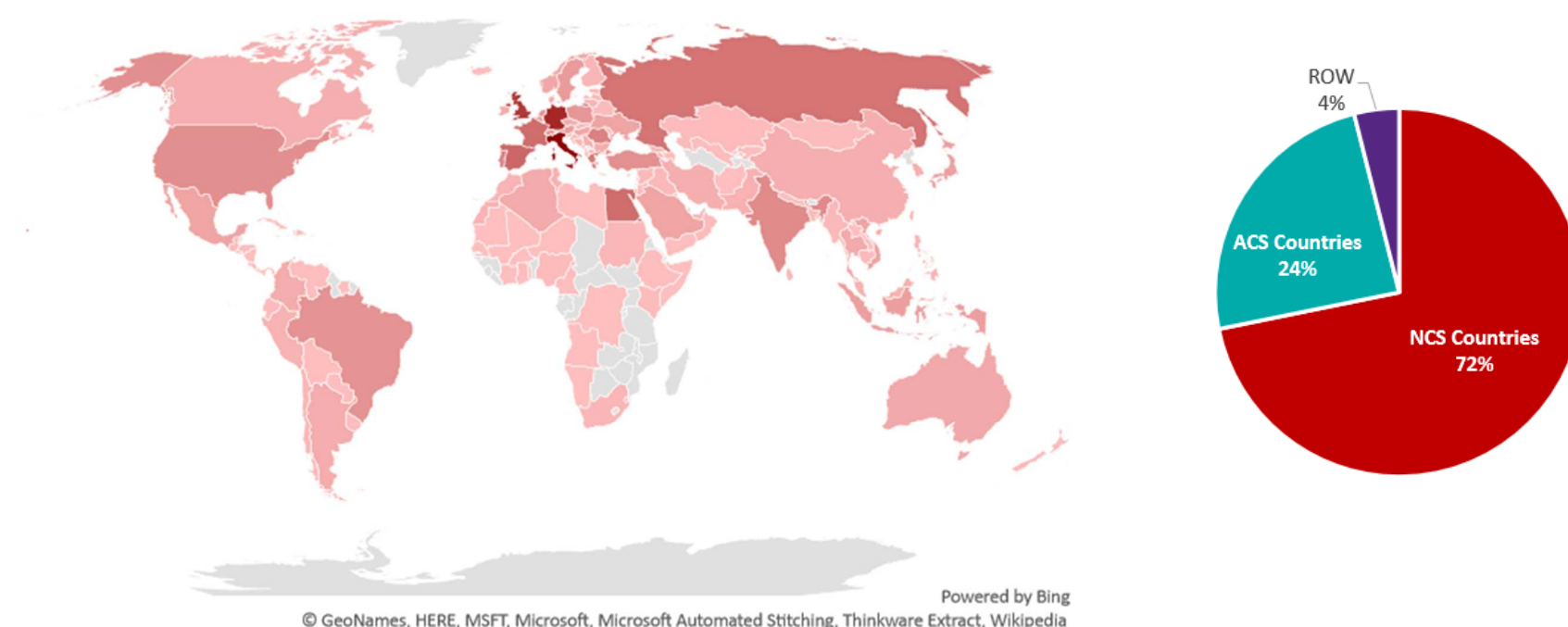
There has also been an increase in the proportion of female users using the platform. 35.2% of users in Q1 2020 were female, compared to 32.6% in Q1 2019.

This proportion of women is consistent with the percentage in other ESC activities, for example:

- 33% of ESC members are female (of ESC Professional members, Fellows and Associations' memberships, of members who did specify their gender)
- 33.3% of delegates at ESC Congress 2019 were female (30.6% of ESC Congress attendees in 2018 were female)
- Within all ESC 'contactable' database contacts (with a valid email address and who opted in for ESC communications) 38.9% are women

Location of Users

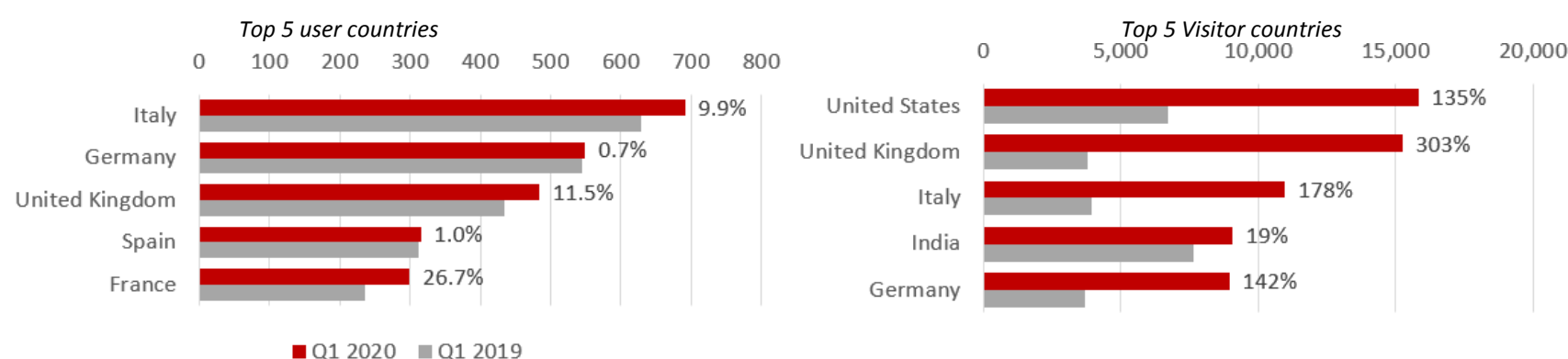
ESC 365 was accessed by users in 148 countries/territories in Q1 2020, compared with 137 countries in Q1 2019.



ROW= rest of the world

72% of users in Q1 2020 came from NCS countries (compared to 76% in Q1 2019) with 24% of users coming from ACS countries (20% Q1 2019). ESC 365 successfully increased its global reach over the last 12 months.

For a detailed list of users by country please see the [appendix](#).



There have been significant increases across the board in terms of numbers of users and visitors compared to Q1 2019. The two new ESC events which took place during Q4 2019 (ESC Asia, ESC Digital Summit) have contributed to the increase in the number of users. ESC in Asia, in particular, has increased visibility of ESC 365 in that region.



Looking at all countries with over 1,000 visitors during Q1 2020, and comparing them to Q1 2019 figures, the top 5 in terms of *growth* in the number of visitors are:

- Turkey (+6,937/+510%)
- Ireland (+1,436/+355%)
- Singapore (+1,169/+346%)
- United Kingdom (+11,459/+303%)
- Australia (+2,043/+301%)

Looking at all countries with over 250 users during Q1 2020 and comparing them to Q1 2019 figures, the top 5 in terms of *growth* in the number of users are:

- Egypt (+179/+158%)
- France (+63/+27%)
- Greece (+47 /+23%)
- Russia (+42/+18%)
- United Kingdom (+50/+12%)

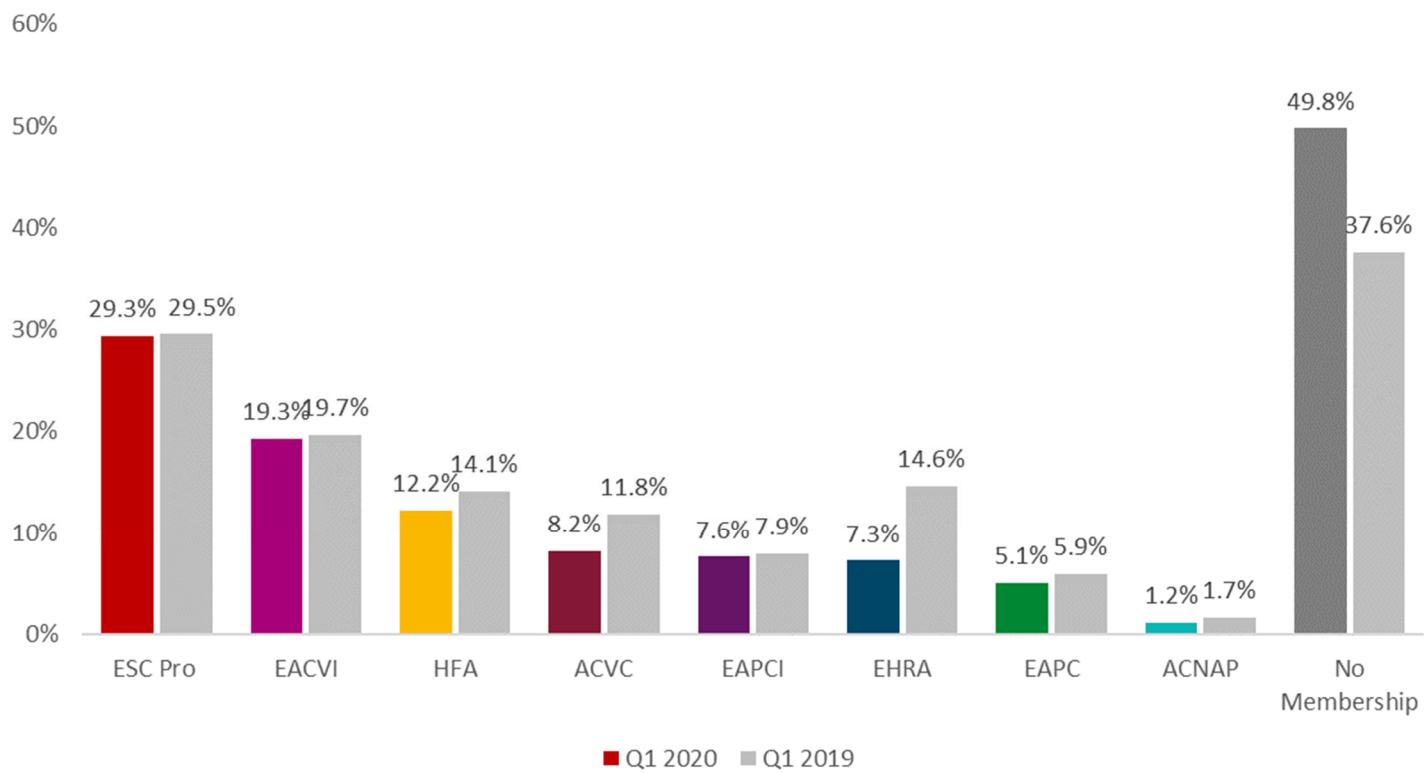


Note: a single person can hold multiple memberships

In total, **4,441 ESC 365 users were ESC Association members, ESC Professional Members or Fellows: 50.2% of all users. These decreased compared to Q1 2019 (62.4%).** This decrease could be explained by the fact that:

- ACVC 2020 and EHRA 2020 did not take place, hence there were significant drops in the percentages of ACVC and EHRA members consulting the resources from their scheduled events
- There were also slight decreases for all other specialty association members highlighting the increasing success of the free access periods which give non-members the opportunity to discover the high value scientific content from these events

The chart below shows the percentage of users with each specialty membership. ESC Professional Members remain the most common amongst ESC 365 users, representing 29.3% of all users in Q1 2020.



The ESC Association with the highest number of members using ESC 365 is EACVI (1,707 of EACVI members consulted resources during Q1 2020, 19.3% of the total ESC 365 users and 19% of all EACVI members). This is most probably because EuroEcho 2019 took place in early December 2019, hence there was new imaging content on the platform in Q1 2020.



Web Traffic - Page views, Sessions and Resource Consultations: definitions

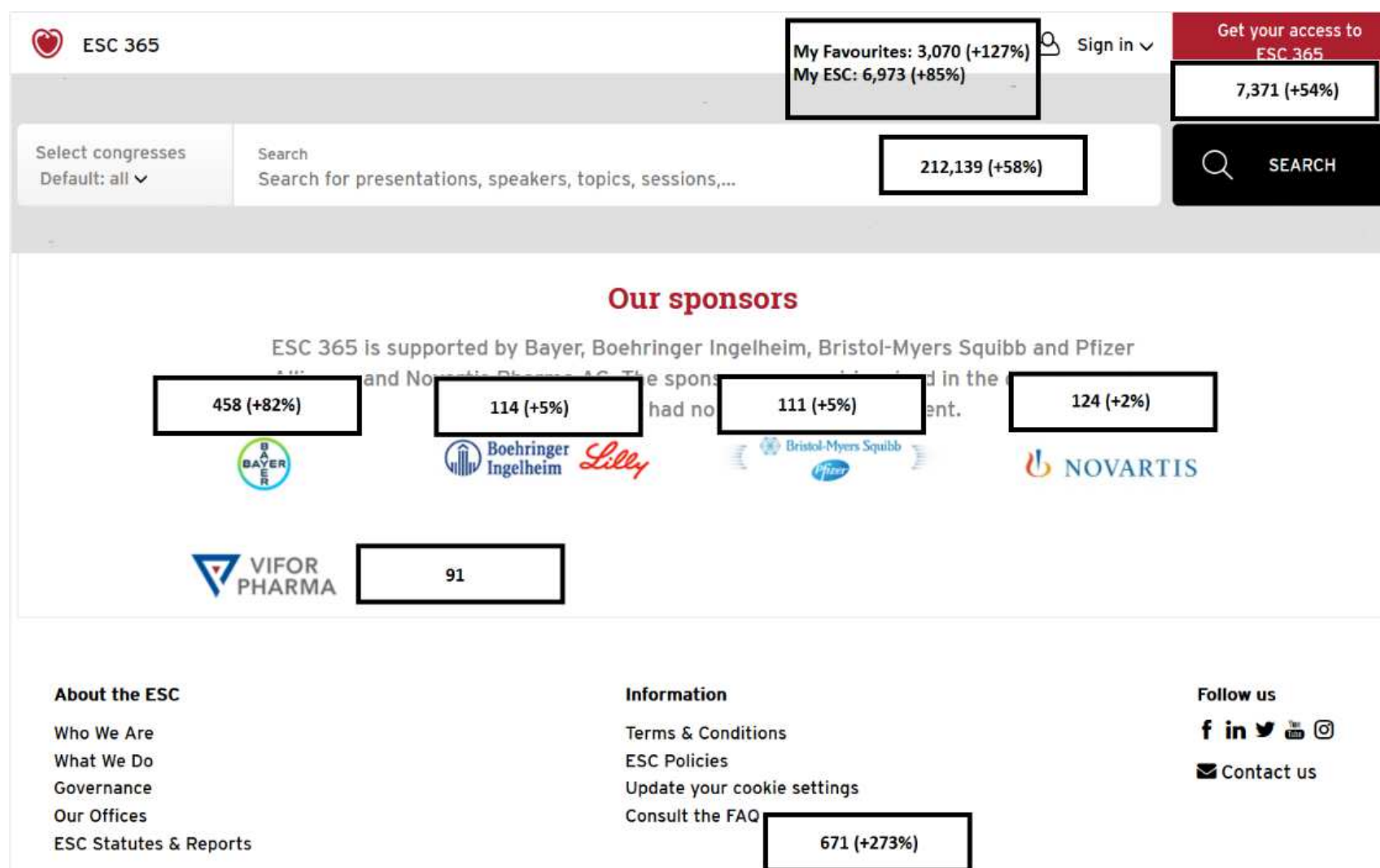
Page views: the number of times a web page is viewed by a visitor

Resource Consultations: the number of times a user signs in with their My ESC account and explicitly accesses a resource online.

Sessions: A session is a group of interactions that take place on a website within a given time frame. A single session can contain multiple page views.

The graphic below provides a visualisation of the ESC 365 homepage and usage of various functions/links during Q1 2020.

Page Views per link on ESC 365 Homepage
(% in brackets show growth compared to Q1 2019)



The majority of users are still mostly using the search bar for finding content. **There has been a significant increase in the usage of search since Q1 2019 (+58%).**

There was also an 85% increase in clicks on the 'My ESC Account' link under the 'Sign in' drop down menu. This is due to ongoing redesigns of ESC 365 which meant that this option is much more visible compared to previous years – **the project team is constantly making small changes to improve the user experience of ESC 365.**

Top searches

The table below shows the top 10 search terms during Q1 2020 (what users typed into the search bar) and the top 10 search categories (the criteria users selected when using the drop-down filters) highlighting the fact that, not surprisingly, users mostly consult more recent content. It is also important to note that "Satellite Symposium" was in the top 10 search terms, highlighting the continued interest in industry content.

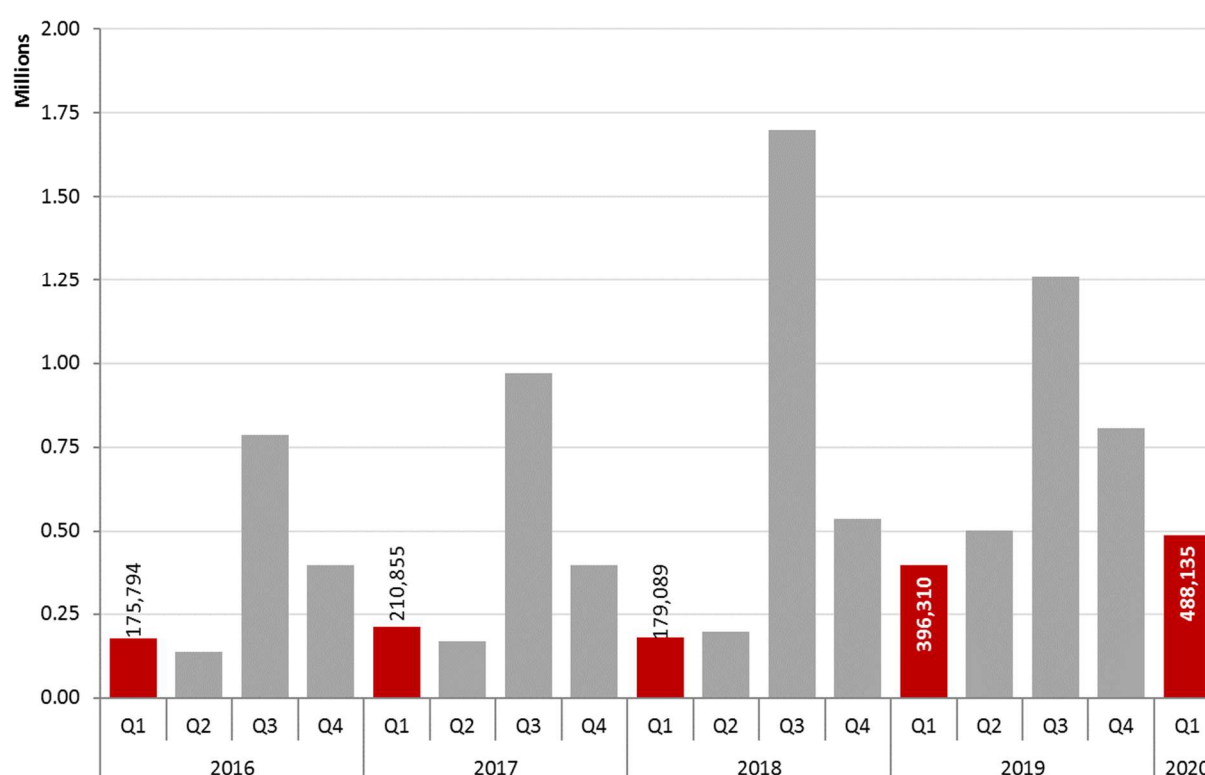
Top 10 search terms	Top 10 search categories
Acute Coronary Syndromes ACS	ESC Congress
Cardiac Hypertension	All Video
Cardiac Prevention	All EuroEcho
Atherosclerosis	EuroEcho Congress
Stents	All 2019
Interventional Cardiology	All Slides
Antithrombotic	All Heart Failure Congress
Heart Failure	All EHRA Congress
Pulmonary Embolism	All Abstracts
Satellite Symposium	All Acute Congress



Page views per Quarter

The graph below shows a comparison of visitor page views since the launch of the ESC 365 platform. This metric counts the number of times web pages on ESC 365 are viewed, regardless of signing in, consulting resources etc.

Page Views per Quarter



Q1 2020 was an extremely successful quarter with:

- The highest number of page views in a Q1
- The third highest number of page views in a quarter (outside of a Q3 which is when ESC Congress takes place)

The table below shows a comparison between the number of consultations and the number of sessions in Q1 2020.

Comparison of visitors, page views, number of sessions, and resource consultations Q1 2020 vs Q1 2019

	Q1 2020	Q1 2019	Percentage Change
Visitors	161,673	70,398	+130%
Page views	488,135	396,310	+23%
Sessions	214,030	107,565	+99%
Consultations	118,256	119,065	-1%

In Q1 2020, there were **major increases in numbers compared to Q1 2019**. There were more than twice as many visitors, creating twice as many sessions, which shows that promotion of ESC 365 had the desired impact and met a real need.

The comparatively low increase in page views compared to sessions may indicate that the work the ESC has done in improving the usability of the platform has been successful, requiring users to view fewer pages to reach relevant content. The stagnation in the number of consultations compared to last year, could be explained by the lack of new content that was expected from ACVC 2020 and EHRA 2020 which were cancelled at the very last minute.

Number of Sessions, Resource Consultations, and Consultations/User ratio per Quarter (2013-2020)

	Q1			Q2			Q3			Q4		
	Sessions	Consultations	Ratio	Sessions	Consultations	Ratio	Sessions	Consultations	Ratio	Sessions	Consultations	Ratio
2013							88,885	148,532	1.67	115,566	71,934	0.62
2014	37,031	26,713	0.72	26,529	20,855	0.79	134,209	232,930	1.74	134,209	97,656	0.73
2015	59,794	44,108	0.74	62,359	32,322	0.52	219,017	211,207	0.96	113,178	92,338	0.82
2016	71,631	43,327	0.6	60,359	30,361	0.5	286,156	279,275	0.98	153,466	128,658	0.84
2017	70,098	57,992	0.83	62,198	37,790	0.61	207,234	345,919	1.66	120,308	123,354	1.03
2018	85,629	63,203	0.74	75,518	48,362	0.64	169,202	363,905	2.15	91,623	201,453	2.20
2019	107,565	119,065	1.11	143,048	170,290	1.19	316,341	535,067	1.69	258,563	257,718	1.00
2020	214,030	118,256	0.55									

As previously mentioned, this is the first time there were so many sessions in a Q1. However, there is a decrease in the ratio of consultations/user as compared to Q1 2019, but as the content from ACVC 2020 and EHRA 2020 could not be uploaded on the platform, and as there was still a high number of consultations, this is not a major concern. Users may not have consulted as many resources per session as in Q1 2019, but are coming back more often and more regularly throughout the quarter.



Resource Consultations

The table below shows the split of resource consultations by type during Q1 2020.

Resource Consultations per Resource Type

	Q1 2020	Q1 2019	Percentage change Q1 2019/2020
Slides	51,228	52,763	-2.9%
Video	29,193	33,385	-12.6%
Abstract	37,589	32,506	15.6%
ESC TV	157	337	-53.4%
Report	89	74	20.3%
TOTAL	118,256	119,065	-0.7%

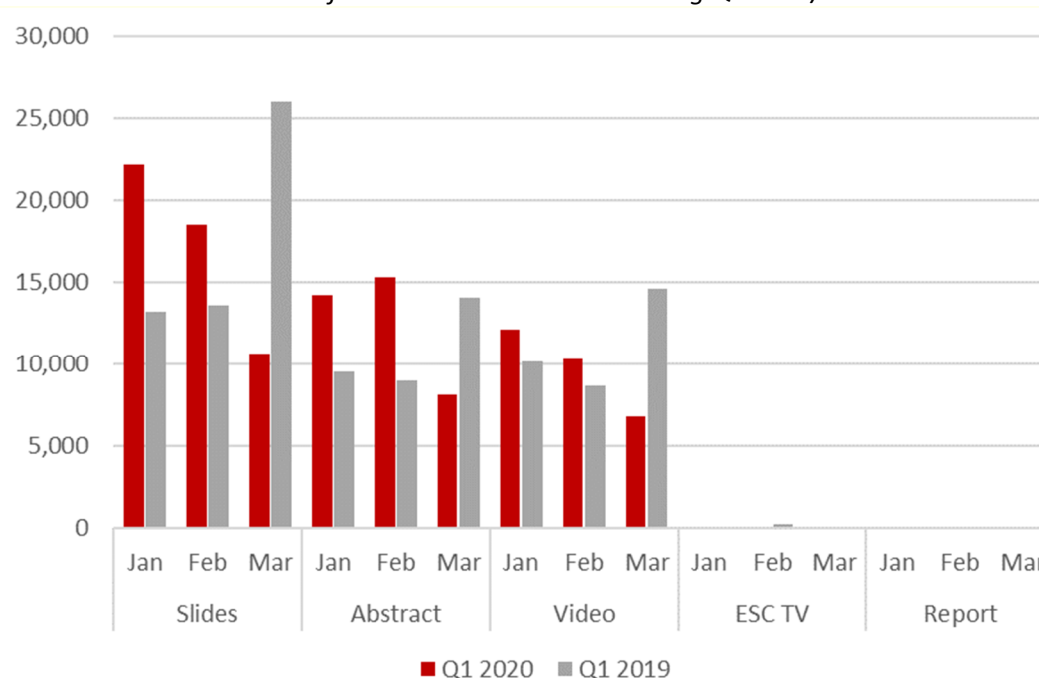
There were over 118,000 resource consultations in Q1 2020 (-0.7% compared to Q1 2019), with more than 51,000 slide set consultations (which represent 43% of all resource consultations in Q1 2020 – the same as in Q1 2019).

Most resource consultations have decreased regardless of the type of resources, except for a significant increase in the consultations of abstracts. This may be explained by the fact that abstracts from EuroEcho 2019 were very popular plus the fact that abstracts from ACVC 2020 were uploaded on the platform, one month before the event, visitors could view them, and were then removed when the event got cancelled.

Note: ESC TV is now promoted more heavily on YouTube and escardio.org instead of via ESC 365. Reports have not been produced since 2017.

The graphic representation of the monthly evolution of resource consultations below highlights the increase in popularity of slides and abstracts content on ESC 365 since last year. Consultations in January and February 2020 were higher than those of 2019, however consultations in March 2020 were affected by the COVID-19 pandemic, with the cancellation of specialty congresses culminating in a reduction of consultations in March 2020 compared to 2019. From May 2020, the initiative to give completely free (limited time) access to ESC 365, and the Essentials 4 You project, & HFA Discoveries should boost traffic and consultations on ESC 365, in lieu of regular physical congresses.

Evolution of Resource Consultations during Q1 2020/2109



Topics Consulted in Q1 2020

The table below presents the topic ranking by number of total consultations during Q1 2020

Resource Consultations per Topic during Q1 2020

	Slides	Abstract	Video	ESC TV	Report	Total	
Imaging	16,675	8,138	9,828	13	9	34,663	29.3%
Arrhythmias And Device Therapy	6,290	4,774	3,923	37	10	15,034	12.7%
Coronary Artery Disease, Acute Coronary Syndromes, Acute Cardiac Care	5,621	4,403	3,535	32	10	13,601	11.5%
Heart Failure	3,720	6,245	1,802	7	2	11,776	10.0%
Valvular, Myocardial, Pericardial, Pulmonary, Congenital Heart Disease	5,276	2,987	3,093	13	16	11,385	9.6%
Preventive Cardiology	3,849	3,407	1,750	26	9	9,041	7.6%
Other	2,218	487	1,402	9	2	4,118	3.5%
Hypertension	2,037	923	884	7	11	3,862	3.3%
Interventional Cardiology And Cardiovascular Surgery	1,382	1,174	1,147		5	3,708	3.1%
Basic Science	649	1,903	321		6	2,879	2.4%
Cardiovascular Disease In Special Populations	1,156	831	456	11	1	2,455	2.1%
E-Cardiology / Digital Health, Public Health, Health Economics, Research Methodology	1,266	643	543			2,452	2.1%
Cardiovascular Pharmacology	610	775	285	1	4	1,675	1.4%
Diseases Of The Aorta, Peripheral Vascular Disease, Stroke	353	630	199	1	4	1,187	1.0%
Cardiovascular Nursing And Allied Professions	126	269	25			420	0.4%
Total	51,228	37,589	29,193	157	89	118,256	
	43.3%	31.8%	24.7%	0.1%	0.1%		

Due to the re-design of ESC 365, the inclusion of resources from other specialties and the restructuring of topic lists, it is not particularly appropriate to compare topics to previous years as results will be biased and different topics are now grouped together in different ways.

It is however clear that slides of presentations on the topic of *Imaging* are by far the most consulted presentations, with over 14% of all resource consultations in Q1 2020. EuroEcho being held in December 2019 will have contributed considerably in the popularity of these resources. In Q1 2019; the most popular topic was Arrhythmias and Device Therapy due to EHRA 2019 taking place in Q1 2019.

Overall, *Imaging* is the most consulted topic with almost 30% of total resource consultations during Q1 2020

The table below shows the number and proportion of resource consultations from ESC and speciality congresses during Q1 2020. For the full list of congresses, please refer to the [appendix](#).

Congress	Q1 2020		Q1 2019	
ESC Congress 2019	39,722	33.6%		
Euroecho 2019	24,778	21.0%		
ESC Congress 2018	11,639	9.8%	35,212	29.6%
Heart Failure 2019 - 6Th World Congress On Acute Heart Failure	5,880	5.0%		
ESC Congress 2017	4,105	3.5%	4,641	3.9%
ESC Congress 2016	3,574	3.0%	2,396	2.0%
EHRA 2019	3,406	2.9%	22,909	19.2%
ESC Congress 2015	2,848	2.4%	1,643	1.4%
Heart Failure 2018 & World Congress On Acute Heart Failure	2,168	1.8%	4,517	3.8%
EuroEcho-Imaging 2018	1,946	1.6%	21,356	17.9%
EuroCMR 2019	1,650	1.4%		
ESC Congress 2014	1,613	1.4%	1,105	0.9%
ICNC 2019	1,375	1.2%		
ESC Asia With Apsc & Afc	1,328	1.1%		
Acute Cardiovascular Care 2019	1,301	1.1%	11,733	9.9%
EuroPrevent 2019	1,206	1.0%		
Digital Health 2019	1,065	0.9%		
EuroEcho-Imaging 2017	972	0.8%	1,052	0.9%
ESC Congress 2013	906	0.8%	606	0.5%
EHRA 2018	854	0.7%	3,810	3.2%
Heart Failure 2017 - 4th World Congress On Acute Heart Failure	785	0.7%	1,190	1.0%
EHRA Europace - Cardiotim 2017	629	0.5%	896	0.8%
Heart Failure 2016	542	0.5%	497	0.4%
Acute Cardiovascular Care 2018	415	0.4%	1,383	1.2%
EuroEcho-Imaging 2016	388	0.3%	450	0.4%

The five most popular congresses from which scientific resources were consulted during Q1 2020 were:

1. ESC Congress 2019 (August/September 2019)
2. EuroEcho 2019 (December 2019)
3. ESC Congress 2018 (August 2018)
4. Heart Failure 2019 (May 2019)
5. ESC Congress 2017 (August 2017)

These figures show that while resources from the more recent congresses are obviously the most popular, it is very important to note that **there is still a considerable amount of interest in resources from past editions of congresses**, with 31% of resource consultations in Q1 2020 coming from congresses that took place in 2018 or earlier.

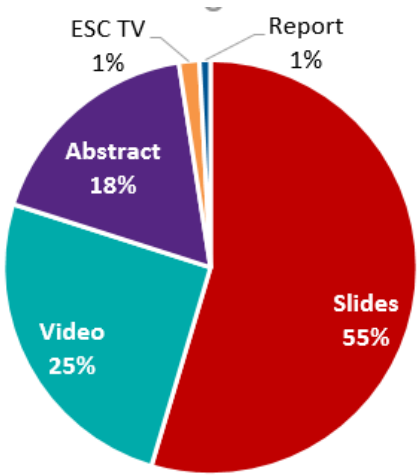


Resource consultations since launch (August 2013)

ESC 365 has amassed 3.84 million resource consultations since launch, from over 98,500 users. This represents a 34.6% increase in the number of consultations and a 22.9% increase in the number of users compared to the end of Q1 2019.

- 2,110,165 slide sets (+32% since Q1 2019)
- 973,290 videos (+29% since Q1 2019)
- 677,510 abstracts (+60% since Q1 2019)
- 61,540 ESC TV videos (+3.8% since Q1 2019)
- 32,823 reports (+1.4% since Q1 2019)

Resource Consultations since ESC 365 Launch – by Resource Type

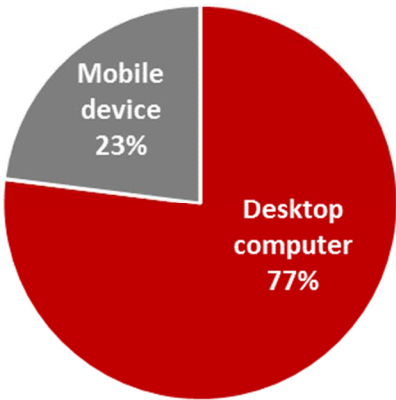


The highest increase rate since Q4 2018 was observed for Abstract resource consultations with over 253,000 consultations in the last year alone. This is not a surprise considering that abstracts are always on open access to all (no membership required) and no sign in is required. Consultations of videos and slide sets are also still increasing at a healthy and steady rate, implying users enjoy visual and interactive resources.

Resource Consultations by device

The chart below shows the resource consultations by device type in Q1 2020. ESC 365 is still mostly accessed via a traditional desktop computer, with consultations from mobile devices making up just 23% of all consultations (compared to 19% in Q1 2019).

Resource consultations by device type Q1 2020



This split had remained essentially unchanged since launch varying between 12 and 19% every quarter, implying that users are not just using the resource ‘on the go’, but are sitting down and examining the resources more thoroughly on a bigger screen where it is easier to read and navigate the site. In Q1 2020, there was still a slight increase up to 23% of resource consultations made on a mobile device as there has been a concerted effort to improve usability and promote ESC 365 and ESC online presence for mobile devices in 2020.



3. Promotion of ESC 365 during Q4 2019

3.1. Google AdWords Campaign

Despite the cancellation of two ESC specialty congresses, the digital campaign ran through Q1 2020.

The ESC continued investing in its ambitious Google AdWords campaign in order to promote ESC 365 and boost the number of visits on the platform, especially during Q1 2020 to compensate for the cancellation of the physical events where on-site promotion could not happen.

The table below shows the number of visits to ESC 365 as a result of users clicking on the ESC 365 adverts.

Q1/Q2/Q3/Q4 2019 – Q1 2020 Campaign performance overview:

Quarters	Impressions	Clicks	Click Through Rate (CTR)
Q1	444,137	31,514	7.10%
Q2	628,343	41,125	6.54%
Q3	593,325	47,278	7.97%
Q4	635,510	38,828	6.11%
Q1 2020	631,648	38,871	6.15%

The click through rate for this quarter (6.15%) remains > 6%, with the highest number of clicks ever (38,871) in a Q1. The number of impressions is much higher than during Q1 2019; indeed, it is similar to the rate for Q4 2019 (the highest ever), providing excellent visibility of the platform online. The Google standards on ads has evolved significantly since last year and we have to abide by the latest regulations to get ESC 365 to be shown as top choice by Google's algorithm.

Cost per click continues to be optimised as we've once again achieved high-quality score and page rating on the Google algorithm, enabling us to maintain the highest visibility at low cost.

Example of the top clicked advert:

Most-shown ads

● Stent

Stent Specialist | Cardiology
[Ad] esc365.escardio.org/365/Stent

Enhance Your Knowledge With Free Content From
ESC Congress
Guidelines into Practice.
ESC Congress 2019

Ad Impressions Clicks CTR

● Enabled 94,275 3,716 3.94%

Notes on the results:

*An impression occurs when a user searches on one of the campaign keywords, causing the ESC 365 advert to appear.

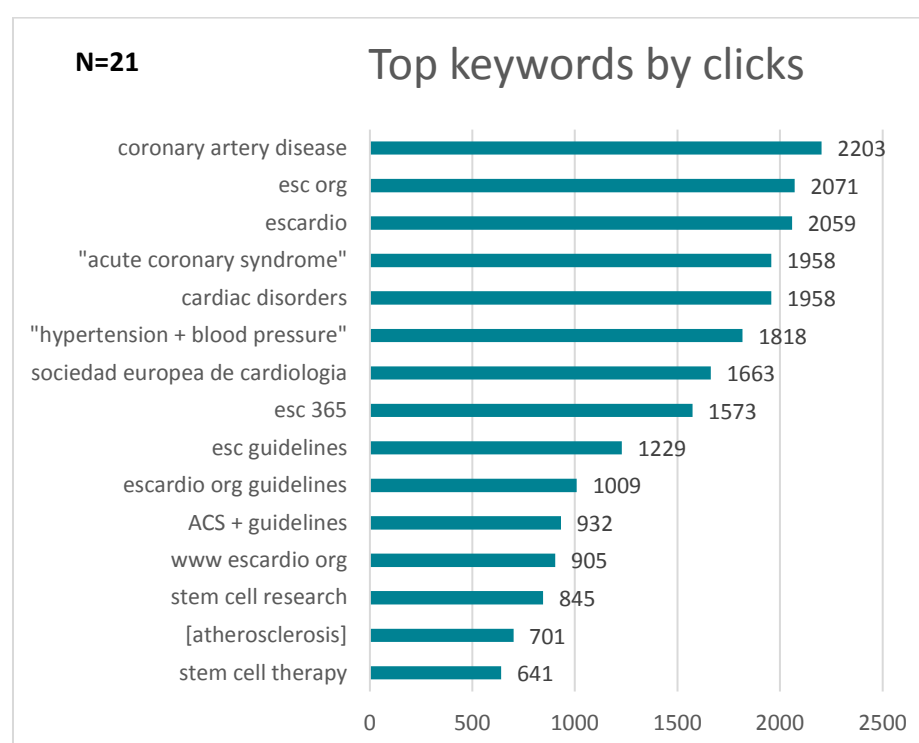
**A click occurs when a user sees the ESC 365 advert, finds that it meets her/his needs and expectations, and then clicks on the title of the ad. This, of course, directs her/him to ESC 365.



The **top performing keywords** (ordered by number of clicks) are:

Analytics on the top clicked Keywords

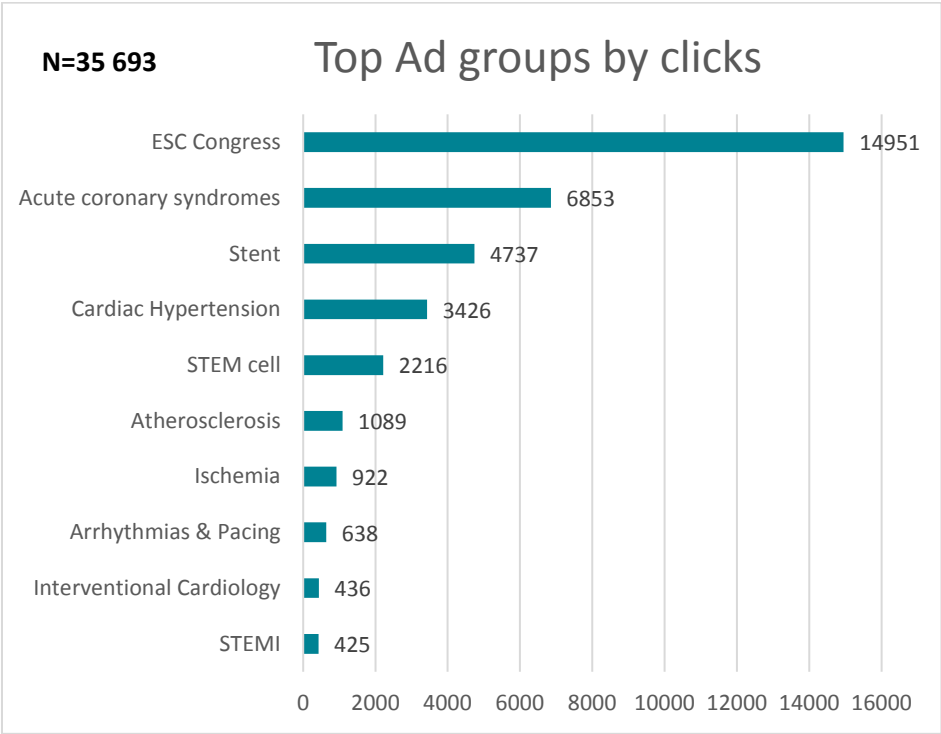
Keyword	Clicks	Impressions	Click Through Rate (CTR)
coronary artery disease	2,203	30,490	7.23%
esc org	2,071	12,334	16.79%
escardio	2,059	32,968	6.25%
cardiac disorders	1,958	56,163	3.49%
"acute coronary syndrome"	1,958	14,067	13.92%
"hypertension + blood pressure"	1,818	33,271	5.46%
sociedad europea de cardiologia	1,663	13,407	12.40%
esc 365	1,573	2,506	62.77%
esc guidelines	1,229	10,28	11.96%
escardio org guidelines	1,009	4,997	20.19%
ACS + guidelines	932	5,422	17.19%
www escardio org	905	4,334	20.88%
stem cell research	845	20,008	4.22%
[atherosclerosis]	701	10,411	6.73%
stem cell therapy	641	21,437	2.99%
esc cardiology	625	11,174	5.59%
what stem cell research	619	14,017	4.42%
a stent	558	17,731	3.15%
escardio 365	473	695	68.06%
cardiovascular hypertension	466	6,454	7.22%
the stent	464	14,451	3.21%
european cardiology society	456	2,63	17.34%
+arrhythmia	419	11,739	3.57%
acute coronary syndrom	396	4,04	9.80%
treatment of hypertension guidelines	356	5,086	7.00%
"atherosclerosis"	355	8,43	4.21%
"artery coronary disease"	340	4,107	8.28%
escardio guidelines	338	1,555	21.74%
"interventional cardiology"	275	6,356	4.33%
esc kongress	260	1,649	15.77%
Ischemia	252	8,96	2.81%
artery stenting	246	6,029	4.08%
+acute +coronary +syndromes	235	2,421	9.71%
www escardio org guidelines	228	1,196	19.06%
ischemic	226	10,625	2.13%
esc 365 cardiology	222	354	62.71%
+arrhythmias	218	8,513	2.56%
acute coronary artery syndrome	217	1,832	11.84%
escardio org 365	211	336	62.80%



The top 5 ad groups were “ESC Congress”, “Acute coronary syndrome”, “Stent”, “Cardiac Hypertension”, and “STEM cell”. As can be observed below, the best performing ad group (ESC Congress) is the one that incorporates the most targeted keywords (ESC and ESC 365 related terms): clearly this group drives the most qualified traffic with a CTR of 12.88%. The other Ad Groups mostly incorporate medical-related terms hence their CTR which remains below 8% overall.

Analytics on the top ad groups by number of clicks

Ad group	Clicks	Impressions	Click Through Rate (CTR)
ESC Congress	14,951	116,087	12.88%
Acute coronary syndromes	6,853	67,246	10.19%
Stent	4,737	137,578	3.44%
Cardiac Hypertension	3,426	59,358	5.77%
STEM cell	2,216	58,369	3.80%
Atherosclerosis	1,089	19,437	5.60%
Ischemia	922	37,511	2.46%
Arrhythmias & Pacing	638	20,332	3.14%
Interventional Cardiology	436	10,998	3.96%
STEMI	425	10,213	4.16%
Cardiac Prevention	205	57,341	3.58%
Antithrombotic	200	3,260	6.13%



The objective for a marketer in an efficient Adwords strategy is to have the most clicked ads matching as closely as possible the most displayed ones, meaning we would be totally aligned with the search and interests of cardiologists anytime, anywhere. This objective has been clearly met here.



With the addition of resources from sub-specialty congresses, we can now lead users to a large amount of resources specific to a specialty and extracted from the entire spectrum of ESC organised congresses:

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	ESC 365 Resources from ESC Congress and all ESC associations esc365.escardio.org Access All Resources from ESC Congress All Year Long. Get instant access to science and presentations	12,193	93,231	13.08%	€0.06	€724.47
<input type="checkbox"/>	<input checked="" type="radio"/>	Stent Specialist Cardiology esc365.escardio.org/365/Stent Enhance Your Knowledge With Free Content From ESC Congress	3,716	94,275	3.94%	€0.07	€275.89
<input type="checkbox"/>	<input checked="" type="radio"/>	Acute Coronary Syndromes ESC Congress Resources esc365.escardio.org/365/ACS Get Acute Coronary Syndrome Content From ESC Congress - For Free	3,037	26,935	11.28%	€0.08	€236.52
<input type="checkbox"/>	<input checked="" type="radio"/>	ESC Congress 365 Resources available esc365.escardio.org/365 Access All Resources from ESC Congress All Year Long. For Free	2,758	22,856	12.07%	€0.06	€170.10
<input type="checkbox"/>	<input checked="" type="radio"/>	Stem Cell Resources From ESC Congress esc365.escardio.org/365/Stem-cell Free Videos, Slides, Abstracts! On Stem Cell From ESC Congress	2,216	58,369	3.80%	€0.08	€168.62
<input type="checkbox"/>	<input checked="" type="radio"/>	Acute Coronary Syndromes ESC Congress Resources ESC Congress 365 +3 more esc365.escardio.org/365/ACS Get Acute Coronary Syndrome Content From ESC Congress - For Free. Access All ACS Slides, Vide... View assets details	2,215	23,824	9.30%	€0.08	€169.15
<input type="checkbox"/>	<input checked="" type="radio"/>	Hypertension Specialists ESC Congress 365 esc365.escardio.org/365/Hypertension Slides Abstracts from ESC Congress And Free Access to Hypertension Guidelines	1,642	25,919	6.34%	€0.08	€131.58



3.2. ESC 365 promotion through Email Campaigns

With the addition of resources from ESC specialty congresses on ESC 365, the platform is now extensively promoted in emailings, newsletters and bulletins all year long to all ESC communities across all CV specialties.

This was still the case during Q1 2020 with 21 emailings (equivalent to more than 1 email every 4 days) promoting the resources available on ESC 365. There were fewer emailings than in Q1 2019 due to the cancellation of two physical events during this quarter. Hence the emailings linked to the promotion of content from these events were not sent, but member bulletins, Associations newsletters continued to be vehicles for the promotion of the 120,000+ resources available on the platform.

Q1 was setting the ground for a major promotional campaign planned for Q2 2019 to support healthcare professionals during the COVID-19 episode.

E-campaigns promoting ESC 365 in Q4 2019

Name	Date	No. of Recipients	Open Rate ¹
HFA Congress 2020	7 January 2020	65,177	26.4%
ESC in France	13 January 2020	6,078	28.1%
My ESC News (different sub-groups)	15 January 2020	28,500	27.3%
My ESC News (different sub-groups)	15 January 2020	30,608	23.6%
Association of Cardiovascular Nursing and Allied Professions - Membership	16 January 2020	15,134	24.1%
Association of Cardiovascular Nursing and Allied Professions - Bulletin	20 January 2020	15,129	17.1%
European Association of Preventive Cardiology Newsletter	20 January 2020	2,805	46.6%
ESC Member Newsletter	23 January 2020	12,221	30.6%
ESC Congress	24 January 2020	197,353	16.5%
News for Affiliated Cardiac Societies	24 January 2020	131	36.6%
EuroHeartCare	27 January 2020	54,412	18.8%
HFA Bulletin	27 January 2020	39,330	20.3%
EACVI Bulletin	3 February 2020	34,352	28.72%
My ESC News (different sub-groups)	5 February 2020	59,577	18.74%
My ESC News (different sub-groups)	5 February 2020	2,450	29.31%
EuroHeartCare	5 February 2020	54,129	21.17%
HFA Bulletin	11 February 2020	39,437	16.97%
Association of Cardiovascular Nursing and Allied Professions - Bulletin	20 February 2020	15,116	15.41%
My ESC News	26 February 2020	64,710	18.04%
ACCA Newsletter	26 February 2020	3,749	47.99%
EHRA Member Newsletter	3 March 2020	3,154	47.62%
My ESC News	18 March 2020	66,645	20.99%

Not to be missed



General Assembly

Discover the ACVC 2020-2022 Board and how your association is performing.
[Access the agenda](#)



Childcare services

Children are not allowed beyond the registration area.
[Pre-book](#) your child's place.



ESC 365

All Acute Cardiovascular Care congress resources in one online library

Year-round access for ACVC Ivory, Silver and Gold Members



Slide sets

Videos in replay

Abstracts & reports

[click here](#)



Have you tried ESC 365?

If you missed EuroHeartCare 2019, we've gathered the most popular abstracts, slides and videos from the congress. These resources are exclusive for ACNAP Silver Members. [Log in](#) or [join](#) to access them.

- [Heart Failure: Across-sectional study about quality of life, anxiety depression and detection of possible health and cardiovascular problems](#)
- [Barriers to medication adherence in patients with cardiovascular disease from 12 countries: Survey results from the Euroaspire V collaborative study](#)
- [Dietary controversies: The truth about diet – low carbs, fasting and high fat diets: low carb high fat](#)
- [Association between secondhand smoke exposure and hypertension in 131,739 Korean self-reported never-smokers verified by cotinine](#)
- [Low physical activity in patients with heart failure and lack of motivation or general health issues as exercise barriers](#)

Figure 2: Example of ESC 365 promotion in the ACCA Newsletter bulletin

Figure 1: Example of ESC 365 promotion for ACNAP bulletin

¹ Generally speaking, a good range of "Open" rate is between 15% and 25% for marketing emails (<https://www.mailjet.com/support/what-is-a-normal-open-rate,83.htm>)



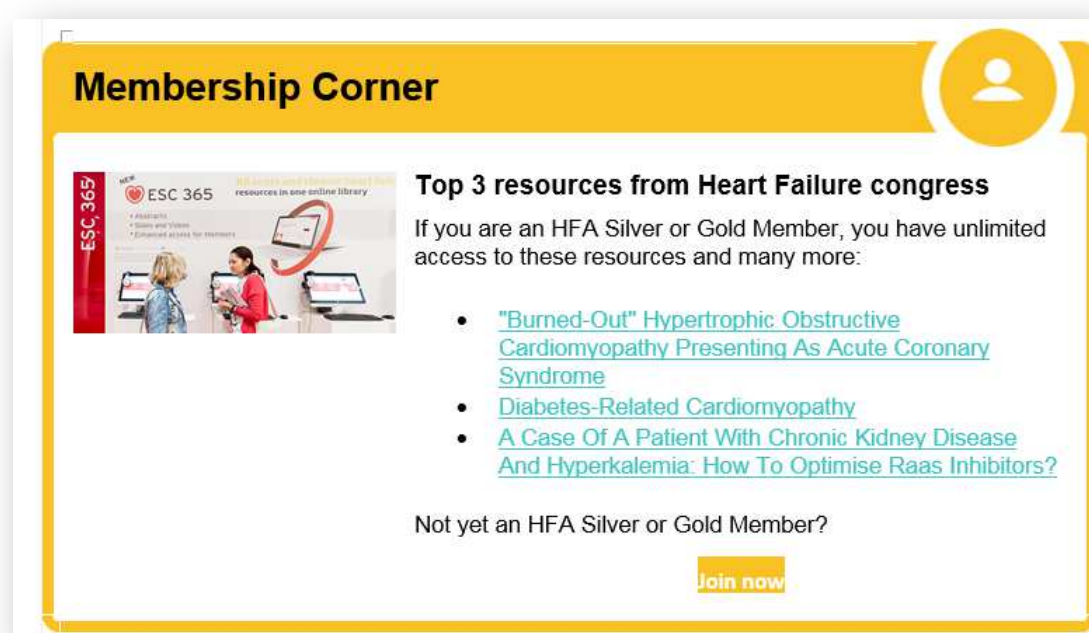


Figure 3: Example of ESC 365 promotion in the HFA bulletin



Figure 4: Example of ESC 365 promotion in My ESC News

3.3. Promotion during Congresses and Events

Q1 2020 was a very unique quarter, with ESC 365 being promoted via personal demonstrations, ESC 365 promotional stands (when applicable), flyers, and/or ESC 365 goodies at a very limited number of physical events due to the COVID-19 pandemic:

- 30th European Days of the French Society of Cardiology, 15-18 January 2020, Paris, France
- IFESC Programme, 7-9 March 2020, Mumbai, India

ESC 365 benefited from some additional promotion during ESC educational events and meetings held at the European Heart House during Q1 2020, including the ESC Spring Summit with all Presidents and representatives of the ESC Constituent Bodies on 4-5 March 2019. This took place despite the beginning of the COVID-19 outbreak.

Major promotion was also planned at the following international events:

- Acute Cardiovascular Care, 7-9 March 2020, Athens, Greece
- Japanese Circulation Society, 12-14 March 2020, Kyoto, Japan
- Saudi Heart Association, 19-21 March 2020, Riyadh, Saudi Arabia
- American College of Cardiology, 28-30 March 2019, Chicago, USA
- EHRA, 29-31 March, Vienna, Austria

Due to the pandemic, these physical events were all cancelled.

Hence, the ESC took measures to compensate this on-site promotion with digital promotion (Google Adwords campaign linked to COVID-19 for example), and the figures presented in this report highlight the fact that thanks to these measures traffic to the platform was maintained.

3.4. Promotion on the ESC website

Q1 2020 was only the beginning of the pandemic, hence the promotion on the ESC website was similar to that seen during the previous quarter, but an ambitious promotional plan was designed to be implemented during Q2 2020 (see future report).

On the ESC website, ESC 365 was promoted at different levels:

- On the homepage of the ESC website: on the "Congresses & Events" tab (see screenshot below)
- On an entire ESC 365 dedicated web page with links to all the resources from each ESC organised congress www.escardio.org/Congresses-&-Events/Congress-resources
- On the sub-specialty congresses web pages, e.g. <https://www.escardio.org/Congresses-&-Events/Heart-Failure/Congress-resources>
- On the ESC Guidelines web pages, linking to presentations from past ESC Congresses on ESC 365
- On several promotional images linking to ESC 365 on various pages of the website as opportunities arise



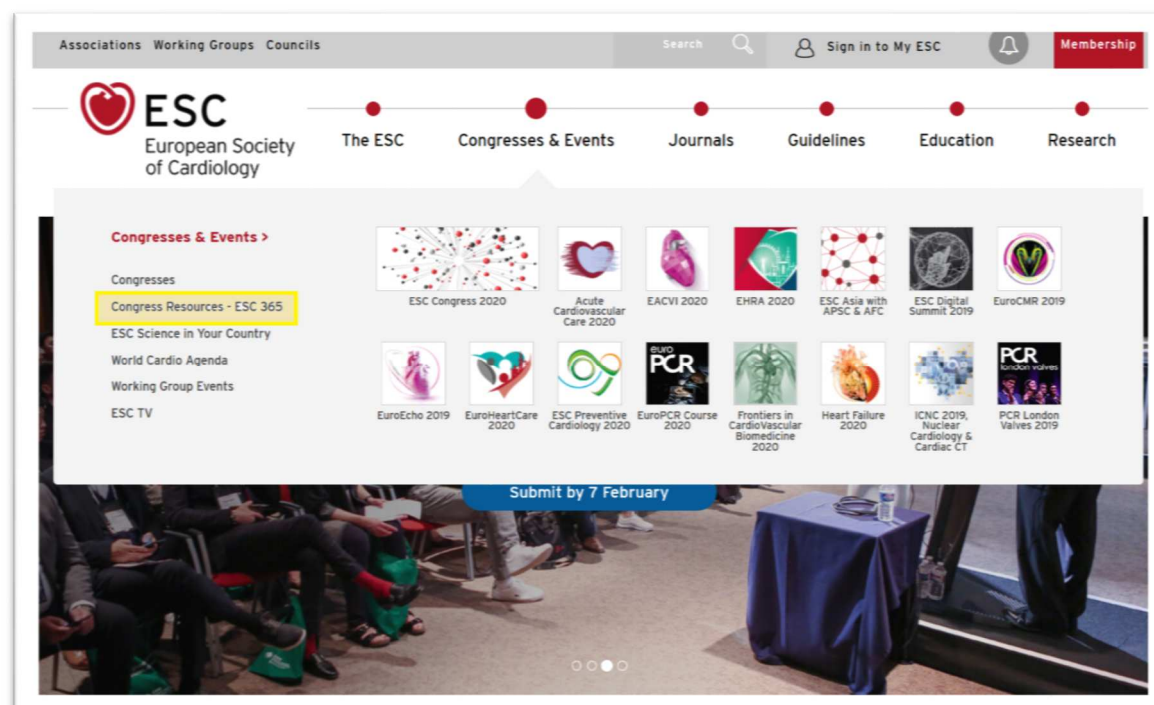


Figure 5: ESC 365 highly promoted on the "Congresses & Events" tab on the ESC website homepage

3.5. Promotion on social media

Promotion of ESC 365 on social media was limited during Q1 2020 as the cancellation of the congresses was uncertain and a promotional plan was in the pipeline for Q2 2020.

Hence, the promotion of ESC 365 on social media consisted mainly of the availability of the EuroEcho 2019 content open to all until early March.

Metrics definition:

Facebook

Total Reach: The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more.

Total Impressions: The number of times your Page's post entered a person's screen. Posts include statuses, photos, links, videos and more.

Engaged Users: The number of unique people who engaged in certain ways with your Page post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post.

Video views: The number of times your video was watched for at least 3 seconds, or for nearly its total length, whichever happened first within the selected date range.

Twitter

Actual Impressions:

Total times a post was served to newsfeeds

Potential Reach:

Number of combined Twitter users who could have been reached

Engagements:

Total number of times a user has interacted with a Tweet; this includes all clicks anywhere on the Tweet (including hashtags, links, avatar, username, and Tweet expansion), retweets, replies, follows, and likes.

Engagement rate:

The number of engagements (clicks, retweets, replies, follows and likes) divided by the total number of actual impressions

3.5.1. Promotion on Facebook:



Figure 6: EuroEcho 2019 resources promotion on Facebook:
Total Reach: 8,478; Total Impressions: 8,538; Engaged Users: 219

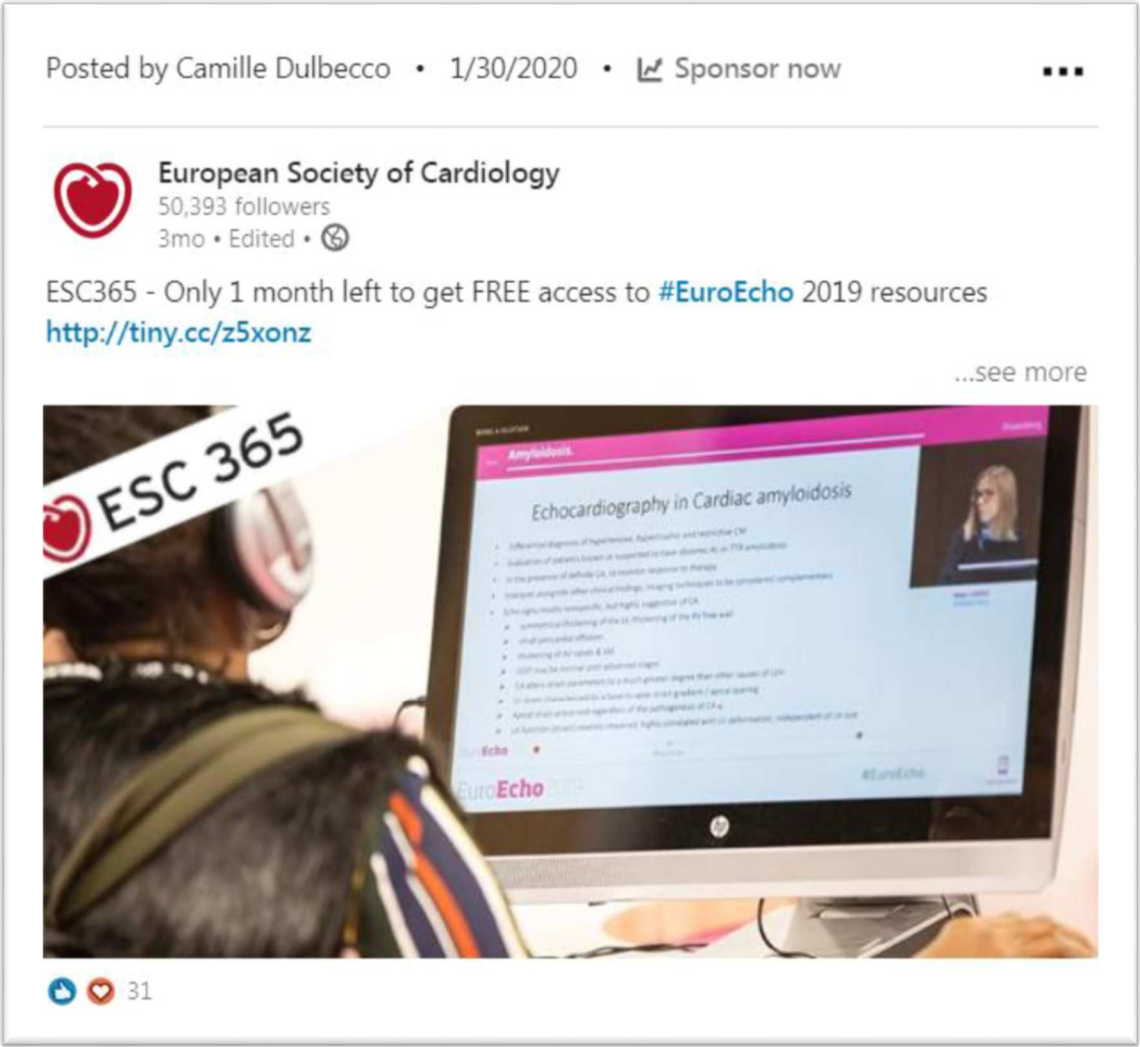


3.5.2. Promotion on Twitter:

	Impressions	Engagements	Engagement rate
 European Society of Cardiology @escardio · Jan 30 ESC365 - Only 1 month left to get FREE access to #EuroEcho 2019 resources bit.ly/2vyO2XG #cardiology #cardiotwitter #cvimaging #EACVI #echocardiography pic.twitter.com/4zwm49hU8r	6,928	270	3.9%

In addition to ESC 365 messages from the ESC on social media, cardiologists themselves exchanged about ESC 365 via their social media accounts.

3.5.3. Promotion on LinkedIn:



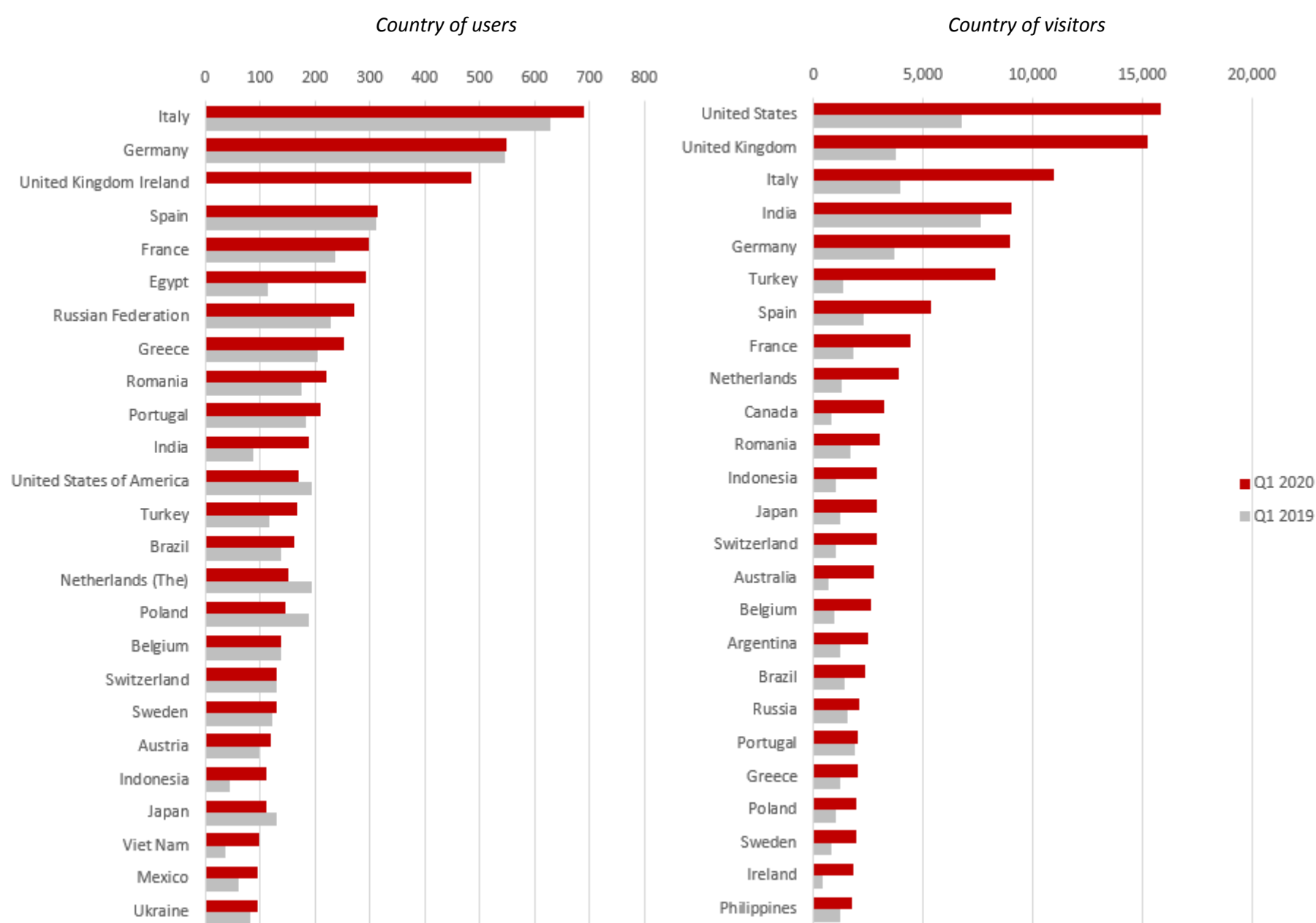
EuroEcho resources promotion on LinkedIn:
Total Impressions: 4,774; Engagement rate: 3.06%



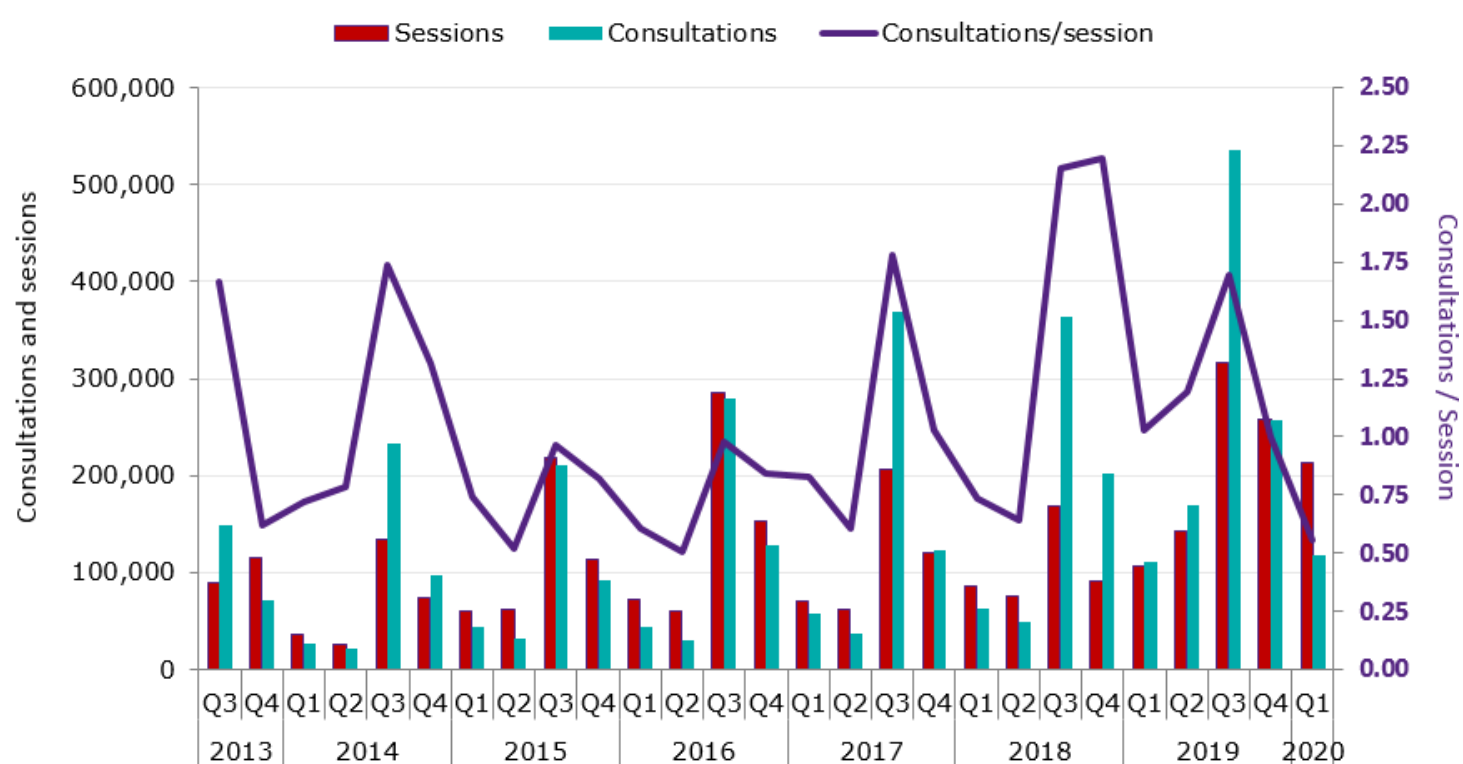
4. Appendix – Detailed metrics

The graphs below show the location of users and visitors during Q1 2020 versus Q1 2019. The users' country is determined by the country that users have indicated on their My ESC profile.

Location of users and visitors during Q1 2020 vs Q1 2019



Sessions, Consultations and Consultations/session since Q3 2013



Number and proportion of resource consultations from the full list of ESC and speciality congresses during Q1 2020 vs Q1 2019

Congress	Q1 2020		Q1 2019	
ESC Congress 2019	39,722	33.6%		
Euroecho 2019	24,778	21.0%		
ESC Congress 2018	11,639	9.8%	35,212	29.6%
Heart Failure 2019 - 6Th World Congress On Acute Heart Failure	5,880	5.0%		
ESC Congress 2017	4,105	3.5%	4,641	3.9%
ESC Congress 2016	3,574	3.0%	2,396	2.0%
EHRA 2019	3,406	2.9%	22,909	19.2%
ESC Congress 2015	2,848	2.4%	1,643	1.4%
Heart Failure 2018 & World Congress On Acute Heart Failure	2,168	1.8%	4,517	3.8%
EuroEcho-Imaging 2018	1,946	1.6%	21,356	17.9%
EuroCMR 2019	1,650	1.4%		
ESC Congress 2014	1,613	1.4%	1,105	0.9%
ICNC 2019	1,375	1.2%		
ESC Asia With Apsc & Afc	1,328	1.1%		
Acute Cardiovascular Care 2019	1,301	1.1%	11,733	9.9%
EuroPrevent 2019	1,206	1.0%		
Digital Health 2019	1,065	0.9%		
EuroEcho-Imaging 2017	972	0.8%	1,052	0.9%
ESC Congress 2013	906	0.8%	606	0.5%
EHRA 2018	854	0.7%	3,810	3.2%
Heart Failure 2017 - 4th World Congress On Acute Heart Failure	785	0.7%	1,190	1.0%
EHRA Europace - Cardiotim 2017	629	0.5%	896	0.8%
Heart Failure 2016	542	0.5%	497	0.4%
Acute Cardiovascular Care 2018	415	0.4%	1,383	1.2%
EuroEcho-Imaging 2016	388	0.3%	450	0.4%
EuroHeartCare 2019	365	0.3%		
EuroEcho-Imaging 2015	346	0.3%	317	0.3%
Heart Failure 2015 / 2nd World Congress On Acute Heart Failure 2015	330	0.3%	254	0.2%
EuroPrevent 2018	287	0.2%	758	0.6%
EHRA Europace - Cardiotim 2015	286	0.2%	291	0.2%
CMR 2018 (The 5Th Joint EuroCMR/SCMR Meeting)	219	0.2%	628	0.5%
EuroPrevent 2017	186	0.2%	174	0.1%
Frontiers In Cardiovascular Biology 2018	173	0.1%	166	0.1%
EuroCMR 2017	169	0.1%	150	0.1%
Acute Cardiovascular Care 2016	164	0.1%	240	0.2%
Acute Cardiovascular Care 2015	120	0.1%	154	0.1%
EuroPrevent 2015	98	0.1%	104	0.1%
Frontiers In Cardiovascular Biology 2016	97	0.1%	57	0.0%
EuroHeartCare 2018	94	0.1%	238	0.2%
EuroPrevent Meeting 2016	71	0.1%	37	0.0%
EuroCMR 2016	53	0.0%	30	0.0%
EuroHeartCare 2016	45	0.0%	28	0.0%
EuroHeartCare 2017	32	0.0%	31	0.0%
EuroHeartCare 2015	26	0.0%	12	0.0%



Conclusion

A very good Q1 2020 despite the COVID-19 pandemic and the subsequent cancellation of two ESC specialty congresses (latest scientific content which should have been presented at these events could not be added to the platform):

- ESC 365 benefited from new content added in Q4 2019 (ESC Digital Summit, ESC Asia with AFC & APSC and EuroEcho) still on open access during Q1 2020
- The significant promotion over the last year and first quarter of 2020 successfully increased the awareness on ESC 365 and subsequent traffic to the platform
- On-site promotion could not happen at major ESC specialty congresses such as ACVC and EHRA, nor at planned congresses such as the ACC.20 in Chicago but targeted digital marketing campaigns allowed for maintained (and increased) traffic towards the platform, as highlighted in this report (compared to Q1 2019):
- +130% visitors to the platform (similar to the number of visitors usually observed during Q3 & Q4)
- +28% users
- +23% page views
- +99% sessions
- -1% resource consultations

The cancelation of the physical events did not negatively impact traffic to the platform, nor the number of visitors and users, only consultations slightly decreased probably due to the fact that healthcare professionals were busy during the pandemic, and also probably due to the absence of new content from the scheduled ACVC 2020 & EHRA 2020 events.

The COVID-19 pandemic led ESC leadership to take the strategic decision to open ESC 365 to non-congress related content. Hence, the addition of new scientific content during Q2 2020 from 'Essentials 4 You' (to provide new scientific content on CV specialties despite the cancelation of the physical event) and scientific content related to COVID-19, together with the ambitious ESC 365 communication campaign planned for this quarter, which will further drive visits to the platform in the coming months.

End of report

