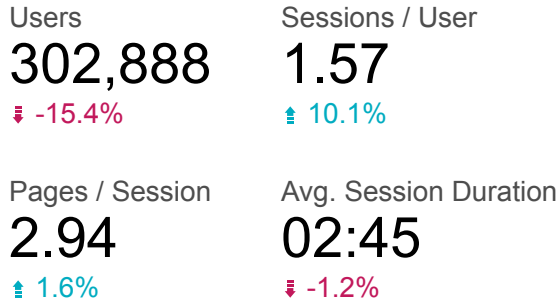


Web and Video Analytics

Quarter 1, 2023 | January - March 2023

This high-level overview report is prepared by the Office of Communications. All comparison figures are in reference to the prior quarter. For assistance with this report, please contact ETF SMBCommunications@etf.wi.gov.

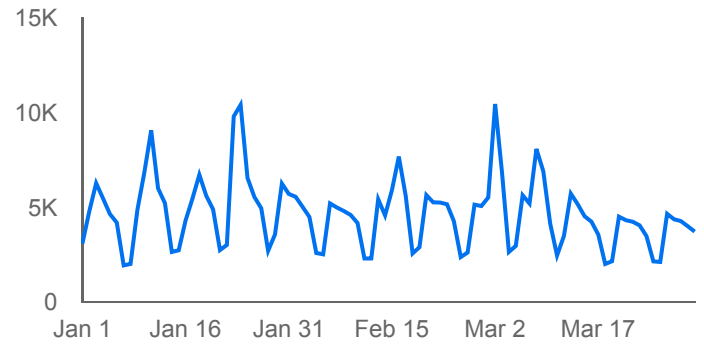
User Engagement



The more engaged a user is, the more likely they are to return to our site (sessions/user), view more pages (pages/session) and stay longer (avg. session duration).

A session is a user's visit to our site. A session ends after 30 minutes of inactivity or at midnight.

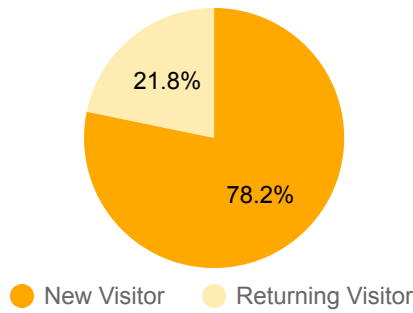
Visitors by Day



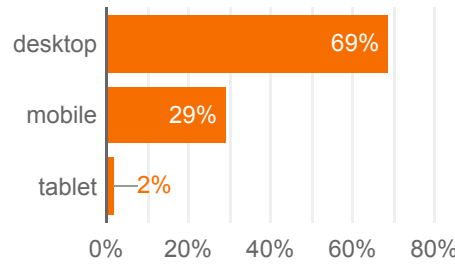
Top days:

- **January 23 with 9,801:** Retiree newsletter sent out to members and active member newsletter sent out to employers via ETF E-Mail Update
- **January 24 with 10,416:** active member newsletter sent out to members via ETF E-Mail Update
- **March 2 with 10,485:** ETF E-Mail Update announcing statewide group retirement appointments

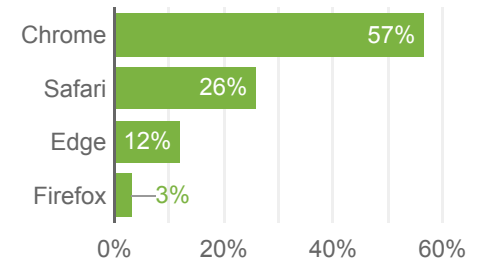
User Types



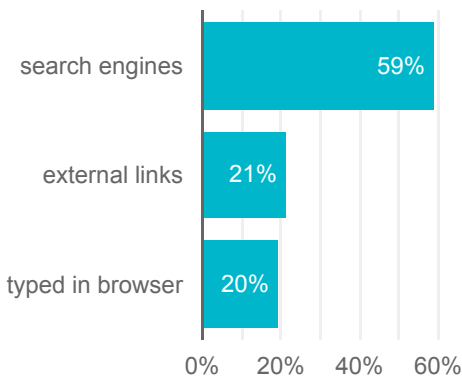
Devices



Top Browsers



How Users Get to the Site



Top External Link Sources

	Referrer	Users	Bounce Rate
1.	ETF E-mail Update	41,763	59%
2.	University of Wisconsin	6,916	37%
3.	deancare.com	728	20%
4.	m.facebook.com	404	82%
5.	mail.google.com	367	48%
6.	news.google.com	364	94%
7.	wisconsin.gov	361	26%

A bounce is when a user views only one page and then leaves. Bounce rate is calculated by counting the number of single page visits and dividing that by the total visits.

Can Users Find What They're Looking for?

Unique searches

45,816

↑ 11.2%

Total number of times the site search was used

Results Pageviews / Search

1.6

↑ 7.7%

How many times a visitor views the search results page after performing a search

Search Refinements

21%

↓ -1.3%

Percentage of searches where a user searched again immediately after performing a search

Search exits

16%

↑ 2.0%

Percentage of searches made immediately before leaving the site

Top Search Terms

	Search Term	Searches
1.	group retirement appointment	2,002
2.	preparing for your retirement	1,561
3.	decision guide	835
4.	group appointment	501
5.	login	454
6.	schedule of benefits	453
7.	1099	416
8.	beneficiary	329
9.	forms	326
10.	w-4p	321

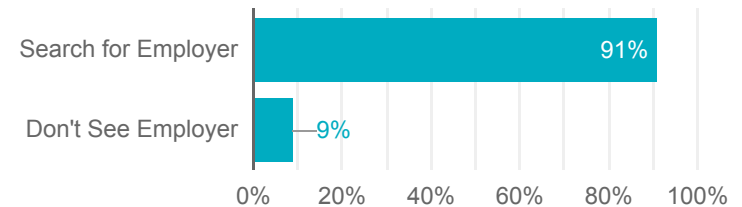
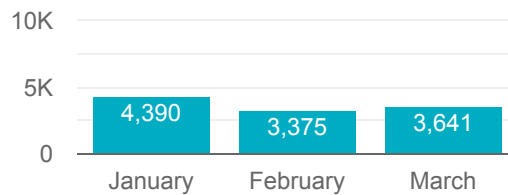
Benefits Available to Me

On the [Benefits Available to Me](#) page, users can find their ETF-administered retirement, health, and other benefits by entering their current or last employer.

Employer Searches

11,406

↓ -31.7%



Top Pages

	Page	Views	Bounce Rate
1.	Homepage	125,743	18%
2.	My Info	56,288	22%
3.	Search	56,239	32%
4.	WRS Retirement Benefit	52,371	19%
5.	WRS Retirement Benefits Calculator	45,251	66%
6.	ETF Web Applications for Employers	32,668	55%
7.	Contact Us	29,928	68%
8.	My Statement of Benefits (WRS Account)	27,921	49%
9.	Latest Investment Performance	24,663	82%
10.	Wisconsin Deferred Compensation Pro...	23,537	50%

A bounce is when a user views only one page and then leaves. Bounce rate is calculated by counting the number of single page visits and dividing that by the total visits.

Top Document Downloads

	Title	File	Downloads
1.	WRS News for Retirees January 2023	january-2023-edition	7,099
2.	Wisconsin Tax Withholding Election for WRS Annuity Payments	et4337	4,647
3.	Beneficiary Designation	et2320	3,258
4.	2023 Schedule of Benefits: IYC Health Plan (PO1, PO6/16, PO8)	23et-2107sb	2,497
5.	Wisconsin Retirement System Administration Manual	et1127	2,410
6.	Well-Being Activity Options	well-wisconsin-2023-well-being-activities	2,064
7.	2023 Schedule of Benefits: Access Plan for State of Wisconsin, Local Health Plan, LAHP (P01, PO6/16, P08)	23et-2112sb	2,030

User Feedback

Visitors can provide feedback on any page through the feedback tab. The feedback tab lets users rate the page with an emoji scale, from hate (a numeric score of 1) to love (a numeric score of 5).

Overview

Average Score

3.18

↓ -5.4%

Feedback Received

111

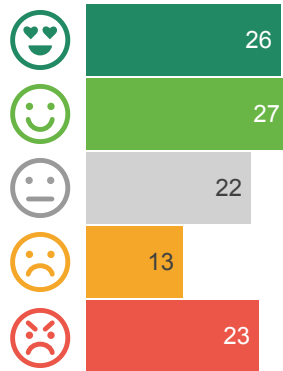
↓ -15.3%

Feedback with Comments

42

↓ -32.3%

Scores From All Pages



Top Themes from Comments

Want online account access

Difficulty finding information they are looking for

Top Reviewed Pages

Address	Feedback Received	Average Score
https://etf.wi.gov/contact-us	8	3
https://etf.wi.gov/retirement/wrs-retirement-benefit/my-statement-benefits-wrs-account	7	2.14
https://etf.wi.gov/wrs-performance/annual-returns-rates-and-adjustments	6	3.17
https://etf.wi.gov/	5	3.2
https://etf.wi.gov/retirement	4	4.25
https://etf.wi.gov/my-info	4	2.25
https://etf.wi.gov/benefits/taxes-and-my-benefits/form-1099-r-form-1042-s-distributions	3	4.67

Top Watched Videos

	Video Title	Views	Average View Percentage
1.	Well Wisconsin 2023 Program	1,974	70%
2.	Applying for Retirement	1,076	92%
3.	How to Use ETF's Online Tax Withholding Calculator	960	69%
4.	How to Use ETF's Online Retirement Calculator	885	57%
5.	Replaced 5/16/2023 How to Fill Out Your Retirement Benefit Estimates and Application (ET-4301)	791	59%
6.	WRS Effective Rates and Annuity Adjustments	666	67%
7.	Overview of the Wisconsin Retirement System	646	60%
8.	Choosing When to Retire	591	72%
9.	5 Basic Steps to Your Retirement	580	69%
10.	Additional Contributions	546	79%

Average percentage viewed is the percent of each video the average viewer watched.

Report Summary

Peak Traffic Days

While there was an expected decrease (15%) in users compared to Quarter 4, 2022, we also saw a 27% increase in users compared to this time last year. Days with the most web visitors can be contributed to ETF E-Mail Updates announcing the retiree newsletter, active member newsletter, and the return of in-person group retirement appointments offered statewide.

Topics of Interest

Typical in first quarter, taxes are a popular reason for users to come to our website.

- “How to Use ETF’s Online Tax Withholding Calculator” was the third most viewed video.
- “w-4p” (federal tax withholding form) and “1099” (distribution from pensions tax form) were in the top 10 search terms.
- Wisconsin Tax Withholding Elections for WRS Annuity Payments (ET-4337) was the second most downloaded document.

“WRS Effective Rates and Annuity Adjustments” was the sixth most watched video and the [Latest Investment Performance page](#) is the ninth most viewed webpage. While investment performance is a large contributor to web traffic, there was a significant 42% decrease in views compared to this time last year. This change could be the result of returns for February not being announced until the first week in April.

Six of the top 10 most watched videos were related to retirement. The WRS Retirement Benefit page, the fourth most viewed page, saw a 27% increase in views compared to this time last year. The WRS Retirement Benefits Calculator page, the fifth most viewed page, saw a 9% increase in visitors compared to this time last year. This topic’s popularity is also echoed in the top search results, with “group retirement appointments”, “group appointments”, and “preparing for your retirement” making the top 10.

Benefits Available to Me

There was a 32% decrease in use of the Benefits Available to Me page. This is expected as the tool is most heavily utilized throughout the annual open enrollment period for health benefits, which occurs in the fall. The usage seen in Quarter 1 is consistent with non-open enrollment periods.

Web Feedback

As noted in previous quarters, the most common web feedback is that users would like online account access. Following that, some users noted difficulty finding information on the website. Each piece of feedback is reviewed by ETF staff to determine if modifications can be made to the website to provide a better customer experience.