

Web and Video Analytics

Quarter 3, 2023 | July 1- September 30

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 ETFSMBCommunications@etf.wi.gov.

User Engagement

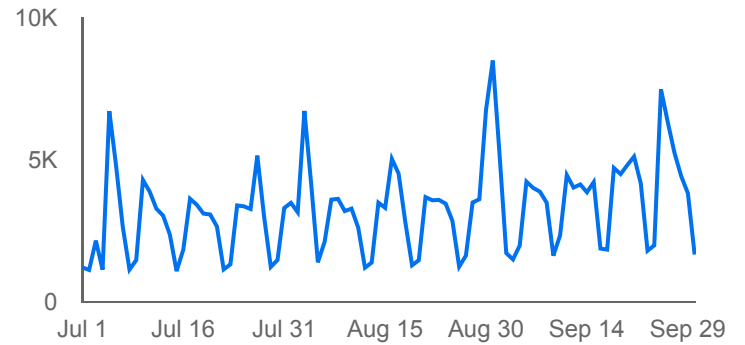
Active users **217,676** Sessions per user **1.77**

Views per session **2.92** Average session duration **04:23**

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 webpage. A session ends after 30 minutes of inactivity or at midnight.

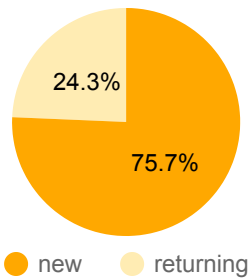
Visitors by Day



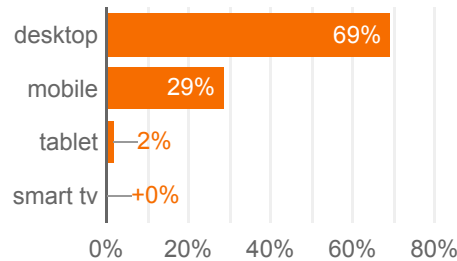
Top days:

- **Open Enrollment Period: September 25 – October 20**
- **September 25 with 7,486:** First day of health benefits open enrollment
- **August 31 with 8,502:** ETF E-mail Update on investment performance for July
- **August 3 with 6,728:** ETF E-mail Update on investment performance for June

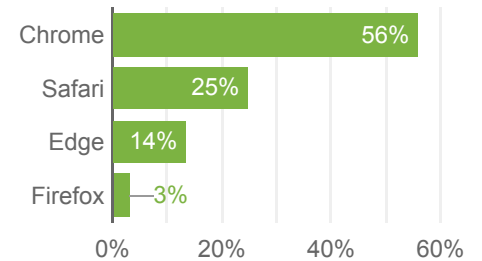
User Types



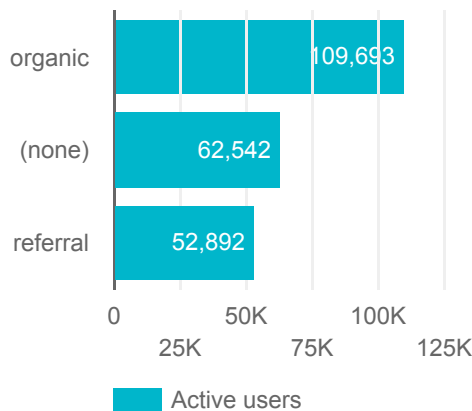
Devices



Top Browsers



How Users Get to the Site



Top External Link Sources

	Session source	Active users	Engagement rate
1.	Inks.gd	38,445	56%
2.	wisconsin.edu	3,334	71%
3.	uconnect.wisc.edu	1,949	74%
4.	hr.wisc.edu	1,840	72%
5.	www4.deltadentalwi.com	527	79%
6.	deancare.com	490	60%
7.	uwm.edu	488	58%

An engaged session is a session that lasts longer than 10 seconds or has at least 2 page views.

Can Users Find What They Are Looking for?

Searches
43,393

Total number of times the site search was used

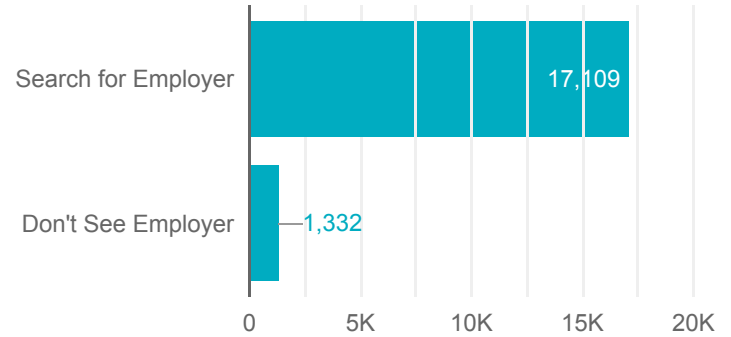
Top Search Terms

Rank	Search Term	Count
1.	forum	
2.	medicare	413
3.	decision guide	398
4.	forms	374
5.	login	368
6.	beneficiary	331
7.	log in	278
8.	well wisconsin	266
9.	calculator	253
10.	2331	241
11.	p006	225
12.	provider directory	218

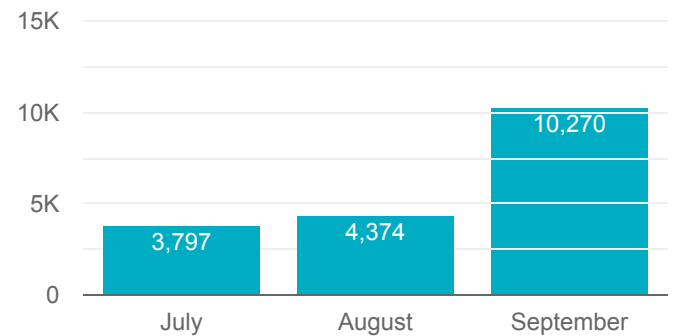
Benefits Available to Me

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 Search
18,441



Benefit Searches by Month



Top Pages

Rank	Page	Views	Engagement rate
1.	Wisconsin Department of Employee T...	86,598	74%
2.	WRS Retirement Benefit ETF	42,586	67%
3.	Search ETF	42,251	28%
4.	Latest Investment Performance ETF	37,738	36%
5.	My Info ETF	34,974	32%
6.	WRS Retirement Benefits Calculator ...	33,328	33%
7.	ETF Web Applications for Employers ...	24,080	34%
8.	Contact Us ETF	21,277	29%
9.	Benefits Available to Me ETF	20,601	42%
10.	Wisconsin Deferred Compensation Pr...	19,240	60%

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Top PDF Downloads

Rank	File Path	Download
1.	/publications/september-2023-edition	6,292
2.	/publications/et2320/download	3,003
3.	/publications/24et-2107	2,158
4.	/insmedia/2023/23et-2107sb	2,148
5.	/publications/et1127	2,113
6.	/publications/et2119	1,913
7.	/insmedia/2023/23et-2107	1,825
8.	/publications/et7282	1,769
9.	/publications/employer	1,654
10.	/publications/et4107	1,367
11.	/publications/et3101	1,283
12.	/boards/groupinsurance/2023/08/16/agenda/download	1,265
13.	/publications/et4133	1,220

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

3.09

↓ -8.0%

Feedback Received

75

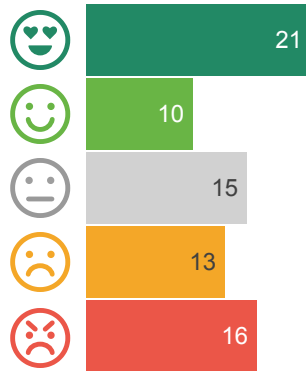
↓ -5.1%

Feedback with Comments

23

↓ -36.1%

Scores From All Pages



Top Themes from Comments

Difficulty Navigating to health insurance information.

Wanting online account access

Top Reviewed Pages

Address	Feedback Received	Average Score
https://etf.wi.gov/my-info	4	3
https://etf.wi.gov/retirement	4	4.5
https://etf.wi.gov/	4	4
https://etf.wi.gov/news/gib-sets-2024-health-insurance-program-rates	3	3.33
https://etf.wi.gov/benefits-by-employer	3	2
https://etf.wi.gov/contact-us	2	1.5
https://etf.wi.gov/wrs-performance/latest-investment-performance	2	5

Top Watched Videos

Video Title	Views	Average View Percentage
1. Applying for Retirement	869	89%
2. Your Steppingstones to Retirement: Wisconsin Retirement System	803	37%
3. Health Benefits in Retirement (Overview)	732	73%
4. Overview of the Wisconsin Retirement System	716	62%
5. New to Medicare	702	95%
6. How to Use ETF's Online Retirement Calculator	683	56%
7. Accumulated Sick Leave Credit Conversion Program Overview	618	83%
8. Replaced 9-25-2023 Choosing a Plan Design	532	133%
9. How to Fill Out Your Retirement Benefit Estimates and Application (ET-4301)	521	48%
10. Well Wisconsin Program	461	34%

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

Report Summary

Notable Changes in This Report

Starting with this report we have successfully transitioned our analytics to Google Analytics 4 (GA4). This update will enhance and change some of the analytics we were previously seeing. Certain calculations and measures have changed so there may not be an apples-to-apples comparison to previous quarters or years, but going forward we will be able to continue tracking trends in this format which will allow for the period change measurement.

How Users Get to the Site

This is now represented as the number of users per segment rather than percentage.

- Organic = Search Engines
- (none) = Typed in browser
- Referral = External links

Top External Link Sources

Bounce Rate has been replaced with Engagement Rate. This is a session that lasts longer than 10 seconds or has more than 2 page views

Can Users Find What They Are Looking for?

This section has been reordered and streamlined to show the number of times the site search was used and a listing of the Top Search Terms.

Benefits Available to Me

This section has been reordered and the notable change is that the Search for Employer chart is now displaying a total number for each rather than a percentage.

Top Pages

Bounce Rate has been replaced with Engagement Rate. This is a session that lasts longer than 10 seconds or has more than 2 page views.

Top PDF Downloads

File Path is now displaying the partial URL instead of the previous title and file of the documents.

Open Enrollment and Investment Performance Drive Web Traffic

Historically we expect to see an increase in web traffic in Quarter 3 due to health benefits open enrollment beginning at the end of the quarter. Increases in traffic coincided with GovDelivery messaging about investment performance.

Forum, Medicare, decision guide, 2331 (ET-number for the health insurance application), and other health insurance terms were among the top search terms. Our top watched video, with 869 views, was the “Applying for Retirement” video followed closely by the “Your Steppingstones to Retirement: Wisconsin Retirement System” at 803. Five retirement-related videos made the top 10.

We saw a slight decrease in web feedback, with 5% less feedback received than last quarter. Most feedback was directed at the health benefits content and retirement. Several comments stated they had difficulty finding or navigating to information.

Retirement Benefits were the leading content area during this period. Investment performance was another major driver of web traffic. The Latest Investment Performance page is our fourth most viewed page. ETF E-Mail Updates on investment performance occurred on two of the days with the highest web traffic.