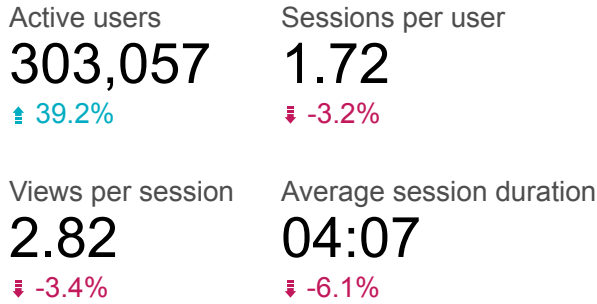


Web and Video Analytics

Quarter 1, 2024 | January 1- March 31

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.

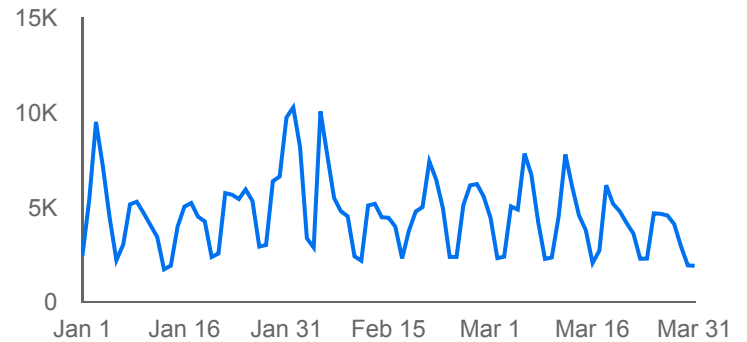
User Engagement



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.

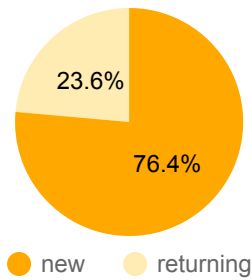
Visitors by Day



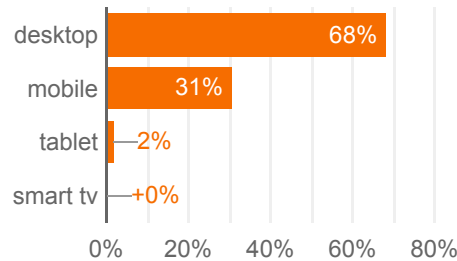
Top days:

- **January 3 with 9,511:** ETF E-mail Update on Final Year-to-date Investment Performance
- **February 1 with 10,281:** WRS News Online - January 2024
- **February 5 with 10,065:** ETF E-mail Update on investment performance for December

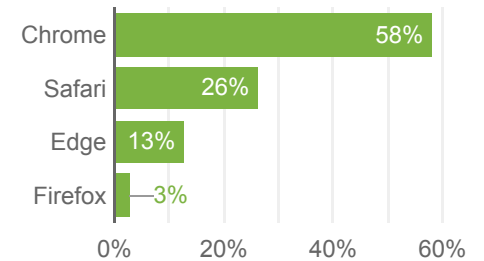
User Types



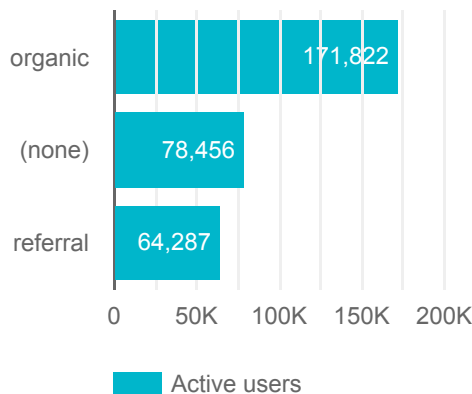
Devices



Top Browsers



How Users Get to the Site



Top External Link Sources

| | Session source | Active users | Engagement rate |
|----|-------------------|--------------|-----------------|
| 1. | Inks.gd | 49,832 | 56% |
| 2. | wisconsin.edu | 1,954 | 69% |
| 3. | hr.wisc.edu | 1,947 | 70% |
| 4. | uconnect.wisc.edu | 1,515 | 71% |
| 5. | webmdhealth.com | 737 | 75% |
| 6. | my.wisconsin.edu | 441 | 79% |
| 7. | deancare.com | 417 | 63% |

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

60,710

↑ 39.9%

Total number of times the site search was used

Top Search Terms

| Rank | Search Term | Count |
|------|-------------------------------|-------|
| 1. | well wisconsin | |
| 2. | preparing for your retirement | 2,735 |
| 3. | 1099 | 941 |
| 4. | login | 762 |
| 5. | 1099-r | 616 |
| 6. | w-4p | 564 |
| 7. | log in | 531 |
| 8. | tax forms | 445 |
| 9. | forms | 431 |
| 10. | 4337 | 407 |
| 11. | 1099r | 359 |
| 12. | w2 | 349 |

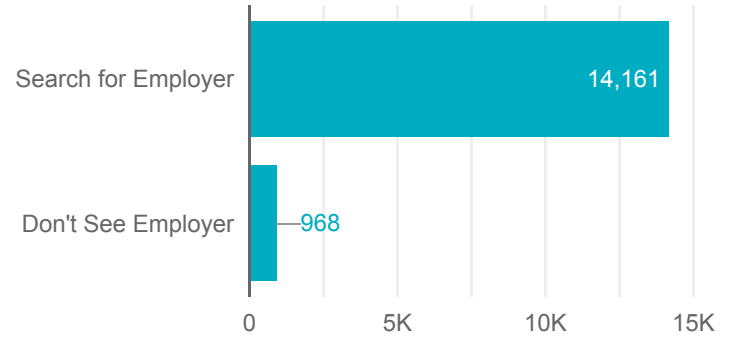
Benefits Available to Me

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.

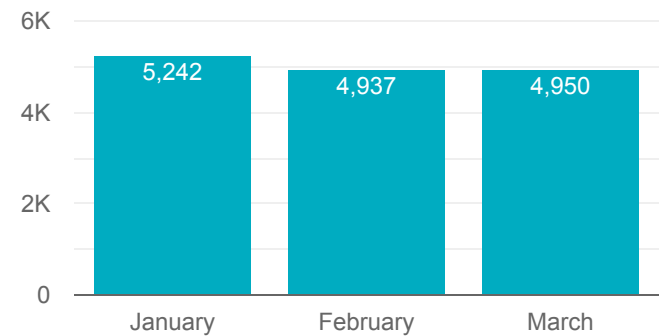
Employer Search

15,129

↓ -18.0%



Benefit Searches by Month



Top Pages

| Rank | Page | Views | Engagement rate |
|------|---|---------|-----------------|
| 1. | Wisconsin Department of Employee T... | 127,095 | 89% |
| 2. | WRS Retirement Benefit ETF | 63,290 | 93% |
| 3. | My Info ETF | 62,322 | 97% |
| 4. | Search ETF | 55,654 | 97% |
| 5. | Latest Investment Performance ETF | 54,948 | 62% |
| 6. | WRS Retirement Benefits Calculator ... | 48,407 | 79% |
| 7. | ETF Web Applications for Employers ... | 45,314 | 76% |
| 8. | My Statement of Benefits (WRS Acco... | 33,443 | 89% |
| 9. | Contact Us ETF | 32,690 | 84% |
| 10. | Wisconsin Deferred Compensation Pr... | 27,130 | 77% |

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

Top PDF Downloads

| Rank | File Path | Download |
|------|------------------------------------|----------|
| 1. | /publications/january-2024-edition | 8,252 |
| 2. | /publications/et2320/download | 3,329 |
| 3. | /publications/et4337/download | 2,587 |
| 4. | /publications/et1127 | 2,468 |
| 5. | /publications/et2119 | 2,171 |
| 6. | /publications/et4107 | 1,834 |
| 7. | /publications/et7282 | 1,801 |
| 8. | /publications/et4133 | 1,794 |
| 9. | /publications/et4207 | 1,557 |
| 10. | /publications/et2106 | 1,441 |
| 11. | /publications/et4337 | 1,434 |
| 12. | /publications/et8904 | 1,399 |
| 13. | /publications/et3101 | 1,321 |

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

3.24

↓ -3.5%

Feedback Received

115

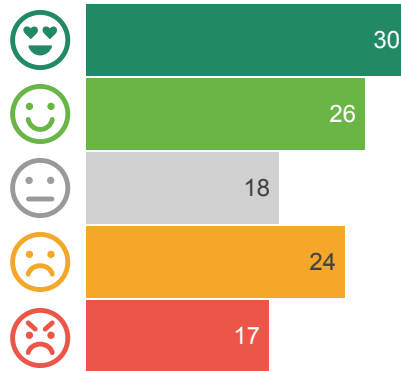
↑ 6.5%

Feedback with Comments

40

↓ -18.4%

Scores From All Pages



Top Themes from Comments

When is pension check coming

Wanting online account access

Top Reviewed Pages

| Address | Feedback Received | Average Score |
|---|-------------------|---------------|
| https://etf.wi.gov/ | 12 | 3.42 |
| https://etf.wi.gov/wrs-performance/latest-investment-performance | 8 | 4.25 |
| https://etf.wi.gov/news/swib-announces-preliminary-2023-investment-performance | 4 | 3.25 |
| https://etf.wi.gov/wrs-performance/annual-returns-rates-and-adjustments | 4 | 4.25 |
| https://etf.wi.gov/news/wrs-retirees-receive-annuity-increases-2024 | 4 | 3.75 |
| https://etf.wi.gov/my-info | 4 | 2.75 |
| https://etf.wi.gov/retirement | 4 | 2.75 |

Top Watched Videos

| Video Title | Views | Average View Percentage |
|--|-------|-------------------------|
| 1. Applying for Retirement | 1,247 | 91% |
| 2. WRS Effective Rates and Annuity Adjustments | 1,113 | 64% |
| 3. How to Use ETF's Online Tax Withholding Calculator | 1,094 | 68% |
| 4. How to Use ETF's Online Retirement Calculator | 1,063 | 54% |
| 5. How to Fill Out Your Retirement Benefit Estimates and Application (ET-4301) | 848 | 50% |
| 6. Overview of the Wisconsin Retirement System | 772 | 74% |
| 7. 2024 Well Wisconsin Program | 761 | 49% |
| 8. Your Annual Statement of Benefits | 647 | 73% |
| 9. Act 4 Protective County Jailer Employment Category | 641 | 67% |
| 10. Submitting a Form to ETF | 598 | 72% |

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

Report Summary

Investment Performance and WRS Member Newsletters Drive Web Traffic

Peak Traffic Days

There was an increase (39.2%) in users compared to Quarter 4, 2023, which is consistent with the same time last year. Days with the most web visitors can be contributed to ETF E-Mail Updates announcing WRS member newsletters and investment returns.

Topics of Interest

We know that the WRS member newsletters drive significant traffic to the site. The January issue went out at the end of that month, which coincided with the highest daily visitor traffic of the period at 10,281. The retiree newsletter was the top download of the period with 8,252 requests.

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.
- "Tax Forms", "w-4p" (federal tax withholding form) "w2", and "1099" (distribution from pensions tax form) were all in the top 10 search terms.
- Wisconsin Tax Withholding Elections for WRS Annuity Payments (ET-4337) was the third most downloaded document.

Not surprising, investment performance was another major driver of web traffic. The Latest Investment Performance page is our fifth most viewed page. ETF E-Mail Updates on investment performance occurred on three of the days with the highest web traffic. WRS Effective Rates and Annuity Adjustments was the second most watched video.

Retirement is another major driver of traffic to the site this time of the year. Four of the top 10 most watched videos were related to retirement. The WRS Retirement Benefit page was the second most viewed page following right after the home page. The WRS Retirement Benefits Calculator page was the sixth most viewed page. This topic's popularity is also echoed in the top search results, with "preparing for your retirement" being the second most searched term.

Web Feedback

There was no significant or new feedback from site users. We regularly monitor feedback to determine if modifications can be made to the website to provide a better customer experience.