

Level of effectiveness (according to contractor's report)	Pilot campaign										InvestEU (first phase)										InvestEU (continuation)										EUandME										EUProtects									
	Indicator	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms														
	Print advertising																																																	
Output	N of published ads						x	x	EU-16																																									
	N of impressions						x	x	EU-16																																									
	Media buying budget print						x	x	EU-16																																									
	CPM	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x	x	x	EU-16																																									
	Number of insertions in monthly publications	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x																																												
	Number of insertions in bi-weekly publications	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x																																												
	Number of insertions in weekly publications	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x																																												
	Number of insertions in daily publications	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x																																												
	Overall circulation of the print publications	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x																																												
	Estimated readership number of the newspapers/magazines	x																																																
	OTS	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x																																												
	Reach (indicated as a % Estimated reach in TO)	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x																																												
	Estimated number of people reached	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x																																												
	GRP	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x																																												
	N of contacts / Estimated number of contacts	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x	x	x	EU-16																																									
Result	Percentage of people recalling at least one ad - midterm evaluation						x	x	AT, BG, FR, IT, NL, PL, PT, ES																																									
Result	Percentage of people recalling at least one ad - final evaluation						x	x	AT, BG, FR, IT, LV, NL, PL																																									
	Digital advertising																																																	
Output	N of published digital banners						x	x	EU-16, excl. FI, IT, RO, SE																																									
	N of impressions	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x	x	x	EU-16, excl. FI, IT, RO, SE																																									
	N of clicks	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x	x	x	EU-16, excl. FI, IT, RO, SE																																									
	Estimated number of people reached	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x																																												
	Number of video views	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x																																												
	Number of video views (excluding YouTube)	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x																																												
	Media buying budget digital																																																	
	CPM	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x	x	x	EU-16, excl. FI, IT, RO, SE																																									
	N of contacts																																																	
	Click through rate	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x	x	x	EU-16, excl. FI, IT, RO, SE																																									
	CPC	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x	x	x	EU-16, excl. FI, IT, RO, SE																																									
	Share of the referrals to the website	x	x	DE, FI, PT, ES, PL (wave 1 & 2), LV (overall results only)	x	x	x	x	EU-16, excl. FI, IT, RO, SE																																									
	Engagements																																																	
	ETR																																																	
	Interaction Rate (Display Ads)																																																	
	Interaction Rate (Lightbox Ads)																																																	
	CPE																																																	
Result	N of people recalling at least one ad - midterm evaluation						x	x	DE, EL, HU, LV, PL, ES																																									
Result	Percentage of people recalling at least one ad - final evaluation						x	x	BG, DE, EL, FR, HU, LV, NL, PL, PT																																									
	Out Of Home advertising																																																	
Output	N of published billboards						x	x	EU-16, excl. HU, LV, ES, RO																																									
	N of impressions	x	x	EU-16, excl. HU, LV, ES, RO	x	x																																												
	Media buying budget OOH						x	x	EU-16, excl. HU, LV, ES, RO																																									
	CPM						x	x	EU-16, excl. HU, LV, ES, RO																																									
	N of contacts						x	x	EU-16, excl. HU, LV, ES, RO																																									
Result	People recalling seeing the campaign on OOH - midterm evaluation						x	x	AT, BE, BG, FI, FR, DE, IT, PL																																									
Result	Percentage of people recalling at least one ad - final evaluation						x	x	AT, FR, DE																																									
	TV advertising																																																	
Output	TV advertising budget	x	x	DE, FI, PT, ES, PT, LV	x	x																																												
	N of TV spots	x	x	DE, FI, PT, ES, PT, LV	x	x																																												
	TV ads contacts	x	x	DE, FI, PT, ES, PT, LV	x	x																																												
	Reach of TV ads	x	x	DE, FI, PT, ES, PT, LV	x	x																																												
	TV ads CPM	x	x	DE, FI, PT, ES, PT, LV	x	x																																												
	Paid media collaborations																																																	
	Print																																																	
Output	N of paid media collaborations						x	x	AT, BE, FI, DE, EL, NL, PL, ES																																									
	N of published advertorials (print)						x	x	EU-16, excl. HU, ES, RO																																									
	OTS	x	x	AT, BE, FI, DE, EL, NL, PL, ES	x	x	x	x	BG, DE, PL																																									
	Media buying budget	x	x	AT, BE, FI, DE, EL, NL, PL, ES	x	x	x	x	BG, DE, PL																																									

Level of effectiveness (according to contractor's report)	Indicator	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	
	Social media advertising																										
	Facebook																										
Output	N of published posts						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Reach						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Frequency						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	N of impressions						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Media buying budget						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	CPM	x	x	DE, FI, PT, ES, PL (launch events, Wave 1 & 2), LV (overall resu	x	x	x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Number of video views on Facebook						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	N of link clicks						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	N of Video Views						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Total interactions (reactions + comments + shares)						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	N of likes on posts						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	N of reactions						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	N of comments						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	N of shares						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Engagement rate						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
Result	View-through rate						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Cost per view						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Facebook promoted posts per click CPC	x	x	DE, FI, PT, ES, PL	x	x	x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	N of Three-Second Video Views						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Cost per view at 3 secs						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Video views 10"						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Average view duration						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Cost per engagement						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	View-through rate / Video Watches at 25%						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	View-through rate / Video Watches at 50%						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	View-through rate / Video Watches at 75%						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	View-through rate / Video Watches at 95%						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Cost per link click (CPLC)						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Facebook promoted posts CTR						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Link click-through rate						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	New page likes on EC REP channel						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Number of Facebook new page likes through promoted posts	x	x	DE, FI, PT, ES, PL (launch events, Wave 1 & 2), LV (overall resu	x	x	x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Interaction rate						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Cost per Estimated Ad Recall Lift (People)						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Event responses						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Completion rate						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Instagram																										
	Instagram																										
Output	N of published posts						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Reach						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Frequency						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	N of impressions						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Media buying budget						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	CPM						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	N of link clicks						x	x	EU-16, excl. IT, PL, LV, PT, RO, SE			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	N of Video Views						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Total interactions (reactions + comments + shares)						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	N of reactions						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	N of comments						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	N of shares						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Engagement rate						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
Result	View-through rate						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Cost per view						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	N of Three-Second Video Views						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Cost per view at 3 secs						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Video views 10"						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Average view duration						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	Cost per engagement						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	View-through rate / Video Watches at 25%						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	View-through rate / Video Watches at 50%						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								
	View-through rate / Video Watches at 75%						x	x	EU-16			x	x	AT, BG, FI, FR, DE, IT, LV, RO			x	x	SE, SK, RO, PT, PL, LT, IT, HU, FR, CZ								

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Output	N of published posts																				
	Total Reach																				
	Total Facebook Reach																				
	Total Instagram Reach																				
	Total Twitter Reach																				
	Total Youtube Reach																				
	Total DBM Reach																				
	Total N of impressions																				
	Total Facebook impressions																				
	Total Instagram impressions																				
	Total Twitter impressions																				
	Total Youtube impressions																				
	Total DBM Impressions																				
	Media buying budget																				
	Total Facebook budget																				
	Total Instagram budget																				
	Total Twitter budget																				
	Overall average CPM																				
	Average CPM Facebook																				
	Average CPM Instagram																				
	Average CPM Twitter																				
	Average CPM Youtube																				
	Total N of link clicks																				
	Total Facebook link clicks																				
	Total Instagram link clicks																				
	Total Twitter link clicks																				
	Total Youtube link clicks																				
	Total DBM link clicks																				
	Total N of Video Views																				
	Total Facebook Video Views																				
	Total Instagram Video Views																				
	Total Twitter Video Views																				
	Total Youtube Video Views																				
	Total DBM Video Views																				
	Total interactions																				
	N of FB reactions + INSTA reactions + TW likes																				
	N of FB comments + INSTA comments + TW replies																				
	N of FB shares + INSTA regrams + TW retweets																				

Level of effectiveness (according to contractor's report)	Indicator	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms				
Project stories																																								
Output	N of project stories published on the website						x	x	EU-16			x	x	EU-17																										
	N of stories actually used in social media by the EC						x	x	EU-16			x	x																											
	N of flagship stories covered by the media						x	x	EU-16			x	x																											
	N of other stories covered by the media						x	x	EU-16			x	x																											
	Top media coverage story 1						x	x	EU-16			x	x																											
	Top media coverage story 2						x	x	EU-16			x	x																											
	Top media coverage story 3						x	x	EU-16			x	x																											
	Top print media coverage story						x	x	EU-16			x	x																											
	Top TV media coverage story						x	x	EU-16			x	x																											
	Top radio coverage story						x	x	EU-16			x	x																											
	Top social media story						x	x	EU-16			x	x																											
Result	N of stories endorsed by third parties						x	x	EU-16			x	x																											
	Top endorsed story 1						x																																	
	Top endorsed story 2						x																																	
	Top endorsed story 3						x																																	
	N of people recalling at least 1 project story						x																																	
	Top recalled story 1						x																																	
	Top recalled story 2						x																																	
	Top recalled story 3						x																																	
Impact	N of people willing to share the project story in their social circle						x																																	
Third party endorsement																																								
Result	N of campaign's third party endorsers						x	x	EU-16			x	x	AT, BE, BG, DE, IT, ES			x	x																						
	N of activities involving third party endorsers						x	x	EU-16, excl. HU, PL, LV, RO, SE			x	x	AT, BE, DE			x	x																						
	N of downloads of the partners' toolkit on the website						x	x	EU-16			x	x	EU-17, excl. CV, LU, RO			x	x																						
	N of third-party endorsements in the media						x	x	EU-16, excl. HU, PL, LV, RO, SE			x	x	AT, BE, BG, FI, FR, DE, EE, IT, PT, RO			x	x																						
	N of third-party endorsers who used the campaign's branding						x	x	EU-16, excl. HU, PL, LV, RO, SE			x	x	AT, BE, BG, FI, FR, DE, EE, IT, PT, RO			x	x																						
	N of third-party endorsers who linked to the campaign's website						x	x	EU-16, excl. HU, PL, LV, RO, SE			x	x	AT, BE, BG, FI, FR, DE, EE, IT, PT, RO			x	x																						
	N of third-party endorsers who shared the campaign's content on social media						x	x	EU-16, excl. HU, PL, LV, RO, SE			x	x	AT, BE, BG, FI, FR, DE, EE, IT, PT, RO			x	x																						
	N of third-party endorsers who distributed campaign's content to their audiences						x	x	EU-16, excl. HU, PL, LV, RO, SE			x	x	AT, BE, BG, FI, FR, DE, EE, IT, PT, RO			x	x																						
	N of pro-active enquiries by third parties to participate in the campaign						x	x	EU-16, excl. HU, PL, LV, RO, SE			x	x	AT, BE, BG, FI, FR, DE, EE, IT, PT, RO			x	x																						
Events																																								
Output	N of participations in events to promote campaign						x	x	FI, LV, PL, PT			x	x	BG, IT, PT, ES			x	x																						
	N of participants who noticed campaign						x	x	FI, LV, PL, PT			x	x	BG, IT, PT, ES			x	x																						
	OTS of resulting media coverage						x	x	FI, LV, PL, PT			x	x	BG, IT, PT, ES			x	x																						
	Contracts of resulting media coverage						x	x	FI, LV, PL, PT			x	x	BG, IT, PT, ES			x	x																						
	Event cost						x	x	FI, LV, PL, PT			x	x	BG			x	x																						
	Cost per contact						x	x	FI, LV, PL, PT			x	x	BG			x	x																						
Result	N of participants who declare better awareness of EU investment activities (estimation)						x	x	FI, LV, PL, PT			x	x	BG, ES			x	x																						
	% recalling campaign content at events																																							
	% recalling seeing the campaign's signature at events																																							
	% of event attendees perceiving the message of the campaign as clear																																							
	% of event attendees perceiving the message of the campaign as authentic																																							
	% of event attendees declaring the campaign informed them/raised their knowledge or awareness of what the EU does																																							
	% of event attendees declaring the campaign raised their interest/curiosity in what the EU does																																							
Impact	N of participants who have better opinion of the EU as a result of the event						x		FI, LV, PL, PT			x	x																											
Earned social media																																								
Twitter																																								
Output	N of published posts using campaign branding or content						x	x	EU-16, excl. HU			x	x	PT			x																							
	Number of tweets with official #						x																																	
	Number of tweets by EU REP						x	x	DE, FI, ES, PL, PT			x	x																											
	Twitter reach (estimated unique users reached)						x																																	
	Twitter impressions						x																																	
	Opportunities to see						x	x	EU-16, excl. HU			x	x	PT			x																							
	Total interactions (likes + replies + retweets) - equals contacts						x	x	EU-16, excl. HU			x	x	PT			x																							
	Number of Twitter accounts potentially reached						x	x	EU-16, excl. HU			x	x	PT			x																							
	N of likes						x	x	EU-16, excl. HU			x	x	PT			x																							
	N of replies																																							

Level of effectiveness (according to contractor's report)	Indicator	Indicator used	Data collected	Countries for which data is available	Consolidat ed all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidat ed all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidat ed all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidat ed all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidat ed all MSs	Data by Ms	
																											Consolidat ed all MSs
	Top visited story on website 1						x	x	EU-16			x	x														
	Top visited story on website 2						x	x	EU-16			x	x														
	Top visited story on website 3						x	x	EU-16			x	x														
	Country with longest visit to the website 1						x	x	EU-16			x	x														
	Country with longest visit to the website 2						x	x	EU-16			x	x														
	Country with longest visit to the website 3						x	x	EU-16			x	x														
	Top referral 1 *						x	x	EU-16			x	x														
	Top referral 2 *						x	x	EU-16, excl. RO, SE			x	x														
	Top referral 3 *						x	x	EU-16, excl. RO, SE			x	x														
	Conversion						x	x	EU-16			x	x														
	N of downloads						x	x	EU-16			x	x														
	N of outlinks																										
	N of content shares																										
	N of pages visited																										

Level of effectiveness (according to contractor's report)	Indicator	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms	Indicator used	Data collected	Countries for which data is available	Consolidated all MSs	Data by Ms
	Stakeholders that disseminate the toolkit and promote the launch event																				
	Young Filmmakers Competition																				
	N of stakeholder mapped																				
	Stakeholders that disseminate the competition announcement																				
	Stakeholders that organise information sessions																				
	Local heroes reporting																				
	N of local heroes mapped																				
	Number of local heroes engaged with the campaign																				
	Outreach toolkit survey																				
	Number of complete responses																				
	Share of respondents per profiles: Total of responses from DGs																				
	Share of respondents per profiles: Total of responses from EC Reps																				
	Overall assessment of satisfaction in use of outreach toolkit in support of media relations/ stakeholder engagement activities																				
	Share of total respondents who found the use of outreach toolkit in support of media relations/ stakeholder engagement activities very useful																				
	Share of total respondents who found the use of outreach toolkit in support of media relations/ stakeholder engagement activities useful																				
	Share of total respondents who were neutral with regards the use of outreach toolkit in support of media relations/ stakeholder engagement activities																				
	Share of total respondents who found the use of outreach toolkit in support of media relations/ stakeholder engagement activities not very useful																				
	Average frequency of use of the EU Protects social media guidelines, templates and posts on respondent's accounts																				
	Dropbox statistics on Multiplier Outreach Toolkit*																				
	Total number of downloads																				
	Total number of files shares																				
	Cumulative effect of the campaign																				
Output	Potential number of people of the target audience reached by the campaign																				
	Media buying budget																				
	CPI†																				
Result Interim survey	Overall recall: Percentage of people recalling at least one element of the campaign																				
	Message acceptance: percentage of people agreeing that the campaign 'investEU' gives a better understanding of what the EU is doing to invest in the EU																				
	Message acceptance: percentage of people agreeing that the campaign 'investEU' gives a better understanding of what the EU is doing to invest in your country																				
	Message acceptance: percentage of people agreeing that the campaign 'investEU' gives a better understanding of what the EU is doing to invest in your region																				
	Recall of the campaign's signature																				
	Cost per person recalling																				
Result Final survey	Overall recall: Percentage of people recalling the campaign																				
	Overall recall: Percentage of people recalling at least one element of the campaign																				
	Message acceptance: percentage of people agreeing that the campaign 'investEU' gives a better understanding of what the EU is doing to invest in the EU																				
	Message acceptance: percentage of people agreeing that the campaign 'investEU' gives a better understanding of what the EU is doing to invest in your country																				
	Message acceptance: percentage of people agreeing that the campaign 'investEU' gives a better understanding of what the EU is doing to invest in your region																				
	Recall of the campaign's signature																				
	Cost per person recalling																				
	% of the reached audience recalling the campaign's slogan																				
	% of the reached audience recalling the campaign messages																				
	Share of people reached who feel better informed about the campaign topics																				
	% of the reached audience who sought more information or engaged in follow-up actions as a result of the campaign																				
	% willing to share the information with friends and family																				
	% declaring the campaign informed them/raised their knowledge or awareness of what the EU does																				
	% considering the campaign message clear																				
	% declaring the campaign raised their interest/curiosity in what the EU does																				
	% considering the campaign message authentic																				
	% of people reached who report increased awareness of the EU and its agencies implementing the actions showcased in the campaign																				
Impact	% of the target audience with a more positive opinion of the EU as a result of the campaign†																				
	N of third-party endorsers joining the campaign																				
	N of statements/manifestation of support**																				
	% trust in the EU																				
	% who feel positive (lucky) about living in the EU/being European																				
	Share of people reached who state that they are likely to take action on the message																				
	Share of people who have been reached and who acted upon the message																				
	Difference in the degree of adherence to the EU in baseline and post surveys																				

*EU-16: AT, BE, BG, DE, EL, ES, FI, FR, HU, IT, LV, NL, PL, PT, RO, SE

*EU-17: AT, BE, BG, CY, DE, EL, ES, FI, FR, HU, IT, LU, LV, PL, PT, RO, SE