

VSN network

Web analytics project

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A new vaccine against HPV has been released in Spain and an immunization campaign has been started in the same area.

At the same time, in Latin America, rumors arise of a possible association of the vaccine with multiple sclerosis.

52

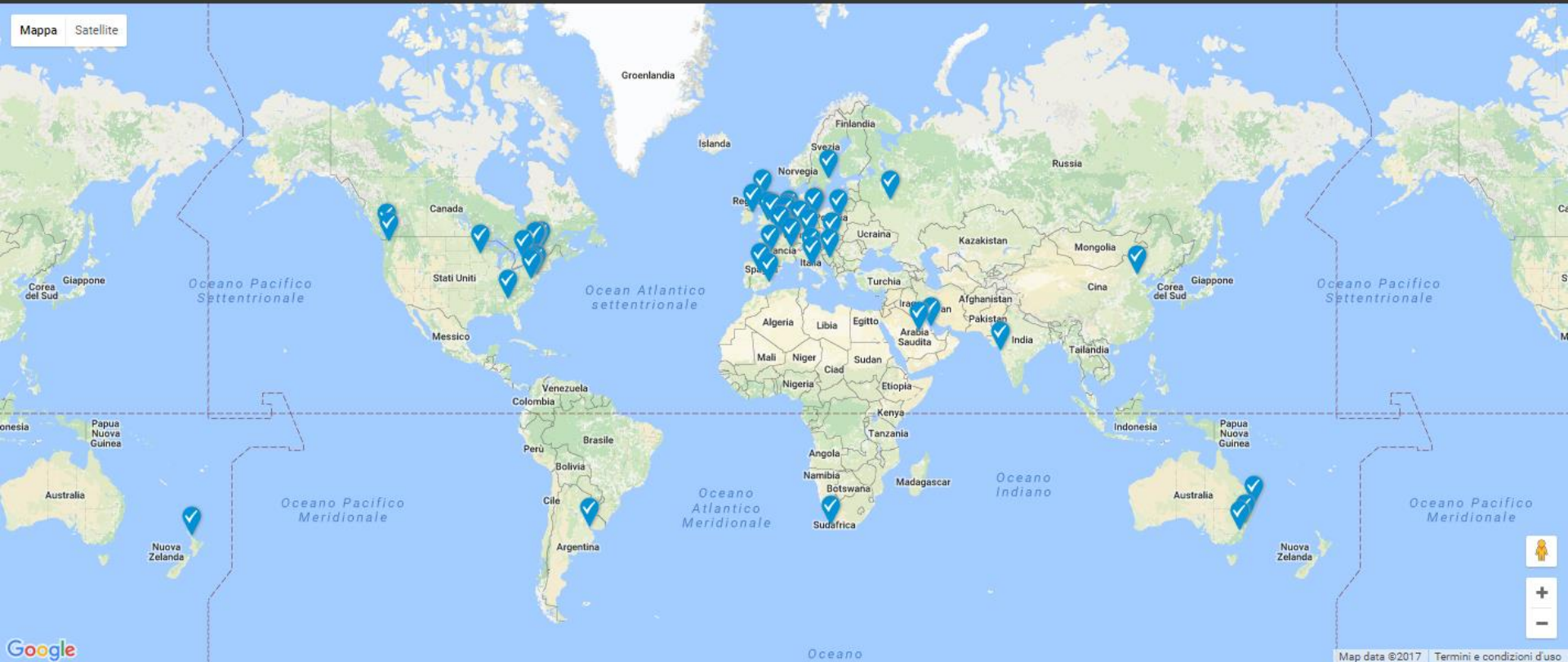
member websites

173 milion

visitors per month

13

languages



Google Analytics

Anywhere. Anytime.



www.vsn5.org

www.vsn6.org

www.vsn4.org

www.vsn7.org

www.vsn3.org

www.vsn8.org

www.vsn2.org

www.vsn9.org

www.vsn1.org

www.vsn10.org

**pooled
analytics**



```
graph TD; v1[www.vsn1.org] --> center((pooled analytics)); v2[www.vsn2.org] --> center; v3[www.vsn3.org] --> center; v4[www.vsn4.org] --> center; v5[www.vsn5.org] --> center; v6[www.vsn6.org] --> center; v7[www.vsn7.org] --> center; v8[www.vsn8.org] --> center; v9[www.vsn9.org] --> center; v10[www.vsn10.org] --> center;
```

new users or visitors
average session duration
country pages per session
keywords page views
shared URLs bounce rate
session or visits
device channels

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resident population
resident population by age
internet penetration
internet penetration by device

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infectious disease incidence

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epidemiologists

data scientists physicians

journalists **SEO** experts

IT digital marketing

Improve **COV**erage of VSN

Ensure **consistency**
across VSN websites

Tailor information
to needs of the public