

CLICKSCAPES RELEASE NOTES

DATA VINTAGE

2021

UPDATE FREQUENCY

ClickScapes: Annually
ClickScapes Trends: Monthly

BASE LEVEL GEOGRAPHY

Dissemination Area

BASE POPULATION

Households
Household Population 15+

VARIABLES

10,893 (Months/Quarters/Years)
6,838 (Weeks)

To view the complete list of variables please visit:
environicsanalytics.com/variables

WHAT IT IS

ClickScapes captures visitors and visits to individual mobile apps and websites to provide a new view of the digital behaviour of Canadians. The data are categorized by companies and interests such as travel, financial planning, education, shopping and more. ClickScapes offers weekly information to keep you abreast of digital trends and campaign effectiveness.

The database is built using aggregated and de-identified data from mobile and home internet web behaviours, demographics from EA's DemoStats product, PRIZM segmentation and EA models. ClickScapes is "Big Data" harnessed and normalized using benchmarking data, AI and data science best practices. The result is consistent, reliable and local trend information.

The database is available at two levels of insights, ClickScapes and ClickScapes Trends. Variables in both products are categorized as a Home Internet derived web behaviour or, a Mobile Network derived web behaviour.

Home Internet behaviours are those captured using a residential Wi-Fi or ethernet connection. Mobile Network behaviours are those captured via connection to a 5G, LTE or 3G mobile network. Home internet variables are based to households and Mobile Network variables are based to household population 15+. ClickScapes and ClickScapes Trends differ in how frequently they are updated and for which time periods are available.

CLICKSCAPES

- Unique visitors and visit days metrics are available for each web behaviour variable
- Historical data
 - Home Internet variables available starting August 2020
 - Mobile Network variables available starting January 2019
- Available for quarterly and yearly time periods
- Updated annually

CLICKSCAPES TRENDS

- Includes everything from the ClickScapes dataset
- Available for weekly and monthly time periods, in addition to quarters and years
- Updated monthly

VARIABLES

The number of variables available in the ClickScapes or ClickScapes Trends data differs based on time period and whether the variable is a Home Internet or Mobile Network behaviour.

Variable Type	Monthly/Quarterly/Yearly		Weekly	
	Home Internet	Mobile Network	Home Internet	Mobile Network
Websites	6,181	2,722	3,825	1,325
Apps	607	388	496	271
Companies	193	132	155	96
Interest Categories - Tier 1	22	22*	22	22*
Interest Categories - Tier 2	307	319*	307	319*

**Only unique visitors metric is available with these variables, visit days metric is not available*

HOW IT'S USED



Car Manufacturers can use ClickScapes to monitor weekly and monthly trends. With data for thousands of websites and apps, they can track their visit trends, trends of their competitors and their category to identify emerging trends and compare performance against the competition over time.



Credit Unions can connect ClickScapes to other EA data, including PRIZM, to get a deeper understanding of the profile of their website visitors and app users and how that profile differs from visitors to competitor websites and apps.



Retailers can use existing customer data with ClickScapes to understand privacy-compliant web and app visit behaviours. Without customer data, they can leverage MobileScapes to gather web behaviours from visitors to a preferred location.

SAMPLE QUESTIONS IT CAN ANSWER

- How does web traffic to my website compare to my competitors' websites?
- What PRIZM segments are the most frequent users of my mobile app?
- What impact did my last digital ad campaign have on the number of visitors to my competitors' website?
- How do I identify and target emerging visitor segments to my websites and apps?
- Are there new competitors in my interest category that I should be aware of?
- What are the media preferences of my website visitors? How does that influence my digital media buying strategy?
- How is the competitive landscape of my interest category changing over time? Is everyone growing at similar rates? Is there cannibalization?