ClickScapes
Release Notes

What is it?

ClickScapes captures visitors and visits to individual mobile apps and websites to provide a new view of Canadians' digital behaviour. The data are categorized by organizations 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, which 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 available from January 2021
- 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

Data Vintage
2024

Base Level Geography
Dissemination Area

Update Frequency
ClickScapes: Annually
ClickScapes Trends: Monthly

Base Population
Households

Variables
13,666

What is New?

1. **Updated Variable List:** ClickScapes 2024 will feature an updated roster of Websites, Apps, and Companies.
2. **Connection Type:** To simplify the user experience, variables in both products will no longer make a distinction between Home Internet-derived web behaviour and Mobile Network-derived web behaviour. Instead, ClickScapes and ClickScapes Trends 2024 will employ a single web traffic estimate that uses the internet connection type (Home or Mobile) that best represents the specific website, app or Company. For

example, a navigation app is likely best represented by Mobile Internet behaviour, and Home Internet behaviours best represent a video streaming app. The single unified estimate will be based on Households.

3. **ENVISION Workspace Availability:** ClickScapes will now be accessible within 2024 ENVISION workspaces, allowing users to benefit from updated geographies and demographic estimates. Data in 2023 ENVISION workspaces will no longer receive monthly updates moving forward.

Variables

Variable Type	Entity Count
Websites	12,285
Apps	751
Companies	222
Interest Categories – Tier 1	22
Interest Categories – Tier 2	385

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.

Description automatically generatedRetailers can use existing customer data with ClickScapes to understand privacy-compliant web and app visit behaviours. Without customer data, 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?