

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.

ClickScapes

- Unique visitors and visit days metrics are available for each web behaviour variable
- Historical data available from January 2022
- Available for quarterly and yearly time periods
- Updated annually

ClickScapes Trends

- Includes everything from the ClickScapes dataset
- Available for weekly and monthly time periods
- Updated monthly

What's New?

ClickScapes 2025 introduces several enhancements to improve how our users interact with the data. This release includes new health websites, such as **cancer.ca** and **mscanada.ca**, sports betting websites, such as **fanduel.ca**, and more. Data for these new additions is available from 2024 onward.

The Tier 2 Interest Categories have been expanded with new categories such as **Ads & Marketing**, **Medical Conditions**, **Mass Merch**, **Luxury Goods**, and many more, reflecting evolving consumer behaviours and market trends.

Data Vintage
2025

Base Level
Geography
Dissemination Area

Update Frequency
ClickScapes: Annually
ClickScapes Trends: Monthly

Base Population
Households

Variables
12,959

Additionally, we've undertaken a comprehensive recategorization of thousands of websites, refining their classification to better align with user intent and content type. We've removed the Unassigned category, moving those variables into more fitting categories.

To see all additions and the new categorization, refer to the 2025 Variable List.

Variables

Variable Type	Entity Count
Websites	11,696
Apps	763
Companies	222
Interest Categories – Tier 1	25
Interest Categories – Tier 2	251

How is it 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, 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?