



Introducing ClickScapes



Toronto Star and ClickScapes



BUSINESS

How we shop for food has changed dramatically – and older, rural Canadians are showing the biggest change

By [Rosa Saba](#) Business Reporter
Thu., Aug. 5, 2021 | ⌚ 4 min. read

It looks like online grocery shopping is here to stay.

Amid the panic-buying of the pandemic's onset, mobile grocery apps by giants like Metro and Sobeys saw usage go up significantly during 2020 and continue to slowly grow, showing many Canadians have held fast to the habit of shopping for groceries online, whether pickup or delivery.

New data from Environics Analytics looking at Canadians' mobile and home internet browsing patterns shows how our online habits have changed during the COVID-19 pandemic, from WebMD visits (up) to travel apps (down).

The ClickScapes data set, released Thursday, provides national to neighbourhood-specific insights into our online behaviour. The data set will be updated with week-to-week data every month.

Looking at about 400 apps on devices in Canada for things like banking, food delivery and travel, Environics found a dramatic increase in the number of apps being used at least once a day.

The number of apps used jumped 31 per cent from 2019 (the 12-month period) to the 12-month period from June 2020 to June 2021.

Today's Presenters



Casey Price

Product
Management



Sharon Brown

Account
Management



Vito De Filippis

Account
Management



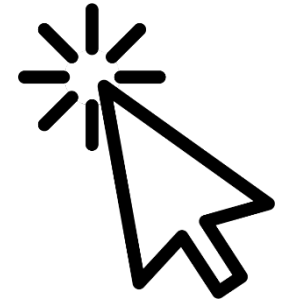
**Lefty
Papachristoforou**

Big Data Deployment



Agenda

- Introducing ClickScapes
- Innovation Highlights
- Use Cases
- Demo
- Next Steps



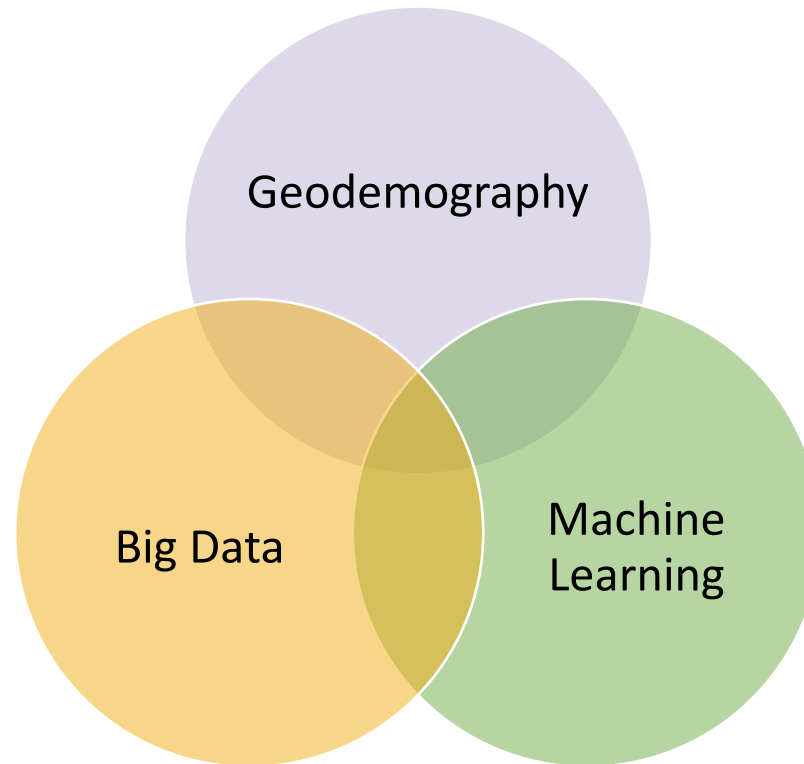
What is ClickScapes?

- A database of visits and visitors to thousands of websites and apps
- Using EA demographics, segments, AI and other proprietary modelling techniques
- Updated monthly capturing weekly trends
- Available at the neighbourhood level
- Connected to all other EA data
- Actionable across participating EA media and platform partners

ClickScapes

Innovation Highlights

The Next Generation of Insights



Introducing ClickScapes

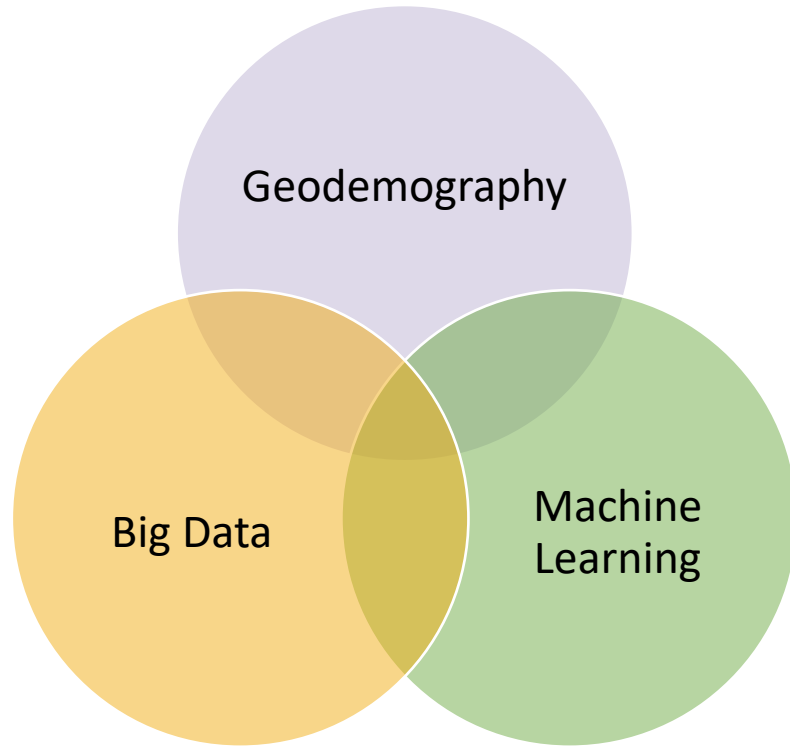
ClickScapes estimates the digital behaviours of all Canadians at the neighbourhood level...

- ...for more than 7,500 apps, companies, interests and websites
- ...representing both national and regional preferences
- ...updated monthly capturing weekly trends
- ...capturing both the visitor universe and the daily visit rate
- ...encompassing both at home and out of home activity
- ...built using aggregated privacy-compliant big data, adjusted to represent the population
- ...that can be queried in ENVISION and linked to the entire EA data suite
- **...allowing marketers to derive actionable insights**

Development Scope

- 1 year of development involving dozens of data engineers, data scientists and social scientists
- 650,000 machine learning models trained
- More than 100,000 processor core hours
- 117 billion estimates... queried within ENVISION in seconds

The Innovation of ClickScapes



- Combining big data, geodemography and machine learning to provide near real time neighbourhood-level web behaviour driven insights of Canadians
- Putting the digital world in the physical world

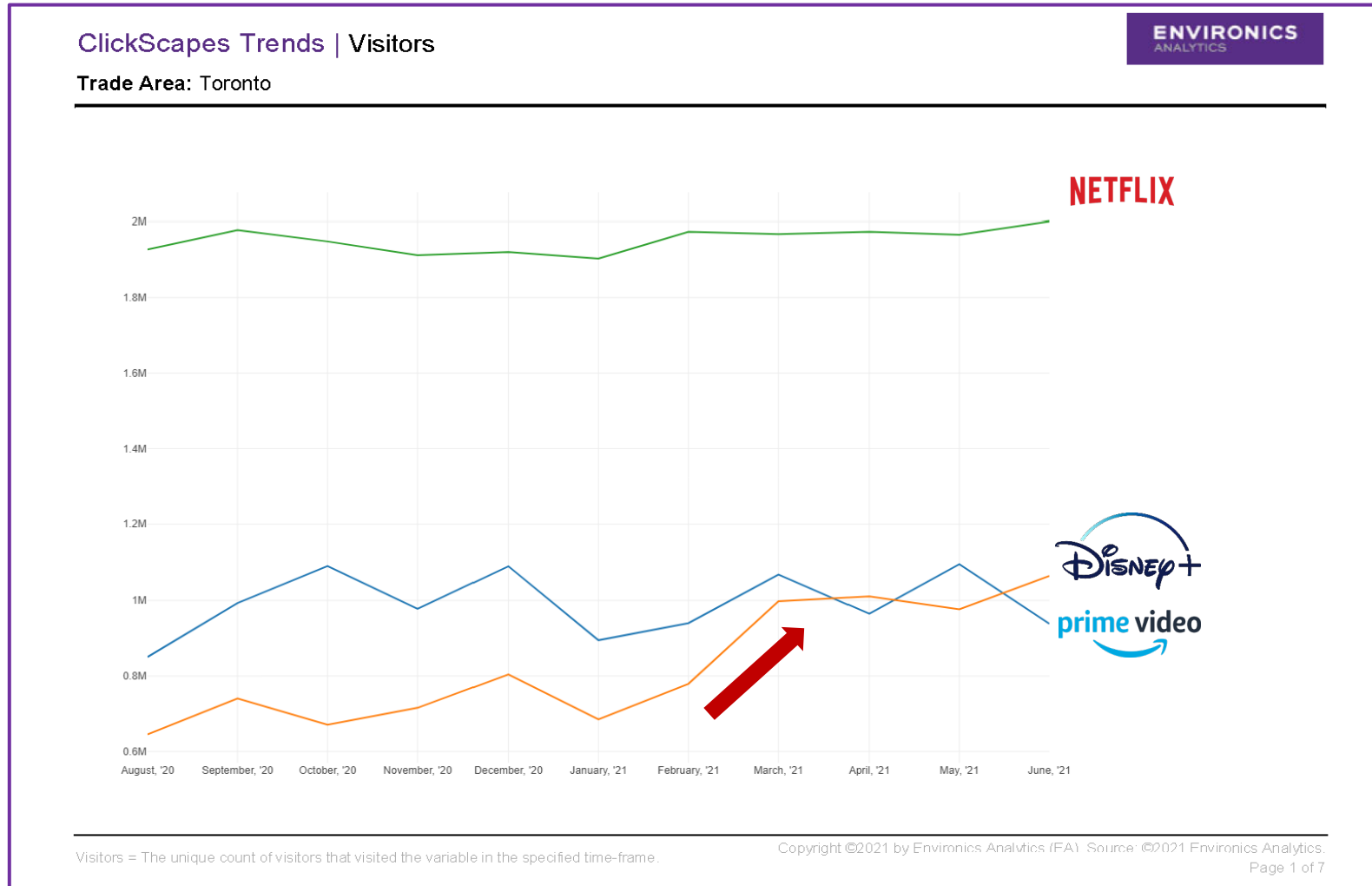


By what percentage did the average number of mobile apps used daily by Canadians grow during the pandemic?

Polling question #1

Use Case: Video Streaming Services in Toronto

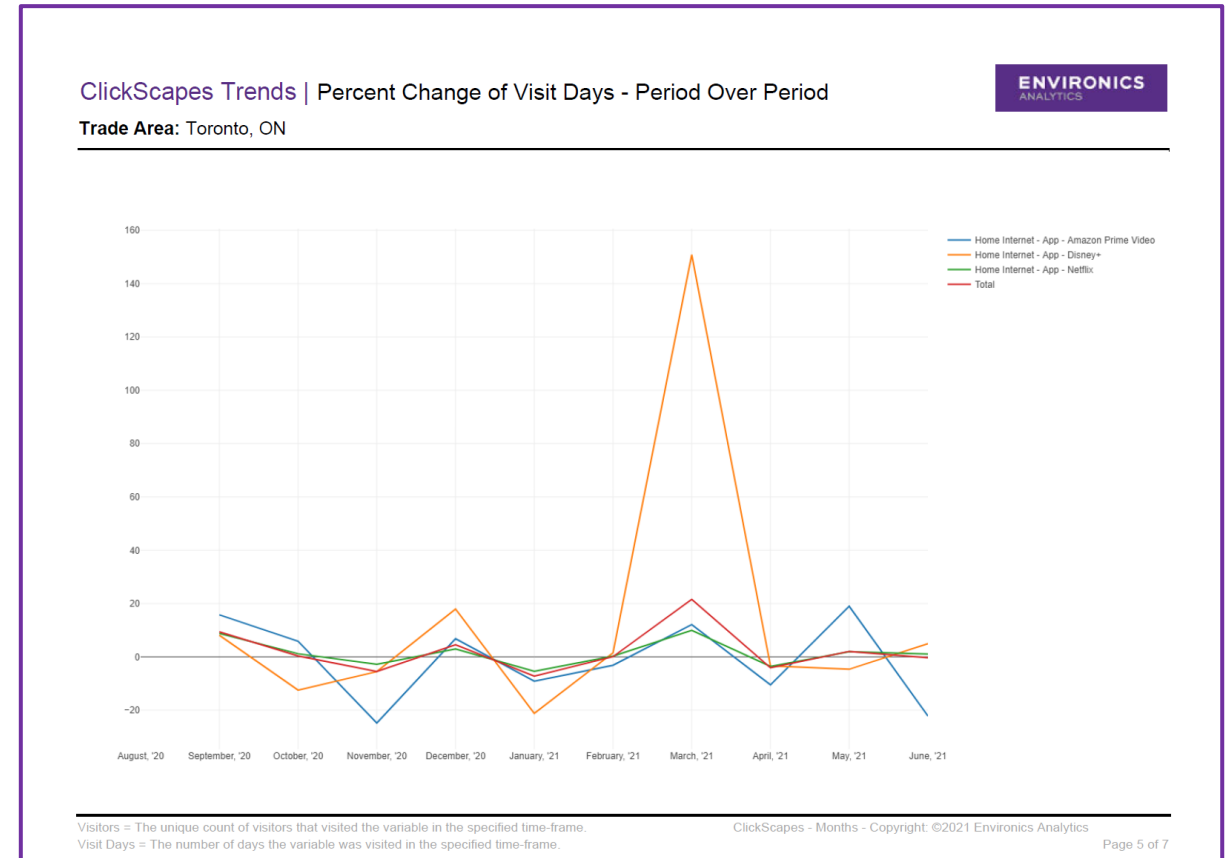
Disney+ App Visitors in Toronto



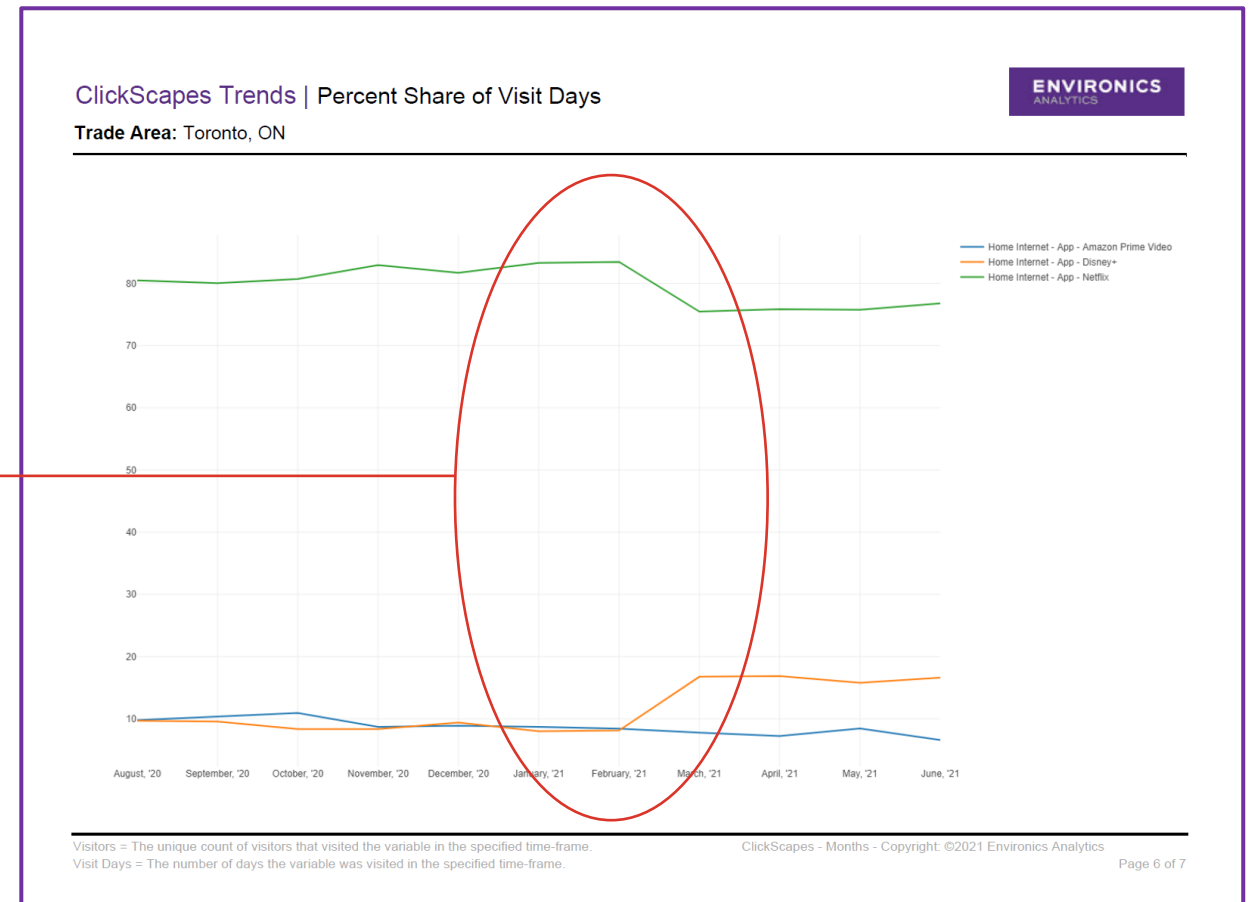
Did New Content Boost Disney+ Visits?

New content introduced by Disney+ between January 2021 and March 2021 included:

January 15	WandaVision (Marvel Studios) & Mary Poppins Returns
January 29	WandaVision & Dinosaurs
February 5	WandaVision & Upside-Down Magic
February 12	WandaVision & Behind the Mask
February 26	Originals (incl. Love Victor) WandaVision and Solar Opposites
March 5	WandaVision Finale
March 12	Star Originals Own the Room
March 19	The Falcon and the Winter Soldier (Marvel series)
March 26	The Mighty Ducks: Game Changers (series)



Disney+ *Percent Share of Visit Days Gained* as Netflix Went Down

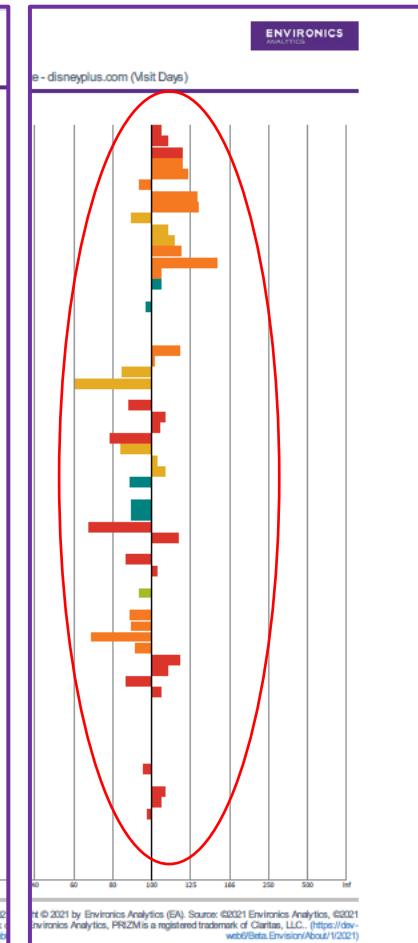
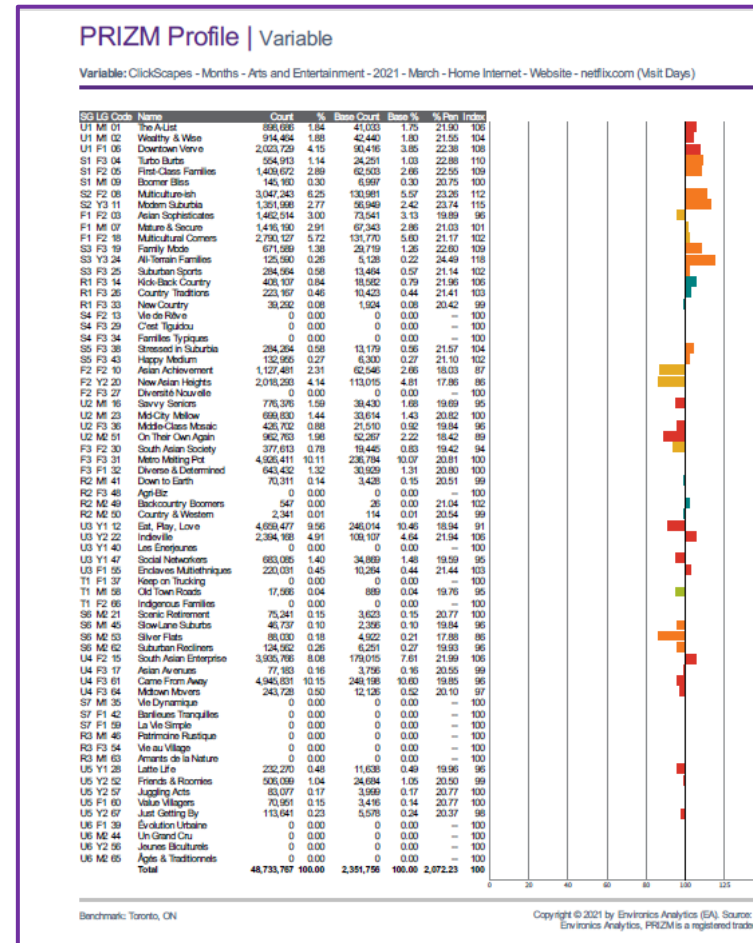


*As appeared in *Globe & Mail* July 21, 2021 reprinted from *New York Times*

Who was Visiting?

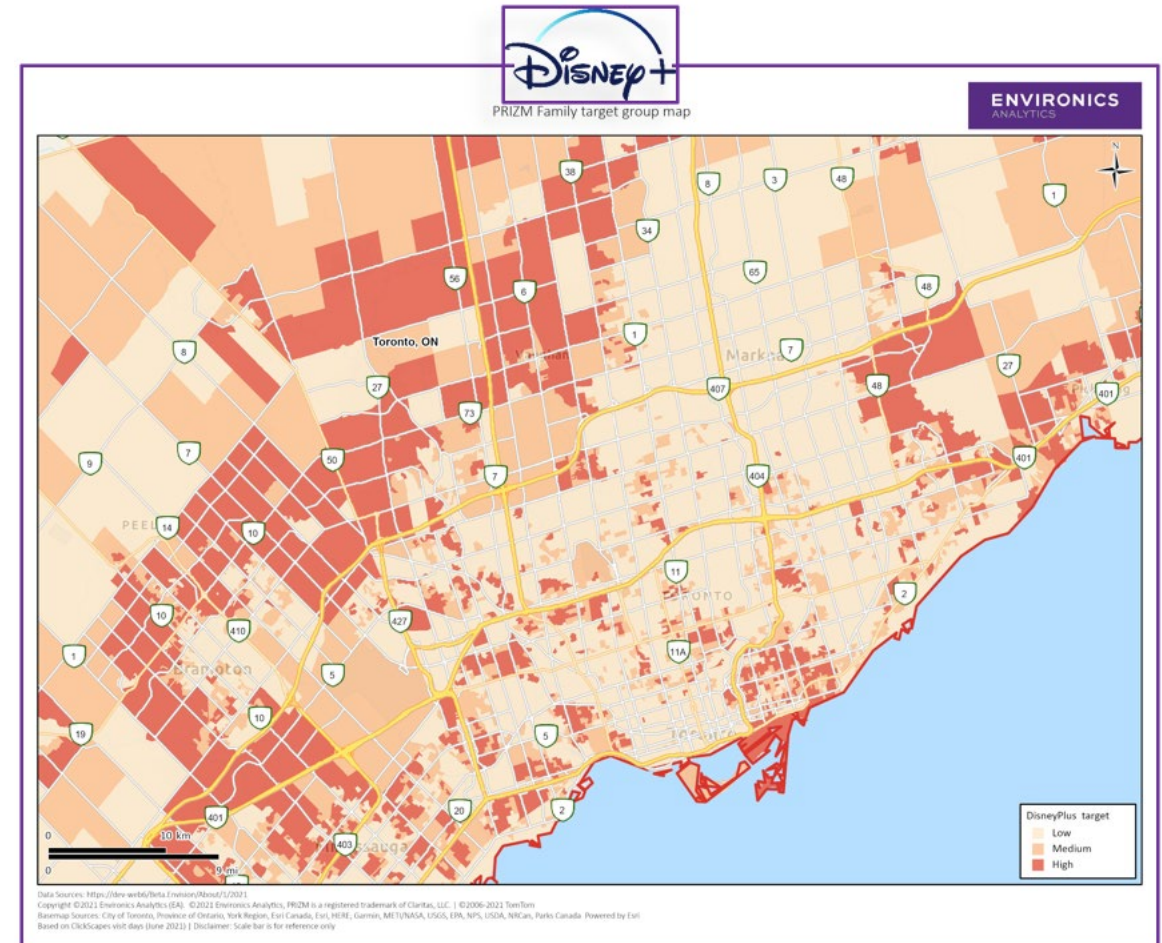
- Netflix with its dominant market share attracts customers from a very broad swath of the population
- Disney+ tends to attract families with a higher socio-economic status

NETFLIX



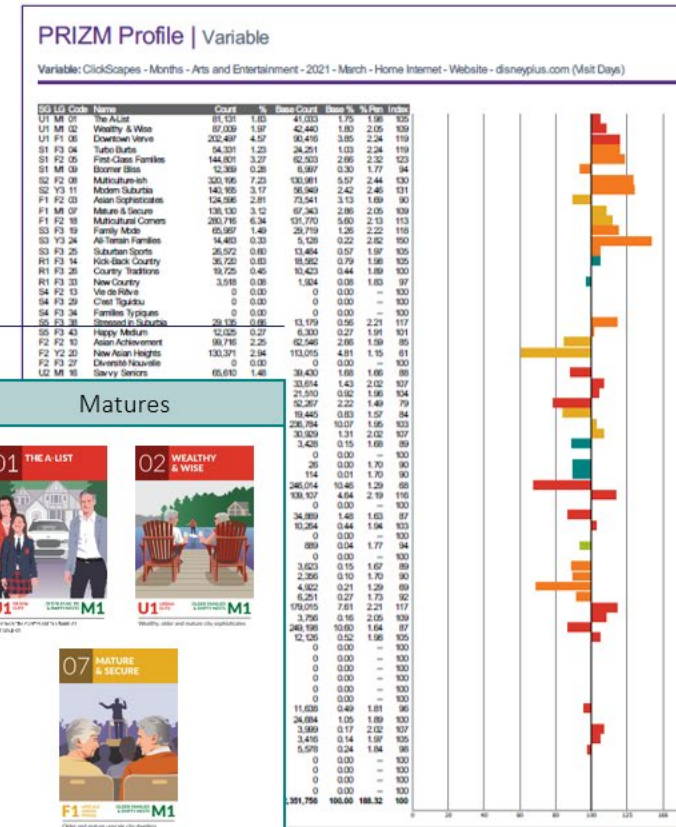
Where do they Live?

- ClickScapes data can also be used to identify visitors on the ground to help plan local media, messaging and promotions strategies
- We see that Disney+ customers are highly concentrated in north and west suburban neighbourhoods of Toronto

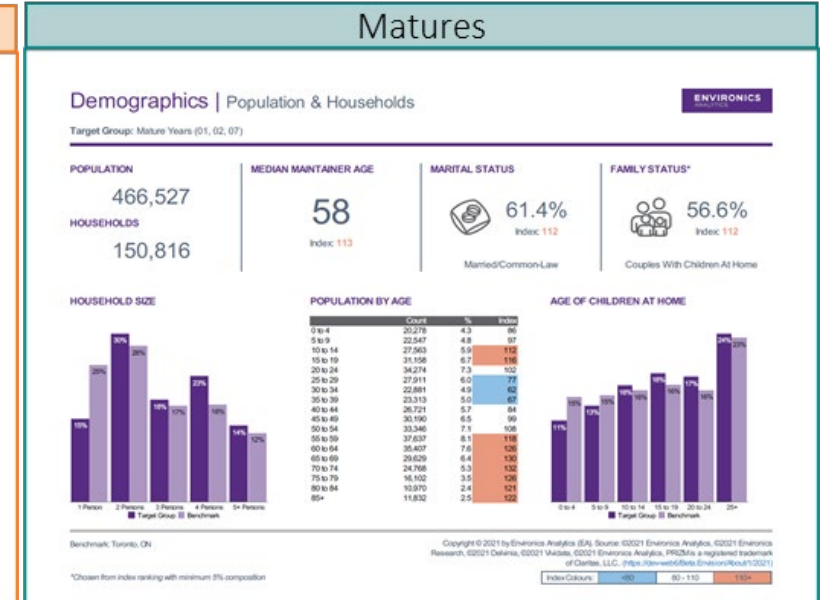
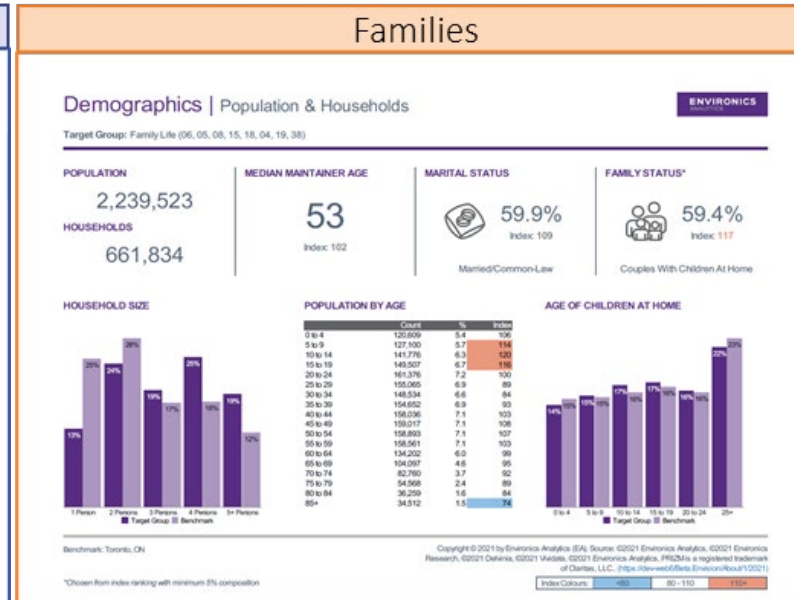
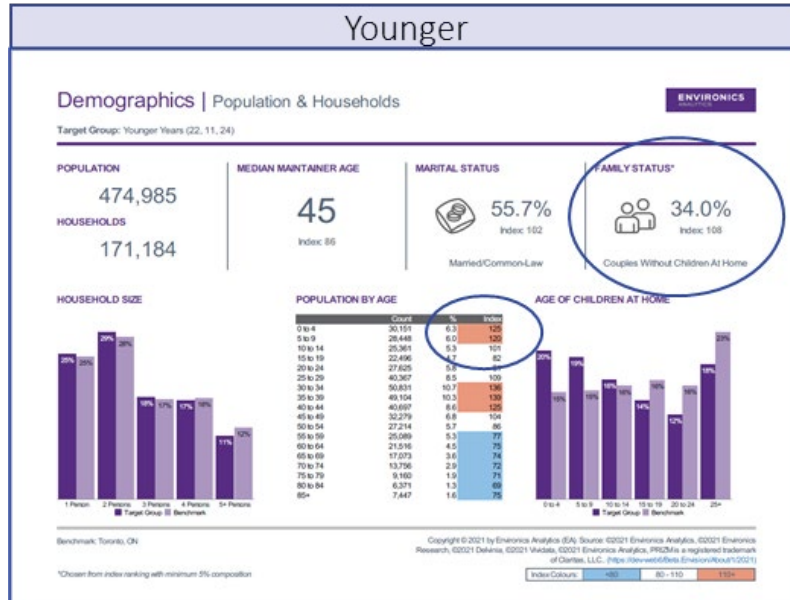


Drilling in a Little Deeper

- While Upscale Families with children are a significant portion of Disney+ customers, we also see High Income Mature segments with teenagers over indexing, as well as a group of customers still in their younger life stages

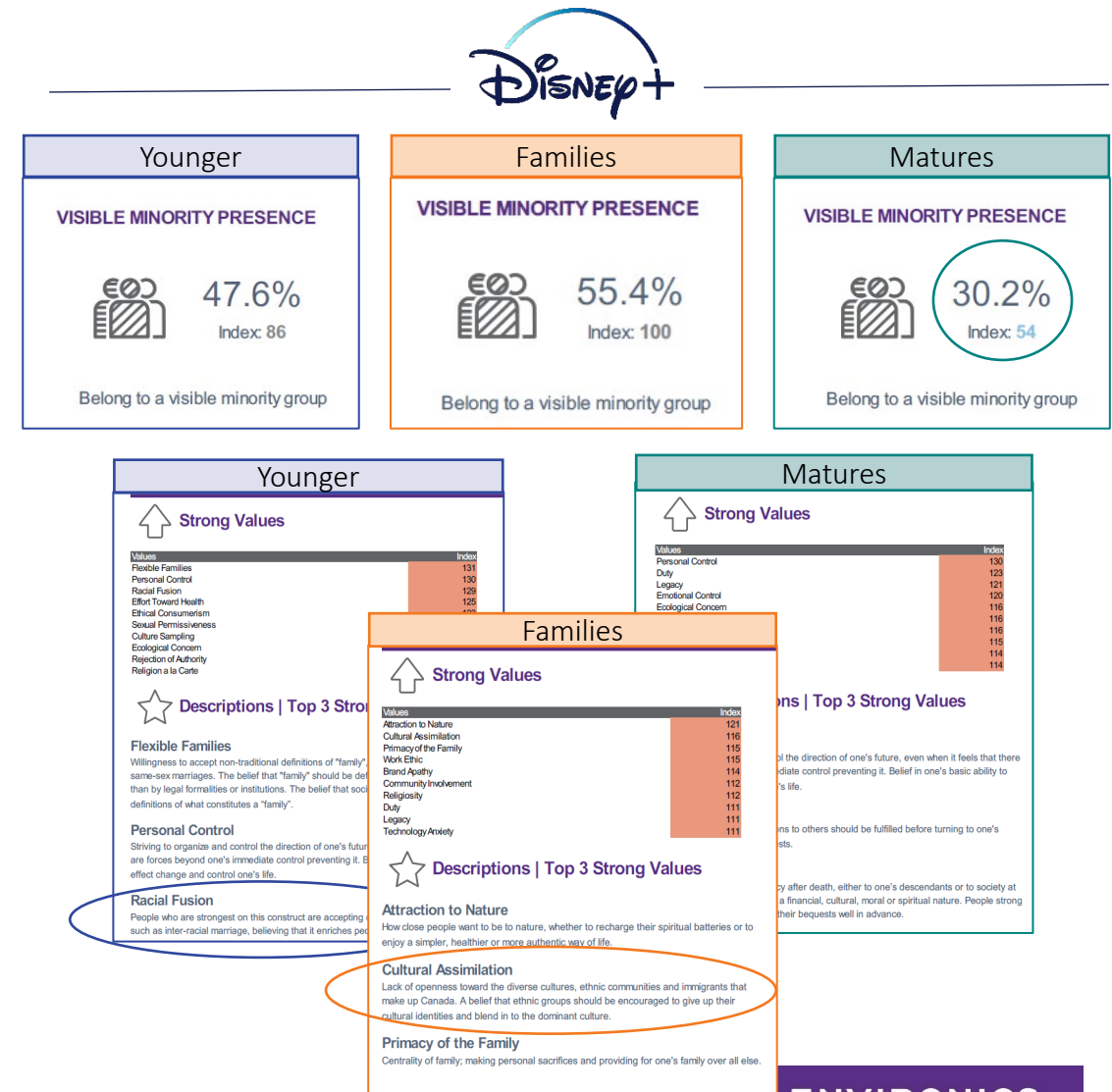


Rich Insights can be used to Support Imagery and Messaging



Rich Insights can be used to Support Imagery and Messaging

- High indexing Family segments are diverse while the Mature (and Younger) customers under-index for the presence of visible minorities vs. the population in Toronto
- Looking deeper into psychographics, we see that despite having strong representation of visible minorities, the Family target group is less open to diverse cultures than the Younger target group who are less diverse



What do they Buy Online?

- Looking at online purchases, we see that the Younger target group buys everything from tickets to sporting events, movies and concerts to furniture/home accessories and building/home improvement items.
- The Families target group is more likely to buy automotive services, sporting goods/athletic wear and video games online.
- Meanwhile the Matures target group is more likely to buy building/ home improvement items

This information can inform search, online media placements and potential partnership opportunities



Younger				
Online Purchases (Past Month)*				
Tickets - Sporting Events	69,130	17.76	8.38	120
Tickets - Movie	119,747	30.76	8.30	119
Furniture/Home Accessories	95,523	24.54	8.17	117
Tickets - Concert	107,587	27.64	8.14	116
Music	117,543	30.20	7.95	114
Groceries	93,747	24.08	7.87	113
Building/Home Improvement Items	63,186	16.23	7.80	111
Tickets - Theatre	79,050	20.31	7.77	111
Video Games	112,111	28.80	7.74	111
Movies	104,666	26.89	7.68	110

Families				
Online Purchases (Past Month)*				
Automotive Services/Supplier/Products	161,129	8.63	41.15	123
Sporting Goods/Athletic Wear	404,239	21.65	38.07	113
Video Games	550,630	29.50	38.02	113
Tickets - Sporting Events	300,590	16.10	36.45	109
Gardening Supplies	174,619	9.35	36.01	107
Pet Food/Care	243,297	13.03	36.05	107
Men's Clothing	451,878	24.20	35.45	106
Music	523,228	28.03	35.41	106
Movies	478,070	25.61	35.07	105
Tickets - Theatre	358,317	19.25	35.34	105

Matures				
Online Purchases (Past Month)*				
Building/Home Improvement Items	67,198	16.86	8.29	116
Tickets - Theatre	84,093	21.10	8.27	115
Travel	163,125	40.93	7.54	105
Movies	101,342	25.43	7.43	104
Gardening Supplies	35,935	9.02	7.41	103
Tickets - Movie	102,949	25.83	7.13	100
Electronics	151,986	38.13	7.05	99
Sporting Goods/Athletic Wear	75,577	18.96	7.12	99
Automotive Services/Supplier/Products	27,554	6.91	7.04	98
Books	158,778	39.84	7.00	98

Where else do they go online?

nest ring

SONOS

fitbit



Sample ClickScapes Data	Younger		Families		Matures	
	Count	Index	Count	Index	Count	Index
2021 - June - Home Internet - Company - Ring (Visit Days)	141,803	124	333,133	171	219,681	279
2021 - June - Home Internet - Company - Ring (Visitors)	7,889	118	18,066	158	10,759	233
2021 - June - Home Internet - Company - Nest (Visit Days)	347,980	146	667,735	164	290,318	177
2021 - June - Home Internet - Company - Nest (Visitors)	15,908	135	30,869	154	13,814	171
2021 - June - Home Internet - Company - Fitbit (Visit Days)	355,619	109	721,169	130	311,155	139
2021 - June - Home Internet - Company - Fitbit (Visitors)	25,384	108	50,844	128	22,430	139

Use Case: Retail Clicks and Bricks



Use ClickScapes with MobileScapes for the full shopper story



Clicks vs. Bricks Segmentation

Bricks

Suburban Boomers



Clicks Index: 93
Bricks Index: 171

Young Urbanites

Well-to-do Families



Clicks Index: 110
Bricks Index: 92

Clicks

Diverse Families



Clicks Index: 112
Bricks Index: 88

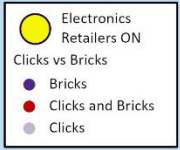
Bricks and Clicks

Chinese & South Asian Families



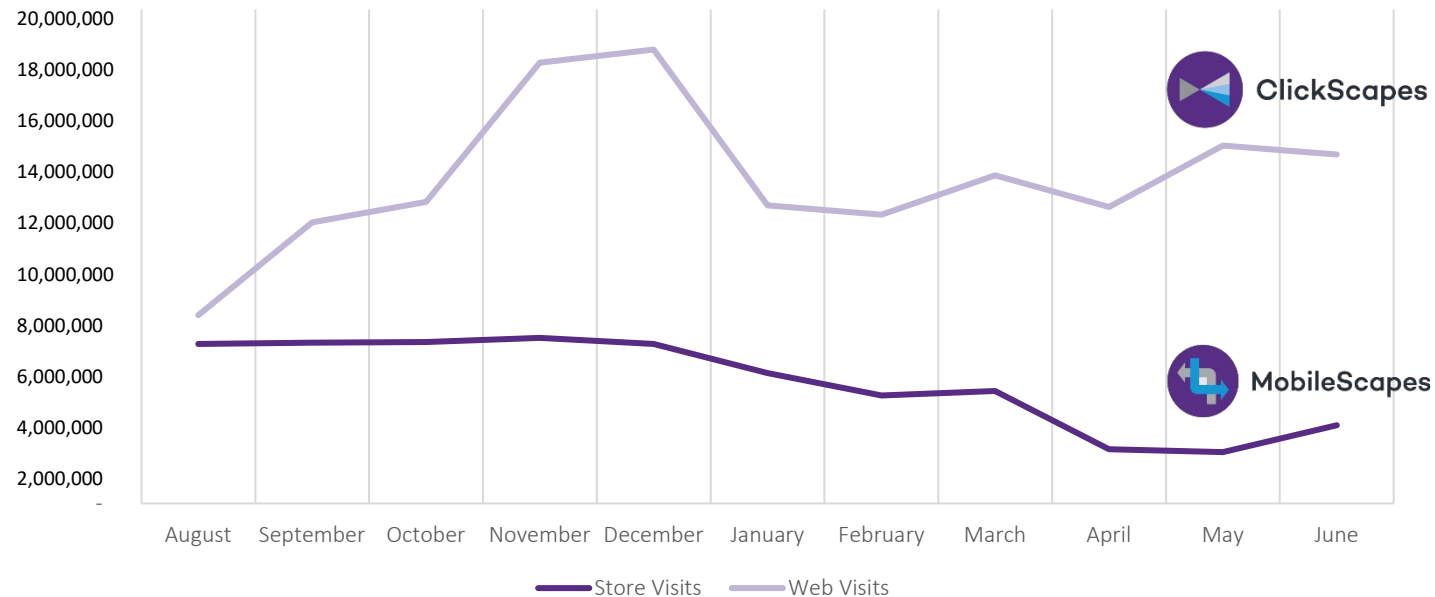
Clicks Index: 110
Bricks Index: 140

Note: Indices are representative of the average index over an 11-month period. Clicks include online and mobile behaviour



Electronic Retailers In-Store vs. Web Shopping

Web and Store Visits*
August 2020 – June 2021



*Web Visits are captured as a single visit per day to an electronic banner

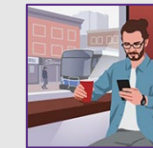
Data is for the Toronto CD

Bricks

Suburban Boomers



Young Urbanites



Clicks

Well-to-do Families



Diverse Families



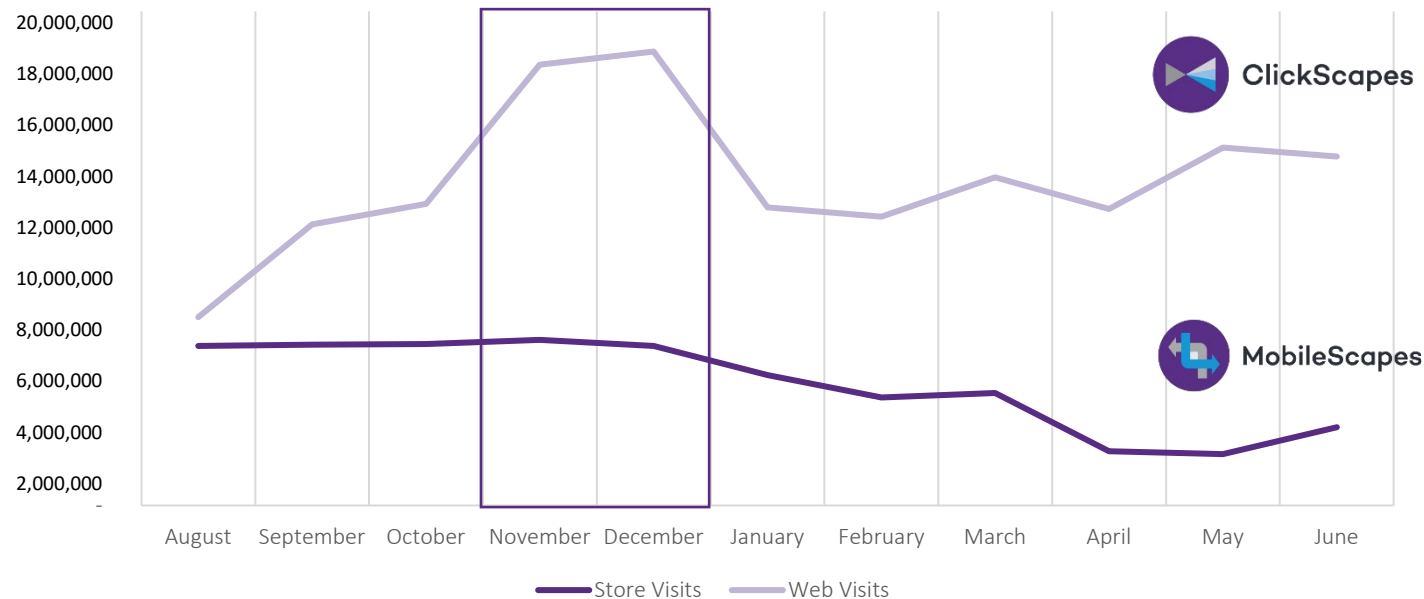
Clicks & Bricks

Chinese & South Asian Families



Electronic Retailer Holiday Shopping Trend

Web and Store Visits*
August 2020 – June 2021



*Web Visits are captured as a single visit per day to an electronic banner

Data is for the Toronto CD

- The 2020 holiday shopping season saw 3x more visits to electronics websites than in stores
- The visitors to each channel during that period differed

Bricks

Suburban Boomers



Clicks

Well-to-do Families



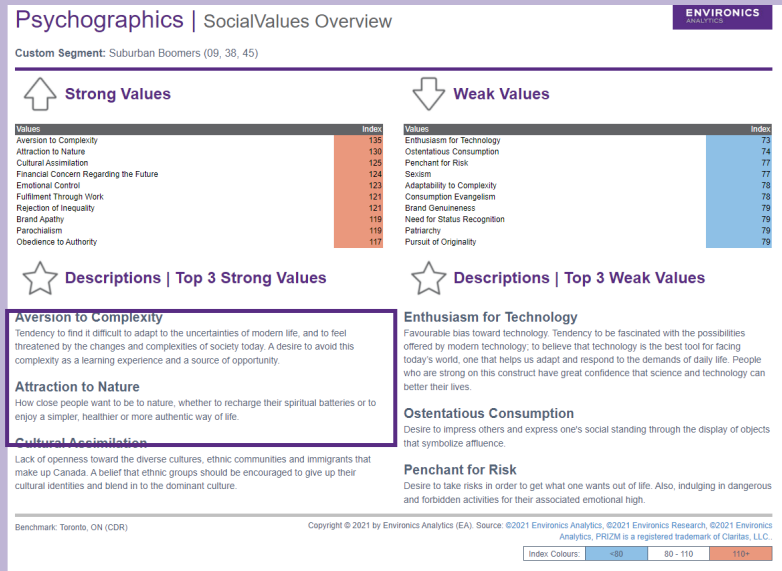
Diverse Families



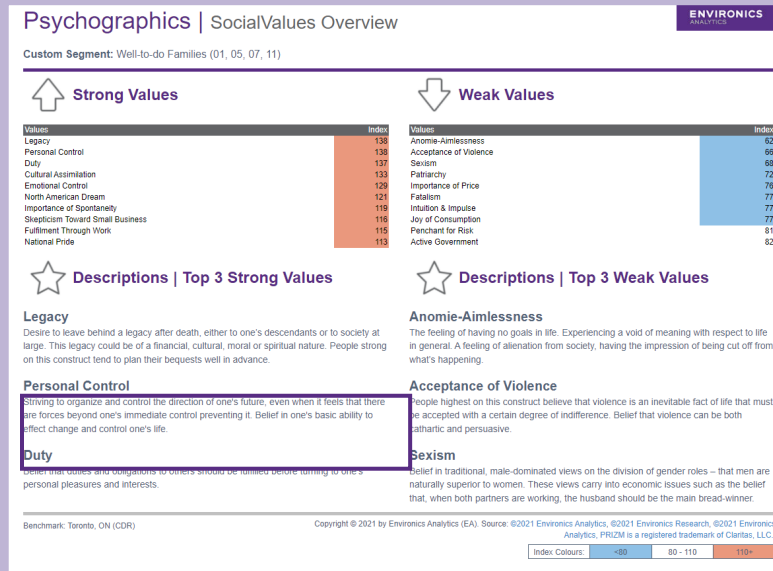
Support Creative using Rich Insights from the EA Ecosystem



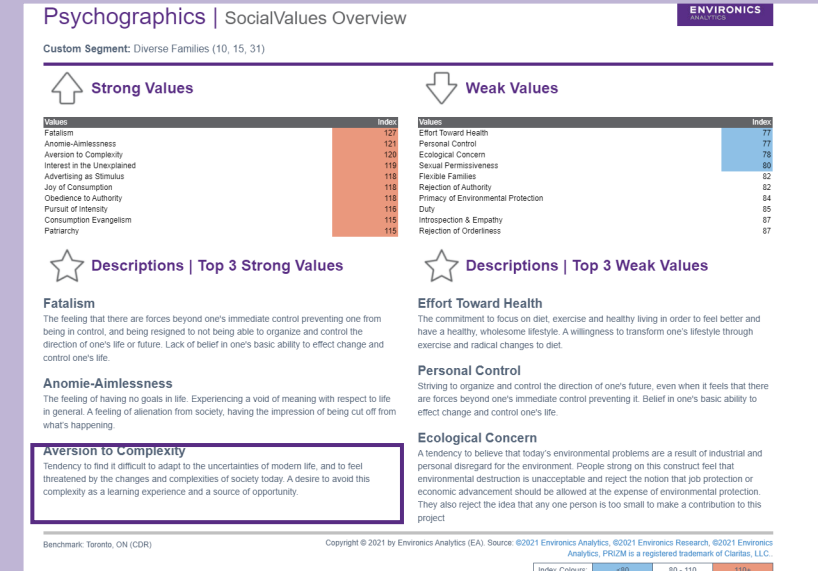
Suburban Boomers



Well-to-do Families



Diverse Families



- Imagery around simplicity and nature would resonate

- Desire to have control over their shopping experience
- Don't love shopping so looking to well-known brands

- Want the experience to be simple
- Love shopping around and sharing experiences online

Other Websites Visited during that Time



Suburban Boomers

- Low consideration set
- Specific needs



- Likely shopping for their grandchildren's gifts



Well-to-do Families

- Well-known brands
- Not price sensitive



- Shopping trusted retailers for electronics gifts



Diverse Families

- Shop around
- Price sensitive



- Shopping various retailers for the best prices



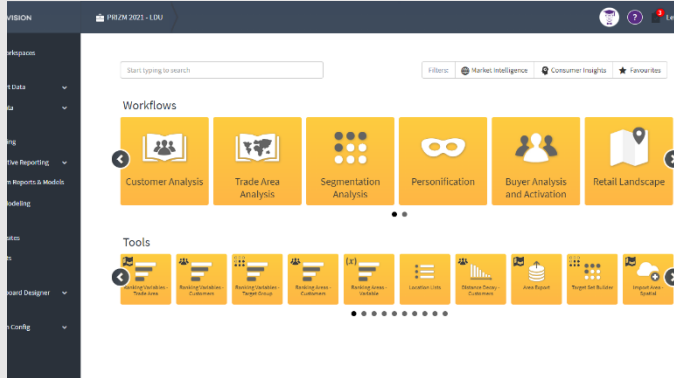
Are you convinced that your online campaigns are hitting the intended target audience?

Polling question #2

ClickScapes Demo

Next Steps, Q&A and Wrap Up

How to Access ClickScapes Data



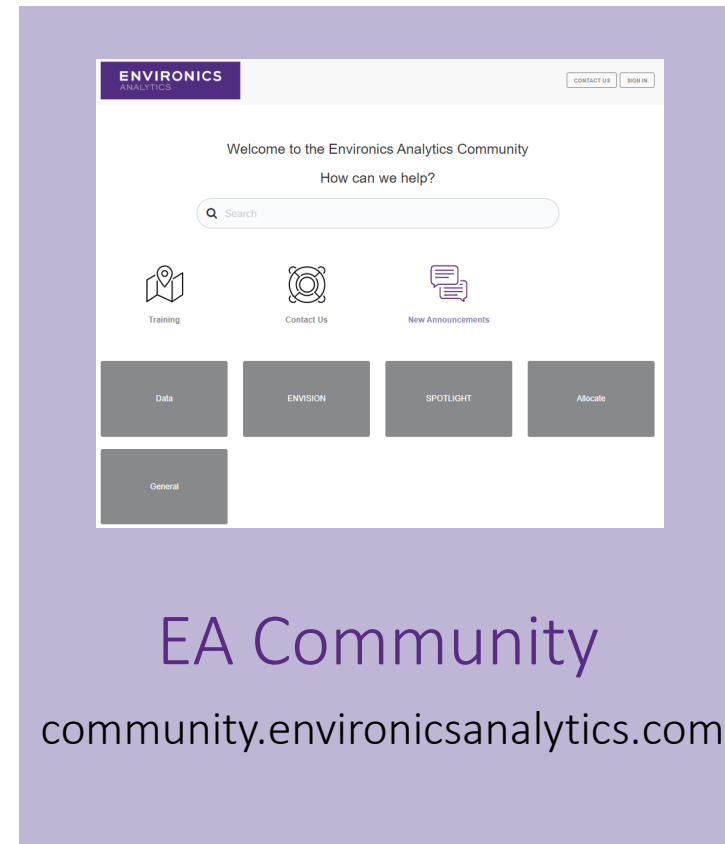
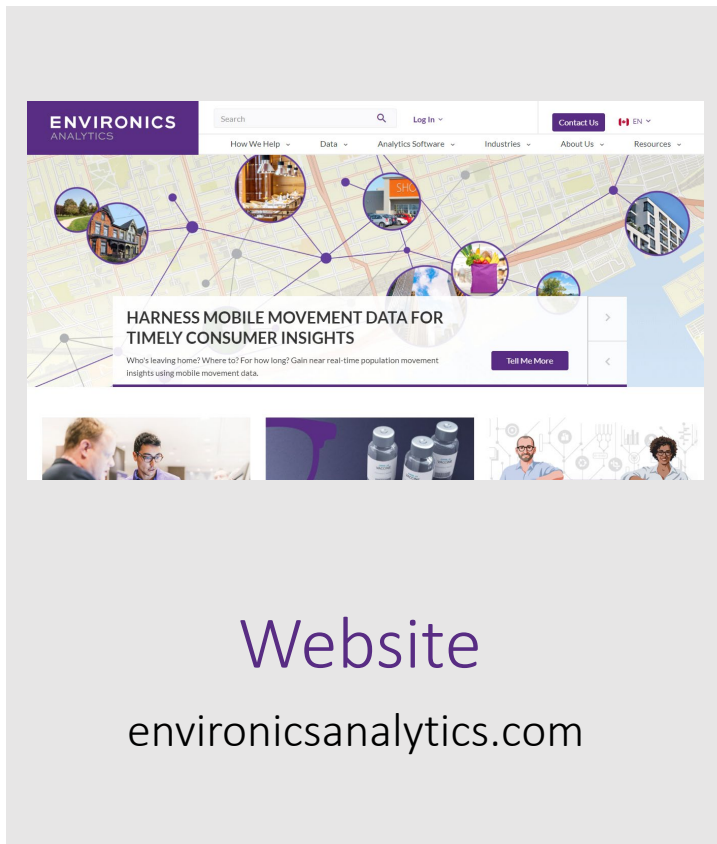
ENVISION



Project work via EA analysts

For a ClickScapes demo, contact your account manager or sales representative

Where to Find More Info on ClickScapes?



.....or you can just Call Someone at EA



Questions?

