

# Mastering the Peak Season: Digital Behaviour Trends & Targeting with ClickScapes

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January 22<sup>nd</sup>, 2026

**ENVIRONICS**  
ANALYTICS

# Today's Presenters

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**Kyla Craig**  
Product Manager



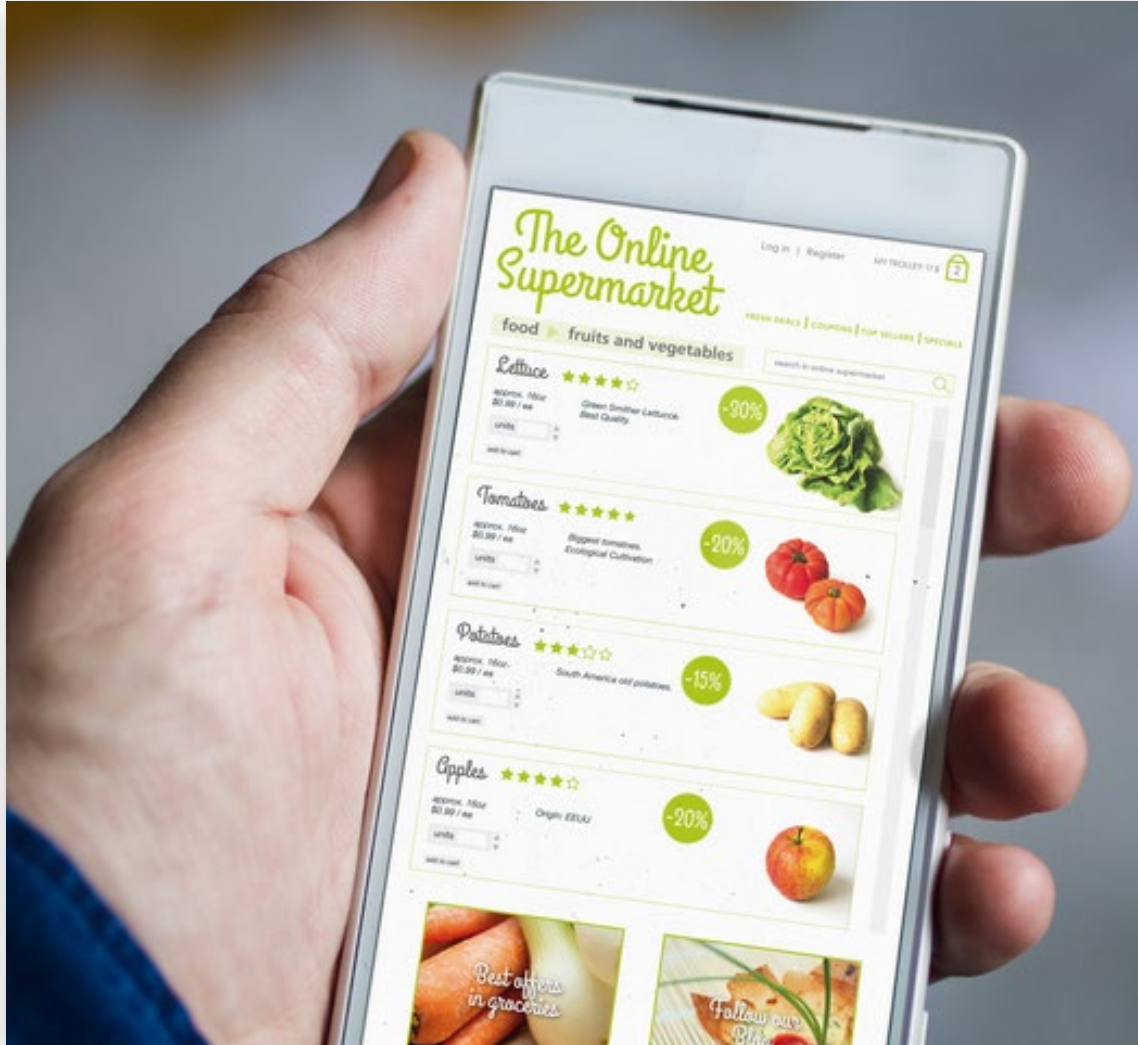
**Sean Moloney**  
Senior Vice President,  
Sales





# Agenda

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- ClickScapes Overview
- Digital Trends
- Uncovering Trends in the ClickScapes Dashboard
- Activating Target Groups in ENVISION
- Questions

# ClickScapes Overview

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# ClickScapes: Understand Online Behaviour, Click by Click

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Captures visitors and visit days 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, fashion, grocery, and more.

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.



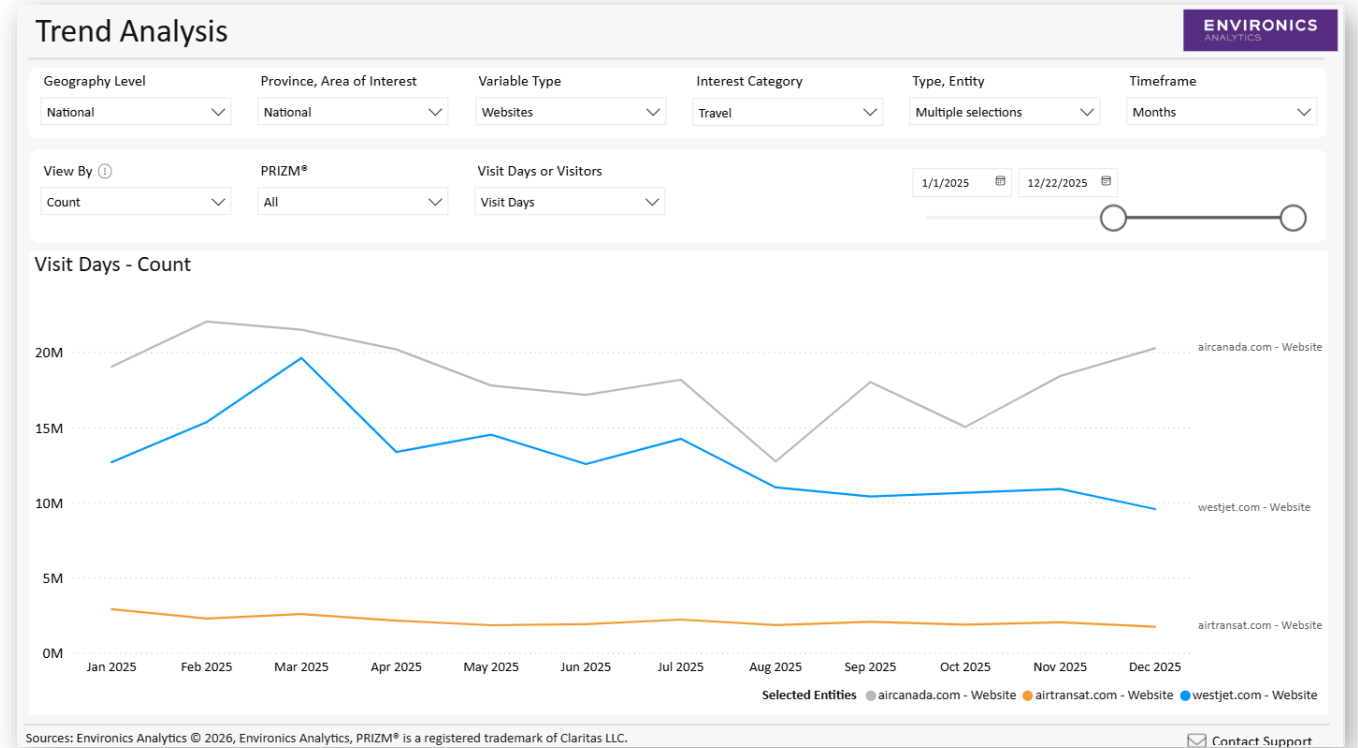
# ClickScapes: Understand Online Behaviour, Click by Click

Includes over 12,000 websites, 700 apps, 200 companies, and 400 interest categories.

Keeps you abreast of digital trends and campaign effectiveness.

Connect to other EA data (DemoStats, PRIZM, etc.) to gain a deeper understanding of your web visitors or competitors' visitors.

Data are available for annual, quarterly, monthly, and weekly time periods.



# ClickScapes Dashboard

3 new pages: **Overview, Trend Analysis, Profile**

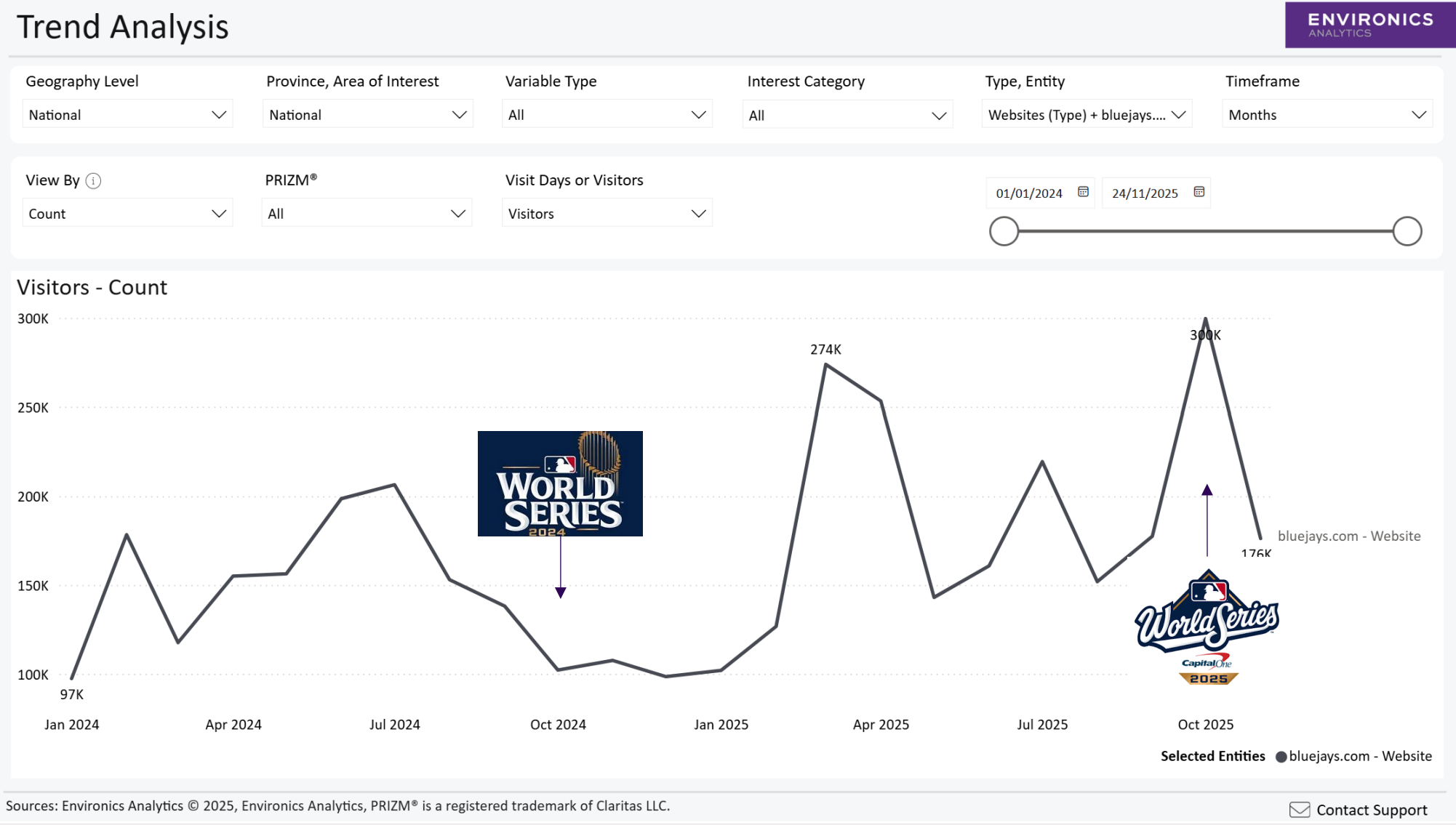
**Coming soon:** Embedded in new ENVISION



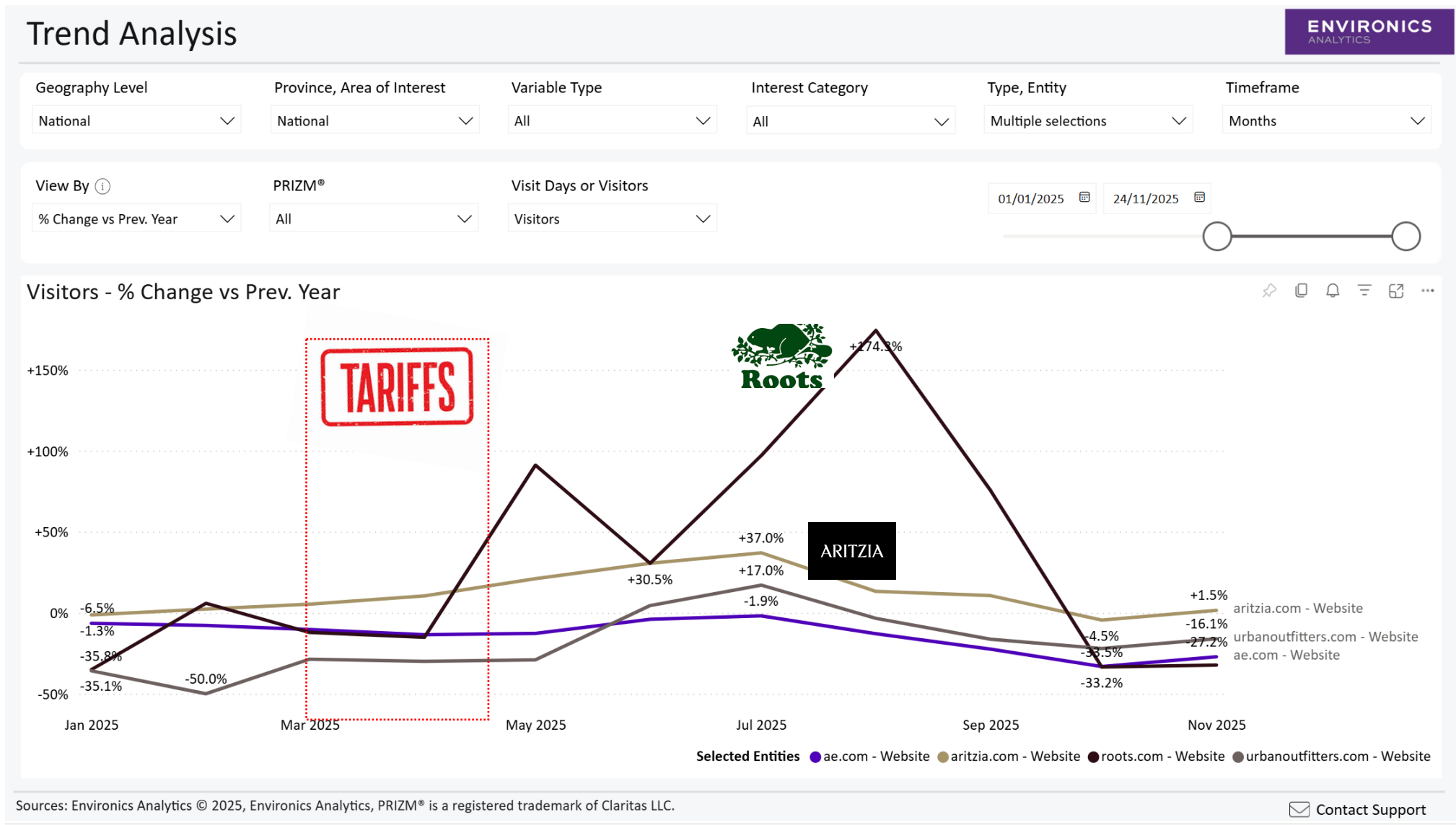
# Digital Trends

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# Toronto Blue Jays



# Buy Canadian



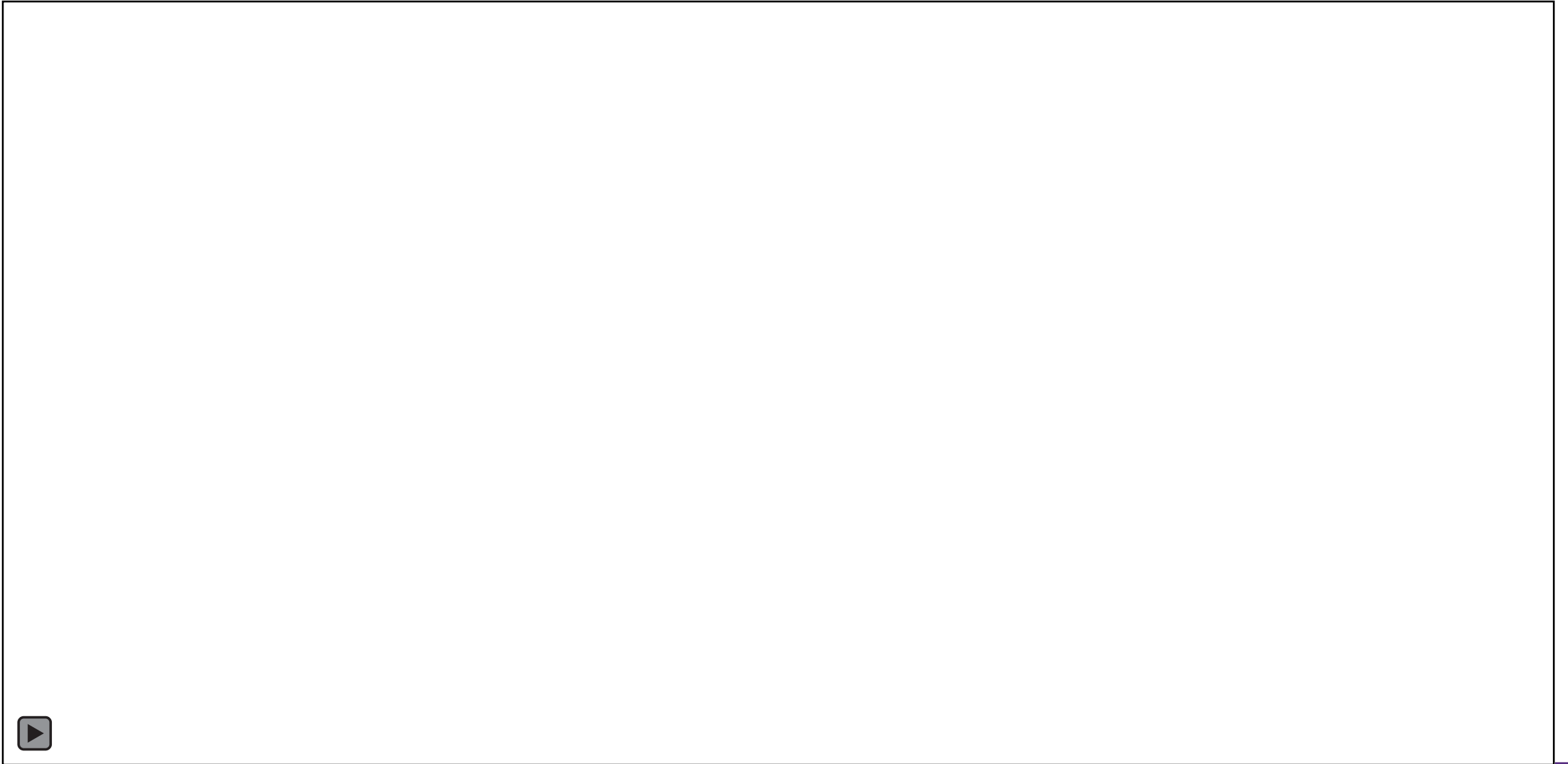


# Uncovering Trends in the ClickScapes Dashboard

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# Demo Video: ClickScapes

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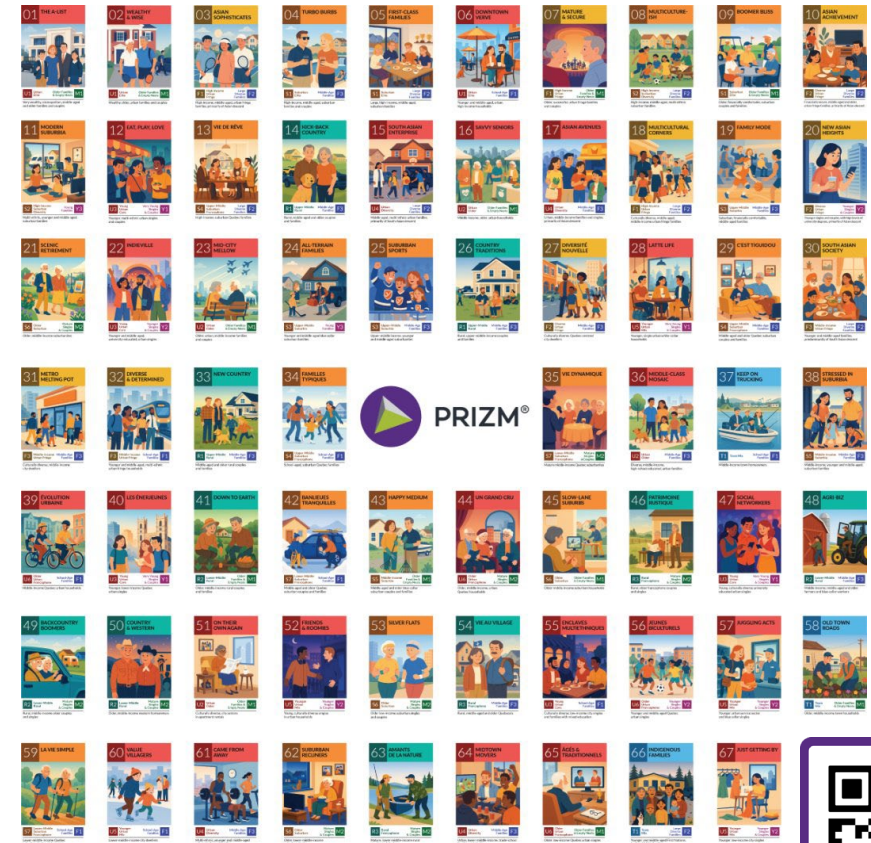


# Activating in ENVISION

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# PRIZM® Segmentation System

- PRIZM® is our pioneering segmentation system that classifies each of Canada's 900,000+ 6-digit postal codes into one of 67 unique lifestyle types
- Every postal code is assigned a segment according to current demographics, lifestyles, values, consumer behaviour and settlement patterns
- Built using methodology that integrates latest data from nearly a dozen geographic, demographic, media and psychographic sources
- Provides the foundation for building custom segments that are aligned to your goals and objectives
- Annually updated and linked to over 40,000 behavioural variables to help you better - analyze, understand, and find your customers and markets



SCAN HERE

# Demo Video: ENVISION

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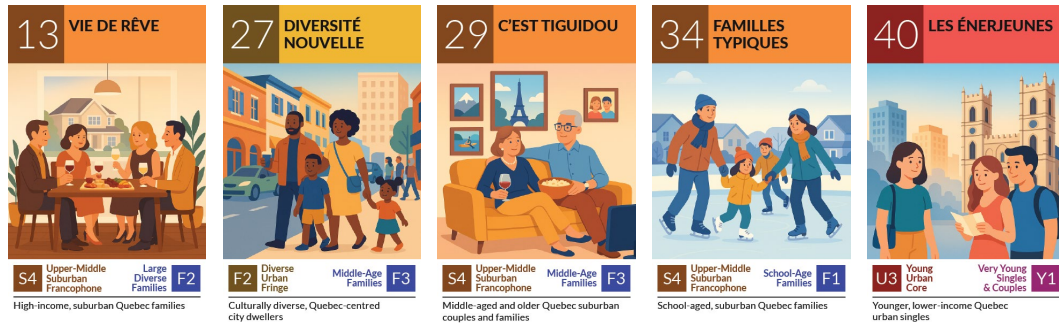


# In Summary



+22% visitors from PY

## Top 5 Holiday Shopper Segments:



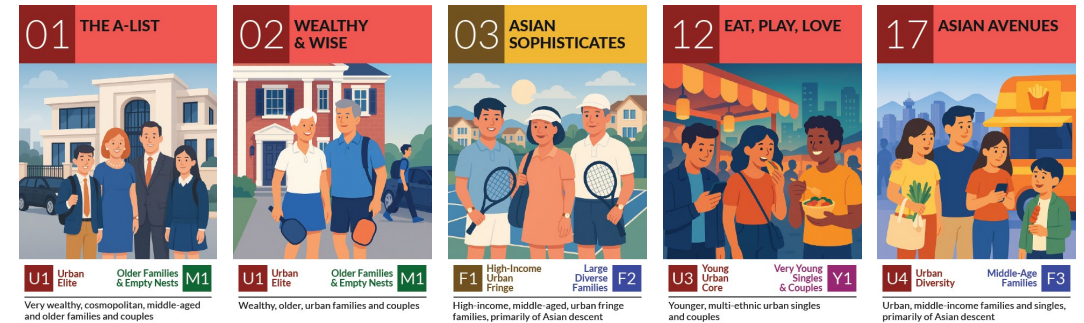
- Average income
- See price and the environment as important in purchasing decisions
- Like attending live events (comedy shows)
- Light social media user - reach through traditional media

# HOLT RENFREW



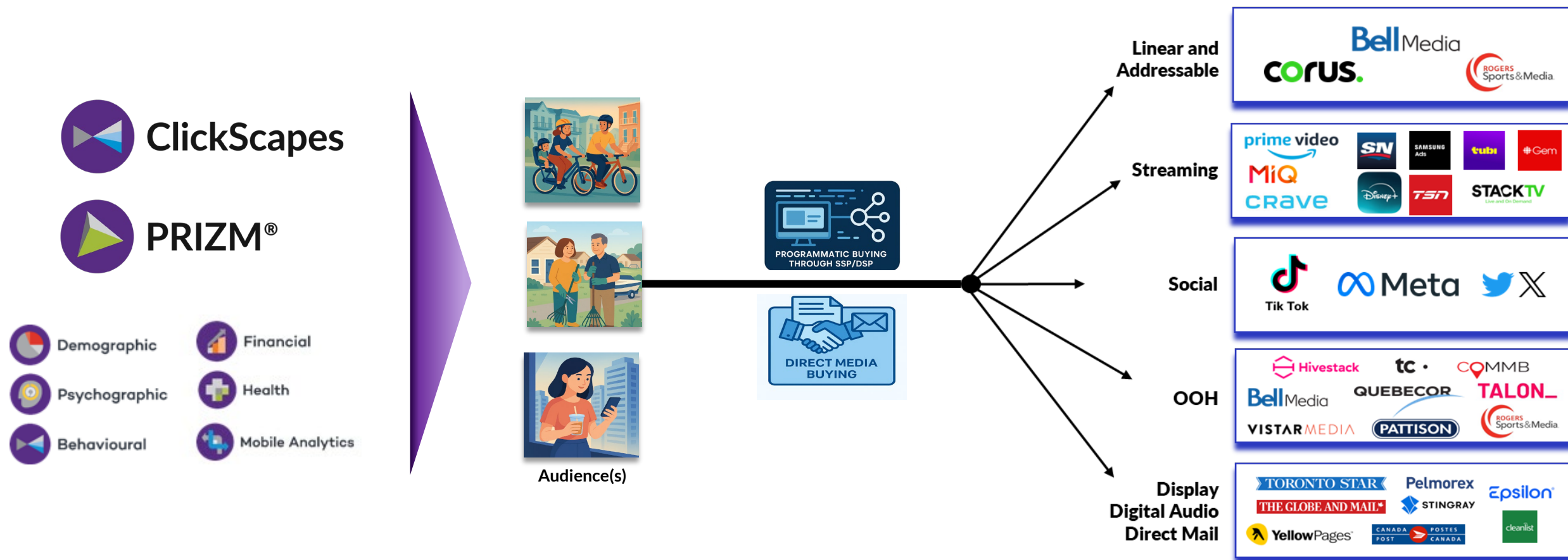
+94% visitors from PY

## Top 5 Holiday Shopper Segments:



- Affluent
- Ethnically diverse
- Brand conscience
- Like attending live professional sporting events
- Heavy social media users - reach digitally

# Find and activate audiences across all media channels



# Questions?

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Reach out to our team  
for more information.

[www.environicsanalytics.com](http://www.environicsanalytics.com)



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