

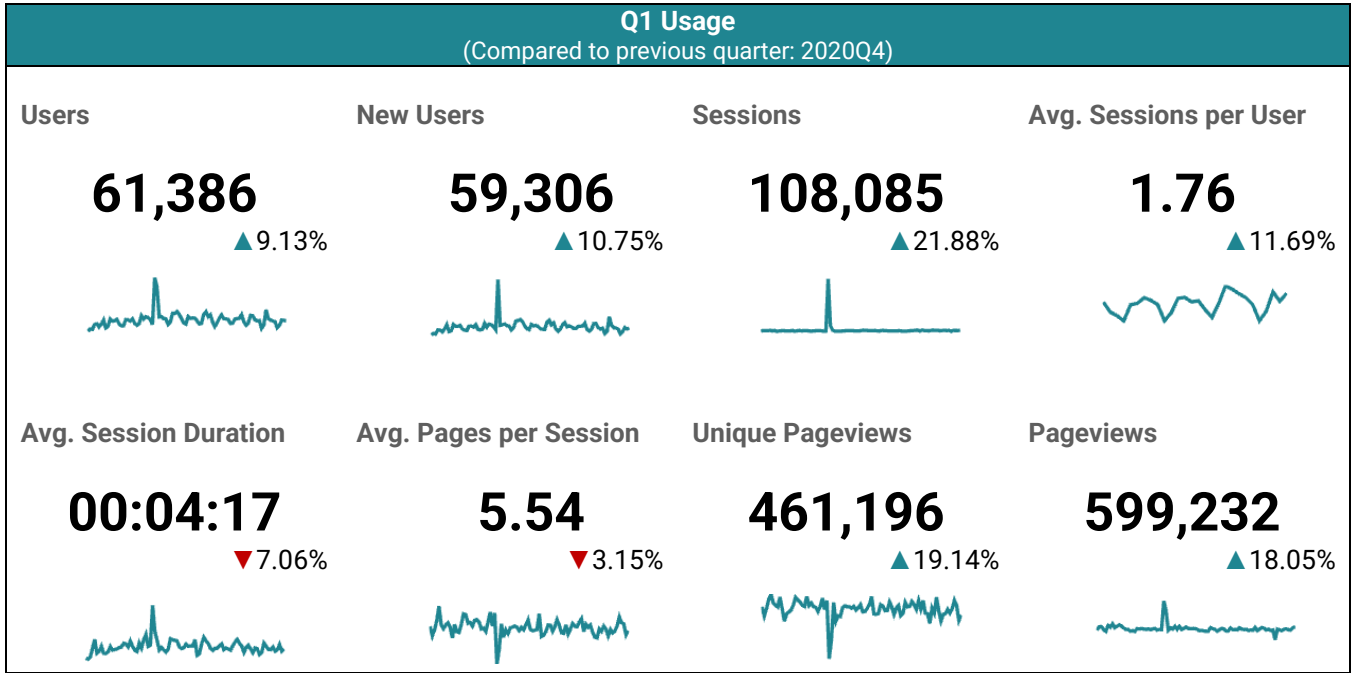


Canadiana

by CRKN | par RCDR

Reporting Period
January 1 – March 31, 2021

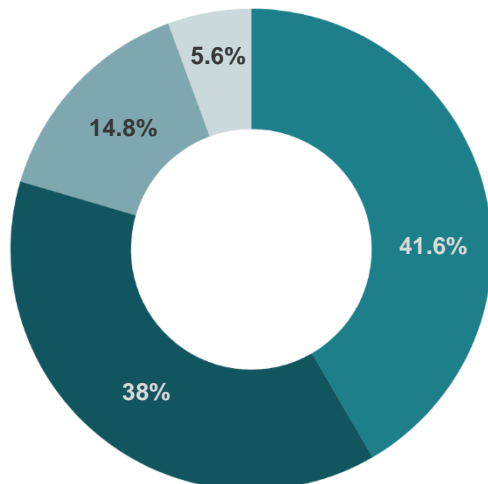
Platform
www.canadiana.ca



Acquisitions

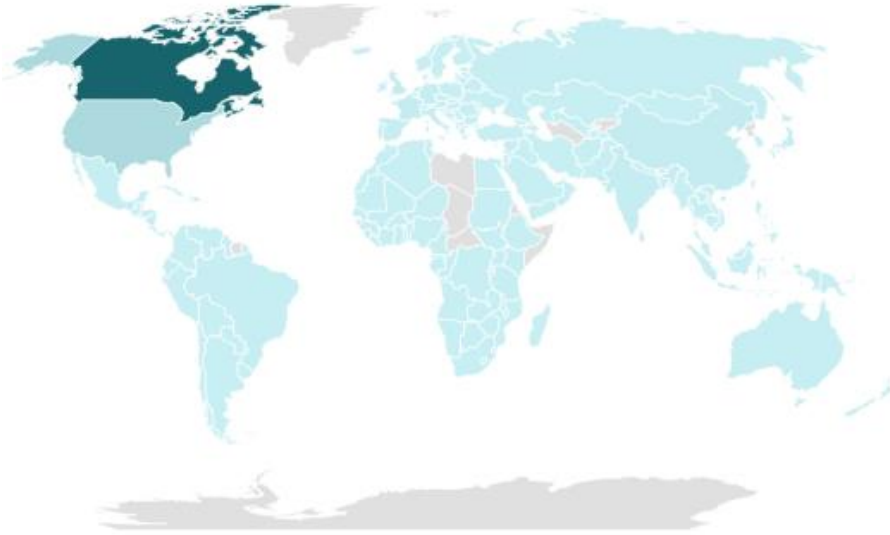
(Traffic to site by number of users)

Channel	Users
Direct	27,180 (41.6%)
Organic Search	24,800 (38%)
Referral	9,697 (14.8%)
Social Media	3,663 (5.6%)



2021 Year to Date

Users	61,386
New Users	59,306
Sessions	108,085
Avg. Sessions per User	1.76
Avg. Session Duration	00:04:17
Pages/Session	5.54
Unique Pageviews	461,196
Pageviews	599,232



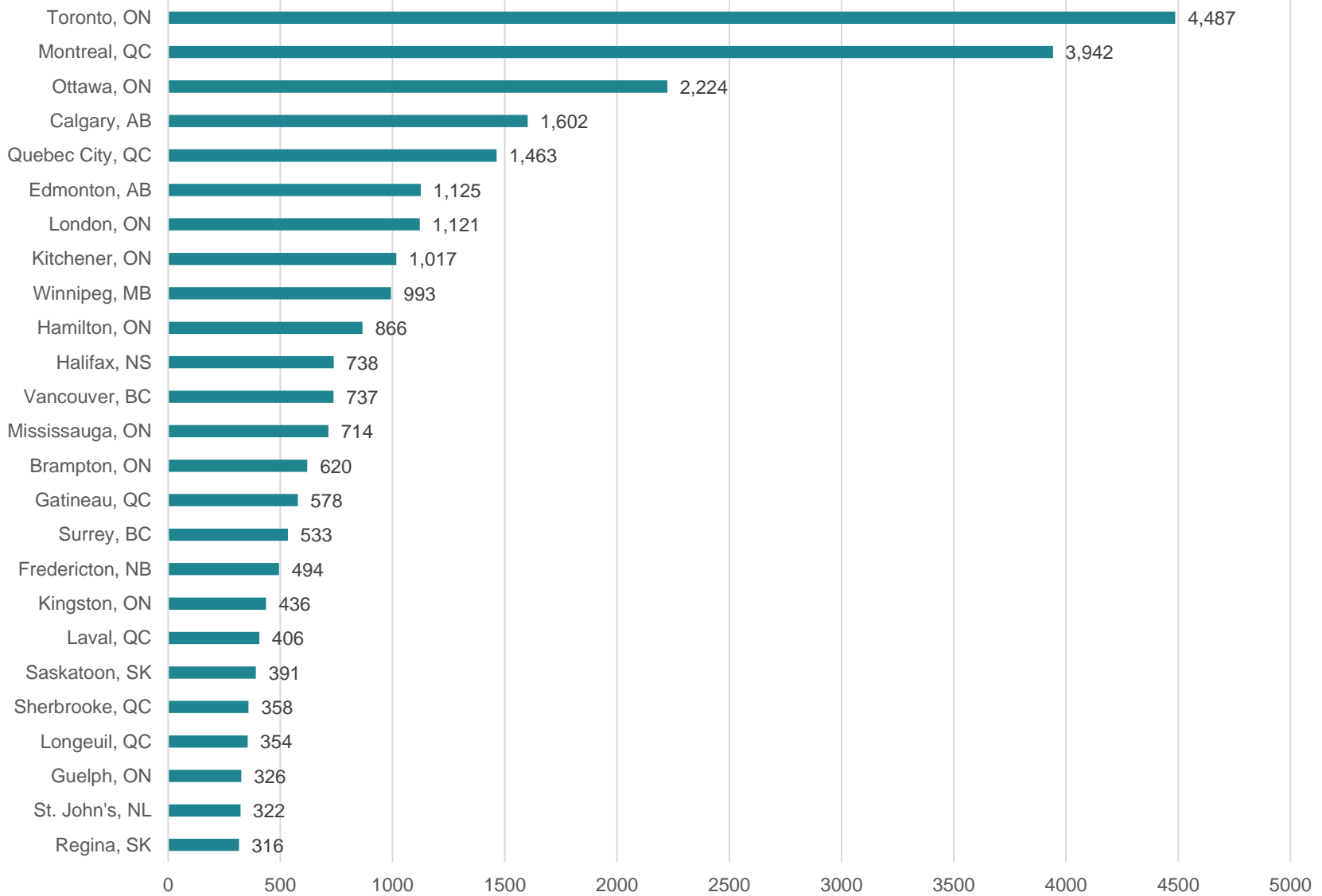
Country (Top 25)	Users	% (World)
Canada	45,756	74.54%
United States	6,880	11.21%
United Kingdom	1,187	1.93%
China	765	1.25%
France	748	1.22%
India	494	0.80%
Germany	366	0.60%
Australia	313	0.51%
Italy	272	0.44%
Spain	192	0.31%
Japan	179	0.29%
Brazil	172	0.28%
Mexico	158	0.26%
Russia	155	0.25%
Netherlands	140	0.23%
Poland	117	0.19%
Sweden	114	0.19%
Ukraine	110	0.18%
Switzerland	107	0.17%
Hong Kong	105	0.17%
Belgium	97	0.16%
Nigeria	96	0.16%
Philippines	96	0.16%
Ireland	92	0.15%
Turkey	88	0.14%

Canada (by Province)	Users	% (Canada)
Ontario	19,129	30.92%
Quebec	11,419	18.46%
British Columbia	4,555	7.36%
Alberta	4,213	6.81%
Nova Scotia	2,119	3.43%
New Brunswick	1,426	2.30%
Manitoba	1,349	2.18%
Saskatchewan	1,036	1.67%
Newfoundland and Labrador	523	0.85%
Prince Edward Island	229	0.37%
Yukon	85	0.14%
Northwest Territories	30	0.05%
Nunavut	5	0.01%

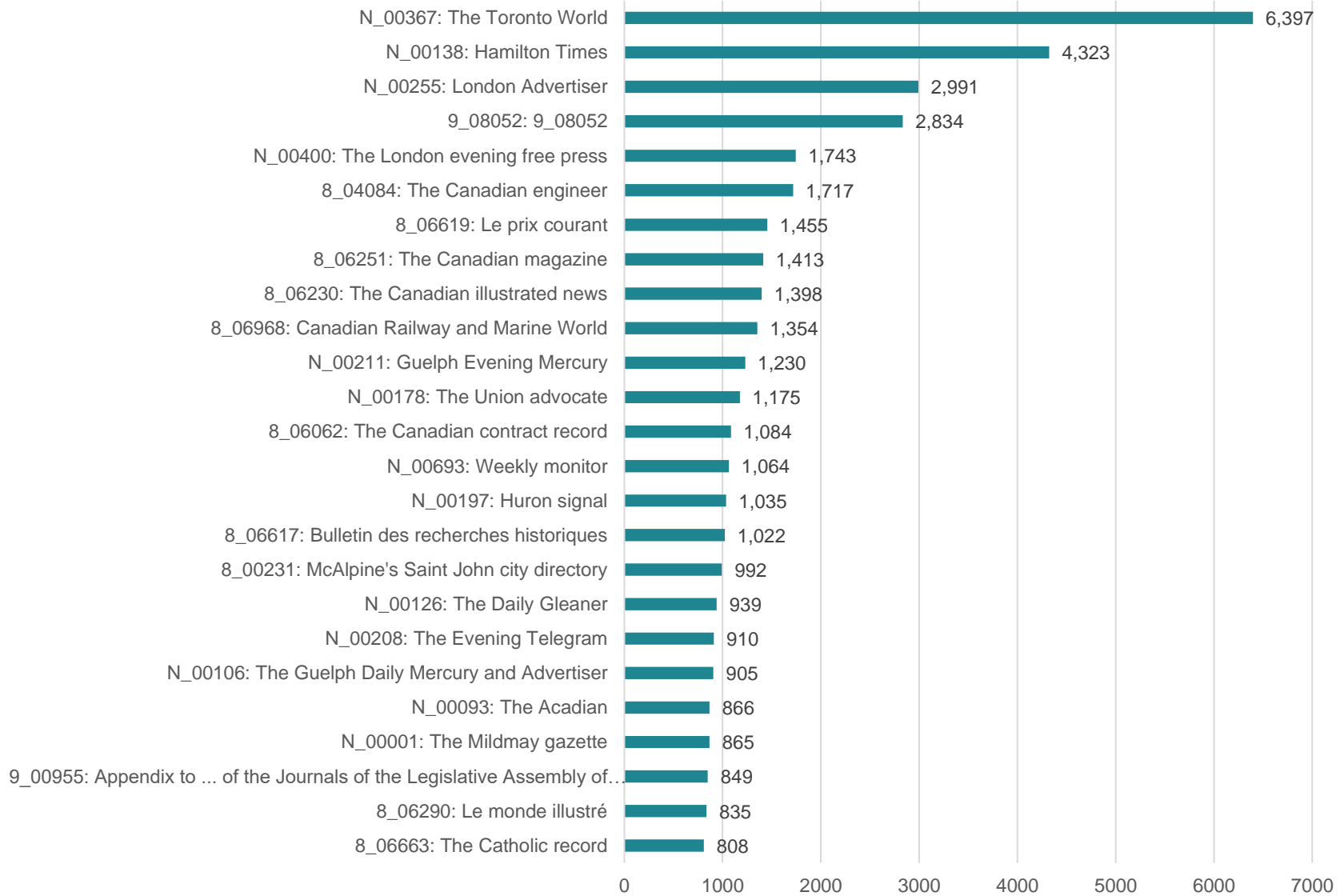


Users by City (Top 25)

*Top 25 cities are in Canada for current reporting period



Most Popular Canadiana Items
 (Top 25 by number of Unique Pageviews)



Most Popular Canadiana Items

(Top 25 by number of Users)

