

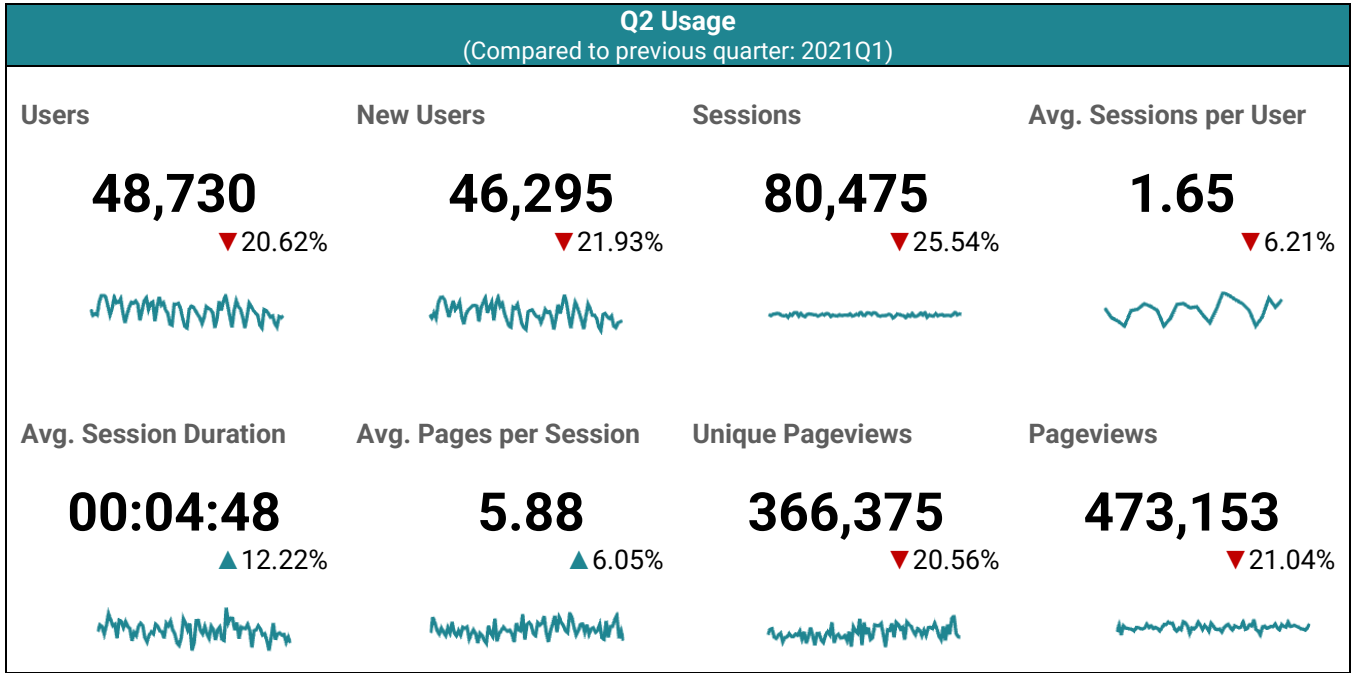


# Canadiana

by CRKN | par RCDR

Reporting Period  
April 1 – June 30, 2021

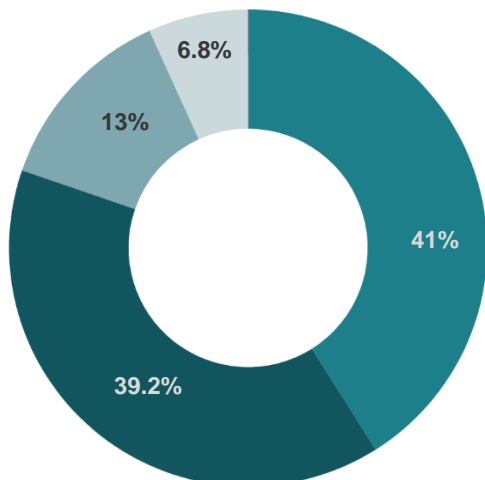
Platform  
[www.canadiana.ca](http://www.canadiana.ca)



### Acquisitions

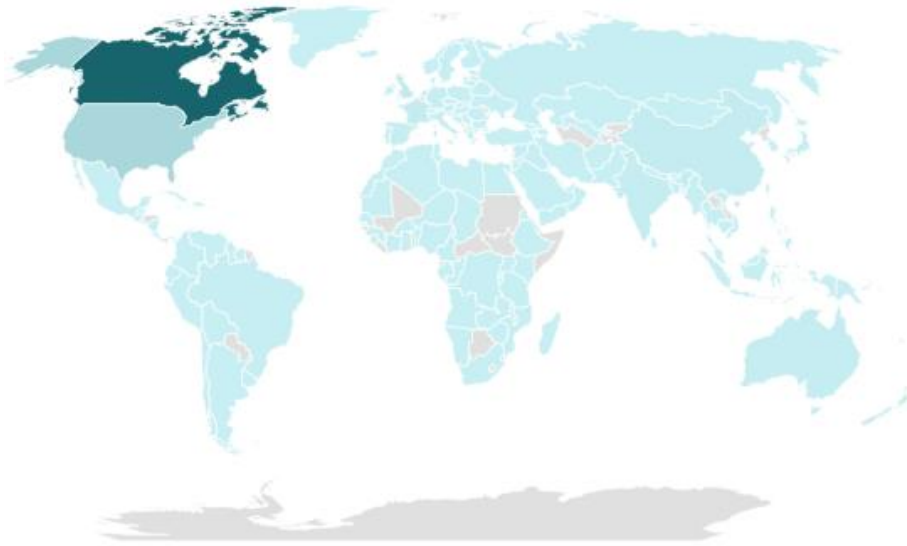
(Traffic to site by number of users)

Channel	Users
<span style="color: #008080;">●</span> Direct	20,680 (41%)
<span style="color: #006464;">●</span> Organic Search	19,939 (39.2%)
<span style="color: #80CBC4;">●</span> Referral	6,584 (13%)
<span style="color: #B2DFDB;">●</span> Social Media	3,434 (6.8%)



### 2021 Year to Date

Users	106,045
New Users	105,737
Sessions	188,500
Avg. Sessions per User	1.78
Avg. Session Duration	00:04:31
Pages/Session	5.69
Unique Pageviews	827,571
Pageviews	1,072,385



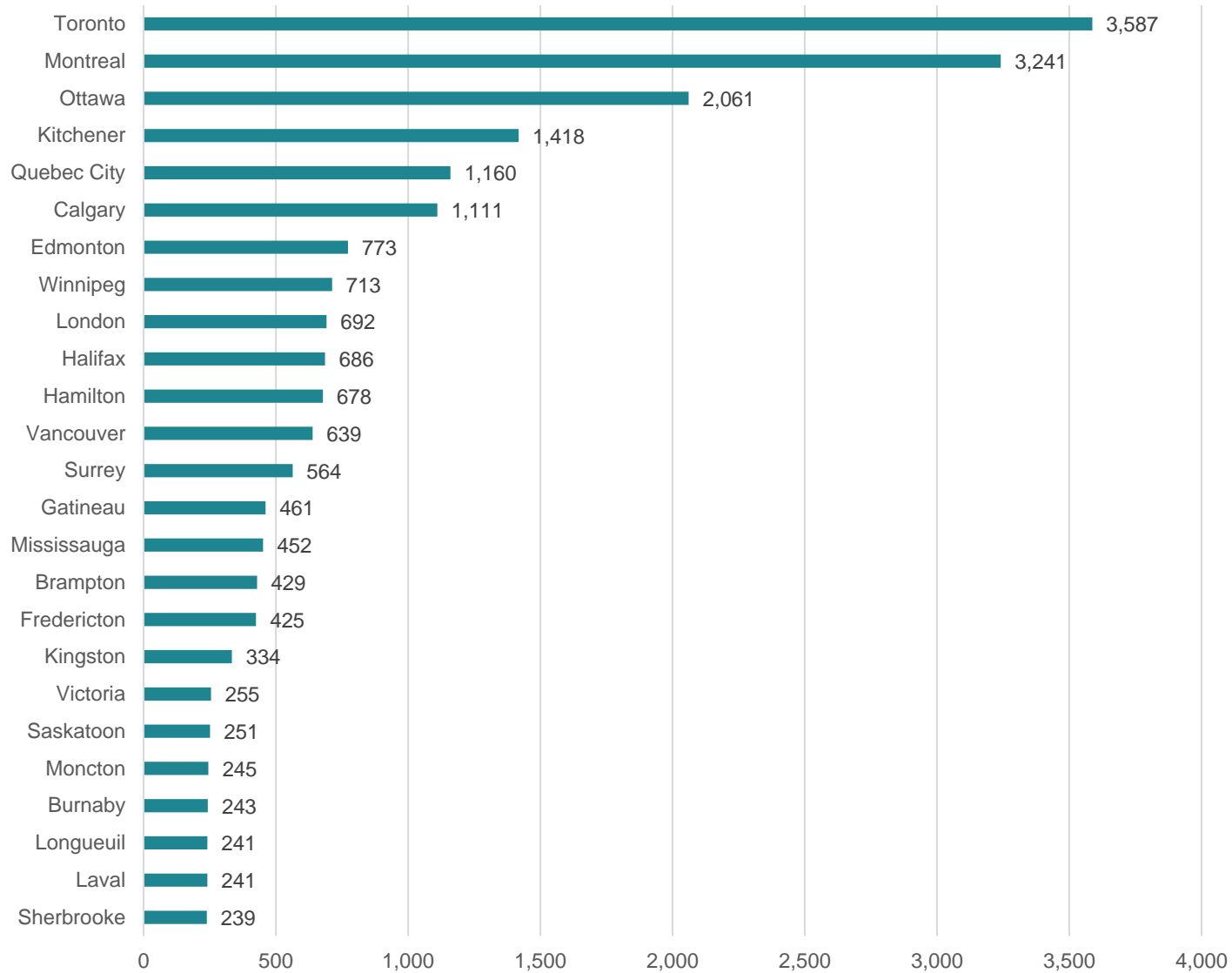
Country (Top 25)	Users	% (World)
Canada	36561	74.49%
United States	6317	12.87%
United Kingdom	1092	2.22%
China	539	1.10%
France	538	1.10%
Australia	356	0.73%
India	339	0.69%
Germany	296	0.60%
Italy	202	0.41%
Brazil	140	0.29%
Spain	137	0.28%
Netherlands	137	0.28%
Russia	112	0.23%
Japan	109	0.22%
New Zealand	104	0.21%
Philippines	101	0.21%
Ireland	95	0.19%
Mexico	85	0.17%
Switzerland	70	0.14%
Belgium	66	0.13%
South Korea	63	0.13%
Sweden	61	0.12%
Hong Kong	56	0.11%
Ukraine	55	0.11%
Poland	54	0.11%

Canada (by Province)	Users	% (Canada)
Ontario	15,646	42.41%
Quebec	8,649	23.44%
British Columbia	4,115	11.15%
Alberta	2,959	8.02%
Nova Scotia	1,989	5.39%
New Brunswick	1,210	3.28%
Manitoba	983	2.66%
Saskatchewan	675	1.83%
Newfoundland and Labrador	389	1.05%
Prince Edward Island	166	0.45%
Yukon	58	0.16%
Northwest Territories	42	0.11%
Nunavut	2	0.01%

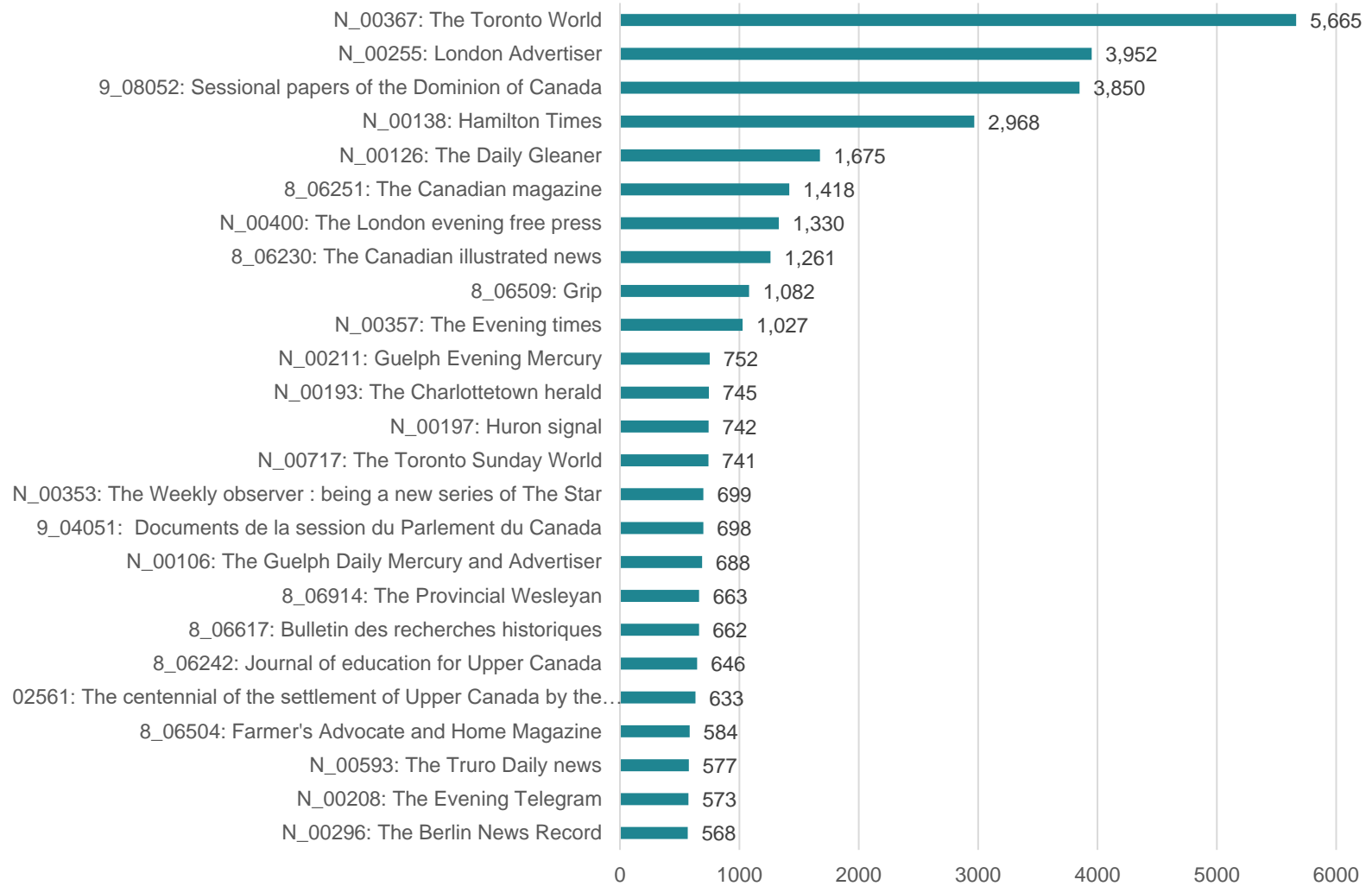


### Users by City (Top 25)

\*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)

