

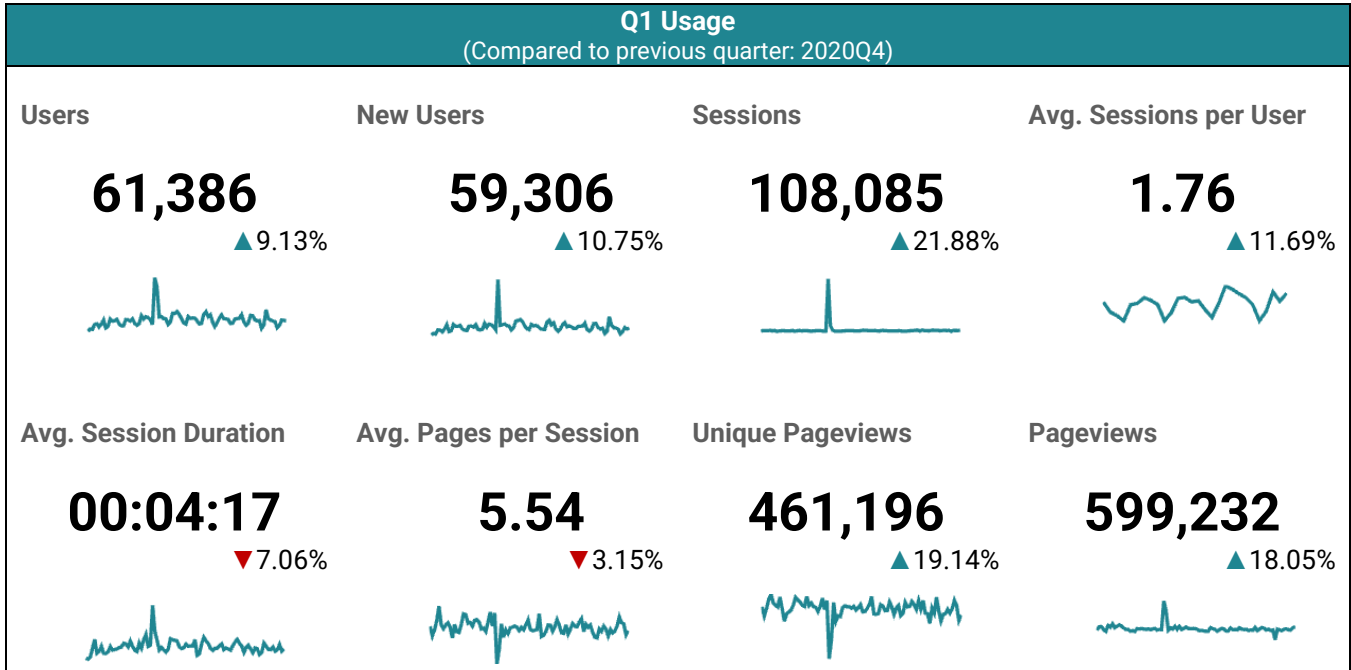


# Canadiana

by CRKN | par RCDR

Reporting Period  
January 1 – March 31, 2021

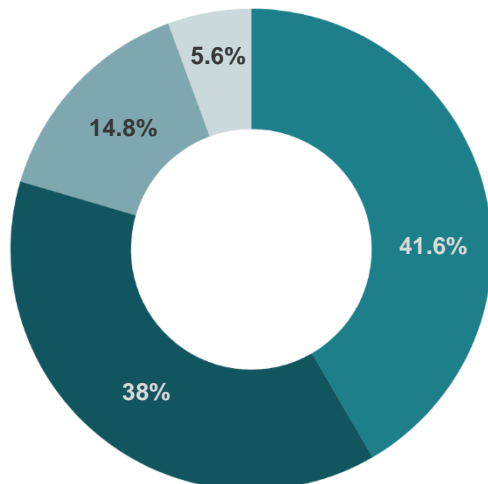
Platform  
www.canadiana.ca



### Acquisitions

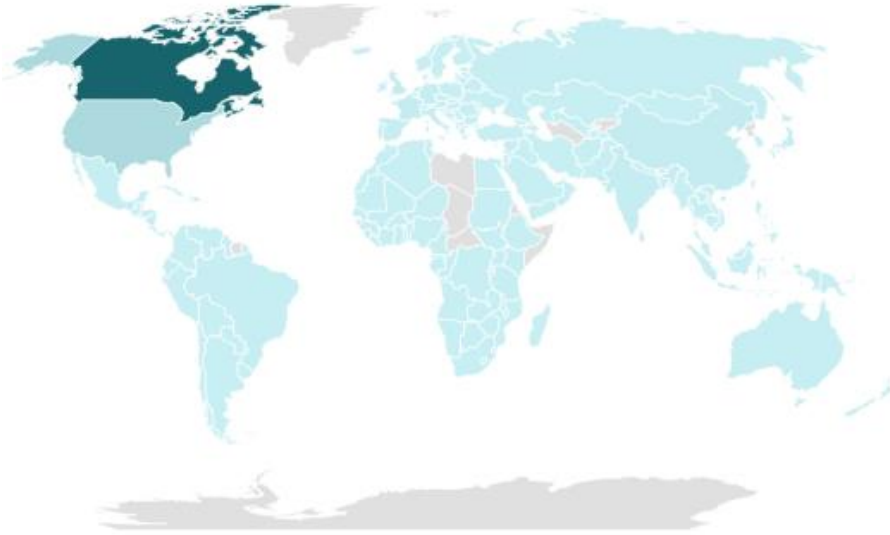
(Traffic to site by number of users)

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



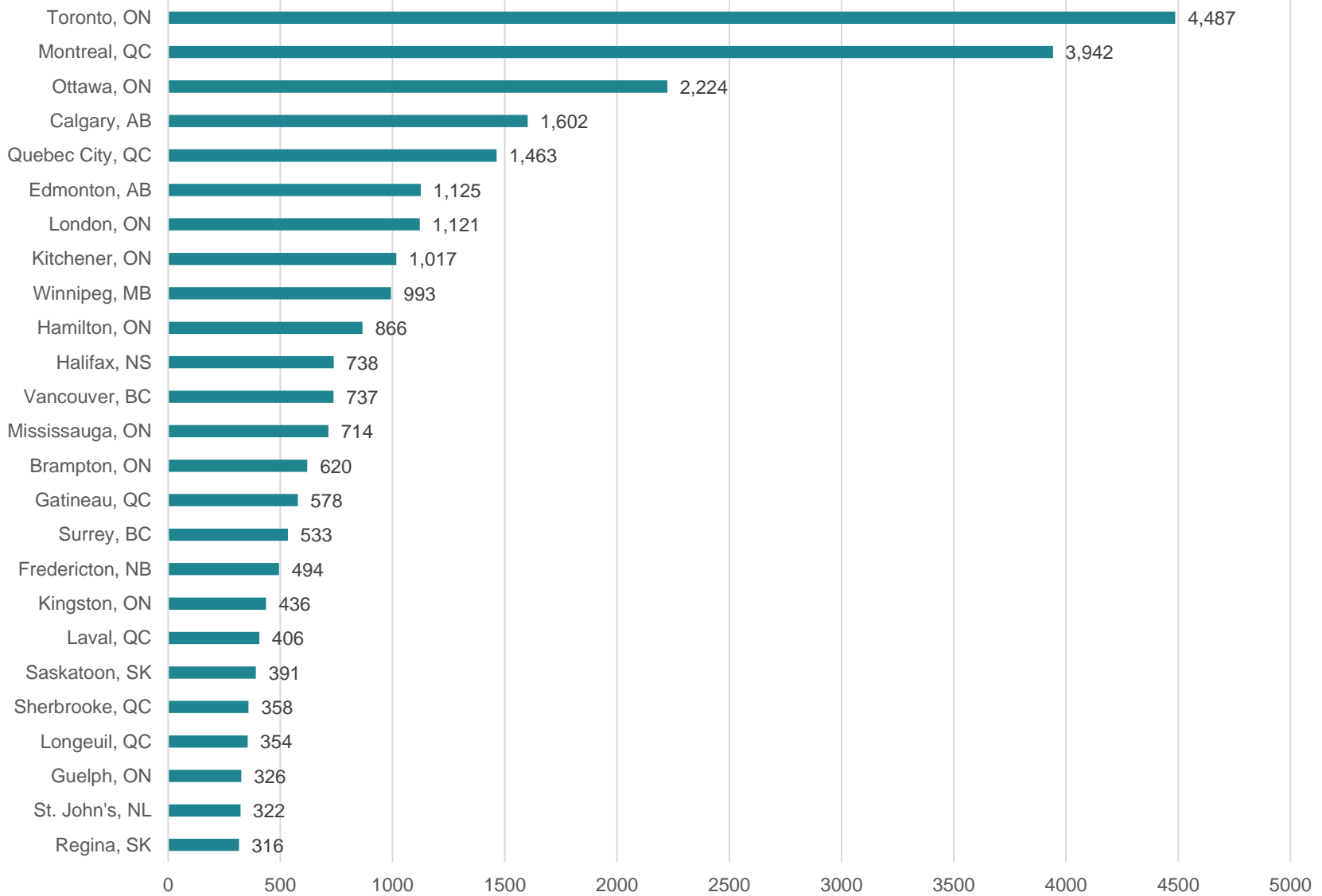
Country (Top 25)	Users	% (World)
Canada	45,756	74.54%
United States	6,880	11.21%
United Kingdom	1,187	1.93%
China	765	1.25%
France	748	1.22%
India	494	0.80%
Germany	366	0.60%
Australia	313	0.51%
Italy	272	0.44%
Spain	192	0.31%
Japan	179	0.29%
Brazil	172	0.28%
Mexico	158	0.26%
Russia	155	0.25%
Netherlands	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)

