



Canadiana

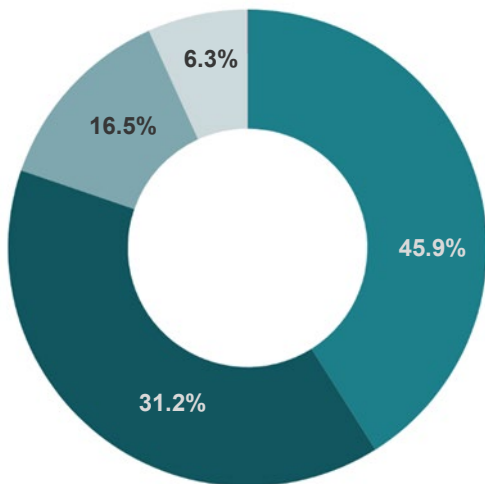
by CRKN | par RCDR

Reporting Period
April 1 – June 30, 2022

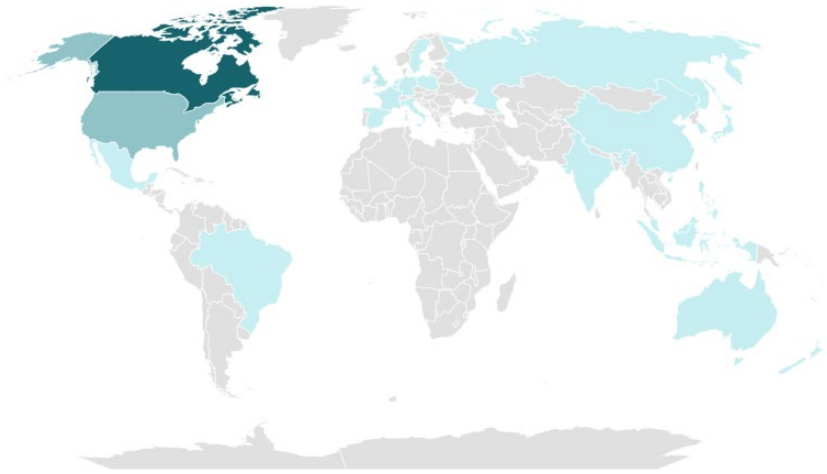
Platform
www.canadiana.ca

Q2 Usage (Compared to previous quarter: 2022Q1)			
Users 45,865 ▼11.57%	New Users 43,121 ▼12.21%	Sessions 72,334 ▼15.67%	Avg. Sessions per User 1.58 ▼4.64%
Avg. Session Duration 04:43 ▼0.25%	Avg. Pages per Session 5.58 ▲2.63%	Unique Pageviews 403,565 ▼13.45%	Pageview 325,685 ▼13.56%

Acquisitions (Traffic to site by number of users)	
Channel	Users
Direct	21789 (45.9%)
Organic Search	14,824 (31.2%)
Referral	7,852 (16.5%)
Social Media	2,985 (6.3%)



2022 Year to Date	
Users	95,135
New Users	92,239
Sessions	158,108
Avg. Sessions per User	1.66
Avg. Session Duration	00:04:43
Pages/Session	5.50
Unique Pageviews	702,460
Pageviews	869,859

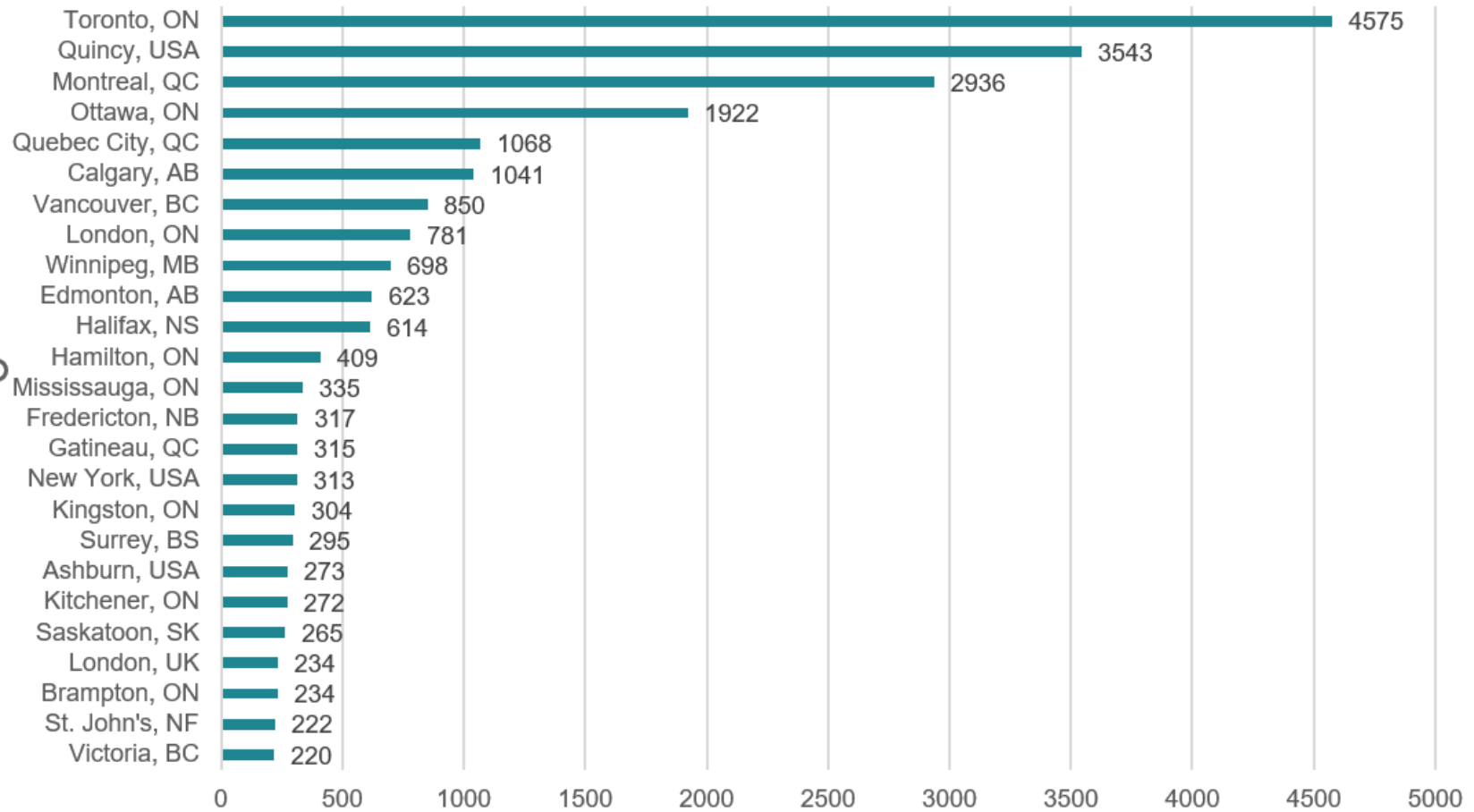


Country (Top 25)	Users	% (World)
Canada	31037	69.38%
United States	9885	22.09%
United Kingdom	905	2.02%
France	391	0.87%
Australia	320	0.71%
India	232	0.51%
Germany	215	0.48%
China	209	0.46%
Ireland	141	0.31%
Italy	133	0.29%
Netherlands	119	0.26%
Spain	118	0.26%
Japan	114	0.25%
Brazil	110	0.24%
New Zealand	108	0.24%
Poland	101	0.22%
Mexico	91	0.20%
Russia	81	0.18%
Sweden	81	0.18%
Belgium	66	0.14%
Hong Kong	66	0.14%
Philippines	66	0.14%
South Korea	51	0.11%
Malaysia	51	0.11%
Indonesia	40	0.08%

Canada (by Province)	Users	% (Canada)
Ontario	13658	43.93%
Quebec	7094	22.83%
British Columbia	3455	11.12%
Alberta	2345	7.54%
Nova Scotia	1498	4.82%
Manitoba	931	2.99%
New Brunswick	905	2.91%
Saskatchewan	630	2.02%
Newfoundland and Labrador	340	1.09%
Prince Edward Island	149	0.47%
Yukon	42	0.13%
Northwest Territories	13	0.04%
Nunavut	3	0.009%

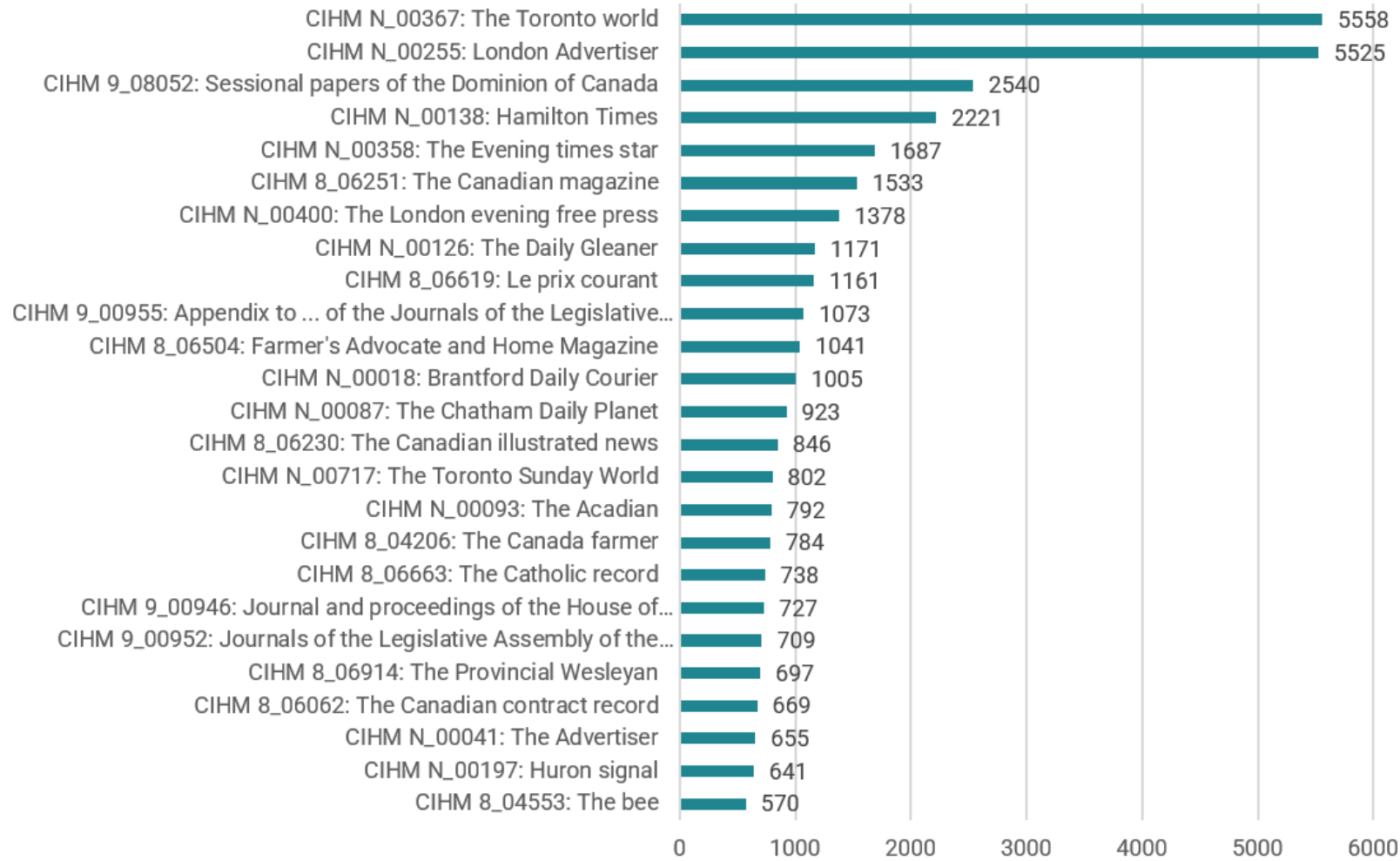


Users by City (Top 25)



Most Popular Canadiana Series

(Top 25 by number of Pageviews)



Most Popular Canadiana items (Monographs)
 (Top 25 by unique pageviews)

