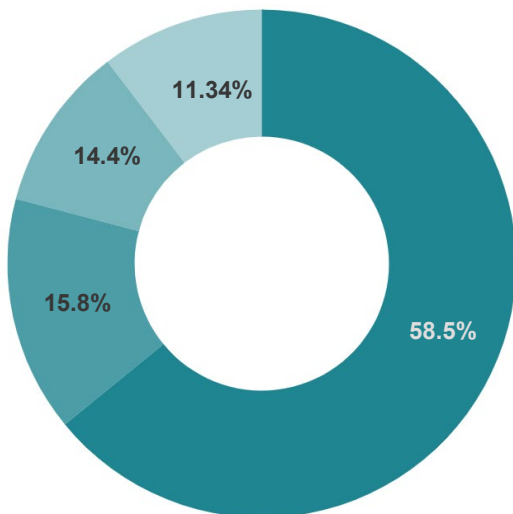
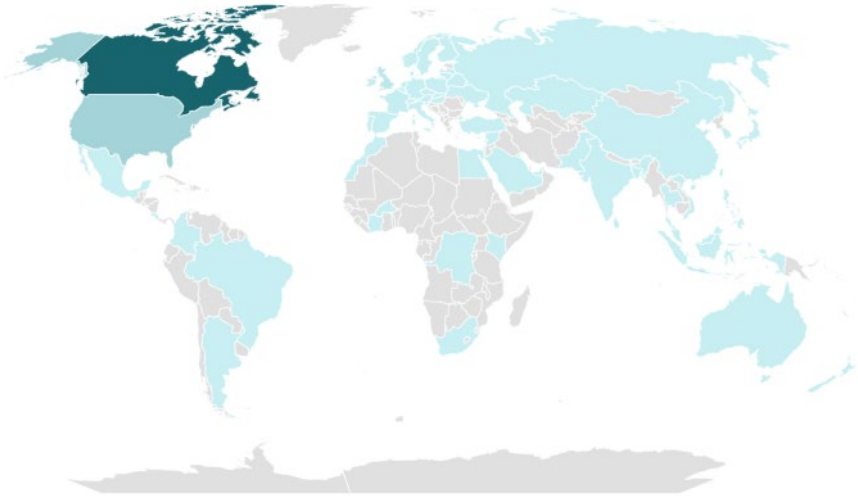


Acquisitions (Traffic to site by number of users)	
Channel	Users
● Direct	9,987 (58.5%)
● Organic Search	2,458 (14.4%)
● Referral	1,932 (11.3%)
● Social Media	2,704 (15.8%)

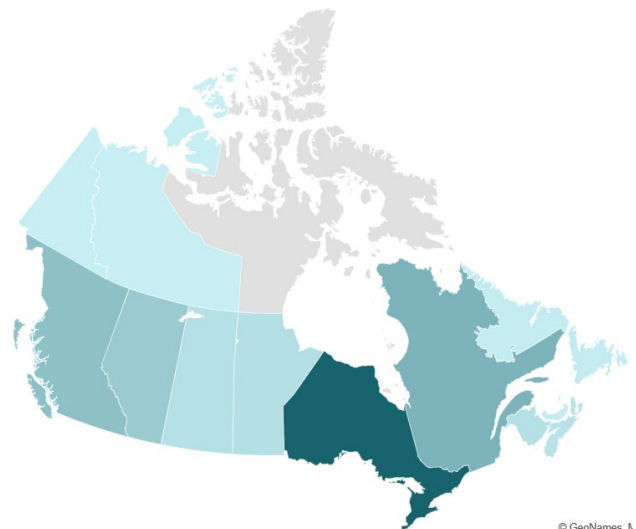


2022 Year to Date	
Users	33,042
New Users	32,201
Sessions	75,548
Avg. Sessions per User	2.14
Avg. Session Duration	00:05:39
Pages/Session	4.93
Pageviews	372,606
Unique Pageviews	292,222



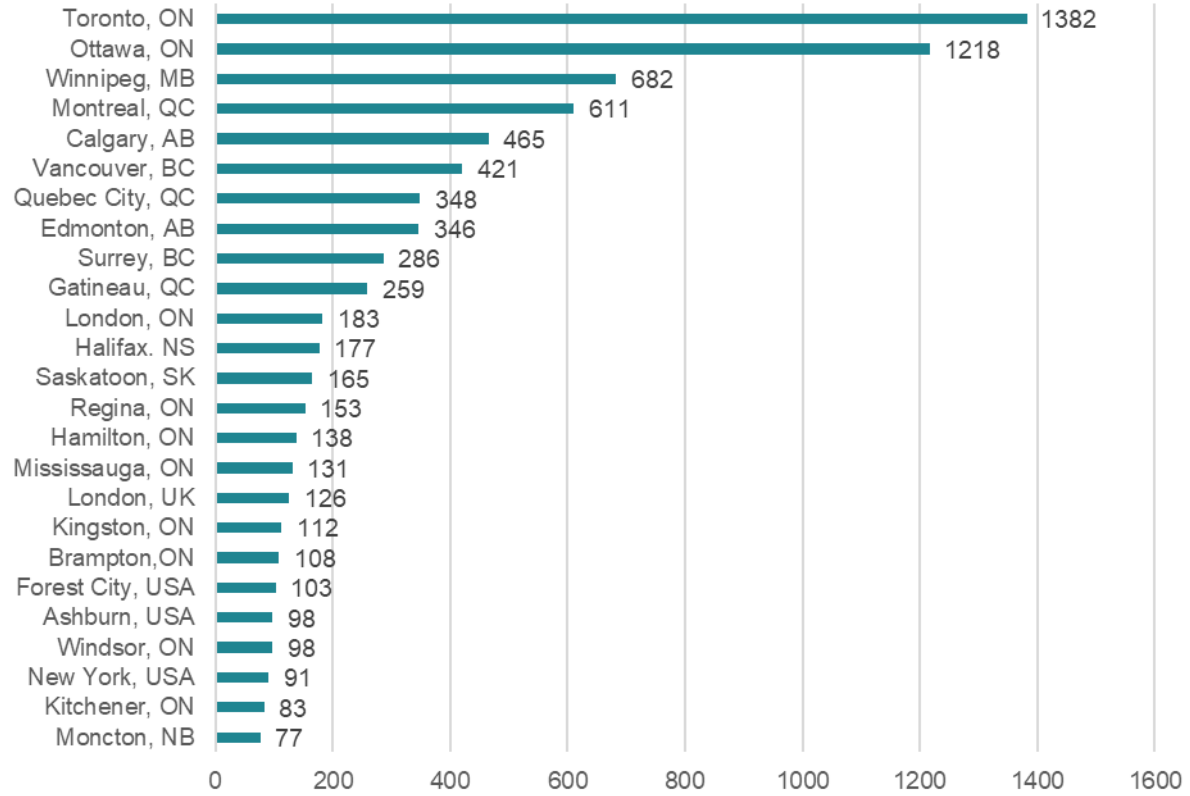
Country (Top 25)	Users	% (World)
Canada	12277	75.51%
United States	2477	15.23%
United Kingdom	647	3.97%
Netherlands	200	1.23%
France	114	0.70%
Australia	99	0.60%
Ireland	64	0.39%
Sweden	52	0.31%
Germany	44	0.27%
New Zealand	40	0.24%
China	34	0.20%
Belgium	29	0.17%
Poland	28	0.17%
Switzerland	20	0.12%
Finland	17	0.10%
Italy	17	0.10%
Russia	15	0.09%
Norway	14	0.08%
Denmark	13	0.07%
India	13	0.07%
Czechia	11	0.06%
Spain	10	0.06%
Japan	8	0.04%
Mexico	8	0.04%
Brazil	6	0.03%

Canada (by Province)	Users	% (Canada)
Ontario	5077	40.5%
Quebec	2074	16.5%
British Columbia	1719	13.7%
Alberta	1347	10.7%
Manitoba	959	7.66%
Saskatchewan	439	3.50%
Nova Scotia	399	3.18%
New Brunswick	308	2.46%
Newfoundland and Labrador	118	0.94%
Prince Edward Island	45	0.35%
Northwest Territories	20	0.15%
Yukon	13	0.10%



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Users by City (Top 25)



Most Popular Héritage Series
(Top 25 by number of Pageviews)

