

HOW TO READ



ClickScapes Extract - Target Group

ClickScapes captures weekly and monthly web visit browsing behaviours of Canadian consumers across a broad cross-section of mobile applications, individual websites, companies, and interest categories. The ClickScapes Extract Tools provide comprehensive ClickScapes data, in the form of a downloadable .CSV report, so you can take a detailed look at your target group's browsing behaviour.



AreaName: The name of the Benchmark selected for the extract and where the home or mobile network is located.

Order: Corresponds to the order in which the Variables have been listed in the variables list.

TargetGroup: The name of the Target Group that this row of data applies to.

VarId: The unique code identifier for each Variable.

VariableName: A description of the Variables selected for the extract, including method of web browsing (Home Internet vs. Mobile), type of variable (website vs. app), and URL visited.

Category: The category to which the website, app, or company is assigned.

Count: The count of visit days by the Target Group for the website, app, or company in the Benchmark. Visit days are the number of days a website, app, interest category, or company was visited in the specified time frame. The days reflect the total days and do not need to be sequential.

PctComp: The proportion of the total Target Group visit days for the category for the website, app, or company in the Benchmark.

BaseCount: The count of visit days by the total Benchmark for the website, app, or company in the Benchmark. Visit days are the number of days a website, app, interest category, or company was visited in the specified time frame. The days reflect the total days and do not need to be sequential.

BasePctComp: The proportion of the total Benchmark visit days for the category for the website, app, or company.

PctPen: The proportion of the total Benchmark visit days for the Target Group for the website, app, or company.

Index: A measure of comparison between the proportion of visit days in the Target Group and the proportion of visit days in the Benchmark. An Index of 100 is average. Indices above 100 are above-average or over-represented. Indices below 100 are below-average or under-represented.

DateRange: The user-defined time period selected for the extract, in weeks or months.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	AreaName	Order	TargetGroup	VarId	VariableName	Category	Count	PctComp	BaseCount	BasePctComp	PctPen	Index	DateRange		
2	Canada	1	Diverse Fit Families	WH14802C	Home Internet - Website - 247wallst.com (Visit Days)	Finance	255.1277956	2.38E-04	5247.151829	3.47E-04	4.86E-02	68.67374441	2022 - September, 2022 - October		

The Target Group "Diverse Fit Families" visited the Finance website 247wallst.com via a home internet connection for approximately 255 days in September and October 2022. For the whole Finance category, this makes up less than one percent (0.000238%) of visit days for this time period. Comparatively, all visitors in the Benchmark (Canada) contributed approximately 5,247 days to this same website, which is also a low proportion at 0.000347% of total visit days for this time period. Of all Benchmark visit days to this website, 0.0486% were from this Target Group; this is the penetration rate. With an index of 69, Diverse Fit Families are not likely to visit this website for financial information compared to the Benchmark.