

(NHQ-AC)

From: (NHQ-AC)
Sent: Thursday, April 23, 2015 3:15 PM
To: (NHQ-AC)
Subject: RE: Virtual Tour - Web traffic
Attachments: Analytics Dashboard - Beyond the Fence - French_Apr23.pdf; Analytics Dashboard - Beyond the Fence - English_apr23.pdf

Hi

Here you go! I have also attached the new dashboards.

English:

- Nearly 17,500 people have visited the tour page.
- The total number of pageviews ("hits") is just over 23,500
- Apprx 730 users visited the page from the Canada.ca carousel.
- The majority of users (44%) viewed the tour on desktop, with 41% using PC and 15% using a tablet
- Most visitors are in Canada (over half of which are from Ontario), though there were visits from the US, France, Australia, and the UK.

French:

- Apprx 3,800 people visited the tour page.
- The total number of pageviews ("hits") is around 5000
- Just over 115 people visited the page from the Canada.ca carousel
- The majority of users (51%) used desktop, with 33% using a mobile device, and 15% using a tablet
- Most visitors are in Canada (with the vast majority being from Quebec), with additional visitors from US, France, and Morocco.

On Twitter, tweets resulted in nearly 150 clicks (combined en and fr)

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From: (NHQ-AC)
Sent: Thursday, April 23, 2015 12:05 PM
To: (NHQ-AC)
Subject: RE: Virtual Tour - Web traffic

Can we get some updated numbers – I will be calling the MO to see if we can start our Twitter campaign.

From: (NHQ-AC)
Sent: Tuesday, April 21, 2015 9:22 AM
To: (NHQ-AC)
Subject: RE: Virtual Tour - Web traffic

My pleasure 😊

From: NHQ-AC
Sent: Tuesday, April 21, 2015 9:04 AM
To: (NHQ-AC); (NHQ-AC)
Cc: (NHQ-AC); GEN-NHQ e-Comms
Subject: RE: Virtual Tour - Web traffic

This is so impressive! Thanks

From: (NHQ-AC)
Sent: Monday, April 20, 2015 11:29 AM
To: NHQ-AC
Cc: (NHQ-AC); (NHQ-AC); GEN-NHQ e-Comms
Subject: Virtual Tour - Web traffic

Good morning

FYI – Here are some numbers for you on Virtual Tour traffic! I have also attached two dashboards in PDF for your convenience.

English:

- Just over 14,000 people have visited the tour page.
- The total number of pageviews (“hits”) is just over 19,600.
- Apprx 350 users visited the page from the Canada.ca carousel.
- The majority of users (46%) viewed the tour on a mobile device, with 37% using PC and 16% using a tablet
- Most visitors are in Canada (over half of which are from Ontario), though there were visits from the US, Australia, and the UK.

French:

- Apprx 2,600 people visited the tour page.
- The total number of pageviews (“hits”) is around 3,500
- Just over 55 people visited the page from the Canada.ca carousel
- The majority of users (43%) used desktop, with 39% using a mobile device, and 18% using a tablet
- Most visitors are in Canada (with the vast majority being from Quebec), with additional visitors from US, France, and Australia.

As had mentioned, our tweets resulted in nearly 140 clicks (combined En and Fr).

I will continue to keep you updated this week. Thank you! Let me know if you have any questions.

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REVISE PAR LA DIVISION ATRP
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Beyond the Fence - French

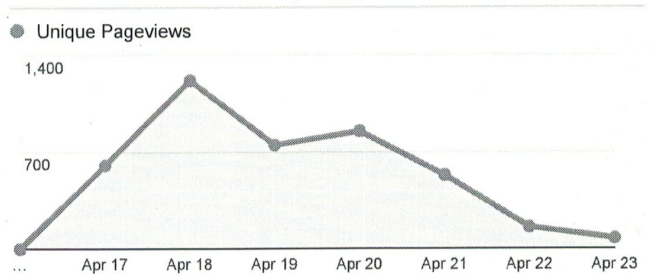
Apr 16, 2015 - Apr 23, 2015

All Sessions
 100.00%

Views

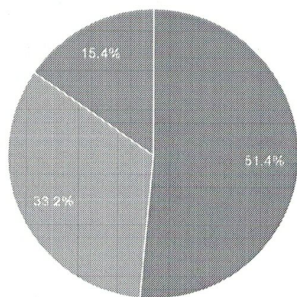
| Page | Pageviews | Unique Pageviews |
|---|-----------|------------------|
| /scc-visite-virtuelle/index-fra.shtml | 5,062 | 3,819 |
| /scc-visite-virtuelle/index-fra.shtml?_campaign=carousel_canada.ca_Au-dela_des_murs | 149 | 117 |
| /scc-visite-virtuelle/1-fra.shtml | 130 | 98 |
| /scc-visite-virtuelle/index-eng.shtml | 64 | 54 |
| /scc-visite-virtuelle/6-fra.shtml | 15 | 12 |

Unique Pageviews



Device

desktop mobile tablet



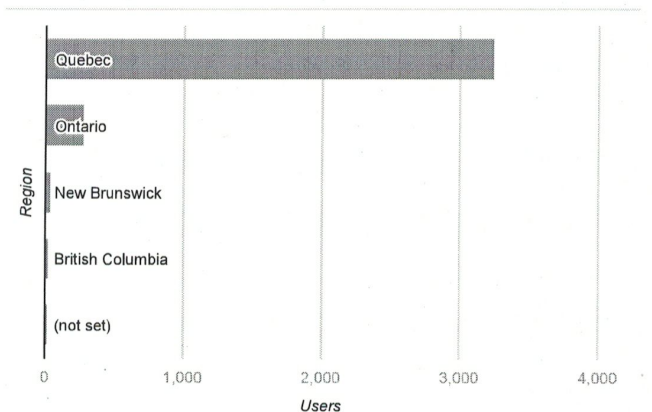
Browser

| Browser | Users |
|----------------------|-------|
| Internet Explorer | 1,193 |
| Safari (in-app) | 1,002 |
| Chrome | 976 |
| Safari | 232 |
| Firefox | 174 |
| Android Browser | 130 |
| BlackBerry | 6 |
| Opera | 4 |
| IE with Chrome Frame | 1 |

Users by Country

| Country | Users |
|--------------------|-------|
| Canada | 3,621 |
| United States | 35 |
| France | 18 |
| Morocco | 6 |
| Australia | 3 |
| Brazil | 3 |
| Dominican Republic | 3 |
| Italy | 3 |
| Switzerland | 2 |

Users by Region



Source

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RÉVISÉ PAR LA DIVISION AIPRP
Service correctionnel du Canada

| Source | Users |
|------------------------|-------|
| m.facebook.com | 1,402 |
| (direct) | 1,052 |
| l.facebook.com | 392 |
| facebook.com | 376 |
| google | 216 |
| canada.ca | 96 |
| lm.facebook.com | 50 |
| infonet-home | 38 |
| infonet | 25 |
| recherche-search.gc.ca | 18 |

Beyond the Fence - English

Apr 16, 2015 - Apr 23, 2015

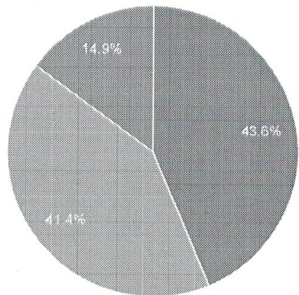
 All Sessions
100.00%

Views

| Page | Pageviews | Unique Pageviews |
|---|-----------|------------------|
| /csc-virtual-tour/index-eng.shtml | 23,589 | 17,483 |
| /csc-virtual-tour/index-fra.shtml | 1,157 | 830 |
| /csc-virtual-tour/index-eng.shtml?_campaign=carousel_canada.ca_Beyond_the_Fence | 921 | 730 |
| /csc-virtual-tour/1-eng.shtml | 643 | 481 |
| /csc-virtual-tour/7-eng.shtml | 131 | 102 |

Device

■ desktop ■ mobile ■ tablet

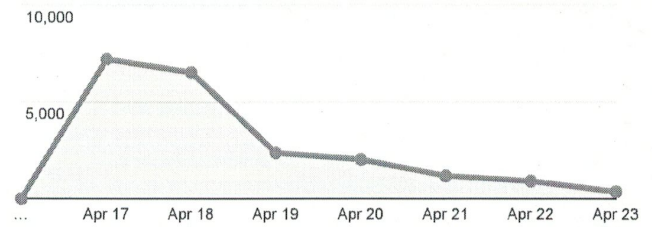


Users by Country

| Country | Users |
|----------------|--------|
| Canada | 15,956 |
| United States | 892 |
| France | 403 |
| Australia | 127 |
| United Kingdom | 84 |

Unique Pageviews

● Unique Pageviews



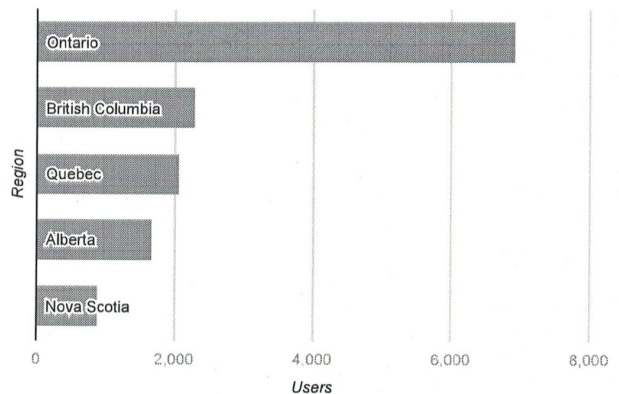
Browser

Browser

Users

| | |
|-------------------|-------|
| Chrome | 5,207 |
| Safari (in-app) | 5,095 |
| Internet Explorer | 3,844 |
| Safari | 1,954 |
| Firefox | 1,086 |
| Android Browser | 479 |
| BlackBerry | 223 |
| Opera | 13 |

Users by Region



Source

| Source | Users |
|---------------------|-------|
| m.facebook.com | 6,164 |
| (direct) | 3,835 |
| cbc.ca | 2,232 |
| l.facebook.com | 1,482 |
| facebook.com | 1,278 |
| google | 814 |
| canada.ca | 598 |
| rue89.nouvelobs.com | 413 |
| lm.facebook.com | 327 |
| infonet | 188 |