Competitive insights to power your online marketing

Experian
Hitwise
About Experian Hitwise

Experian Hitwise is the leading global online competitive intelligence service, helping clients protect and grow market share through the application of Internet measurement data.

Experian® Hitwise® measures the largest sample of Internet users — 25 million worldwide, including 10 million in the United States. This sample size allows you to understand Internet behavior and competitive activity through data that is unmatched in timeliness, depth and breadth.

By analyzing data on more people, more Web sites, more often, Hitwise identifies your online marketing opportunities based on how your online presence compares with competitive Web sites.

This information is used to maximize your return on investment in efforts such as affiliate programs, search marketing, online advertising, content development and lead generation. You also gain daily access to competitive insights via the user-friendly Hitwise Web site.

Annualized agreements can be customized to meet your specific business objectives, and you'll be provided with a dedicated account manager and ongoing product training.

Hitwise, an Experian company (FTS:EXPN), www.experianplc.com, operates in the United States, the United Kingdom, Australia, New Zealand, Hong Kong, Singapore, Brazil and Canada.

Our Clients and how they use Hitwise

More than 1,500 Hitwise clients worldwide continue to gain competitive advantage in their online marketing campaigns. Hitwise data plays a crucial role in planning, executing and reporting across the following areas:

• Benchmarking against key competitors
• Search marketing and search engine optimization campaigns
• Content development and programming
• Affiliate marketing programs
• Online advertising and sponsorships
• Sales and business development

Our clients include:

- Ask.com
- 1-800-flowers.com
- intuit
- Motel 6
- Delta
- mtv.com
- shopzilla
- Hbi
- Cabela's
- Overstock.com
- AAA
- Edmunds.com
- Meredith Corporation
- TIME
- Best Buy
- CBS News
- Vans
Competitive intelligence tools and features

The Hitwise Competitive Intelligence service is updated daily, and competitive insights are delivered through a user-friendly, customizable online interface. You have access to a range of competitive intelligence tools, enabling you to analyze competitive information in a format best suited to your specific business objectives.

**Rankings**
Hitwise rankings provides an instant overview of key players and fast-moving Web sites across more than 160 industries and your custom categories.

**Clickstream**
Hitwise Clickstream data provides extensive reports on the upstream and downstream traffic from a specific Web site, industry or custom category, including the breakdown of new and returning visitors to your Web site.

**Search Intelligence™**
Hitwise Search Intelligence™ is an industry-leading keyword research tool for analyzing the long tail of search data. It provides extensive insights on how people have successfully searched for products and services across all major search engines and includes paid and organic breakdowns.

**Lifestyle**
Hitwise Lifestyle identifies top-performing sites that attract your most desirable customers and instantly provides behavioral and psychographic data on the segments that visit your site and competitors’ sites.

**Demographics**
Profile visitors to a website or industry by key demographics including age, gender, household income and geographic location by state and DMA.

**Charting**
Hitwise Charting enables you to create customized charts detailing how web sites, industry categories or search terms perform against each other over time.

**Hitwise Customizations and Alerts**
Set up e-mail alerts to notify you when there is a change in competitive activity within your industry.

**Custom Data and Analysis**
Hitwise Custom taps into specialized Hitwise resources and enormous proprietary data sets to deliver information and analysis tailored to specific business objectives. Hitwise Custom will enable you to take actions that generate immediate return.

**Conversions**
These customized reports provide detailed insight on how customers interact with specific sections on competitive Web sites and which customer acquisition tactics have proven to be most successful.

**Answers**
Hitwise Answers is a powerful navigation tool that prompts you with marketing questions Hitwise can help answer.

**Dashboards**
Hitwise Dashboards allows you to view your favorite Hitwise reports on a single page. Reports are customizable and updated automatically.
Hitwise reports on more than 1 million Web sites across more than 160 industries, providing clients with an instant view of key competitors. A summary of the industries Hitwise covers is listed below:

**All categories**

**Automotive**
- Dealerships
- Manufacturers
- Motorcycling
- Motorsports
- Recreation

**Aviation**
- Commercial Airlines

**Business and Finance**
- Accountancy
- Agricultural
- Banks and Financial

**Institutions**
- Book Publishers
- Building and Construction
- Business Directories
- Business Information
- Consultancies
- Electronics
- Employment and Training
- Freight and Storage
- Information technology and Internet
- Insurance
- Legal
- Manufacturing and Industrial
- Marketing
- Primary Industry and Resources
- Professional Associations
- Real Estate
- Stocks and Shares
- Telecommunications
- Utilities

**Community**
- Humanitarian
- Organizations

**Computers and Internet**
- E-greetings
- Electronics
- E-mail Services
- Graphics and Clip Art
- Hardware
- Hosting and Domain Registration
- Internet Advertising
- Social Networking and Forums
- Paid to Surf
- Portal Front Pages
- Search Engines
- Software
- Web Development
- Webcams

**Education**
- Institutions
- Reference

**Entertainment**
- Animation and Comics
- Arts
- Books and Writing
- Competitions
- Games
- Humor
- Mobile Phones
- Movies
- Multimedia
- Nightlife
- Performing Arts
- Personalities
- Photography
- Radio
- Television
- Wrestling

**Food and Beverage**
- Brands and Manufacturers
- Lifestyle and Reference
- Restaurants and Catering

**Gambling**
- Bingo
- Casinos
- Directories
- Games
- Lotteries
- Poker
- Sport Betting

**Government**
- County, City and Town
- Federal
- State

**Health and Medical**
- Alternative
- Health Insurance
- Hospitals
- Information
- Organizations
- Paramedical and Ancillary
- Pharmaceutical and Medical Products
- Pharmacies
- Primary and Specialist
- Research
- Well-being

**Lifestyle**
- Beauty
- Blogs and Personal Websites
- Children's sites
- Dating
- Environment
- Family
- Fashion
- Gay and Lesbian
- Hobbies and Crafts
- House and Garden
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