

Competitive Insights to power your Online Marketing



About Hitwise

Hitwise is the world's leading online competitive intelligence service used by businesses worldwide to make better online marketing decisions.

Each day we report on how more than 25 Million Internet users (10 Million in the US) interact with over 1 Million websites across more than 160 industries. Hitwise collects anonymous Internet usage information from a combination of ISP data partnerships and opt-in panels, and complies with local and international privacy legislation as audited by PricewaterhouseCoopers.

By analyzing data on more people, more websites, more often, Hitwise identifies online marketing opportunities for its clients based on how their online presence compares to competitive websites. This information is used to maximize the return on clients' online investments in efforts such as affiliate programs, search marketing, online advertising, content development and lead generation. Clients of Hitwise access daily competitive insights via the user-friendly Hitwise website.

Annualized agreements can be customized to meet a client's specific business objectives and Hitwise clients are assigned a dedicated Account Manager and receive ongoing product training.

Hitwise, a subsidiary of Experian (FTS: EXPN) www.experiangroup.com, operates in the United States, United Kingdom, Australia, New Zealand, Hong Kong and Singapore.

Our Clients and how they use Hitwise

Our 1,400 clients worldwide use Hitwise to gain a unique competitive advantage across their online marketing programs. Hitwise data plays a crucial role in the planning, evaluation and reporting stages of various online programs such as:



Benchmarking Against Key Competitors



Search Marketing and Search Engine Optimization Campaigns



Affiliate Marketing Programs



Online Advertising and Sponsorships



Content Development and Programming



Sales and Business Development

A select list of our clients includes:



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Competitive Intelligence Tools and Features

The Hitwise Competitive Intelligence Service is updated daily and competitive insights are delivered in a user-friendly, online interface. Clients have access to a range of competitive intelligence tools, enabling them to analyze competitive information in a format best suited to their specific business objectives.



Rankings

Hitwise Rankings provides an instant overview of key players and fast-moving websites across 160 industries and your custom categories.



Ranking Alerts

Hitwise Ranking Alerts send you an email as soon as a key event that matters to your business happens on the Internet.



Clickstream

Hitwise Clickstream data provides extensive reports on the upstream and downstream traffic from a specific website, industry or custom category.



Media Alerts

Hitwise Media Alerts sends you an email as soon as press mentions relating to your business or competitors are found online.



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.



Custom Reports

Hitwise clients can receive via email, highly customizable reports which can be delivered on a daily, weekly or monthly basis.



Industry Statistics

Hitwise Industry Statistics is the easiest way to understand the nuances of each industry.



Conversions

Hitwise Conversions helps marketers better understand how their customers 'take action' on competitive websites.



Demographics and Lifestyle

Hitwise Demographics and Lifestyle profiles are available on thousands of websites and define a website's users based on age, gender, geographic location, social group and life stage.



Answers

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



Charting

Hitwise Charting enables you to create customized charts detailing how websites, industries or search terms perform against each other over time.



Dashboards

Hitwise Dashboards allows you to view several of your favorite Hitwise reports on a single page. Reports are customizable and updated automatically.

Hitwise Industry Categories

Hitwise reports on over 1 Million websites across 160+ industry categories providing clients with an instant view of key competitors. A summary of the Hitwise industry categories is listed below:

All Categories

Automotive

- Classifieds
- Dealerships
- Manufacturers
- Motorcycling
- Motorsport
- 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
- IT 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
- Email Services
- Graphics and Clip Art
- Hardware
- Hosting and Domain Registration
- Internet Advertising
- Net Communities and Chat
- Paid to Surf
- Portal Frontpages
- 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
- Wellbeing

Lifestyle

- Beauty
- Blogs and Personal Websites
- Childrens sites
- Dating
- Environment
- Family
- Fashion
- Gay and Lesbian
- Hobbies and Crafts
- House and Garden
- Mens Sites
- New Age
- Pets and Animals
- Politics
- Religion
- Weddings
- Womens Sites

Music

- Bands and Artists
- Companies

News and Media

- Broadcast Media
- Community Directories and Guides
- IT Media
- Print
- Weather

Shopping and Classifieds

- Apparel and Accessories
- Appliances and Electronics
- Auctions
- Automotive
- Books
- Classifieds
- Computers
- Department Stores
- Flowers and Gifts
- Grocery and Alcohol
- Health and Beauty
- House and Garden
- Intimate Apparel and Accessories
- Music
- Office Supplies
- Rewards and Directories
- Sport and Fitness
- Ticketing
- Toys and Hobbies
- Video and Games
- Wholesale and Relationship Sales

Sports

- Baseball
- Basketball
- Boxing
- Brands
- College
- Cycling
- Fantasy
- Fishing
- Football
- Golf
- Hockey
- Horse Racing
- Motorsport
- Skateboarding and In-line Skating
- Snow Sports
- Soccer
- Tennis
- Track and Field
- Watersports
- Yachting and Boating

Travel

- Agencies
- Cruises
- Destinations and Accommodation
- Maps
- Transport

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