

Hitwise Lifestyle

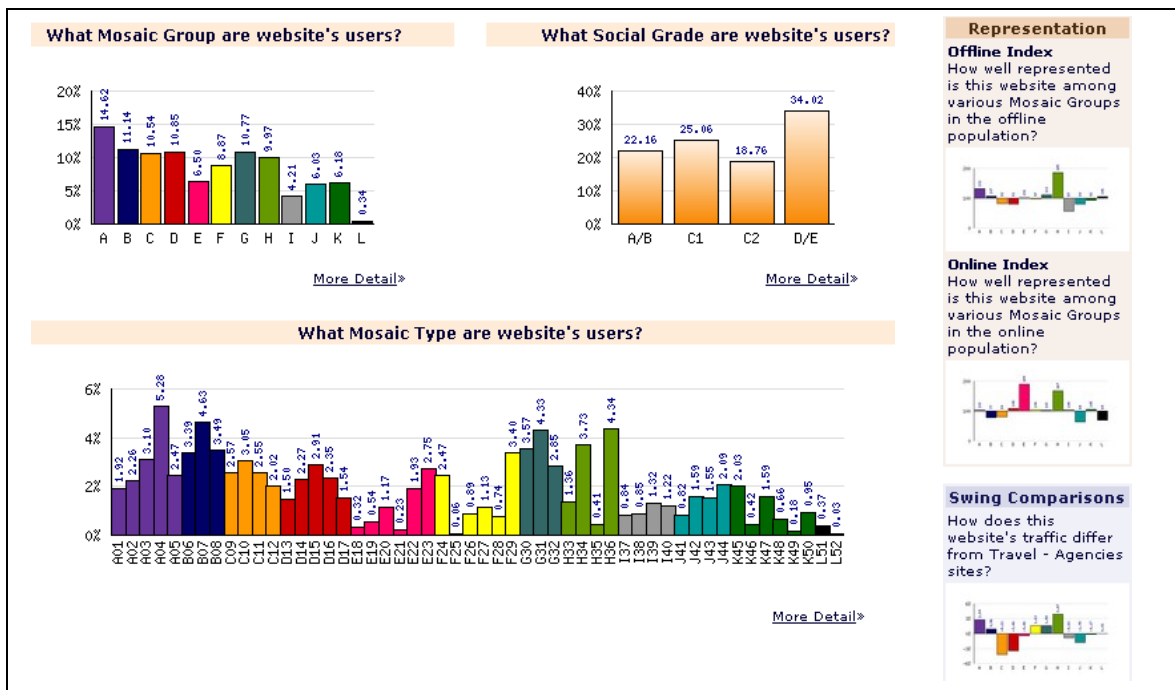
Hitwise Lifestyle is an industry first tool which provides an insight into the MOSAIC™ profiles and Social Grade of UK Internet users across more than **2,500** websites. In partnership with Experian®, the leader in socio-economic and consumer behaviour data, Hitwise Lifestyle enables marketers to understand the online customer better than ever before.

MOSAIC™ segments the UK population into one of 12 groups and 52 types based on their postcode information. This segmentation reflects the lifestyle preferences and characteristics of people living in the same postcode area. Social Grade classifies the population according to the occupation of the chief income earner of the household.

Based on a sample of over 70,000 anonymous opt-in panellists, specially recruited for Hitwise's previously launched Demographics tool, Hitwise's Internet usage data is overlaid with Experian's MOSAIC™ and Social Grade data.

With Hitwise Lifestyle, you can:

- Understand the lifestyle profile of 2,500 websites
- View sites which have a similar customer profile to identify profitable online partnerships
- Compare the lifestyle profile of these sites against:
 - The total offline and online population
 - Against other websites
 - Against any of Hitwise's 160+ industry categories



The Lifestyle tool is offered through the Hitwise Competitive Intelligence Service. If you would like to know more about how Hitwise Lifestyle can help you better understand the online customer, call us today for a demonstration on 020 7378 3600 or email us on info@hitwise.co.uk.