

Do you know what your competitors did online yesterday? Hitwise does.

About Hitwise

Hitwise is the leading **online competitive intelligence service** giving companies, agencies and analysts **real-time insights** on UK Internet usage through the anonymous data collected from multiple ISP partners. **Hitwise knows what matters** when it comes to understanding the effect of your activities online:

- **Sample size matters:** With over 8 million users in our UK sample, Hitwise has the biggest UK audience sample ever.
- **Depth matters:** Because Hitwise reports on more than 200,000 online businesses in 150+ industry categories, you can see competitive information about *your company* and *your competitors*.
- **Timeliness matters:** Hitwise gives you information when you need it. You can see what happened yesterday, last week or last month at the click of a button.

Key Benefits

- 1. A complete overview** of the entire online competitive set, in addition to the top sites.
- 2. Business Development tool** - an instant overview of the best sites to partner with, plus insights into how competitors are driving traffic to their site.
- 3. Next day reporting** - be the first to know about new players onto the scene, and fast moving sites within industry categories and online news articles that affect your business. Instantly learn about new loyalty programs and business models that work.
- 4. Vertical industry trends** and psychographic Internet usage trends.

Hitwise Tools

Rankings



Complete lists of all key players

Hitwise Rankings provides you with the relative market position of websites in over 150 markets based on user visits, page requests and average session duration, using daily, weekly or monthly data. Seeing these metrics change over time enables you to see the immediate impact of your marketing activities and the marketing activities of your competitors.



Upstream & downstream sites

Hitwise Click-Stream shows you where Internet users originate from and go to before and after visiting your site and your competitor's site. The perfect tool for identifying and creating cutting edge online marketing strategies and alliances, Hitwise Click-Stream provides unparalleled insights into the mind of the consumer.

Charting



Plot your performance against competitors

Hitwise Charting enables you to create charts graphically illustrating the change in your site's performance over time. Up to 10 sites can be compared in any chart. Completely customisable and downloadable to Excel, the charting tool gives you the flexibility to find the story you want to tell and present it in a simple and meaningful way.

My Hitwise

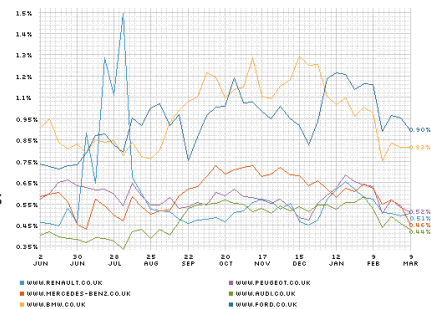


Customised real-time data

My Hitwise allows you to customise the Hitwise information and keeps you aware of events that affect your business. My Hitwise includes **Email Alerts** and **Custom Categories & Aggregations**. With Email Alerts you will be sent an email every time traffic surges or online press mentions take place for you or your competitors. Using Custom Categories & Aggregations, you can handpick the companies you want to watch into one, custom category.

Rank	Name	(Show Domain)	Relative Market Share	25/02	21/02	Profile	Chart
1.	Ambion UK		55.03%	1	1	1	[Chart]
2.	Telefonica		14.93%	2	2	2	[Chart]
3.	Argus		5.44%	3	3	3	[Chart]
4.	WHITFIELD.CO.UK		5.37%	5	4	4	[Chart]
5.	Comet UK		4.11%	6	6	6	[Chart]
6.	Traveys		4.11%	4	5	5	[Chart]
7.	SkipsGarage UK		4.06%	7	7	7	[Chart]
8.	Markland Spencer Online Shopping		3.43%	8	8	8	[Chart]
9.	QVCUK.com		2.74%	1	9	9	[Chart]
10.	Dobsonham		2.69%	10	11	11	[Chart]
11.	Woodhouse UK		2.29%	11	10	10	[Chart]
12.	Keys		1.99%	12	12	12	[Chart]
13.	Great Universal Shopping		1.27%	16	15	15	[Chart]
14.	Freemove Marketplace		1.25%	14	14	14	[Chart]
15.	VAR Insurance		1.01%	15	13	14	[Chart]
16.	John Lewis Stores		1.00%	15	16	16	[Chart]
17.	The Plaza		0.45%	20	19	17	[Chart]
18.	MVC		0.45%	18	18	18	[Chart]
19.	Shop1		0.42%	17	17	16	[Chart]
20.	Firebox.com		0.39%	22	20	20	[Chart]

Hitwise rankings (sample only)



Hitwise charting (sample only)

More Information?

Please contact **Jim Murray** to arrange a time for a live demonstration of the Hitwise service, by phone on (020) 7378 3608, by email on jim.murray@hitwise.com or simply fax this page back to us on (020) 7378 3601 with your details filled out.

Name:	E-mail:
Title:	Phone:
Company:	Fax:
Suggested Meeting Time:	