

Experian Hitwise

Regional Solutions for Business Development



Rob Redman, Account Manager

Agenda

- **About Experian Hitwise**
 - ▶ Methodology & Business Solutions

- **Strategic planning**
 - ▶ Identify where you can improve local engagement

- **Media planning**
 - ▶ Identify local partners to drive engagement

- **Business Development**
 - ▶ What are your local strengths and who can benefit from it

- **Pre and post campaign analysis**
 - ▶ Benchmark your engagement before and after campaigns

- **Bespoke Solutions – Content Development**
 - ▶ Identify search terms delivering traffic to a postcode

About Experian Hitwise

- **Experian** is the leader in global information services
 - 15,000 employees in 40 countries servicing over 100,000 clients
 - Sales of US \$3.9 billion
 - Help organizations and individuals make relationships more profitable through the use of data and analytics.
-
- **Hitwise** is the leading online competitive intelligence service
 - Measure the largest worldwide sample of 25 million Internet users and report on the most online businesses (1+ million)
 - Help companies to grow and protect their business through use of daily online data and analytics.

Our Clients



How we do it

- Range of data sources including partnerships with multiple ISPs and Opt-In Panels to cost effectively monitor more people as they visit more online businesses – every day
- 25 million Internet users (8 million in the UK)
 - ▶ the largest sample measured every day
- 2,000,000+ online businesses
- 160+ industry categories
- Home, work and education usage
- Methodology and data audited by PricewaterhouseCoopers



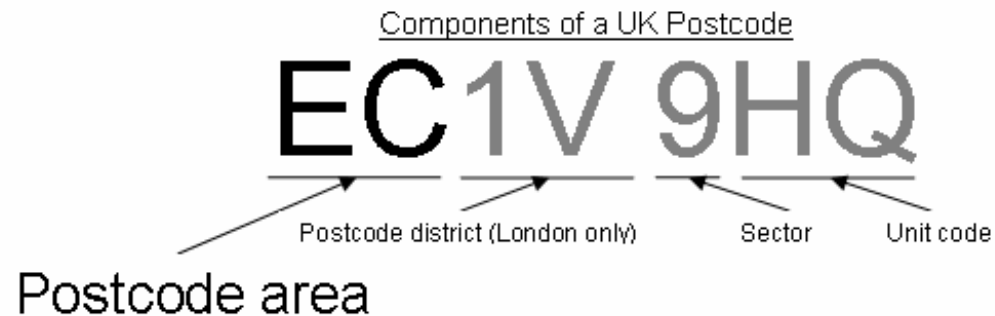
How Experian Hitwise Used

Grow and **Protect** your business, **make better more timely decisions** by understanding what's working for your for your Industry, Competitors, Partners and Affiliates.

- Benchmark vs. Competitors/Industry
- What's Driving results: Marketing Initiatives vs. Market Conditions
- Identify & Evaluate Opportunities (Search, Affiliates, Partners, Advertising)
- Identify & Evaluate Competitive Threats
- Understand Consumer Behavior
- Identify & Find your Audience

Hitwise Postal

- Uses UK postcode areas as a demographic type for refined regional segmentation purposes
- Integrated into the data using the same methodology as our existing region-based segmentation
- ISPs assign postcode area codes to households' usage data using known address information, and this aggregate information is returned to Hitwise for analysis



Strategic planning

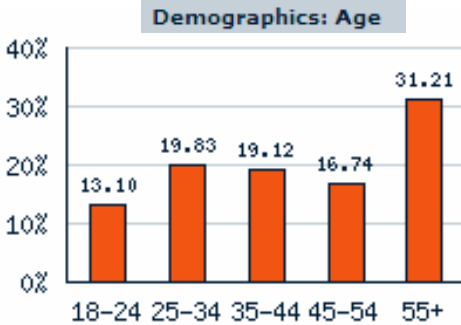
- Identify the Postal Areas most actively engaging your Industry
- Benchmark your websites Postal Area penetration against the “Industry engagement”
- Compare your market share against your competitors in each postal Area
- Identify which Postal Areas are opportunities for greater engagement

Identify the Postal Areas that produce the audience most actively engaging your Industry Category

Most Popular Websites in Business and Finance - Business Directories ranked by Visits

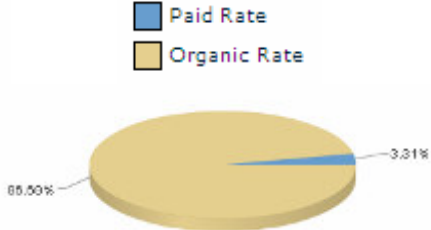
Month of December, 2009

	Websites (1,461 returned)	Visits
1	Google maps UK	40.06%
2	Google maps	15.47%
3	Yell.com	8.33%
4	BT - The Phone Book	2.75%
5	123people United Kingdom	2.18%
6	Qype UK	2.18%
7	hotfrog UK	1.93%
8	192.com	1.85%
9	Say No To 0870	1.14%
10	City-Visitor	1.14%
11	ThomsonLocal.com	1.05%
12	Cylex United Kingdom Addresses	1.04%
13	Trade Key	0.99%
14	Freeindex.co.uk	0.98%
15	AccessPlace Business Directory	0.87%



The average visit time for the Business and Finance - Business Directories category during the week ending 09/01/10 was

3 minutes, 52 seconds



Identify the Postal Areas that produce the audience most actively engaging your Industry Category

Postal Areas of visitors to Business and Finance - Business Directories

4 Rolling Weeks ending January 2, 2010

	Postal Areas (121 returned)	Visits ▼
1	B - Birmingham	2.86%
2	SW - London SW	2.33%
3	BT - Belfast	2.06%
4	S - Sheffield	1.96%
5	NG - Nottingham	1.85%
6	SE - London SE	1.75%
7	BS - Bristol	1.74%
8	G - Glasgow	1.74%
9	M - Manchester	1.66%
10	NE - Newcastle upon Tyne	1.64%
11	LE - Leicester	1.56%
12	N - London N	1.53%
13	E - London E	1.52%
14	RG - Reading	1.45%
15	CV - Coventry	1.42%

	Postal Areas (121 returned)	Visits ▲
1	ZE - Lerwick	0.02%
2	HS - Outer Hebrides	0.02%
3	KW - Kirkwall	0.05%
4	LD - Llandrindod Wells	0.07%
5	EC - London EC	0.09%
6	WC - London WC	0.11%
7	TD - Galashiels	0.13%
8	DG - Dumfries	0.17%
9	PH - Perth	0.22%
10	HX - Halifax	0.25%
11	HG - Harrogate	0.25%
12	IV - Inverness	0.27%
13	HR - Hereford	0.29%
14	SR - Sunderland	0.29%
15	TF - Telford	0.32%

How does the Postal Area penetration of your website compare?



Postal Areas of visitors to Yell.com

4 Rolling Weeks ending January 2, 2010, compared with Postal Areas of visitors to Business and Finance - Business Directories

	Postal Areas (121 returned)	Visits Yell.com	Visits Business Directories	Representation
1	BT - Belfast	3.57%	2.06%	174
2	SR - Sunderland	0.49%	0.29%	168
3	DH - Durham	0.64%	0.39%	163
4	ML - Motherwell	0.74%	0.47%	157
5	TS - Cleveland	1.12%	0.75%	148
6	NP - Newport	0.85%	0.62%	137
7	BB - Blackburn	0.91%	0.69%	132
8	KA - Kilmarnock	0.58%	0.44%	132
9	ST - Stoke-on-Trent	1.23%	0.94%	131
10	NE - Newcastle upon Tyne	2.12%	1.64%	130

How does the Postal Area penetration of your website compare?



Postal Areas of visitors to Yell.com

4 Rolling Weeks ending January 2, 2010, compared with Postal Areas of visitors to Business and Finance - Business Directories

	Postal Areas (121 returned)	Visits Yell.com	Visits Business Directories	Representation ▲
1	EC - London EC	0.03%	0.09%	35
2	WC - London WC	0.05%	0.11%	42
3	W - London W	0.60%	1.41%	42
4	NW - London NW	0.49%	1.15%	43
5	SW - London SW	1.08%	2.33%	46
6	E - London E	0.74%	1.52%	49
7	N - London N	0.78%	1.53%	51
8	ZE - Lerwick	0.01%	0.02%	51
9	SE - London SE	1.04%	1.75%	60
10	HA - Harrow	0.50%	0.75%	67

Benchmark your market share of visits in each Postal Area

Postal Areas of visitors to **Yell.com**

4 Rolling Weeks ending January 2, 2010, compared with Postal Areas of visitors to **Business and Finance - Business Directories**

Postal Areas (121 returned)

- 1 BT - Belfast
- 2 SR - Sunderland
- 3 DH - Durham
- 4 ML - Motherwell
- 5 TS - Cleveland
- 6 NP - Newport
- 7 BB - Blackburn
- 8 KA - Kilmarnock
- 9 ST - Stoke-on-Trent
- 10 NE - Newcastle upon Tyne

Business and Finance - Business Directories

▶ Postal Areas: Sunderland

Rank	Name - [Show Domains]	Postal Areas (%)	Traffic Volume	Relative Strength
1	Google maps UK	<input type="text"/> (0.24%)	<div style="width: 100%; height: 10px; background-color: green;"></div>	<div style="width: 100%; height: 10px; background-color: orange;"></div>
2	Yell.com	<input type="text"/> (0.49%)	<div style="width: 50%; height: 10px; background-color: green;"></div>	<div style="width: 50%; height: 10px; background-color: orange;"></div>
3	Google maps	<input type="text"/> (0.22%)	<div style="width: 25%; height: 10px; background-color: green;"></div>	<div style="width: 25%; height: 10px; background-color: orange;"></div>
4	Qype UK	<input type="text"/> (0.28%)	<div style="width: 10%; height: 10px; background-color: green;"></div>	<div style="width: 10%; height: 10px; background-color: orange;"></div>
5	123people United Kingdom	<input type="text"/> (0.30%)	<div style="width: 15%; height: 10px; background-color: green;"></div>	<div style="width: 15%; height: 10px; background-color: orange;"></div>
6	hotfrog UK	<input type="text"/> (0.33%)	<div style="width: 10%; height: 10px; background-color: green;"></div>	<div style="width: 10%; height: 10px; background-color: orange;"></div>
7	ThomsonLocal.com	<input type="text"/> (0.52%)	<div style="width: 5%; height: 10px; background-color: green;"></div>	<div style="width: 5%; height: 10px; background-color: orange;"></div>
8	Cylex United Kingdom Addresses	<input type="text"/> (0.38%)	<div style="width: 10%; height: 10px; background-color: green;"></div>	<div style="width: 10%; height: 10px; background-color: orange;"></div>

Benchmark your market share of visits in each Postal Area

Most Popular Websites in Business and Finance - Business Directories ranked by Visits

Month of December, 2009

Websites (1,461 returned)		Visits ▼
1	Google maps UK	40.06%
2	Google maps	15.47%
3	Yell.com	8.33%

► Postal Areas: Sunderland

		Website	Market Share of Visits (National)	Market Share of Visits (Sunderland)
1	▶◀	Google maps UK	40.06%	9.61%
2	▲	Yell.com	8.33%	4.08%
3	▼	Google maps	15.47%	3.40%
4	▲	Qype UK	2.19%	0.66%
5	▶◀	123people United Kingdom	1.93%	0.64%
6	▲	hotfrog UK	2.18%	0.61%
7	▲	ThomsonLocal.com	1.85%	0.59%
8	▲	Cylex United Kingdom Addresses	2.75%	0.58%

12		Cylex United Kingdom Addresses	1.04%
13		Trade Key	0.99%
14		Freeindex.co.uk	0.98%
15		AccessPlace Business Directory	0.87%

Niche category interests – East London

What content could improve your relevancy?



▶ Postal Areas: London EC

All sites » Category demographic search » 4 weeks ending 02/01/2010

Rank	Name	Postal Areas (%)	Relative Strength
1	Lifestyle - Gay and Lesbian	(0.38%)	
2	Sports - Basketball	(0.29%)	
3	Entertainment - Performing Arts	(0.27%)	
4	Business and Finance - Consultancies	(0.24%)	
5	Entertainment - Nightlife	(0.23%)	
6	Food and Beverage - Restaurants and Catering	(0.22%)	
7	Sports - Olympics	(0.20%)	
8	Business and Finance - Accountancy	(0.20%)	
9	Government - Local	(0.19%)	
10	Lifestyle - Dating	(0.18%)	

Strategic Planning: Example

Most Popular Websites in Sports - Snow Sports ranked by Visits

Month of December, 2009

	Websites (411 returned)	Visits ▼
1	Snow-Forecast.com	11.95%
2	J2SKI	8.08%
3	Ski Club of Great Britain	6.84%
4	CrystalSki.co.uk	5.25%
5	Igluski	4.72%
6	Onthesnow.com	4.62%
7	Cairngorm Mountain	4.29%
8	Snow+Rock	3.95%
9	If You Ski	3.67%
10	Inghams Travel	2.89%



■ Sports - Snow Sports

Monthly market share in 'All Categories', measured by visits, based on UK usage.

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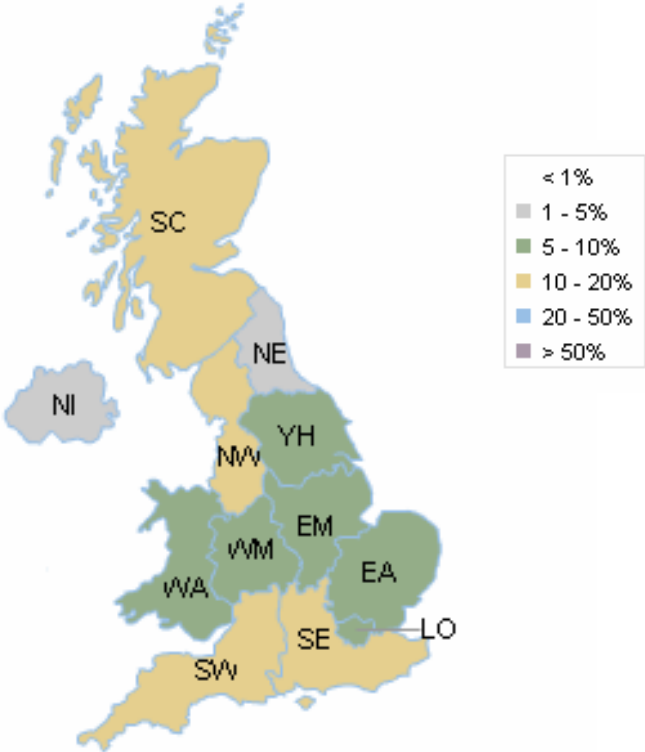
Identify the Postal Areas that produce the audience most actively engaging your Industry Category

Postal Areas of visitors to Sports - Snow Sports

4 Rolling Weeks ending January 2, 2010

	Postal Areas (121 returned)	Visits ▼
1	B - Birmingham	2.26%
2	G - Glasgow	2.21%
3	BS - Bristol	2.08%
4	SW - London SW	2.04%
5	BT - Belfast	2.00%
6	NE - Newcastle upon Tyne	1.95%
7	S - Sheffield	1.94%
8	GU - Guildford	1.87%
9	EH - Edinburgh	1.81%
10	NG - Nottingham	1.68%
11	PO - Portsmouth	1.60%
12	PH - Perth	1.57%
13	CF - Cardiff	1.56%
14	CV - Coventry	1.47%
15	SA - Swansea	1.42%

Region of visitors to Sports - Snow Sports



Media Planning

Identify partners, affiliates or publishers that could improve your local engagement

Local Publishers



Postal Areas: Liverpool



News and Media - Print

Rank	Name - [Show Domains]	Postal Areas (%)	Traffic Volume	Relative Strength
1	Daily Mail	(1.52%)		
2	guardian.co.uk	(1.72%)		
3	Liverpool Echo	(38.09%)		
4	Telegraph	(1.23%)		
5	Times Online	(1.39%)		
6	The Sun	(0.94%)		
7	Mirror.co.uk	(2.01%)		
8	The Independent	(1.43%)		
9	NME.com	(2.57%)		
10	The New York Times	(1.14%)		
11	Guardian.co.uk/Football	(2.59%)		
12	Liverpool Daily Post	(28.43%)		
13	icLiverpool	(33.38%)		
14	RadioTimes	(0.93%)		
15	Which?	(1.32%)		

Business & Finance Partners

All sites » Category demographic search

▶ Postal Areas: Harrow

Rank	Rank Name	Postal Areas (%)
1	Sports - Cricket	(2.76%)
2	Government - Local	(1.66%)
3	Business and Finance - Accountancy	(1.62%)
4	Business and Finance - Consultancies	(1.32%)
5	Entertainment - Nightlife	(1.25%)
6	Business and Finance - Stocks and Shares	(1.15%)
7	Lifestyle - Religion	(1.00%)
8	Food and Beverage - Restaurants and Bars	
9	Business and Finance - Professional Services	
10	Education - Institutions	
11	Business and Finance - Business Information	
12	Computers and Internet - Hosting and Services	

Business and Finance - Stocks and Shares

▶ Postal Areas: Harrow

Rank	Rank Name - [Show Domains]	Postal Areas (%)	Relative Strength
1	Nordnet	(89.91%)	
2	Tai Fook Securities Group	(45.11%)	
3	Boom Securities (H.K.) Ltd	(37.66%)	
4	Trade the News	(36.26%)	
5	Investcom.com	(34.39%)	
6	Another Winning Trade	(33.67%)	
7	Charles Schwab Global	(33.35%)	
8	Finotec Forex Trading	(32.16%)	
9	www.nirvanasystems.com	(30.49%)	
10	Hargreaves Lansdown Foreign Exchange	(28.11%)	
11	MSN Caps	(23.86%)	
12	Commodity Research Bureau	(19.28%)	

General Election

Postal Areas of visitors to Lifestyle - Politics

4 Rolling Weeks ending January 2, 2010, compared with Postal Areas of the Online Population

	Postal Areas (121 returned)	Visits Politics	Representation ▼
1	N - London N	2.70%	194
2	WC - London WC	0.15%	192
3	EN - Enfield	0.96%	174
4	IG - Ilford		
5	SE - London SE		
6	TF - Telford		
7	EC - London EC		
8	SW - London SW		
9	W - London W		
10	CR - Croydon		

► Postal Areas: London N

Rank	Name - [Show Domains]	Postal Areas (%)	Traffic Volume	Relative Strength
1	The Huffington Post	(2.46%)		
2	Socialist Worker	(28.15%)		
3	Senator Hillary Rodham Clinton	(100.00%)		
4	Guido Fawkes' Blog	(2.08%)		
5	MyJoyOnline.com Elections	(11.99%)		
6	JibJab	(1.03%)		
7	Chimpomatic	(4.46%)		
8	Tweetminster	(2.51%)		
9	Think Progress	(32.64%)		
10	Andrew Sullivan	(10.45%)		

Business Development

Your local area strengths are valuable

The strength of local media



▶ Postal Areas: Bath

Rank	Name - [Show Domains]	Postal Areas (%)	Traffic Volume	Relative Strength
1	Daily Mail	(0.73%)	██████████	██████████
2	Telegraph	(0.85%)	██████████	██████████
3	guardian.co.uk	(0.80%)	██████████	██████████
4	Times Online	(0.87%)	██████████	██████████
5	The Sun	(0.65%)	██████████	██████████
6	This is Bath	██████████ (63.17%)	██████████	██████████
7	RadioTimes	(1.21%)	██████████	██████████
8	The Independent	(0.91%)	██████████	██████████
9	The New York Times	(0.71%)	██████████	██████████
10	Wiltshire Times	██████████ (42.73%)	██████████	██████████
11	Mirror.co.uk	(0.71%)	██████████	██████████
12	Which?	(0.83%)	██████████	██████████
13	This Is Somerset	██████████ (35.14%)	██████████	██████████
14	BBC GoodFood	(0.86%)	██████████	██████████



Wiltshire Times



Showcase your Strengths



- ▶ Postal Areas: Bath
- ▶ Mosaic UK Group A - Symbols of Success

Rank	Name - [Show Domains]	Postal Areas (%)	Mosaic UK Group (%)	Traffic Volume	Relative Strength
1	Daily Mail	<div style="width: 0.73%; background-color: white; border: 1px solid black;"></div> (0.73%)	<div style="width: 14.53%; background-color: green; border: 1px solid black;"></div> (14.53%)	<div style="width: 10%; background-color: purple; border: 1px solid black;"></div>	<div style="width: 80%; background-color: orange; border: 1px solid black;"></div>
2	Telegraph	<div style="width: 0.85%; background-color: white; border: 1px solid black;"></div> (0.85%)	<div style="width: 17.78%; background-color: green; border: 1px solid black;"></div> (17.78%)	<div style="width: 10%; background-color: purple; border: 1px solid black;"></div>	<div style="width: 70%; background-color: orange; border: 1px solid black;"></div>
3	Times Online	<div style="width: 0.87%; background-color: white; border: 1px solid black;"></div> (0.87%)	<div style="width: 19.90%; background-color: green; border: 1px solid black;"></div> (19.90%)	<div style="width: 10%; background-color: purple; border: 1px solid black;"></div>	<div style="width: 60%; background-color: orange; border: 1px solid black;"></div>
4	guardian.co.uk	<div style="width: 0.80%; background-color: white; border: 1px solid black;"></div> (0.80%)	<div style="width: 15.15%; background-color: green; border: 1px solid black;"></div> (15.15%)	<div style="width: 10%; background-color: purple; border: 1px solid black;"></div>	<div style="width: 50%; background-color: orange; border: 1px solid black;"></div>
5	The Sun	<div style="width: 0.65%; background-color: white; border: 1px solid black;"></div> (0.65%)	<div style="width: 11.05%; background-color: green; border: 1px solid black;"></div> (11.05%)	<div style="width: 10%; background-color: purple; border: 1px solid black;"></div>	<div style="width: 30%; background-color: orange; border: 1px solid black;"></div>
6	This is Bath	<div style="width: 63.17%; background-color: yellow; border: 1px solid black;"></div> (63.17%)	<div style="width: 16.04%; background-color: green; border: 1px solid black;"></div> (16.04%)	<div style="width: 10%; background-color: purple; border: 1px solid black;"></div>	<div style="width: 20%; background-color: orange; border: 1px solid black;"></div>
7	RadioTimes	<div style="width: 1.21%; background-color: white; border: 1px solid black;"></div> (1.21%)	<div style="width: 14.45%; background-color: green; border: 1px solid black;"></div> (14.45%)	<div style="width: 10%; background-color: purple; border: 1px solid black;"></div>	<div style="width: 30%; background-color: orange; border: 1px solid black;"></div>
8	The Independent	<div style="width: 0.91%; background-color: white; border: 1px solid black;"></div> (0.91%)	<div style="width: 16.00%; background-color: green; border: 1px solid black;"></div> (16.00%)	<div style="width: 10%; background-color: purple; border: 1px solid black;"></div>	<div style="width: 30%; background-color: orange; border: 1px solid black;"></div>
9	The New York Times	<div style="width: 0.71%; background-color: white; border: 1px solid black;"></div> (0.71%)	<div style="width: 19.83%; background-color: green; border: 1px solid black;"></div> (19.83%)	<div style="width: 10%; background-color: purple; border: 1px solid black;"></div>	<div style="width: 30%; background-color: orange; border: 1px solid black;"></div>
10	Wiltshire Times	<div style="width: 42.73%; background-color: yellow; border: 1px solid black;"></div> (42.73%)	<div style="width: 16.79%; background-color: green; border: 1px solid black;"></div> (16.79%)	<div style="width: 10%; background-color: purple; border: 1px solid black;"></div>	<div style="width: 20%; background-color: orange; border: 1px solid black;"></div>
11	Which?	<div style="width: 0.83%; background-color: white; border: 1px solid black;"></div> (0.83%)	<div style="width: 18.46%; background-color: green; border: 1px solid black;"></div> (18.46%)	<div style="width: 10%; background-color: purple; border: 1px solid black;"></div>	<div style="width: 30%; background-color: orange; border: 1px solid black;"></div>
12	Mirror.co.uk	<div style="width: 0.71%; background-color: white; border: 1px solid black;"></div> (0.71%)	<div style="width: 12.15%; background-color: green; border: 1px solid black;"></div> (12.15%)	<div style="width: 10%; background-color: purple; border: 1px solid black;"></div>	<div style="width: 20%; background-color: orange; border: 1px solid black;"></div>
13	Telegraph.co.uk Sport	<div style="width: 0.86%; background-color: white; border: 1px solid black;"></div> (0.86%)	<div style="width: 17.21%; background-color: green; border: 1px solid black;"></div> (17.21%)	<div style="width: 10%; background-color: purple; border: 1px solid black;"></div>	<div style="width: 20%; background-color: orange; border: 1px solid black;"></div>
14	BBC GoodFood	<div style="width: 0.86%; background-color: white; border: 1px solid black;"></div> (0.86%)	<div style="width: 15.01%; background-color: green; border: 1px solid black;"></div> (15.01%)	<div style="width: 10%; background-color: purple; border: 1px solid black;"></div>	<div style="width: 20%; background-color: orange; border: 1px solid black;"></div>

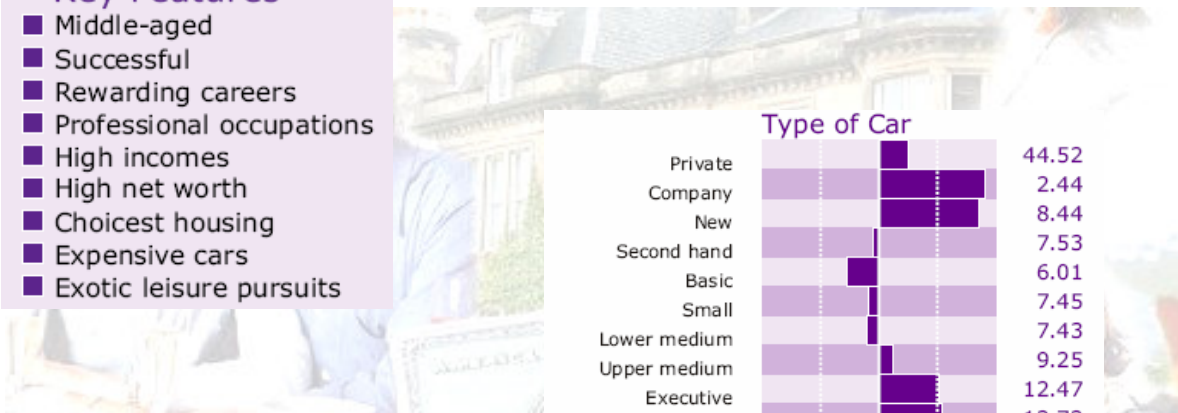
Showcase your Strengths

Symbols of Success

People with rewarding careers who live in sought after locations, affording luxuries and premium quality products.

Key Features

- Middle-aged
- Successful
- Rewarding careers
- Professional occupations
- High incomes
- High net worth
- Choicest housing
- Expensive cars
- Exotic leisure pursuits



Type of Car

Private	44.52
Company	2.44
New	8.44
Second hand	7.53
Basic	6.01
Small	7.45
Lower medium	7.43
Upper medium	9.25
Executive	12.47
Sports	12.72
Minivan	12.34
Sports Utility (4x4)	11.53

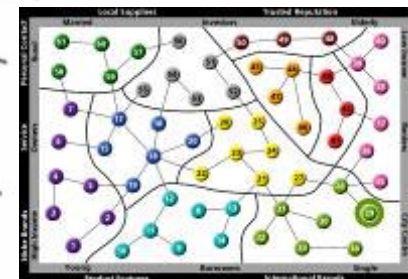
Savings & Investments

Regular savings	8.1
Child savings	4.5
ISAs (cash)	21.06
ISAs (equity/shares)	236 12.49
Unit trusts	270 9.82
Premium bonds	31.63
Other national savings	8.32
Private pension	17.81



Politics - voting intention

Conservative	30.44
Labour	24.02
Liberal Democrat	15.34
Other	2.79
Would Not Vote	9.10
Undecided	16.35



Top Postal Areas

- 1 Guildford (GU)
- Kingston (KT)
- London (W)
- Slough (SL)
- St Albans (AL)

Target Prospects



Postal Areas: Bath

Rank	Name - [Show Domains]	Postal Areas (%)	Traffic Volume	Relative Strength
1	easyJet.com	(1.01%)		
2	Ryanair	(0.51%)		
3	British Airways	(0.58%)		
4	Virgin atlantic	(0.59%)		
5	flybe.com	(0.51%)		
6	Thomson Airways	(0.54%)		
7	Emirates Airlines	(0.50%)		
8	TUIfly.com	(0.57%)		
9	flythomascook.com	(0.46%)		
10	Qantas Airways	(1.09%)		
11	Singapore Airlines	(0.98%)		
12	KLM Royal Dutch Airlines	(0.41%)		
13	Aer Lingus	(0.25%)		
14	Air Canada	(1.13%)		
15	Continental Airlines	(0.93%)		
16	bmi	(0.30%)		

↓ Airlines under indexed in Bath

Make the Case



▶ Postal Areas: Bath



Postal Areas of visitors to KLM Royal Dutch Airlines

4 Rolling Weeks ending January 2, 2010, compared with Postal Areas of the Online Population

Postal Areas (121 returned)	Visits KLM Royal Dutch Airlines	Representation ▼
EX - Exeter	0.50%	56
IG - Ilford	0.27%	56
BA - Bath	0.40%	55
WS - Walsall	0.35%	55
KT - Kingston upon Thames	0.51%	54

Pre & Post campaign analysis

Monitor the effectiveness of your DM, Local radio, or local digital media campaigns

Which Postal Areas responded to the “Nescafe Pick me ups” campaign?

Postal Areas of visitors to Nescafe United Kingdom

4 Rolling Weeks ending September 12, 2009, compared with July 11, 2009



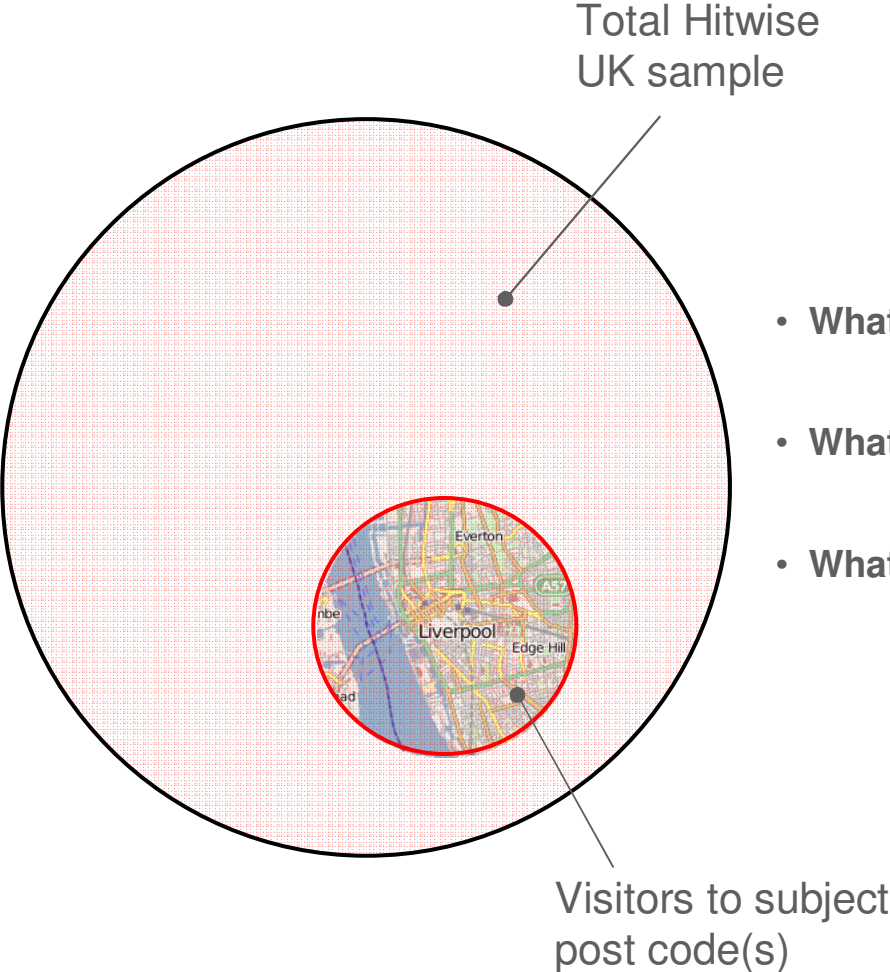
Pre & post campaign changes

<input type="checkbox"/>	Postal Areas (121 returned)	Visits 12/09/2009	Visits 11/07/2009	Representation
<input type="checkbox"/>	1 SE - London SE	1.73%	0.29%	589
<input type="checkbox"/>	2 IG - Ilford	0.84%	0.23%	368
<input type="checkbox"/>	3 CW - Crewe	0.47%	0.13%	364
<input type="checkbox"/>	4 AB - Aberdeen	1.13%	0.37%	306
<input type="checkbox"/>	5 E - London E	1.26%	0.48%	261
<input type="checkbox"/>	6 IP - Ipswich	0.67%	0.29%	232
<input type="checkbox"/>	7 NN - Northampton	0.77%	0.35%	221
<input type="checkbox"/>	8 WN - Wigan	0.68%	0.31%	221
<input type="checkbox"/>	9 WR - Worcester	0.60%	0.27%	220
<input type="checkbox"/>	10 TQ - Torquay	0.33%	0.15%	216
<input type="checkbox"/>	11 HR - Hereford	0.26%	0.12%	215
<input type="checkbox"/>	12 SW - London SW	1.84%	0.86%	214

Custom Solutions

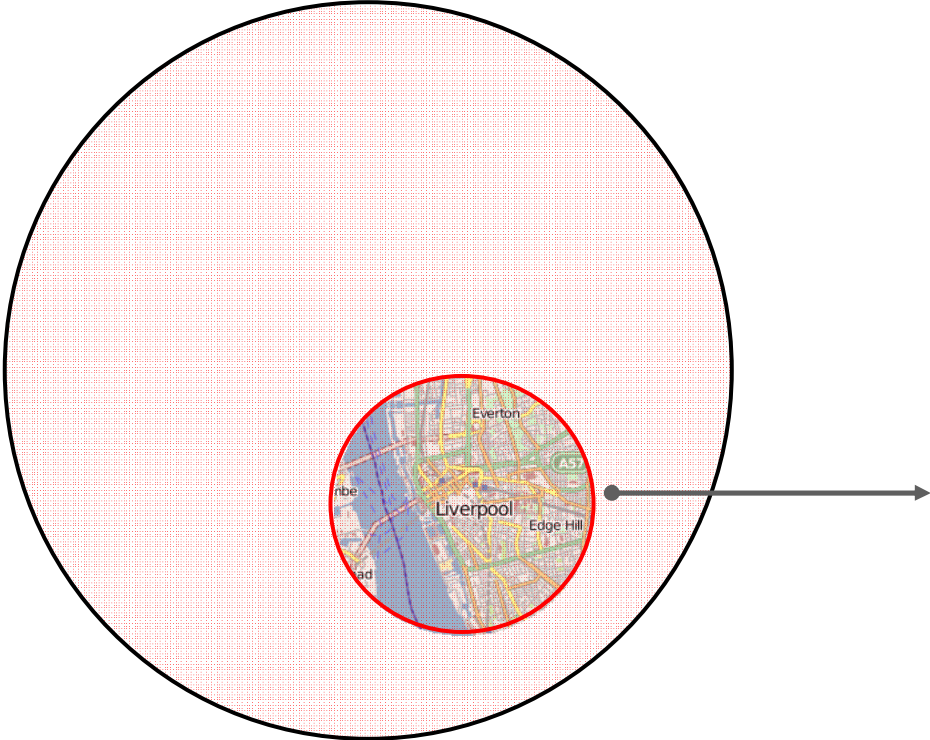
Local Content Development

Local Content Development



- What websites do Liverpool users visit?
- What search terms are they using?
- What Mosaic profile do they represent?

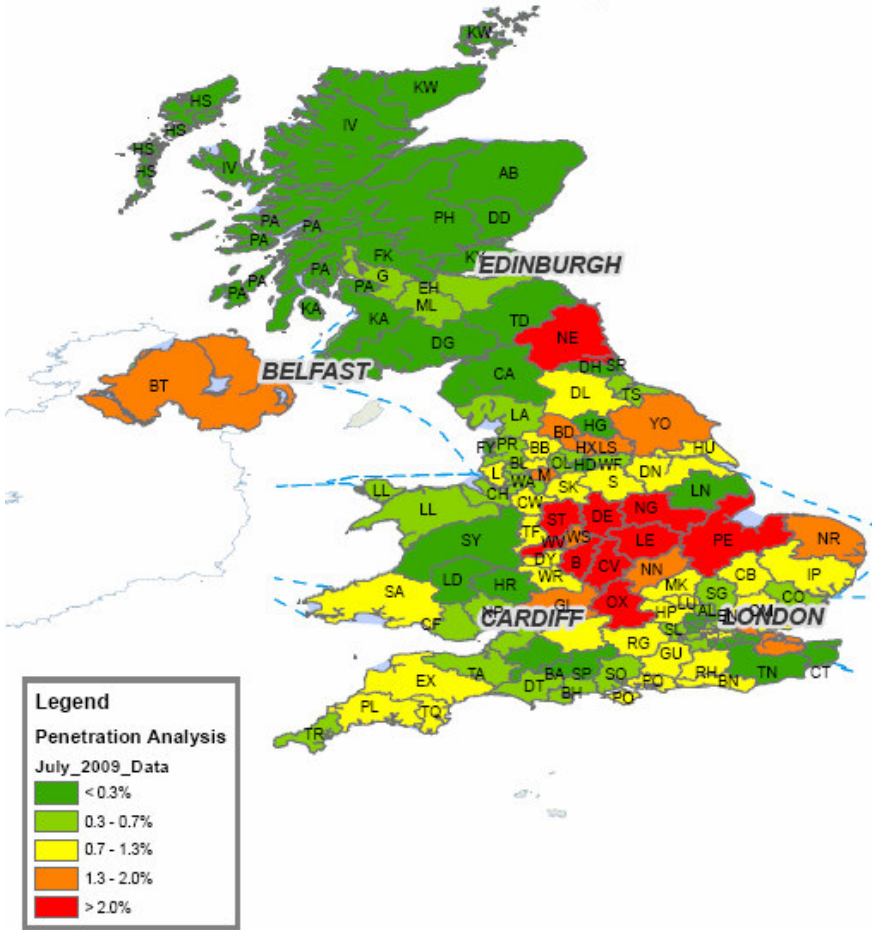
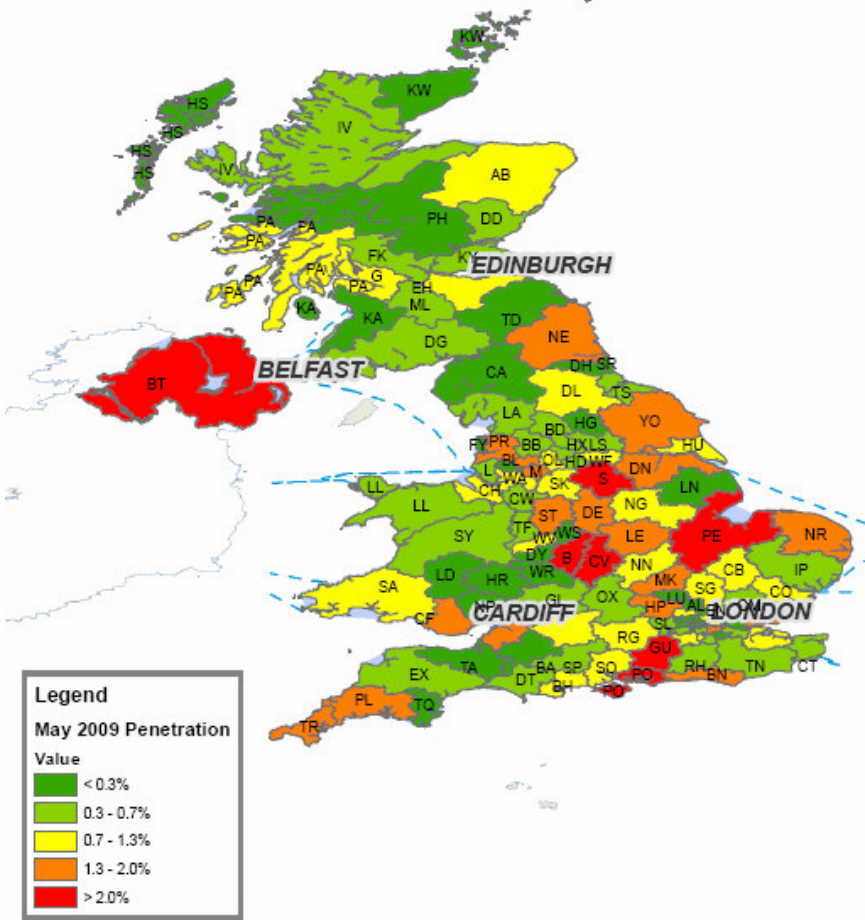
Local Content Development



Top 25 job searches

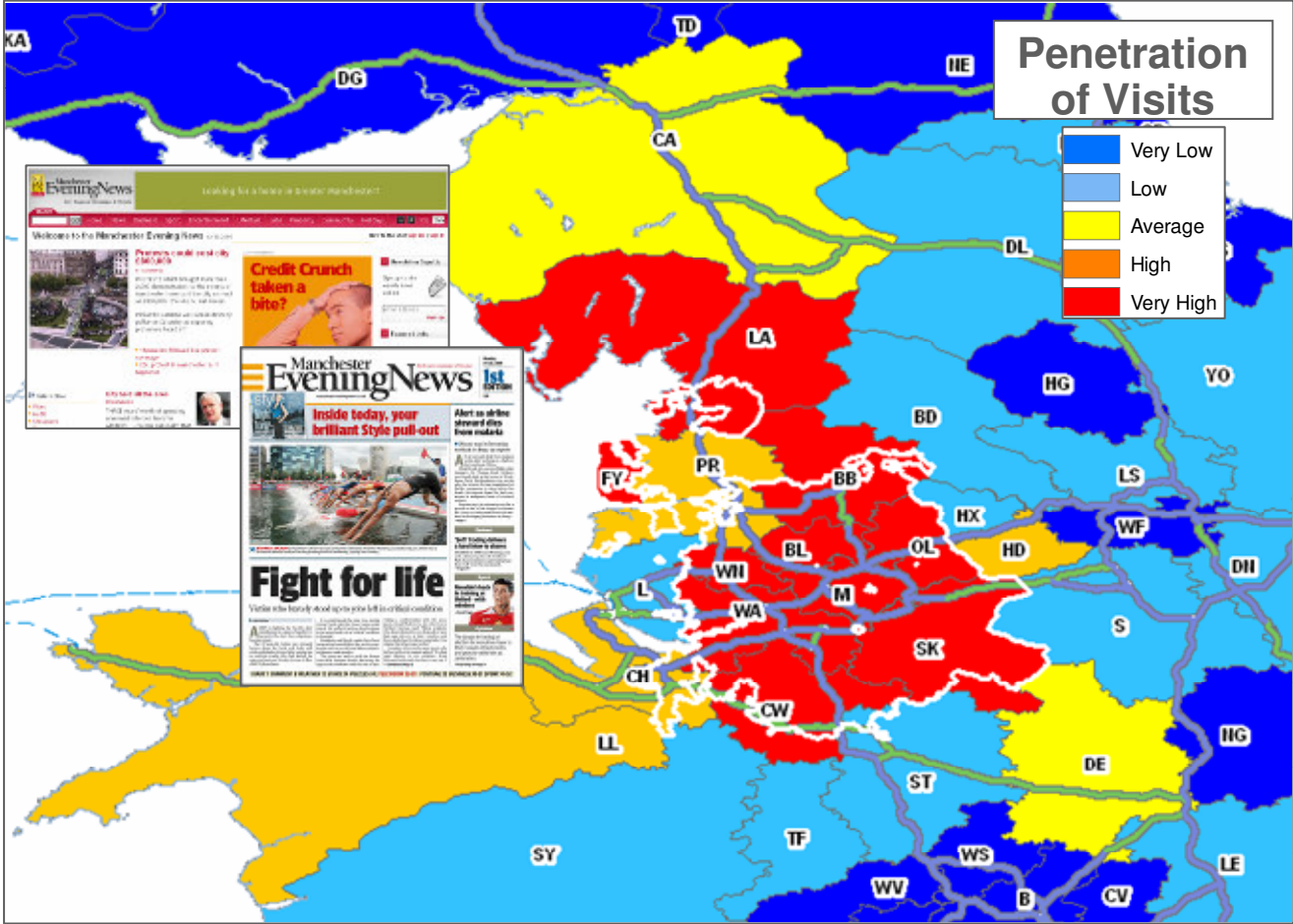
	Search Term	Liverpool	Index
89	nhs jobs	0.04%	174
93	jobcentreplus	0.04%	185
108	jobcentre	0.03%	240
119	job centre	0.03%	97
134	job centre plus	0.03%	115
291	jobs	0.01%	103
306	jobcentre plus	0.01%	116
348	jobs in liverpool	0.01%	9,455
589	liverpool jobs	0.01%	8,527
634	job center plus	0.01%	172
783	fish4jobs	0.01%	199
848	jobs liverpool	0.01%	10,599
1012	total jobs	0.00%	112
1029	jobsite	0.00%	93
1071	jobs merseyside	0.00%	7,593
1079	sefton council jobs	0.00%	5,815
1134	guardian jobs	0.00%	115
1193	radio city jobs	0.00%	5,766
1346	fish 4 jobs	0.00%	220
1529	liverpool city council jobs	0.00%	11,050
1647	job center	0.00%	66
1778	liverpool echo jobs	0.00%	6,640
1852	nhs jobsite	0.00%	8,992

Custom Solutions - Micromarketer



Custom Solutions - Micromarketer

- **Attract advertisers** from “further afield” to your online website.
- Geography of usage shows a wider **“online” sphere of influence.**
- Helps to inform a **potential “online” charging strategy.**



Thank you!

Rob Redman

Account Manager

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