



## About

Hitwise Search Intelligence™ provides extensive insights on how people search for products and services in over 160 industries, across all major (80+) search engines. This unique data gives Hitwise clients a competitive advantage when planning, monitoring and measuring search marketing campaigns.

## Benefits

- **Drive more qualified traffic to your website to grow your customer base.**
- **Protect your brand and market share by acting on the terms that are driving paid and organic traffic to your competitors:** Compare search term lists against specific websites and industries to understand specific paid and organic search strategies.
- **Make timely decisions based on exactly what products and services people are searching for right now:** View unprecedented depth of quality search term data, updated weekly, to understand how people in specific markets successfully search across all search engines.
- **Customise reports based on your specific business needs:** Instantly customise analysis of search term data and search engines to identify the value of specific keywords and the most effective search marketing opportunities.
- **Export and manage terms for campaign execution:** Easily create, manage, trend and apply findings to bid management tools for implementation within your portfolios and campaigns.
- **Save money by managing affiliates and partners based on their search performance.**

## Key Features

- **Search Terms to a Website or Industry:** Analyse keywords and search terms that successfully drive traffic to a specific website or industry.
- **Search Term Variations and Analysis:** Determine variations and performance of a specific term to include in search campaigns, and analyse websites that receive the most traffic from individual keywords.
- **Paid and Organic data:** Uncover your competitor's paid and organic search strategies at a keyword, website or industry level, including custom categories. **(NEW)**
- **Compare Search Terms:** Chart search terms over time, to determine a term's demand and popularity.
- **Gap Analysis:** Compare two sets of search term data and find the "gaps" that are missing from your search campaigns.
- **Fast Moving Search Terms:** Identify emerging trends in consumer search behaviour. **(NEW)**
- **Advanced Portfolio Features:** Create search term lists and store them within your Hitwise account. Plus tools to manage, chart and trend keyword portfolios over time including paid and organic rate across a group of terms, keyword breakdown, search engine share and searches vs. actual clicks. **(NEW)**
- **Advanced Filtering:** Filter by engine to include and exclude terms in results (e.g., branded terms) and by paid and organic terms. **(NEW)**

## Learn More

To learn more about Hitwise Search Intelligence™, please contact your Account Manager or Hitwise Customer Support at support.uk@hitwise.com or 0207 378 3600.

## Top Search Terms to a Website: www.apple.com including paid and organic breakdown

Search Terms driving traffic to Apple

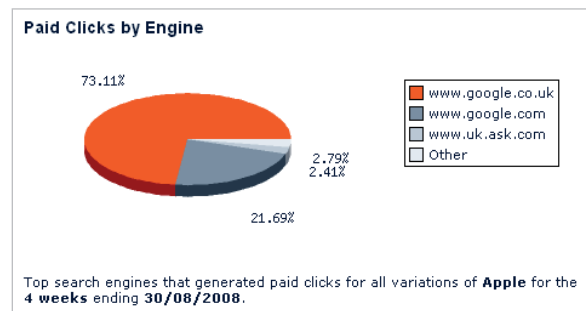
4 weeks ending August 30th, 2008

Chart Portfolio Export

	Search Terms (6,041 returned)	Clicks	Paid:Organic Rate	
1	apple	6.84%	1.68%	98.32%
2	itunes	2.75%	18.70%	81.30%
3	safari	2.13%	0.00%	100.00%
4	ipod touch	1.90%	0.00%	100.00%
5	ipod	1.20%	1.74%	98.26%
6	apple.com	0.65%	1.60%	98.40%
7	apple ipod	0.46%	0.00%	100.00%
8	macbook	0.43%	2.43%	97.57%
9	facebook	0.43%	0.00%	100.00%
10	reset ipod	0.39%	0.00%	100.00%

10 | 50 | 100

## Search Statistics for Apple.com: Paid Clicks by Engine



## Search Term Downstream: Websites Receiving Traffic from the Term 'ipod nano'

Websites receiving traffic from the search term ipod nano

4 weeks ending August 30th, 2008

Chart Portfolio Export

	Websites (91 returned)	Paid Clicks	Paid Rate	
1	Apple Store	19.00%	89.80%	
2	Amazon UK	18.16%	88.71%	
3	www.lowest-ipod-prices.co.uk	3.29%	83.14%	
4	Best Price Brands	2.18%	87.63%	
5	John Lewis	1.54%	100.00%	
6	Kelkoo United Kingdom	1.39%	100.00%	
7	Redsave.com	0.92%	75.00%	
8	Argos	0.77%	50.00%	
9	Littlewoods Direct	0.77%	83.33%	
10	www.best-ipod-deals.co.uk	0.77%	71.43%	

10 | 50 | 100