



About

Eliminate data overload and get the online activity insights that will shape your business decisions. Hitwise customization and alert tools put the data and reports you need on websites, industries and search terms, a click away.

Hitwise Alerts ensure you are the first to know when a significant event occurs online that affects your business. As soon as there is a change in competitive activity in your industry, Hitwise will send you an email.

Benefits

- **Gain Customized and Instant Insight into Competitive Activity:** Alerts are automatically sent to you based on the content and delivery time parameters you want. You can set Hitwise Alerts to notify you as soon as a new competitor, traffic surge, or rank movement is found at a nominated time.

Key Features

Ranking Alerts: Can be set to notify you when traffic to any website that you nominate surges, or when a new competitive website enters an industry. There are four types of Ranking Alerts Hitwise can deliver to you on a daily, weekly or monthly basis:

- **Website Traffic Surge Alert:** We alert you when there are substantial increases and decreases in traffic levels to a website.
- **Category Traffic Surge Alert:** We alert you when there are substantial increases and decreases in traffic levels to any online industry.
- **New Competitor Alert:** We alert you when a new website enters the rankings of an online industry.
- **Fast Movers Alert:** We alert you when fast-moving websites are identified within an online industry.

Learn More

To learn more about Hitwise Alerts, please contact your Account Manager or Hitwise Customer Support at support.us@hitwise.com or 1-866-668-0444.

Website Traffic Surge Alert

The screenshot shows an email notification from Hitwise. At the top is the Hitwise logo with the tagline 'An Experian company'. Below the logo, the subject line reads 'Website Traffic Surge Alert - www.target.com (daily, ALL)' and there is a 'Configure Alerts' link. The main body of the email contains two paragraphs of text. The first paragraph states: 'Target increased its ranking 12 places within the "All Categories" category to 53rd place during the day ending 08/23/2008. This reflects a change 136.620% greater than the average.' Below this is a 'View: Profiler, Rankings, Chart' link. The second paragraph states: 'Target increased its share of the "All Categories" category by 0.017% to 0.117% during the day ending 08/23/2008. It is now ranked in 53rd place. This reflects a change 100.032% greater than the average.' Below this is another 'View: Profiler, Rankings, Chart' link.

Fast Mover Alert

The screenshot shows an email notification from Hitwise. At the top is the Hitwise logo with the tagline 'An Experian company'. Below the logo, the subject line reads 'Fast Movers Alert - Travel (daily)' and there is a 'Configure Alerts' link. The main body of the email contains a paragraph: 'The following All sites were fast movers in the "Travel" category during the day ending 08/23/2008'. Below this are three entries, each with a website name, rank change, and category share, followed by a 'View: Profiler, Rankings, Chart' link. The entries are: 1. 'www.vacationidea.com UP 2545 places to rank 951 with 0.01% category share.' 2. 'South Street Seaport UP 1395 places to rank 646 with 0.01% category share. This site features information on South Street Seaport, located in New York City and its shopping, entertainment and dining facilities.' 3. 'BookingBuddy Blog UP 1045 places to rank 814 with 0.01% category share. The blog section of the BookingBuddy website features articles relating to travel and holidays.'

Configure Fast Mover Alert

The screenshot shows a web form titled 'Fast Mover Alert'. It contains several dropdown menus and a 'Submit' button. The fields are: 'Category:' with a dropdown menu showing 'Business and Finance'; 'Region:' with a dropdown menu showing 'All Sites'; 'Period:' with a dropdown menu showing 'Daily'; 'Max Rank:' with a dropdown menu showing '20'; and 'Data Format:' with a dropdown menu showing 'CSV Only'. A 'Submit' button is located at the bottom right of the form.