

## About

Hitwise Ranking lists are updated daily and provide a comprehensive overview of top performing websites across more than 160 industries. Reporting on over 800,000 websites, this tool gives marketers a complete view of their specific online competitors as well as their industry as a whole.

## Benefits

- **Easily Benchmark Site Performance:** Rankings are ideal for benchmarking your website against key competitors, and against your broader online industry, to truly understand how your online business compares.
- **Create and Define Your Own Competitive Set:** Create your own rankings lists based on your specific competitive focus which include specific websites and URL aggregations that you nominate.
- **Daily Reporting:** Each day, you are able to gauge competitive movements, and identify new competitors that have entered your industry category.

## Key Features

Each of the 160 Hitwise ranking lists includes the following features:

- **Rankings Options:** Ranking lists can be viewed according to different metrics (visits, page views or average session duration), time periods (daily, weekly and monthly) or area (local websites or all websites). Results are generated based on the market share percentage the website receives against the specified metric.
- **Description of Each Website:** For many websites in the Hitwise Ranking lists, there is a complete description of the purpose and features of the specified website.
- **Quick-links to other Competitive Intelligence Tools:** From the Hitwise Rankings tool, you can scroll over any listed website and easily click for more detailed information on the website using Clickstream analysis, Search Term reports, and Demographic and Lifestyle profiles.
- **Fast Movers:** Indicate websites that have increased or decreased their ranking position compared to the previous time period, allowing you to identify at-a-glance, sites growing in popularity.

## Learn More

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

## Hitwise Parent Industry Categories

The screenshot shows a navigation menu for 'Hitwise Industries'. On the left, there is a list of categories with expand/collapse icons: All Categories, Automotive, Aviation, Business and Finance, Community, Computers and Internet, Education, Entertainment, Food and Beverage, and Gambling. On the right, there is a list of sub-categories: Government, Health and Medical, Lifestyle, Music, News and Media, Shopping and Classifieds, Sports, Travel, Adult, Portals, Custom Categories, and Custom Charting Lists.

## Rankings by Visits

The screenshot displays a 'View Industry Statistics' section for the Automotive category. It includes a line graph showing market share percentage over time (11 Nov, 18 Nov, 25 Nov). The text states: 'The Automotive category features websites dedicated to automotive distributors, manufacturers, car dealerships, classifieds, maintenance, motor sport and motorcycles. Total domains that ranked with currently selected options: 3,242. Category Contribution Percentage: 1.22%. There are 177,892 Search Terms that drove traffic to this category over the 4 weeks ending 05/27/2006. View Search Terms.'

<input type="checkbox"/>	Rank	Website - [Show domain]	Related	Market Share
<input type="checkbox"/>	1.	eBay Motors		21.73%
<input type="checkbox"/>	2.	AutoTrader.com		3.73%
<input type="checkbox"/>	3.	NASCAR.com		3.22%
<input type="checkbox"/>	4.	Kelley Blue Book		2.56%
<input type="checkbox"/>	5.	Cars.com		2.01%
<input type="checkbox"/>	△ 6.	Edmunds		1.52%
<input type="checkbox"/>	△ 7.	Autobytel.com		1.34%
<input type="checkbox"/>	△ 8.	Yahoo! Autos		1.28%
<input type="checkbox"/>	▽ 9.	MSN Autos		1.19%
<input type="checkbox"/>	10.	Toyota Motor Company		0.88%
<input type="checkbox"/>	△ 11.	American Automobile Association		0.85%
<input type="checkbox"/>	▽ 12.	CarMax.com		0.84%
<input type="checkbox"/>	△ 13.	CarDomain.com		0.81%
<input type="checkbox"/>	▽ 14.	NADAguides.com		0.80%
<input type="checkbox"/>	▽ 15.	Department of Motor Vehicles Guide		0.78%
<input type="checkbox"/>	16.	Carfax		0.71%