

Massive database. Infinite combinations. Nimble and quick reporting. Here's how we do it.

AudienceView is powered by a unique database that links observed online behavior with declared consumer information. We named our database AudienceView360 because it truly provides a 360-degree view of your consumer. We built it to scale, weigh and interpret a combination of behavioral, attitudinal and psychographic information.

The result: a complete picture of your consumer - how they think and what they do in a multi-channel world.



We get our data from two primary sources:

- 1 Web-based behavioral data from Hitwise
- 2 Consumer survey research from Simmons National Consumer Study

1 HITWISE

The Hitwise data set is designed to provide accuracy & reliability. We collect data from billions of online events across millions of websites accessed by both mobile and desktop internet users. We gather information about their visits, searches, clickstream patterns, conversions and more. The scale of our panel ensures a true representation of the Internet population and how they use the web.

Hitwise data is sourced from multiple long-term, partnerships with companies who provide consumers a variety of software applications and content such as mobile data-use optimization, interest-specific content and internet security. The broad appeal of these services ensures the breadth of our coverage. All browsing and search data is gathered anonymously with the consent of the customer.

2 CONSUMER SURVEY RESEARCH:

The Simmons National Consumer Study captures a variety of consumer attributes including media usage, lifestyle, demographics, brand buying habits and psychographics. The Survey is based on a national probability sample of ~25,000 US Adults. Participants complete survey booklets mailed to eligible household members.

COMBINING DATA SETS:

(i.e. Behavioral Signature Linkage) The AudienceView360 database identifies like-for-like records between the Hitwise and survey research datasets with every wave update of the Simmons survey. It looks for similar patterns of website visitation across hundreds of sites found in both sources and matches audiences on a look-a-like basis.

Projections are only as good as the sample

Our massive sample size and rigorous selection process enable us to provide detailed and reliable information about audiences and their behaviors.

hitwise BY THE NUMBERS



8M
BEHAVIOR
PANELS



3.5M
MOBILE
DEVICES



500M
SEARCH
KEYWORDS



60K
CONSUMER
ATTRIBUTES

UNDERSTANDING SAMPLE SIZE

Given the scale of the AudienceView360 database, audience sample size is rarely an issue. However, parameters set by the client do impact the target audience sample:

Segment definitions: Clients combine behavior and profile attributes to make their target audience as broad or narrow as they like. The resulting sample size reflects the limitations of the client's definition.

Reporting period: The default four-week reporting period is our recommended setting. Clients may adjust this to longer or shorter time frames, though shorter time frames may result in smaller samples.

WEIGHTING & SCALING THE SAMPLE

All metrics reported in AudienceView originate from the sample and are then projected based on weighting and scaling.

Weighting: These adjustments re-align the AudienceView sample to match the underlying population for each market and ensure the accuracy of our results.

Scaling: Scales metrics from the sample, and projects them up to represent the actual volume occurring within the defined population.

ESTIMATING UNIQUE USERS

When an audience segment is defined through AudienceView, we determine what portion of our sample meets the definition. The number of unique users is determined by weighting and projecting that estimate with the following factors:

Behaviors to people: Hitwise translates online behaviors on both desktop and mobile devices to the people performing those actions.

Mobile/desktop overlap: People sometimes use both their mobile and desktop devices to visit the same website. We ensure we don't double-count these visitors.

Multiple devices: We remove duplication for those who own multiple mobile and/or desktop devices.

Weights and scaling: We make adjustments to reflect the true distribution and size of the population.

If you are interested in learning more about our methodology, **contact us** for detailed documentation.

