



About

Hitwise Dashboards are online reports that enable marketers to review customised competitive intelligence information from a single page in the Hitwise interface. Leveraging Hitwise data that is updated on a daily basis, Hitwise Dashboards present up-to-date snapshots of the metrics that are most important to your online planning and reporting. With this new feature, Hitwise has made it even easier to act upon daily competitive insights from across multiple online marketing disciplines.

Benefits

- **Customisable Reports:** Dashboards allows you to define and save the data sets you want to see regularly.
- **One-Stop Reporting:** All your reports are saved on one page and data can be updated on a daily, weekly or monthly basis. Build them once and they are updated automatically. For example, see search terms to travel agency websites and upstream websites to your competitor on the same page.
- **Easy-to-Use:** Create dashboards from scratch or use one of the Hitwise templates, which will recommend data points to feature for specific online marketing initiatives.

Key Features

Hitwise Dashboards is available as part of the My Hitwise tool, and includes the ability to:

- **Create Multiple Dashboards:** You can create multiple dashboards—one for each marketing objective, industry or competitor.
- **Create Your Own Dashboards Templates:** Customise the specific metrics you want and the number of data reports you would like displayed.
- **Create Dashboards from a Template:** Using the pre-defined Hitwise Dashboards templates, create reports specific to advertising and content partnerships, affiliate marketing, benchmarking, business development and search marketing. For example, the Benchmarking Dashboard summarises overall performance against key competitors. The Keyword Dashboard lists new keyword opportunities to add to your campaigns.

Learn More

To learn more about Dashboards, please contact your Account Manager or Hitwise Customer Support at support.au@hitwise.com or 1800 816 997.

Example of Benchmarking Dashboard

New Dashboard | Benchmarking | SEM | Affiliates | Hot Products | Dads & Grads | WS

Dashboards - 'Benchmarking' Add Modules | More Actions

Marketshare of Traffic

Weekly market share in 'All Categories', measured by visits, based on US usage.
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Traffic from Search

Weekly downstream % of 'Computers and Internet - Search Engines', based on US usage.
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Industry Rankings

The following report shows **websites** for 'Cholesterol Lowering Drugs', ranked by **visits** for the month ending **May, 2007**.

Rank	Website	Share
1.	Vytorin	47.53%
2.	Lipitor	30.37%
3.	Crestor	17.36%
4.	Zocor	4.73%

Key Traffic Drivers

The following report shows **industries** for 'Shopping and Classifieds - Flowers and Gifts', ranked by **upstream share** for the week ending **05/19/2007**.

Rank	Website	Share
1.	Computers and Internet	64.63%
2.	Computers and Internet - Search Engli...	28.14%
3.	Computers and Internet - Email Servi...	25.25%
4.	Shopping and Classifieds	14.63%
5.	Computers and Internet - Net Communi...	4.49%

Our Search Terms

The following report shows **search terms** for 'RedEnvelope', ranked by **volume** for the **4 weeks** ending **06/23/2007**. (Filters applied)

Rank	Website	Share
1.	red envelope	5.71%
2.	fathers day gifts	3.29%
3.	what birthstone would may 15 be	2.99%
4.	fowers and plants	2.28%
5.	father's day gifts	1.71%
6.	redenvelope.com	1.28%
7.	fathers day gift ideas	1.00%
8.	anniversary gifts	0.85%
9.	father's day	0.85%
10.	gifts for dad	0.71%
11.	redenvelope	0.57%
12.	www.homeinteriors.com	0.57%
13.	father day gifts	0.43%
14.	father's day gift ideas	0.43%
15.	presents	0.43%

Industry Search Terms

The following report shows **search terms** for 'Shopping and Classifieds - Flowers and Gifts', ranked by **volume** for the **4 weeks** ending **06/23/2007**. (Filters applied)

Rank	Website	Share
1.	flowers	1.62%
2.	wedding invitations	0.64%
3.	fathers day gifts	0.52%
4.	baby shower invitations	0.45%
5.	free ecards	0.36%
6.	father's day gifts	0.36%
7.	flower delivery	0.29%
8.	free e-cards	0.28%
9.	wedding favors	0.27%
10.	bridal shower games	0.27%
11.	graduation gifts	0.25%
12.	lakeside.com	0.22%
13.	ecards	0.21%
14.	personalized gifts	0.21%
15.	party supplies	0.21%

Sites Getting Traffic from ...

The following report shows **websites** for 'fathers day gifts', ranked by **volume** for the **4 weeks** ending **06/23/2007**. (Filters applied)

Rank	Website	Share
1.	Gifts.com	24.74%
2.	RedEnvelope	11.06%
3.	Perfect Present Picker	10.52%
4.	The Holiday Spot	6.75%
5.	Cherry Moon Farms	5.74%
6.	Gourmet Gift Baskets	3.83%
7.	AskMen.com	2.87%
8.	PersonalizationMall.com	2.87%
9.	www.parentconfessions.com	2.87%
10.	FindGift.com	2.39%

'Gifts' Term Variations

The following report shows **search terms** for 'gifts', ranked by **searches** for the **4 weeks** ending **06/23/2007**.

Rank	Website	Share
1.	graduation gifts	3.97%
2.	fathers day gifts	3.44%
3.	father's day gifts	2.57%
4.	anniversary gifts	1.31%
5.	spencers gifts	1.11%
6.	wedding gifts	0.89%
7.	gifts	0.81%
8.	personalized gifts	0.81%
9.	baby shower gifts	0.77%
10.	spencer gifts	0.65%
11.	groomsmen gifts	0.61%
12.	wedding anniversary gifts	0.49%
13.	retirement gifts.com	0.49%
14.	gifts for dad	0.37%
15.	birthday gifts	0.36%

An Experian company

The power of competitive intelligence

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