



pulse
compete's monthly perspective

April 2010

News - March Data is Live!

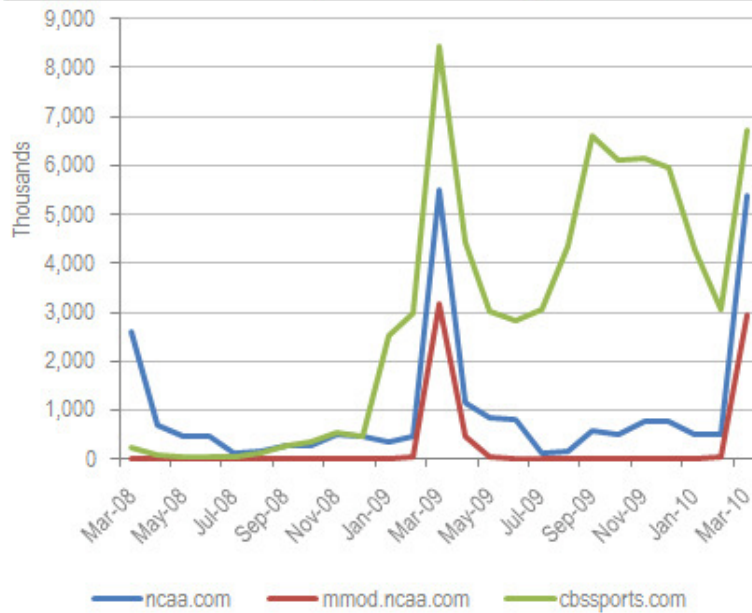
Online March Madness College Basketball and Baseball Lead the Way

March is a big month for sports, with the drama of the NCAA Tournament plus MLB excitement as a new baseball season kicks off. In March, three of the Compete 250 sites with the greatest month-over-month (m-o-m) changes were, not surprisingly, sports related.

[NCAA.com](#) and [cbssports.com](#) grew 982% and 121%, respectively, m-o-m in March. Also, NCAA.com's [March Madness on Demand](#), which streams live video of every game from the NCAA Tournament, attracted nearly 3 million Unique Visitors in March.

Online Traffic to [ncaa.com](#), [mmod.ncaa.com](#) and [cbssports.com](#)

(Unique Visitors - Mar '08 to Mar '10)



Signs of Spring were in the air in March, and so was baseball. Major League Baseball returned with a crack of the bat as players arrived for Spring Training and a new season on the field. In March, Unique Visitors to [mlb.com](#) increased 44% month-over-month as fans rushed online to get the latest news coming out of their team's camp.

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Award winning commentary from Compete.com

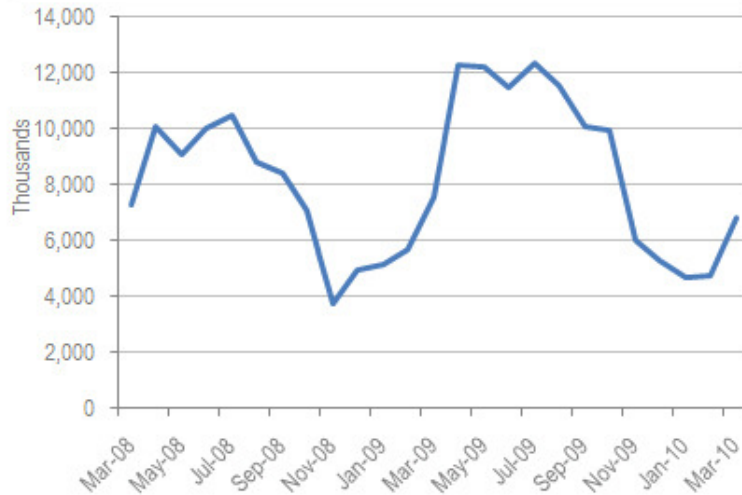
Data Methodology



Where does the data come from?

Online Traffic to mlb.com

(Unique Visitors - Mar '08 to Mar '10)



Blog

News & Analysis from Compete

The Latest Stories From The Compete Blog

You Say You Want a 4G EVOLution. Well, you know... Compete's Josh Pitts talks about how 4G is the next big step in mobile technologies and [Sprint's latest device makes the grade.](#)

The Wallet wars - Round 4 - Features attractive to specific segments Shabduli Purav, Analyst in Compete's Financial Services Practice, explains how different [credit card features impact specific segments of credit card users.](#)

Display Campaigns Drive as Much as 50% of Retailer Site Traffic In an effort to measure the effect of display advertising on site visitation, Scott Cooper looked at [marketing activity related to two of the largest retailers.](#)

Compete on Tour

Next Stop: Ad:tech San Francisco

Meet The Compete Team Live

Compete will be co-exhibiting with Kantar Media at [Ad:tech San Francisco](#), 4/19 - 4/21. Stop by booth **6468** to meet the team, pick up free Compete gear, and see what's new and hip with Compete.

Upcoming Events

- **4/19 - 21 : ad:tech San Francisco**
Compete co-exhibiting with Kantar Media
- **5/3 : Digital Hollywood**
Kyle Johnson, Product Manager, Ad Impact, Advertising Accountability session panelist
- **5/5 : Compete Digital CMO Summit 2010**
Compete Exclusive Event
- **5/11 : Net.Finance 2010**
Compete attending
- **6/10 : Digital Summit 2010**
Hosted by 24/7 Real Media. Compete attending
- **6/10 : Internet Retailer 2010**
Matt Pace, Managing Director, Retail and Consumer Products speaking
- [See More...](#)

Compete In The News

- **04/07 : San Francisco Chronicle**
How's My Fake VC Portfolio Doing?
- **04/06 : MediaPost Online Metrics Insider**
Three Nuggets From The Omniture Summit 2010
- **04/05 : Wall Street Journal**
Veoh Lives On — Behind the Acquisition of the Video Site
- **04/05 : The Boston Globe**
Why Boston needs more alpha users
- **03/31 : AdAge**
Break Media, TotalBeauty.com Prep Men's Grooming Site
- **03/30 : New York Times**
EBay Introduces a New Classifieds Site and More Mobile Apps
- **03/29 : WebProNews**
T-Mobile Customers Bigger on Stocks, Bill Pay?
- **03/18 : Newsweek**
Facebook's All-Out Assault on Google's Numbers
- [See More...](#)

ad:tech san francisco

April 20 - 21 at the Moscone Center North

Meet the Compete team at booth 6468
and ask us about:

- Compete's Audience Profiles
- Latest integration with Omniture
- Upcoming product updates and releases

Fast Movers: Top Moving Domains

Top 10 Gains In Monthly Unique Visitors Sports Websites Dominate Fast Mover Charts

Sports websites dominated the charts in March as the NCAA tournament wrapped up and the Major League Baseball season began.

Fast Movers: March, 2010



Rank	Domain	Unique Visitors (000's)	Monthly Change
1	ncaa.com	5,372	982.2%
2	cbssports.com	6,707	120.6%
3	mlb.com	6,786	43.7%
4	urbandictionary.com	5,289	31.2%
5	nextag.com	18,188	28.6%
6	cbsnews.com	5,964	28.1%
7	newsweek.com	4,996	20.3%
8	job.com	5,156	19.4%
9	bedbathandbeyond.com	5,058	18.7%
10	ancestry.com	6,706	18.3%

Looking for other lists? Make [Ranked Lists](#) using Compete PRO.

Upcoming Webinar

Wireless Shopper 2.0 A Compete/Google Webinar

With so many choices, how do consumers make wireless purchase decisions? How do they shop online, and how can a Marketer effectively command their attention?

Google partnered with Compete to explore these questions and uncover insights to inform your online marketing strategy. From acquiring prospects to launching new devices, these insights offer ways to more effectively target wireless shoppers with Search.



Tuesday, 4/20
@ 2PM EST / 11AM PST

Wireless Shopper 2.0
A Compete & Google Webinar

Find ways to more effectively
target wireless shoppers with
Search!

Register