



pulse
compete's monthly perspective

February 2010 


News - January Data is Live!

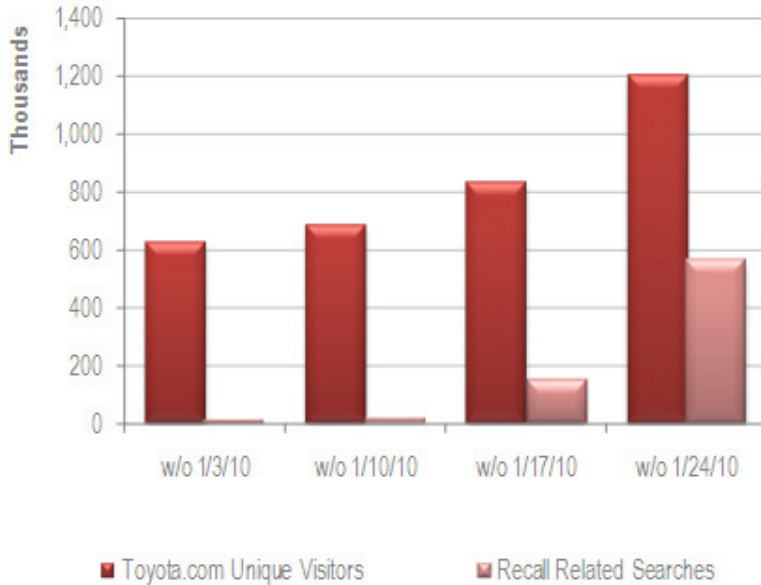
Recall Doubles Toyota's Online Traffic

Compete Investigates Online Impact of Recalls

In late January, Toyota US announced it would recall about 2.3 million vehicles over defective accelerator pedals and floor mats. Compete investigated the extent to which the recall impacted consumer online behavior. Traffic to Toyota.com nearly doubled from the week of January 17 to the week of January 24 (when the news was released), reaching a period high of over 1.2 million unique visitors. Consumers also took to the search engines for information as recall related search traffic showed a similar pattern.

Traffic to Toyota.com & Search Activity on Toyota Recall

(Number of unique visitors to Toyota.com;
Volume of Recall Searches on search engines, January 2010)  compete.com



[Read more about the online impact of the Toyota recall.](#)

Link Between Brand Building and Search

Search Engine Preference Impacts Brand Perception

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Data Methodology

Where does the data come from?



Initial research conducted by [Wunderman](#), [BrandAsset Consulting](#), [ZAAZ](#) and Compete has found that the search engine consumers use to find a brand's website impacts their perception of that brand and impacts their decisions made while they're on the site.

"Search begins with the choice of search engine," said David Sable, vice chairman and COO of Wunderman, one of the companies involved in the research. "What this means if you are managing a brand is this: you need to know how consumers relate to Bing, Yahoo! or Google and how that reflects on you."

[Read more...](#)

Blog

News & Analysis from Compete

The Latest Stories From The Compete Blog

Going for the Gold in Vancouver... and Online Compete's Elaine Sanfilippo discusses how Olympic coverage websites are battling to be the [number one destination for the Olympics' online audience](#).

Getting good behavior from your ad network Kyle Johnson, Product Manager of Compete's Ad Impact product, explains why the tangled mess of issues surrounding behavioral targeting exists and how [advertisers may be able to start untangling](#).

Truth in Engineering and Marketing The Automotive Industry was hardest hit by the 2008 financial crash. However, some car brands fared better than others – thanks to smart marketing. [Compete's Roberto Iturralde explains](#).

Product News

Target Your Ideal Customer With Audience Profiles

Compete's Newest Feature Delivers Never-Before-Seen Insights

Last Month, Compete released Audience Profiles on Compete.com. This free offering allows website owners to gain never before seen insights about their online audiences. Audience Profiles allow site owners to look beyond standard demographics and discover the lifestyle preferences, hobbies, and interests of their online audiences. These insights can then be used to create highly targeted marketing campaigns and attract more customers.

Upcoming Events

- **2/18 : Know Thy Audience**
A Compete Webinar on Audience Profiles
- **2/22 : IAB Annual Meeting**
Compete is event sponsor
- **2/24 : OMMA Metrics and Measurement**
Stephen DiMarco, Compete's CMO, is a panelist
- **2/25 : OMMA Behavioral**
Compete is attending
- **3/2 - 5 : Omniture Summit**
Meet Compete at the Partner Showcase
- **3/17 - 18 : OMMA Global**
Meet Compete at booth 305
- **3/23 - 24 : SES New York**
Meet Compete at booth 230
- [See More...](#)

Compete In The News

- **02/13 : Barron's**
No Diamond in the Rough
- **02/12 : PhoCusWright Connect**
Travel Trends: Another online travel start-up shutting down?
- **02/09 : Fox Business**
Compete and 24/7 Real Media Partner to Bring Greater Accountability to Online Advertising
- **02/02 : Wall Street Journal**
Venture Capital's Most Trafficked Web Sites
- **02/02 : Tech Crunch**
Top Ten VC Firms Websites by Traffic
- **01/29 : Wall Street Journal**
One Stock to Avoid Going Into Earnings
- **01/26 : CNN**
Has Twitter Peaked?
- **01/22 : Forbes**
Facebook's Ideal Future
- [See More...](#)

Know Thy Audience

Using Compete's Audience Profiles to target your ideal customer



February 18, 2010 @ 2:00PM EST

Presented By: Eric Austrew
Product Manager, Compete.com



Join us for a webinar

Thursday, 2/18 @ 2PM EST

Learn how to attract new advertisers and target new customers!

[Register Now!](#)

By using Audience Profiles, web publishers can offer advertisers the information they need to make sound media planning and buying decisions, thereby enhancing the performance of their advertisers' campaigns and increase the likelihood of repeat business. Audience Profiles gives advertisers more confidence in their ability to target their ideal customers and results in increased campaign efficiency.

Since launching last month, over 1,000 websites have set-up their Audience Profile. Join them, and be one of the first to [discover never before seen insights about your website's audience.](#)

Fast Movers: Top Moving Domains

Top 10 Gains In Monthly Unique Visitors

Tax Websites Dominate Fast Mover Charts

Tax season is upon us. As a result, [lists of the top 10 growing websites and industry categories](#) were topped by tax filing services and software.

Fast Movers: January, 2010



Rank	Site	Unique Visitors (000's)	Monthly Change	Yearly Change
1	taxact.com	6,868	996.0%	42.1%
2	taxactonline.com	6,407	843.0%	2.7%
3	intuit.com	11,870	431.4%	15.5%
4	hrblock.com	7,866	302.0%	15.8%
5	irs.gov	16,106	146.6%	-22.4%
6	hgtv.com	6,968	130.4%	-15.1%
7	lowermybills.com	6,999	82.5%	117.4%
8	glam.com	7,578	56.1%	-8.2%
9	travelocity.com	10,854	32.2%	-8.8%
10	hotwire.com	6,043	31.5%	4.3%

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

Webcasts

Shopping for Online Deposit Accounts

A Compete and Google Webcast

Compete and Google recently held a webinar that analyzed the role that search plays in consumers' online research for deposit products (Savings Accounts, Checking Accounts, CDs, etc.). The study revealed some interesting findings about just how prevalent search is within the consumer buying cycle. [Watch the webinar to learn more.](#)



Shopping for Deposit Accounts

Role of search in research for deposits accounts

Jan, 2010