



**pulse**  
 compete's monthly perspective

January 2010



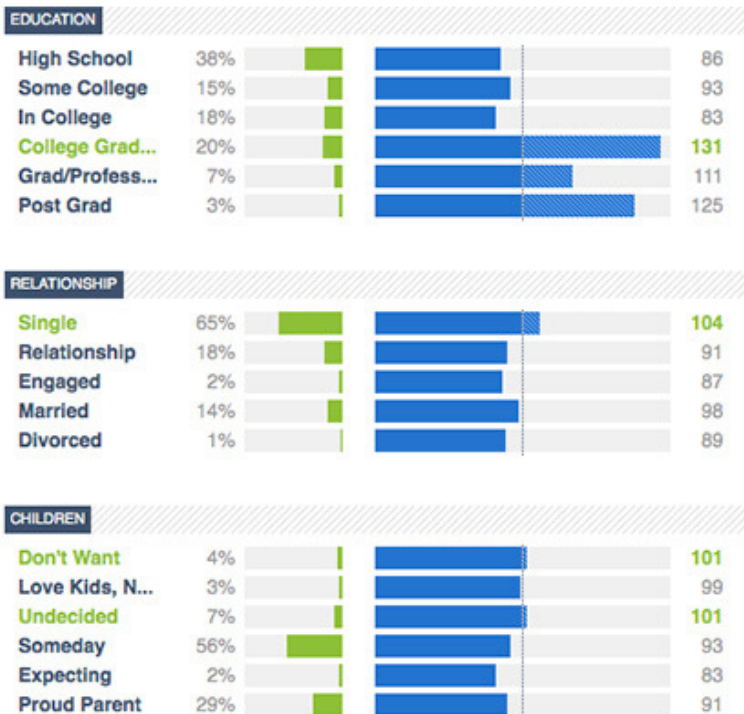
News - December Data is Live!

## Compete and Fox Audience Network Partner

**First of its kind Audience Profiles available soon through Compete**

In just a few days, Compete and the FOX Audience Network (FAN) will debut a comprehensive audience insight service. Publishers and advertisers will now have the ability to dissect their website's audience composition and use these insights to develop highly targeted marketing strategies to reach their ideal customer.

Compete Audience Profiles will be available to anyone with a [free MyCompete account](#) on compete.com. See an example of some of the attributes you'll see when using Compete Audience Profiles below.



**Compete PRO to Provide Demographics**  
 Site Profiles enhanced with Compete

Register for MyCompete

**Signup for FREE**

### The Compete Blog

Award winning commentary from Compete.com



### Data Methodology

Where does the data come from?



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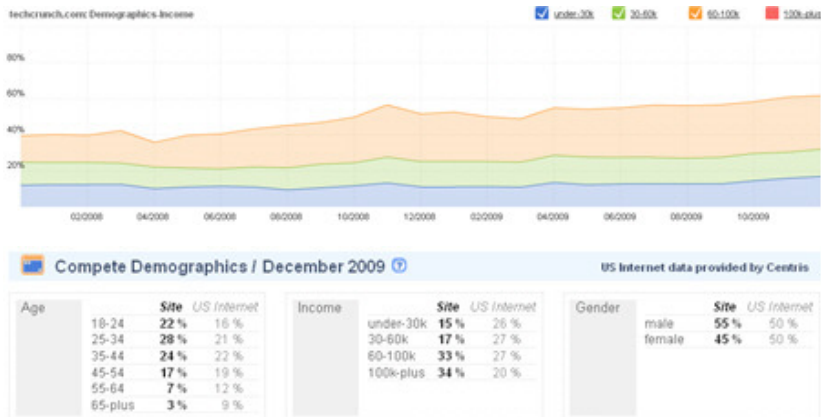
### Compete In The News

- **01/07 : WebProNews**  
Smartphone Owners Increase Handset-Based Spending
- **01/06 : Stockhouse Online**  
NBA Great George 'Iceman' Gervin Joins NeXplore Advisory Board
- **01/06 : AuctionBytes.com**  
Mobile Shopping Ready to Explode in 2010
- **01/05 : VentureBeat**  
News About Tech, Money and Innovation
- **12/28 : MediaPost**  
Optimize Mobile Experiences, Advises Compete
- **12/28 : Hollywood Industry**  
Compete Ranks Top 50 Gaming Sites for November 2009

## Demographics

[Compete PRO](#) will now include Compete Demographics. Using its proprietary panel of over 2MM US internet users and new technology, Compete is able to provide age, income, and gender compositions for over 50,000 websites. This includes an industry-first historical view of a website's audience composition looking up to two years back.

Compete Demographics will be part of Site Profiles on [compete.com](#) and will be available exclusively to Compete PRO Advanced and Enterprise subscribers.



Compete Demographics will let PRO subscribers:

- Discover the demographics of over 50,000 websites
- Target new customers and enhance marketing campaigns
- Track up to 2 years of changes in historical audience composition for them and their competitors

Compete's new audience measurement offerings will bring a deeper understanding of audience composition, preferences, and behaviors to the forefront. Between Compete Audience Profiles and Compete Demographics, site owners can be smarter about how they communicate with their audience, making it easier to create targeted content and optimize their customer acquisition strategies.

**Audience insights will be available to [compete.com](#) users early next week! Stay tuned for more info.**

Blog

## News & Analysis from Compete

### The Latest Stories From The Compete Blog

**My 10 year MSN Hotmail anniversary and what it means to Gmail** Compete's Andrew Pearlman discusses how his loyalty to Hotmail may be [more common than many think](#).

**World War 3G** Sarah Kalaukas uses our data to shows how the heated competition between the nation's leading wireless service providers and smartphone manufacturers is [impacting market share and online traffic flow](#).

**A look under the hood of Ad Impact** Ad Impact, a product offered by Compete's

• [See More...](#)

Client Solutions, lets advertisers and publishers discover the full value of ad campaigns. Kyle Johnson dives into how Compete interprets ads throughout the internet and [provides data for its clients](#).

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#### Industry News

## Smartphone Owners Now Spending More on Handset

### Poor Site Functionality a Turn-off

Last week, the Compete Telecom Practice released the results of its quarterly Smartphone Intelligence survey showing that smartphone owners are more comfortable buying from their handsets, but that poor mobile site functionality is still a turn-off for many.

Nonetheless, the research suggests that mobile commerce (m-commerce) is ready to explode in 2010. The Smartphone Intelligence survey provides behavioral and survey-based insight into how consumers are using their iPhones, Blackberries, Android devices and other smartphones.



"As manufacturers show off the hottest new devices at CES, our research shows that they'd be wise to consider the complete mobile shopping experience and how it varies by individual and device," said Danielle Nohe, director of consumer technologies for Compete.

"We're seeing notable behavior differences across devices, so, for example, users of the Android operating system share different characteristics than Blackberry and iPhone enthusiasts." [Read more...](#)

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#### Fast Movers: Top Moving Domains

## Top 10 Gains In Monthly Unique Visitors

### Shipping Services and Weather Forecasts Top of Mind over The Holidays

**Fast Movers: December, 2009**

Rank	Site	Unique Visitors (000's)	Monthly Change	Yearly Change
1	weather.gov	5,678	70.7%	5.9%
2	michaels.com	6,322	61.4%	120.2%
3	blastro.com	5,843	55.7%	318.7%
4	wunderground.com	6,982	53.2%	19.4%
5	ups.com	25,052	51.9%	17.1%
6	gifts.com	5,642	48.4%	100.2%
7	llbean.com	7,255	47.3%	8.0%
8	weather.com	33,597	46.7%	22.1%
9	nypost.com	5,738	46.4%	55.0%
10	fedex.com	15,509	45.7%	27.8%

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

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Compete now has a professional network on LinkedIn! Compete Pros is a group for users of Compete's tools and services. Share insights gained from using Compete's data, ask questions about using specific tools, and meet other Compete users. [Join Compete Pros now!](#)



Every Friday, Compete takes to Twitter for Data Nugget Friday's. Tweet @Compete a domain and we'll tweet back a tasty data nugget. All of the nuggets are created using Compete PRO. Include #datanugget in your tweets and join the fun [This Friday between 1PM and 3PM EST](#). [Follow Compete now!](#)