



pulse
compete's monthly perspective


March 2010 

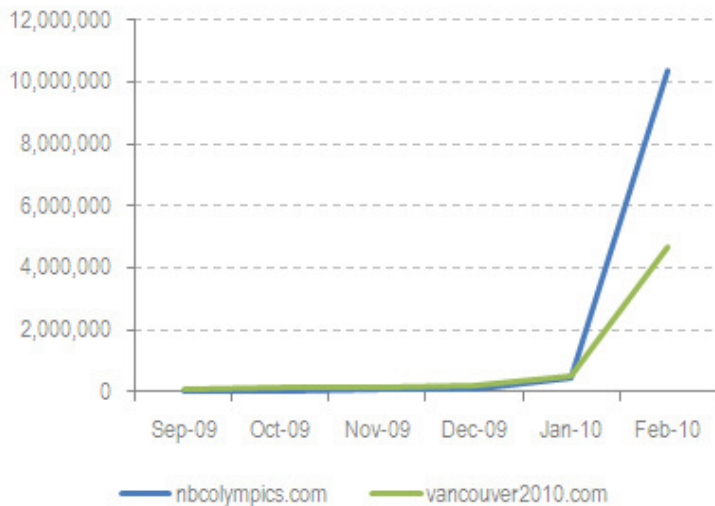
News - February Data is Live!

Olympics All The Buzz in February Winter Games Have Big Online Impact

February data is live and online Olympics coverage is everywhere! Of the top 15,000 fastest moving websites, domains related to NBC universal (the exclusive owner of media rights to 2010 Winter Olympics coverage), Vancouver, and the Olympics in general dominated the charts. Accounting for tens of millions of visitors, it's safe to assume that NBC's bid for exclusive coverage definitely paid off.

Over that past couple of months, Compete's own Elaine Sanfilippo covered the Games' impact on [NBCOlympics.com](#) and [Vancouver2010.com](#). Using Daily Reach and Attention metrics, Sanfilippo was able show how NBC's website pulled ahead of Vancouver's official site. Now that February Data is live, analysis of unique visitors to each website answers her original question of who was going to [win online gold in Vancouver](#).

Traffic to Vancouver2010.com and NBColympics.com
(Volume of unique visitors, Sep '09 - Feb '10) 



Substantial increases in traffic to sites like [helloworld.com](#) shows that websites specializing in Olympics coverage weren't the only benefactors. In fact, the helloworld.com commercial that aired multiple times during the Games garnered over [400K views on YouTube](#).

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Data Methodology

Where does the data come from?



You Gotta Be Here in 2010 - Super, Natural British Columbia | 90 seconds 



Blog

News & Analysis from Compete

The Latest Stories From The Compete Blog

The Wallet Wars - Part 1 Compete's Shabduli Purav analyzes how Americans use credit cards, debit cards, and cash. See what interesting trends she found from her [survey of over 1,300 credit card owners](#).

Automotive Leads Are Not Always a Leading Sales Indicator Lincoln Merrihew, Director of Compete's Automotive and Travel Practices, explains why the the Automotive Industry trails all other consumer markets in its [ability to persuade people to buy online](#).

Smartphone Owners: A Ready and Willing Audience Years ago, smartphones were introduced to the market as devices to help busy, on-the-go, business professionals. Today, this is far from the case. [Compete's Danielle Nohe explains](#).

Compete University

Understanding Compete's Data Methodology

Download Compete's Latest White Paper


Here at Compete, we spend a lot of time and energy on the data methodology behind our user panel. We also get questions from our customers and partners about the panel, as well as how we get to the metrics that really matter to online businesses. [Download the Compete Data Methodology white paper](#) today to have your questions answered.

Upcoming Events

- **3/17 - 18 : OMMA Global**
Meet Compete at booth 305
- **3/23 - 24 : SES New York**
Meet Compete at booth 230
- **3/22 : ARF re:think 2010**
Jessica Ong, Director, Online Media and Search speaking with Google
- **3/22 : CTIA Wireless**
Adam Guy, Vice President, Client Services moderating Executive Session
- **4/19 - 21 : ad:tech San Francisco**
Compete co-exhibiting with Kantar Media
- [See More...](#)


Compete In The News

- **03/12 : New York Times**
When Will Location-Based Coupons Take Off?
- **03/12 : FierceWireless**
Compete: Smartphone users constantly connected
- **03/11 : Internet Retailer**
Tougher Customers
- **03/10 : The Washington Post**
Pew: Internet surpasses newspapers, radio for news
- **03/09 : MarketWatch**
Yahoo may continue to lose its edge, analyst says
- **03/08 : Automotive News**
Reputation takes hit, but signs of life emerge
- **03/08 : Investor's Business Daily**
New Online Destinations Create Local Marketing Opportunities For Small Businesses
- **03/08 : TechFlash**
Mulling over Google's Picnik buy
- [See More...](#)



Overview of Data Methodology and Practices

Compete, a Kantar Media Company



Learn about Compete's...

- multi-source panel approach
- unique people calculator
- normalization techniques
- online metrics

[Download Now](#)

Fast Movers: Top Moving Domains

Top 10 Gains In Monthly Unique Visitors Tax Websites Continue Domination Of Fast Mover Charts

Despite the large impact the Olympics had on online traffic, tax filing websites and services continue to dominate the list of the top 10 fastest growing websites in February.

Fast Movers: February, 2010



Rank	Site	Unique Visitors (000's)	Monthly Change	Yearly Change
1	nbcolympics.com	10,359	2239.1%	13460.3%
2	irs.gov	23,723	47.3%	-26.1%
3	turbotax.com	5,659	38.0%	-6.7%
4	hrblock.com	10,144	29.0%	23.2%
5	ap.org	6,041	25.9%	129.3%
6	taxact.com	8,378	22.0%	14.7%
7	intuit.com	14,465	21.9%	1.9%
8	taxactonline.com	7,542	17.7%	8.9%
9	everydayhealth.com	6,383	13.5%	104.4%
10	weather.gov	5,216	7.5%	29.4%

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

Compete PRO Training

New Training Webinars Introduced for Compete.com Users

Sign Up For A Free Compete PRO Training Webinar

Compete's Product Management and Customer Support teams recently joined forces to create Compete PRO training and educational resources. Over the next few months, Compete.com users can expect the release of multiple training videos, guides, and live webinars to help them get the most out of Compete PRO.

The first project to go live as a result of this initiative is "Getting Started With Compete PRO," a live weekly webinar series presented by Eric Austrew, Product Manager of Compete.com and Lindsey Mark, Manager of Compete.com Client Relations. [Sign up for our next webinar today!](#)



Thursday March 25th
@ 1PM EST / 10AM PST

Speakers

Eric Austrew
Product Manager
compete.com

Lindsey Mark
Client Relations
compete.com

Register