

Objectives

Market Monitor principle

Your needs:

You are looking for global data on site visits in a specific industry (tourism, politics, health ...) or all Internet industries:

- How has the audience of industry A sites evolved over the past two years?
- What are the types of privileged access?

XiTi offers an analysis service on reference data within its scope, a single benchmarking source:

- Market Monitor will shed light on the trends in your industry (or *all Internet industries*),
- And allow you to situate your performance within your competitive environment

Service objectives

- Identify the trends of a specific industry or *all Internet industries*
- Compare your performance with that of your competitive environment

Relevant professions

- Senior Management
- Editorial Department
- IT Department
- Marketing Department
- Communication Department

Analyses Available

Key Trends in the industry/*all Internet industries*:

- Volume and interest indicators: visits, pages viewed, rate of entering visits, pages viewed per entering visit, average time of visits, average time per page, behavior quotient
- Analysis of the visits in relation to the days of the week
- Analysis of the visits in relation to connection times
- Access types

Technical Report on the industry/*all Internet industries*:

- Analysis of the various technical parameters (browsers, operating systems, screen widths ...)

Marketing Report on the industry/*all Internet industries*:

- Analysis of visits in accordance with the location of the connection (countries, regions)
- Analysis of certain ROI data

You may also compare this sectoral data to that of your own site with our Site Steering Audit and Marketing Audit offers.

Market Monitor Implementation

Sector pre-study form to be filled in

- This will allow us to accurately identify your needs in terms of issues and periods to be analyzed,
- And to provide you with a customized estimate

Return of results

A summary report, a true benchmarking tool:

- Major characteristics of the sector/*all* Internet *industries* are highlighted
- The Market Monitor report is presented so as to be easily accessed by all employees interested in the benchmark data
- Ability to request an oral presentation of the results, upon estimate

Practical Information

Prerequisites

- Access to non-XiTi clients for data in a specific sector or *all* Internet *industries*
- Up-to-date XiTi contract required for a comparison of the *industry's* data to the site's data

Schedule

- 15 days to a month, depending on the request

Deliverable

- Market Monitor delivered in an electronic format

Prices

- Customized estimate based on your needs

Other XiTi Studies

- Site Steering Audit
- Marketing Audit
- Monthly Sector Barometer

Contact

Your usual XiTi representative: 05 57 92 34 34 or 01 56 54 14 30.