

# HITWISE: WHAT BRANDS ARE UK INTERNET USERS SEARCHING FOR?

Submitted by: Hitwise UK  
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Hitwise, the world's leading online competitive intelligence service, today reports on the brands that are strongest in online retail, as shown by the searching behaviour of its sample of 8.4million UK Internet users.

eBay continues to dominate in the online shopping space, with more than 4 times the successful searches on its brand name than its nearest rival, Amazon. The online auction website also accounted for almost 30% of visits made to the shopping sector for the week ending 9th October.

For the four weeks ending 9th October 2004, Hitwise search terms data reveals that amongst UK Internet users, the term 'ebay' and any ebay iterations were responsible for 5.22% of all successful queries that delivered traffic to websites within the Shopping & Classifieds category. Amazon was the second strongest brand, with 'amazon' and its brand iterations accounting for 1.3% of all successful searches. Argos and Tesco were third and fourth with 0.85% and 0.61% market share respectively.

## SHOPPING & CLASSIFIEDS – TOP 20 BRANDS

Based on data for four weeks ending 9th October 2004

- 1 eBay 5.22%
- 2 Amazon 1.30%
- 3 Argos 0.85%
- 4 Tesco 0.61%
- 5 Currys 0.46%
- 6 B&Q 0.40%
- 7 Comet 0.39%
- 8 PC World 0.39%
- 9 Next 0.31%
- 10 John Lewis 0.28%
- 11 Marks & Spencer 0.27%
- 12 Dixons 0.21%
- 13 Kelkoo 0.21%
- 14 Dell 0.20%
- 15 Debenhams 0.19%
- 16 Asda 0.18%
- 17 HMV 0.17%
- 18 Play.com 0.17%
- 19 Top Shop 0.16%
- 20 Toys R Us 0.16 %

Simon Chamberlain, General Manager of Hitwise UK commented: "This unique view of the terms that UK consumers are successfully using to visit their favourite brands provides an excellent insight into the impact of the millions that are spent on brand advertising, across all forms of media. With the infinite choice afforded by the Internet, getting inside the mind of the consumer as they hit "search" on their favourite search engine is a moment of truth for any brand. This data, based on the largest sample

of UK Internet usage available, reveals those companies whose brands have cut through the noise and are front of mind for UK consumers in the run up to Christmas.”

Hitwise further reveals that more than half of the most searched for brands appear within the top 20 shopping websites: eBay, Amazon, Kelkoo, Dell, Play.com, Tesco, Argos, Next, Comet, B&Q and Currys.

#### About Hitwise

Hitwise is the world’s leading provider of online competitive intelligence services. Each day, Hitwise monitors how more than 25 million Internet users interact with over 500,000 websites across 160 industry categories.

By monitoring more people, more websites, more often, Hitwise provides marketers with timely and actionable marketing insights into how their online presence compares to competitive websites. Companies use this information to maximize the return on their online investment in efforts such as affiliate programs, search marketing, online advertising, content development and lead generation.

Hitwise collects Internet usage information via a combination of ISP data partnerships and opt-in mega panels, and complies with local and international privacy legislation as audited by PricewaterhouseCoopers.

Founded in 1997, Hitwise is a privately held company headquartered in Melbourne, Australia and operates in the UK, US, Australia, New Zealand, Hong Kong and Singapore.

[www.hitwise.co.uk](http://www.hitwise.co.uk)

For media enquiries, please contact:

Jannie Cahill

[jannie.cahill@hitwise.com](mailto:jannie.cahill@hitwise.com)

Tel: 020 7378 3619

Mob: 07956 873939