

Web Data Integration Segmentation



MRI-Simmons has developed a unique way to integrate insights from Hitwise, a source of online behavior, with MRI-Simmons, the leading source of syndicated consumer research.

The solution adds 20 categories of websites to the National Consumer Study and provides marketers with even greater insights into consumers' online and offline behaviors. Within each category, marketers can analyze data by visited last 7 or 30 days, or by times visited in the last 30 days: 1-5, 6-15, or 16+.

The Web Data Integration consists of 20 website categories:

- Business & Finance: Stocks & Shares
- Computers & Internet: Social Networking & Forums
- Computers & Internet: Software
- Entertainment: Mobile Phones
- Entertainment: Movies
- Entertainment: Multimedia
- Entertainment: Photography
- Lifestyle: Blogs & Personal Websites
- Lifestyle: Children's Sites
- Lifestyle: Dating
- Lifestyle: Family
- Lifestyle: Fashion
- Lifestyle: House & Garden
- Lifestyle: Pets & Animals
- Lifestyle: Politics
- Lifestyle: Women's Sites
- News & Media: Broadcast Media
- News & Media: Community Directories & Guides
- News & Media: Print
- News & Media: Weather

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