



## About

Hitwise Charting enables you to create customized charts detailing how websites, industries or search terms perform against each other. Hitwise Charting is ideal for reporting on the results of campaigns, discovering trends in clickstream traffic, and for highlighting the seasonal impact on a website or industry.

## Benefits

- Customized Charts for Flexible, On-Demand Reporting:** All Hitwise charts can be customized for analyzing sites, industries or search terms by measurement criteria as well as time period. Charts can be instantly created and exported to Excel for further analysis.
- Instantly Identify the Impact of Campaigns:** Charting helps you to see online performance of a website, industry, clickstream traffic, or search terms over time. By identifying peaks and troughs in share of traffic, you can easily identify the impact of marketing campaigns and seasonal changes.

## Key Features

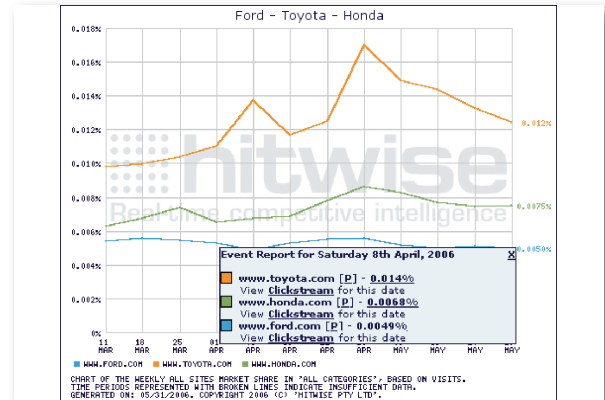
With Hitwise Charting, you can include up to 10 websites, categories or search terms per chart. Other key features include:

- Charting Criteria:** You can chart against a range of criteria, such as: type of chart (ranking, market share, average session time), and period (daily, weekly or monthly).
- Types of Charts:** Charts are available for websites, industries and search terms. You can also chart all clickstream traffic, including upstream and downstream sites, to see the trend in traffic referrals or downstream sites.
- Charting Options:** You can alternate between standard and advanced charting features. Advanced charting features enable you to chart on two axes, employ trend lines, use watermarks, and tailor the thickness of chart lines.
- Event Report:** When hovering your mouse over a peak or trough on a chart, Event Reports appear allowing for one-click access to Clickstream reports. This report helps you uncover traffic generation strategies.

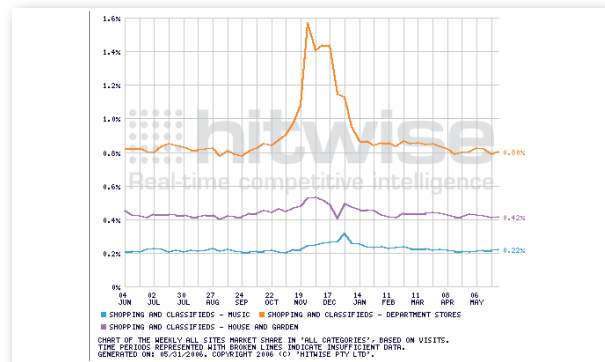
## Learn More

To learn more about Hitwise Charting, please contact your Account Manager or Hitwise Customer Support at support.us@hitwise.com or 1-866-668-0444.

Charting Automotive Websites by Visits – Ford, Toyota and Honda



Charting Online Shopping Industries by Visits – Music, House and Garden and Department Stores



Charting Search Term Share of Traffic – 'Bird Flu' vs. 'Mad Cow'

