

Keyword Intelligence

Why has Hitwise launched Keyword Intelligence?

Hitwise decided to launch Keyword Intelligence due to the vast number of SME's who require high quality data to help maximize their search marketing campaigns. Keyword Intelligence (www.keywordintelligence.com) is an affordable search term suggestion service which provides keywords that have been proven to drive traffic to thousands of sites across 160 industry categories.

When will Keyword Intelligence be officially launched?

The beta period commenced in May 2005, and official launch is scheduled for July 5, 2005.

What does Keyword Intelligence offer?

There are 3 key features within Keyword Intelligence as follows:

- Search Term Suggestions – provides the most popular search term variations for any word
- Industry Search Terms – provides the most popular search terms for over 160 industries
- Search Term Portfolios - an easy to use tool to manage keyword lists

How does Keyword Intelligence compare to other search term suggestion services?

Keyword Intelligence offers marketers significant benefits including:

1. Data across all the major search engines (Google, Yahoo!, MSN, and more)
2. Local market data available for the US, UK, Australia, New Zealand and Singapore
3. Search terms from over 20 million people
4. Successful search terms resulting in users visiting a website

For further information about the product features visit:

<http://www.keywordintelligence.com/features.php>

How does Keyword Intelligence differ from Hitwise Search Intelligence?

Keyword Intelligence is a stand alone offering, whereas Hitwise Search Intelligence can only be purchased as part of the Hitwise Competitive Intelligence service. The primary difference between the two products is the depth of data and functionality. Keyword Intelligence offers top-line, search term suggestion and industry search term data only. Whereas Hitwise Search Intelligence provides extensive search term suggestions and industry search term data, as well as additional data sets such as search terms to a website, search term analysis including websites that receive traffic from a term, search engine analysis, search term charting, trends and soon to be released fast moving search terms.

For further information about Hitwise Search Intelligence product features see page 2.

What markets does Keyword Intelligence provide search terms on?

Keyword Intelligence provides market specific search term data for the US, UK, Australia, New Zealand and Singapore. This gives marketers insights into the terms to use for International search marketing campaigns.

How often is the data in Keyword Intelligence updated?

All of the data in Keyword Intelligence is updated weekly.

How much does Keyword Intelligence cost?

Packages start at USD \$89.95 per month.

Where can I find more information about Keyword Intelligence?

More information can be found at www.keywordintelligence.com

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The following chart compares the features of the Keyword Intelligence product, and the Search Intelligence product within the Hitwise Competitive Intelligence Service.

	Keyword Intelligence Product		Hitwise Product
	Basic	Standard	Search Intelligence
DATA			
International search term data	√	√	√
Across all major search engines	√	√	√
Reporting periods	12 weeks	12 weeks	4 or 12 weeks
Historical Data	3 months	3 months	12 months
PRODUCT FEATURES			
Search Term Portfolio	1	5	10
Industry Search Terms - Depth	100 words	1,000 words	Unlimited words
- Number of industries	3	10	160+
Search Term Suggestions - Depth	100 words	1,000 words	Unlimited words
Search Term Volume	√	√	√
Search Term Success Rate	√	√	√
Website Search Terms	X	X	Unlimited words
Search Term Analysis	X	X	√
Search Term Charting	X	X	√
Search Engine Analysis	X	X	√
Historical Data (12 months)	X	X	√
EXPORT / IMPORT FUNCTIONALITY			
Export search terms	√	√	√
Import search terms to portfolio	√	√	√