

# Audience Engagement

## Perspective...in a World of Smoke and Mirrors

FREE third party sources allow apples-to-apples website comparisons and reveals their online audience engagement



### Alexa

Founded in 1996, Alexa features **ENGAGEMENT** comparisons on over 20,000,000 websites, FREE! Alexa is to the Internet as the Nielsen Rating is to TV.



### Quantcast

Founded in 2006, Quantcast features **DEMOGRAPHIC** comparisons on over 10,000,000 websites, FREE!



### Compete

Founded in 2000, Compete features **UNIQUE VISITORS** comparisons on over 1,000,000 websites. Limited FREE information. Selected in 2012 by SRDS as standardized source for digital media UV info.

Website analytics tools like comScore, Experian Hitwise, Nielsen and others often do not employ database samples as large as those shown above. Their **required paid subscriptions** can be costly for occasional usage.

**These Tools Allow Analysis of Travel Websites by Audience ENGAGEMENT!  
Find Out How Top Travel Websites Rank...**