

DIGITAL RETAIL INSIGHT

WHAT IS IT?

The Digital Retail Insights monitor was conceived to give an accurate monthly benchmark of visitor numbers to UK retail websites and is generally released in the first week of each month. The BRC work with Hitwise, an aggregator of digital consumer data, to produce this report. Hitwise has a deep sample of highly representative internet users, from multi-dimensional and representative sources.

The Digital Retail Insight Monitor tracks:

- Retail Website visits (total)
- Retail Page Views
- Duration on Website
- Pages viewed per visit
- Mobile / Desktop split
- Upstream and downstream traffic

The monitor covers the following categories:

Department Stores/Multi-Category	Auctions
Food and Drink	Classifieds
Clothing Fitness and Footwear	Home and Garden
Health and Beauty	Consumer Electronics
Books and Home Entertainment	

OUR PARTNER

Hitwise are a multinational data aggregator & platform specialising in the collection of online audience data. Hitwise has been transforming sample data into highly representative online audiences for over two decades (so almost as long as the internet!). They utilise a data transformation process that is founded on established market research principles alongside proprietary modelling techniques. This process continues to evolve with advancements in the internet and new data technologies.

METHODOLOGY

Hitwise collect and blend online behaviour tracking, market research, demographics and client data.

This data goes through a sophisticated cleansing, filtering, merging, weighting, and scaling process daily.

During this process, Hitwise data is calibrated with demographic, geographic and market research data, allowing Hitwise to uniquely report on granular audience segments and web categories.