

## WWW User Analysis W3B

### Reportings for Websites & Webshops User Experience, Profiles, Loyalty

*Current, differentiated information about trends on the Internet market and the users of your Website from one data source: Take the opportunity of participating in the upcoming W3B Study in October!*

*Since 1995 the W3B study has been investigating the profiles and attitudes of Internet user groups. The Websites of around 80 companies are participating and around 100,000 Internet users are interviewed in each round.*

#### Use W3B to identify trends and potentials

The WWW User Analysis gives you the following information:

- ▶ Current results, trends and profiles of German Internet usership
- ▶ Development and accessibility of target group segments on the Internet
- ▶ Presentation of the profiles, usage patterns and preferences of the visitors to your Web site
- ▶ Target group and competition benchmarking for your Web site (analysis of positioning and potentials)

#### Taking part in W3B is easy

Simply fill out the registration form on our Website – we'll send you further information. Basic participation in W3B is free.

#### The advantage of taking part in W3B

W3B reports provide you the basis for the future development of your Web site in the following areas:

- ▶ User-friendly Web site optimization
- ▶ Optimal customer relationships

- ▶ Targeted acquisition of new customers
- ▶ Successful online brand leadership
- ▶ Efficient initiation and processing of online orders

With the W3B survey Fittkau & Maaß Consulting offers a compelling research solution essential for effective marketing control and the successful management of your Web site.

More information about the W3B survey  
<http://www.fittkaumaass.de/w3bumfrage>

#### Survey Overview & Contact Information

Costs	Basic Profile free, Extended User Profiles: 950,- Euro User Experience Reporting 1,750,- Euro Loyalty Reporting 1,750,- Euro All prices plus sales tax if applicable
Timeframes	Field time Oct. 5th to Nov. 15th; Delivery starts early December 2011
Contact	In case questions or the need of further information please call us 0049-(0)40-30 100 770 or send us an email: Sebastian Schumacher, <a href="mailto:schumacher@fittkaumaass.de">schumacher@fittkaumaass.de</a> Holger Maaß, <a href="mailto:maass@fittkaumaass.de">maass@fittkaumaass.de</a>

# Fittkau & Maaß Consulting

Internet Consulting & Research Services

## W3B sector reports and benchmarking

We offer specific reports for the following sectors:

Automobiles, banking & broking, consumer electronics/photography, mobile communications, online shops, travel, insurance, web 2.0

Sector-oriented analysis comprises benchmarking for target groups, markets and competitor Web sites:

W3B-User Experience-Report  
The vital stats for your Web site

W3B Target Group Report  
Target groups for your sector/Web site

W3B Sector Report  
Target groups of the competition and your sector/Web site

W3B Benchmarking Study  
Target groups, competition monitoring for your sector, individual Web site study

## WWW User Analysis customers (excerpt):

ADAC, Arcor, Bader, Baur, Beiersdorf, Bundesrepublik Deutschland, Casio, Computerwoche, Condor, Continental, Cortal Consors, DekaBank, Deutsche Bahn, Deutsche Telekom, DFL, Douglas, Dr. Oetker, F.A.Z., Freenet, Google, Heise online, HypoVereinsbank, IDG, Interactive Media, Kaufhof, Kenwood, L'Oréal, Microsoft, mobile.de, MySpace, Neckermann, Nestlé, O2, Obi, Olympus, Opodo, OTTO, Panasonic, PayPal, Schlecker, Scout24, studiVZ, Thomas Cook, Toshiba, Travel Overland, TUI, Thomas Cook, Vobis, Volkswagen, Weltbild, Yves Rocher, ...

## W3B Topic reports

An analysis of the users of your Web site in comparison to other user groups is available in the following topic-based reports:

- ▶ Socio-demographics & user patterns
- ▶ Communication & advertising
- ▶ E-commerce & purchase decisions
- ▶ Social networks, mobile internet

## W3B media reports

We prepare the following reports for advertising media and media planners:

W3B MediaSetCard  
Sales presentation for online advertising media

## Individual questions and reports

On request we can offer you the inclusion of additional sector-specific or individual questions and reports.

## Methodology

- ▶ Internet survey of users on over 200 Websites
- ▶ Recruiting: Randomly generated active sampling using the n<sup>th</sup> user principle
- ▶ Field time: 5 weeks
- ▶ Dynamic questionnaire with adaptive filter-based guidance
- ▶ Regular reporting on returned questionnaires during the field time

**Results** in the form of commented charts and clearly laid out tables are delivered from the beginning of December, 2011.

**Prices** for individual Website reports starting from 950 euros.

## Overview of dates

12<sup>th</sup> September

End of early booking discount

5<sup>th</sup> October Start of the survey

15<sup>th</sup> November Conclusion of the survey

**Additional information** about reports and their prices is available on the internet at [www.fittkaumaass.de/w3bumfrage](http://www.fittkaumaass.de/w3bumfrage)

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