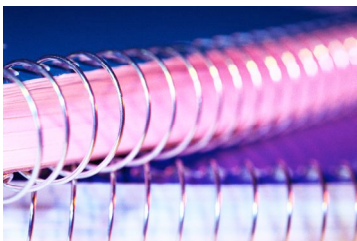


## WWW User Analysis W3B Information on the 29<sup>th</sup> round of surveys

*Current, differentiated information about trends on the Internet market and the users of your Web site from one data source: Take the opportunity of participating in the W3B Study in Autumn, 2009!*

*Since 1995 the W3B study has been investigating the profiles and attitudes of Internet user groups.*

*The Web sites of over 80 companies participated in the 28<sup>th</sup> W3B Survey in Spring, 2009 and more than 120,000 Internet users were interviewed.*



### 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 included registration form and send it to Fittkau & Maaß.

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>

# 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, Bundesrepublik Deutschland, Casio, Computerwoche,  
Continental, DBA, DekaBank, Deutsche Bahn, Deutsche Telekom, Dr. Oetker, F.A.Z., Freenet,  
Google, Heise online, HypoVereinsbank,  
IDG, Interactive Media, Kaufhof, Kenwood,  
LTU, Microsoft MSN, mobile.de, MySpace,  
Neckermann, O2, Olympus, Opodo, OTTO  
Versand, Panasonic, PayPal, Scout24,  
studiVZ, Thomas Cook, Toshiba, Travel  
Overland, TUI, Thomas Cook, Vobis, Volks-  
wagen, WEB.de, Weltbild, ZDNet ...

## 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
- ▶ Content & navigation

## W3B media reports

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

- ▶ WWW Media Analysis W3B  
Profiles of 130 online advertising media
- ▶ 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 Web sites
- ▶ Recruiting: Randomly generated  
active sampling using the  $n^{\text{th}}$  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, 2009.

**Prices** for individual Web site  
reports starting from 600 euros.

## Overview of dates

1<sup>st</sup> September End of early booking  
discount

1<sup>st</sup> October Start of the 29<sup>th</sup> W3B  
survey

9<sup>th</sup> November Conclusion of the 29<sup>th</sup>  
W3B survey

**Additional information** about  
reports and their prices is available  
on the internet at

[www.fittkaumaass.de/w3bumfrage](http://www.fittkaumaass.de/w3bumfrage)

Telephone +49-(0)40-30100770

