



## About

Eliminate data overload and get the online activity insights that will shape your business decisions. Hitwise customisation and alert tools put the data and reports you need on websites, industries and search terms, a click away.

Hitwise Alerts ensure you are the first to know when a significant event occurs online that affects your business. As soon as there is a change in competitive activity in your industry, Hitwise will send you an email.

## Benefits

- **Gain Customised and Instant Insight into Competitive Activity:** Alerts are automatically sent to you based on the content and delivery time parameters you want. You can set Hitwise Alerts to notify you as soon as a new competitor, traffic surge, or rank movement is found at a nominated time.

## Key Features

**Ranking Alerts:** Can be set to notify you when traffic to any website that you nominate surges, or when a new competitive website enters an industry. There are four types of Ranking Alerts Hitwise can deliver to you on a daily, weekly or monthly basis:

- **Website Traffic Surge Alert:** We alert you when there are substantial increases and decreases in traffic levels to a website.
- **Category Traffic Surge Alert:** We alert you when there are substantial increases and decreases in traffic levels to any online industry.
- **New Competitor Alert:** We alert you when a new website enters the rankings of an online industry.
- **Fast Movers Alert:** We alert you when fast-moving websites are identified within an online industry.

## Learn More

To learn more about Hitwise Alerts, please contact your Account Manager or Hitwise Customer Support at support.sg@hitwise.com or 800 6162 150.

## Website Traffic Surge Alert

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Website Traffic Surge Alert - www.target.com (daily, ALL) [Configure Alerts](#)

**Target increased its ranking 12 places within the "All Categories" category to 53rd place during the day ending 08/23/2008. This reflects a change 136.620% greater than the average.**  
View: [Profiler](#), [Rankings](#), [Chart](#)

**Target increased its share of the "All Categories" category by 0.017% to 0.117% during the day ending 08/23/2008. It is now ranked in 53rd place. This reflects a change 100.032% greater than the average.**  
View: [Profiler](#), [Rankings](#), [Chart](#)

## Email Fast Mover Alerts

**hitwise**  
An Experian company

**Fast Movers Alert - All Categories (daily)**  
The following All sites were fast movers in the "All Categories" category during the day ending 25/08/2008. [Configure Alerts](#)

**StageUP** UP 4829 places to rank 1368 with 0.81% category share.  
StageUP aims at providing an online property information resource for house owners, property agents, foreign talents, professionals, students and those are about to make the move to Singapore.  
View: [Profiler](#), [Rankings](#), [Chart](#)

**Hot Travel Central** UP 4763 places to rank 1983 with 0.61% category share.  
This page provides links to travel destinations and online offers.  
View: [Profiler](#), [Rankings](#), [Chart](#)

**MySelling** UP 2188 places to rank 1445 with 0.81% category share.  
MySelling is an online journal that offers limited edition ranges of clothing that can be purchased from the site's owners.  
View: [Profiler](#), [Rankings](#), [Chart](#)

**ISA International** UP 1697 places to rank 1424 with 0.81% category share.  
ISA is a global provider in the private and terminal business with investments in port projects including Singapore, Belgium, Brunei, China, India, Italy, Portugal, South Korea and Thailand.  
View: [Profiler](#), [Rankings](#), [Chart](#)

**Obigo.com** UP 239 places to rank 210 with 0.89% category share.  
Obigo.com is a Chinese website that features mobile phone engines, wall-papers, applications, and more.  
View: [Profiler](#), [Rankings](#), [Chart](#)

**GAP** UP 1784 places to rank 1562 with 0.81% category share.  
GAP customers can browse the range of men's and women's clothing, access customer service and make purchases at Gap online.  
View: [Profiler](#), [Rankings](#), [Chart](#)

**www.karenchou.com** UP 2143 places to rank 1965 with 0.81% category share.  
karenchou.com is the personal photography website of Karen Chou an American photographer. It includes many photo galleries either on a theme or of a location, tips for the whole process of photography, book lists, link lists, and workshop information.  
View: [Profiler](#), [Rankings](#), [Chart](#)

**Fast Movers Alert - Travel - Destinations and Accommodation (daily)**  
The following All sites were fast movers in the "Travel - Destinations and Accommodation" category during the day ending 25/08/2008. [Configure Alerts](#)

**Parsons International** UP 18 places to rank 98 with 0.23% category share.  
Parsons International is an international four star hotel chain with hotels in Singapore, Australia and China. The site features about us and company information, hotel information linking to the individual hotel sites and associated hotel information.  
View: [Profiler](#), [Rankings](#), [Chart](#)

This alert was sent to you from the Hitwise Alert system.  
Alerts are based on the week ending for traffic from Singapore.  
To manage your alerts visit <http://support.sg.hitwise.com/myhitwise/alerts.html>.  
NOTE: For the links in this email to work effectively, you should have your Hitwise password saved on the site.  
\* denotes Custom Category  
# denotes an automatically categorised site

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## Configure Fast Mover Alert

**Fast Mover Alert**

**Category:** Business and Finance

**Region:** All Sites

**Period:** Daily

**Max Rank:** 20

**Data Format:** CSV Only