

eBusiness

November 5th & 6th, 2008

eMarketer

Made available through a partnership between the BYU Business Library and the Rollins Center for eBusiness, eMarketer is a leading source for statistics and analysis:

- E-commerce
- Internet Advertising
- Consumer Behavior
- Entertainment
- Mobile Technologies



- Research and Analysis on Digital Marketing and Media
- Objective Analysis of Internet Market Trends
- Data from Over 3,000 Worldwide Sources

eMarketer includes video interviews and webinars, and the articles, reports and charts download easily for use in papers and presentations.

Other Market Research Resources

- **Gartner:** News, reports, and analysis in hi-tech industries. Our subscription does not include everything.
- **Global Market Information Database (GMID):** Macroeconomic and demographic statistics together with consumer trends and market reports. International focus.
- **MarketResearch.com Academic:** Reports from a handful of publishers covering consumer goods, food, pharmaceuticals, biotech, chemicals, and demographic segments. Focus on the US.
- **Mintel:** In-depth reports covering consumer goods, travel, lifestyles, food, financial services, and demographic segments. Focus on the US and Western Europe.

BYU's Business Library

www.lib.byu.edu/business

Resources licensed by the BYU Library can be found on the MEGI website (Management, Economics, and Government Information). Use the Find a Database tool to search by name or click on a link to a subject page, where databases are categorized topically.

MRI+ Mediamark Reporter

Consumer surveys, e.g. how many people have purchased books online in the past 12 months, or how many people have used a cell phone to IM in the past 30 days, broken down by:

- Age
- Gender
- Education
- Income
- Race
- And whether respondents use specific magazines, TV channels, or websites



Access the consumer surveys by clicking on the Mediamark Reporter button toward the bottom of the main page. Note: Mediamark Reporter is only compatible with Windows Internet Explorer. To use this database you must first create a profile. Data is one year old. This video tutorial provides further instructions: <http://screencast.com/t/s3QKMbm5euF>

IBIS World

In-depth reports on over 700 U.S. industries, from soybean farming to video games.

- Market Share and Size
- Key Competitors
- Barriers to Entry
- Segmentation
- Industry Performance, Outlook, and more



WHERE KNOWLEDGE IS POWER

Reports can be exported as PDFs and most are updated quarterly.

News and Trade Publications

Looking for *Wired*, *Fast Company*, *Business 2.0*, or another journal? Use the Find a Journal tool on the Business Library site and it will point you toward the right database.

- **Business and Industry (RDS)-Gale:** Over 900 trade publications.
- **ABI/Inform (ProQuest):** Trade publications and newspapers.
- **LexisNexis:** Newspapers.
- **Factiva (Dow Jones):** Best source for local and international business newspapers and magazines. Use the drill-down filters (plus-signs) to narrow your search to specific industries or companies, etc. You can find a video tutorial here: <http://screencast.com/t/7kb1fyfdj>

Don't forget books!

Use the Find a Book tool to search for titles, or use Find a Database to pull up Safari, a collection of business and technical ebooks.

Pew Internet & American Life Project

A nonprofit group that explores the impact of the internet on families, work, school, and politics.

<http://www.pewinternet.org/>

- Demographics
- Online Activities
- Technology and Media Use
- Datasets download into SPSS



E-Stats

<http://www.census.gov/eos/www/ebusiness614.htm>

The Census Bureau's attempt to measure the electronic economy. Compares total and e-commerce sales over broad industry categories (2006 is the most recent data broken up by industry--2008 data only summarizes retail sales).

Internet Traffic, Market Research, and Best Practice

We do not have licenses for the following sources, but most provide some information free.

- **Quantcast:** Site traffic and user demographics. Free and easy.
- **Compete:** Site traffic, search and referral data. A lot for free, more at a price.
- **Alexa:** Site traffic. Mostly free.
- **Hitwise:** More in-depth research. Not much for free, but some sample reports and rankings.
- **Comscore:** Extensive databases on internet use, but none for free.
- **MarketingSherpa:** Guides, cases, articles, and best practices. A lot for free, more at a price.

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