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Internet Statistics Compendium

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Contents

- 1. About this report..... 6
- 2. About Econsultancy 7
- 3. Usage and Demographics 8
 - 3.1. Global Reach / Penetration of Interactive Services 8
 - 3.2. Media Consumption Figures – Internet and other Media..... 10
 - 3.3. Broadband Adoption13
 - 3.3.1. Levels of connectivity and broadband penetration 13
 - 3.3.2. Broadband’s effect on E-commerce..... 15
 - 3.4. Usage Patterns by Location of Usage16
 - 3.4.1. Home..... 16
 - 3.4.2. Work / Business..... 16
 - 3.5. Age and Gender Usage Variations16
 - 3.6. What Users are Doing and Looking at Online.....19
 - 3.6.1. What users are going online for..... 19
 - 3.6.2. Instant Messaging (IM)25
 - 3.6.3. Voice over Internet Protocol (VoIP).....25
 - 3.6.4. Gaming.....26
 - 3.6.5. Podcasts27
- 4. Video 29
 - 4.1. Market Size & Growth Trends..... 29
 - 4.2. Video On Demand / Catch Up TV 36
 - 4.3. User Generated Video & Video Sharing 39
- 5. Audio40
 - 5.1. Market Size & Growth Trends..... 40
 - 5.2. Downloading music..... 40
 - 5.3. Online Radio.....41
- 6. Social Media 42
 - 6.1. Social networking 42
 - 6.2. Blogging 50



| | | |
|--------|--|------------|
| 6.3. | Ratings and Reviews | 56 |
| 6.4. | User-generated content..... | 61 |
| 6.5. | Widgets | 61 |
| 6.6. | Online PR & Reputation Monitoring | 63 |
| 6.7. | Viral Marketing | 63 |
| 7. | E-commerce | 67 |
| 7.1. | Market Values and Trends | 67 |
| 7.1.1. | Global Market | 67 |
| 7.1.2. | US Merchants survey | 78 |
| 7.1.3. | User Buying and Activity Patterns | 78 |
| 7.1.4. | Online Banking | 80 |
| 7.2. | Shopping Comparison Sites | 82 |
| 7.2.1. | Travel Price Comparison and Vertical Search..... | 84 |
| 7.3. | Conversion Rates..... | 85 |
| 7.3.1. | Site Search..... | 87 |
| 7.3.2. | Merchandising | 87 |
| 7.3.3. | Shopping carts / drop out rates..... | 88 |
| 7.3.4. | Site content optimization..... | 90 |
| 7.4. | Average Order Values..... | 90 |
| 7.5. | Christmas..... | 91 |
| 7.6. | B2B E-commerce..... | 99 |
| 7.7. | Security and Fraud | 100 |
| 7.8. | Fulfilment and Delivery | 103 |
| 7.9. | Online Customer Service..... | 103 |
| 8. | Customer Experience and Customer Engagement | 106 |
| 9. | Usability | 110 |
| 10. | Accessibility | 112 |
| 11. | Search Engine Marketing | 113 |
| 11.1. | Overall market figures..... | 113 |
| 11.2. | Mobile Search Market | 116 |
| 11.3. | Search trends | 116 |
| 11.4. | News Search | 120 |
| 11.5. | Local Search and Internet Yellow Pages..... | 121 |
| 11.6. | Search by Country | 124 |



| | | |
|------------|--|------------|
| 11.7. | Natural Search/SEO/Organic search | 127 |
| 11.8. | Paid Search / Pay per click (PPC) | 130 |
| 11.9. | Search Conversion Rates..... | 133 |
| 11.10. | Click fraud | 134 |
| 12. | Email Marketing | 137 |
| 12.1. | Market size and trends..... | 137 |
| 12.2. | Plain vs. HTML..... | 142 |
| 12.3. | Deliverability/Delivery rates..... | 143 |
| 12.4. | Open rates..... | 145 |
| 12.5. | Click-through Rates (CTR) / Response Rates | 147 |
| 12.6. | Use and Effect of Relevance and Targeting | 149 |
| 12.7. | In-house, co-registration and 3rd party lists..... | 152 |
| 12.8. | Opt-in/Opt-out (permission marketing)..... | 153 |
| 12.9. | Unsubscribe..... | 154 |
| 12.10. | Spam, virus email, spyware, phishing | 154 |
| 12.11. | Transactional emails | 157 |
| 13. | Online Advertising..... | 159 |
| 13.1. | Spending, Market Size and Growth | 159 |
| 13.2. | Advertising Formats..... | 165 |
| 13.3. | Online advertising response rates | 169 |
| 13.4. | View-through rates..... | 173 |
| 13.5. | Brand and Brand metrics | 173 |
| 13.6. | Targeting..... | 175 |
| 13.7. | Local Online Advertising..... | 176 |
| 13.8. | Online Advertising Rates | 176 |
| 13.9. | Online Advertising Networks..... | 177 |
| 13.10. | Video advertising..... | 179 |
| 14. | Affiliate Marketing..... | 182 |
| 14.1. | Market Size & Trends | 182 |
| 14.2. | Affiliate Demographics Profile..... | 183 |
| 14.3. | Affiliate Revenue | 183 |
| 14.4. | Linking Methods & Tracking | 184 |
| 14.5. | Merchant & Product Selection | 185 |
| 14.6. | Affiliate Networks..... | 186 |



| | |
|---|-----|
| 15. Web Analytics | 188 |
| 15.1. Market Size & Trends | 188 |
| 15.2. The Business Case For Web Analytics | 189 |
| 15.3. Web Analytics Tools | 190 |
| 16. RSS | 192 |
| 17. Multi-Channel Marketing / Commerce..... | 194 |
| 17.1. The Business Case for Multi-Channel | 194 |
| 17.2. How online drives offline sales | 197 |
| 17.3. Use of offline channels to drive online sales | 199 |
| 17.4. Catalogs / online sales..... | 199 |
| 18. Site Performance and User Technology | 200 |
| 18.1. Site Speed and Availability..... | 200 |
| 18.2. User Technology | 201 |
| 18.3. Desktop Browsers..... | 203 |
| 18.4. Mobile Browsers..... | 206 |
| 18.5. Pop-up blockers..... | 207 |
| 18.6. Operating systems | 208 |
| 18.7. JavaScript | 210 |
| 18.8. Cookies..... | 210 |
| 18.9. Display / Screen Resolution..... | 213 |
| 18.10. Flash / Java / QuickTime penetration..... | 214 |
| 19. Mobile | 216 |
| 19.1. Market Size and Usage | 216 |
| 19.1.1. Market Size and Demographics..... | 216 |
| 19.1.2. SMS | 217 |
| 19.1.3. MMS and Camera Phones | 218 |
| 19.1.4. Mobile Video | 219 |
| 19.1.5. Mobile Audio..... | 219 |
| 19.1.6. Mobile Applications | 220 |
| 19.2. Mobile Advertising | 221 |
| 19.2.1. Advertising Spend..... | 221 |
| 19.2.2. Advertising Acceptability..... | 222 |
| 19.2.3. Advertising Impressions | 223 |
| 19.2.4. Advertising Recall | 223 |



| | |
|------------------------------------|-----|
| 19.2.5. Advertising Response | 223 |
| 19.3. 3G Penetration | 224 |
| 19.4. Mobile Internet | 225 |
| 20. Acknowledgements | 232 |



1. About this report

This compendium is a collection of the most recent statistics and market data publicly available on online marketing, e-commerce, the internet and related digital media. The report is a **one-stop shop for internet stats** to help you quickly track down the latest data.

The compendium is also available as 11 separate reports:

- [Affiliate Marketing](#)
- [Customer Experience](#)
- [Demographics](#)
- [E-commerce](#)
- [Email Marketing](#)
- [Mobile](#)
- [Internet Advertising](#)
- [Search Marketing](#)
- [Social Media](#)
- [Technology Adoption](#)
- [Web Analytics](#)

The information contained – including charts and graphs – is taken largely from third party sources, credited throughout the document and in the acknowledgements at the back of this guide.

If there is data that you feel is inaccurate, missing, or incorrectly credited then please get in touch with Econsultancy's Research Director Linus Gregoriadis: linus@econsultancy.com or phone +1 212 699 3626. Likewise, if you would like to contribute data or research then contact us.

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2. About Econsultancy

Econsultancy is the leading source of **independent advice and insight on digital marketing and ecommerce**.

Our reports, events, online resources and training programs help a community of over 75,000 registered marketers make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy is an [award-winning online publisher of reports](#) covering best practice, user experience benchmarking, market data and supplier selection aimed at internet professionals that want practical advice on all aspects of e-business.

Econsultancy also operates a highly popular [training](#) division, used by some of the world's most prominent brands for staff education, both in-house and via public courses. We provide training across all areas of digital marketing and at all levels from one day courses to diplomas to Masters in Digital Marketing.

In addition, we host more than 100 events a year, such as The Online Marketing Masterclass, regular Supplier Showcases and Roundtables, an annual Future of Digital Marketing event, Digital Cream and a range of social events.

The [Econsultancy](#) site now attracts 175,000 unique users per month where they access research, read the blog and take part in discussions in the forums. And as a portal to the digital marketing community, Econsultancy members can also link up with other members and digital suppliers through our directories, as well as find a new job or new digital talent using the job listings.

Some of Econsultancy's client-side members include: Google, Yahoo, MSN, MySpace, BBC, BT, Shell, Vodafone, Yell.com, Dell, Oxfam, Virgin Atlantic, TUI, Barclays, Carphone Warehouse, IPC Media, Deloitte, T-Mobile and Estée Lauder.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works.

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3. Usage and Demographics

3.1. Global Reach / Penetration of Interactive Services

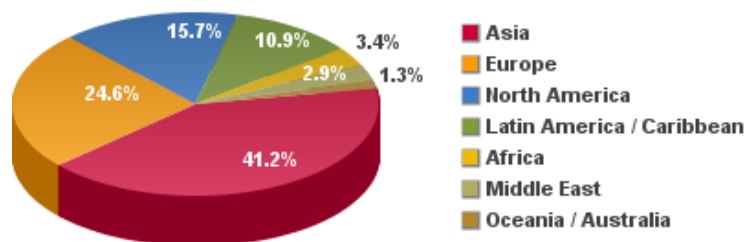
United States

- Forrester surveyed 53,668 US and Canadian households and individuals ages 18-and-older to find that the number of households reporting being online has grown slightly more than 3% since last year, while broadband adoption among Internet households grew slightly more than 6%. [Source: [Forrester Research via Econsultancy Blog](#), July 2009]
- There are 251,290,489 internet users in the USA, who account for 15% of the total internet users in the world. [Nielsen//NetRatings via [Internet World Stats](#), April 2009]

International

- The total number of internet users worldwide is 1,596,270,108 [Nielsen//NetRatings via [Internet World Stats](#), April 2009]

World Internet Users by World Regions



Source: Internet World Stats - www.internetworldstats.com/stats.htm
1,596,270,108 Internet users for March 31, 2009
Copyright © 2009, Miniwatts Marketing Group

- Global IP traffic is expected to increase fivefold from 2008 to 2013, approaching 56 exabytes per month in 2013, up from approximately 9 exabytes per month in 2008. [Source: [Cisco](#), June 2009]

United Kingdom

- The total count of unique UK internet users is 36,820,000, according to comScore [Source: [comScore](#), May 2009]

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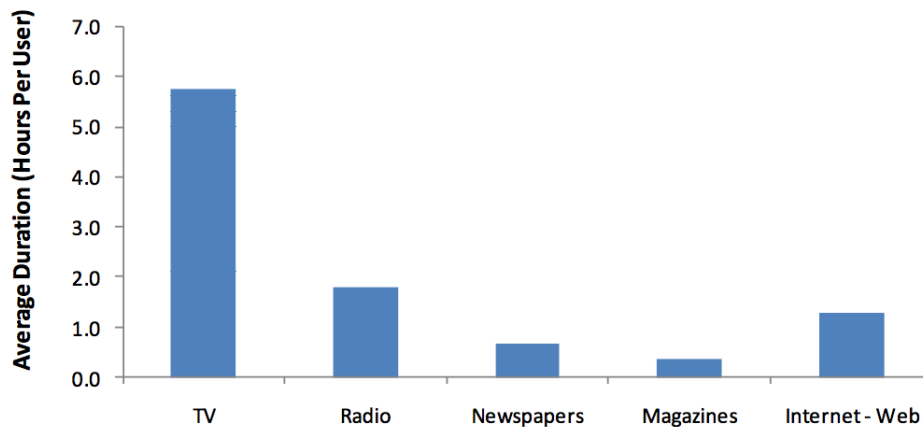
3.2. Media Consumption Figures – Internet and other Media

United States

- According to Forrester Research’s annual survey of Internet users, average weekly Internet usage for Americans has held steady at 12 hours per week since last year. [Source: [Forrester Research via Econsultancy Blog](#), July 2009]
- 221 million internet users in the US spent an average of 19 hours and 42 minutes online during March 2008. [Source: Nielsen Online, April 2008]
 - An average of 52 seconds was spent on each web page visited.
 - The number of web pages viewed per person was 2,437.

International

- **NEW:** Average Daily Media Consumption [Source: [Council For Research Excellence via Mediabrands Worldwide](#), July 2009]



6. Social Media

6.1 Social networking

United States

- 55.6 million adults – or just less than 1/3rd of the population – in the US now visit social networks at least monthly, according to a new report from Forrester Research. That’s up from just 15 % of adults in 2007, and around 18 % last year. Social networking is now more popular than instant messaging among adults, which 54.3 million people report using. [Source: [Forrester Research via Mashable](#), July 2009]

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- Top 25 US Social Networks [Source: [Compete](#), February 2009]

Top 25 Social Networks Re-Rank

(Ranked by Monthly Visits, Jan '09)



| Rank | Site | UV | Monthly Visits | Previous Rank |
|------|-----------------|------------|----------------|---------------|
| 1 | facebook.com | 68,557,534 | 1,191,373,339 | 2 |
| 2 | myspace.com | 58,555,800 | 810,153,536 | 1 |
| 3 | twitter.com | 5,979,052 | 54,218,731 | 22 |
| 4 | flickr.com | 7,645,423 | 53,389,974 | 16 |
| 5 | linkedin.com | 11,274,160 | 42,744,438 | 9 |
| 6 | tagged.com | 4,448,915 | 39,630,927 | 10 |
| 7 | classmates.com | 17,296,524 | 35,219,210 | 3 |
| 8 | myyearbook.com | 3,312,898 | 33,121,821 | 4 |
| 9 | livejournal.com | 4,720,720 | 25,221,354 | 6 |
| 10 | imeem.com | 9,047,491 | 22,993,608 | 13 |
| 11 | reunion.com | 13,704,990 | 20,278,100 | 11 |
| 12 | ning.com | 5,673,549 | 19,511,682 | 23 |
| 13 | blackplanet.com | 1,530,329 | 10,173,342 | 7 |
| 14 | bebo.com | 2,997,929 | 9,849,137 | 5 |
| 15 | hi5.com | 2,398,323 | 9,416,265 | 8 |
| 16 | yuku.com | 1,317,551 | 9,358,966 | 21 |
| 17 | cafemom.com | 1,647,336 | 8,586,261 | 19 |
| 18 | friendster.com | 1,568,439 | 7,279,050 | 14 |
| 19 | xanga.com | 1,831,376 | 7,009,577 | 20 |
| 20 | 360.yahoo.com | 1,499,057 | 5,199,702 | 12 |
| 21 | orkut.com | 494,464 | 5,081,235 | 15 |
| 22 | urbanchat.com | 329,041 | 2,961,250 | 24 |
| 23 | fubar.com | 452,090 | 2,170,315 | 17 |
| 24 | asiantown.net | 81,245 | 1,118,245 | 25 |
| 25 | tickle.com | 96,155 | 109,492 | 18 |

International

- When it comes to social media, 51% find advertising "annoying and irrelevant" [Source: IDC via [Econsultancy Blog](#), March 2009]
- In February the largest age group on Twitter was 35-49, with nearly 3 million unique visitors, comprising almost 42% of the site's audience. [Source: [Nielsen](#) via Econsultancy Blog, March 2009]

United Kingdom

- The Telegraph's social media strategy seems to be paying dividends, as its website now receives 8% of its daily traffic from news aggregators like Digg and Reddit, as well as Twitter. [Source: Telegraph via [Econsultancy Blog](#), April 2009]

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8.7. Natural Search/SEO/Organic search

Effects of Google penalties

- GoCompare was penalized by Google for boosting its ranking by buying paid links. The company had a search term traffic share of 16% when it ranked #1 for "car insurance" but that dropped to 2% during the penalty and is still less than 5%, even though it is ranking in the top 10. [Source: Hitwise [via Econsultancy blog](#), April 2008]

International

- Nearly 15 billion links (~3% of all links indexed from the live web by the SEOmoz Linkscope tool) use the nofollow attribute. Over 11 billion of those links were internal (73% of instances of nofollow) [Source: [SEOmoz](#), June 2009]
- Microsoft says that Flash-based sites are responsible for 21% of all empty descriptions in their index. [Source: Microsoft via [Search Engine Land](#), June 2009]

United Kingdom

- 50% of survey respondents still use external agencies for SEO, but 11% support them with their own in-house SEO efforts. [Source: [Econsultancy UK Search Engine Marketing Benchmark Report](#), April 2009]
- 47% of companies spend at least £10,000 per year on SEO, 20% spend more than £50,000. [Source: Econsultancy UK Search Engine Marketing Benchmark Report, April 2009]

3.3. Paid Search / Pay per click (PPC)

United States

- While referrals to websites from search engines is increasing, the share of paid clicks from that traffic declined by 26% over the last 12 months. In the four weeks to May 9, 2009, 7.25% of search engine traffic to websites was from paid clicks. This compares to 9.84% in the same four week period in 2008. [Source: [Hitwise](#), May 2009]
- Paid search comprises the largest slice of the US online advertising market, accounting for 42.5% of total online advertising spend last year. [Source: eMarketer, April 2007]
 - Google and Yahoo dominant in this market; taking 73.8% of paid search ad spend between them in 2006, with this figure predicted to grow to 91.9% this year. Google has the larger share, with 58.7% compared with Yahoo's 15%

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19. Mobile

19.1. Market Size and Usage

19.1.1. Market Size and Demographics

United States

- 38% of Gen Y users (aged 18-24) have an iPhone or iPod Touch. [Source: [Participatory Marketing Network](#), May 2009]
- Of 57 million people with Web-enabled mobile phones in the US, 18 million (or about 31%) use the devices to connect to the Web. [Source: Netpop Research via [Clickz](#), April 2009]

International

- Strategy Analytics forecasts that shipments of smartphones with the Android operating system from Google will increase by 900% in 2009. [Source: [Strategy Analytics](#), May 2009]
- Of 182 million people with Web-enabled mobile phones in China, 102 million -- or 56% -- use the devices to connect to the Web. [Source: Netpop Research via [Clickz](#), April 2009]

United Kingdom

- Mobile penetration is unchanged at 84%, while implied penetration is now approaching 125%, meaning that up to 40% of mobile phone users have multiple SIMs and devices. [Source: [Deloitte](#), May 2009]
- There are 15,375,945 mobile media users in the UK. (3-month average to January 2009) [Source: M Metrics via [Orange survey](#), March 2009]

3.3.1. MMS and Camera Phones

United States

- Photo messaging in the US has risen by 32% since February, while the UK, France and Germany have seen increases of between 16-20%.
 - The rise is attributed to improved picture quality and an increased number of owners of higher-resolution camera phones. [Source: M: Metrics, August 2006]

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| BSA | Logan Tod & Co. | PQ Media | De Vos& Jansen |
| eGovernment News | Kontraband | Postini | Enquisite |
| eCircle | London Business School | Princeton Survey Research Associates International | M-Metrics |
| EIAA | eDigital | Thomson Intermedia | Mobile Data Association |
| 360i | Elogisites Magazine | Lyris Technologies | Prospectiv |
| Accessibility Forum | Email Systems | M:Metrics | PwC |
| ACNielsen | EmailLabs | Macromedia | Quaestor Research and Marketing Strategists |
| Actinic | EmailMonitor | Makovsky & Co | Questus |
| Admap | eMarketer | Marketing magazine | Rax.ru |
| AdTech AG | Empirix | Marketing Week | RCT Analytics |
| AlchemyWorx | Employers' Forum on Disability | MarketingProfs | Receptional |
| Amazon | Enpocket | MarketingSherpa | Responsys |
| Analysys International | Enquiro | MarketingVOX | Return Path |
| Anti-Phishing Group | Entertainment Media Research | McKinsey | Revenue Science |
| AOL | Epsilon Interactive | MediaBuyerPlanner | Revolution |
| AOP | Equi-Media | Media Contacts | RNIB |
| AP | eROI | MediaPost | Royal Mail |
| APACS | eTForecasts | Merchant Risk Council | Russell Research |
| Atlas | Eyeblaster | Merrill Lynch | Scarborough Research |
| Axon Publishing | Financial Times | MetaPack | SciVisum |
| Bango | Forrester | Millward Brown | Search Engine Guide |



| | | | |
|---|---------------------|----------------------------------|----------------------------------|
| BARB | Foviance | Mintel | SearchEngineWatch |
| B2B Marketing | Fireclick Index | Microsoft bCentral | SearchIgnite |
| BBC | Gallup | MMXI | SEMPO |
| BCG | Gartner | Mobile Data Association | Sento Corp |
| BCS | GetSafeOnline | Motorola | SEO-PR |
| Ben Edelman | GfK market research | MSN | Silicon.com |
| Benchmark Research | GMI | Mutual Points | silverPOP |
| Bernstein Research | | | |
| Bigfoot Interactive | Goldman Sachs | Nakamura Communications | Site Confidence |
| BIGResearch | Gomez | Net.Applications.com | SiteIntelligence |
| BizRate/Shopzilla | Google | National Sales Association | Sky |
| Bloglines | Group M | National Statistics | Sophos |
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| Brandweek | Guardian Unlimited | Netonomy | Spectrum Strategy |
| BRMB | GVU | Newspaper Association of America | Starcom |
| Bronto | Harris Interactive | Nielsen Analytics | Steelside |
| Brown University | Harvest Digital | Nielsen Entertainment | Strategy Analytics |
| Browser News | Hitwise | Nielsen//NetRatings | Technorati |
| BSkyB | Hostway | NMA | Telecom Express |
| BURST! Media | IAB | Nomensa | Telephia |
| Carat | IAMAI | NOP | TGI.net |
| CDMS | iBurbia | NPD Online | The Independent |
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| Cida | IFPI | Olswang | The Usability Company (Foviance) |
| ClickForensics | i-Level | OMD Insight | TheWiseMarketer |



| | | | |
|--------------------------------|--------------------------|-------------------------------|---------------------------|
| Clicks2customers | i-Village | OneStat | Thomas, Townsend & Kent |
| ClickZ | IMRG | Oneupweb | TNS |
| comScore | IMS Research | Online Publishers Association | Touch Clarity |
| Commtouch | Informa Telecoms & Media | ONS | TradeDoubler |
| Compete Inc | Information Week | OPT-4 | Transversal |
| Contact MC | Initiative | Orange Broadband | TravelDailyNews |
| Continental Research | In-Stat | Outsell | Unica |
| Coremetrics | InsightExpress | Overture | Universal McCann |
| Cornell University | Intel | Panlogic | University of Oxford |
| Cranfield School of Management | Interpublic | Paypal | Useit.com (Jakob Nielsen) |
| CyberSource | IPA | PCPRO | Verdict Research |
| Cymfony | Ipsos | PC World Magazine | W3C |
| Dart | IPT | Performics | Wanadoo UK plc & SPA |
| Datamonitor | IronPort | Perseus | Webroot |
| Dave Chaffey | iProspect | Pew | WebSideStory |
| Deloitte | Ipwalk | Pheedo | Wireless World Forum |
| Deutsche Bank | iResearch | PhoCusWright | Workplace Print Media |
| Digital Strategy Consulting | iMedia Connection | Point Topic | Yahoo |
| DoubleClick | IRN Research | Piper Jaffray & Co | Yankee Group |
| DirectGov | ITFacts | Ponemon Institute | YouGov |
| Direct Partners | Joshua ConsumerCheck | Porter Research | ZDNet Research |
| Direct Marketing Association | Juniper Research | Precedent | Zendor |
| DRC | Jupiter Research | Porter Novelli | Zona Research |
| Dynamic Logic | Snow Valley | Merkle | Edison Media Research |
| Easily | | | |
| eCircle | | | |

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