

## Can Comparison Shopping Sites Compete?

May 13, 2004

Online shopping comparison sites and directories are important locales for US consumers, as [Nielsen//NetRatings](#) finds the number of unique visitors to such sites grew by as much as 91% during the week ending May 2.

Shopping comparison and directory sites are increasingly important as Internet users in the US become more dependent on search functionality online. Indeed Nielsen//NetRatings determined that during the week ending May 2, the unique audience visiting AOL Shopping grew by 91% and the number of unique visitors to Froogle grew by 80% over the previous week. According to the Nielsen findings, AOL's shopping portal is slightly more popular than MSN's, with over 1 million unique visitors during the week ending May 2.

### Top Five Online Shopping Directories and Guides, Week of April 26 and May 2, 2004 (unique audience in thousands and as a % growth)

	April 26, 2004	May 2, 2004	% growth
1. AOL Shopping	718	1374	91%
2. Froogle	340	613	80%
3. MSN Shopping	668	901	35%
4. MySimon	274	311	14%
5. Quixtar	263	285	8%

Source: Nielsen//NetRatings, May 2004; Center for Media Research, May 2004

057845 ©2004 eMarketer, Inc.

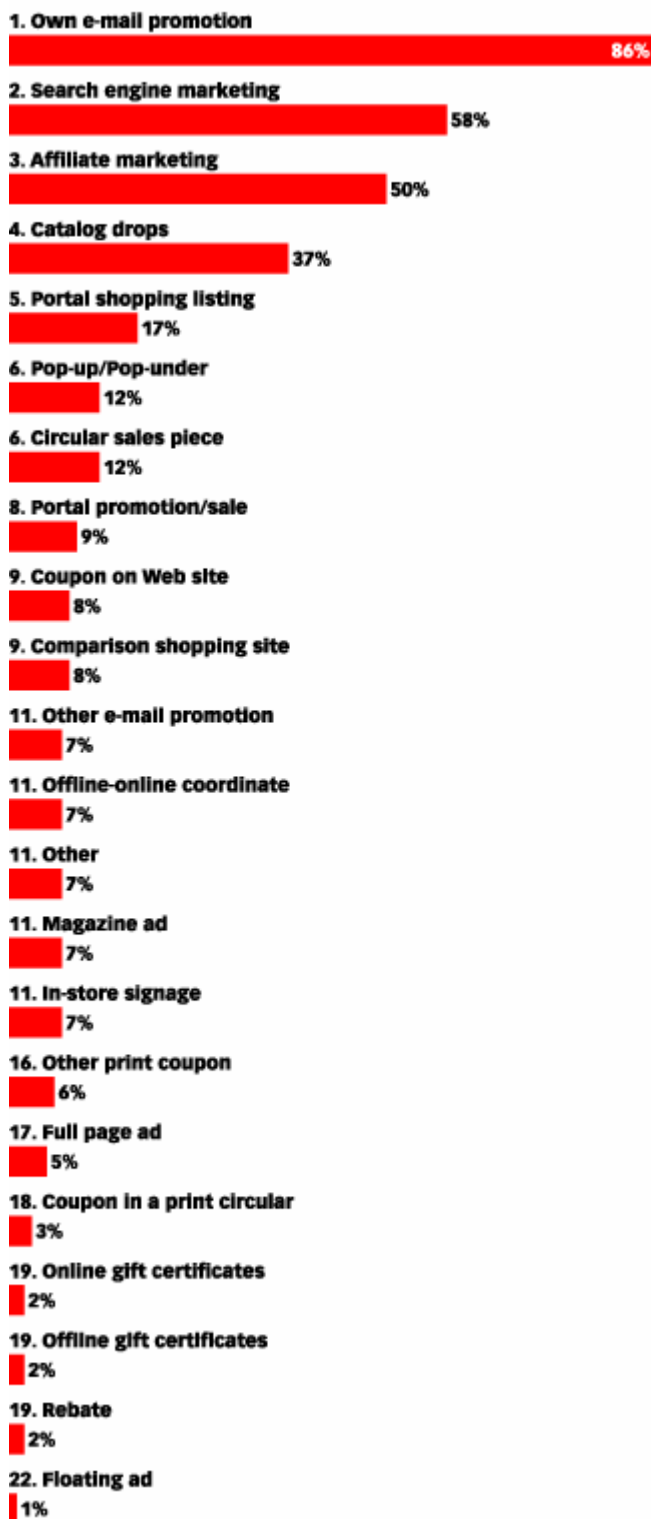
www.eMarketer.com

Does the high traffic on shopping sites mean anything for retailers? Shop.org and BizRate.com surveyed 86 online retailers at the end of December 2003 to learn which promotions were most successful for them during the 2003 holiday season. Indeed 17% cited listings on shopping portals, making the vehicle the fifth most popular tool after e-mail, search engine and affiliate marketing and catalog placements.

---

### Most Successful Promotion Vehicle for Online Holiday Shopping according to Online Retailers in the US, 29-30 December 2003 (as a % of respondents)

---



Note: n=86

Source: Shop.org/Bizrate, January 2004

055195 ©2004 eMarketer, Inc.

www.eMarketer.com

Get the latest data on shopping sites with eMarketer's [eStat Database](#) -- an advanced search on the terms "comparison shopping" presents you with 33 tables and charts.

[Commerce Statistics](#) | [Internet Demographics](#)  
©2004 eMarketer Inc. All rights reserved

