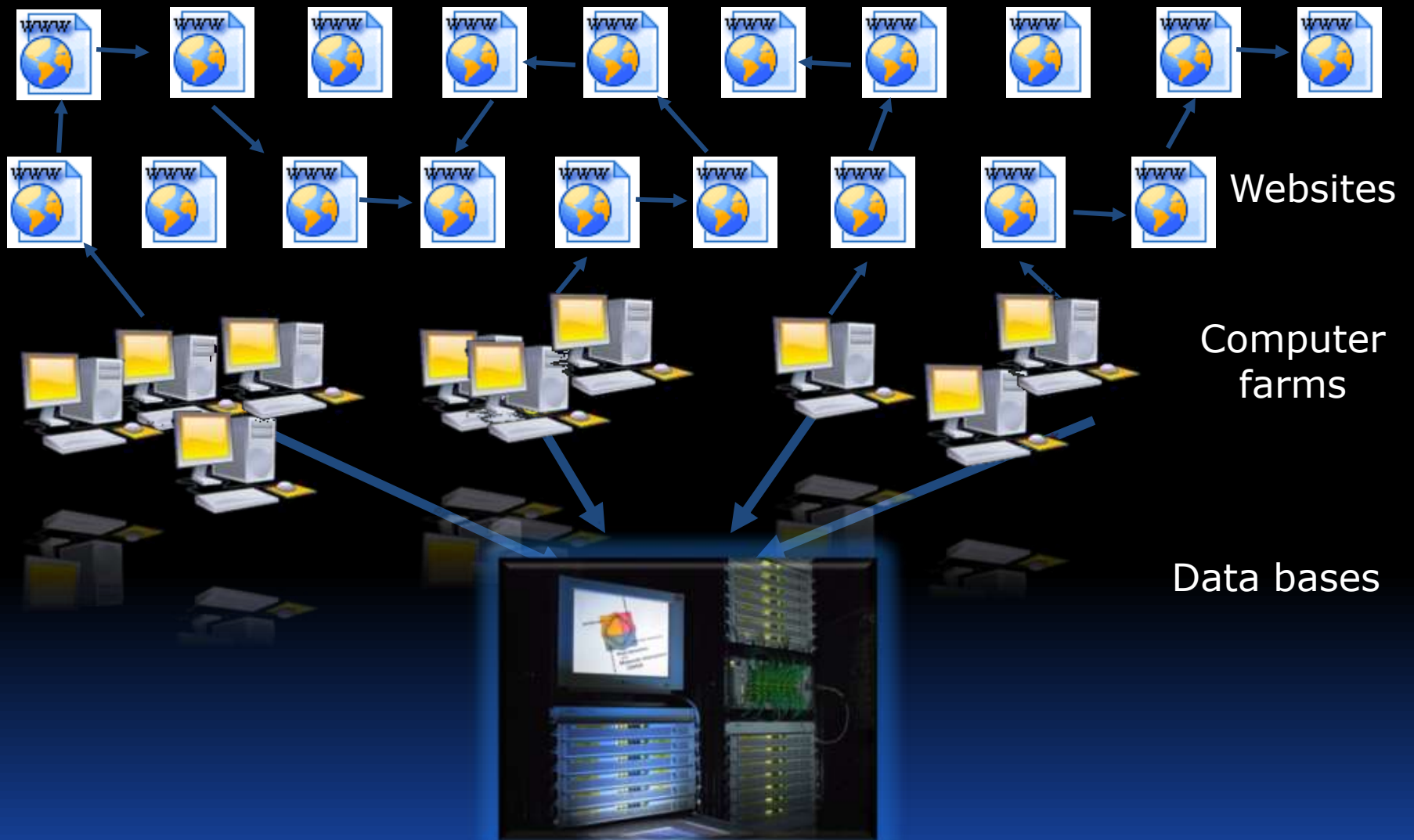


# Internet Competitors Report



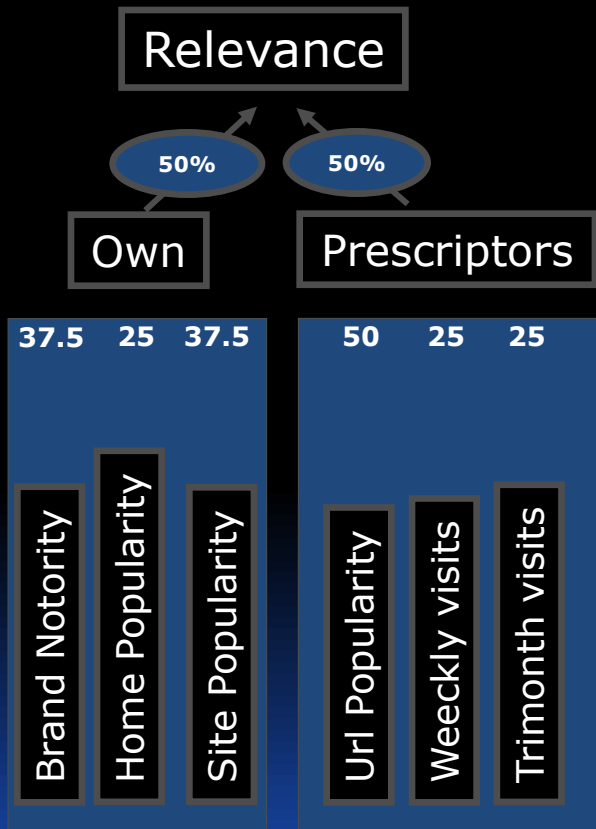
# Internet Competitors Report

Competitive reseach about the  
power of a Brand/Product  
to atract consumers in Internet.

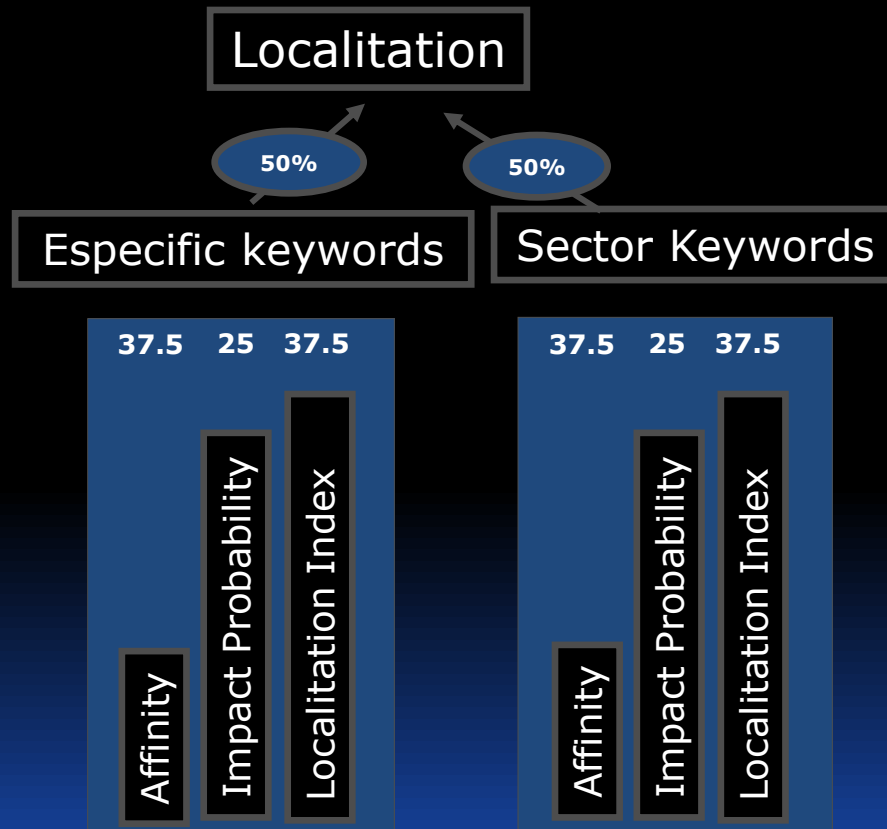


CUENDE Infometrics spiders crawle the Net.

# Indicators Structure



# Indicators Structure



# Indicators Structure

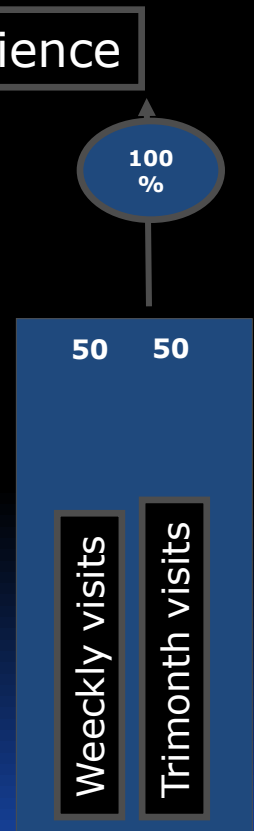
Audience

100  
%

50 50

Weekly visits

Trimonth visits



# Indicators Structure

Atraction

40 %

Relevance

40 %

Localitation

20 %

Audience

50%

Own

50%

Prescriptors

50%

Especific keywords

50%

Sector Keywords

100 %

37.5 25 37.5

Brand Notority

Home Popularity

Site Popularity

50 25 25

Url Popularity

Weeckly visits

Trimonth visits

37.5 25 37.5

Affinity

Impact Probability

Localitation Index

37.5 25 37.5

Affinity

Impact Probability

Localitation Index

50 50

Weeckly visits

Trimonth visits