Competitive Website Analytics Report

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Who are the competitors?

- Pimsleur
- Berlitz
- Transparent Languages
- Rocket Languages
- Visual Link (learnspanishtoday.com)
- Livemocha.com
- Instant Immersion (Topics Entertainment)
- BBC Languages
- Auralog (Tell Me More)
- Babbel.com
- Mango Languages
- Praxis Languages (Chinesepod)

Executive Summary

RosettaStone.com has the highest share for the total visits (29.3%) and unique visitors (37.16%) in April-09 among the language learning sites we track in this report. (Source: compete.com data). According to Hitwise data, which only tracks website visits, RosettaStone.com's share of visits are the highest among the competitive sites in March and April (37.65% and 30.82% respectively).

Transparent, Mango Languages and Italki.com have the highest year to year (Apr-09 vs Apr-08) increase for both visits and unique visitors. Babbel.com has the highest month to month gains (Apr-09 vs Mar-09) for both total visits and unique visitors. (+67.9% and +42.1% respectively). Both compete.com and Hitwise data indicate that there is a considerable increase of the website visits of Transparent Languages. Transparent.com increased its market share 168% in April-09 versus Jan-09 (Hitwise). Transparent Languages runs similar campaigns for St. Patrick's Day Irish language offer in Mar-09.

Google, Yahoo, Msn, Amazon, Ebay are some of the sites that send traffic to RosettaStone.com. Some of the sites that RosettaStone.com sends traffic to are Google, Amazon, Yahoo, Adobe.com, Barnes and Noble and Visual Link Spanish.

Livemocha and Babbel.com get some of their traffic from Ebay, Twitter and Live.com. Babbel also gets some of its traffic from Livemocha. Another site that gets traffic from Livemocha is Italki.com. Pimsleur has referral sites such as spanishdict.com and RosettaStone.com.

43.27% of Italki.com, 69.8% of Fluency.com and 27.7% of RosettaStone.com visitors came from Google.com.

People that visit RosettaStone.com have a strong affinity for Byki.com (Transparent), Rocketlanguages.com and Pimsleur website.
Where do visitors go after visiting RosettaStone.com? Downstream (April-09)

Source: Hitwise

Google, Yahoo, Msn, Amazon, Ebay are some of the sites that send traffic to RosettaStone.com.
Which sites are sending traffic to Rosettastone.com? Upstream (April-09)

Source: Hitwise

Some of the sites that Rosettastone.com sends traffic to: Google, Amazon, Yahoo, Adobe.com, Barnes and Noble and Visual Link Spanish.