

The Top 10 Review Websites

*analyzed data was extracted from Alexa

Google

MY BUSINESS

US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
1	any business	158.03 million	34.3%

Audience Demographic Snapshot

What is the most common / average user persona?



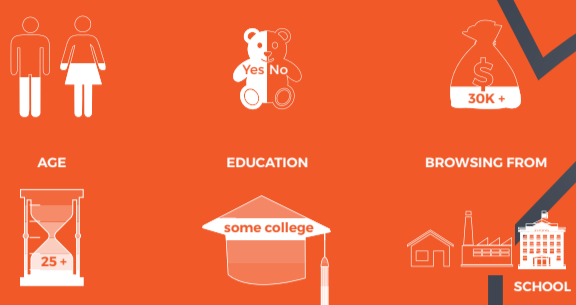
*Google's audience is everyone

facebook

US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
3	any business	85.57 million	29.10%

Audience Demographic Snapshot

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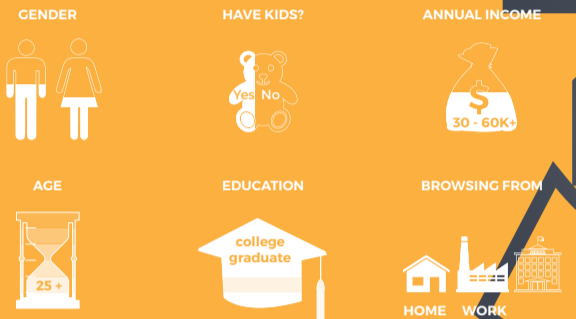


amazon

US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
4	e-commerce	85.44 million	55.40%

Audience Demographic Snapshot

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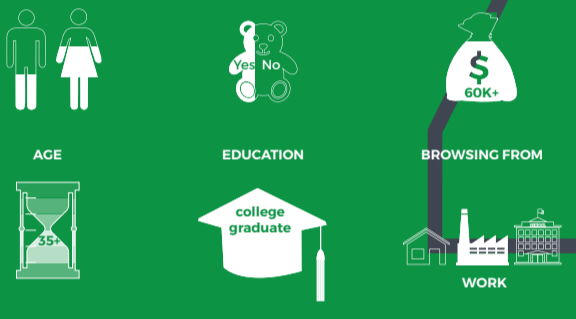


yelp

US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
52	any business	40.474 million	89.10%

Audience Demographic Snapshot

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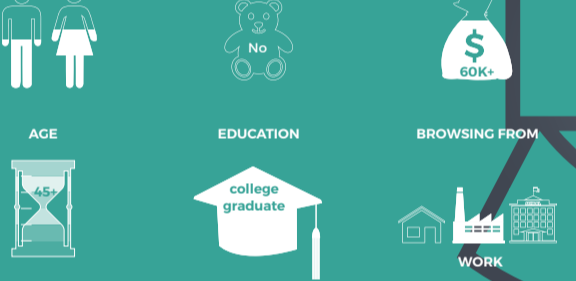


tripadvisor

US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
88	related to food, travel, restaurant	28.27 million	53.40%

Audience Demographic Snapshot

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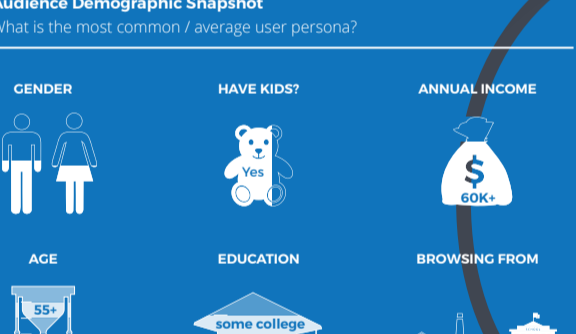


yp yellowpages

US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
402	any business	10.5 million	83.50%

Audience Demographic Snapshot

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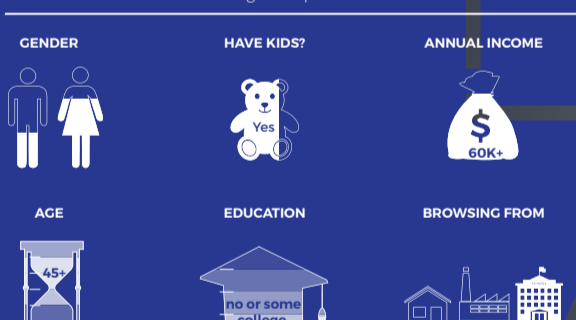


Better Business Bureau

US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
824	any business	6.15 million	88.90%

Audience Demographic Snapshot

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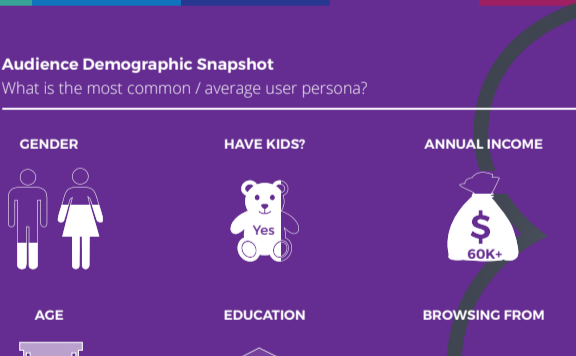


manta

US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
1,002	any business	6.48 million	70.50%

Audience Demographic Snapshot

What is the most common / average user persona?

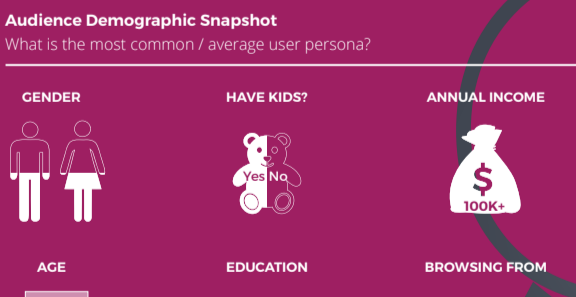


Angie's list

US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
1,150	service related business	5.448 million	88.90%

Audience Demographic Snapshot

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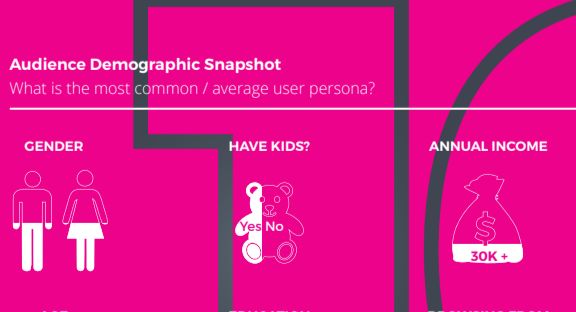


FOURSQUARE

US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
1,561	any business, mostly restaurants	3.67 million	23.10%

Audience Demographic Snapshot

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ANDREA CALLAHAN INTERNATIONAL

Empowering & evolving brands to stay fresh, relevant and in the lead.