2011 4specs Advertiser Survey
Google Analytics Referrer Reports

Executive Summary

July 14, 2011

During June 2011, 4specs asked its advertisers to voluntarily share their Google Analytics Referrer Reports for a one-month period – typically during May or June 2011. A total of 86 advertisers had access to this data and agreed to share it with 4specs.

In general, 4specs performed quite well for the respondents.

- For 60 out of 86 (70%) respondents, 4specs was among the top 8 referrers overall.

- Relative to other industry-specific referrers, 4specs was the #1 referrer, with a mean of 100 referrals per month and a median of 52. Both 4specs' mean and median were more than double those of other specified construction product directories.

  Given the relatively small numbers, these differences were not analyzed for statistical significance. Among the respondents, 23 were paid advertisers with ARCAT and 11 were paid advertisers with Sweets.

- About one fourth of the respondents (23 companies - 27%) received over 100 referrals per month from 4specs. Isolating data for these high traffic advertisers,

  o The remaining 63 advertisers (73%) received an average of 39 referrals per month from 4specs.

  o The top 23 advertisers (27%) received an average of 268 referrals per month from 4specs.

The attached spreadsheet itemizes the data in each respondent's Google Analytics report, with company names removed for the sake of confidentiality. The divisions in which each advertiser is listed on 4specs are noted in the column entitled "Notes."

Referrals from any other significant construction industry referrer (such as ThomasNet, DesignGuide, AECInfo, CADDetails, Lightsearch, and others) are also listed in the Notes column.