

Database Guide

eMarketer

The eMarketer database provides international market research and trend analysis on Internet, e-business, online marketing, media and emerging technologies.

Summary

- Specialist database on online marketing, emerging technologies and e-business.
- Includes new trends such as blogs, social networking, podcasting, mobile marketing etc.
- Brings together information from approximately 2800 sources, including research firms, trade associations, consultancies, government agencies and universities.
- Information is compiled into reports, charts, articles and newsletters.
- All research is globally-focused.

Strengths

- Up-to-date reports, articles and charts.
- Very versatile interface allowing both simple and/or complexed search strategies.
- Results can be modified to include full reports, charts and articles.
- Useful help page giving hints and tips on using the database.
- Online support available.
- Free subscription to Daily Newsletter delivered via email.
- Over 80 analyst reports published annually.

Weaknesses

- Interface and range of search options can be quite overwhelming.
- Although coverage is global with many UK and European reports, the emphasis is generally on the US.

Alternatives

- **Business Insights**, several reports available within this subject area.
- **Frost & Sullivan**, some independently produced reports available within this subject area.
- **Keynote**, a few related reports available.

Printing/Downloading

- Printing is allowed
- Up to five full reports per person per day may be downloaded.