



Market Intelligence Ranking Report

Market Intelligence

Market: New Zealand - Total Traffic > By Category Sites (Website data)

Period: Monthly, 01/10/09 - 31/10/09

Rank	Name	Ave Daily UB	Ave Daily UB %	UB	UB Change %	PI	Total Sessions	TT ('000 secs)	UB Freq	APD	ASD
-	Real Estate	122,245	6.75	1,610,078	3.06	171,970,898	5,169,959	4,345,664	3.21	00:25	14:01
1	trademe.co.nz/property	77,137	4.26	1,007,933	2.18	120,623,777	3,147,708	3,997,673	3.12	00:33	21:10
2	realestate.co.nz	23,900	1.32	406,953	0.74	13,069,209	924,072	509,790	2.27	00:39	09:12
3	harcourts.co.nz	11,166	0.62	195,040	2.42	10,682,722	422,948	109,535	2.17	00:10	04:19
4	open2view.com	8,619	0.48	134,197	1.98	17,416,721	355,055	132,184	2.65	00:08	06:12
5	trademe.co.nz/flatmates	7,486	0.41	142,308	4.02	5,441,319	281,315	152,131	1.98	00:28	09:01
6	barfoot.co.nz	7,112	0.39	113,075	5.07	1,053,302	301,498	77,077	2.67	01:13	04:16
7	qv.co.nz	5,550	0.31	133,027	111.70	1,540,422	193,669	60,804	1.46	00:39	05:14
8	bayleys.co.nz	5,114	0.28	105,163	10.22	1,079,447	191,146	43,665	1.82	00:40	03:48
9	nzherald.co.nz/propertynews	4,263	0.24	67,974	-38.46	297,522	149,122	19,061	2.19	01:04	02:08
10	zoodle.co.nz	1,772	0.10	43,741	0.42	221,342	60,939	8,473	1.39	00:38	02:19
11	firstnational.co.nz	1,007	0.06	23,044	1.21	283,597	35,258	8,620	1.53	00:30	04:04
12	propertytalk.com	894	0.05	18,610	-1.90	187,244	37,462	12,341	2.01	01:06	05:29
13	century21.co.nz	801	0.04	18,542	-3.96	219,584	28,850	5,351	1.56	00:24	03:05
14	terranet.co.nz	722	0.04	10,099	-0.53	133,656	32,383	6,569	3.21	00:49	03:23
15	Landlords.co.nz	583	0.03	12,550	-2.61	52,517	19,814	3,395	1.58	01:05	02:51
16	homesell.co.nz	447	0.02	11,221	-0.08	93,906	15,302	3,382	1.36	00:36	03:41
17	realcommercial.co.nz	302	0.02	8,052	12.12	58,008	9,970	2,261	1.24	00:39	03:47
18	conveyancing.co.nz	75	-	2,138	1.82	6,543	2,438	292	1.14	00:45	02:00
19	keytrack.co.nz	69	-	1,221	-10.54	22,172	3,128	894	2.56	00:40	04:46
20	waterfrontnz.com	62	-	1,824	453.71	6,152	2,024	279	1.11	00:45	02:18
21	raywhite.co.nz	61	-	1,730	-11.53	4,998	2,082	105	1.20	00:21	00:50
22	helpsellmyproperty.net	39	-	661	94.87	7,479	1,376	479	2.08	01:04	05:48
23	ngaitahuproperty.co.nz	31	-	792	-3.50	4,056	1,048	208	1.32	00:51	03:18
24	darrochvaluations.co.nz	21	-	544	-7.03	2,511	741	68	1.36	00:27	01:32
25	qvinsider.co.nz	12	-	301	-33.78	2,880	401	108	1.33	00:37	04:28