



Networld aggregates and classifies intent data from Discuss.com.hk, Price.com.hk and Uwants.com, which are the top discussion forums and price-comparison / e-commerce websites in Hong Kong.

CORE VERTICALS

Purchase Intent, Demographics, Family and Education, Financial Investments, Beauty products, APAC Travel, Digital Products, Automotive, Home Appliances, I.T. products, ACG, Sports, Health product

SOURCE OF DATA

Discuss.com.hk, Price.com.hk and Uwants.com

DEVICE COVERAGE

Both

REGION AVAILABILITY

Hong Kong

KEY HIGHLIGHTS

Price.com.hk is the top site in Hong Kong for price comparison and e-commerce, and so our users are in-market and looking to purchase. Discuss.com.hk covers a wide range of lifestyle topics, and Uwants.com is the top ACG (stands for Anime, Comic and Games) portal. Taken three sites together, our monthly active users cover ~75% of the Hong Kong internet population.

MODELED DATA

No

CONTACT

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TOP SEGMENTS



FINANCIAL INVESTMENTS

People discussing about financial and real estate investment, or are looking for personal loans information.



PARENTING AND EDUCATION

People discussing about wedding, parenting and education.



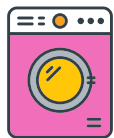
APAC TRAVELERS

Main destinations: Japan, Korea, Taiwan, Mainland China, Macau, Thailand and SE Asia



BEAUTY AND BODY CARE

Shoppers looking for products for skin care, whitening, facial care, cosmetics, slimming and fitness, and makeup tools.



HOME APPLIANCES

Shoppers looking for TVs, washing machines, refrigerators, air-conditioners, vacuum cleaners, etc.



DIGITAL PRODUCTS

Shoppers looking for products such as smartphones, smart watches, digital cameras, camera lenses, etc.



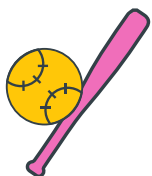
ACG (ANIME, COMIC AND GAMES) FANS

People discussing about anime, comics, music, mobile and video games



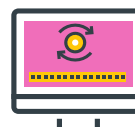
AUTOMOTIVE BUYERS

Users looking for 2nd vehicles, and collected data includes brands, models and sizes of vehicles viewed.



SPORTS

Fans of football (soccer), basketball, badminton, tennis, running, cycling, fitness & workout, water sports, martial arts and horse racing



IT ENTHUSIAST

Users looking for DIY PC components, computer networks equipment, printers and other computer peripherals.