

July, 2008

## **Analyst Web Rankings – Leverage analyst services to promote your business**

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### SUMMARY

Analyst advice influences billions of dollars of technology sales every year and understanding that influence is vital. In the modern online world opinions are cheap and differentiating between strong and weak advice can be difficult. In many cases navigating this industry comes only with experience and those without it fail but with the relevant data it is possible for any company to improve their performance by engaging with the analyst community.

This report analyzes the individuals and firms that shape the industry and provides key data on their online profiles. Citations, popularity and search term analysis give a detailed picture of the major analysts and their impact on the technology industry. This report will be of relevance to anyone involved in the technology industry seeking to influence buyers or understand the market

The full report outlines web presence for the leading firms and individuals in the IT analyst industry. The report is available immediately priced at \$449. To purchase see Ordering section below.

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## ADDITIONAL MATERIAL

### Ordering

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## Methodology

1. ATA refers to [www.all-the-analysts.com](http://www.all-the-analysts.com) an online search portal for IT analyst reports and research. Click through rate of users at [www.all-the-analysts.com](http://www.all-the-analysts.com) were analysed to establish usability patterns during 2Q08. These excluded registered users from analyst companies and multiple click throughs from single users. No weighting is given against free research as this will tend to be more widely read and hence has greater web presence. Demographics of users are as follows Business Strategy (19%), Finance (3%), HR (1%), IT Operational (6%), IT Strategy (24%), Management (13%), Marketing (15%), Other (10%), Research & Development (9%)
2. Online news items and blog items mentioning specific analyst firms by name were analyzed throughout 2Q08. The frequency of items published was counted to produce a figure for number of items per day. Items that mentioned the analyst firm by name but were published by the firm itself were excluded.
3. News items and blog items mentioning individual analysts from the recent analyst of the year poll conducted by the Institute of Analyst Relations (IAR) were analyzed throughout 2Q08. The frequency of items published was counted to produce a figure for number of items per day. Items that mentioned the analyst by name but were published by the firm itself were excluded. Only items that appeared online in aggregators such as news or blogs search results were included. [<http://technobabble2doto.files.wordpress.com/2008/06/analyst-of-the-year-results-iar.pdf>]
4. Trend analysis was conducted on search queries entered by users of [www.all-the-analysts.com](http://www.all-the-analysts.com) during 2Q08.