

Database Guide

eMarketer

Introduction

eMarketer is a comprehensive database on analysis, statistics, trends, and forecasts on the Internet related businesses, online marketing, and emerging technologies with data presented in reports, articles, and charts formats.

Scope

National and global coverage with data being derived and digested from 1,700 worldwide sources.

Access

Available at the [Jackson Library Web site](#). If not on the GSB premises, GSB users can access this database via [WebApps](#).

Help

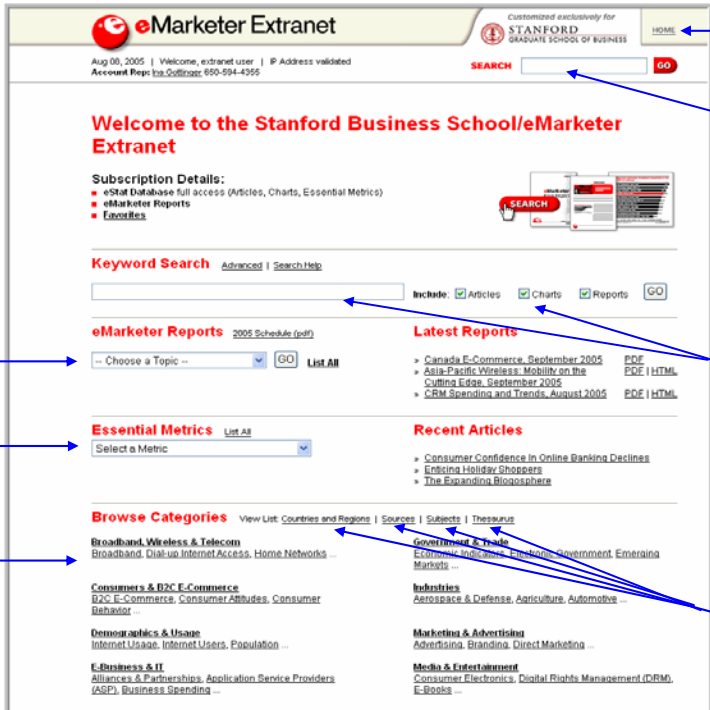
- Click on the **Search Help** link in the **Keyword Search** section on the Home page
- For search assistance, ask a librarian at the Information Desk or email to Jackson-infodesk@gsb.stanford.edu
- For technical problems, email to rcrc-action@gsb.stanford.edu

Features

- Extensive statistical data on e-business related topics worldwide presented in easily downloadable charts
- Concise reports and articles written by eMarketer analysts based on analysis of 1,700 global sources
- Unique **Essential Metrics** database on global markets which represents real-time aggregated statistics on selected topics related to online business from global research sources. The estimates are dynamically updated as data become available.
- Daily updates with approximately 500 records added monthly

Searching eMarketer

Find several flexible search options on eMarketer Home page:



The screenshot shows the eMarketer Extranet interface with several search and navigation options. Annotations with arrows point to specific features:

- Click here to start a new search**: Points to the top right "SEARCH" button.
- Enter keywords here to browse the entire database**: Points to the search input field in the top right.
- Enter keywords and select document types here**: Points to the search input field in the "Keyword Search" section.
- Click on one of the links here to search by selecting a category from the list**: Points to the "Browse Categories" section.
- Browse reports by topic from the drop-down list here**: Points to the "eMarketer Reports" drop-down menu.
- Select Essential Metrics table from the drop-down list here**: Points to the "Essential Metrics" drop-down menu.
- Browse the subject categories and sub-categories here**: Points to the "Browse Categories" section.

Keyword searches

Enter your topic as keywords in the **Keyword Search** box; mark/unmark the checkbox next to the document type: **articles, charts, reports** when you want to limit your search results to specific document types. When you search by exact phrase, use the quotation marks, e.g. *"online retail"*.

To further refine your search, click on the **Advanced** link in the **Keyword Search** section, and define your search preferences by making the following selections: specify location of your keywords, e.g. title, subject, etc., combine your search terms with Boolean connectors **AND, OR, NOT**, select document type, publication date, and results display options.

For a quick search in the entire database enter your search terms in the **Search** box located in the top right corner of the home page.

Browse searches

In the **eMarketer Reports** section, browse the entire collection of eMarketer reports by clicking on the **List All** link or select a topic from the drop-down list. Additionally, you can view the latest reports listed on the right under the **Latest Reports** heading and also preview the publication schedule for the whole year by clicking on the **2xxx Schedule (pdf)** link.

In the **Essential Metrics** section, view the entire collection of statistical metrics by clicking on the **List All** link. The displayed list will show the topic along with the names of countries for which the data are available. Additionally, you can view the latest articles listed on the right under the **Latest Articles** heading

Another way to browse the **Essential metrics** is by selecting a category from the drop-down list. When prompted, you can combine metrics with geography. **NOTE:** Statistical metrics are available only for selected countries and geographic coverage varies by topic.

In the **Browse Categories** section, you can search the subject area by first clicking on the name of a broad subject category listed on the Home page, and then going through sub-categories. While browsing the list of sub-categories, you can further refine your request by selecting a document type and entering keywords. Your selections will apply to the sub-category only, as shown below.

Limit search results to selected document types only

Enter keywords here to perform a word search within a subject sub-category.


Additionally in the same section, you can view eMarketer categories displayed as lists if you click on the corresponding link shown below. Each entry on the list is also a link that takes you to the **Advanced** search screen. In **Thesaurus** find the definition of a subject index used in the database along with the links to the subject sub-categories that pertain to the term.

Browse Categories View List: [Countries and Regions](#) | [Sources](#) | [Subjects](#) | [Thesaurus](#)

Viewing results

On the result list, the document format is indicated by the red button on the right side. To open a document, you can click on the title or click the red button. Each document format presents its own options for downloading or saving a document, e.g. by clicking the **VIEW CHART** button you can select to open or save a chart as a **PDF, JPG** (image), or **XLS** (Excel) file.

You can also select to save a record for future reference by clicking on the **Add to My Favorites** link. You can access your saved documents by clicking on the **Favorites** link on the Home page.

On the **Essential Metrics** table, click on the chart icon  to create a bar chart for data in the corresponding column or row as illustrated below.



Click on a chart icon to view data for selected column or row as a bar chart

This is an example of the data in the metrics table column (on the left) converted into a bar chart

Searching Tips:

- Search terms are not case-sensitive. Use quotation marks to enter phrases as a search terms, e.g. "online banking"
- Use the **Advanced** search option to apply Boolean connectors: **AND**, **OR**, **NOT** to the keyword searches
- When you open charts, check for availability of a related report in the **Record Details** section in the top right corner
- To start a new search click on the **Home** link in the top right corner of every page

Sample Searches

You are preparing a presentation making a point that credit card frauds for purchases on the Internet is a serious factor that inhibits online sales. Find substantial data on the topic.

1. In the **Keyword Search** section, enter **online payment** in the text box.
2. Leave only the **Reports** checkbox checked; click **GO**.
3. View, download results.

Your company is evaluating a service that is dependant upon household broadband usage in the United States. You need to find reliable data on broadband usage projections.

1. In the **Essential Metrics** section, select **Broadband Households** from the drop-down list; then from the **Select a Geography** drop-down list, select **North America**.
2. View the table of estimates; click the Chart icons for row or column of interest to download a chart from the particular source or for the selected year.

You are contemplating the best media for advertising a new product for teens. Find out how online advertising ranks against the other media.

1. In the **Browse Categories** section, click on the **Subjects** link; under T, click on the **Teens** link. That will open the Advanced Search page, where **Teens** is already entered as a subject term.
2. Enter **online** in the next text box and for category select **in the title field**; in the third text box enter **United States** and for category select **in the geography field**. Click **GO**.
3. View, download results.

Print/Download

With a document opened, select an icon for printing and downloading in a file format of your choice from the available options.

Documentation

Take the eMarketer Interactive Tour at www.emarketer.com/Products/eStatDatabase.aspx?tab=Tour