



The Top 10 Review Websites

*analyzed data was extracted from Alexa



| US Alexa Ranking: | Customer Reviews best for: | Avg monthly unique US Traffic: | % of total traffic that is US: |
|-------------------|----------------------------|--------------------------------|--------------------------------|
| 1 | any business | 158.03 million | 34.3% |

Audience Demographic Snapshot

What is the most common / average user persona?

GENDER *

HAVE KIDS? *

ANNUAL INCOME *

AGE *

EDUCATION *

BROWSING FROM *

*Google's audience is everyone



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| 3 | any business | 85.57 million | 29.10% |

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| 4 | e-commerce | 85.44 million | 55.40% |

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| 52 | any business | 40.474 million | 89.10% |

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| 88 | related to food, travel, restaurant | 28.27 million | 53.40% |

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| 402 | any business | 10.5 million | 83.50% |

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| 824 | any business | 6.15 million | 88.90% |

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| 1,002 | any business | 6.48 million | 70.50% |

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| 1,150 | service related business | 5.448 million | 88.90% |

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| 1,561 | any business, mostly restaurants | 3.67 million | 23.10% |

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