



# Hitwise University

## About Hitwise University

As online marketing and performance measurement is continually evolving, it is important to learn about new opportunities and tools available to increase the effectiveness of online campaigns. In order to keep our clients on top of the latest best practices, Hitwise is committed to ensuring you receive the best support and education the industry has to offer. We deliver this by providing a comprehensive education program - led by experts in research and analytics - to develop your team's skills in applying Hitwise data to your business.

## How to Access

To access the Hitwise University (<http://clients.hitwise.com.hk/university>), simply log in to your Hitwise account and click on the 'Hitwise University' link on the homepage. From here, you will be able to access the wide range of training and education materials outlined below.

## Key Features

The Hitwise University consists of two main areas - Hitwise Training, for product features, and Hitwise Education, to demonstrate how to apply competitive insights to your business.

### Training Features Include:



**Basic Training** - Access the Hitwise user guide, basic training webinars and the Hitwise flash movie demonstration.



**Competitive Intelligence Tools** - Review key features available within each of the Hitwise Competitive Intelligence tools.



**Product Upgrades** - Find out about recent product upgrades and new product launches.

### Education Features Include:



**Special Analyst Reports and Whitepapers** - The global Hitwise Research team regularly publishes special industry reports and whitepapers providing clients with detailed analysis of specific industries and online trends.



**Best Practice Reviews** - Learn how to apply Hitwise tools to achieve specific marketing objectives.



**Case Studies** - Learn how other leading companies have used Hitwise to gain a competitive advantage.

## Hitwise University Live

Hitwise periodically holds both live and online events for education on industries, trends and Hitwise tools. As a valued Hitwise client, you will be notified of events that are relevant to your industry or are in your area.

## Learn More

To learn more about Hitwise University, please contact your Account Manager or Hitwise Customer Support at [support.hk@hitwise.com](mailto:support.hk@hitwise.com) or +61 3 8530 2400.