Why do I like eMarketer?

eMarketer is a global database that contains information on digital marketing and commerce. One of the features of eMarketer that stood out to me was its country search option. With a few simple, easily identifiable clicks you can search for a specific topic within the confines of a specific country. If I wanted to research the number of music downloads in China, all it takes is a few simple clicks to find the relevant articles.

How have I used eMarketer?

I used eMarketer to research global Twitter usage and statistics for a previous class. Using it’s advanced search system and various filters, I was able to search for information on Twitter not only by country, but also by age, demographic, and even by media usage.

How can I use eMarketer?

eMarketer provides filters upon filters to provide minute searches of articles that you need as soon as possible. It is a trove of articles, links and videos. It even has a designated reports section, which presents the most recently published reports on various aspects of digital marketing. Each report contains a synopsis of itself, so you can quickly determine whether or not it contains the information you need. I would use these reports to stay up to date on important events in the global market, as well as any other factors affecting the world.