Database: eMarketer

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Why do I like using eMarketer?

eMarketer can be found under the “Marketing” tab under the “Business & Economics” subject box. It is helpful for analyzing trends related to digital marketing, which is definitely a growing field given how companies today frequently target consumers using social media and smartphones as opposed to physical media like newspapers and books. The homepage of the database is well-organized and contains a search bar above the four main tabs: topics, countries, numbers, and reports. Simply typing in the name of a popular company is bound to give a great variety of results, but the fact that eMarketer automatically categorizes and tallies the results by a large number of subtopics, and even by the report type, ranging from articles to charts to interviews. Those who are uncomfortable with using Boolean operators will find no issues with refining their searches using eMarketer.

To demonstrate an example, Apple, Inc. is undoubtedly the largest technology company in the world in terms of revenue, and simply typing in the word “apple” produces an extremely large number of results:

Thankfully, eMarketer makes it easy to narrow down this search. If I wanted to find out the popularity of Apple products among college students, I would scroll down the alphabetical list on the left-hand side to demographics. However, I still have a large number of results, so I would narrow down my search even further by clicking on “age”.

TOTAL: 220 RESULTS

Even more subtopics come up, including my desired search term, and I have a much more manageable search to do my research on.
How have I used eMarketer?

Despite being a third-year business student, I first used eMarketer in an exercise in my LIB3040 class. Our group was given a scenario wherein we were research assistants for Netflix, and one of the things we were responsible for involved conducting marketing research about American users of the company. Although the search term “Netflix” did not generate a huge volume of results, it still needed to be refined, and we took advantage of the many subtopics to find articles that were relevant to what we were looking for.

How can I use eMarketer?

In addition to performing your own search, eMarketer has a default list of popular search terms on its front page. These include those related to forms of communication under the “Topics” tab, a list of several dozen nations organized by region under the “Country” tab. Furthermore, annual reports from across the world regarding advertising and electronic commerce sales can be found under the “Reports” tab. Lastly, one of the most valuable services that eMarketer offers, especially when it comes to quantitative findings, is the “create a custom chart” tool under the “Numbers” tab. Here, data compiled from many different sources regarding spending, usage, and other attributes can be organized at your discretion. The following is an example of a bar graph that can be easily exported to Microsoft Excel.