

November's Top US Web Properties: Coupon Sites Up 32%

The start of the holiday shopping season propelled several Retail site categories to double-digit traffic gains in November and sent droves of shoppers to coupon sites, according to the monthly analysis of US online consumer activity from comScore Media Metrix.

Retail Category Traffic Soars from Holiday Shopping

Retailing dominated the top-gaining categories ranking for November as Americans went online in search of holiday gifts and deals, comScore said. Retail-Toys grew 24% to 31.3 million visitors during the month, led by Toysrus Sites with 15.4 million visitors (up 65%), Barbie , with nearly 4 million visitors (up 15%), and KB Toys with 2.6 million visitors (up 119%).

comscore-november-top-10-gaining-web-properties-percentage-change-2008.jpg