

NET-Metrix AG is a neutral industry organisation, principally focussed on obtaining information about Internet use in Switzerland and Liechtenstein. The collected data in the areas of Traffic Measurement (use) and User Research (user) permit a wide variety of analyses on the use of the Internet and the positioning of individual websites. They provide website operators with a comprehensive view of the use of the Internet and offer the advertising industry the basis for professional planning with neutral and reliable information.

Traffic Measurement

NET-Metrix-Audit

Collection, certification and publication of usage data (traffic) of the participating websites.
 The traffic includes the use of the overall website, including all the elements that are included in the measurement, such as mobile sites and apps.
 Characteristic values of traffic: Unique Clients (device/browser/apps), Visits, Use Time (average duration of visits) and Page Impressions (page views).

Script-based measurement to survey the use of web/mobile sites and apps (SCM: scalable central measurement methods).

monthly
netreport.net-metrix.ch/audit

Purpose of the study

Surveying method

Publication

User Research

NET-Metrix-Base

Provides the baseline data for the number and structure of Internet users. Includes sociodemographic features.
 Information on Internet user groups, locations and frequency of Internet use, as well as the use of various types of activities on the Internet, etc.
 Trend module from publication 2013-2 with variables on the use of mobile devices, streaming sites, social media, online shopping, etc.

Approximately 19,000 online and telephone interviews (CATI/CAWI) every year.
 Population: Resident population of Switzerland and Liechtenstein aged 14 and over in private households.

twice a year
net-metrix.ch/produkte/net-metrix-base/publikation

NET-Metrix-Mobile

Collection, certification and publication of usage data (traffic) of the participating mobile sites and apps.
 Characteristic values of traffic: Unique Clients (device/browser/apps), Visits, Use Time (average duration of visits) and Page Impressions (page views).

Script-based measurement to survey the use of mobile sites and apps (SCM: scalable central measurement methods), based on the study NET-Metrix-Audit.

monthly
netreport.net-metrix.ch/mobile

Purpose of the study

Surveying method

Publication

NET-Metrix-Profile

Precise illustration and description of the users of websites.
 Data from the currency study are suitable for analyses of target groups, e.g. for the strategic positioning of a party's own website, or as the basis for planning online advertising campaigns.

Measurement data from the NET-Metrix-Audit, supplemented with around 25,000 onsite interviews per survey wave.

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