

The Art of Independent Business

Indie CEO

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Selecting an Online Selling Venue for Your Products

Below are statistics from several popular online selling venues. What is so striking about this content is the amount of demographic information that **quantcast** offers. In determining where you want to set up shop, it is critical that you consider who the venue targets and who actually shows up. Therefore, you must know your own target customer's demographics. If you are considering other venues, click the link and put in the venue's URL to see these stats.

Selling Venue Statistics from <http://www.quantcast.com> on 12/25/08

	Description	Gender	Age	Affluence	Education	Ethnicity
artfire.com	Handmade Artisan Marketplace and Interactive Community.	63%+ female	Young adults 18-35 Older 50+	This site attracts a <u>less</u> affluent audience.	There is a high index of College Graduates here.	There are more Caucasian visitors here than average.
bigcartel.com	Bigcartel.com is a top 10,000 site that reaches over 277K U.S. monthly people. The site attracts a slightly more female than male, teen audience. The typical visitor shops at Urban Outfitters, visits purevolume.com, and uses livenation.com.	54% female	Teens 12 -17 Young adults 18-34	This site attracts an affluent audience.	43% NO college 46% College	There are more Hispanic visitors here than average.
bonanzle.com	This site reaches approximately 53,523 U.S. monthly people. The site appeals to a slightly more female than male, 50+ audience. The typical visitor visits tias.com, reads nationalreview.com, and shops at PetSmart.	55% Female	Teens 12-17 Older 50+	This site attracts a <u>less</u> affluent audience.	There is a high index of people with no college here.	

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eCrater.com	Ecrater.com is a top 5,000 site that reaches over 796K U.S. monthly people. The typical visitor visits goantiques.com, uses thefind.com, and shops at Bluefly.	53% female	Young adults 18-34 Mid adults 35-49 Older 50+	This site attracts an affluent audience.	There is a high index of College Graduates here.	There are more visitors of other ethnicities here than average.
etsy.com	Etsy.com is a large site that reaches over 2.3 million U.S. monthly people. The site attracts a mostly female, young adult audience. The typical visitor visits jewelrystore.com and shops at anthropologie.com.	67% female	Young adults 18-35 Mid Adults 35-49	This site attracts a <u>less</u> affluent audience.	There is a high index of College Graduates here.	There are more Caucasian visitors here than average.
HandmadeFuzion.com	No Stats	No Stats	No Stats	No Stats	No Stats	No Stats
iCraft.ca	This site reaches approximately 12,537 U.S. monthly people. The site caters to a 50+, very slightly male biased group.	53% male	50+ group	This site attracts a <u>less</u> affluent audience	There is a high index of Graduates and Post Graduates here.	There are more Asian visitors here than average.
ShopHandmade.com	This site reaches approximately 31,617 U.S. monthly people. The site attracts an overwhelmingly female, 50+ audience. The typical visitor visits acmoore.com and subscribes to Better Homes & Gardens.	79% female	50+ group	This site attracts a <u>less</u> affluent audience.	There is a high index of Graduates and Post Graduates here.	There are more visitors of other ethnicities here than average.