

# Top 50 US web properties ranked for December 2012

RESTON, US: comScore, Inc, a leader in measuring the digital world, has released its monthly analysis of US web activity at the top online properties for December 2012 based on data from the comScore Media Metrix service.



Retail sites encountered their busiest month of the year in December as Americans bombarded the Web to score big deals on holiday shopping. Consumers and businesses looked to Shipping sites to ensure delivery of packages in time for the holidays, while some looked to Tax sites for financial support as the year drew to a close.

"With every year that passes, we consistently see online buying becoming a more pivotal part of consumers' holiday shopping strategy. The 2012 season was no different, generating US\$42.3bn in spending throughout November and December, which is up 14% from last year," said Jeff Hackett, executive vice president of comScore. "Critical to the success of e-commerce are shipping companies, who saw their highest online traffic peak this holiday season with nearly 40 million visitors."

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