

Top 50 US web properties for May 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 May 2012 based on data from the comScore Media Metrix service.



Shopping for Mother's Day created a buzz online at flowers, gifts and jewellery sites. Later in the month, Americans prepped for Memorial Day barbeques with family and friends at food retailer sites.

"May began with millions of Americans turning to the Web to find the perfect gift or e-card for Mom in time for Mother's Day," said Jeff Hackett, executive vice president of comScore. "But by the end of the month they were ready to break out the grill for Memorial Day barbecues, generating a big increase in traffic to food retailer websites as consumers looked for specials, savings and recipe ideas."

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