

Top 50 US web properties for February 2012

RESTON, US: comScore, Inc has released its monthly analysis of US web activity at the top online properties for February 2012 based on data from the comScore Media Metrix service. Valentine's Day had Americans searching the web for flowers, jewellery and just the right e-card for their loved ones. The highly anticipated Super Bowl XLVI drove traffic to a few key advertisers' websites, with especially strong growth seen on Auto Manufacturer sites.



"Valentine's Day and the Super Bowl seemed to be the driving forces behind much of the online activity in February as Americans browsed romantic gifts and checked out Super Bowl advertisers' websites, especially auto makers," said Jeff Hackett, executive vice president of comScore. "In addition, Tax sites posted another month of gains as the filing deadline drew nearer."

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