



Today, we add a brand rank per country to Icecat's online [brand rank page](#). We base the brand rank per country on a brand's relative number of product data-sheets views and downloads. The lower a brand's country rank, the more views, and downloads relative to other brands. It gives a quick insight into a brand's relative position in a country's e-commerce market. Of course, also this brand statistic is subject to [a large number of factors](#), such as a brand's syndication policy, local presence, and distribution channel to name a few.

Brand analytics per country

A brand rank per country is especially interesting for a brand's local business representatives. At the same time, as the internet implies globalization, we can not resolve all views or downloads to an individual country. Some e-commerce users are international. And some individual data consumers browse anonymously. Still, we believe that the country ranking is highly informative. See here, for example, the [brand rank page of Philips](#).

What's next?

What are the next steps for our brand analytics project? We want to expand the category-specific data view. Larger conglomerates have specialized business units and product managers, who like to see the performance of just their own categories. Further, we like to add a consolidated product review score on brand level.

In two-week sprints, we continue to add such additional statistics until we have the coolest e-commerce channel analytics environment on the planet.



Read further: [News](#), [Stats](#), [brand rank](#), [dashboard](#)

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