

The screenshot shows the alaTest website interface. At the top left is the alaTest logo with the tagline 'Testberichte & Meinungen 2.0'. To the right is a search bar with the text 'Testberichte finden für...' and a 'LOS' button. Further right is a navigation menu with 'in Kategorien stöbern' and a 'Login' link. Below the search bar, there's a section for 'Computer - Testberichte' with a sub-header 'Schon über 2,663,001 Testberichte und Bewertungen für Computer'. This section includes a paragraph of text, an image of a man and a woman looking at a laptop, and an Intel advertisement with the slogan 'Innovation hautnah erleben.' Below this, there's a section for 'Beliebte Kategorien in Computer' with images of a laptop, a tablet, and a desktop PC. To the right of the desktop PC is an advertisement for 'alaTest Mobil' with the text 'Testberichte und Preisvergleich auf deinem Handy!'.

Reach

396.418 Unique Visitors
437.451 Visits
(Source: Comscore 10/11)

Reach international

20 countries
13 languages
6 million Unique User
17 million Pls
(Google Analytics)

Audience

- Buyers in the active purchase process
- Smartshopper
- Product decision makers
- Technology enthusiasts
- IT- and hardware investment decision makers

Affinity

- Computer, Photo, TV, HiFi and Video
- Phone
- Housekeeping

The leading resource for product tests in Europe

alaTest is a free and independent product quality comparison engine created for consumers who look for simple and objective product information. alaTest tries to simplify product test comparisons by calculating a global, objectively aggregated product quality rating called alaScore™ using the results of thousands of product tests worldwide.

alaTest is available in the following countries:

Germany - Austria– Switzerland - Australia - UK - USA - Norway - Sweden - Belgium - France – Netherlands - Denmark - Finland - Poland- China - Spain New Zealand - Japan - Russia—Italy

alaScore



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