



Similarweb Alternative Investment Data

About Similarweb



2013

Launched



1,000

Employees



NYSE: SMWB

IPO 2021



10

Offices

Similarweb
provides insights
for any website,
app, industry and
market



1B+
Websites



4.7M+
Apps



190+
Countries



210+
Industries



5B+
Keywords



250M+
E-commerce
product SKUs



The World's Leading Investors Trust Similarweb's Alternative Digital Data

5/10

World's Top
Hedge Funds /
Asset Mgrs.

10/10

World's Top
Investment
Banks

9/10

World's Top
Private Equity
Firms

7/10

Largest
Venture Capital
Firms

andreessen.
horowitz

ATIKA CAPITAL MANAGEMENT, LLC

atomico°



CIBC
World Markets



FOUNDERS FUND



Index Ventures



rocketship.vc

TCV

Similarweb is the only comprehensive platform for digital intelligence

Similarweb delivers game changing insights and competitive advantage for any organization, in every industry, on any device.



Similarweb Provides Value For Investments Across Industries and Business Models



E-commerce



Traditional Retail



Consumer Finance



Gaming



Fintech



SaaS & Cloud



Travel / Leisure



Consumer Goods



Publishers



Streaming OTT



Social



Telecom

Marketplace Listings



Similarweb Ltd

S & P 500 by domain and aggregated by tickers (Sample)

Stock market index data tracking the performance of 500 largest companies listed on stock exchanges



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Top Keywords

Estimated Top 10 keywords per site for the top 1000 sites WW (by keyword traffic)



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Public and Private company growth tracker

High level engagement metrics for all websites WorldWide



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Estimated Top Sites

Estimated High level engagement metrics for the top sites WW



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S&P 500 company online performance (ticker and domain level data)

Stock market index data tracking the performance of 500 largest companies listed on stock exchanges



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Russell 1000 company online performance (ticker and domain level data)

Stock market index data tracking the performance of 1000 largest companies listed on stock exchanges



Similarweb Ltd

Onsite Search - Product demand analysis on retail sites and marketplaces

Daily Onsite Search keywords on Amazon, walmart, and more



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Google Keywords

Search for keyword ideas and review how a list of keywords might perform.



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Google Keywords search dataset - discover all searches on Google

All Daily Keywords searched on Google



Similarweb Ltd

Technographics data

All technologies installed on every website in the world.



Similarweb Ltd

Content demand analysis on streaming platforms

Daily views by of each Video on Youtube & Netflix



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Product Views and Purchases on retail sites and marketplaces

E-commerce transactional data on Amazon, Walmart, and many others

Awards

