



## Website Analysis Overview Report

June 2019

tracfone.com



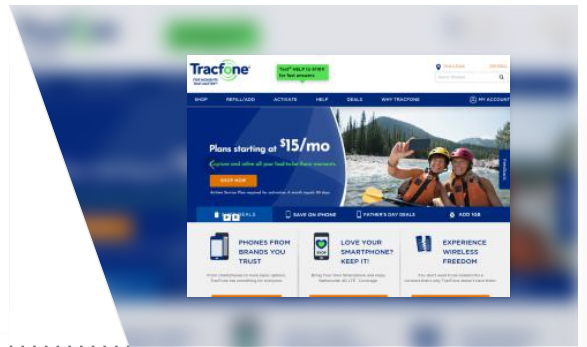
View the full analysis at: <https://pro.similarweb.com>

tracfone wireless is america's #1 prepaid wireless provider. shop prepaid cell phones, basic and smartphone options, no-contract 30-day plans & more!

#### Related Mobile Apps:

App Store

Google Play



Global Rank

#546



Country Rank

United States

#108



Category Rank

Computers Electronics and Technology...

#6

## Website Audience

### Total Visits

Mar 2019 - May 2019, Worldwide

402.4M

-5.46% from last month

### Device Distribution

Mar 2019 - May 2019, Worldwide



Monthly Visits 134.1M

Monthly Unique Visitors

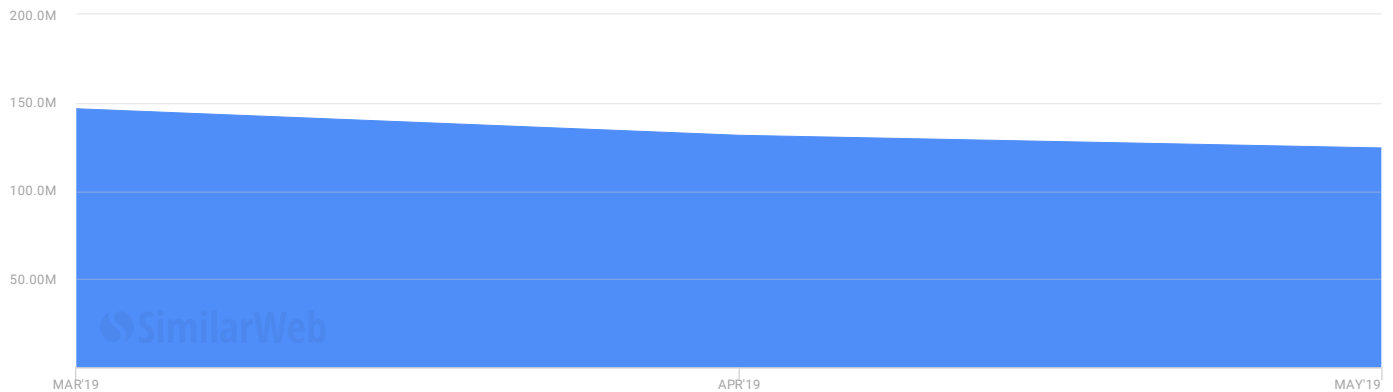
Avg. Visit Duration 00:04:24

Pages / Visit 2.09

Bounce Rate 52.51%

### Visits Over Time

Mar 2019 - May 2019, All Traffic



## Geography

### Top 5 Countries

Mar 2019 - May 2019, Desktop Only

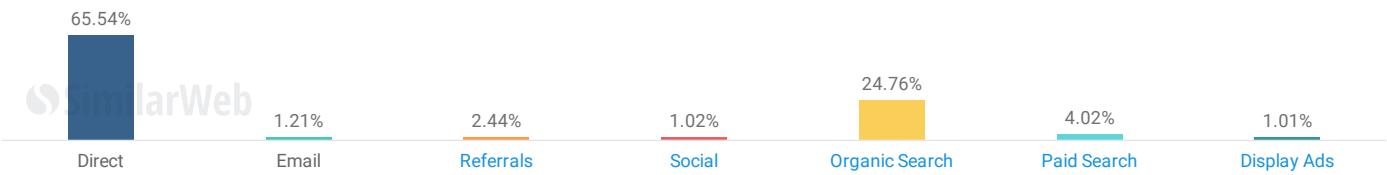


United States	97.93%	↑ 16.09%
Portugal	0.38%	↑ 24.79%
Canada	0.30%	↑ 59.97%
India	0.29%	↑ 8.98%
Mexico	0.12%	↓ 20.3%

Marketing Channels

Channels Overview

Mar 2019 - May 2019, Worldwide Desktop Only



Referrals

Top Referring Websites

Mar 2019 - May 2019, Worldwide Desktop Only

	safelinkwireless.com	26.35%	<div></div>	↑ 8.36%
	yourphoneupgrade.com	20.52%	<div></div>	↓ 34.84%
	straighttalk.com	18.78%	<div></div>	↑ 92.19%
	surveymonkey.com	6.31%	<div></div>	↓ 12.14%
	safelinkupgrades.com	4.40%	<div></div>	↑ 120.36%

Top Referring Categories

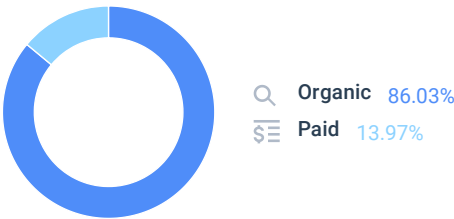
Mar 2019 - May 2019, Worldwide Desktop Only

	Telecommunications	46.42%	<div></div>
	Computers Electronics and Tec...	8.09%	<div></div>
	Marketplace	3.13%	<div></div>
	E-commerce and Shopping	1.49%	<div></div>
	Social Networks and Online Co...	1.35%	<div></div>

Search

Search Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Top Search Terms

Organic

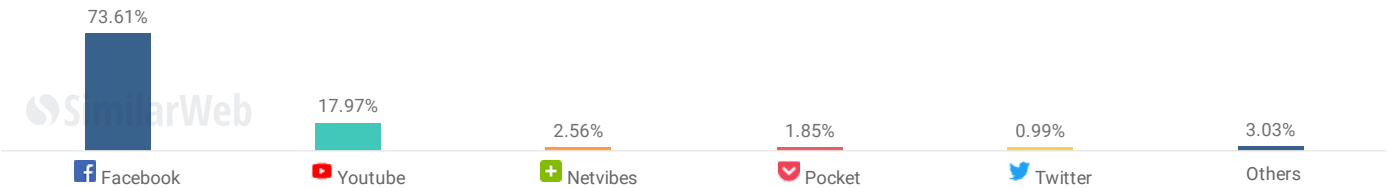
Mar 2019 - May 2019, Worldwide Desktop Only

	tracfone	54.60%	<div></div>	↑ 27.79%
	tracphone	6.13%	<div></div>	↑ 37.12%
	tracfone.com	4.68%	<div></div>	↑ 11.46%
	tracfone phones	1.99%	<div></div>	↑ 39.44%
	grid.upgrade	1.61%	<div></div>	↑ 49.7%

Social

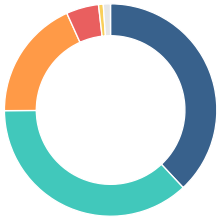
Social Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Display Ad Network ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Conversant Media	38.03%
Google Display Netw...	36.88%
MediaMath	18.33%
Skimlinks	4.93%
Appnexus	0.72%
Others	1.11%

Top Publishers ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

facebook.com	36.79%	↓ 2.4%
slickdeals.net	18.03%	↓ 5.12%
ebay.com	6.39%	↑ 76.15%
yahoo.com	5.33%	-
prepaid.com	4.66%	↓ 91.37%

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

yourphoneupgrade.com	32.13%	↑ 314.29%
facebook.com	30.19%	↓ 16.57%
fedex.com	7.22%	↑ 213.1%
locations.totalwireless.com	5.26%	↑ 15.04%
google.com	4.73%	↑ 224.97%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

ebates.com	15.80%	-
edprivateexchange.com	14.91%	-
shop.simplmobile.com	13.38%	-
gagadget.net	11.12%	↓ 16.41%
shop.totalwireless.com	7.58%	-