



# Website Analysis Overview Report

June 2019

kohls.com

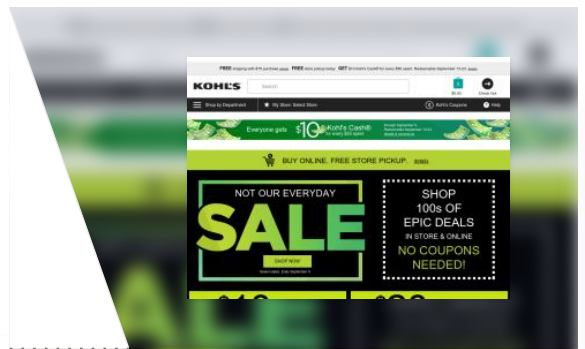
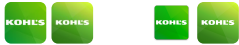


View the full analysis at: <https://pro.similarweb.com>

enjoy free shipping and easy returns every day at kohls! find great savings on clothing, shoes, toys, home décor, appliances and electronics for the whole family.

#### Related Mobile Apps:

App Store Google Play



Global Rank

#698

Country Rank  
United States

#130

Category Rank  
E-commerce and Shopping/Marketplace

#54

## Website Audience

### Total Visits

Mar 2019 - May 2019, Worldwide

136.0M

↑ 1.66% from last month

### Device Distribution

Mar 2019 - May 2019, Worldwide



Monthly Visits 45.35M

Monthly Unique Visitors

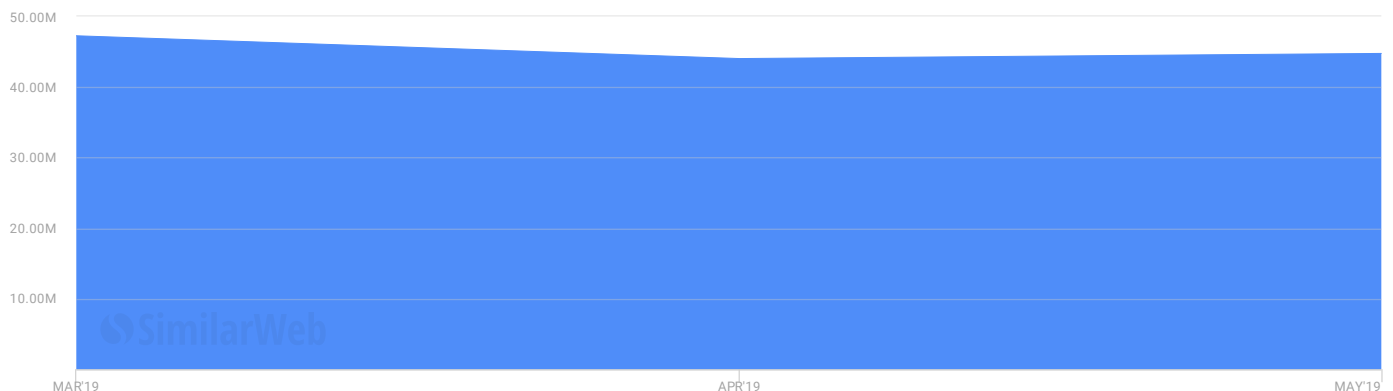
Avg. Visit Duration 00:05:14

Pages / Visit 7.11

Bounce Rate 42.30%

### Visits Over Time

Mar 2019 - May 2019, All Traffic



## Geography

### Top 5 Countries

Mar 2019 - May 2019, Desktop Only

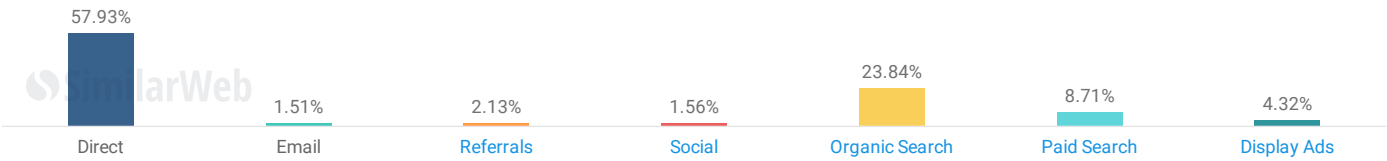


United States	97.77%	↑ 2.06%
Canada	0.37%	↓ 28.6%
Mexico	0.14%	↑ 7.36%
India	0.13%	↓ 7.41%
United Kingdom	0.10%	↓ 2.67%

Marketing Channels

Channels Overview

Mar 2019 - May 2019, Worldwide Desktop Only



Referrals

Top Referring Websites

Mar 2019 - May 2019, Worldwide Desktop Only

	amazon.com	18.87%	<div></div>	↑ 12.42%
	narvar.com	5.59%	<div></div>	↑ 10.19%
	indeed.com	5.25%	<div></div>	↑ 150.27%
	kohls.okta.com	4.69%	<div></div>	↑ 5.41%
	click.cartageous.com	4.19%	<div></div>	↓ 99.9%

Top Referring Categories

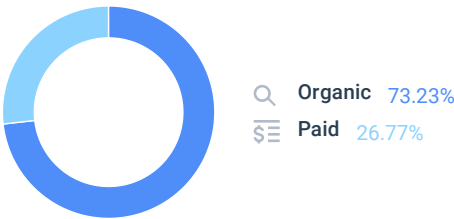
Mar 2019 - May 2019, Worldwide Desktop Only

	Marketplace	19.28%	<div></div>
	Coupons and Rebates	17.65%	<div></div>
	Jobs and Employment	7.25%	<div></div>
	Fashion and Apparel	7.23%	<div></div>
	News and Media	2.77%	<div></div>

Search

Search Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Top Search Terms

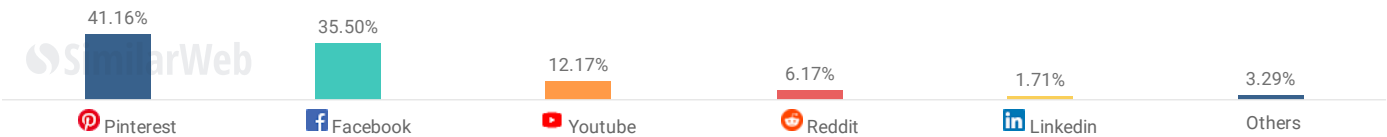
Mar 2019 - May 2019, Worldwide Desktop Only

	kohls	43.16%	<div></div>	↑ 10.13%
	khols	4.49%	<div></div>	↑ 9.17%
	kohls credit card	3.61%	<div></div>	↑ 3.98%
	kohls	3.04%	<div></div>	↑ 6.63%
	kohls.com	2.07%	<div></div>	↑ 13.38%

Social

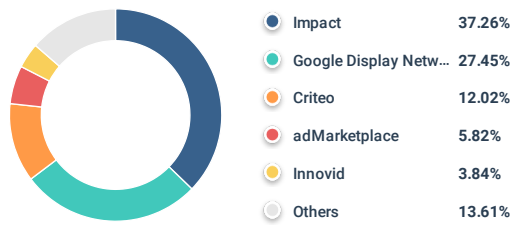
Social Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Display Ad Network ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Top Publishers ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

	slickdeals.net	24.48%	<div></div>	↑ 60.05%
	facebook.com	11.05%	<div></div>	↓ 37.24%
	cwtv.com	7.76%	<div></div>	↑ 105.49%
	yahoo.com	5.64%	<div></div>	↓ 49.83%
	bradsdeals.com	5.43%	<div></div>	↓ 27.29%

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

	media.kohlsimg.com	46.45%	<div></div>	↑ 18.25%
	ups.com	12.30%	<div></div>	↑ 20.98%
	fedex.com	9.03%	<div></div>	↑ 36.85%
	kohls.wd1.myworkdayjobs.com	8.16%	<div></div>	↑ 78.73%
	freeshipping.com	3.32%	<div></div>	↓ 6.84%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

	freeshipping.com	53.73%	<div></div>	↑ 13.22%
	macys.com	5.13%	<div></div>	-
	myfloridaprepaid.com	1.93%	<div></div>	-
	wikibuy.com	1.39%	<div></div>	↑ 282.48%
	cargurus.com	1.35%	<div></div>	↑ 37.26%