



Website Analysis Overview Report

July 2019

usps.com



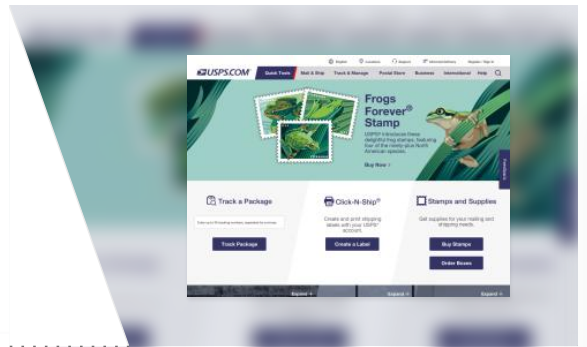
View the full analysis at: <https://pro.similarweb.com>

welcome to usps.com. find information on our most convenient and affordable shipping and mailing services. use our quick tools to find locations, calculate prices, look up a zip code, and get track & confirm info.

Related Mobile Apps:

App Store

Google Play



Global Rank

#307



Country Rank

United States

#79



Category Rank

Business and Consumer Services/Ship...

#1

Website Audience

Total Visits

Apr 2019 - Jun 2019, Worldwide

439.5M

↓ -2.96% from last month

Device Distribution

Apr 2019 - Jun 2019, Worldwide



Monthly Visits 146.5M

Monthly Unique Visitors

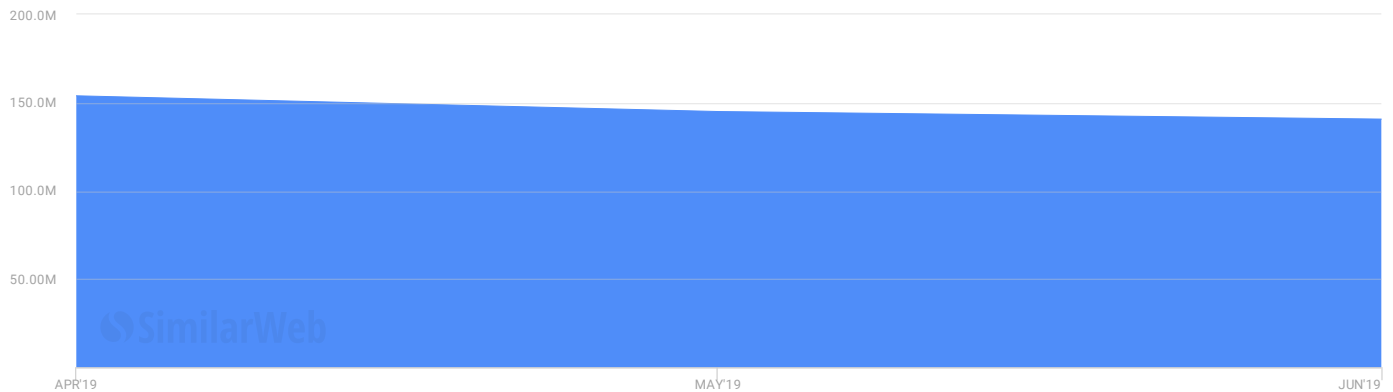
Avg. Visit Duration 00:02:37

Pages / Visit 3.03

Bounce Rate 53.03%

Visits Over Time

Apr 2019 - Jun 2019, All Traffic



Geography

Top 5 Countries

Apr 2019 - Jun 2019, Desktop Only

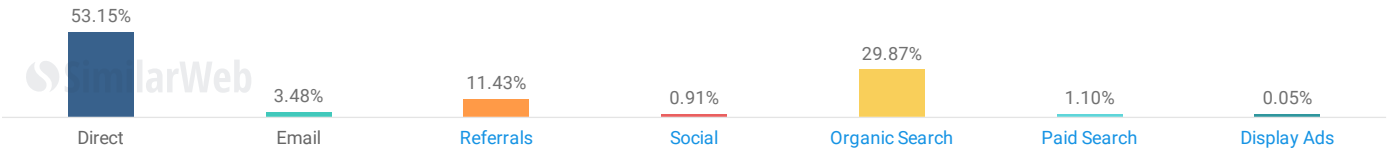


United States	90.25%	↑ 0.03%
Canada	1.45%	↑ 11.96%
United Kingdom	0.66%	↓ 12.22%
Puerto Rico	0.52%	↑ 1.81%
Mexico	0.41%	↑ 10.65%

Marketing Channels

Channels Overview

Apr 2019 - Jun 2019, Worldwide Desktop Only



Referrals

Top Referring Websites

Apr 2019 - Jun 2019, Worldwide Desktop Only

paypal.com	9.22%	↑ 2.35%
etsy.com	8.82%	↓ 6.79%
webtrack.dhlglobalmail.com	6.28%	↑ 1.23%
track.shipstation.com	5.35%	↓ 1.68%
royalmail.com	2.38%	↓ 13.19%

Top Referring Categories

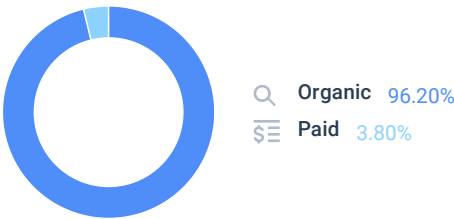
Apr 2019 - Jun 2019, Worldwide Desktop Only

Marketplace	11.83%
Financial Planning and Manag...	9.24%
Fashion and Apparel	5.03%
Government	4.31%
Music	3.07%

Search

Search Traffic

Apr 2019 - Jun 2019, Worldwide Desktop Only



Top Search Terms

Apr 2019 - Jun 2019, Worldwide Desktop Only

usps tracking	28.23%	↑ 2.03%
usps	20.40%	↓ 7.56%
usps hold mail	1.12%	↑ 38.78%
grid.upgrade	0.73%	↑ 14.8%
usps change of address	...0.72%	↑ 66.37%

Social

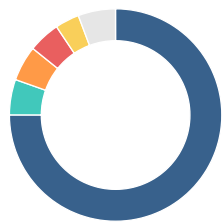
Social Traffic

Apr 2019 - Jun 2019, Worldwide Desktop Only



Display Ad Network ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only



Google Display Netw...	75.03%
OpenX	5.39%
Sharethrough	5.37%
Skimlinks	4.83%
Celtra	3.68%
Others	5.71%

Top Publishers ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only

ebay.com	13.28%	↑ 1,298%
coolmathgames.com	9.06%	↓ 27.7%
dailymail.co.uk	6.22%	-
bing.com	5.14%	-
thesimsresource.com	4.26%	↑ 92.81%

Outgoing Links

Top Links Destination ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only

app.mymove.com	30.79%	↓ 3.35%
paypal.com	27.31%	↓ 0.45%
usps.gov	22.03%	↑ 7.44%
state.gov	7.92%	↓ 9.67%
uspspostalone.com	2.54%	↑ 37.72%

Outgoing Ads

Top Ads Destination ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only

trk10.com	7.48%	-
yougetsurvey.com	6.61%	-
start.att.net	5.95%	-
login.aol.com	3.34%	-
amazon.com	3.25%	↑ 87.83%