



Website Analysis Overview Report

June 2019

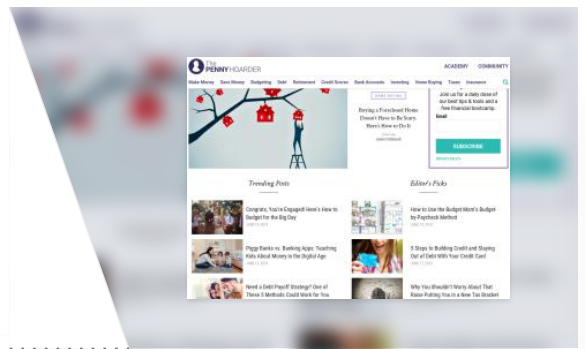
thepennyhoarder.com



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

the penny hoarder is one of the largest personal finance websites in america, receiving millions of visitors each month looking to make and save extra money.

Related Mobile Apps:



Global Rank #17,291 | Country Rank United States #3,216 | Category Rank N/A

Website Audience

Total Visits

Mar 2019 - May 2019, Worldwide

24.72M

-5.00% from last month

Device Distribution

Mar 2019 - May 2019, Worldwide



Monthly Visits 8.242M

Monthly Unique Visitors

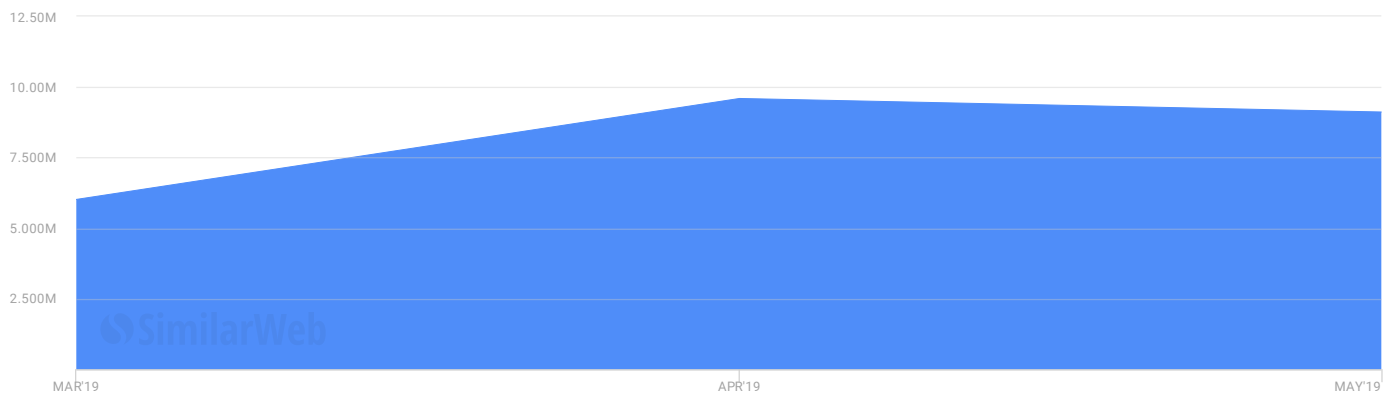
Avg. Visit Duration 00:01:01

Pages / Visit 1.26

Bounce Rate 68.62%

Visits Over Time

Mar 2019 - May 2019, All Traffic



Geography

Top 5 Countries

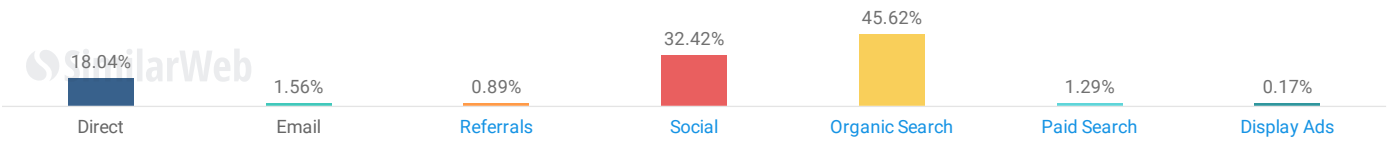
Mar 2019 - May 2019, Desktop Only



United States	85.00%	↑ 5.03%
Canada	3.18%	↑ 25.47%
United Kingdom	1.79%	↓ 11.93%
India	1.01%	↓ 3.66%
Australia	0.63%	↓ 6.68%

Channels Overview ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Referrals

Top Referring Websites ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

	newsblur.com	12.31%	<div></div>	↓ 27.84%
	flipboard.com	11.66%	<div></div>	↓ 89.58%
	tillerhq.com	9.56%	<div></div>	↑ 403.53%
	moneytalksnews.com	2.93%	<div></div>	↑ > 5,000%
	int.search.myway.com	2.64%	<div></div>	↑ 98.97%

Top Referring Categories ⓘ

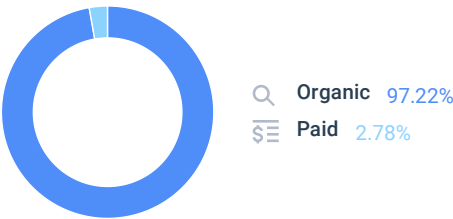
Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

	Computers Electronics and Tec...	18.50%	<div></div>
	Programming and Developer S...	14.19%	<div></div>
	Financial Planning and Manag...	12.57%	<div></div>
	Investing	5.10%	<div></div>
	Business Services	3.91%	<div></div>

Search

Search Traffic ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Top Search Terms ▶ Organic ▾

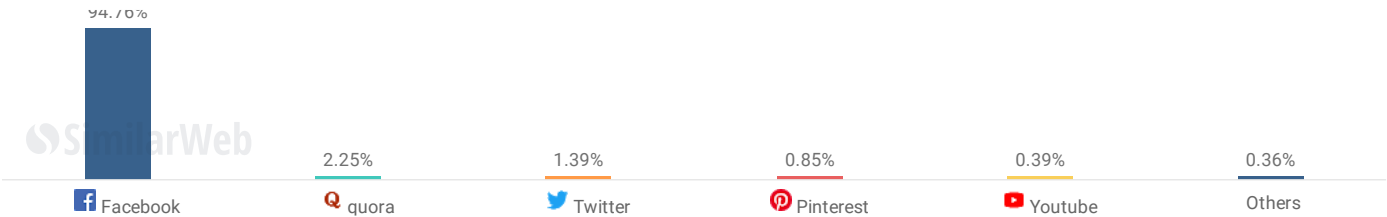
Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

	pennyhoarder	2.90%	<div></div>	↑ 3.12%
	penny hoarder	2.57%	<div></div>	↑ 44.58%
	online jobs	2.43%	<div></div>	↑ 422.85%
	the penny hoarder	...2.39%	<div></div>	↑ 43.72%
	online tutoring jobs	...1.18%	<div></div>	↑ 74.3%

Social

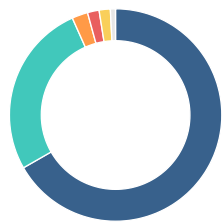
Social Traffic ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Display Ad Network ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



dianomi	66.74%
Outbrain	26.59%
Google Display Netw...	2.42%
ClickBank	1.77%
Media.net	1.70%
Others	0.79%

Top Publishers ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

📰 reuters.com	59.50%	<div></div>	↓ 53.8%
📰 marketwatch.com	13.15%	<div></div>	-
📰 wholenewmom.com	4.64%	<div></div>	-
UI usefullinterweb.com	4.38%	<div></div>	-
📰 seekingalpha.com	3.91%	<div></div>	↑ 305.2%

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

📰 fundrise.com	8.01%	<div></div>	↑ 43.64%
📰 aspiration.com	7.68%	<div></div>	↑ 77%
📰 hifiona.com	5.92%	<div></div>	↓ 12.97%
📰 learntobeabookkeeper.com	4.08%	<div></div>	↑ 72.7%
📰 workhub.transcribeme.com	2.34%	<div></div>	↑ 16.65%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

📰 paribus.co	47.76%	<div></div>	↓ 56.24%
📰 bloom.com	10.78%	<div></div>	-
📰 accounts.google.com	8.19%	<div></div>	↑ 57.02%
📰 bettycrocker.com	6.45%	<div></div>	-
📰 pay.gasbuddy.com	5.72%	<div></div>	-