



Website Analysis Overview Report

June 2019

buzzfeed.com



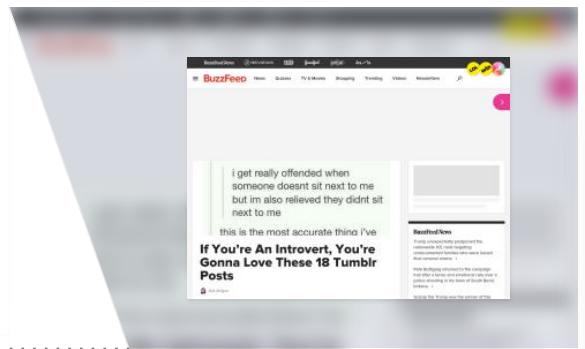
View the full analysis at: <https://pro.similarweb.com>

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Related Mobile Apps:

 App Store

 Google Play



 Global Rank ⓘ

#431

 Country Rank ⓘ

 United States

#188

 Category Rank ⓘ

News and Media

#74

Website Audience

Total Visits ⓘ

Mar 2019 - May 2019,  Worldwide

321.7M

 -1.63% from last month

Device Distribution ⓘ

Mar 2019 - May 2019,  Worldwide



 Monthly Visits **107.2M**

 Monthly Unique Visitors

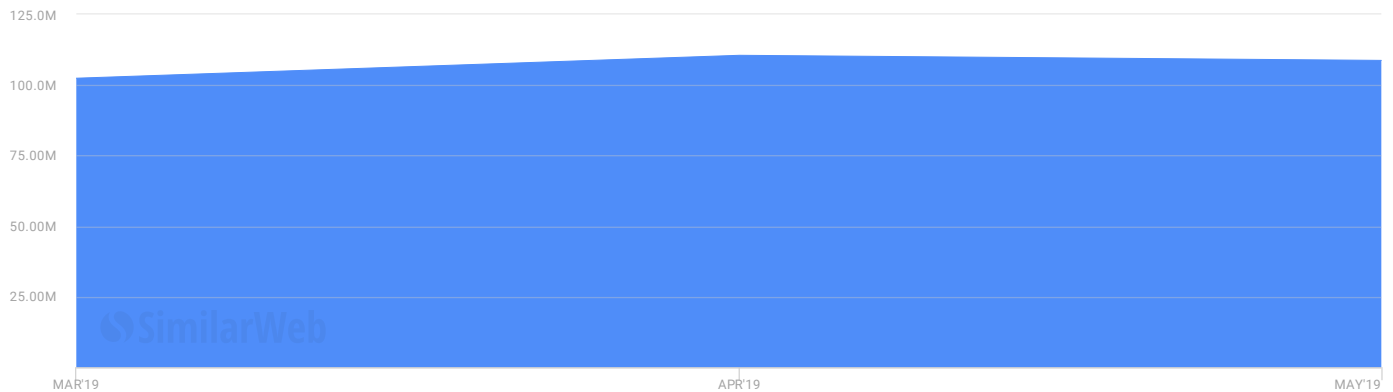
 Avg. Visit Duration **00:04:04**

 Pages / Visit **2.95**

 Bounce Rate **61.94%**

Visits Over Time ⓘ

Mar 2019 - May 2019,  All Traffic





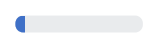


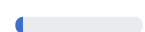


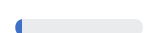


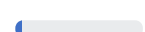



Geography

Top 5 Countries ⓘ

Mar 2019 - May 2019,  Desktop Only

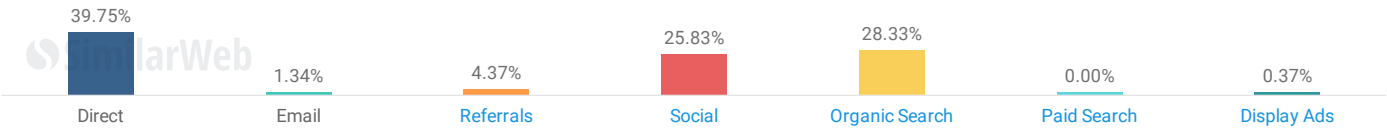


 United States	44.03%		 0.31%
 United Kingdom	7.36%		 5.19%
 Brazil	6.28%		 7.98%
 Canada	5.43%		 9.17%
 Japan	5.32%		 12.08%

Marketing Channels

Channels Overview

Mar 2019 - May 2019, Worldwide Desktop Only



Referrals

Top Referring Websites

Mar 2019 - May 2019, Worldwide Desktop Only

yahoo.co.jp	49.44%	<div></div>	↑ 2.25%
buzzfeednews.com	16.09%	<div></div>	↑ 13.52%
flipboard.com	2.47%	<div></div>	↑ 44.87%
apple.news	2.13%	<div></div>	↓ 4.25%
Upgrade your Account	2.11%	<div></div>	↓ 0.14%

Top Referring Categories

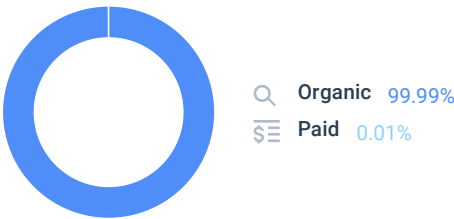
Mar 2019 - May 2019, Worldwide Desktop Only

News and Media	63.72%	<div></div>
Computers Electronics and Tec...	5.20%	<div></div>
Social Networks and Online Co...	2.38%	<div></div>
Programming and Developer S...	2.18%	<div></div>
Arts and Entertainment	1.08%	<div></div>

Search

Search Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Top Search Terms

Mar 2019 - May 2019, Worldwide Desktop Only

buzzfeed	34.39%	<div></div>	↓ 1.76%
game of thrones	4.51%	<div></div>	↑ 151.77%
buzzfeed quizzes	3.60%	<div></div>	↑ 2.45%
buzzfeed quiz	3.49%	<div></div>	↓ 14.4%
james charles	3.38%	<div></div>	↑ 2,008.64%

Social

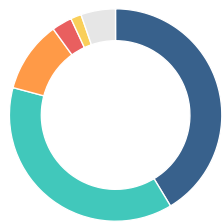
Social Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Display Ad Network ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Google Display Netw...	41.36%
Outbrain	37.80%
Skimlinks	10.85%
Taboola	3.09%
BuySellAds	1.62%
Others	5.27%

Top Publishers ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

tumblr.com	39.83%	↑ 48.98%
facebook.com	32.92%	↑ 58.31%
vulture.com	2.78%	-
jezebel.com	2.75%	-
youtube.com	2.64%	↑ 93.1%

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

buzzfeednews.com	44.87%	↑ 6.83%
amazon.com	11.60%	↓ 0.32%
twitter.com	10.02%	↑ 21.17%
tasty.co	1.85%	↑ 58.14%
youtube.com	1.70%	↑ 12.17%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

amazon.com	34.15%	↑ 11.51%
realtor.com	11.03%	↓ 99.02%
etsy.com	5.44%	↓ 24.57%
amazon.co.uk	4.76%	↑ 220.95%
amazon.de	3.01%	↑ 151.59%