



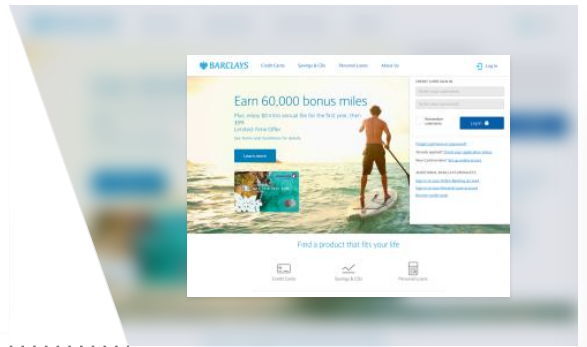
Website Analysis Overview Report

June 2019

barclaycardus.com



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



Global Rank ⓘ

#3,099

Country Rank ⓘ
United States

#524

Category Rank ⓘ
Finance/Finance

#24

Website Audience

Total Visits ⓘ

Mar 2019 - May 2019, Worldwide

42.01M

↑ 7.51% from last month

Device Distribution ⓘ

Mar 2019 - May 2019, Worldwide



Desktop 66.38 %

Mobile 33.62 %

Monthly Visits 14.00M

Monthly Unique Visitors

Avg. Visit Duration 00:04:38

Pages / Visit 5.44

Bounce Rate 18.74%

Visits Over Time ⓘ

Mar 2019 - May 2019, All Traffic



Geography

Top 5 Countries ⓘ

Mar 2019 - May 2019, Desktop Only

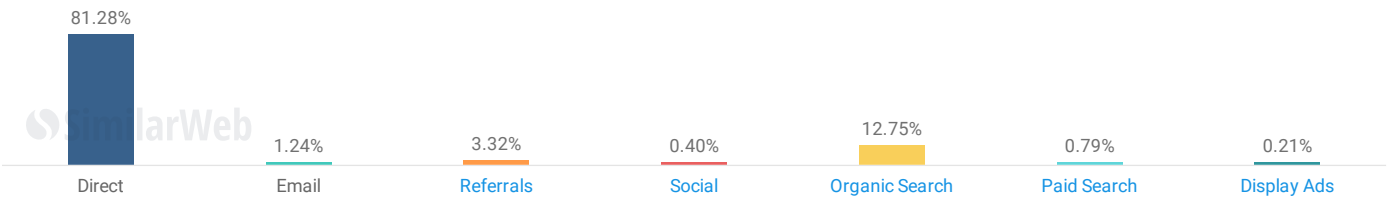


United States	97.74%	↑ 6.84%
Mexico	0.20%	↓ 20.56%
United Kingdom	0.20%	↑ 10.07%
Canada	0.18%	↓ 13.47%
Puerto Rico	0.13%	↑ 6.49%

Marketing Channels

Channels Overview

Mar 2019 - May 2019, Worldwide Desktop Only



Referrals

Top Referring Websites

Mar 2019 - May 2019, Worldwide Desktop Only

apple.com	26.12%	↑ 2.1%
home.barclaycard	17.21%	↑ 44.67%
jetblue.com	7.11%	↓ 94.14%
Upgrade your Account	4.66%	↑ 8.13%
Upgrade your Account	3.76%	↓ 35.34%

Top Referring Categories

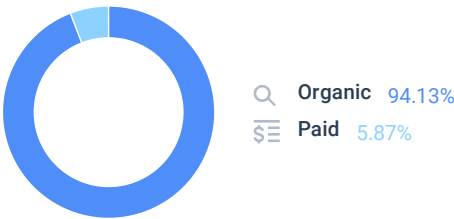
Mar 2019 - May 2019, Worldwide Desktop Only

Banking Credit and Lending	19.25%
Air Travel	11.49%
Consumer Electronics	5.67%
Accommodation and Hotels	5.05%
Finance	3.84%

Search

Search Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Top Search Terms

Mar 2019 - May 2019, Worldwide Desktop Only

barclaycard	28.79%	↑ 19.5%
barclaycard login	10.76%	↓ 21.95%
barclays	7.17%	↑ 10.55%
barclays credit card	...4.01%	↑ 33.35%
barclay	3.57%	↑ 18.32%

Social

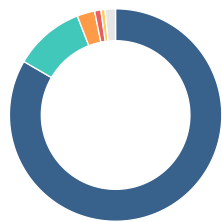
Social Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Display Ad Network ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Conversant Media	83.41%
Google Display Netw...	10.74%
dianomi	2.68%
OpenX	0.95%
Intent Media	0.62%
Others	1.60%

Top Publishers ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

nerdwallet.com	20.78%	<div></div>	↑ 116.67%
thepointsguy.com	17.51%	<div></div>	↑ 37.55%
creditkarma.com	15.77%	<div></div>	↑ 22.47%
creditcards.com	7.90%	<div></div>	↑ 29.83%
onemileatatime.com	4.55%	<div></div>	↑ 102.06%

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

aa.com	18.00%	<div></div>	↑ 25.2%
barclaysus.com	14.27%	<div></div>	↑ 70.82%
barclaycardrewardsboost.com	11.30%	<div></div>	↑ 8.1%
citiretailservices.citibankonline.com	9.82%	<div></div>	↑ 55.05%
jetblue.com	9.65%	<div></div>	↑ 13.21%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

citicards.citi.com	16.45%	<div></div>	↑ 6.85%
credit-land.com	16.34%	<div></div>	↓ 92.34%
amazon.com	12.67%	<div></div>	-
pro.banyanhill.com	10.09%	<div></div>	-
online.americanexpress.com	8.36%	<div></div>	-