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Individual Assignment – Part 2

Comparative Web Analytics of PlayStation vs. Xbox Using Similarweb

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1 Comparative Analysis: PlayStation vs Xbox (Similarweb)

This section compares *playstation.com* and *xbox.com* across key web performance indicators from Similarweb.

1.1 Global Rank

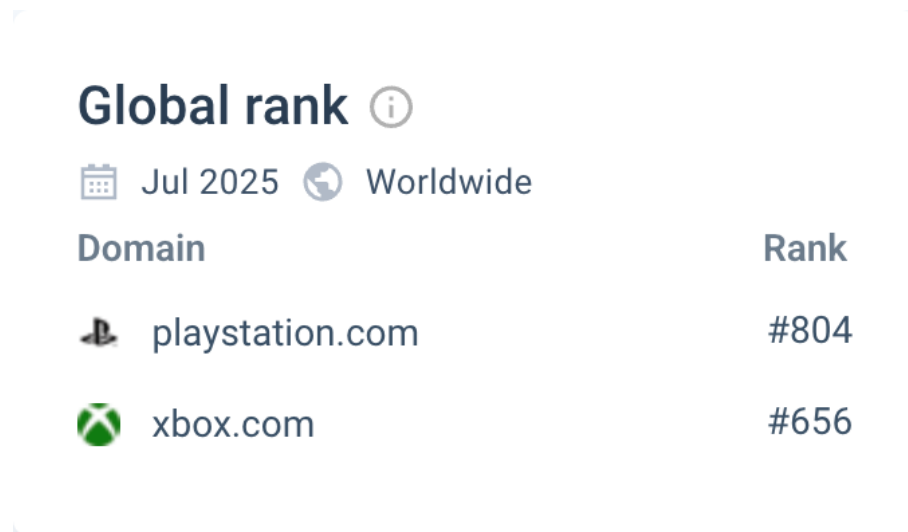


Figure 1. Similarweb Global Rank: playstation.com vs xbox.com, Jul 2025.

Source: Similarweb, July 2025

Xbox.com is ranked above (#656) PlayStation.com (#804) globally. This difference indicates Xbox's has better global awareness, as global rank is determined by overall monthly traffic volume and interaction across desktop and mobile platforms. While both hold a position in the top 1,000, demonstrating a strong brand presence, Xbox's higher ranking indicates greater discoverability through search, integrations, and third-party mentions. Its integration with Microsoft's ecosystem (Windows, Game Pass on PC, and Bing) consequently expands its traffic sources beyond console consumers. However, PlayStation's reliance on console-centric traffic and exclusive releases restricts its visibility on the internet. Without expanding its cross-platform interoperability or campaigns to attract casual PC and mobile gamers, Sony may lose worldwide visibility as gaming spreads across a multitude of devices.

1.2 Country Rank: United States

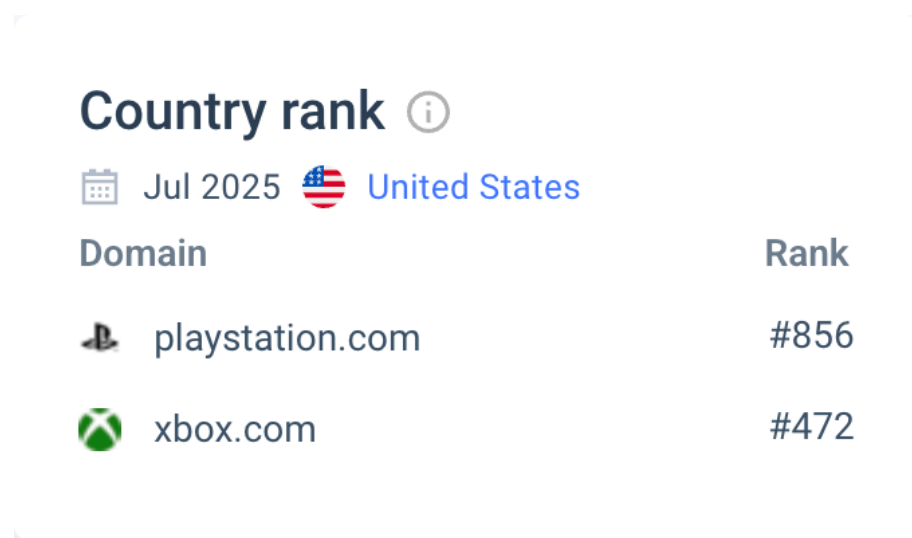


Figure 2. Similarweb Country Rank (US): playstation.com vs xbox.com, Jul 2025.

Source: Similarweb, July 2025

In the United States, Xbox.com (472) also ranks above PlayStation.com (856). As country rank represents traffic volume and engagement inside a domain's major market, this gap illustrates Xbox's dominance in its own nation. Stronger cultural resonance, loyalty, and connection with Microsoft's US-based ecosystem increase Xbox's domestic awareness. A higher US ranking therefore reflects a better interaction with US audiences and a stronger alignment of marketing initiatives. PlayStation, on the other hand, has a lower ranking, revealing that while its global brand is strong, its US positioning is rather fragile. This is critical since the United States represents a strategic hub for ad revenue, collaborations, and esports awareness. To undercut Xbox's established position, PlayStation would need to launch culturally tailored advertising, US-focused exclusives, and collaborate with domestic content creators.

1.3 Industry Rank

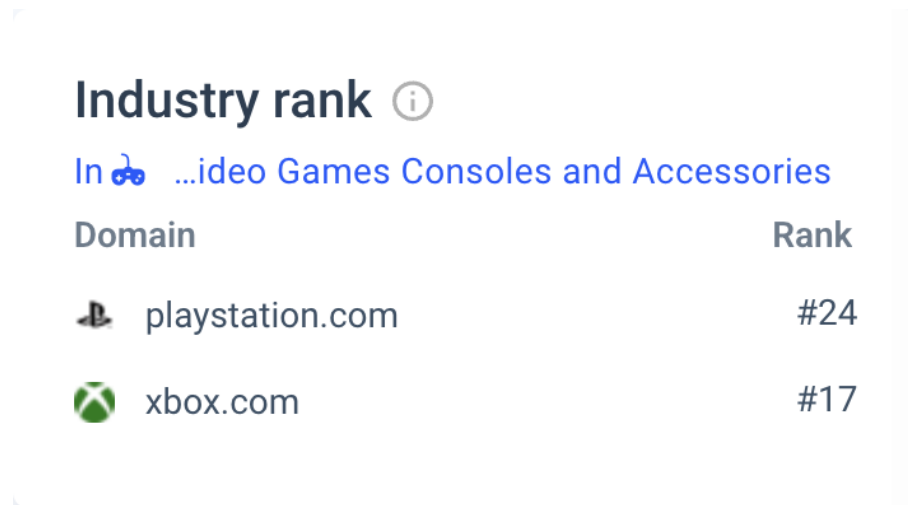


Figure 3. Similarweb Industry Rank (Video Game Consoles & Accessories): playstation.com vs xbox.com, Jul 2025.

Source: Similarweb, July 2025

Within the category of video game consoles and accessories, Xbox.com ranks 17 while PlayStation.com trails at 24. Considering industry rankings compare sites directly to peers in the same sector, this demonstrates Xbox's greater popularity even inside its primary competitive field. Xbox's advantage is reinforced by its ecosystem strategy, which includes Game Pass, cross-play capabilities, and PC/console integration, resulting in regular and diversified traffic. PlayStation, on the other hand, appears to have worse category retention despite its great exclusives and brand identity. Traffic leakage could be an issue, since PlayStation frequently refers consumers to other retailers (Amazon, Best Buy) for purchases rather than aggregating traffic on its own platform. For Sony, improving industry rank means capturing more of the customer journey in-house through integrated stores, loyalty programs, and a centralised hub for updates, ensuring that its digital footprint represents its true market strength.

1.4 Traffic & Engagement

Metric	playstation.com	xbox.com
Monthly visits	54.38M	62.46M 🏆
Monthly unique visitors	N/A	N/A
Visits / Unique visitors	N/A	N/A
Visit duration	00:02:39	00:03:22 🏆
Pages per visit	3.63	4.15 🏆
Bounce rate	48.14%	39.05% 🏆
Page Views	197.3M	259.4M 🏆
Deduplicated audience		
Gain access to more insights UPGRADE		

Figure 4. Similarweb — Traffic & Engagement Overview (playstation.com vs xbox.com), Jul 2025.
Source: Similarweb, July 2025

The data reveals Xbox.com received 62.46 million monthly visits, exceeding PlayStation.com’s 54.38 million. Xbox also has higher average visit duration (3:22 vs 2:39), more pages per visit (4.15 vs 3.63), and a lower bounce rate (39.05 vs 48.14%). Overall, data suggests increased engagement and deeper browsing behavior on Xbox.com. The larger bounce rate for PlayStation indicates that many users move on after a short interaction, which might suggest challenges with landing-page relevance, delayed navigation, or fragmented user journeys.

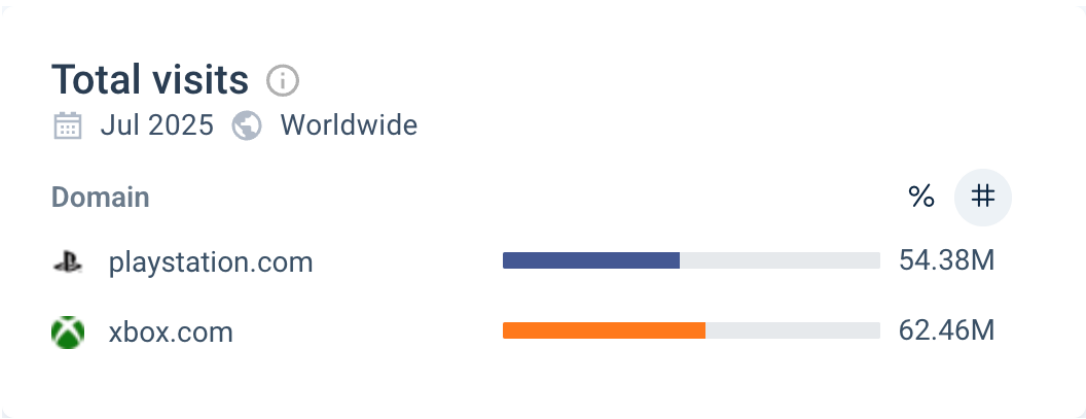


Figure 5. Total Visits (playstation.com vs xbox.com), Jul 2025.
Source: Similarweb, July 2025

When looking at solely total traffic, Xbox leads with approximately 8 million more visits during the period (July 2025). This supports its competitive advantage in producing consistent site traffic, which is likely aided by interaction with Microsoft’s broader ecosystem (Windows, Game Pass app, Bing, etc.). PlayStation’s reduced volume may indicate a higher reliance on alternate touchpoints such as the PlayStation app, direct merchant relationships, or console-based shop navigation, which redirect traffic away from the web domain.

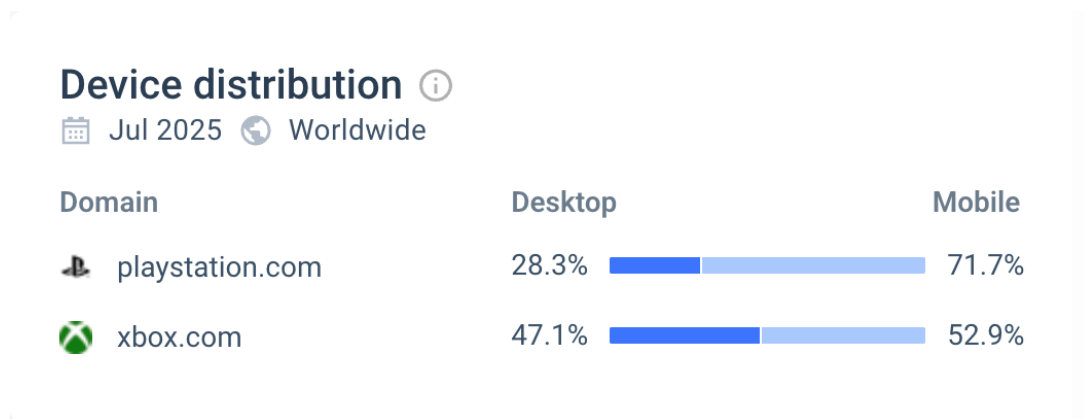


Figure 6. Device Distribution (playstation.com vs xbox.com), Jul 2025.

Source: Similarweb, July 2025

A significant difference appears in device preference. On PlayStation.com, mobile traffic accounts for 71.7% of total traffic, while on Xbox.com, traffic is roughly balanced across desktop and mobile (47.1% desktop vs 52.9% mobile). This illustrates disparities in use cases. PlayStation's audience may use mobile to browse news, trailers, or make fast retail visits, whereas Xbox's desktop angle indicates deeper engagement with Microsoft ecosystem services.

Overall, Xbox has greater engagement (longer sessions, more pages, lower bounce) and slightly greater reach (total visits), indicating an effective funnel that retains users while on the website. PlayStation's increased mobile dependency reflects its reach among casual or on-the-go users, but it also risks reduced engagement if the mobile experience does not fully support complex browsing or purchasing activities. PlayStation may need to increase thier mobile UX optimisation and content depth in order to lower bounce rates to rival and eventually surpass Xbox.

1.5 Geography: Top Five Countries

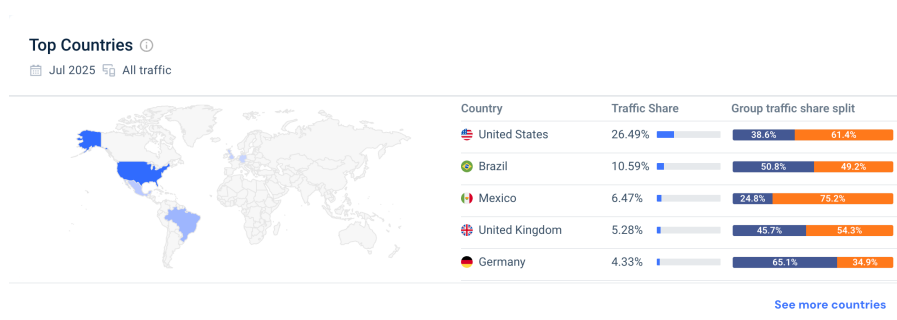


Figure 7. Top Five Traffic-Generating Countries: playstation.com vs xbox.com, Jul 2025.

Source: Similarweb, July 2025

The geographic analysis shows substantial differences in audience concentration. In the US, Xbox leads with 61.4% of traffic, indicating its strong domestic base. In Brazil, PlayStation has

a slight advantage, while in Mexico, Xbox leads with 75.2%, indicating considerable traction in Latin America. The United Kingdom remains competitive, with traffic shares closely balanced, although Germany leans toward PlayStation (65.1%). Overall, Xbox is strong in the United States and the United Kingdom, whereas PlayStation has a greater presence in Latin America and continental Europe. For both, deeper localisation in underperforming regions is critical to rebalance global reach.

1.6 Marketing Channels

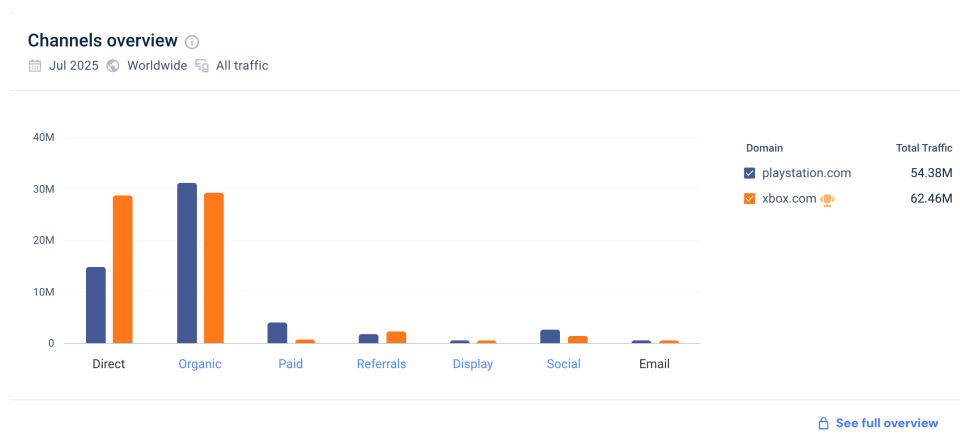


Figure 8. Marketing Channel Mix: playstation.com vs xbox.com, Jul 2025.

Source: Similarweb, July 2025

Xbox.com has the highest direct traffic (28 million) due to its strong ecosystem interaction with Microsoft platforms. PlayStation.com receives more organic search traffic (31M), indicating that it relies more on customers actively seeking content. PlayStation also performs well in paid search and social channels, demonstrating the brand’s community-driven visibility and promotional spending. Xbox’s dominance in direct visits indicates a more anchored position in user behaviors, whereas PlayStation’s profile emphasizes brand loyalty but also a greater reliance on discoverability and marketing activities. Scaling direct engagement would help Sony balance its channel mix and lessen dependency on search-driven traffic.

1.7 Ad Monetisation

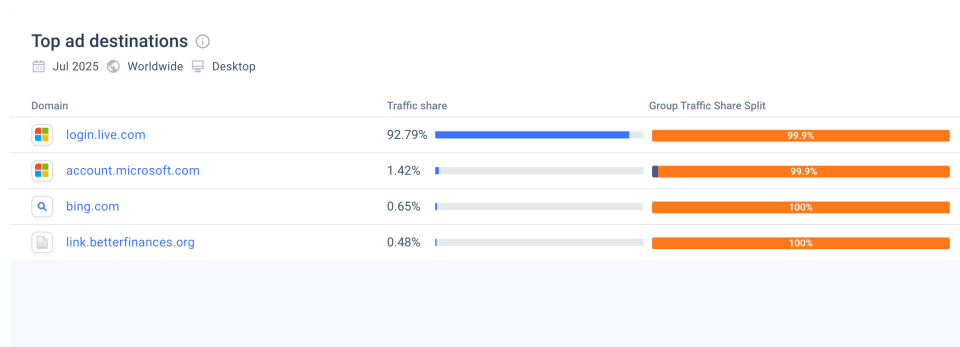


Figure 9. Ad Monetisation (Display Networks & Publishers): playstation.com vs xbox.com, Jul 2025.

Source: Similarweb, July 2025

Xbox ad traffic is mainly directed to Microsoft-owned properties such as login.live.com (92.8%), account.microsoft.com, and Bing, indicating a tightly integrated ecosystem approach. This ensures that user flows are captured within Microsoft's platforms, hence increasing engagement with Xbox services such as Game Pass and account management. In contrast, PlayStation has essentially no similar paid visibility in this dataset, indicating a far lower utilization of display networks and ad-driven traffic. While this demonstrates Sony's reliance on organic reach and brand-driven discovery, it also indicates a wasted opportunity as without a stronger sponsored visibility plan, PlayStation risks losing out on casual or non-core audiences who aren't already interested in its products.

1.8 Social Traffic

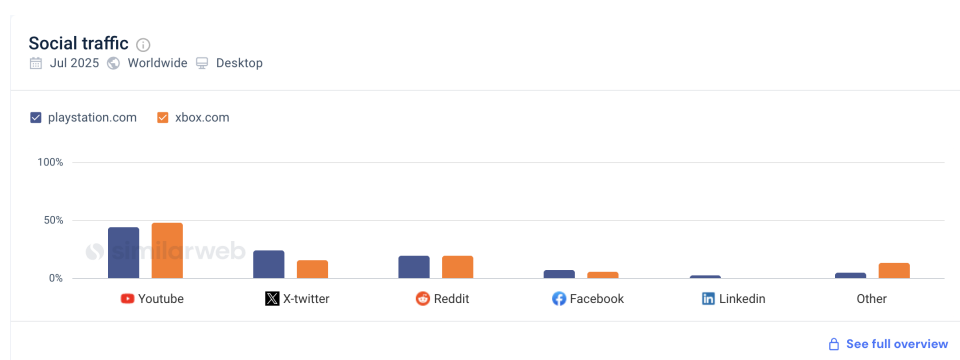


Figure 10. Social Traffic: playstation.com vs xbox.com, Jul 2025.

Source: Similarweb, July 2025

Social traffic analysis shows that both PlayStation.com and Xbox.com are mainly based on YouTube, which accounts for almost half of their social referrals and illustrates the central role of video content in driving engagement. Xbox maintains a slight edge here, reflecting the

visibility of Game Pass trailers and showcase streams, while PlayStation edges them out on Twitter/X, consistent with its strategy of real-time updates and announcements. Both platforms generate similar levels of traffic from Reddit, highlighting the importance of community-led forums, though Xbox also shows a small but notable share from “Other” networks, suggesting experimentation with niche or regional platforms. The contrast shows that, while both brands use social media to increase exposure and engagement, their priorities differ. Where Xbox is more video-centric and diverse, and PlayStation values immediacy and community conversations. These differences demonstrate clear opportunities where PlayStation could improve their video-led campaigns for deeper engagement and Xbox might strengthen its real-time presence to foster a greater lasting interaction with fans.

2 Strategic Recommendations

The comparative analysis demonstrates that although PlayStation retains strong brand equity, Xbox outperforms in global visibility, user engagement, and channel diversification. To address these gaps and align with PlayStation's mission of delivering immersive entertainment experiences, five strategic priorities are proposed.

1. **Strengthen the US market through localisation and exclusive positioning.**

Xbox's higher US ranking reflects its dominance in its local market. To offset this, PlayStation should release US-focused exclusives, develop relationships with domestic streaming and esports platforms, and run culturally relevant ads. Building deeper relevance in this high-value region would help PlayStation balance its geographic emphasis on Europe and Japan while also supporting long-term global growth.

2. **Optimise on-site experience to increase retention and conversion.**

PlayStation's higher bounce rate (48.14% vs Xbox's 39.05%) and shorter visit durations signal weaker site stickiness. Improving navigation speed, incorporating interactive features such as product configurators, and enhancing first-party purchase channels will reduce abandonment and increase direct transaction capture. This would also reduce PlayStation's present reliance on other sellers in foreign countries.

3. **Expand discoverability to attract new audiences.**

PlayStation's strength lies on organic search and social traffic, which demonstrate great discoverability and engagement with the community. However, its lack of direct traffic compared to Xbox suggests less frequent visits and integration into user routines. To narrow this gap, PlayStation could invest in direct engagement initiatives such as loyalty programs, unique digital events, and improved connectivity with the PlayStation Store. At the same time, increasing targeted paid search to include high-volume non-brand keywords (such as "next-gen consoles" and "gaming bundles") would reach a larger top-of-funnel audience. This balanced strategy would lessen dependency on search-based discovery, allowing PlayStation to compete more effectively with Xbox's larger direct footprint.

4. **Leverage mobile dominance with tailored experiences.**

With 71.7% of visits coming from mobile, PlayStation should prioritise optimised mobile journeys. Exclusive mobile promotions, in-app store integration, and a deeper use of the PlayStation App would enhance engagement with mobile-native audiences. This would improve conversion rates and align with PlayStation's long-term goal of accessibility across devices and contexts.

5. **Diversify advertising networks and enhance video-led engagement.**

Xbox's greater adoption of display networks and dominance on YouTube demonstrate

the value of scaled, video-led discovery. PlayStation should reduce its dependency on Twitter/X by branching out into wider publisher networks and prioritizing YouTube forms like developer diaries, behind-the-scenes videos, and cinematic trailers. This would improve PlayStations' storytelling skills while reaching a larger audience with better, more compelling material.

In conclusion, these recommendations address PlayStation's major shortcomings in geography, retention, discoverability, mobile optimisation, and sponsored visibility. PlayStation can increase its reach and lessen dependency on loyal audiences by localising ads in unsuccessful countries, boosting retention through direct engagement, and expanding acquisition via SEO and paid search. At the same time, mobile-first initiatives and diverse advertising would improved top-of-funnel performance and greater user engagement. Together, these recommendations provide a data-driven path for PlayStation to strengthen its global presence, extract more value inside its own ecosystem, and maintain competitiveness against Xbox's more diverse digital strategy.