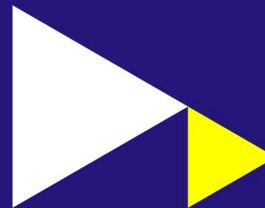
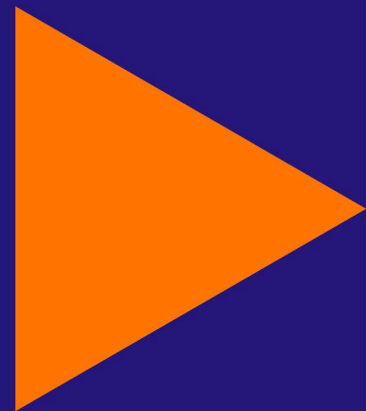




Similarweb

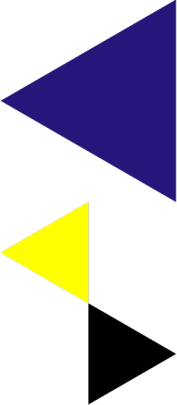
Web & App Research:

English version, January 2021



Contents

- Introduction to Similarweb
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Introduction to Similarweb

Similarweb is a tool for Website Research.

The tool provides insight into website statistics, including the origin and behavior of the visitors on the website.

Similarweb offers the following options:

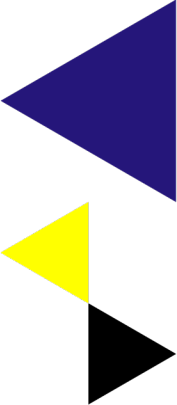
- Web Research
- App Research
- Segment Analysis (niet beschikbaar voor de HvA)
- Web Industry Analysis
- Search Interest Analysis

This presentation is about Web and App Research with Similarweb.

Web Research: Web Analytics with Similarweb

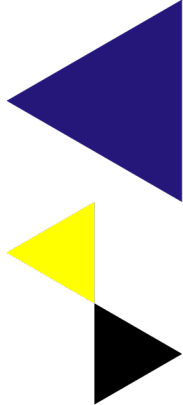
Similarweb:

- Provides insight into the behavior and origin of visitors to websites
- Suitable for benchmark analysis
- Differentiates between Desktop, Mobile Web and App traffic
- Provides insight into the quality of the visitors overall and per origin marketing channel
- Increase customer knowledge
- Provides insight into developments, you can go back 37 months in Similarweb
- Offers the possibility to collect data worldwide or specifically for the Netherlands



Differences/similarities Similarweb & Google Analytics

Google Analytics	Web analysis with Similarweb
Insights own website	Insights all websites
Insight into the number of pages visited and the duration of the website visit	Idem
Insight into the navigation of the visitors through the website and where they leave the website	Not available
Origin of visitors: through which channels did the visitors come to the website	Idem
Insights in characteristics and interests target group	Idem
Conversion is measurable because you can set goals	Conversion is not measurable
Based on actual behavior	Based on reliable estimates. The more visitors to the website, the more reliable the data.



Web analytics with Similarweb: how it works & what insights

Go to homepage -> web research -> website analysis -> search for websites.

Similarweb shows an overview of the website performance. Here you can add websites, adjust period, location and devices. You can download a PDF report from the overview.

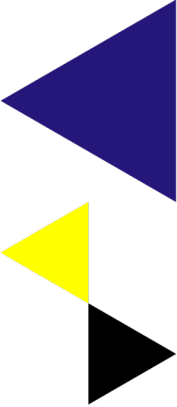
Insights into:

- Traffic and engagement: numbers of website visitors (traffic) and engagement (visit duration, average number of pages per visit, bounce rate)
- Marketing Channels: through which channels do visitors come to the website
- Audience: insights into target audience (demographic characteristics and interests of website visitors)

For more detailed information, visit:

- Traffic -> Traffic and Engagement
- Traffic -> Marketing channels
- Audience

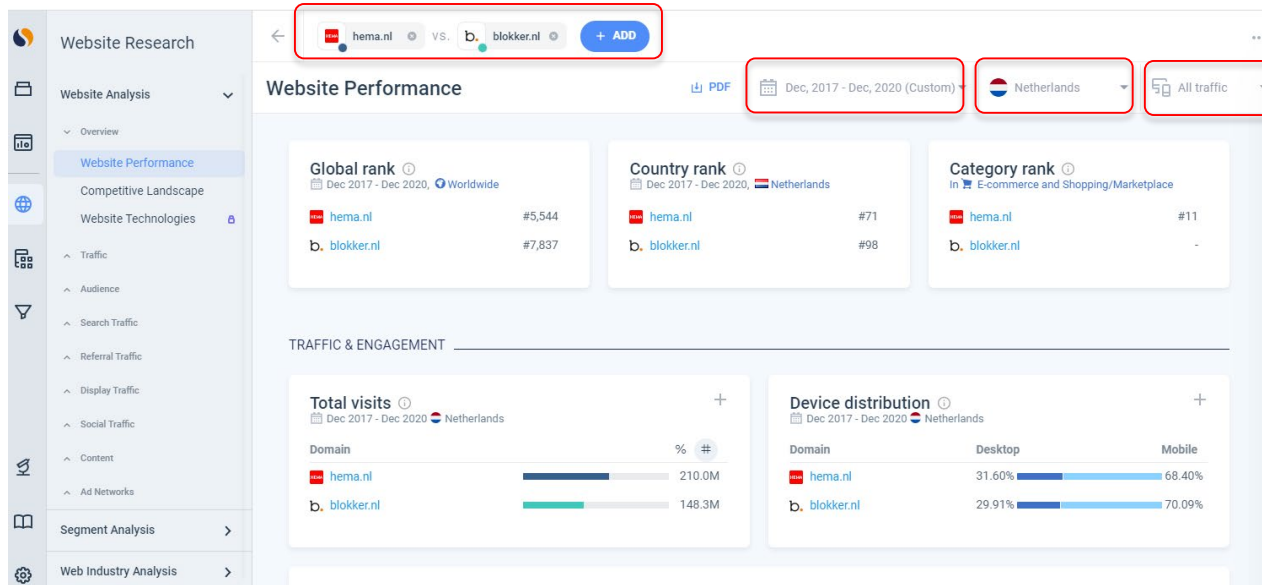
You can download this data to Excel (per month, week, day) or to an image (PNG).



Website research Similarweb

You set:

- Websites: maximum 5
- Period: up to 37 months ago (3 years + 1 month)
- Country: Worldwide or the Netherlands
- Device: Desktop, Mobile web (mobile) or All Traffic (desktop and mobile together in 1 overview)
-



Download data with Similarweb

- Website Performance overall: PDF
- Data (day, week, month): Excel
- Visuals: PNG

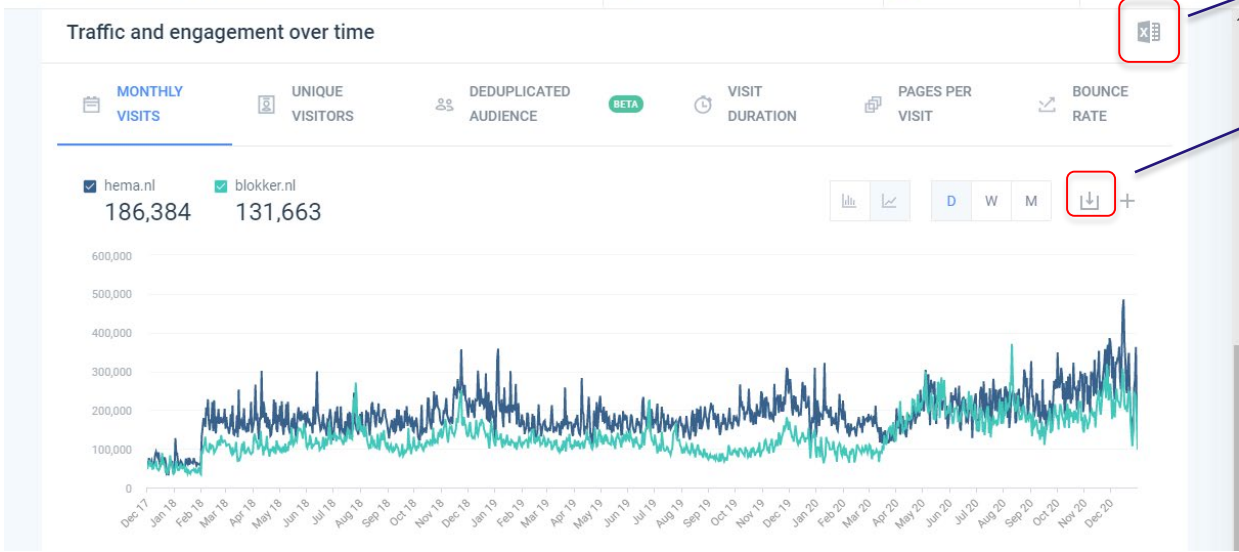
Website Performance PDF Oct 2020 - Dec 2020 (3 Months) Netherlands All traffic

Download to PDF

Rank	Website	Score
Global rank	hema.nl	#5,544
Global rank	b. blokker.nl	#7,837
Country rank	hema.nl	#71
Country rank	b. blokker.nl	#98
Category rank	hema.nl	#11
Category rank	b. blokker.nl	-

Traffic and Engagement Excel Dec, 2017 - Dec, 2020 (Custom) Netherlands All traffic

Download to Excel



Download to PNG

Marketing channels: an explanation

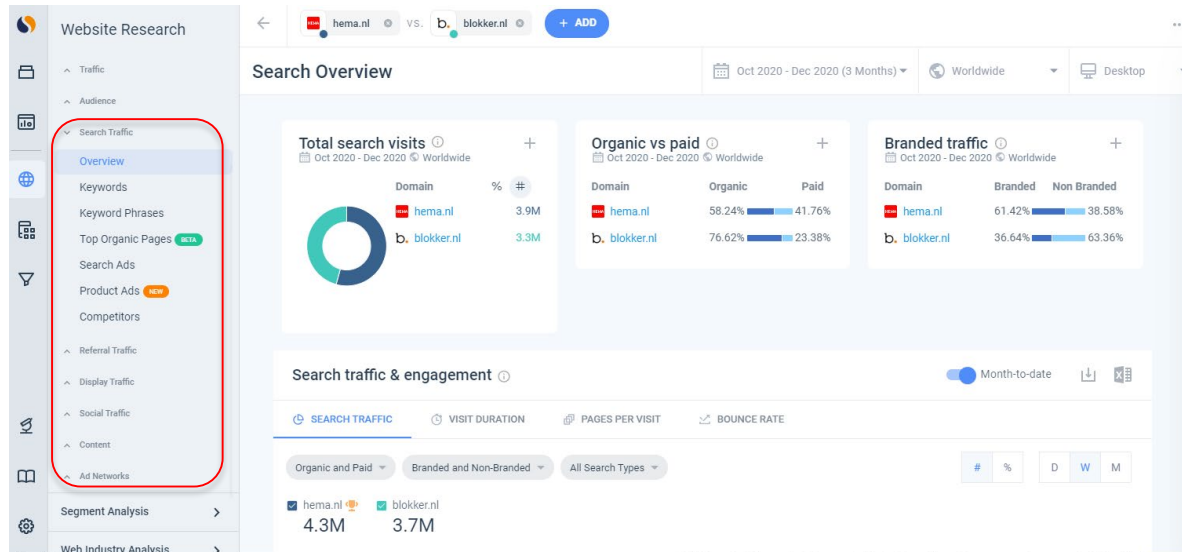
Via which channels do visitors come to the website.

Incoming traffic includes:

- **Direct:** Use this metric to assess a website's brand strength (awareness and demand).
- **Email:** A website that receives a large amount of traffic from email is likely to have a large loyal customer base that engages via an owned mailing list.
- **Referrals:** A website that receives a large amount of traffic from referrals is likely to have a strong affiliate strategy or enjoy significant media coverage.
- **Social:** A website that generates high and consistent traffic from social networks is likely to have a loyal community of users. *Note: Traffic from Facebook, via the Facebook Ad Network, is tracked as social traffic.*
- **Organic Search:** Is the site well-optimized for SEO? When there's a correlation with direct traffic, it indicates strong brand awareness as many organic visits are generated by branded terms.
- **Paid Search:** Website that generates a large amount of traffic from paid search is spending advertising budgets on increasing brand awareness or targeting relevant audiences for specific products.
- **Display Advertising:** A website that generates a large amount of traffic from display ads is spending advertising budgets on increasing brand awareness or targeting relevant audiences for specific products.

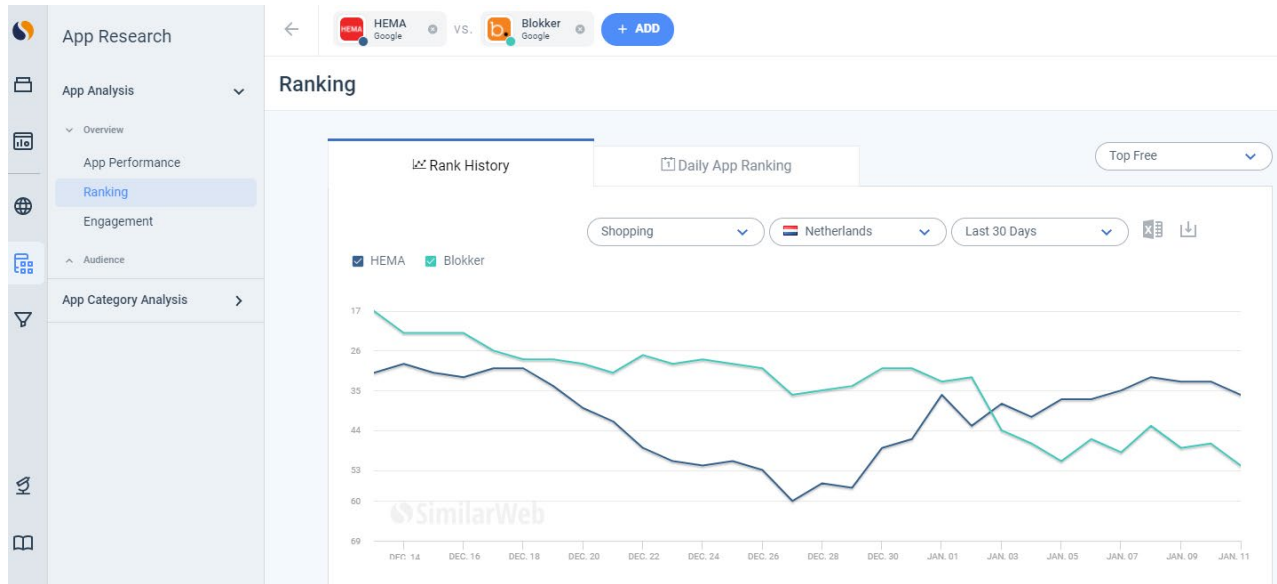
Traffic insights with Similarweb

- Search traffic: keywords, paid versus organic, branded versus non-branded
- Referral traffic: incoming and outgoing traffic
- Display traffic: traffic & engagement, campaigns & landing pages
- Social traffic: through which social media channels do visitors come to the website
- Content: subdomains and traffic share
- Ad networks: advertisers, networks, industries



App Research with Similarweb

- App Performance: ranking, usage, downloads, target audience interests.
 - Ranking: choice of period (last 7, 30, 90 days, 1 or 2 years)
 - Engagement: % app penetration, downloads, number of daily users, average number of active users
- Insights are not provided if Similarweb has too little data to make a good estimate.



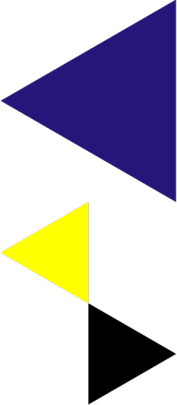
Useful facts

Collect data from the same companies multiple times?

- Create and save a new "Arena".
- Workspace -> Arena + -> select website and country (worldwide or Netherlands) -> Next -> select competitor (s) -> Name your Arena -> visit My Arena

Download data from more than 5 websites?

- via an API program
- This is done via Account -> API -> Generate new API key



How to get access to Similarweb

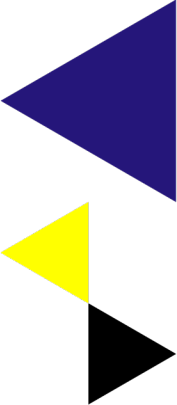
There are 2 options: the free or the pro version

How to get access to Similarweb for free:

- Sign up at Similarweb.com -> Get started (button top right)
- Try Similarweb -> sign up. You can enter your AUAS email with the business e-mail.
- The free version offers limited data up to 3 months ago.

How to get access to the pro version of Similarweb:

- During the Corona period: via email request cmi@hva.nl, after Corona: via cmihva.nl -> tools -> request tool
- You will receive the login details + a date / period that you can use the tool
- Sign up at Similarweb.com -> Login
- Enter the login details: e-mail + password
- Enter the verification code (you will receive this via cmi@hva.nl or via one of the accounts)



Support when using Similarweb

- When booking the pro version of Similarweb with the CMI, you will NOT receive any explanation and coaching about the use of SimilarWeb.
- Use the Similarweb Knowledge Center: <https://support.similarweb.com/hc/en-us>.
- If you cannot find a solution, you can book a consultation hour via cmihva.nl to get an explanation about the tool.

- THE END -

