

# Similarweb Acquires The Search Monitor, Enhancing Paid Search and Affiliate Marketing Solutions

TEL AVIV, Israel--(BUSINESS WIRE)-- **Similarweb Ltd. (NYSE: SMWB)**, a leading Digital Data and Market Intelligence company, announced the acquisition of The Search Monitor, a pioneer in ad monitoring, trademark enforcement, and affiliate compliance solutions for paid search optimization and industry benchmarking. This strategic move significantly strengthens Similarweb's ability to offer robust, daily-use tools that empower brands, retailers, and agencies to maximize ROI, protect their brand assets, and optimize their digital marketing strategies.

Global ad spending in the search advertising segment is projected to reach approximately \$351.5 billion in 2025, with an anticipated annual growth rate of 7.7% from 2025 to 2030, according to [Statista](#). This underscores the importance of comprehensive data and insights to drive efficient marketing strategies. By acquiring The Search Monitor, Similarweb addresses the growing need for brands and their partners to protect brand integrity, ensure compliance with advertising agreements, and enhance governance of business and trademark policies. This strategic move offers clients best-in-class technology to support their objectives.

"We are thrilled to welcome The Search Monitor to Similarweb," said Or Offer, CEO and Founder of Similarweb. "Their technology and domain expertise in paid search and affiliate compliance complement our platform perfectly, helping us deliver even greater value to marketers who rely on accurate, real-time insights to drive results. This acquisition is another important step in our mission to make digital data more actionable, operational, and indispensable."

Founded in 2007 by search marketing experts Lori Weiman and Shaun Martinec, The Search Monitor has built a strong reputation for helping top brands and agencies monitor ad visibility, enforce brand compliance, and gain in-depth competitive insights managing paid search closely. Their platform's advanced monitoring technology allows for strategic keyword tracking, affiliate compliance enforcement, and robust brand protection measures, such as automated alerts and keyword scanning, to prevent unauthorized brand bidding.

"Combining The Search Monitor's capabilities with Similarweb's rich digital intelligence enables us to deliver a more complete, market-ready solution for performance marketers," said Maoz Lakovski, Chief Business Officer at Similarweb. "As digital ad environments become more complex, this move allows us to help customers achieve greater control, transparency, and ROI across their paid media investments."

"We are excited to join forces with Similarweb, a company that shares our passion for data-driven insights and innovation," said Lori Weiman, CEO and Co-Founder of The Search Monitor. "Our combined strengths will offer clients an unmatched solution to optimize and secure their digital marketing strategies."

This acquisition will allow clients to make more informed, data-driven decisions, enhance campaign efficiency, and safeguard brand integrity. By making thoughtful, strategic investments in its product portfolio, Similarweb continues to deliver exceptional value to its customers and sustainable growth for all stakeholders.

## **About Similarweb**

Similarweb powers businesses to win their market with leading Digital Data. Similarweb reveals what is happening online and provides businesses with the essential digital data & analytics needed to build strategy, optimize customer acquisition, and increase monetization. We empower our users to be the first to discover and capture the best business opportunities and stay alert to react instantly to emerging threats to their business. Similarweb products are easy to use, integrated into users' workflow, powered by advanced technology, and based on comprehensive digital data.

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