Similarweb Bolsters its Keyword Generator with YouTube and Amazon On-Site Keyword Intelligence, Adding More Than 800 Million New Keywords

The Keyword Generator delivers a holistic view of search activity across Google, YouTube and Amazon for the first time

TEL AVIV, Israel--(BUSINESS WIRE)-- Similarweb (NYSE: SMWB), a leading digital intelligence company, today announced updates to the Keyword Generator tool within its Digital Marketing Intelligence Solution, ushering in a new era of holistic keyword research and breaking barriers to provide digital marketers with an integrated view of search behavior. Updates include the addition of on-site search data for both Amazon and YouTube beyond the existing Google capability, as well as a new hybrid keyword volume calculation, which supplements the Google API's volume estimates with Similarweb proprietary data.

"The new Keyword Generator offers something we believe is completely unique," says Maoz Lakovski, VP of Digital Marketing Solutions at Similarweb. "We not only provide keyword research based on real behavioral data, but also address the reality of how people search. Discovery across Google, Amazon, and YouTube are fundamentally different — Google is heavily informational, Amazon is brand-heavy, and YouTube is reviews-focused. Keyword Generator empowers SEOs and digital marketers to think about all of these search behaviors holistically."

To date, many keyword research tools have overlooked the value of keyword insights from YouTube and Amazon, but Similarweb lets digital marketers explore these search engines with ease in order to provide them a holistic view of search behavior:

- **As the world's second largest search engine, YouTube has become a critical frontier for brands to reach and convert customers.** Similarweb's YouTube Keyword Generator provides YouTube on-site keyword data like search volume, clicks, and related keywords, so content teams and search professionals can optimize their video content to rank higher on YouTube (also known as "YouTube SEO"), as well as improve their chances of being showcased in Google's video SERP feature (known as "Video SEO"). The YouTube Keyword Generator can also be leveraged to discover content opportunities within any topic.

- **Over 60% of product searches begin on Amazon, making it a critical channel for eCommerce.** With Similarweb's Amazon Keyword Generator, search professionals can now discover thousands of high-intent keyword ideas, and optimize their Amazon search strategy by leveraging monthly on-site search volumes, clicks, percent of organic vs paid searches, top countries, and related keywords.

For over a decade, Similarweb has amassed a quality and quantity of behavioral and publicly captured data that is nearly impossible to replicate and is ever-expanding, because

fresh data is aggregated every day.

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About Similarweb:

As the most trusted platform for understanding online behavior, millions of people use Similarweb's insights daily to strengthen their knowledge of the digital world. We empower anyone — from the curious individual to the enterprise business leader — to make smarter decisions by understanding why things happen across the digital ecosystem. Learn more here: https://www.similarweb.com/corp/about/

Forward Looking Statements:

This press release may contain certain "forward-looking statements" as defined in Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such statements may be preceded by the words "intends," "may," "will," "plans," "expects," "anticipates," "projects," "predicts," "estimates," "aims," "believes," "hopes," "potential" or similar words. These forward-looking statements reflect our current views regarding our intentions, products, services, plans, expectations, strategies and prospects, which are based on information currently available to us and assumptions we have made. Actual results may differ materially from those described in such forward-looking statements and are subject to a variety of assumptions, uncertainties, risks and factors that are beyond our control. Such risks and uncertainties include, without limitation, risks and uncertainties associated with (i) challenges associated with forecasting our revenue given our recent growth and rapid technological development, (ii) our history of net losses and desire to increase operating expenses, thereby limiting our ability to achieve profitability, (iii) challenges related to effectively managing our growth, (iv) intense competition in the market and services categories in which we participate, (v) potential reductions in participation in our contributory network and/or increase in the volume of opt-out requests from individuals with respect to our collection of their date, or a decrease in our direct measurement dataset, which could lead to a deterioration in the depth, breadth or accuracy of our data, (vi) our inability to attract new customers and expand subscriptions of current customers, (vii) changes in laws, regulations, and public perception concerning data privacy or change in the patterns of enforcement of existing laws and regulations, (viii) our inability to introduce new features or solutions and make enhancements to our existing solutions, (ix) real or perceived errors, failures, vulnerabilities or bugs in our platform, (x) potential security breaches to our systems or to the systems of our third-party service providers, (xi) our inability to obtain and maintain comprehensive and reliable data to generate our insights, (xii) changes in laws and regulations related to the Internet or changes in the Internet infrastructure itself that may diminish the demand for our solutions, and (xiii) failure to effectively develop and expand our direct sales capabilities, which could harm our ability to increase the number of organizations using our platform and achieve broader market acceptance for our solutions. More details and information about us and the risk factors that may affect the realization of forward-looking statements is set forth in our Securities and Exchange Commission filings and reports, including the final prospectus for our initial public offering filed with the Securities and Exchange Commission on May 11, 2021, as well as future filings and reports by us. Except as required by law, we undertake no duty to update any forward-looking

statements contained in this release as a result of new information, future events, changes in expectations or otherwise.

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