

# Similarweb and HypeAuditor Benchmark Digital Engagement for Banking, Food & Drink, Insurance, Air Travel, and News & Media

TEL AVIV, Israel & NEW YORK--(BUSINESS WIRE)--

Similarweb (NYSE:SMWB), a leading digital market intelligence company, and HypeAuditor, an influencer marketing platform for brands and agencies, today released their 2024-2025 Marketing Benchmark Report. This report showcases how digital marketing is changing at a time of AI-generated content and innovation and changes in search algorithms. Industries covered include financial services, food and beverage, media, and air travel.

The report analyzes the top 500 websites per industry, sorted by traffic size, and split into performance levels of 'giants' (the top ten websites), 'challengers' (11-100), and 'up & comers' (101-500), within each industry.

"Benchmarking your company against competitors is a crucial strategy for staying competitive," said Or Offer, CEO of Similarweb. "When assessing big picture changes in the digital landscape, benchmarking provides the insights needed to optimize a brand's digital strategy."

Google's recent core updates have prompted many to reevaluate their digital strategies. As the landscape shifts with the rise of AI-generated content and the introduction of Google's AI Overviews, staying ahead requires more than just keyword optimization. Marketers must continuously benchmark their strategies against industry leaders to ensure they prioritize genuine expertise and brand credibility. In parallel, tracking trends in evolving content strategies, sustainable link-building techniques, and authentic engagement metrics is essential to remaining ahead of the competition. By benchmarking against these trends, businesses can adapt more effectively and continue to reshape digital marketing.

The benchmarking report provides metrics on digital marketing website performance from Similarweb, and influencer marketing performance based on data from Hype Auditor.

"Our contribution is to show the importance of going beyond purely digital tactics to engaging on a human level with your audience and establishing the authenticity of your brand," HypeAuditor CEO Alex Frolov said. "For example, in banking we found that influencers achieve engagement rates four to five times higher than those of brand accounts."

To understand the trends across five US industries – Banking, Food & Drink, Insurance, Air Travel, and News & Media – [download the full report](#) from Similarweb and HypeAuditor.

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