Similarweb Unveils App Intelligence, Redefining Digital Intelligence with Unified Web and App Insights

Empowering businesses to navigate the digital landscape with comprehensive, cross-platform analytics.

TEL AVIV, Israel--(BUSINESS WIRE)-- Similarweb Ltd. (NYSE: SMWB), a leading Digital Intelligence company, today announced the launch of its App Intelligence solution, marking a significant advancement in unified digital analytics. This innovative offering brings together extensive web and mobile app data, providing businesses with a holistic view of digital performance and user engagement to unlock deeper competitive insights and drive smarter growth strategies.

"As companies expand their digital presence—whether through mobile apps alone or a combination of apps and websites—the demand for fresh, accurate, and easy-to-understand digital intelligence is more crucial than ever," explained Or Offer, Similarweb Founder and CEO. "Similarweb offers a 360-degree market view into your competitors' digital footprint, which gives you a leg up. The combined power of seeing how businesses are performing across the app and web continuum makes our data offering unique and extremely valuable to large and small brands alike."

In an era where mobile applications are central to consumer engagement, businesses require integrated insights to stay competitive. Similarweb's App Intelligence addresses this need by combining web and app analytics into a single platform, enabling organizations to uncover cross-platform opportunities and make data-driven decisions with confidence.

Key benefits of Similarweb's App Intelligence include:

- Comprehensive Coverage: Similarweb now tracks more than 4 million iOS and Android apps in 58 countries, covering both established and emerging markets, with historical data included for a broader perspective.
- Rich and Reliable App Insights: Rich data sources and advanced machine learning provide access to rankings, downloads, app usage and engagement, retention, audience demographics, audience interests, ratings and reviews.
- Unified App and Web Insights: Similarweb seamlessly combines web and app analytics, providing companies with a complete view of their digital market landscape, accessible through an intuitive platform, API, or custom data feeds.
- Outstanding App Technographics: App Intelligence reveals the technologies powering the world's leading apps—covering the most up-to-date data for 99% of apps in the top charts, from payment providers to game development tools.

The development of App Intelligence is bolstered by Similarweb's recent acquisition of 42matters, a prominent app intelligence provider. The integration of 42matters' advanced solutions enhances Similarweb's ability to deliver comprehensive insights into app

performance, user engagement, and technology stacks, empowering businesses to optimize their digital strategies.

The introduction of App Intelligence advances Similarweb's mission of providing the most complete coverage of digital performance to help companies improve their competitive position in the digital economy.

About Similarweb

Similarweb powers businesses to win their markets with Digital Data. By providing essential web and app data, analytics, and insights, we empower our users to discover business opportunities, identify competitive threats, optimize strategy, acquire the right customers, and increase monetization. Similarweb products are integrated into users' workflow, powered by advanced technology, and based on leading comprehensive Digital Data.

Learn more: Similarweb | Similarweb Digital Data

Free Tools: Analyze any website or app | Verify your website | Browser extension

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Press:

David F. Carr
Similarweb
david.carr@similarweb.com

Investors:

Rami Myerson
Similarweb
rami.myerson@similarweb.com

Source: Similarweb Ltd.