

Similarweb Brings the Best in Web and Mobile App Data with Launch of Enhanced App Intelligence Module

New Offering Incorporates Mobile App Data from Partner data.ai, Enabling Similarweb to Offer the Most Comprehensive View of Digital Activity Across Both Web and Mobile Apps

TEL AVIV, Israel--(BUSINESS WIRE)-- [Similarweb](#) (NYSE: SMWB), a leading digital intelligence company, today announced the availability of a new, premium [App Intelligence module](#). The new module incorporates mobile app data from Similarweb's partnership with data.ai (formerly App Annie) the first unified Data AI company, integrating best-in-class mobile app coverage into Similarweb's award-winning desktop and mobile web measurement and engagement metrics for the first time. This enables companies to understand their competitive landscape across an entire digital ecosystem – giving organizations the most comprehensive view of digital activity available, as well as the ability to harness insights from mobile, desktop, and app users, from a single interface.

The global consumer spending on mobile apps across iOS, Google Play and third-party Android app stores reached \$170 billion in 2021, as people downloaded 230 billion apps last year [according to data.ai](#). With companies increasingly turning to mobile apps to strengthen their direct-to-consumer relationships, brands can no longer ignore the data. Now is the ideal time for companies to have the combined intelligence across web and mobile apps.

“As companies continue to invest in digital channels, such as mobile apps, the need for fresh, accurate, and easy-to-understand [digital intelligence](#) becomes increasingly important,” 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 mobile and web continuum makes our data offering unique and extremely valuable to large and small brands alike. This becomes even more relevant in the face of challenging macroeconomic conditions.”

With Similarweb, businesses can research their industry to understand trends; [measure their competitors’ digital performance](#) and create benchmarks; get a more complete view of their market; and position their company for growth in an increasingly mobile-focused world.

data.ai is a leader in mobile app intelligence, providing best-in-class app data for more than 60 countries across both iOS and Android. The partnership between Similarweb and data.ai, announced earlier this year, represents a powerful cross-platform view of the digital world.

“For the first time, available only from Similarweb, customers can enjoy the perfect marriage of web and app data in a unified interface, ushering in the next generation in digital intelligence,” added Offer.

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/>

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. 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, including those described 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 subsequent and 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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