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Similarweb Wins “Best Overall Marketing Analytics” in MarTech Breakthrough Awards

TEL AVIV, Israel--(BUSINESS WIRE)-- Similarweb was named “Best Overall Marketing Analytics Solution” in the 8th annual MarTech Breakthrough Awards announced today.

“We have worked hard to be not just the best in a niche category, but the best *overall* solution for our customers, and we appreciate this recognition of our continuous improvements,” Similarweb Cofounder and Chief Product Officer Benjamin Seror said. “The solutions we provide for marketing teams of all sizes and roles are driving strategic business decisions as well as prioritization on the tactics to apply in their performance marketing campaigns. This includes our recent additions of the [GenAI Intelligence Toolkit](#) for understanding the latest changes in brand visibility and web traffic as well as accelerating insights to decisions using our [AI Agents](#) to automate common tasks.”

Conducted by [MarTech Breakthrough](#), a leading market intelligence organization, the awards recognize the most innovative companies in the global marketing, sales and advertising technology industry today.

Similarweb offers digital marketers the opportunity to benchmark their performance against the competition and improve their competitive position in the marketplace. For more than 15 years, the Similarweb Digital Intelligence platform has continually broadened its reach, now covering 200 million websites, 20 million companies, and 7 billion search keywords across 190 countries, plus 4 million iOS and Android apps and detailed analytics on ecommerce marketplaces. Similarweb users can compare their performance against pre-defined industry categories or against a custom list of competitors. They can see how they perform in the new GenAI era by tracking brand visibility, sentiment and AI traffic, as well as leverage AI agents to gain speedy insights and create market-winning plans.

“Marketers need to keep pace with a rapidly changing digital world, especially as AI continues to change web traffic patterns of consumer search and online behavior,” said Steve Johansson, Managing Director at MarTech Breakthrough. “Similarweb addresses this need, giving marketers a powerful edge – enabling them to spot emerging trends, benchmark competitive activity and make more confident decisions, even in an evolving landscape. We extend our sincere congratulations to the entire Similarweb team for taking home our ‘Best Overall Marketing Analytics Solution’ award for 2025.”

About MarTech Breakthrough

Part of [Tech Breakthrough](#), a leading market intelligence and recognition platform for global technology innovation and leadership, the MarTech Breakthrough Awards program is devoted to honoring excellence in marketing, ad and sales technology companies, products and people. The MarTech Breakthrough Awards provide a platform for public recognition around the achievements of breakthrough marketing technology companies and products in categories including marketing automation, AdTech, SalesTech, marketing analytics,

performance marketing, CRM, content and social marketing, website, SEM, mobile marketing and more. For more information, visit MarTechBreakthrough.com.

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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.

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