

December 6, 2016



# Similarweb Brings Its Digital Market Intelligence Solution to Agencies, Broadening Access to Best-in-Class Global Market Data and Insights

NEW YORK, December 6, 2016 /PRNewswire/ --

*Market Intelligence for Agencies* arms advertising, PR and digital media firms with powerful insights to drive ROI and client satisfaction

Similarweb, the leading digital market intelligence company, today announces the launch of its solution for digital agencies, *Market Intelligence for Agencies*. Through this offering, agencies can now tap into deep market insights gathered from activity on any website or app worldwide. With broader access to the Similarweb solution, agencies now benefit from the type of intelligence that the world's largest brands, like Unilever, Adidas, and PayPal, use to make smart, data-driven decisions.

Similarweb provides digital insights for over 80 million websites and 3 million mobile apps across 190 countries. Through its full SaaS, API, and Reports offerings, agencies will now be able to help their clients understand, track and grow their market share with unmatched insight into target digital markets.

"Our decision to expand Similarweb's robust digital market intelligence offering to agencies is a response to overwhelming demand," said Carla Bourque, Chief Commercial Officer at Similarweb. "With access to our full suite of solutions, agencies are now empowered to create insights-driven pitches, build data-driven marketing strategies, maximize advertising budgets by investing in the highest ROI channels and produce the most insightful reports possible for their clients."

With full access to Similarweb, agencies can:

- Benchmark a wide range of site performance metrics for any website or app against competitors and market leaders.
- Optimize campaign performance across traffic sources for both desktop and mobile web.
- Reveal page-specific insights for any website from the most popular content to full conversion and funnel analysis.
- Acquire unparalleled insight into brand presence and audience behavior in over 60 countries.
- Better understand industry and competitive trends by accessing 36 months of historical data.

Similarweb already serves hundreds of agency customers, including Dentsu, WPP, Interpublic Group, Publicis, OMD and Havas through its core offering, Similarweb Pro. As

agencies have grown to over 10% of the company's customer base, Similarweb's launch of *Market Intelligence for Agencies* better serves both new and existing customers.

"Similarweb provides us with an important competitive edge - the ability to track competitor activity and conduct competitive analysis for our digital strategies. The platform is critical to multiple teams in our organization and gives us the confidence to make data driven decisions," said Eric van Rookhuyzen, Head of Digital at MEC, a WPP company.

### **About Similarweb**

Similarweb is the standard for understanding the digital world. Similarweb's market intelligence solutions provide businesses with insights for any website or app across all industries, worldwide. Thousands of customers, including Ebay, L'Oreal, Google and AirBnB, rely on Similarweb to understand, track and grow their digital market share.

SOURCE Similarweb