

June 22, 2021



Similarweb launches Shopper Intelligence, a comprehensive platform for understanding digital consumer behavior

Advanced solution reveals where consumers are spending time and money on Amazon, and will soon include additional marketplaces and direct-to-consumer websites

TEL AVIV, Israel, June 22, 2021 /PRNewswire/ -- Similarweb (NYSE: SMWB), a leading digital market intelligence company, today announced the launch of its first solution focused exclusively on the e-commerce landscape, [Shopper Intelligence](#). Initially offered with limited availability earlier this year, Shopper Intelligence is now widely available across seven countries, expanding Similarweb's addressable market.



Whereas traditional approaches to market research can only offer limited insight into e-commerce activity, Shopper Intelligence analyzes consumer shopping behavior across desktop and mobile web, and provides a comprehensive solution for understanding the entire digital customer journey. Similarweb's robust retail algorithm, paired with Similarweb's unique combination of digital intelligence sources, gives Shopper Intelligence users powerful visibility into e-commerce traffic, behavior, and sales activity.

"For the first time, we are applying Similarweb's immense universe of digital data to a specific sector of the Internet — eCommerce. In this ever-evolving world, Similarweb is well positioned to help both sides of the spectrum, from major retailers that are experiencing hyper-consolidation, to consumer goods brands that are looking to stand out in an increasingly competitive environment. We believe that the right digital intelligence can create a meaningful competitive advantage for these companies, and that this emerging segment represents a new market opportunity for Similarweb," said Greg Malen, VP Solutions at Similarweb.

Using Similarweb's solution, an eCommerce Analytics Lead at a top pet food manufacturer stated "Shopper Intelligence has been a great addition to our team's analytical toolstack. Its intuitive user interface and strong, easy to manipulate data, has really been useful to tell a cohesive, larger story of our performance on Amazon, down to actionable insights for our cross-functional team."

A Data Strategy Lead at a global private equity firm adds that Shopper Intelligence "has been instrumental for our investment team in tracking current customer trends, and e-

commerce brands — particularly the ability to see the top search terms used by customers throughout their online journey."

Shopper Intelligence will estimate digital consumer behavior across both eCommerce marketplaces and first-party shopping websites. At launch, the solution is focused on Amazon and enables brands and retailers to uncover browsing and purchase behaviors on the retail giant, including:

Point of Sale — Understand consumer demand by analyzing monthly and daily product views, units sold, and revenues at the category, brand, and product level.

Consumer Behavior — Access holistic customer journey data, including cross-shopping behavior, loyalty, retention, branded vs. unbranded clicks data, and Subscribe & Save rates of both sales and revenue for virtually every category and brand on amazon.com.

Search Optimization — Optimize Amazon search strategy by identifying the best performing keywords, paid vs. organic split, branded vs. non branded searches, clicks by position, and top brands per keyword.

Similarweb will host a Prime Day webinar on Monday, June 28, 2021, leveraging Shopper Intelligence for a deep dive into the annual retail holiday. Analysis will include sales performance highlights, discounting rates and impact, shopper profile and behavioral changes, category level cross shopping, halo effect with other retailers, and more. To register, visit <https://www.similarweb.com/corp/webinars/amazon-prime-day-2021>.

All product and company names are trademarks[™] or registered[®] trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them. Similarweb insights are estimations and extrapolations based on information obtained from third parties. Similarweb shall not be held responsible for the accuracy of or any omissions from its data.

Forward-Looking Statements:

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. Such statements may be preceded by the words "intends," "may," "will," "plans," "expects," "anticipates," "projects," "predicts," "estimates," "aims," "believes," "hopes," "potential" or similar words. 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. Such risks and uncertainties include, without limitation, risks and uncertainties associated with (i) challenges associated with forecasting our revenue given our recent growth and rapid technological development, (ii) our history of net losses and desire to increase operating expenses, thereby limiting our ability to achieve profitability, (iii) challenges related to effectively managing our growth, (iv) intense competition in the market and services categories in which we participate, (v) potential reductions in participation in our contributory network and/or increase in the volume of opt-out requests from individuals with respect to our collection of their data, or a decrease in our direct measurement dataset, which could lead to a deterioration in the depth, breadth or accuracy of our data, (vi) our

inability to attract new customers and expand subscriptions of current customers, (vii) changes in laws, regulations, and public perception concerning data privacy or change in the patterns of enforcement of existing laws and regulations, (viii) our inability to introduce new features or solutions and make enhancements to our existing solutions, (ix) real or perceived errors, failures, vulnerabilities or bugs in our platform, (x) potential security breaches to our systems or to the systems of our third-party service providers, (xi) our inability to obtain and maintain comprehensive and reliable data to generate our insights, (xii) changes in laws and regulations related to the Internet or changes in the Internet infrastructure itself that may diminish the demand for our solutions, and (xiii) failure to effectively develop and expand our direct sales capabilities, which could harm our ability to increase the number of organizations using our platform and achieve broader market acceptance for our solutions. More details and information about us and the risk factors that may affect the realization of forward-looking statements is set forth 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 12, 2021, as well as 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.

About Similarweb:

As a 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/>

 View original content to download multimedia: <http://www.prnewswire.com/news-releases/similarweb-launches-shopper-intelligence-a-comprehensive-platform-for-understanding-digital-consumer-behavior-301317334.html>

SOURCE Similarweb