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similarweb

Similarweb Adds Walmart, Target, Best Buy and Chewy Consumer Insights to its Shopper Intelligence Solution

Launched in July with Amazon insights, the platform now covers four additional U.S.-based online retail giants

TEL AVIV, Israel--(BUSINESS WIRE)-- Similarweb (NYSE: SMWB), the digital intelligence company, today announced the expansion of its retail coverage through Similarweb Shopper Intelligence to include sales and market-share insights for Walmart, Target, Best Buy and Chewy, in addition to Amazon, which became available in July. Available in the U.S. through Beta launch, Similarweb Shopper Intelligence now provides detailed insights into approximately 78% of all sales volume from the top ten online stores in the U.S. *

Now, powerful insight into consumer browsing and purchasing behavior across all five distinct retail leaders is available in one single solution. The expanded Shopper Intelligence offering helps to combat a lack of visibility into category, brand and product-level performance across the most popular retailers and marketplaces.

“When it comes to digital point of sale and consumer behavior, we believe we are well on our way to becoming the standard through this Beta launch,” says Benjamin Seror, Chief Product Officer at Similarweb. “We are very excited for the opportunity to work with the largest CPG companies on a unique offering that is better than anything else available in the market.”

In the intensely competitive ecommerce landscape, digital intelligence is paramount to understanding potential risks and opportunities. Consumer brands have long suffered from a lack of visibility into competitive performance on the largest marketplaces, making it difficult to optimize their customer experience and drive sales.

Seror adds: “Traditional Digital Shelf and Market Research companies have struggled for years to provide sales and market-share data for retailers other than Amazon, whereas in just six months we’ve made significant strides in this area. The release of insights for Walmart, Target, Best Buy and Chewy within Shopper Intelligence highlights our ability to innovate at a rapid pace to meet customer needs.”

*Statista - Top online stores in the United States in 2020, by e-commerce net sales

About Similarweb:

As a trusted platform for understanding online behavior, millions of people rely on Similarweb insights 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 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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