SimilarWeb

Airbnb Success Story

The top community marketplace for accommodations around the world

airbnb

Revealing the competitive landscape and growth opportunities in new markets

Airbnb is a trusted community marketplace for people to list, discover, and book unique accommodations around the world.

A big part of Airbnb's growth strategy includes expanding into new markets.

Each market is composed of different entry points and unique risk and opportunity factors.

SimilarWeb played a central role in Airbnb's strategy for penetrating the Israeli market.

SimilarWeb Snapshot
Airbnb

🖥 Monthly Visits: **37M**

📁 Category Rank: **#2**

Identifying Key Competitors

The Challenge

Upon entering the Israeli market, one major challenge for Airbnb was to understand the competitive landscape. Using SimilarWeb, the company set out to identify the international and local market leaders, as well as emerging players, all of which seemed to be engaged in aggressive marketing efforts.

The Success

Starting with a bird's eye view, Airbnb first identified the top leaders in the Accommodation & Hotels industry in Israel, using SimilarWeb's *Industry Analysis* module. Sorting the list of leaders by their *change in traffic* over the last two months, revealed the most recent active players. Within a few minutes, Airbnb was able to access the complete competitive landscape of the Israeli Accommodation & Hotels market, saving valuable research time and reaching accurate results.

Accomodation & Hotels Leads in Israel, October 2015

Identifying Growth Opportunities in Local Markets

The Challenge

After identifying the top and most active local competitors, the next stage for Airbnb was to analyze each of these players and understand their growth strategies. To do that, Airbnb used SimilarWeb's Website Analysis module to analyze each competitor individually. These analyses supported two central goals:

1. Prioritizing traffic sources

2. Building effective marketing strategies

The Success

SimilarWeb data revealed that the top Accommodations & Hotels competitors in the Israeli market focused mainly on: 1) advertising with local digital news publishers; 2) running AdWords display and search campaigns; 3) building partnerships with strong niche sites; 4) engaging in local social networks via paid and organic campaigns. Based on these findings, Airbnb decided to allocate most of its resources to display and search ads, partnerships and social marketing. It focused on the specific keywords, publishers, referrers and social sites that proved to be top traffic generators for analyzed competitors, based on SimilarWeb data.

Armed with this data, Airbnb was able to:

- **Find & qualify potential partners** – including valuable affiliates and content partners.
- **Structure successful PPC campaigns** – bidding on the most cost effective and relevant search terms.
- **Optimize media buying** – finding local publishers, ad networks, banners and landing pages that generate the best results for competitors.
- **Launch social campaigns** – focusing on the right social networks.

About SimilarWeb

SimilarWeb helps you *discover, decide* and *deploy* your business strategies. Reveal your hidden blind spots and find the opportunities that you never knew existedfor your digital success.

Set up a live demo with a SimilarWeb Consultant now!