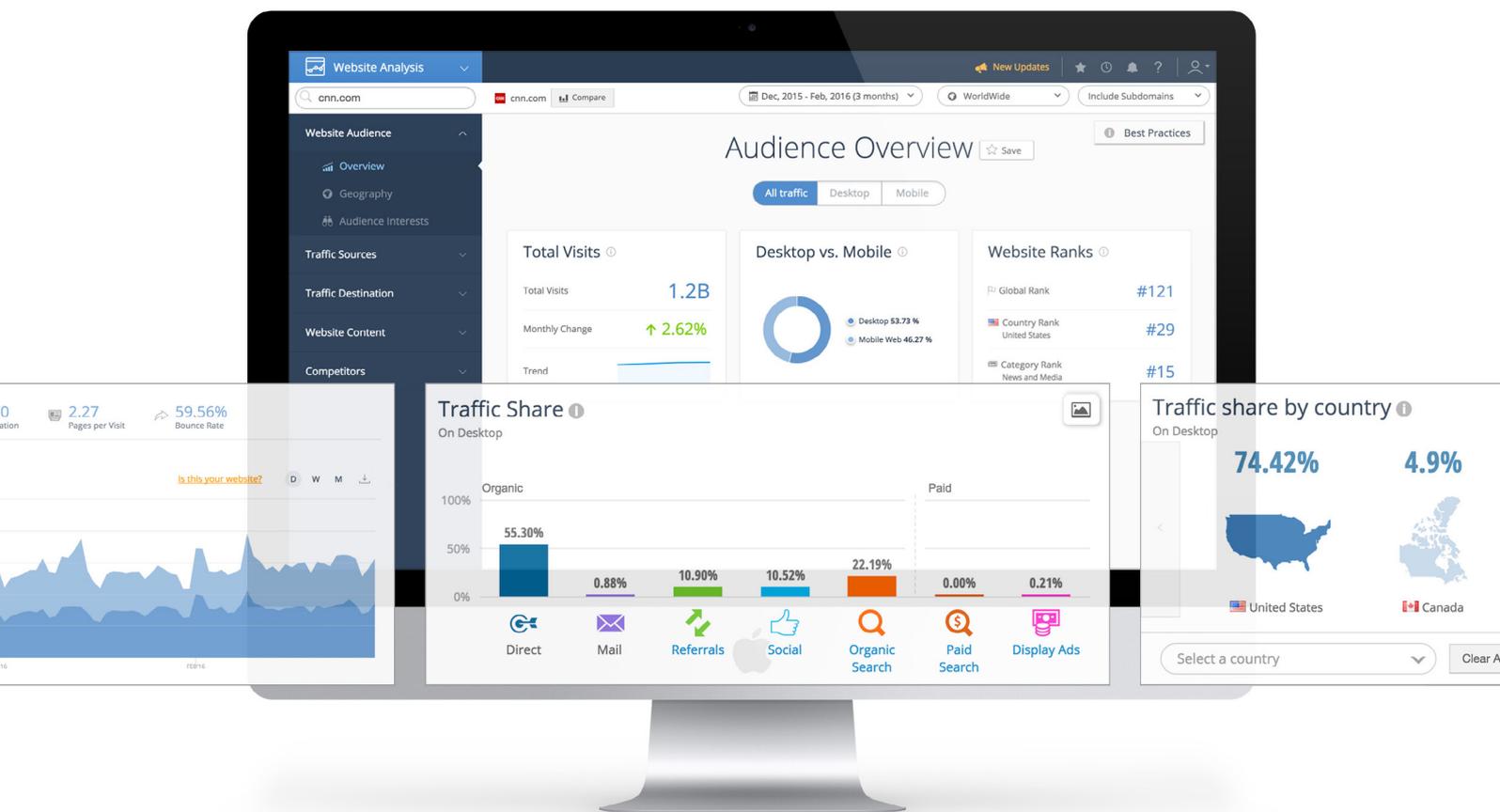




SimilarWeb vs. Direct Measurement

What is the Difference?



Understand the differences between SimilarWeb and direct measurement tools to gain the most value out of your digital market intelligence.

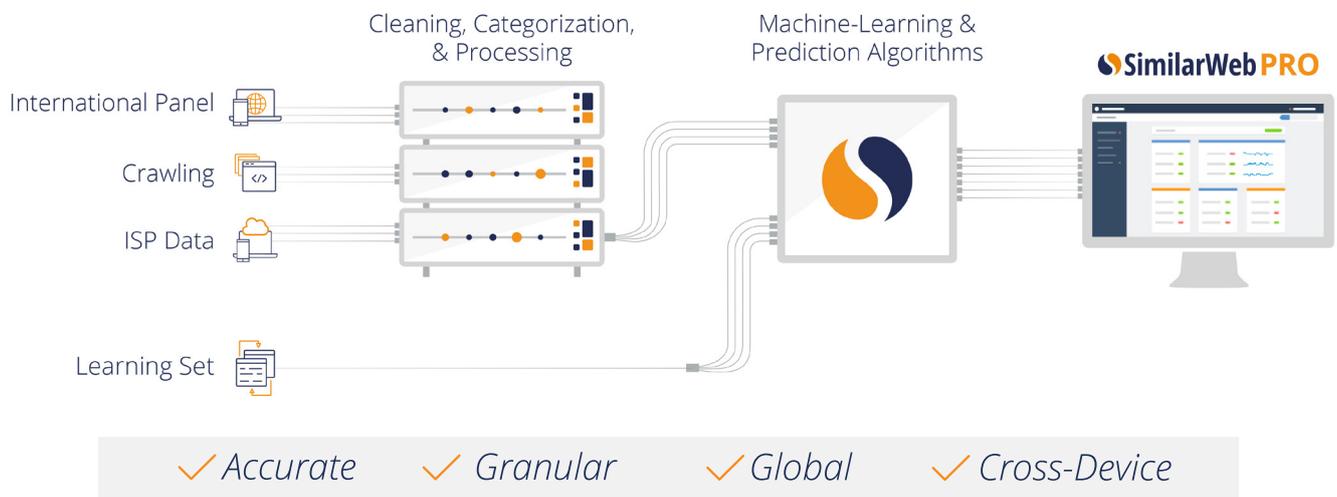
What is the difference between SimilarWeb market intelligence data and direct measurement tools?

- Direct measurement tools (e.g., Google Analytics) provide insight into your own site's metrics. SimilarWeb provides competitive market intelligence data for any industry, website or app - not just your own.

How does SimilarWeb's data collection differ from that of direct measurement tools?

- Direct measurement tools usually retrieve their data based on embedded codes on web pages or mobile apps.
- SimilarWeb collects anonymous clickstream data from a diverse panel of users, and employs unique algorithms to estimate overall metrics for web and apps. To improve the accuracy of our estimations, SimilarWeb calibrates its estimations using a learning set comprised of hundreds of thousands of directly measured websites and apps.

SimilarWeb Data & Methodology





- SimilarWeb's robust collection process enables capturing data that direct measurement tools miss, such as: data blocked by ad filtering, missed data due to Javascript issues, Google "not provided" keywords and secure (https:) to non-secure (http:) referral loss.
- Unlike other traffic analysis tools, SimilarWeb does not rely on cookies for counting unique visits, which is considered an unstable technology susceptible to being manually or automatically deleted.

Why might SimilarWeb data and direct measurement data differ from one another?

- When it comes to online measurement, there is normally up to a 20% discrepancy between analytics tools. Since no two measurement tools will produce exactly the same data, it is quite normal to see similar disparities of absolute numbers for SimilarWeb data.
- Google Analytics, Adobe Analytics, and other site-side analytics platforms are bespoke solutions which allow for custom setup (e.g., how an interaction is defined, how long is a session time, bot or spider filterings, domain/country combinations, etc.). These variations can result in differences between the absolute numbers or traffic source distributions that SimilarWeb shows compared to your site-side analytics.
- With SimilarWeb, you can trust that the **same measurement methodology is applied to all sites within the PRO in order to ensure a consistent baseline.**
- For this reason, SimilarWeb's traffic sources are classified according to the same uniform methodology across the platform.

SimilarWeb Traffic Sources Classification



Direct

- Address Bar
- Bookmark
- Autofill
- External Applications/ Software (Wordpad, Outlook, iMail)
- Pop Up Ads



Search

- Search Results (Google, Bing, Yahoo, etc.)
- Search Partners
- Search Channels
- Search Ads (Under Paid)



Mail

- Webmail (Browser-based)



Display Ads

- Ad Networks
- Recommendation Engines
- Taboola / Outbrain
- Tracking Domains



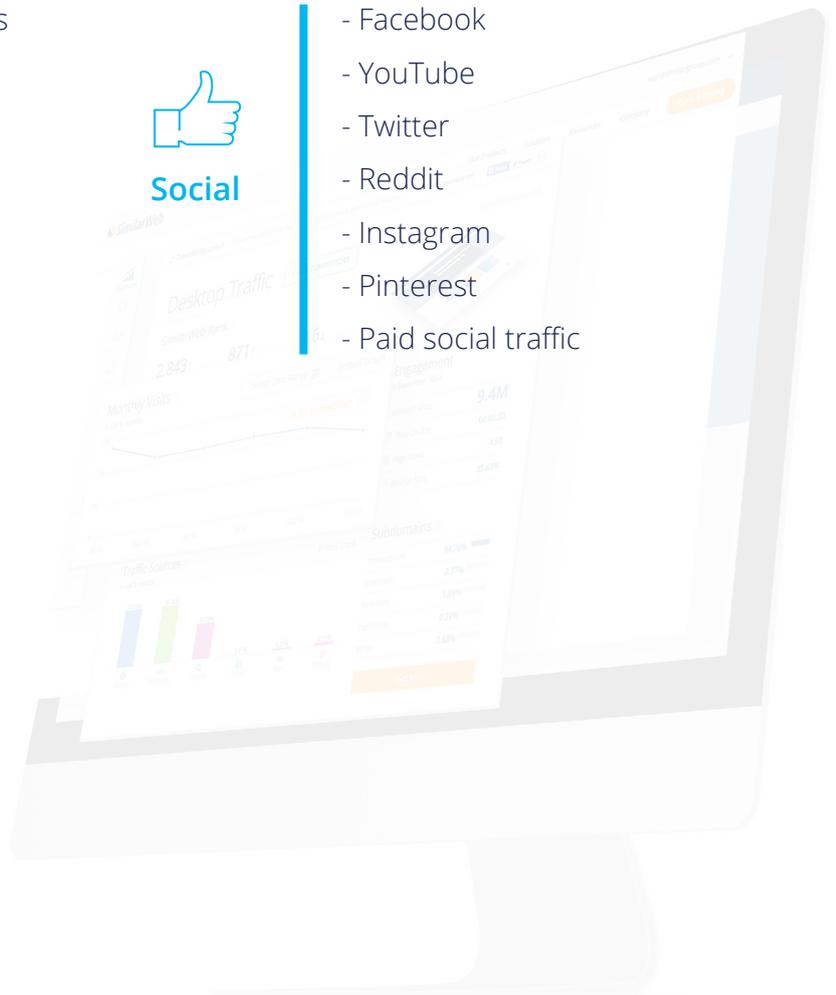
Referrals

- Links from other domains
- Affiliates
- Partnerships
- Content Marketing
- News Coverage
- Yelp
- Direct Media



Social

- Facebook
- YouTube
- Twitter
- Reddit
- Instagram
- Pinterest
- Paid social traffic





So, how can your internal analytics be used in conjunction with SimilarWeb's insights?

- Benchmark traffic share and performance - compare and monitor how each site stacks up for its share of industry traffic, engagement metrics, and channel-specific performance.
- Focus on the trends - analyse how visits, engagement metrics or traffic source distribution change month-to-month or year-over-year. Use this to spot changes in performance trends and shifts in marketing strategies.
- Look for the white spaces - SimilarWeb brings to light strategic insights and digital growth opportunities for any site in the world that you cannot see with your own analytics.

About SimilarWeb

SimilarWeb is a global cross-device market intelligence company used by 100,000s of businesses worldwide, including Google, eBay, L'Oréal and United Airlines, to discover, decide and deploy their digital strategy. SimilarWeb provides insights for every website, industry, and mobile app worldwide.

To learn more about SimilarWeb's data and methodology, [click here](#)