



Competitive Benchmarks for Online Gaming

A Complete All-in-One Playbook

June 2022



Key terms to speak our language

Benchmarking

The practice of comparing your business performance and results **to the industry average or the industry best.**

Competitive Analysis

The process of collecting and analyzing information about your competitive landscape, such as **industry stats, business data, competitor performance**, and details about competitors' products and services.

Market Research

Analyzing information about a geographical or demographic target audience as well as a new product through online research allows a company to **discover new industry trends and competitors** as well as collect feedback from consumers.

BENCHMARKING IMPORTANCE

Why does benchmarking matter?

Spotting trends in your industry – first

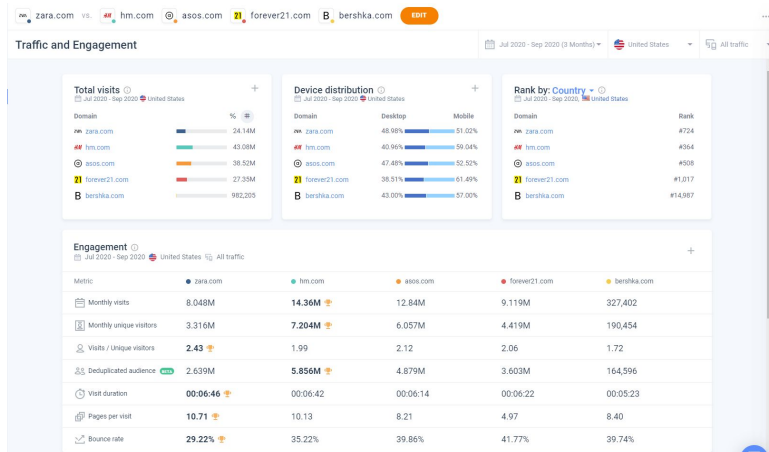
A competitive edge requires something that no one else has. In today's digital world, that's the ability to adapt to market shifts before the rest.

Benchmarking helps you spot traffic and engagement changes early so that you can adapt and react immediately.

Gauging your growth potential

By getting a picture of where you stand vs. the competition, you can instantly understand your growth potential and how to tap into it.

Track the competition



Pro tip

If your competitors are seeing growth from a specific demographic or geographic group you should consider targeting those groups.

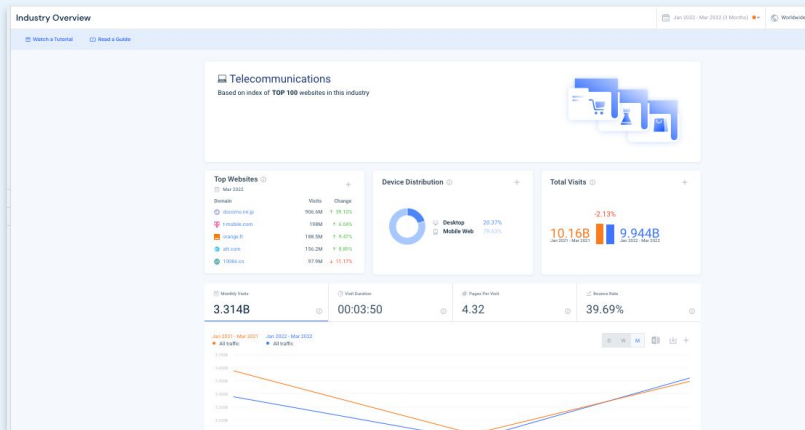
BENCHMARKING 4 STEPS

Competitive benchmarking lets you evaluate your market position. You can identify emerging trends, potential threats, and promising opportunities – in both new and existing markets.

The process includes four steps:

1. Choose KPIs that support business goals.
2. Define the competition based on KPIs.
3. Determine the metrics that support KPIs.
4. Track and monitor performance over time.

Gain an industry overview



Pro tip

Depending on your KPIs, you can benchmark against your direct competition, the best-in-class, or the entire industry. Create a separate report for each goal.

BENCHMARKS

Benchmarks for the digital gaming industry

Spotting trends in your industry – first

The online gaming industry is constantly evolving. In such a competitive industry, benchmarking data can provide you with insights to solve a wide range of pain points.

Online gaming started 2022 on a strong note, with visits to the top 100 global websites rising 17.2% year-over-year (YoY), reaching 21.0 billion total visits between February - April 2022.

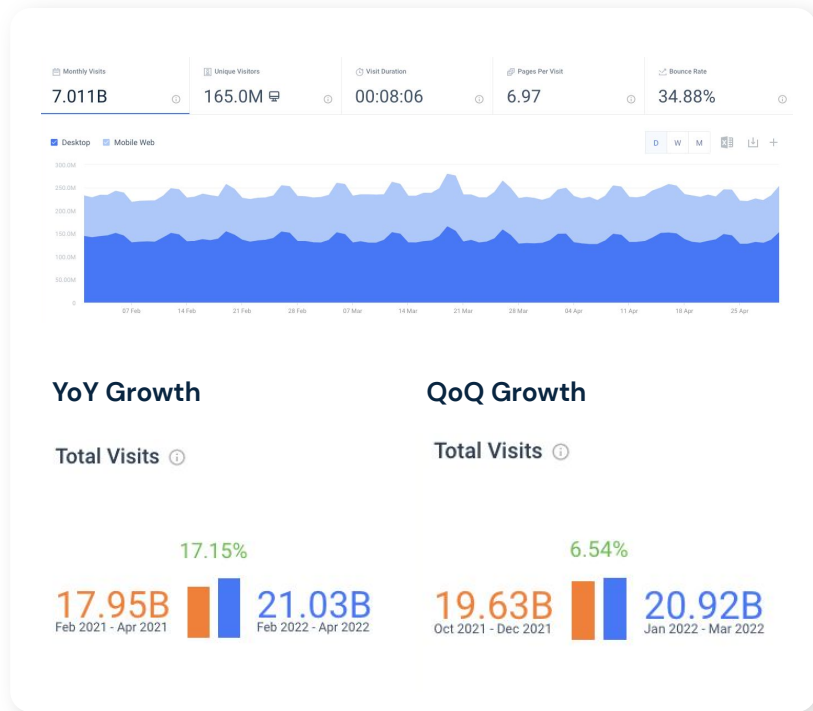
Compared to previous quarters, the industry's quarter-over-quarter (QoQ) growth has also ramped up. During January - March (Q1 2022), visits grew 6.5% QoQ, which exceeded gains of prior, recent quarters, including Q4 vs. Q3 (2.5%) and Q3 vs. Q2 (3.6%).

The online gaming industry's current momentum suggests that it's not slowing down anytime soon.



Pro tip

When building a digital strategy, make sure to take seasonal events and temporal trends into account. These types of events can have a significant impact on traffic.



METRICS TO GET BENCHMARKING RIGHT

Engagement metrics

You can use several metrics to measure a visitor's engagement, like time on page and pages per visit.

Device split

This metric shows the percentage of visitors using mobile vs. desktop devices.

Average pages per visit

A higher number means visitors are browsing through multiple pages on the site.

Average bounce rate

Your bounce rate shows the percentage of visitors who enter a site and then after viewing one page.

Average visit / session duration

A longer session durations indicate visitors are staying on your website for longer.

Stickiness

Unique visitors / total visits. This metric evaluates your customer's loyalty or the percent of days in a month users visit your site on average.

Online Gaming

BENCHMARKS



BENCHMARKING MARKETING CHANNELS

Traffic benchmarks

Worldwide, direct (71.4%) is the main source of traffic to online gaming websites, followed by organic search (19.4%) and social (5.3%).

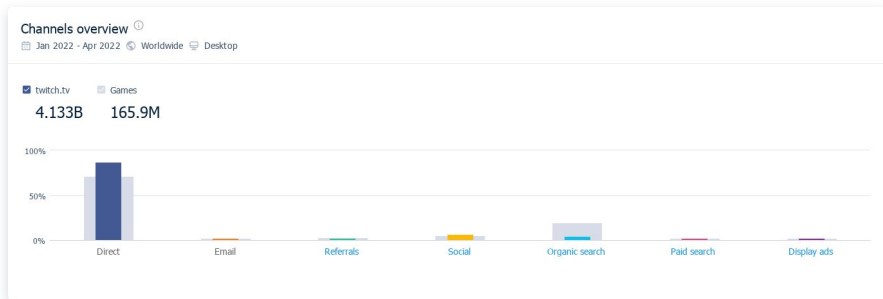
Twitch.tv, the top-performing global website, performs better than the industry benchmark for both direct search and social.

Given that twitch.tv falls below the average in all other marketing channels, there's an opportunity for its competitors to win back traffic share, especially from referrals, email marketing, and organic search.

We notice that heywise.com, which had the most April month-over-month (MoM) growth in the U.S., is investing heavily in display ads. It would be interesting to see if direct and organic traffic rise due to greater brand awareness with display campaigns to assess the impact.

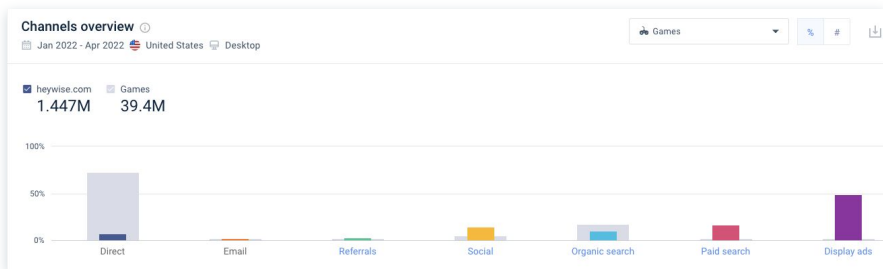
Marketing Channels: Twitch.tv vs. Top 100 Online Gaming Websites

Worldwide, Desktop Only, Jan. – April 2022



Marketing Channels: heywise.com vs. Top 100 Online Gaming Websites

U.S., Desktop Only, Jan. – April 2022



BENCHMARKS TOP 10

Top 10 gaming websites of 2022

In April 2022, twitch.tv ranked number one for global traffic share (6.2%) while roblox.com scored the #2 spot (5.3%). In the U.S., the two sites switched spots, with roblox.com snagging 8.4% of traffic share.

However, the big U.S. standout was heywise.com. The site gained 82.5% visits MoM in April – particularly impressive as the majority of sites in the top 10 endured losses.

Although it initially launched as a quiz and trivia site in 2017, Heywise currently highlights a weekly crossword puzzle on its homepage – a move that seems to piggyback off the recent success of other word games, like Wordle.

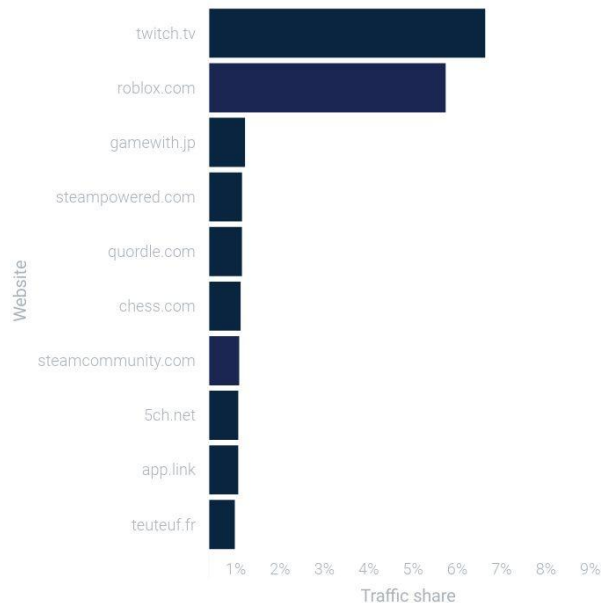
Heywise's example indicates that there's room in the market for multiple games of similar varieties, and, to capitalize on this, companies need to stay attuned to new gaming trends.



Pro tip

If your gaming website is intended for a specific country, refine your search of the top websites by region to see how you compare to competitors on a micro-level.

Top 10 Gaming Websites Worldwide (By Traffic Share) April 2022 All Traffic



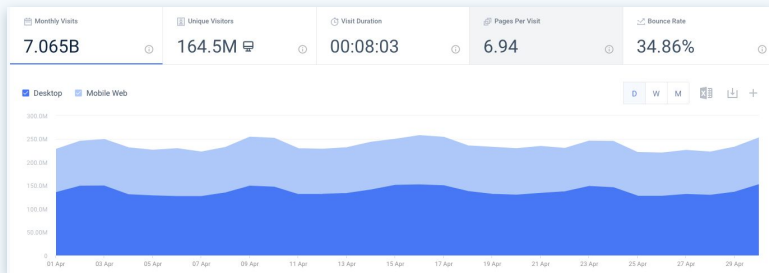
Weekly Crossword - May
16, 2022

Play Now ▶

Key engagement metrics

In April 2022, worldwide monthly visits soared by more than 1 billion YoY from 6.06 billion just one year ago. At the same time, **visit duration declined by nearly one minute YoY from 8 minutes, 56 seconds to just over 8 minutes**. These changes indicate that gamers visit sites more frequently but for shorter periods.

To align with current audience behavior, companies may want to ensure that their games can be consumed in short periods of time – ideally no more than 7 minutes – given the shorter visit duration in the U.S. and U.K., two of the industry's key regions. If games must be longer, then websites should be structured in a way for gamers to quickly stop, take a break, and return to playing undisturbed.



Engagement metrics, April 2022

Top 100 global websites in the online gaming category:

- Monthly visit - **7.1 billion**
- Average visit duration – **8 minutes 3 seconds**
- Average pages per visit – **6.9**
- Average bounce rate – **34.9%**

Top 100 websites in the category in the U.S.:

- Monthly visits – **1.8 billion**
- Average visit duration – **7 minutes 47 seconds**
- Average pages per visit – **6.8**
- Average bounce rate – **35.7%**

Top 100 websites in the category in the U.K.:

- Monthly visits – **331.2 million**
- Average visit duration – **6 minutes 40 seconds**
- Average pages per visit – **4.8**
- Average bounce rate – **40.2%**

BENCHMARKING DEVICE SPLIT

Mobile matters more

Desktop usage reigns supreme, as it can be difficult to replace the graphics associated with traditional PC or desktop gaming on mobile devices.

However, **signs signal that mobile matters more and more, particularly in the U.S. Desktop currently accounts for 54.6% of visits** – down 4.8 percentage points (ppts) from 2021. Moreover, that number is inflated by the #1 and #2 gaming sites – roblox.com and twitch.tv, which both have a majority of desktop users.

For other websites in the top ten list, mobile accounts for the majority of users, suggesting that gamers are willing to forfeit fancy graphics for convenience and portability.

Even if advanced graphics can't be implemented, gaming companies and sites should ensure their mobile experience is optimized for gamers on the move.

Top 100 websites in the category:

Desktop – 58.2% in 2022 (vs. 59.4% in 2021)

Mobile Web – 41.9% (vs. 40.6%)

Top 100 websites in the U.S.

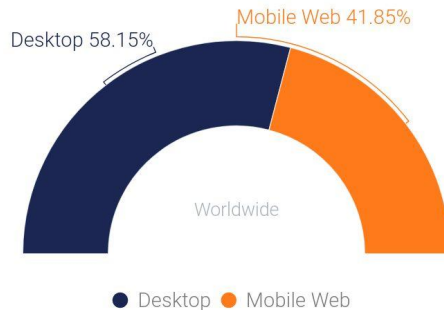
Desktop – 54.6% in 2022 (vs. 59.4% in 2021)

Mobile Web – 45.4% (vs. 40.6%)

Top 100 Online Gaming Sites

Device split: Desktop vs. Mobile Web

All traffic, Worldwide, April 2022

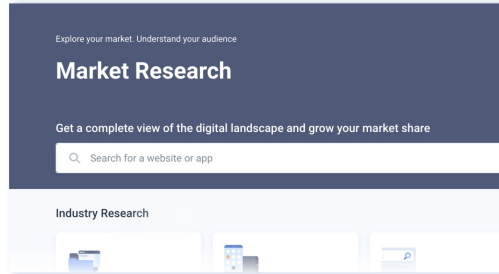


Start Benchmarking

EVERYTHING YOU NEED



Helpful resources to get started



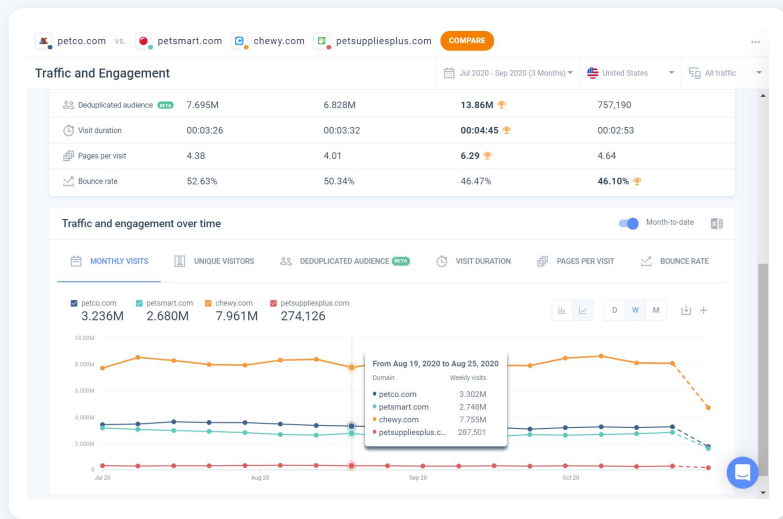
Market Research: How to Get it Right with Similarweb



Competitive Benchmarking Hub

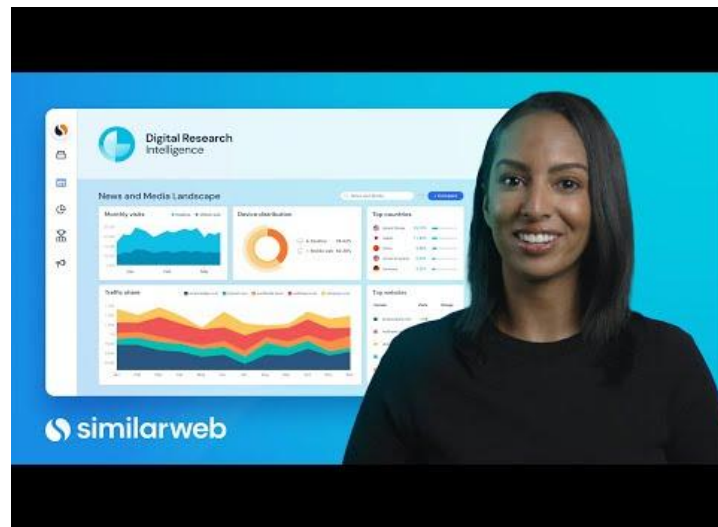
Similarweb's competitive benchmarking tools

The validity of your benchmarking depends on the quality and accuracy of your data.



Similarweb Digital Research Intelligence provides you with the most relevant, high quality data for deep market traffic and competitive analysis, ultimately ensuring apples-to-apples competitive benchmarking capabilities.

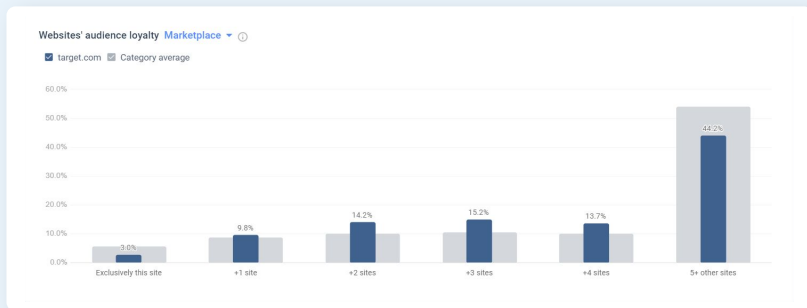
[>> Watch this short video to learn more](#)



What can you do with Similarweb Digital Research Intelligence?

Audience behavior

Determine the demographic makeup of an audience relative to the competition. Identify the sites they are visiting and the content they find most engaging.



Marketing strategy

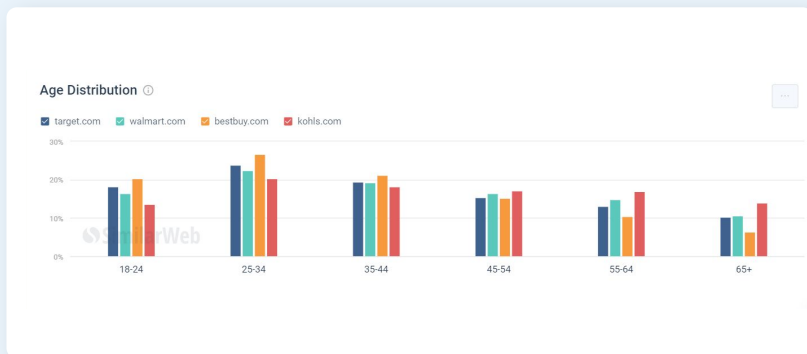
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What can you do with Similarweb Digital Research Intelligence?

Benchmarking

Track how your business compares to industry benchmarks to identify new opportunities for growth, study trends, and detect potential threats.



Industry research

Evaluate the emerging or declining performers in a competitive set and discover tried-and-true industry trends and strategies that you can replicate.

Arts and Entertainment

Search Leaders

Period: Sep 2020 - Sep 2020 (1 Month) | Location: United States | Device: Desktop

	Domain (10,000)	Traffic Share ↓	Change	Rank	Monthly Visits	Visit Duration
1	youtube.com	54.18%	↓ 4.46%	#2	1.1B	00:16:26
2	fandom.com	2.93%	↓ 7.57%	#54	56.9M	00:05:01
3	imdb.com	2.64%	↓ 3.05%	#58	51.3M	00:03:07
4	netflix.com	1.99%	↓ 5.47%	#19	38.7M	00:09:24
5	xfinity.com	0.93%	↓ 6.39%	#197	18M	00:08:14
6	genius.com	0.74%	↓ 5.57%	#455	14.4M	00:03:22

More ways Similarweb can help you with competitive analysis

Focus	Goal	Similarweb Features
Competitive landscape	Understand the competitive aspects of your industry: How does a competitor succeed, and why?	Website Analysis App Engagement
Audience behavior	Characterize and segment audiences for effective targeting (e.g., age-related device usage; gender-specific shopping preferences).	App Demographics Audience Demographics
Consumer tracking	Know your potential customer's interests, behaviour, preferences. Identify shifting trends, leverage opportunities.	Conversion Analysis
Market overview	Uncover relevant industry statistics and business conditions, SWOT, then position yourself effectively.	Category Analysis Segment Analysis App Engagement
USP / Product value	Understand competitors' differentiators and develop your own unique selling proposition (USP) to define your digital strategy.	Website Analysis
Social media / Audience analysis	Discover popular channels, evaluate marketing initiatives and engagement.	Website Analysis (Marketing Channels)

Ready to talk to a specialist?

Schedule a call today

 similarweb

