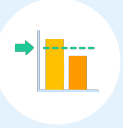


Funnel Analysis

Uncover the Conversion and Performance Metrics of key players in top industries within SimilarWeb's platform



Understand companies' conversion efficiency and scale over time. Benchmark to the Sector Average



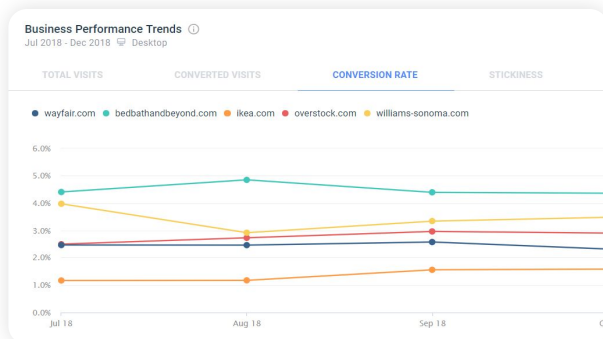
Analyze the user stickiness and engagement of market leaders



Derive the ROI and effectiveness of companies' acquisition strategies through full-funnel analysis

Uncover Conversion Performance

Gain a deep understanding of how consumers visiting a site make purchases, and how effective companies are at driving business



Identify Efficient Marketing Channels

Uncover a company's Go-To-Market efficiency, and the ROI of their Marketing Spend



Monitor Demand On A Keyword Basis

Leverage onsite search to pinpoint interest and conversion down to brand or product level

On-Site Search Phrases Analysis ⓘ
Nov 2019 - Apr 2020 Desktop

Filter by: Any phrase length

Search for terms to include or exclude

Phrase (43,764)	Visits	Visits PoP	Converted Visits	Converted Visits...
table	8.64M	↑ 3.88M	262.41K	↑ 118.92K
bed	5.86M	↑ 2.42M	187.67K	↑ 97.54K
desk	5.68M	↑ 3.77M	176.69K	↑ 132.23K
chair	5.21M	↑ 2.61M	204.39K	↑ 135.12K
wall	3.46M	↑ 1.02M	98.07K	↑ 34.15K