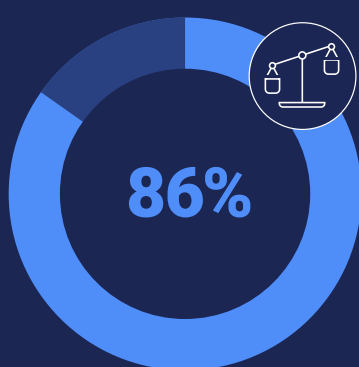


2021 ROI of Digital Intelligence

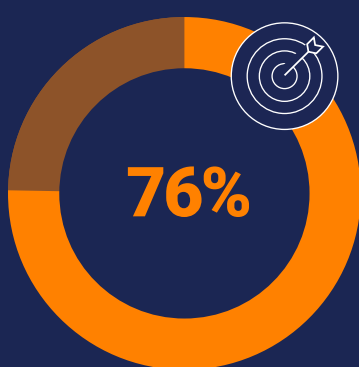
Still not sure why to invest in a digital intelligence platform? Take a look at the highlights below from our latest survey of over 300 digital research and insights professionals.

01 KEY FINDINGS Business goals



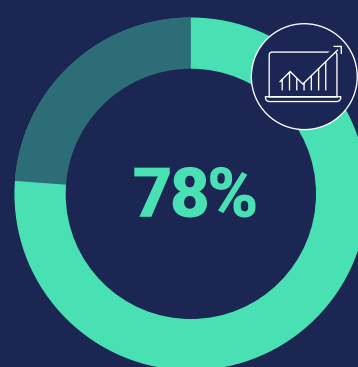
Decision-Making

86% use SimilarWeb to impact their strategic decision-making process



Revenue Goals

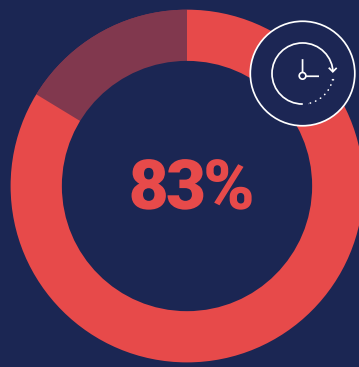
76% use SimilarWeb to achieve their revenue goals and KPIs



Digital Growth

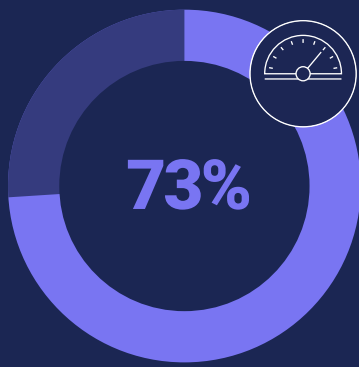
78% use SimilarWeb to increase digital market share up to 15%

02 KEY FINDINGS Efficiency & savings



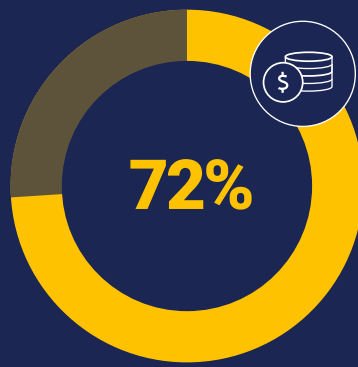
Time Saving

83% save time using SimilarWeb



Project Velocity

73% save up to a full working day per research project



Cost Saving

72% see cost savings when using SimilarWeb

03 BUSINESS APPLICATIONS How digital researchers use SimilarWeb to generate revenue



- **69%** measure their digital market share
- **57%** report on a monthly basis to track trends and insights
- **40%** monitor competitive activity to identify threats and opportunities
- **37%** evaluate market trends to react to fast-changing industry dynamics
- **33%** analyze consumer trends to understand audience behavior
- **24%** research new product launch opportunities for market expansion

04 BUSINESS OUTCOMES Not having access to SimilarWeb data is like flying blind

Leading digital researchers see the negative business impact of not having access to market and competitive intelligence tools like SimilarWeb.

"Without SimilarWeb, we'd miss opportunities and potential delays in strategic decision-making"

- * "Before using SimilarWeb, we only had limited competitor insights and understanding how we can outperform them"
- * "If we didn't have SimilarWeb, we'd have less accurate targeting of prospective customers and wasted sales and marketing resources"
- * "Prior to using SimilarWeb, we couldn't evaluate the size and growth of our partners' business in terms of traffic acquisition and sources"
- * "Without SimilarWeb, we'd have blindspots outside our internal data sources"