



# SimilarWeb

Search Marketing Benchmark Report 2015

Global Edition

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In order to get ahead in the digital world, it's essential to know where your web traffic is coming from. Understanding traffic sources is not only crucial for identifying potential clients and leads – it is also an integral part of cultivating brand awareness and brand strength.

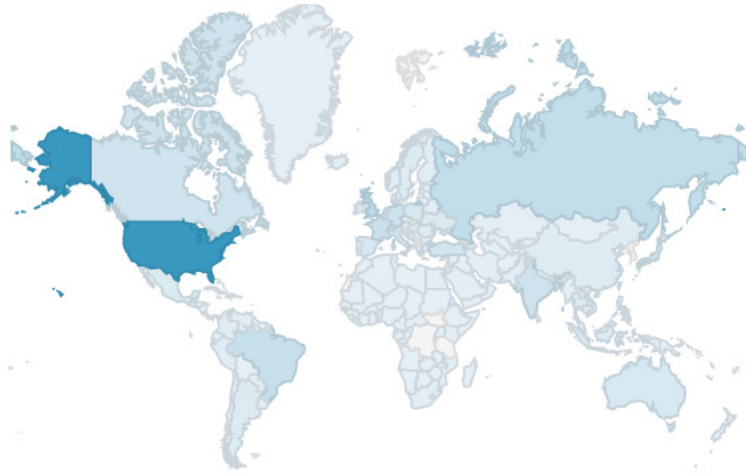
At SimilarWeb we track over 2 billion mobile and web actions each day, empowering businesses to refine their marketing strategies and make better business decisions. Our data-driven insights provide an intuitive understanding of how the digital world works, and helps our clients gain an edge over the competition.

This benchmark report delves deep into 7 of the largest online industries to reveal how web users are getting to websites – via Direct, paid and organic Search, social media, and other channels. It also explores the top global keywords sending traffic to each industry from both paid and organic search.

The data from this report is taken from January 2015, and covers a global set of users from over 200 different countries. The desktop visits are the estimated number of monthly visits for the month of January 2015 only. All data is based off of real human web behavior.

# Global Overview

Top Countries by Web Traffic



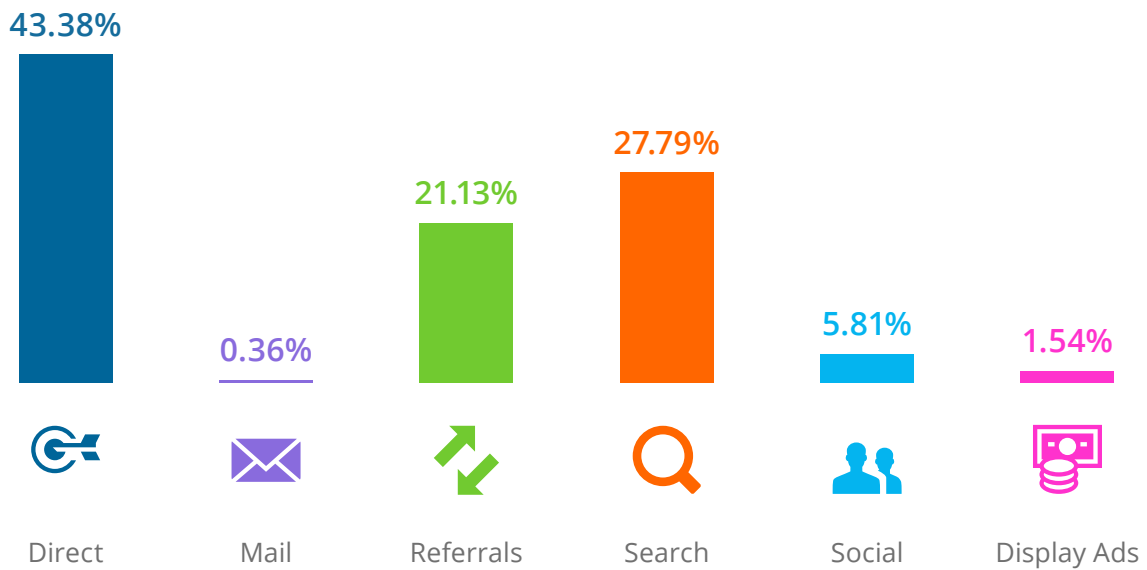
United States	25.05%	—————
United Kingdom	5.51%	———
Russia	5.05%	———
Brazil	4.42%	———
France	3.94%	———
Germany	3.47%	———
India	3.39%	———
Canada	3.20%	———
Japan	2.64%	———
Turkey	2.53%	———
Italy	2.23%	———
Poland	2.11%	———
Spain	2.00%	———
Netherlands	1.91%	———
Australia	1.85%	———
Ukraine	1.43%	———
Mexico	1.31%	———
Taiwan	1.17%	———
Argentina	1.12%	———
Vietnam	1.04%	———

Source: Search Marketing Benchmark Report Summer Global Edition | © SimilarWeb 2015



# Global Benchmark

## SimilarWeb Top Global Online Marketing Channels



Source: Search Marketing Benchmark Report Summer Global Edition | © SimilarWeb 2015

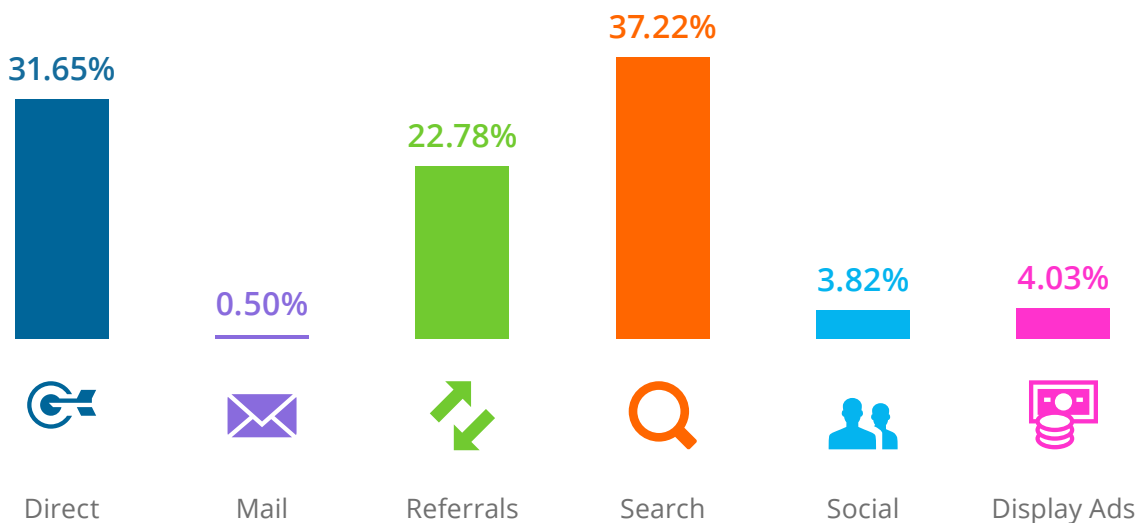
Direct is leading global web traffic for January 2015. 43.38% of visits were direct to websites, meaning these websites were well-branded and likely already known to users. Search (27.9%) and referrals (21.13%) came in relatively close to one another as the next biggest global traffic sources, and email had a very small impact with just 0.36% directing global traffic.

# Shopping



Our data illustrates that Search is dominating the shopping industry in terms of traffic with over 37% of global traffic being sent from this channel. Direct traffic follows closely behind at 31.65%, indicating that brand strength for Shopping websites is on the rise. Referrals comes in at third place with 22.78% of global website traffic, while the three remaining channels (display ads, social, and email) are lagging far behind, together comprising just a little over 8% of traffic

## SimilarWeb Top Shopping Online Marketing Channels



Source: Search Marketing Benchmark Report Summer Global Edition | © SimilarWeb 2015

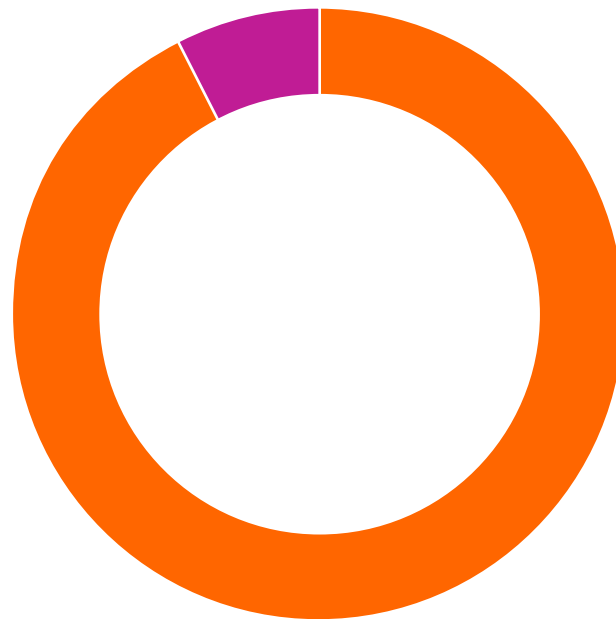
Breaking down traffic share from Search, it's clear that organic traffic far surpasses paid with 97.22% of total traffic share coming from free search. Meanwhile paid ads from Search clicks comprise just 7.23% of traffic to the shopping industry. This was the highest ratio of paid Search clicks from all of the industries analyzed in this report



Amazon tops the list for organic keywords, while competitor eBay is the leading keyword for paid Search terms. Major shopping websites maintained a strong presence on both the paid and organic keyword lists, illustrating that despite the predominance of Search traffic as a traffic source for the shopping industry, brand strength is still of vital importance.

## SimilarWeb Shopping Industry Paid vs. Organic Clicks

Paid search  
**7.23%**



Organic search  
**92.77%**

Source: Search Marketing Benchmark Report Summer Global Edition | © SimilarWeb 2015

### Paid Keywords

#	KEYWORDS	DESKTOP VISITS
1	ebay	405,413,945
2	amazon	383,558,491
3	olx	115,676,428
4	ikea	77,881,922
5	walmart	77,729,227
6	sahibinden	68,279,788
7	allegro	64,435,521
8	flipkart	60,851,553
9	gumtree	52,336,187
10	авито	49,743,656

### Organic Keywords

#	KEYWORDS	DESKTOP VISITS
1	amazon	487,689,614
2	olx	99,114,429
3	home depot	67,931,762
4	groupon	65,624,930
5	aliexpress	62,066,993
6	alibaba	60,065,782
7	flipkart	53,228,581
8	best buy	51,453,656
9	walmart	46,342,007
10	ikea	43,468,206

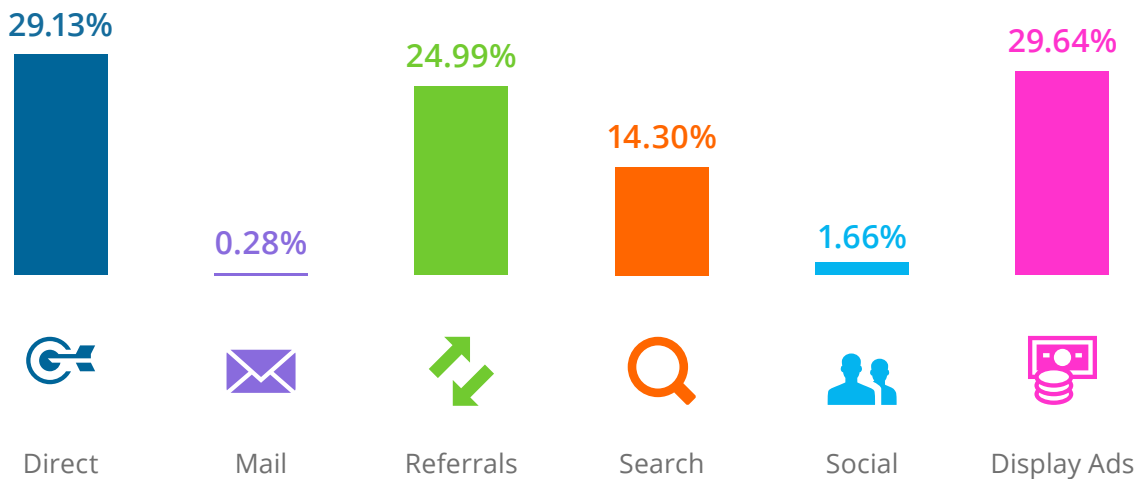


# Gambling



For the gambling industry, display ads are the most popular traffic source, responsible for 29.6% of all global traffic. Direct follows very closely behind at 29.13%, reinforcing the importance of brand strength for this industry. Referrals take third place at 24.99%, and Search comes in as the fourth most popular traffic source for the industry with just 14.30% of traffic coming from this channel. This is most likely because Google prohibits gambling websites to advertise on Adwords.

## Top Gambling Online Marketing Channels

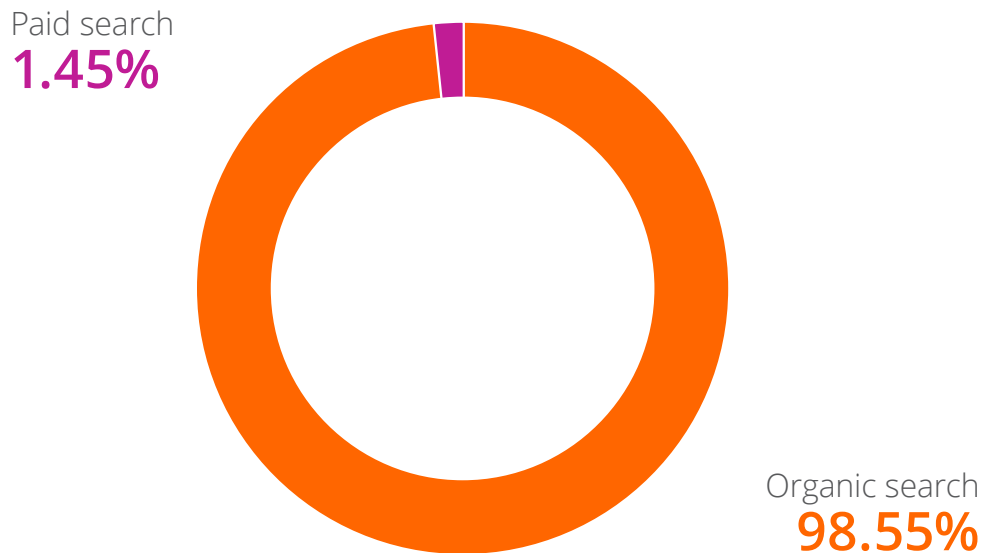


Source: Search Marketing Benchmark Report Summer Global Edition | © SimilarWeb 2015



Organic Search also dominates heavily for the gambling industry, with over 98% of traffic coming from organic and just 1.45% of traffic stemming from paid keywords.

## SimilarWeb Gambling Industry Paid vs. Organic Clicks



Source: Search Marketing Benchmark Report Summer Global Edition | © SimilarWeb 2015

The most popular keyword for both organic and paid clicks was the term “lotto.” The rest of the terms for both traffic channels was heavily comprised of branded keywords such as the names of national lotteries and well-known online gambling sites

### Paid Keywords

#	KEYWORDS	DESKTOP VISITS
1	lotto	5,987,580
2	bet365	4,243,418
3	loto	2,379,567
4	national lottery	2,119,545
5	pmu	1,938,159
6	powerball	1,929,261
7	loteria nacional	1,927,645
8	lottery	1,730,328
9	euromillions	1,677,298
10	威力彩	1,623,740

### Organic Keywords

#	KEYWORDS	DESKTOP VISITS
1	lotto	15,411,276
2	bet365	15,342,486
3	fdj	6,463,402
4	norsk tipping	4,553,130
5	jackpotjoy	4,056,873
6	euromillions	3,453,539
7	staatsloterij	3,197,967
8	tattslotto	2,871,326
9	danske spil	2,254,215
10	ladbrokes	2,157,986



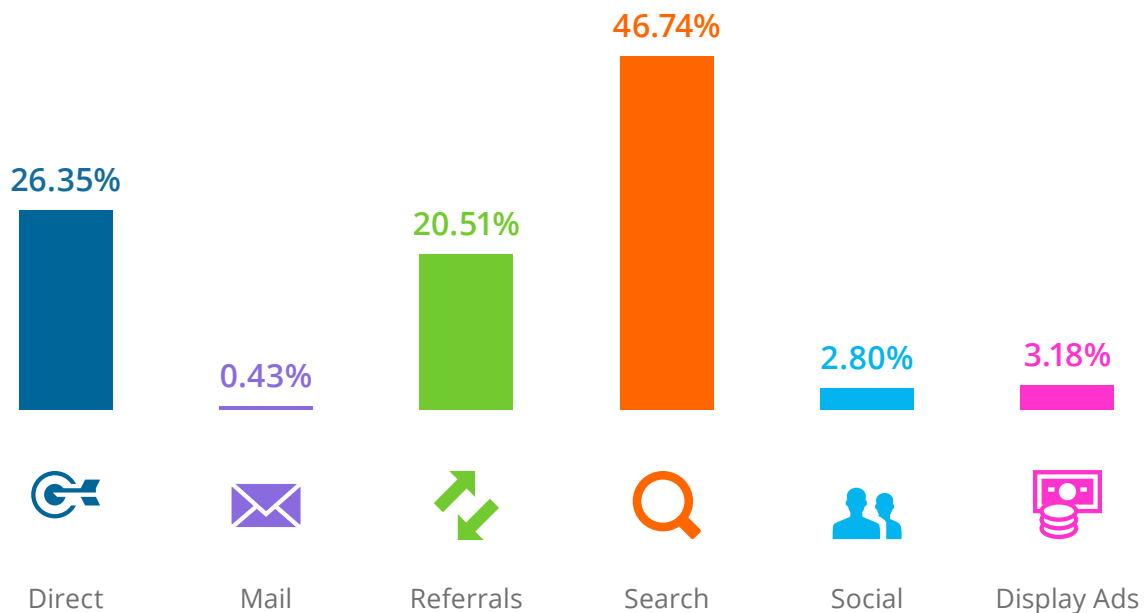
# Travel



SimilarWeb's data analysis indicates that the Travel industry relies heavily on search traffic, which comprises 46.74% of all clicks. Direct traffic fell way behind at just a little over 26%, and referrals at 20.51%. The remaining traffic sources (mail, social, and display ads) had much less of an impact in terms of directing traffic to the travel industry, as all three placed below 3.2%.



## Top Travel Online Marketing Channels



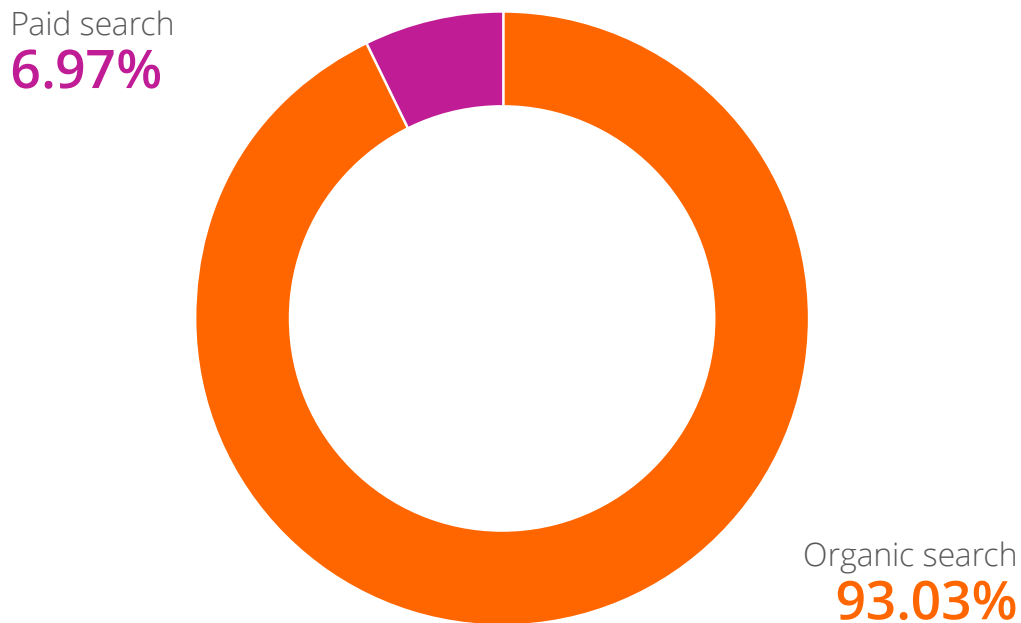
Source: Search Marketing Benchmark Report Summer Global Edition | © SimilarWeb 2015

Since Search is still leading the way in terms of traffic, it's probable that there's heavy competition for search clicks by advertisers. Nearly 7% of this traffic is paid, which is on the high side again reinforcing the fact that this industry is highly competitive for Search traffic



Our data shows that branded keywords are the most popular search terms for the travel industry. While “booking” claimed first place for organic keywords, the remaining top keywords on both lists were branded keywords. Ryanair took first place for paid keywords, while popular travel websites tripadvisor and expedia held second and third place respectively on the organic keywords list.

## SimilarWeb Travel Industry Paid vs. Organic Clicks



Source: Search Marketing Benchmark Report Summer Global Edition | © SimilarWeb 2015

### Paid Keywords

#	KEYWORDS	DESKTOP VISITS
1	ryanair	54,535,304
2	skyscanner	41,109,429
3	tripadvisor	37,433,572
4	irctc	31,260,850
5	expedia	27,916,022
6	easyjet	24,947,768
7	booking	23,130,453
8	airbnb	20,021,588
9	trivago	19,348,606
10	kayak	15,183,967

### Organic Keywords

#	KEYWORDS	DESKTOP VISITS
1	booking	99,959,956
2	tripadvisor	91,266,874
3	expedia	58,598,563
4	airbnb	53,646,735
5	trivago	30,089,476
6	agoda	29,970,789
7	easyjet	26,989,609
8	despegar	26,285,230
9	lufthansa	22,127,369
10	skyscanner	18,561,905

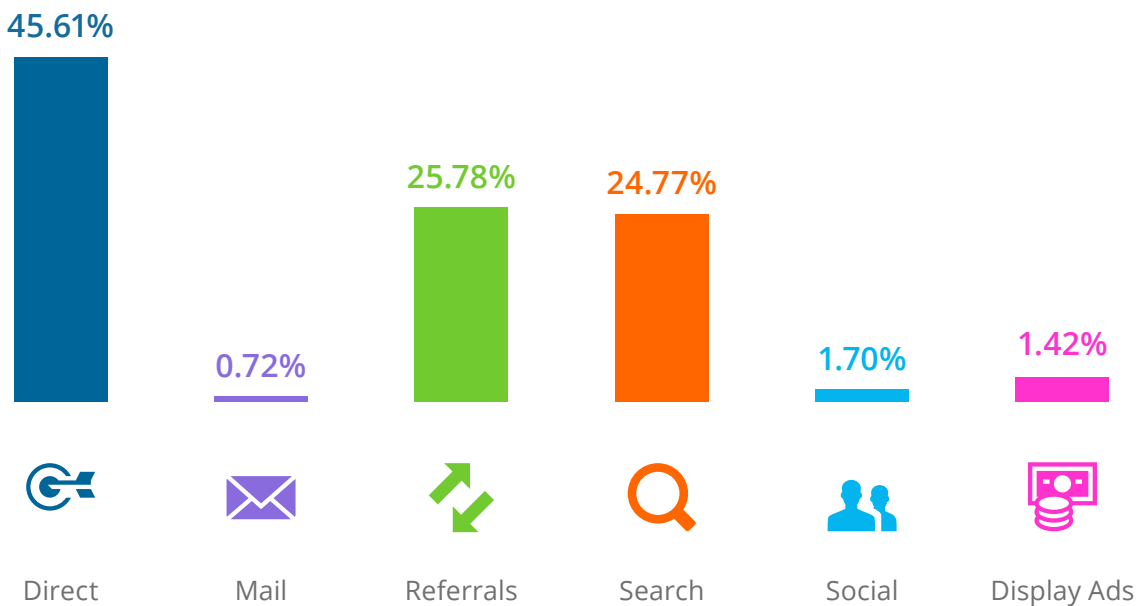


# Finance



For the Finance industry, users are clearly gravitating towards trusted brands over search. The majority of all global traffic for the industry comes from direct, which is leading at 45.61%. Referrals are the second most popular traffic source at 25.78%, just barely inching ahead of search traffic (24.77%). Display ads, social, and mail are each below 2%, at the tail-end of directing traffic share and falling far behind the other channels.

## Top Finance Online Marketing Channels



Source: Search Marketing Benchmark Report Summer Global Edition | © SimilarWeb 2015

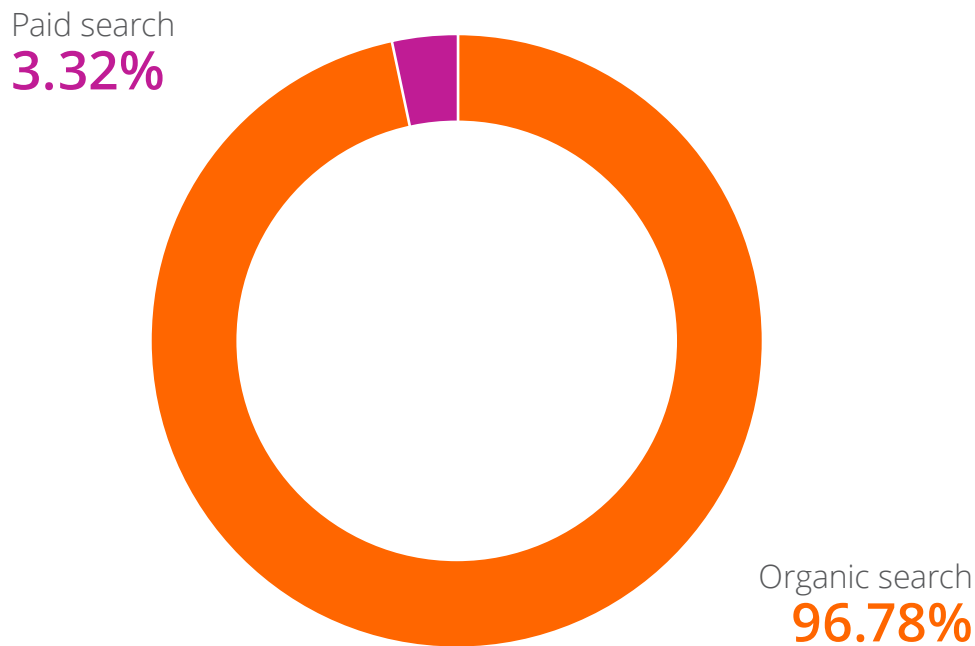
The finance industry is centered on trust, so it's no surprise that in terms of search, over 96% of traffic is organic with a very small percentage (3.32%) attributed to paid clicks.



Aside from “mortgage calculator,” all the top organic and paid search terms are branded keywords. Paypal is leading for both organic and paid, indicating an aggressive search strategy that is clearly working well.



## Finance Industry Paid vs. Organic Clicks



Source: Search Marketing Benchmark Report Summer Global Edition | © SimilarWeb 2015

### Paid Keywords

#	KEYWORDS	DESKTOP VISITS
1	paypal	47,657,521
2	santander	12,741,858
3	la banque postale	12,284,813
4	hsbc	11,390,919
5	banesco	10,396,451
6	itau	10,215,852
7	bank of america	9,839,625
8	wells fargo	9,721,466
9	bradesco	9,103,830
10	banco do brasil	8,683,090

### Organic Keywords

#	KEYWORDS	DESKTOP VISITS
1	turbotax	79,423,413
2	paypal	33,713,126
3	capital one	26,335,332
4	turbo tax	16,974,359
5	mortgage calculator	15,594,599
6	credit karma	15,451,326
7	garanti	15,324,559
8	h&r block	15,154,041
9	western union	13,272,989
10	hrblock	11,429,523

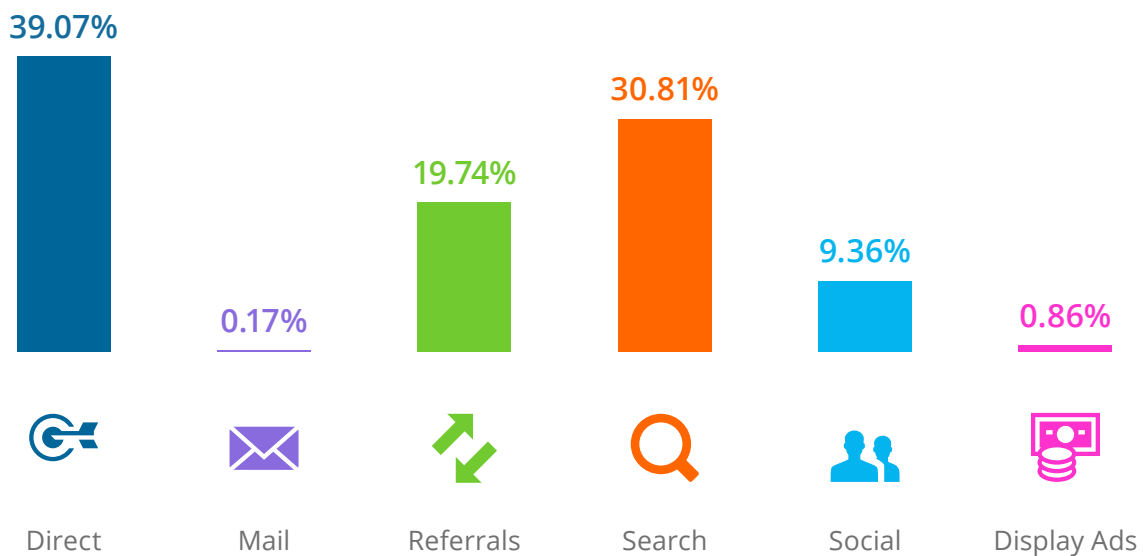


# Arts and Entertainment



Search is the second most popular traffic source for the arts and entertainment industry with 30.81% of the traffic share. Direct traffic is leading the way with a little over 39% of the traffic share. In this industry social is doing better as a traffic source than in many of the other industries analyzed, as videos and other forms of online entertainment are often shared via social media.

## SimilarWeb Top Arts & Entertainment Online Marketing Channels



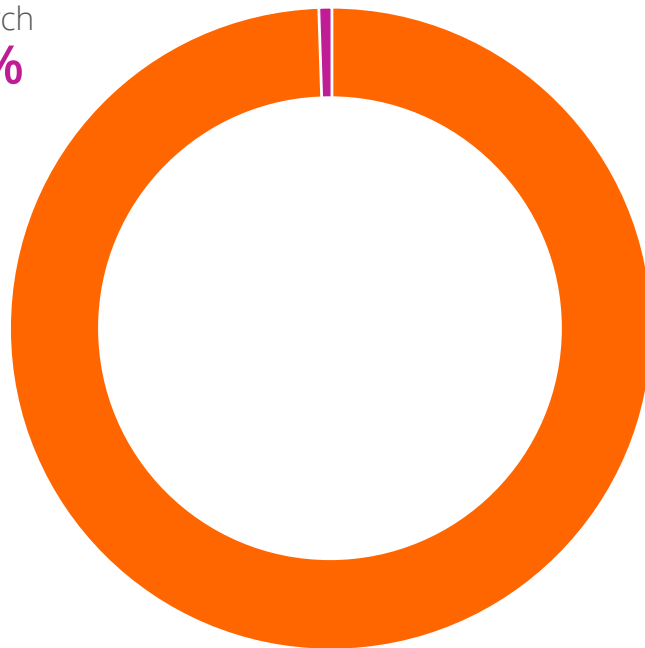
Source: Search Marketing Benchmark Report Summer Global Edition | © SimilarWeb 2015

Organic Search is responsible for over 99% of global search traffic for the industry, with paid search comprising a mere 0.44% of all search traffic. This illustrates that paid search is perhaps not a priority for arts & entertainment, which often produces shareable content and therefore decreases the need for paid traffic.



# SimilarWeb Arts & Entertainment Industry Paid vs. Organic Clicks

Paid search  
**0.44%**



Organic search  
**99.56%**

Source: Search Marketing Benchmark Report Summer Global Edition | © SimilarWeb 2015

Some variation of the “Youtube” brand dominates both paid and organic keywords for this industry, indicating the brand’s strength. Netflix and youtube are the most popular paid search terms, and the organic keywords list is heavily saturated with other branded keywords as well

## Paid Keywords

#	KEYWORDS	DESKTOP VISITS
1	youtube	3,397,917,424
2	you tube	209,532,131
3	ютуб	153,687,773
4	kickass	136,460,862
5	you	89,736,994
6	imdb	85,546,543
7	dailymotion	84,298,418
8	netflix	82,702,769
9	youtube to mp3	72,825,239
10	youtube mp3	59,484,091

## Organic Keywords

#	KEYWORDS	DESKTOP VISITS
1	hulu	239,982,318
2	pandora	211,113,042
3	shutterstock	202,167,505
4	vimeo	192,364,709
5	direct tv	170,550,110
6	redbox	161,371,760
7	spotify	160,831,958
8	youtube	138,728,675
9	shutterfly	113,799,092
10	thomann	112,758,855

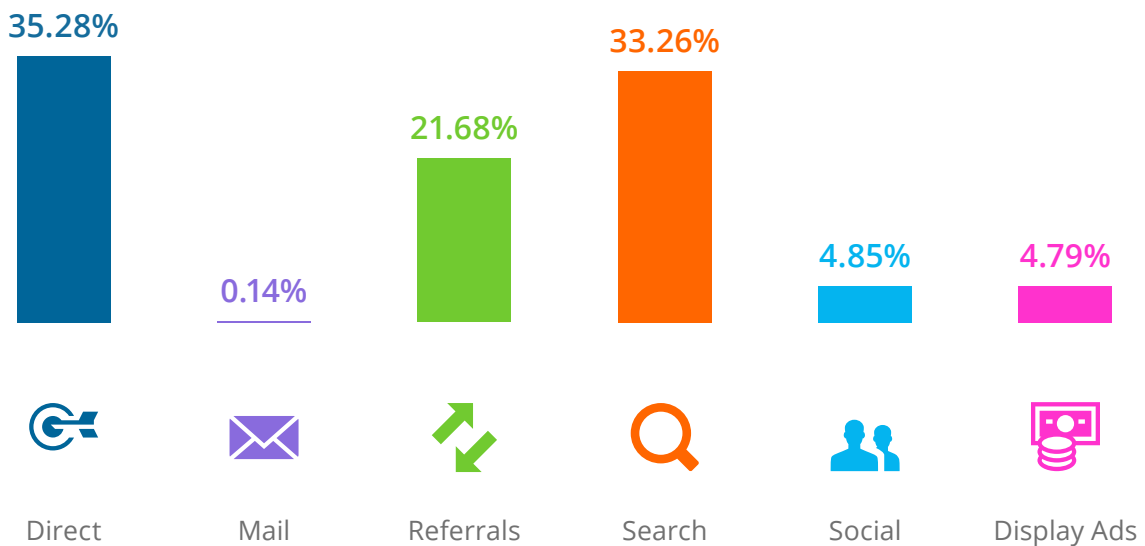


# Games



Direct traffic surpassed search as a traffic source for the gaming industry, with 35.28% of global traffic from direct and 33.26% of traffic from search. Referrals came in at third place as a traffic source, while display ads (4.79%) followed very closely on the heels of social channels (4.85%) for traffic, indicating that this industry relies more on visuals to draw traffic.

## SimilarWeb Top Games Online Marketing Channels



Source: Search Marketing Benchmark Report Summer Global Edition | © SimilarWeb 2015

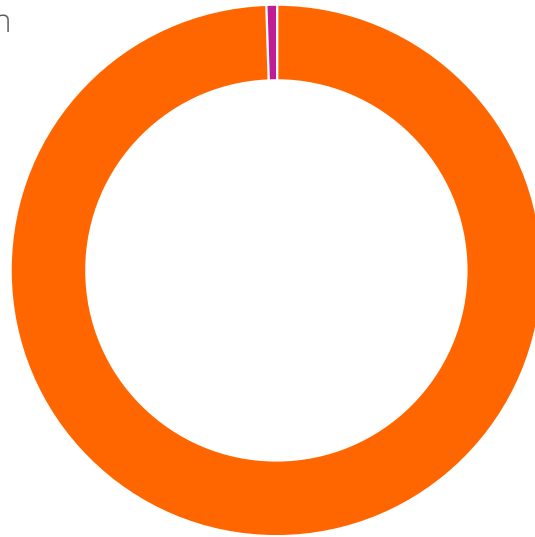




Organic traffic is the clear winner with over 99% of all traffic for games coming from free search, and just 0.66% from paid

## SimilarWeb Games Industry Paid vs. Organic Clicks

Paid search  
**0.66%**



Organic search  
**99.34%**

Source: Search Marketing Benchmark Report Summer Global Edition | © SimilarWeb 2015

The most popular paid keyword is “friv,” and the rest of the top 10 are branded keywords and the term “games” which falls in at number 10. For organic keywords, the top search terms are a mix of branded keywords and gaming sites.

### Paid Keywords

#	KEYWORDS	DESKTOP VISITS
1	friv	131,709,123
2	happy wheels	30,824,739
3	juegos friv	26,799,731
4	minecraft	24,298,319
5	kizi	21,166,727
6	игры для девочек	17,751,309
7	miniclip	15,160,380
8	stardoll	13,439,786
9	twitch	13,347,771
10	games	12,878,415

### Organic Keywords

#	KEYWORDS	DESKTOP VISITS
1	origin	114,486,358
2	g2a	67,129,287
3	gamestop	46,684,499
4	google chrome	39,054,461
5	animal jam	38,573,655
6	war thunder	31,105,750
7	world of tanks	30,568,794
8	games	28,242,083
9	game	21,062,038
10	pogo	19,397,195

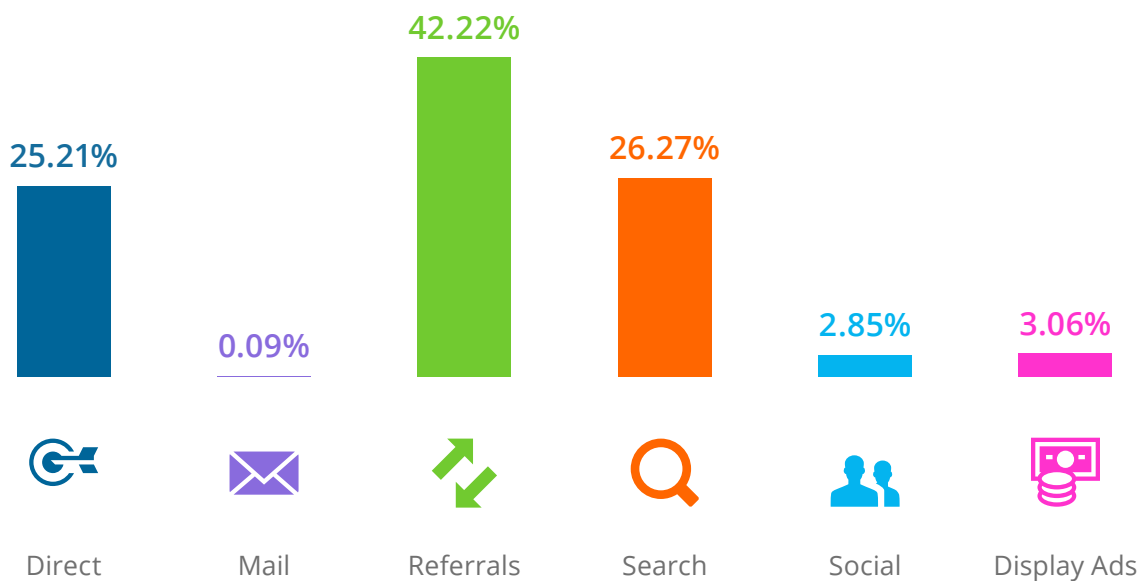


# Adult



Unique out of all the industries analyzed in this report, the adult industry receives the majority of its traffic from referrals at 42.22%. This illustrates that the adult entertainment industry relies heavily on referring links and ads from other sites. Search is the second most popular traffic source at 26.27%, with direct traffic following close behind at 25.21%.

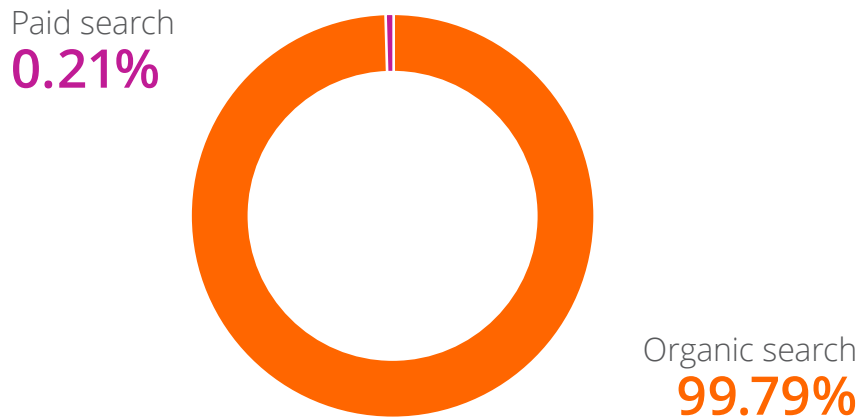
## Top Adult Online Marketing Channels



Source: Search Marketing Benchmark Report Summer Global Edition | © SimilarWeb 2015

As in the gambling industry, adult ads are prohibited in Adwords. The end result is that the lion's share of the traffic is organic – 99.79% - while a mere 0.21% of traffic to the adult industry is from paid search

## SimilarWeb Adult Industry Paid vs. Organic Clicks



Source: Search Marketing Benchmark Report Summer Global Edition | © SimilarWeb 2015

The most popular organic keywords are mostly branded search terms for adult websites, although “sex toys” and “sex shop” are both non-branded keyword that take second and third place, respectively. Amongst top paid keywords are branded terms and also the highly competitive keywords “porn” and porno.”

### Paid Keywords

#	KEYWORDS	DESKTOP VISITS
1	xvideos	154,818,205
2	xnxx	125,773,243
3	pornhub	117,510,755
4	porno	117,497,102
5	porn	94,159,055
6	redtube	93,487,907
7	porno	81,560,398
8	youporn	77,220,000
9	xxx	72,030,302
10	xhamster	57,166,701

### Organic Keywords

#	KEYWORDS	DESKTOP VISITS
1	aff	94,977,344
2	sex toys	60,248,958
3	sex shop	43,231,808
4	adultfriendfinder	33,847,676
5	ashley madison	33,041,781
6	fleshlight	32,106,282
7	lovehoney	28,279,423
8	adam and eve	27,870,870
9	sexshop	27,292,258
10	ロリポップ	26,680,871



# The Importance of Search and Direct Traffic

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Search channels are vital sources of traffic across all industries analyzed in this report. Organic keywords are leading the way over paid ads, so SEO remains a critical factor for businesses looking to increase their traffic and boost their conversion rates in turn.

Top global search terms across all industries are dominated by major brand names, illustrating that brand recognition is still a crucial factor for users when getting to a website. To emphasize this point further, over 43% of all traffic worldwide is direct, so building a strong brand is clearly the key to establishing a strong presence online.

## Smart Insights to Suit your Needs

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benchmark report displays comprehensive data-driven insights for 7 of the top leading industries online. Visit [SimilarWeb.com](http://SimilarWeb.com) to see the complete rankings for over 20 different categories, as well as the traffic statistics for any website worldwide. For more in-depth marketing insights and competitive analysis on any website or mobile app, have a look at SimilarWeb's advanced platform. This subscription-only platform is ideal for those in the online marketing industry to gain a competitive advantage with insights on the marketing strategies of their biggest rivals

## Data Methodology

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The data in this report highlights the leading branded and non-branded keywords sending traffic to websites in the 7 analyzed categories. This data is based off of global desktop visits to websites in January 2015, and is filtered from SimilarWeb's measurement of 1.5 trillion desktop visits.

