



# SimilarWeb

## Website Analysis Overview Report August 2018

### alibaba.com



View the full analysis at: <https://pro.similarweb.com>

Related Mobile Apps:



Global Rank ①

#339

Country Rank ①  
United States

#450

Category Rank ①  
Shopping/General Merchandise

#21

## Website Audience

### Total Visits ①

May 2018 - Jul 2018, Worldwide

352.8M

↑ 4.19% from last month

Unlock Unique Visitors metrics

### Traffic Share ①

May 2018 - Jul 2018, Worldwide



Desktop 55.28%

Mobile Web 44.72%

Monthly Visits 117.6M

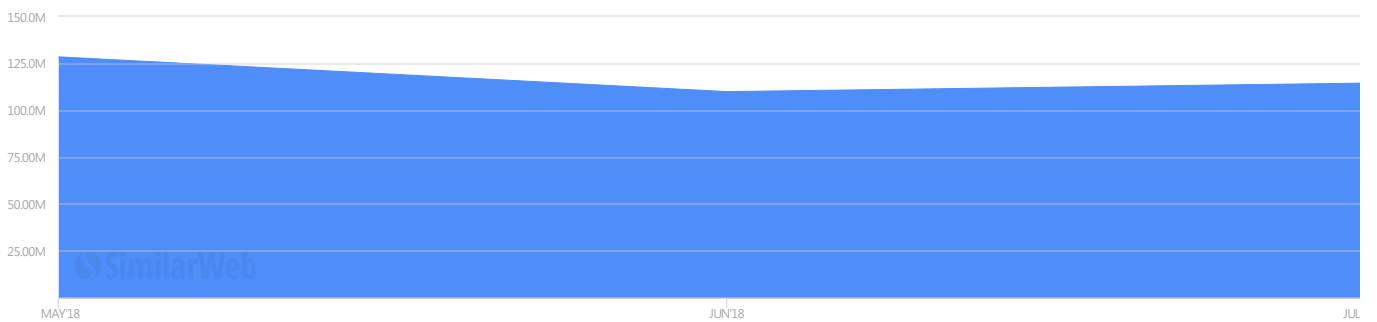
Monthly Unique Visitors 65.37M

Avg. Visit Duration 00:04:23

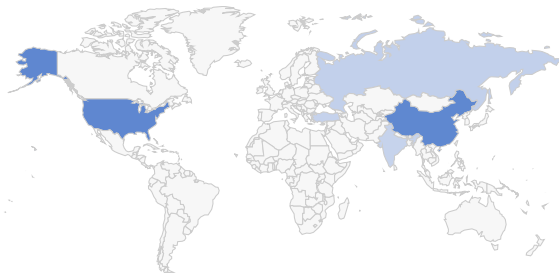
Pages / Visit 4.91

Bounce Rate 50.76%

### Visits Over Time ① Last 3 Months | All Traffic



## Geography



### Top 5 Countries ①

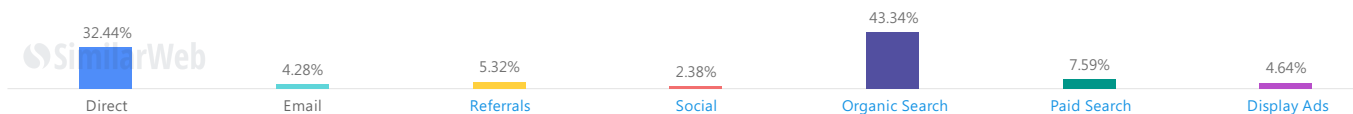
May 2018 - Jul 2018, Desktop Only

United States	16.21%	↑ 4.52%
China	16.16%	↓ -5.55%
Russia	4.36%	↓ -13.77%
Turkey	4.00%	↑ 17.42%
India	3.87%	↓ -2.01%

# Marketing Mix

## Channels Overview

May 2018 - Jul 2018, Worldwide Desktop Only



# Referrals

## Top Referring Websites

May 2018 - Jul 2018, Worldwide Desktop Only

Website	Percentage	Change
aliyun.com	37.21%	↓ -79.83%
aliexpress.com	14.80%	↓ -21.46%
constintptr.com	2.70%	-
Upgrade your Account	1.95%	↓ -93.71%
Upgrade your Account	1.72%	↑ 14.18%

## Top Referring Categories

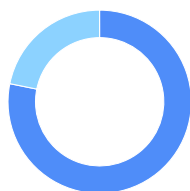
May 2018 - Jul 2018, Worldwide Desktop Only

Category	Percentage
Search Engine	2.45%
General Merchandise	1.44%
Computer and Electronics	0.90%
Business and Industry	0.77%
Arts and Entertainment	0.57%

# Search

## Search Traffic

May 2018 - Jul 2018, Worldwide Desktop Only



Organic 78.17%  
Paid 21.83%

## Top Search Terms Organic

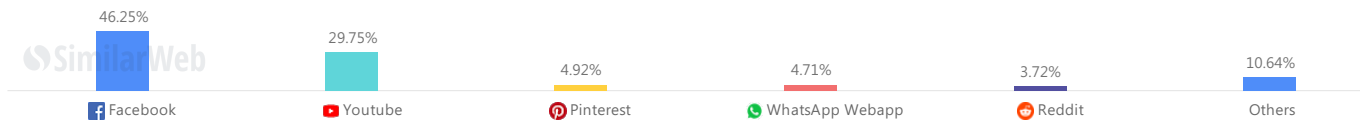
May 2018 - Jul 2018, Worldwide Desktop Only

Search Term	Percentage	Change
alibaba	34.91%	↑ 13.65%
千牛	1.06%	↑ 1.34%
ali baba	0.98%	↑ 19.16%
阿里巴巴国际站	0.87%	↑ 19.59%
alibaba.com	0.72%	↑ 32.26%

## Social

### Social Traffic

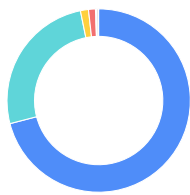
May 2018 - Jul 2018, Worldwide Desktop Only



## Display Advertising

### Display Ad Network

May 2018 - Jul 2018, Worldwide Desktop Only



Google Display Network	70.95%
Propeller Ads Media	25.86%
Skimlinks	1.42%
Yandex Direct	1.22%
PopAds	0.16%
Others	0.39%

### Top Publishers

May 2018 - Jul 2018, Worldwide Desktop Only

yahoo.com	12.68%	↑ 31.38%
live.com	5.22%	↑ 50.26%
youtube.com	2.59%	↑ 49.19%
turbobit.net	2.58%	-
olx.com.br	2.54%	↑ 344.53%

## Outgoing Links

### Top Links Destination

May 2018 - Jul 2018, Worldwide Desktop Only

alicdn.com	26.09%	↑ 44.31%
aliyun.com	13.89%	↓ -1.02%
aliexpress.com	12.75%	↑ 8.34%
google.com	7.63%	↑ 17.52%
taobao.com	6.24%	↑ 38.19%

## Outgoing Ads

### Top Ads Destination

May 2018 - Jul 2018, Worldwide Desktop Only

yoins.com	13.75%	-
letyshops.com	5.69%	↑ 3.64%
best.aliexpress.com	3.93%	↓ -84.21%
seen-on-screen.thewhizmarketing.com	3.15%	-
usd.quebec-lea.com	2.85%	-