



SimilarWeb

Website Analysis Overview Report

October 2019

facebook.com



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

create an account or log into facebook. connect with friends, family and other people you know. share photos and videos, send messages and get updates.

Related Mobile Apps:

App Store

Google Play



Global Rank #3

Country Rank #3
United States

Category Rank #1
Computers Electronics and Technology...



Website Audience

Total Visits

Jun 2019 - Aug 2019 Worldwide

75.54B

-2.91% from last month

Device Distribution

Jun 2019 - Aug 2019 Worldwide



Monthly Visits 25.18B

Monthly Unique Visitors

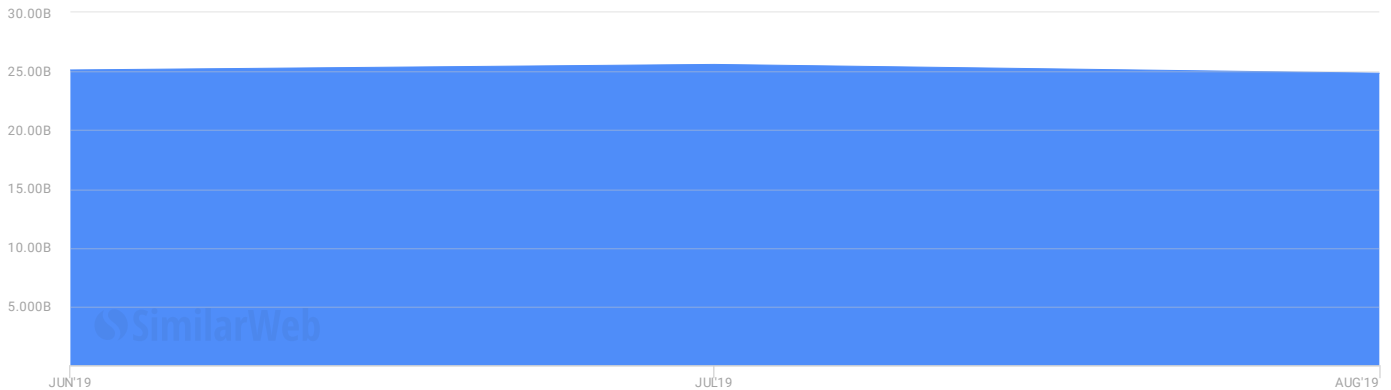
Avg. Visit Duration 00:11:55

Pages / Visit 11.04

Bounce Rate 30.23%

Visits Over Time

Jun 2019 - Aug 2019, All Traffic



Geography

Top 5 Countries

Jun 2019 - Aug 2019, Desktop Only

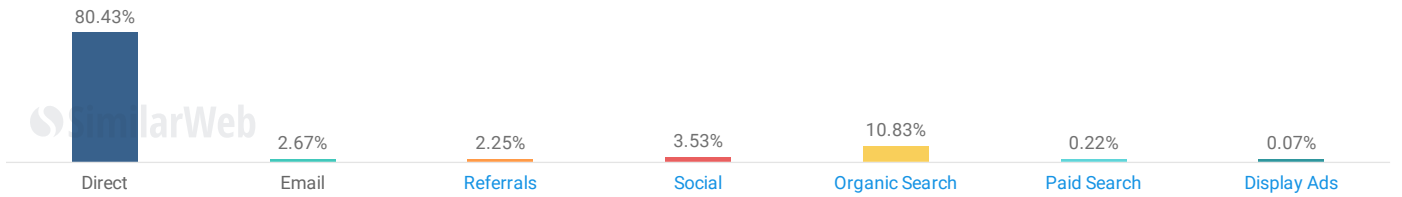


United States	20.30%	↓ 4.92%
Brazil	5.51%	↓ 5.02%
United Kingdom	3.81%	↓ 2.28%
France	3.52%	↓ 0.63%
Poland	3.32%	↓ 1.5%

Marketing Channels

Channels Overview ⓘ

Jun 2019 - Aug 2019 🌐 Worldwide 🖥 Desktop Only



Referrals

Top Referring Websites ⓘ

Jun 2019 - Aug 2019 🌐 Worldwide 🖥 Desktop Only

Website	Percentage	Change
messenger.com	11.72%	↓ 0.61%
msn.com	5.94%	↓ 0.75%
tinder.com	2.41%	↓ 28.97%
google.com	1.73%	↑ 5.91%
addthis.com	1.66%	↑ 7.74%

Top Referring Categories ⓘ

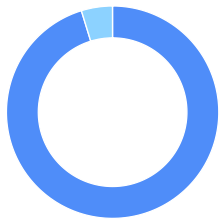
Jun 2019 - Aug 2019 🌐 Worldwide 🖥 Desktop Only

Category	Percentage
News and Media	14.54%
Social Networks and Online Co...	14.17%
Search Engines	8.96%
Video Games Consoles and Ac...	7.62%
Computers Electronics and Tec...	6.07%

Search

Search Traffic ⓘ

Jun 2019 - Aug 2019 🌐 Worldwide 🖥 Desktop Only



Organic 95.25%
 Paid 4.75%

Top Search Terms ▶ Organic ⌵

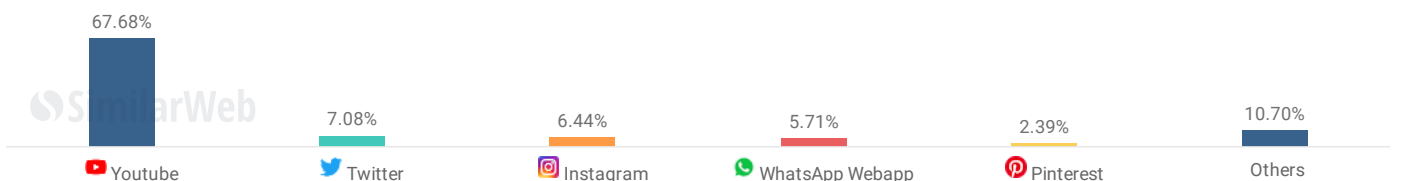
Jun 2019 - Aug 2019 🌐 Worldwide 🖥 Desktop Only

Search Term	Percentage	Change
facebook	53.76%	↓ 3.48%
fb	12.42%	↓ 0.56%
face	2.99%	↓ 9.3%
facebook login	1.88%	↑ 12.65%
фейсбук	1.84%	↓ 3.23%

Social

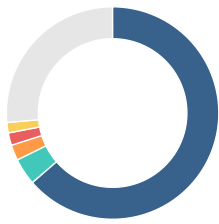
Social Traffic ⓘ

Jun 2019 - Aug 2019 🌐 Worldwide 🖥 Desktop Only



Display Ad Network

Jun 2019 - Aug 2019 Worldwide Desktop Only



Google Display Netw...	63.64%
Gemius	4.10%
LifeStreet	2.37%
MGID	1.89%
RevenueHits	1.58%
Others	26.42%

Top Publishers

Jun 2019 - Aug 2019 Worldwide Desktop Only

youtube.com	18.66%		↓ 42.6%
google.com	4.19%		↑ 2,149.18%
hulu.com	2.43%		↓ 84.02%
net.adjara.com	1.78%		↓ 55.58%
search-assistbar.estart.jp	1.44%		↓ 20.48%

Outgoing Links

Top Links Destination



NO DATA AVAILABLE

Outgoing Ads

Top Ads Destination

Jun 2019 - Aug 2019 Worldwide Desktop Only

macys.com	3.96%		↓ 78.34%
comicsands.com	2.03%		↓ 26.32%
nytimes.com	1.98%		↓ 40.63%
consent.yahoo.com	1.66%		↓ 1.97%
google.com	1.61%		↑ 81.7%