

2024–25 Marketing Benchmark Report

Setting the standard for informed decision-making, optimized campaigns, and improved ROI.



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Welcome to our marketing benchmark report.

Digital marketing and SEO have experienced seismic shifts over the last year, with changes that rival the impact of Google's Penguin-era updates in the 2010s. Marketers today face a new world shaped by AI-driven search, Google's Helpful Content Update, and a renewed focus on brand authority.

Google's recent core updates have prompted many to reevaluate their strategies. The shift towards AI-generated content and the appearance of Google's AI Overviews mean that staying ahead requires more than just keyword optimization – **marketers must prioritize genuine expertise and brand credibility**. In parallel, evolving content strategies, sustainable link-building techniques, and a focus on authentic engagement metrics continue to reshape digital marketing.

Here's a look at how these factors have impacted organic traffic this year – January to June Year-over-Year (YoY) – across all industries on desktop:

- **Paid marketing** makes up 1% of all traffic
- **Organic traffic** has risen by 6.3%, highlighting organic search is still a key traffic generator
- **Desktop traffic overall** has increased 1.65%
- **Visit duration** is down by 1%
- **Pages viewed per visit** has risen by 3.5%

In short, marketers need to keep on their toes.

To help, Similarweb and HypeAuditor have put together a benchmarking report running across core US industries like Banking, Consumer Electronics, Food & Drink, Insurance, Air Travel, and News & Media.

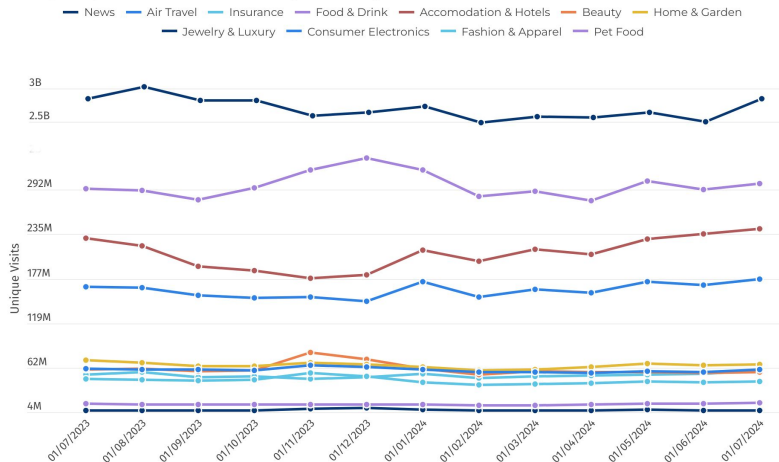
They are designed to help you gauge your performance, set goals, and discover opportunities both now and in 2025. Even if your category vertical is not specifically mentioned here, these benchmarks will help set the waypoints for your progress over the coming year.

Our benchmarks looked at the top 500 websites per industry, sorted by traffic size. This way, businesses can benchmark themselves against these averages.

We encourage you to bookmark this report, share it with your marketing team, and wider business. See the breakdown of traffic by channel and engagement to see where you're performing, where you have gaps, and where you can grow.

Seasonality at a glance

Average unique visits for all sectors from July 2023-to-July 2024



Source: Similarweb



Peter Drucker

Creator of the SMART system and author of *Men, Ideas, & Politics*

"The **most serious mistakes** are not being made as a result of wrong answers. The truly dangerous thing is asking the wrong questions. **Benchmarking helps you ask the right questions**"



Dan Zarrella

Social Media Scientist at HubSpot and author of *The Science of Marketing*

"Just as driving blindfolded would lead to accidents, **marketing without data can lead to poor decisions** and wasted resources"

Benchmarking for marketers in 2024-25 (US)

In this benchmarking report,
we give you metrics on:

- **Digital marketing website performance** based on Similarweb data
- **Influencer marketing performance**, specifically on Instagram, based on data from HypeAuditor

We have reviewed US data from 2023-24 of the top 500 websites within each industry (also referred to as a 'category')

How we've benchmarked performance:

Rather than give an overall industry average, **our benchmarks are split into three cohorts based on the volume of traffic that brand receives** to its website, AKA: ordered by the biggest digital players:

- **Giants:** the top 10 websites in the industry with the most traffic
- **Challengers:** websites in position 11-100 within the industry
- **Up & Comers:** websites in position 101 - 500 within the industry

So when reviewing the benchmarks in our report, you can check your own monthly traffic to see which cohort you fall into - and which side of the benchmark you are on, eg. **where you shine and where you can improve**.

Benchmark metrics you'll find in this report:

- **Website traffic:** Overall and by specific marketing channel (incl. direct, organic, paid, referral)
- **Website engagement metrics:** Bounce rate, pages per visit, time spent on site
- **Instagram followers**
- **Influencer marketing reach**

It's important to know the marketing landscape, so we've provided:

- **Marketing consolidation:** Traffic driven by the top 1% of players
- **Audience demographics:** How it differs from web to social, and how it's changing YoY
- **Audience loyalty:** How many sites within the industry your audience visits
- **Overall reach of influencers**

Food & Drink

Food & Drink

Average monthly traffic	296M	
Demand Traffic	+1.75% YoY	
Top players	Top website visits in June: 1. doordash.com: 19.8M 2. allrecipes.com: 17M 3. kroger.com: 12.7M 4. instacart.com: 11.4M 5. foodnetwork.com: 10.3M	Top for influencer estimated reach: 1. foodnetwork: 114M 2. doordash: 62.5M 3. traderjoes: 54.1M 4. ubereats: 45.3M 5. starbucks: 43.2M
Top channels	For web traffic: 1. Direct: 46.9% 2. Organic: 37.9% 3. Referrals: 6.2%	
No. of influencers	146k Food influencers with total reach of 692M	
Market domination	41% of traffic taken by top 1% of players	
Category difficulty	Medium	

In the first half of 2024, the Food & Drink industry saw a modest rise in interest, setting the stage for a flavorful remainder of the year.

- The Food & Drink **category remained stable worldwide with 0.7% growth** but experienced higher demand in the US with 1.7% growth
- The increasing demand for health-conscious food options and the convenience of online grocery shopping have boosted the Food & Drink market, contributing to this growth despite economic difficulties
- Two of the fastest-growing sites, oveandlemons.com (+127.6%) and skinnytaste.com (+107.2%), cater to this growing trend of healthy eating and plant-based diets
- Dominating the market, **giants like DoorDash and AllRecipes enjoy healthy organic traffic (38%)** but rely mostly on direct traffic, which brings in nearly 47% of overall traffic
- For the **top 5 companies, influencer reach is in the millions**. On a positive note, there is plenty of opportunity, especially for Challengers and Up & Comers

Digital marketing benchmarks: Traffic

Channel	Giants (1-10)	Challengers (11-100)	Up & Comers (101 - 500)
All	11.5M	2.2M	426.3K
Direct	55%	43%	41%
Organic	30%	40%	35%
Paid	4%	5%	7%
Referral	7%	5%	8%
Email	6%	4%	4%
Display	1%	1%	6%
Social	1%	1%	1%

Benchmarks are split into three cohorts based on the volume of traffic that brand receives to its website, AKA: ordered by the biggest digital players:

- **Giants:** The top 10 websites in the industry with the most traffic
- **Challengers:** Websites in position 11-100 within the industry
- **Up & Comers:** Websites in position 101 - 500 within the industry

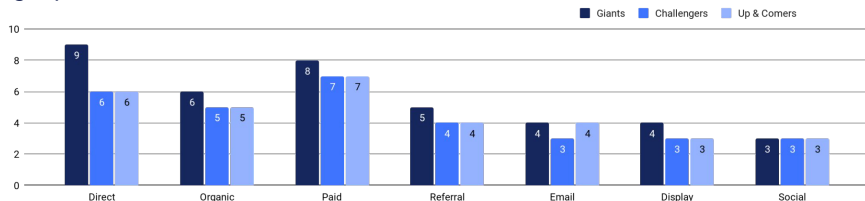
*Data from Similarweb

Looking at the top players, some notable traffic insights emerge:

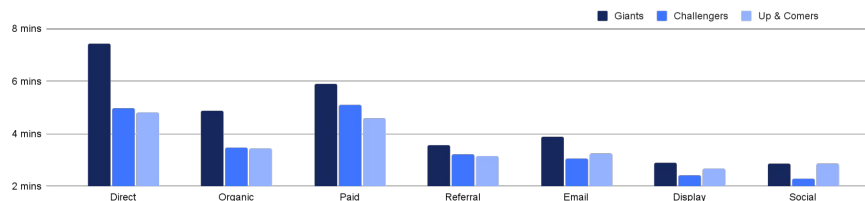
- **The top 10 websites dominate with an average of 11.5m monthly visits**, capturing a significant portion of the industry's total traffic. This shows that well-established brands have strong customer loyalty and extensive reach, benefiting from high direct (6.4m) and organic (3.5m) traffic sources
- However, while Giants lead, the data shows that there is **ample opportunity for growth and market penetration**, as seen by the Challengers' impressive 2.2M monthly visits
- Up & Comers invest a higher percentage in paid traffic (7%) than the other cohorts (4% for Giants and 5% for Challengers). Here, the strategy is focused on **increasing market share and brand reach** in a competitive market dominated by household names
- Social is not a major traffic driver for all websites in this category – **many of the top players get 1% or less traffic from social sources**. However, this may change with the rapid rise of social commerce, which makes it very easy for consumers to buy directly from social platforms

Digital marketing benchmarks: Engagement

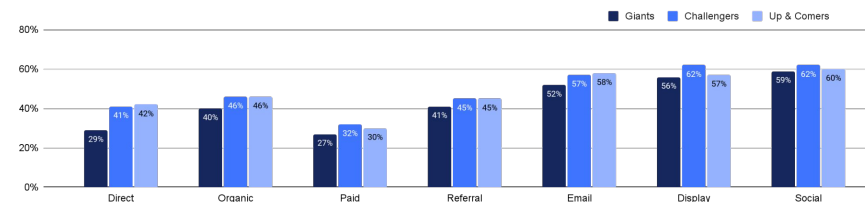
Pages per visit



Visit duration



Bounce rate



*Data from Similarweb

These metrics suggest that engagement levels are generally high in the Food and Drinks category. A deeper look shows us that:

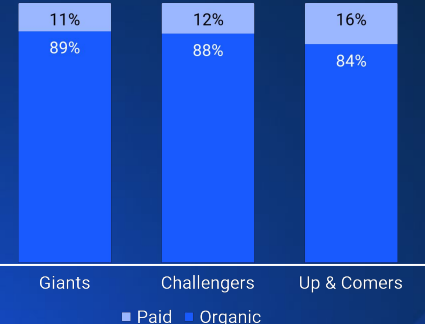
- Giants excel in user engagement overall, with an **average of 9 pages per visit and the lowest bounce rates** across all marketing channels
- Direct traffic is particularly effective for Giants, with these **visitors staying for around 7 minutes and 25 seconds on their site**. This emphasizes the importance of brand recognition and loyal customer bases, which lead to prolonged site visits and deeper engagement
- Investment in PPC results in targeted and effective campaigns that attract the right users. Both Challengers and Up & Comers get their **highest levels of engagement through paid traffic**
- In contrast, Challengers and Up & Comers experience higher bounce rates (41% and 42%, respectively), highlighting a need for improved landing page content and initial user engagement strategies
- **Social media traffic results in the lowest engagement across all cohorts**, with only 3 pages per visit and high bounce rates across the board (around 60%)

Digital marketing benchmarks: Search deep-dive

SEARCH OVERALL

Adding organic and paid together gives us the **share of 'search' traffic – equating to around 34–42%**, which is relatively consistent across all three cohorts (from Giants to Up & Comers).

For marketing teams, it's also **crucial to see the split of organic vs. paid as a total**, to ensure you're not too far from the industry benchmark; for this category, the split stands at:



ORGANIC

- **Giants:** 30% of total traffic is organic
- **Challengers:** 40% of total traffic is organic
- **Up & Comers:** 35% of total traffic is organic

Overall, organic traffic share for the category is 38%, which has remained stable YoY.

Thanks to big brands dominating the landscape, a **lot of organic traffic goes to branded terms** – in June 2024, 64.4% of organic traffic was a mix of direct and branded traffic.

Out of all the cohorts, organic traffic is most crucial for the Challengers, accounting for 40% of overall traffic – quite a bit more than the Giants and the Up & Comers. These mid-tier brands should **focus more on targeting niche or long-tail keywords**, rather than competing with Giants for the industry's top search terms.

PAID

- **Giants:** 4% of total traffic is paid
- **Challengers:** 5% of total traffic is paid
- **Up & Comers:** 7% of total traffic is paid

Average PPC spend per site in the industry is \$1.2M per month. This is boosted by Giants spending an average of \$448.6k on paid campaigns.

However, while they have the highest average spend, it's the Up & Comers that get the **largest percentage of traffic from paid sources**, with 7%, compared to the Challengers (5%) and Giants (4%).

In an industry where brand recognition counts for everything, it's no wonder that the **Challengers and Up & Comers are investing more in PPC** to increase brand awareness and draw in their audience, as they cannot rely on direct and branded traffic as heavily as the Giants.

Social benchmarks: Branded channel engagement

# of followers	1K-10K	10K-50K	50K-500K	500K-1M	Over 1M
Distribution	78.18%	18.39%	3.29%	0.09%	0.05%
ER	0.65%	0.24%	0.15%	0.11%	0.10%
Comments	1	1	3	15	28
Likes	18	41	139	711	1732

The key social metrics we looked at suggest a relatively low level of engagement. A deeper look shows us that:

- Food and Drink brands are predominantly on the smaller end, with **over 95% of accounts having under 50,000 followers**
- A large presence of new, Up & Coming brands is taking to social media to boost their presence
- As is typical, **those with less than 10,000 followers had the highest engagement** rates at 0.65%, with this figure steadily dropping to level out around the 0.1% mark
- Overall, there are relatively low engagement figures for this industry, showing that **food and drink brand accounts may struggle to connect** with and engage their target audience

Social benchmarks: Influencer marketing engagement

	Giants (1-10)	Challengers (11-100)	Up & Comers (101 - 500)
Average monthly mentions	862	468	138
Average influencers	247	230	54
Average ER	2.76%	1.9%	2.3%
Average Reach	32.4M	11.5M	8M

Influencers are significant traffic drivers:

- Giants and Challengers in the Food and Drink industry work with a **similarly large number of influencers, at almost 250**; interestingly, though, the Giants achieved nearly double the monthly mentions of challengers despite a similar number of influencers
- **Up & Comers were more conservative, with an average of 57 influencers**
- Engagement rates for influencers in this industry were relatively high, with an average of 2.32% across the board. This figure is **over 9 times that of the average engagement achieved by brand accounts**, making influencer marketing a must-have in the marketing strategies of Food and Drink brands
- **Reels and images dominated in terms of post formats** favored by influencers in this industry, at 41% each; carousels proved to be the least popular

Distribution of influencer posts by type

41%
reels

18%
sidecar

41%
image

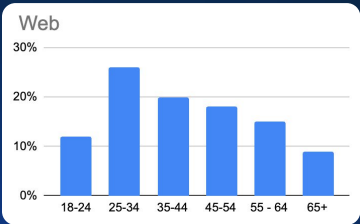
Audience benchmarks: Demographics and loyalty

DEMOGRAPHICS

Web:



Age:



In terms of gender split on the web, a **slight majority of the audience is female**. Brands should continue to create content that appeals to this larger female audience, focusing on health, nutrition, and convenience.

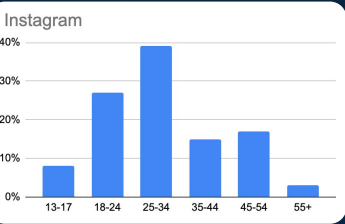
Food and Drink brands on social media **host a predominantly female audience, with nearly 70% being women**. Among both genders, the highest concentration of users falls into the 18-24, 25-34, and 35-44 age groups. However, there is a notable presence of female users in the 13-17 age range.

Brands targeting Millennials **would find influencers beneficial** to their strategy.

Instagram:

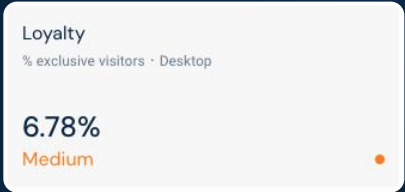


Age:



LOYALTY

Similarweb's loyalty metric score for this category is medium at 6.78%. This is good news for Challengers and Up & Comers, as **consumers are likely to visit multiple sites** during their product search – in fact, **66% visit 6 or more sites**.



Sites like Dominos, DoorDash, and Kroger lead with 10-15% of their customers exclusively visiting their site. However, it's evident that **true loyalty is generally hard to achieve**, even for the top 10 players.





Banking, Credit & Lending

Banking, Credit & Lending

Average monthly traffic	977.9m	
Demand Traffic	+3.8% YoY	
Top players	Top website visits in June: 1. chase.com: 139.9M 2. bankofamerica.com: 85.4M 3. paypal.com: 82.1M 4. wells Fargo.com: 72.6m 5. citi.com: 71.6m	Top for influencer estimated reach: 1. American express: 22.4M 2. Capital One: 9.8M 3. Chase: 8.1M 4. Wells Fargo: 5.2M 5. Bank of America: 4.2M
Top channels	For web traffic: 1. Direct: 72.7% 2. Organic: 12.2% 3. Referrals: 8.9%	
No. of influencers	23k Finance influencers with total reach of 83.9M	
Market domination	64% of traffic taken by top 1% of players	
Category difficulty	High	

As the economy slowly rebounds and interest rates stabilize, the Banking, Credit & Lending category saw a modest comeback in the first half of 2024:

- The Banking, Credit, & Lending **category remained stable globally with 0.74% YoY growth**, while the US Banking industry saw a stronger 3.8% growth
- This US growth is **linked to higher interest rates**, gradual economic recovery, and increased consumer spending in H1 2024
- Desktop traffic dominates the industry, but **mobile traffic remains significant at 45%**, reflecting the rise of mobile banking
- Fast-growing players like newrez.com (+68.2%) are gaining traction by focusing on **digital mortgage solutions for tech-savvy homebuyers and homeowners**
- In a sector led by giants like PayPal and Chase, Direct traffic is king, making up 72.68% of overall traffic, up from 68% in 2023
- Top banks have **influencer reach in the millions**, highlighting opportunities for Challengers and Up & Comers
- This category is challenging to break into, especially for smaller players, with the top 1% of industry giants capturing 64% of the overall traffic

Digital marketing benchmarks: **Traffic**

Channel	Giants (1-10)	Challengers (11-100)	Up & Comers (101 - 500)
All	63.0M	4.1M	497.5K
Direct	76%	67%	63%
Organic	12%	12%	13%
Paid	2%	2%	4%
Referral	6%	14%	13%
Email	3%	3%	3%
Display	1%	1%	3%
Social	1%	1%	1%

Benchmarks are split into three cohorts based on the volume of traffic that brand receives to its website, AKA: ordered by the biggest digital players:

- **Giants:** The top 10 websites in the industry with the most traffic
- **Challengers:** Websites in position 11-100 within the industry
- **Up & Comers:** Websites in position 101 - 500 within the industry

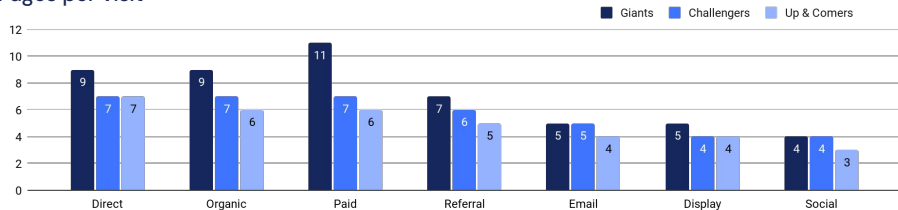
*Data from Similarweb

Looking at the top players, some notable traffic insights emerge:

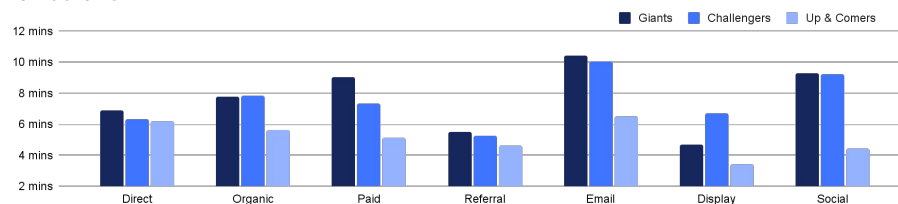
- The **Giants** dominate with an average of 63M monthly visits, **capturing over 90% of the total traffic in the industry**
- Giants demonstrate strong customer loyalty and online presence, benefiting primarily from direct traffic (48M) and organic search (7.5M)
- **Organic search is crucial across cohorts**, contributing 12% of traffic for Giants and Challengers, and 13% for Up & Comers. This emphasizes the need for robust SEO to ensure visibility and traffic generation in this industry
- **Up & Comers invest a higher percentage in paid search (4%)** than the other cohorts (2% for Giants and Challengers), which makes sense in an industry dominated by big brands with strong brand recognition. They must leverage PPC to rapidly increase market share and brand awareness
- **Challengers lead in referral traffic (14%)**, compared to 6% for Giants and 13% for Up & Comers. This indicates successful partnerships and content marketing strategies are driving traffic to their sites
- Up & Comers use display ads more (3%) compared to Giants and Challengers (1% each), **reflecting efforts to build brand awareness**

Digital marketing benchmarks: Engagement

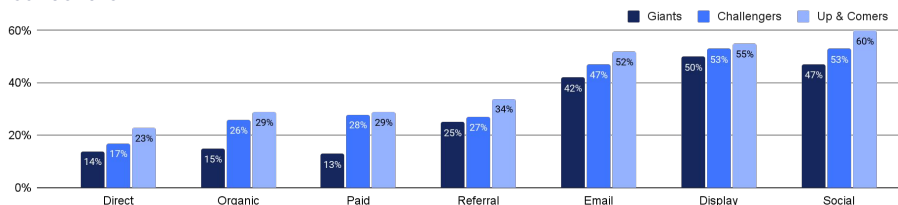
Pages per visit



Visit duration



Bounce rate



*Data from Similarweb

Engagement metrics are notably high in this category, likely due to increased consumer research and a longer decision-making process:

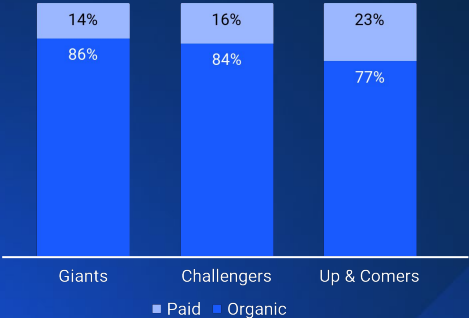
- When it comes to direct traffic, it's no surprise that Giants experience the highest engagement, with 9 pages per visit and an average visit duration of 6 minutes and 54 seconds
- Giants also have significantly higher engagement rates in paid search, with 11 pages per visit, compared to 7 and 6 for the other cohorts. The bounce rate is also less than half that of the others at 13%, indicating their **paid campaigns are highly effective**
- **Up & Comers achieve the most engagement overall from direct traffic**, including the lowest bounce rates compared to other channels.
- Social and display traffic, while driving some engagement, show higher bounce rates and fewer pages per visit. This could be improved by **focusing more on targeted content and influencer partnerships**
- Up & Comers see **less engagement from their email traffic**, with significantly shorter visit durations than Giants and Challengers. However, bounce rates from email are high across all cohorts, highlighting a general **need to improve the landing page experience**

Digital marketing benchmarks: Search deep-dive

SEARCH OVERALL

Adding organic and paid together gives us the **share of 'search' traffic, which equates to around 14–17%**. This is consistent across all three cohorts (from Giants to Up & Comers) but is quite a bit lower than in other industries we've analyzed.

For marketing teams, it's **crucial to see the split of organic vs. paid traffic as a total** to ensure you're not too far from the industry benchmark. In this category, the split stands at:



ORGANIC

- **Giants:** 12% of total traffic is organic
- **Challengers:** 12% of total traffic is organic
- **Up & Comers:** 13% of total traffic is organic

The organic **traffic share for the Banking, Credit & Lending category is 14.7%**, down slightly from 15.4% when comparing the same period in 2023. This decline is due to incremental increases in both direct and paid traffic share during that time.

In an industry dominated by major banks, it's no wonder that **82.2% of visits in June 2024 were a mix of branded organic searches** and direct traffic.

PAID

- **Giants:** 2% of total traffic is paid
- **Challengers:** 2% of total traffic is paid
- **Up & Comers:** 4% of total traffic is paid

The average PPC spend per site in the industry is quite high at **\$2.5M per month**, which is interesting given the overall low paid traffic percentage across the cohorts.

When it comes to the split between organic and paid traffic, the **Up & Comers show more reliance on paid traffic than both the Giants and Challengers – 22.6% compared with 13.8% and 15.9%, respectively**. They also allocate more of their budget to driving paid traffic, at 4% vs. 2% for the other cohorts.

This is because they can't depend as much on branded searches and direct traffic as the Giants and Challengers, so **they must invest in more paid search campaigns to boost brand awareness and compete**.

Social benchmarks: Branded channel engagement

# of followers	1K-10K	10K-50K	50K-500K	500K-1M	Over 1M
Distribution	72.2%	19.7%	5.2%	0.1%	0.1%
ER	0.35%	0.12%	0.09%	0.08%	0.08%
Comments	1	1	2	15	33
Likes	9	22	89	492	5305

The key social metrics we looked at suggest a low level of engagement across the industry. A deeper analysis shows that:

- Many of the brands in the Banking, Credit & Lending industry fall on the smaller end, with **nearly three-quarters having fewer than 10,000 followers**
- It appears that many **smaller brands** and new businesses are entering the industry and **maintaining a presence on social media**
- Engagement rates for brands in this industry are highest among those with fewer followers; this number decreases as brands grow in size
- It's interesting to note that **engagement rates stabilize around 0.1 on the higher end**, with brands in the 50-500k, 500k-1M, and 1M+ follower groups maintaining similar engagement rates

Social benchmarks: Influencer marketing engagement

	Giants (1-10)	Challengers (11-100)	Up & Comers (101 - 500)
Average monthly mentions	161	62	28
Average influencers	91	31	14
Average ER	0.72%	0.54%	0.62%
Average Reach	5.8M	2.2M	1.4M

Influencers are important traffic drivers, especially for bigger players:

- On average, **Giants** in this industry work with the most influencers, at 91. They also **maintained higher engagement rates**
- **Smaller brands** worked with far fewer influencers, which is to be expected with smaller budgets. Regardless, they still **achieved an impressive engagement rate of 0.62%** from these collaborations, which was even greater than the Challengers
- Across the board, **engagement rates achieved through influencers were 4-5 times higher** than those of brand accounts, showing influencer marketing to be a crucial strategy in this industry for connecting with audiences
- Influencer **posts were fairly evenly distributed** between images, carousels, and reels, with the latter just edging out ahead

Distribution of influencer posts by type

35%
reels

30%
sidecar

34%
image

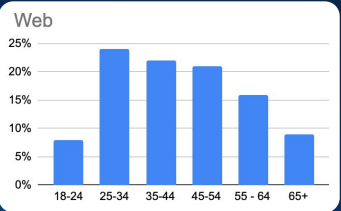
Audience benchmarks: Demographics and loyalty

DEMOGRAPHICS

Web:



Age:



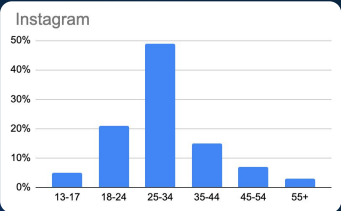
In terms of gender split on the web, the slight majority of the audience for this industry is female. Generally, **those between 25–64 years old are more dominant here, making up 83% of visitors**, while Gen Z (18–24 years old) accounts for only 8% of visitors.

In line with the trend for social media, a **slight majority of the audience for this industry is female**. Furthermore, the audience is predominantly in the Gen Z and Millennial age groups, with approximately 75% falling into the 18–24 and 25–34 age ranges. Brands looking to reach these audiences have **much to gain from utilizing influencer marketing** in their approach.

Instagram:

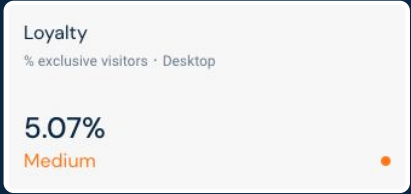


Age:

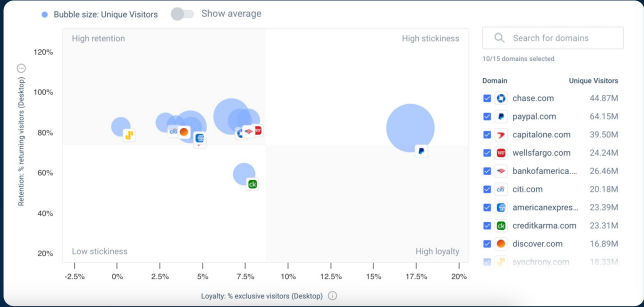


LOYALTY

Similarweb's loyalty metric score for this category is **medium, at 5.07%**. While the bigger players dominate, there's still opportunity for the Challengers and Up & Comers, as **consumers are very likely to visit multiple sites as they search** for the right banking solution. In fact, 65.4% visit six or more sites.



PayPal is in a league of its own in terms of loyalty, with around 17.5% of customers visiting only their site. However, it's generally **difficult** for even Giants like Chase and Bank of America **to achieve anything higher than 7.5% in this category**.



The background is a solid dark blue. Two large, rounded, overlapping shapes are positioned diagonally from the bottom-left towards the top-right. The shape in the foreground is a medium blue, while the one behind it is a slightly lighter shade of blue. The word "Insurance" is centered in white text between these two shapes.

Insurance

Insurance

Average monthly traffic	195M	
Demand Traffic	+8.9% YoY	
Top players	Top website visits in June: 1. usaa.com 13.86M 2. kaiserpermanente.org 13.7M 3. healthsafe-ID.com 10.2M 4. uhc.com 9.7M 5. progressive.com 9.5M	Top for influencer estimated reach: 1. State Farm 39M 2. Geico 4M 3. Kaiser Permanente 3.3M 4. USAA 3M 5. Progressive 3M
Top channels	For web traffic: 1. Direct: 62% 2. Organic: 21% 3. Referrals: 13%	
No. of influencers	6k Insurance influencers with total reach of 24.8M	
Market domination	51% of traffic is taken by top 1% of players	
Category difficulty	High	

The insurance sector has steadily grown since the financial crisis, which has translated into increased search activity as consumers look for better deals.

- Visits to U.S. insurance sites **totaled 195 million in H2 2024, marking an 8.9% YoY rise**. This growth mirrored worldwide activity, which increased from 544.1 million to 586 million
- Big brands dominate the sector. **Progressive has been the big winner, with a +19.1% YoY increase in unique visits in June**. Notably, 89.3% of insurance traffic overall is either direct or via branded terms
- **Direct is the main marketing channel, accounting for 64.4% of the total traffic (+3.8% YoY)**, indicating that strong brand presence and customer loyalty are crucial
- Organic search traffic accounts for 25.5% of the total traffic (-3.9%)
- **Social media** engagement is high among smaller brands, but it **drops as follower counts grow**, highlighting a market with many new or small businesses and low overall engagement
- Rising players include aggregators like ottoinsurance.com and usaa.com. A lot of **search intent is based on finding the best quote** and the cheapest price

Digital marketing benchmarks: **Traffic**

	Giants (1-10)	Challengers (11-100)	Up & Comers (101 - 500)
All	9.6M	1.3M	234.1K
Direct	61%	56%	56%
Organic	1%	1%	6%
Paid	6%	4%	4%
Referral	20%	19%	15%
Email	3%	4%	6%
Display	9%	15%	12%
Social	1%	1%	1%

Benchmarks are split into three cohorts based on the volume of traffic that brand receives to its website, AKA: ordered by the biggest digital players:

- **Giants:** The top 10 websites in the industry with the most traffic
- **Challengers:** Websites in position 11-100 within the industry
- **Up & Comers:** Websites in position 101 - 500 within the industry

*Data from Similarweb

Looking at the top players, we see some notable traffic insights:

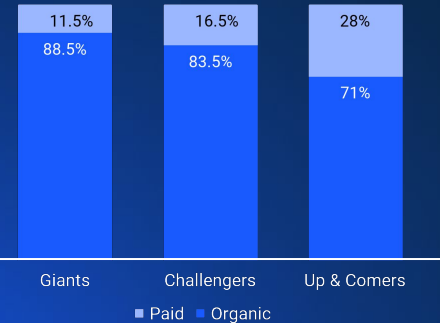
- **Giants** have an average visitor count of 9.6 million, capturing a **substantial portion of the category's total traffic of around 115 million**. Challengers and Up & Comers receive 1.3 million and 234.1 thousand visits, respectively
- The most important channels are direct, organic search, and referrals. Giants, in particular, **rely heavily on direct traffic (61%)**, reflecting their brand strength. However, Challengers and Up & Comers also attract a significant amount of direct traffic
- **Referrals are especially important** for Challengers and Up & Comers, **accounting for 15% and 12% of their traffic**, compared to 9% for Giants. This is high compared to other categories, suggesting that doubling down on networking, link building, and **partnership strategies could be effective for growth**
- Display ads and paid search are more crucial for Up & Comers, many of whom use these channels strategically to boost visibility and engagement
- **Email and social** rank higher for Giants, but their **impact is minimal** compared to the primary direct and organic search channels

Digital marketing benchmarks: Search deep-dive

SEARCH OVERALL

Adding organic and paid together gives us the share of ‘search’ traffic. There’s no better way to see the advantage of a strong brand.

For marketing teams, it’s **crucial to see the split of organic vs. paid traffic** as a whole to ensure you’re not too far from the industry benchmark. For insurance, the split stands at:



ORGANIC

- **Giants:** 20% of total traffic is organic
- **Challengers:** 19% of total traffic is organic
- **Up & Comers:** 15% of total traffic is organic

Overall, organic traffic is vital to search, with the majority of clicks coming from it. Traffic from Google has remained fairly flat over the period, with just a small lift around April.

Despite the top sites showing strong engagement, **zero-click searches in organic search remain an issue.** In the insurance sector, over 32% of searches do not result in a visit.

As discussed elsewhere, brand recognition is closely tied to organic search and the necessity to engage in paid clicks. **Branded search is high within insurance**, while non-branded keywords tend to **focus on product searches or deals**, such as “cheap car insurance.”

PAID

- **Giants:** 3% of total traffic is paid
- **Challengers:** 4% of total traffic is paid
- **Up & Comers:** 6% of total traffic is paid

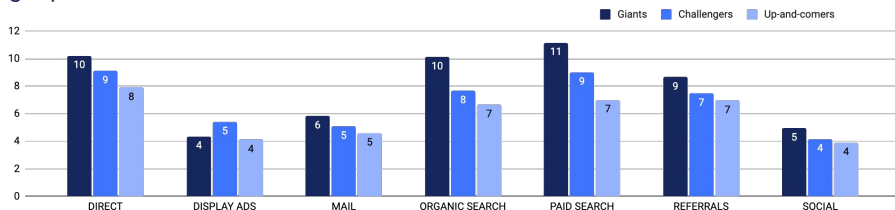
A comparatively small amount of traffic comes from paid search. However, insurance brands are spending around \$4.1M on average.

One reason for this is the high lifetime value of a customer in this category. Many people stay with an insurance company for several years, making **PPC terms highly competitive and expensive.**

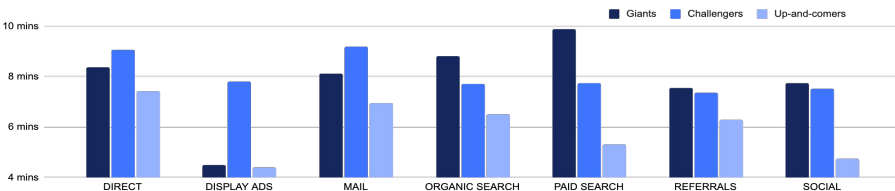
Many PPC campaigns tend to be price-focused, with even the bigger brands taking this approach. There is also **evidence of targeting competitor brands, such as USAA targeting Progressive.** However, many keywords are variations of those appearing in organic search.

Digital marketing benchmarks: Engagement

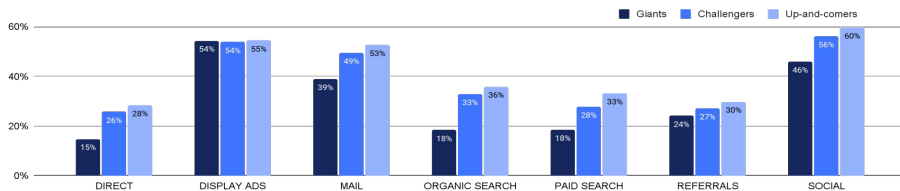
Pages per visit



Visit duration



Bounce rate



*Data from Similarweb

Paid engagement metrics are notably high in this category, likely due to intense competition and thorough consumer research.

- Engagement is driven by relevance, usability, and navigation. Up & Comers fall short in all three areas, underscoring that **strong engagement requires time, expertise, and investment**
- Giants lead in pages per visit, especially through **direct and paid search channels**, thanks to optimized landing pages that encourage further exploration
- Challengers perform well in **organic search and referrals**, showcasing effective SEO strategies and partnerships. Up & Comers lag behind, needing more engaging content or improved navigation to boost user interaction
- In terms of visit duration, Challengers outperform Giants in direct traffic, with **nearly 10 minutes on-site, highlighting the value of relevant content** that aligns with user intent
- **Up & Comers experience high bounce rates** in display and paid search, while Giants dominate in direct and organic traffic. Other players should ensure their **pages align with user intent** to reduce bounce rates and enhance engagement

Social benchmarks: **Branded channel engagement**

# of followers	1K-10K	10K-50K	50K-500K
Distribution	81.8%	15.5%	2.8%
ER	0.4%	0.16%	0.12%
Comments	1	1	2
Likes	9	27	74

The social metrics we analyzed suggest a low level of engagement. A deeper look reveals that:

- On average, **four out of five brands in the Insurance industry have a relatively low number of followers**, with 81.8% having fewer than 10,000 followers
- A large number of smaller brands and new businesses in this industry maintain some form of regular social media presence
- Social engagement **rates for brands in this industry are highest among those with fewer followers**, with engagement steadily decreasing as brands grow in size
- Overall, these **engagement rates are relatively low**

Social benchmarks: Influencer marketing engagement

	Giants (1-10)	Challengers (11-100)	Up & Comers (101 - 500)
Average monthly mentions	73	32	28
Average influencers	38	16	13
Average ER	0.56%	0.67%	1.2%
Average Reach	6.7M	0.73M	0.44M

Influencer marketing is big for the big players:

- Giants in the insurance industry collaborate with the most influencers, with this **number decreasing for Challengers and Up & Comers**
- Interestingly, **engagement rates are lowest for the biggest brands**, while Up & Comers, who work with fewer influencers, see the highest engagement
- Overall, engagement rates from influencer collaborations are significantly higher than those from brand accounts, averaging 3-4 times the typical brand engagement
- In this industry, **influencer posts primarily focus on the reels format**, with image and carousel posts following closely behind

Distribution of influencer posts by type

38.6%
reels

29.6%
carousels

31.9%
image

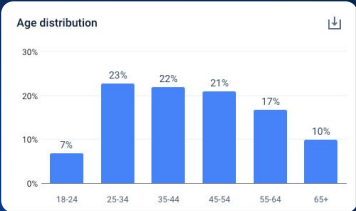
Audience benchmarks: Demographics and loyalty

DEMOGRAPHICS

Web:



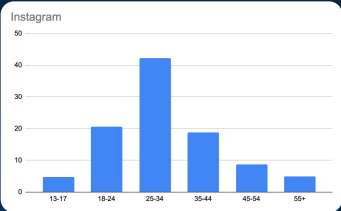
Age:



Instagram:



Age:

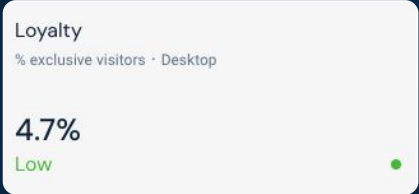


The sector leans slightly toward a female-majority audience, but not by much. Additionally, while the audience skews younger, there is a reasonable representation of users over the age of 35, around 30%.

Therefore, it's **important to approach influencer marketing in this sector** in a way that appeals to Millennials and Gen Z without alienating older audiences.

LOYALTY

Similarweb's loyalty metric **score for this category is low, at 4.7%**. This presents an opportunity for Challenger brands and Up & Comers, as consumers are more likely to shop around within the category.



USAA and Kaiser Permanente are both well-positioned, with high numbers of exclusive and returning visitors.





Air Travel

Air Travel

Average monthly traffic	165M	
Demand Traffic	+4.3% YoY	
Top players	Top website visits in June: 1. southwest.com 23M 2. aa.com 20.7M 3. delta.com 20M 4. united.com 18.2M 5. alaskaair.com 6.7M	Top for influencer estimated reach: 1. Delta Airlines – 34M 2. United Airlines – 29M 3. Turkish Airlines – 17.5M 4. American Airlines – 16.5M 5. Emirates Airlines – 10M
Top channels	For web traffic: 1. Direct 55% 2. Organic 33% 3. Referrals 7%	
No. of influencers	61.2K Travel influencers with total reach of 747M	
Market domination	73% of traffic taken by top 1% of players	
Category difficulty	High	

Overall, the US Air Travel sector continues its recovery from the pandemic.

- Traffic to Air Travel sites reached 165 million visits, marking a **3.7% increase compared to the same period in 2023**. Globally, the sector saw 424 million visits, up from 414 million
- **Direct traffic dominates the sector**, accounting for 55% of visits, slightly up from 54.5% in 2023. Branded search plays a significant role but is less crucial than in other categories
- **Organic search** accounts for **31.8% of traffic, down 5.9% from the same period in 2023**, possibly due to Google core updates in March and last year. Referral traffic is on the rise, increasing from 6.6% to 6.9%
- Rising players include deal sites like Seats.aero, which saw a 179% increase in traffic, indicating a strong focus on price
- Market conditions in the Air Travel sector are challenging, with a **'High' difficulty level as the top 1% of companies capture 74%** of all traffic

Digital marketing benchmarks: **Traffic**

Channel	Giants (1-10)	Challengers (11-100)	Up & Comers (101 - 500)
All	12.2M	649.4K	68.8K
Direct	55%	41%	35%
Organic	32%	32%	35%
Paid	6%	9%	9%
Referral	2%	14%	13%
Email	3%	2%	4%
Display	1%	2%	2%
Social	1%	1%	2%

Benchmarks are split into three cohorts based on the volume of traffic that brand receives to its website, AKA: ordered by the biggest digital players:

- **Giants:** The top 10 websites in the industry with the most traffic
- **Challengers:** Websites in position 11-100 within the industry
- **Up & Comers:** Websites in position 101 - 500 within the industry

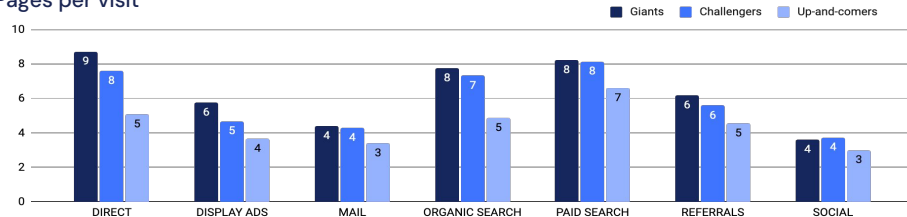
*Data from Similarweb

Looking at the marketing sources, we see some notable traffic insights:

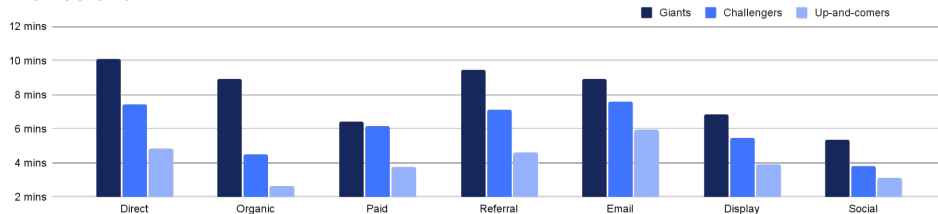
- **Giants receive over 18 times the average visits of Challengers**, highlighting the significant gap between large and small players
- Direct traffic is crucial across all segments, underscoring the importance of brand strength and direct engagement. It makes up 55% of Giants' visits – lower than in other categories, indicating that **while brand recognition is important, it's not critical**. About half of the top 100 sites are airlines
- Organic search is equally important for all segments, with Giants and Challengers at 32% and Up & Comers slightly higher at 35%, which is relatively high compared to other markets
- **Paid search accounts for 6% of traffic for Giants** and 9% for both Challengers and Up & Comers, showing a heavier reliance on paid strategies among smaller players
- **Referrals** are a significant channel for Challengers and Up & Comers, **contributing 14% and 13% of traffic, respectively**, compared to just 2% for Giants. Email, display, and social channels have minimal impact across the board

Digital marketing benchmarks: Engagement

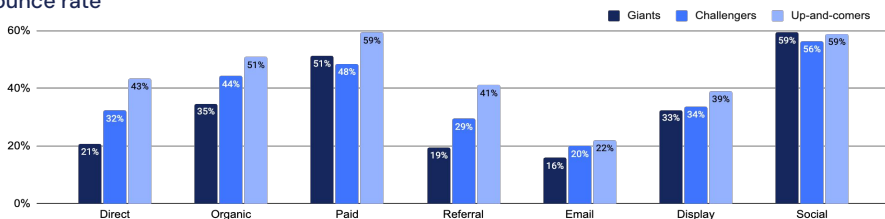
Pages per visit



Visit duration



Bounce rate



*Data from Similarweb

In this sector, consumers frequently search and click around for deals or travel information, with Giants leading in user engagement across main channels.

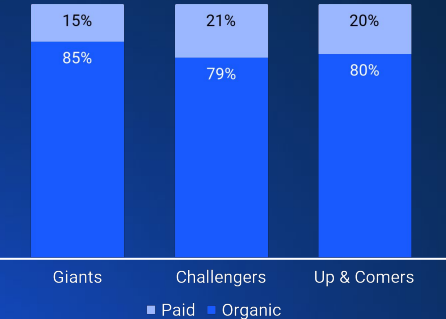
- Giants excel in pages per visit across all channels except social, particularly in the crucial organic and direct channels. This is likely because **users need to navigate through multiple pages when purchasing a flight**
- Both Giants and Challengers perform well in visit duration, though it's important to **consider the time required to complete a flight booking**. Visit duration drops significantly for Up & Comers, where users often **focus on finding competitive deals**
- Up & Comers face challenges with bounce rates, especially in direct and organic traffic, as **many are price aggregators directing** users to Giant or Challenger sites
- Giants, however, outperform all segments, particularly in direct traffic

Digital marketing benchmarks: Search deep-dive

SEARCH OVERALL

Combining organic and paid search gives Air Travel a **41% share of 'search' traffic**, consistent across all three segments.

For marketing teams, it's crucial to **see the split of organic vs. paid search to ensure alignment** with industry benchmarks. In this category, the split is as follows:



ORGANIC

- **Giants:** 32% of total traffic is organic
- **Challengers:** 32% of total traffic is organic
- **Up & Comers:** 35% of total traffic is organic

Organic traffic to Air Travel sites has steadily declined since early 2022, **dropping from 37% of traffic to around 31%** in the first half of 2024. During the same period, referrals and paid search have increased.

Branded search is an important traffic driver in air travel, making up about 81% of searches. However, zero clicks are a major issue in non-branded search. For instance, **over 80% of the top 100 non-branded searches for American Airlines resulted in zero clicks**, even for transactional terms—highlighting an opportunity to target these terms more effectively.

Challengers and Up & Comers can **capitalize on organic traffic by focusing on long-tail keywords** related to destinations, though price remains a key attraction for users.

PAID

- **Giants:** 6% of total traffic is paid
- **Challengers:** 9% of total traffic is paid
- **Up & Comers:** 9% of total traffic is paid

The average PPC spend per site in the industry is \$420K per month, often split between branded search and travel sites like Expedia targeting specific locations.

Many Giants **focus their paid search efforts on their own branded** names and phrases. American Airlines, for instance, saw a 55% increase in traffic from paid search in June.

While there is occasional bidding on competitor brands, **most paid search terms are brand-specific**. This lack of competition on branded terms **presents a cost-effective opportunity** for Challengers and Up & Comers.

Social benchmarks: Branded channel engagement

# of followers	1K–10K	10K–50K	50K–500K	500K–1M
Distribution	67.9%	24.1%	7.6%	0.2%
ER	0.87%	0.36%	0.25%	0.22%
Comments	1	2	4	19
Likes	25	64	250	1379

Big players in the Air Travel space enjoy strong social engagement. A deeper look shows that:

- The Air Travel industry sees a varied distribution in follower size, with **two-thirds of brands having fewer than 10,000 followers** and about a quarter in the 10,000–50,000 follower range
- Engagement **rates decrease as follower counts grow**, averaging 0.87% for the smallest brands and leveling out at 0.2% for the largest brands
- However, the **difference in engagement rates narrows** as brands grow larger and become more recognizable

Social benchmarks: Influencer marketing engagement

	Giants (1-10)	Challengers (11-100)	Up & Comers (101 - 500)
Average monthly mentions	359	277	108
Average influencers	218	127	57
Average ER	1.5%	0.9%	1.8%
Average Reach	26M	14M	5.3M

Influencer marketing is key for growing followers.

- The average number of influencers working with Air Travel brands is high, with giants having the largest share
- **Engagement rates** are higher for influencer content than for brand accounts, with **Up & Comers achieving the highest at 1.8%**, giants at 1.5%, and challengers the lowest at 0.9%
- Overall, influencer engagement rates are **3-4 times higher than those of brand accounts**, highlighting the importance of influencer marketing in this sector
- In terms of post formats, **images were the most common on social**, followed closely by reels, with carousels being the least common

Distribution of influencer posts by type

36.3% reels	25.2% carousel	38.5% images
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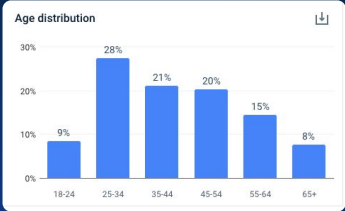
Audience benchmarks: Demographics and loyalty

DEMOGRAPHICS

Web:



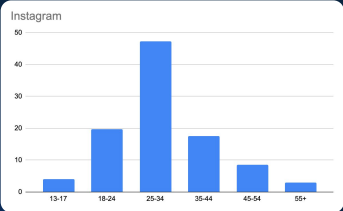
Age:



Instagram:



Age:

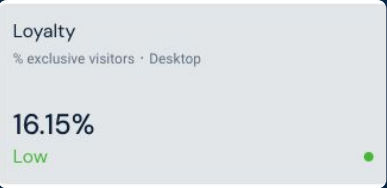


Female users hold a slight majority in the Air Travel sector's audience. In terms of age, there is a reasonable spread across all groups, though social media audiences tend to be Millennials and Gen Z.

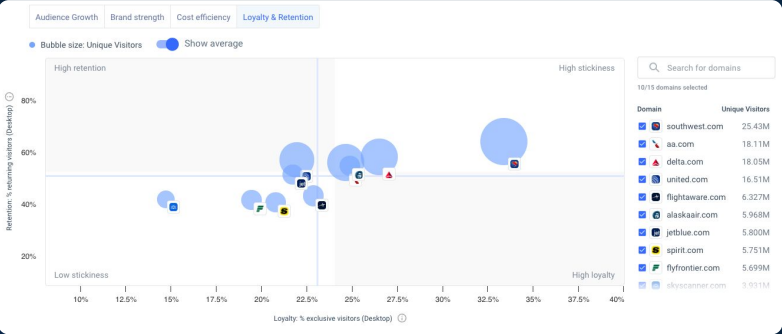
As a marketer, you should **tailor your tactics to appeal to younger audiences** while ensuring that older users, particularly the 10% over the age of 45, can still **relate to the messaging across their preferred channles**.

LOYALTY

Similarweb's loyalty metric score for Air Travel is low, at **16.15%**. This presents an opportunity for Challengers and Up & Comers, as **consumers are more likely to visit multiple sites** within the category.



Delta and Southwest Airlines lead in stickiness, with 33% and 26% unique visitors, respectively. However, **loyalty is challenging, even for the Giants**.





News & Media

News & Media

Average monthly traffic	2.6B	
Demand Traffic	+4% (YoY)	
Top players	Total website visits in June:	Top for influencer estimated reach:
	1. yahoo.com 1.044B	1. The New York Times - 66.9M
	2. msn.com 169.4M	2. CNN - 60.3M
	3. nytimes.com 154.5M	3. Daily Mail - 41.1M
	4. cnn.com 119.9M	4. Forbes - 38.5M
	5. finance.yahoo.com 88.52M	5. Fox News - 26.3M
Top channels	For web traffic: 1.Direct 68% 2.Organic 21% 3.Referrals 8%	
No. of influencers	34K News & Politics influencers with total reach of 320M	
Market domination	71% of traffic taken by top 1% of players	
Category difficulty	High	

The news and media sector in the US remains stable with 2.5 billion visits.

- **U.S. news visits rose 4% in H1 2024**, in contrast to the global category, which saw a slight decline from 9.3 billion to 9.1 billion visits
- **Rising stars** in news and media, like athlonsports.com, thecooldown.com, and jpost.com, are **gaining traction**, highlighting the growing importance of specialist sites
- **Direct** traffic dominates the news and media sector, **accounting for 68% of visits** and increasing by 4.5% in 2023
- **Influencers are** more prevalent on sites with a **specific editorial brand** (e.g., Fox News, The New York Times) than on news feeds like msn.com
- Organic search has decreased by 2%, now representing 21% of traffic, while **referrals have also declined by 2%, now at 8%**. This suggests that many users rely on specific sites that align with their interests and views, particularly from a political standpoint
- Breaking into the news and media sector is highly challenging, with the **top 1% of players capturing 71% of total traffic**. The trends indicate that understanding your audience's views and delivering timely, relevant content is crucial for success

Digital marketing benchmarks: Traffic

Channel	Giants (1-10)	Challengers (11-100)	Up & Comers (101 - 500)
All	204.0M	8.1M	926.8K
Direct	77%	50%	49%
Organic	0%	0%	1%
Paid	2%	2%	2%
Referral	15%	36%	33%
Email	0%	0%	1%
Display	3%	7%	7%
Social	1%	5%	7%

Benchmarks are split into three cohorts based on the volume of traffic that brand receives to its website, AKA: ordered by the biggest digital players:

- **Giants:** The top 10 websites in the industry with the most traffic
- **Challengers:** Websites in position 11-100 within the industry
- **Up & Comers:** Websites in position 101 - 500 within the industry

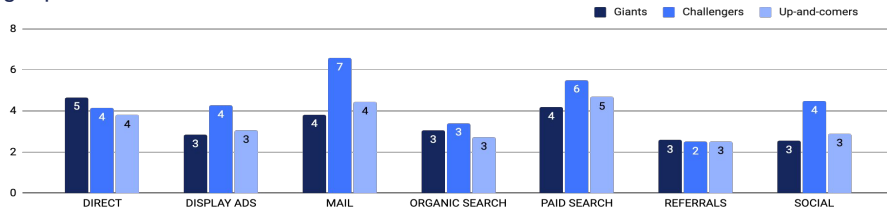
*Data from Similarweb

Looking at the marketing channels breakdown, we see some notable traffic insights:

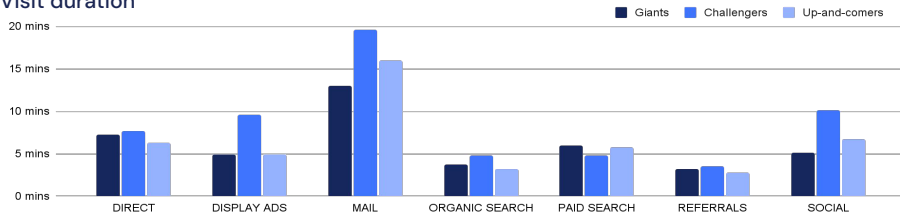
- Giants average around 204 million visits, compared to 8.1 million for Challengers and 926,000 for Up & Comers
- **Direct traffic is the dominant channel**, especially for Giants, **accounting for 77%** of their visits, underscoring strong brand recognition and customer loyalty
- **Organic search is significantly more important for Challengers** and Up & Comers, with nearly double the proportion of traffic compared to Giants. It's crucial for sites to understand what people are searching for in real time
- **Social media is a potential growth channel for Up & Comers**, contributing 7% of their traffic, compared to 3% for Giants and 5% for Challengers
- **Referrals account for 3%** of traffic for Giants and **7% for both Challengers and Up & Comers**, indicating that building external links and partnerships might be more beneficial for smaller and emerging sites

Digital marketing benchmarks: Engagement

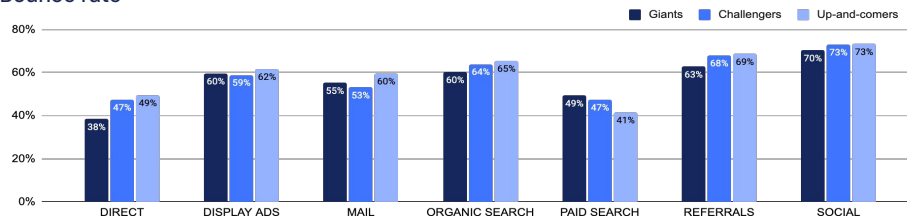
Pages per visit



Visit duration



Bounce rate



*Data from Similarweb

Engagement metrics are relatively high in this category, driven by consumer research and a multi-staged decision-making process:

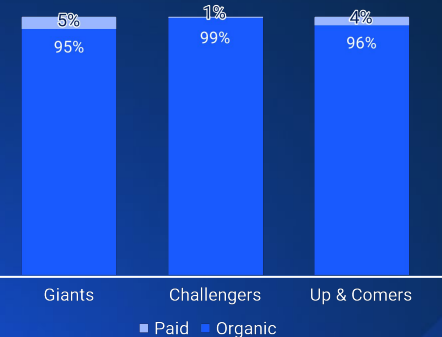
- Giants show strong engagement, with an average of 5 pages per visit, particularly from direct traffic. **Email newsletters could be a good opportunity to build a following.** Challengers and Up & Comers perform well, achieving up to 7 pages per visit
- **Visit duration is consistent across all three segments**, except for email. Challengers excel here, keeping users on-site longer and **effectively making their sites sticky**
- Email could be a valuable focus for up-and-coming sites too
- Bounce rates vary significantly across channels. **Giants maintain a low bounce rate of 38%** for direct traffic. Challengers demonstrate effective targeting and landing page strategies, with the lowest bounce rate through paid search (47%)
- **Up & Comers also achieve a low bounce rate on paid search**, thanks to optimized segment-led targeting

Digital marketing benchmarks: Search deep-dive

SEARCH OVERALL

Organic and paid search together **account for 29% of 'search' traffic**, a figure consistent across Challengers and Up & Comers, while Giants are less focused on organic search.

For marketing teams, it's crucial to monitor the **split between organic and paid traffic to stay aligned** with industry benchmarks. In this category, the split is as follows:



ORGANIC

- **Giants:** 15% of total traffic is organic
- **Challengers:** 36% of total traffic is organic
- **Up & Comers:** 33% of total traffic is organic

Organic search in the news and media sector has remained steady at around 13–14% over the last three years. The category has largely avoided the impact of recent Google updates (HCU and the March core update), unlike other more commercial categories.

Direct and branded traffic make up 71% of the category's traffic, highlighting the importance of brand loyalty. While organic search is significant, it's especially vital for Challengers and Up & Comers.

With the U.S. election approaching, many top search terms are related to political figures. For Up & Comers, it's essential to stay on top of niche trends and create content that attracts new readers or satisfies existing ones, with the election being a key topic to focus on.

PAID

- **Giants:** 13% of total traffic is paid
- **Challengers:** 11% of total traffic is paid
- **Up & Comers:** 9% of total traffic is paid

News & Media doesn't typically rely on paid search, resulting in a relatively low average ad spend of \$351K for the sector.

However, it's not entirely absent. For instance, **among the Giants, Nytimes.com generates 1% of its traffic through paid search**, primarily targeting its own branded keywords and directing users to a subscription landing page.

Up & Comers are the only brands using ads more extensively (3.6% of traffic), mainly to generate traffic and build initial brand awareness.

Social benchmarks: Branded channel engagement

# of followers	1K-10K	10K-50K	50K-500K	500K-1M	Over 1M
Distribution	74.70%	19%	5.80%	0.30%	0.30%
ER	0.95%	0.37%	0.28%	0.22%	0.24%
Comments	1	1	5	23	58
Likes	25	66	291	1481	4508

Most players in the U.S. News & Media space have low follower counts. A deeper look at the data reveals that:

- Nearly 95% of News Publisher brands have **fewer than 50,000 followers**, with three-quarters having fewer than 10,000
- Brands with under 10,000 followers also have the highest engagement rates, nearly 1%, which drops sharply to 0.2-0.4% for brands with larger followings
- It's worth noting that these **higher engagement rates are driven almost entirely by likes**, with only the largest brand accounts achieving a significant number of comments on their posts

Social benchmarks: Influencer marketing engagement

	Giants (1-10)	Challengers (11-100)	Up & Comers (101 - 500)
Average monthly mentions	598	400	374
Average influencers	368	229	205
Average ER	1.29%	0.79%	0.85%
Average Reach	26.5M	19M	17.3M

Influencer marketing is crucial for News & Media sites to be able to grow followers.

- The average number of influencers working with News Publishers is high, **with giants collaborating with around 368 influencers**, while challengers and Up & Comers work with just over 200
- Engagement rates were highest among influencers working with giants, at 1.29%. Influencers working with challengers and Up & Comers achieved similar engagement rates, around 0.8%. This means **influencer engagement is, on average, more than double** that of brand accounts
- Interestingly, in this sector, **influencers predominantly posted image and carousel-style content**, with reels being the least common – a unique trend compared to other industries

Distribution of influencer posts by type

28.5%
reels

34.9%
carousel

36.6%
image

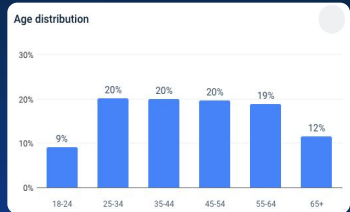
Audience benchmarks: Demographics and loyalty

DEMOGRAPHICS

Web:



Age:



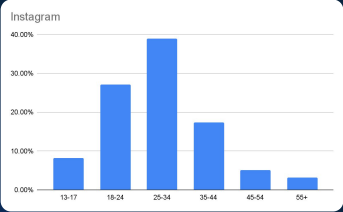
News & Media brands on social media **attract a slightly more male-dominated audience, at 52%, across both web and Instagram.** The highest concentration of users, both male and female, falls within the 25-34 and 35-44 age groups, with a significant number of male users in the 25-34 range on Instagram.

Brands targeting Millennials and Gen Z, particularly males, would benefit from **teaming up with prominent influencers and integrating their content** into their digital strategy.

Instagram:

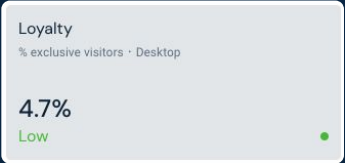


Age:

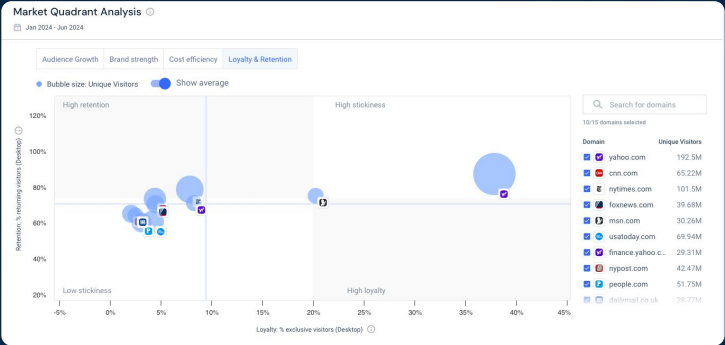


LOYALTY

Similarweb's loyalty metric score for this category is low, at **4.7%**. This is encouraging for Challengers and Up & Comers, as **readers are more likely to visit multiple sites** within the category.



Despite the strong brand awareness and high direct traffic numbers for Giants, loyalty remains low. While **people may search for a specific title**, they are just as **likely to explore another site** that catches their interest.



About us



Similarweb is a digital intelligence platform that empowers brands and retailers to grow their digital market share by aggregating insights from real-user online behavior sourced from direct measurement, contributory networks, metered panels, data partnerships, and public data extraction.

Trusted by marketers worldwide, Similarweb provides the data and tools for industry analysis and competitive insight, so businesses can outpace their rivals.



HypeAuditor is an influencers marketing platform with a single mission: to make influencer marketing effective, transparent and pain-free with accurate data that aids both brands and content creators alike. HypeAuditor offers a variety of tools and features that can help solve acute challenges or serve as an all-in-one suite to simplify your influencer marketing strategy.

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Accommodation and Hotels

Accommodation and Hotels

Average monthly traffic	558.7M	
Demand Traffic	+6.4% YoY	
Top players	Top websites by average monthly visits: 1. Expedia.com: 83.8m 2. Airbnb.com: 76.3m 3. Booking.com: 61.8m 4. Marriott.com: 41m 5. Hilton.com 31.3m	Top for influencer estimated reach: 1. Airbnb: 41.6m 2. Booking.com: 39m 3. Delta Air Lines: 22m 4. Disneyland: 18.5m 5. Virgin Voyages: 7.3m
Top channels	For web traffic: 1. Direct: 53% 2. Organic: 23% 3. Paid search: 12%	
No. of influencers	55.5k Travel Influencers, with total reach of 691m	
Market domination	75% of traffic taken by top 1% of players	
Category difficulty	High	

If there was one thing the world needed in 2023, it was holidays. And that need isn't looking to slow down for 2024.

- This category experienced higher growth demand at 6.4% in the US compared to worldwide at 5.6% YoY.
- Demand is fairly steady throughout the year, but peaks in summer holiday season, with mobile traffic leading the way.
- In a category dominated by big brands like Expedia, Booking.com and Airbnb, direct traffic dominates, bringing in over 53% of the overall traffic, up from 49% in 2022.
- With influencer marketing's estimate reach figures in the millions, this is a channel brands shouldn't ignore. The 'big three' lead the pack in both web traffic and influencer marketing – setting an example for smaller, Challenger brands to follow.
- This is a harder category for smaller businesses, with three quarters of the overall traffic taken by the top 10 players.

Digital marketing benchmarks: **Traffic**

Channel	Giants (1-10)	Challengers (11-100)	Up-and-comers (101 - 1,000)
All	17.1m	669.1k	48.6k
Direct	9.2m	316.5k	18.8k
Organic	3.9m	149.6k	12.7k
Paid	2.1m	76.4k	4.5k
Referral	836.4k	86.8k	7k
Email	412.8k	17.8k	2.5k
Display	386.4k	15.4k	2.2k
Social	203.7k	6.7k	831

Benchmarks are split into three cohorts based on the volume of traffic that brand receives to its website, AKA: ordered by the biggest digital players:

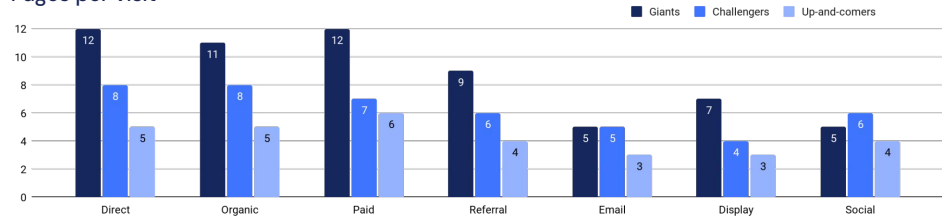
- **Giants:** the top 10 websites in the industry with the most traffic
- **Challengers:** websites in position 11-100 within the industry
- **Up and comers:** websites in position 101 - 1,000 within the industry

*Data from Similarweb

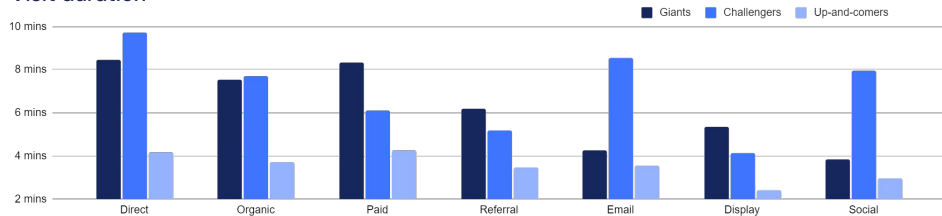
- All Traffic monthly benchmark for the Giants (positions 1-10) is at 17m+. This top 1% of sites holds 75% of the category's traffic.
- All traffic for the Challengers (positions 11-100) is 669k and Up-and-comers (positions 101 -1,000) should be aiming for around the 50k mark to be on the right side of the benchmark.
- Direct, organic, and paid channels are leading the pack. Except for the challengers who get more referral traffic than paid.
- Referral traffic for the industry overall is down YoY by three percentage points. In 2023, Google demoted affiliate-revenue driven blogs, which will have cut referral traffic. UGC focused sites like TripAdvisor provide a lot of healthy referral traffic.
- Social drives the least traffic to websites, however, with the rise in social commerce, consumers are more likely to stay and buy through the social platform, which is why influencer marketing has grown so much in this category.
- Display isn't prioritized by the 'big three' with Hilton, IHG and Marriott leading this category.

Digital marketing benchmarks: Engagement

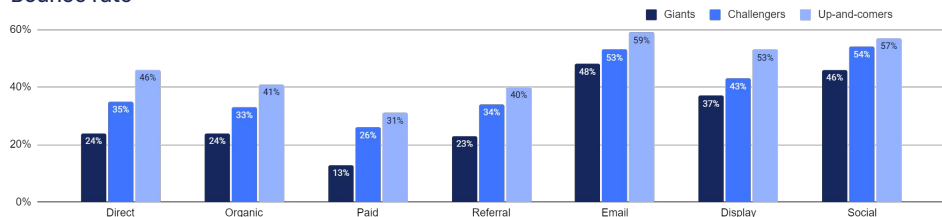
Pages per visit



Visit duration



Bounce rate



*Data from Similarweb

Engagement metrics are pretty high in this category, owing to consumer research, and a longer decision-making process:

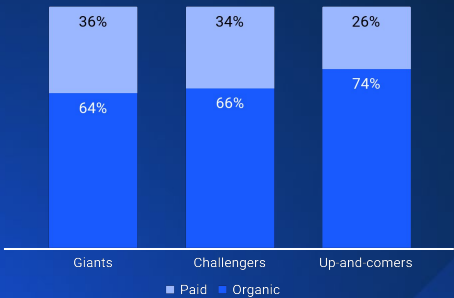
- Usability and navigation should be a primary focus for marketers in this category.
- The Giants lead the way in the number of pages visited and lowest bounce rate.
- Interestingly, the Challenger brands have a higher time on page than the giants for direct and organic.
- The bounce rate benchmark marketers need to pay attention to is for paid search. This is the lowest (ie. best) of every channel, and speaks to the need for carefully crafted and optimized landing pages for this high-intent audience.

Digital marketing benchmarks: Search deep-dive

SEARCH OVERALL

Adding organic and paid together gives us the share of ‘search’ traffic – equating to around 33 – 35%, which is consistent across all three cohorts (from giants to up-and-comers).

For marketing teams, it’s also crucial to see the split of organic vs paid as a total, to ensure you’re not too far from the industry benchmark, for this category the split stands at:



ORGANIC

- **Giants:** 23% of total traffic is organic
- **Challengers:** 22% of total traffic is organic
- **Up-and-comers:** 26% of total traffic is organic

Overall organic traffic share for the category is 23%, which is **down from 26% in 2022**. Both paid and direct traffic have risen YoY, shrinking organic’s share slightly.

A lot of organic traffic also goes to branded terms, in October 2023 direct and branded traffic together was 69%, suiting bigger brands.

Up-and-comers rely more heavily on organic search, so any sites in this category should be **focusing on the long-tail and really honing in on their niche**, rather than competing on the hyper competitive search terms, like ‘flights’ which has 4m monthly searches, yet a keyword difficulty of 98.

PAID

- **Giants:** 13% of total traffic is paid
- **Challengers:** 11% of total traffic is paid
- **Up-and-comers:** 9% of total traffic is paid

Average PPC spend per site in the industry is \$1.5m per month – pushed up by the larger focus by the Giants on paid search, and the need to bid on both branded and non branded terms.

Brands in this category should monitor and protect their branded terms, as the top 10 traffic-driving keywords to the category are all branded, which heightens the competitive playing field and pushes CPC up.

Challengers and Up-and-comers, should prioritize organic search over paid, but in a similar vein to organic strategy, should focus on the long-tail, niche and high intent keywords for PPC.

Social benchmarks: **Branded channel engagement**

# of followers	1k–10k	10k–50k	50k–500k	500k–1M	Over 1M
Distribution	73.1%	21.7%	5.0%	0.2%	0.1%
ER	0.9%	0.4%	0.3%	0.2%	0.2%
Comments	0	1	2	6	35
Likes	22	43	108	421	2.9k

- The following breakdown shows brands in different follower tiers and their respective performance. As you can see, engagement rates are higher among smaller brands and diminish as their size increases.
- If you're in this sector, you can use these insights to compare your metrics and determine how you weigh up against industry averages.
- Overall average engagement rate for brands is 0.8%

Social benchmarks: Influencer marketing engagement

	Giants (1-10)	Challengers (11-100)	Up-and-comers (101 - 1,000)
Average monthly mentions	290	69	38
Average influencers	211	47	25
Average ER	1.8%	1%	0.8%
Average Reach	15.4m	3.7m	1.2m

- In this category, Giant brands collaborate with an average of 211 influencers per month, getting 290 mentions.
- The average engagement rate achieved by influencers at this level is substantially higher – 1.8%, more than double the 0.8% average that brands achieve on their own. This is a clear indicator as to why influencer marketing is such an important, and highly-used strategy in this industry.
- It should be noted, however, that engagement rates for influencers falls for smaller brand collaborations; this could be attributed to the relative recency of influencer marketing in service industries, as well as larger brands securing higher-quality influencers.
- Smaller brands should focus on a thorough influencer vetting process to ensure solid return on investment here.
- Reels dominate the posting strategy for influencers in this sector, at over 50% of all posts. Reels are known for generating higher engagement rates than other post types.

Distribution of influencer posts by type



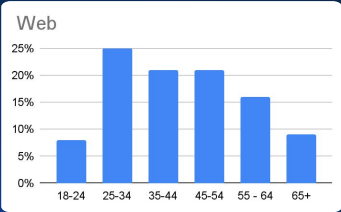
Audience benchmarks: demographics and loyalty

DEMOGRAPHICS

Web:



Age:



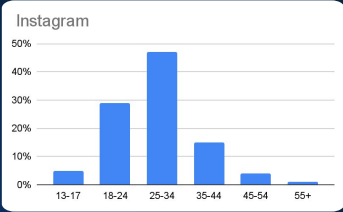
In terms of gender split, regardless of channel, the slight majority of the audience for this industry is female.

For social, the predominant groups are Gen Z and Millennials, with over 75% of the collective audience falling between 18 – 34. Web traffic on the other hand has far less of the younger Gen Z audience, and 45 – 64 year olds make up 37% of the total audience – not to be ignored.

Instagram:

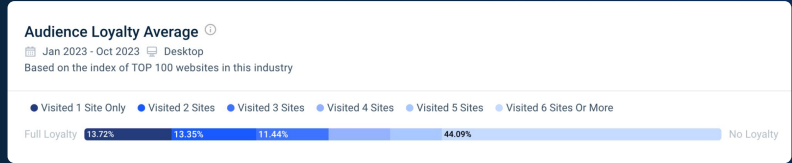


Age:

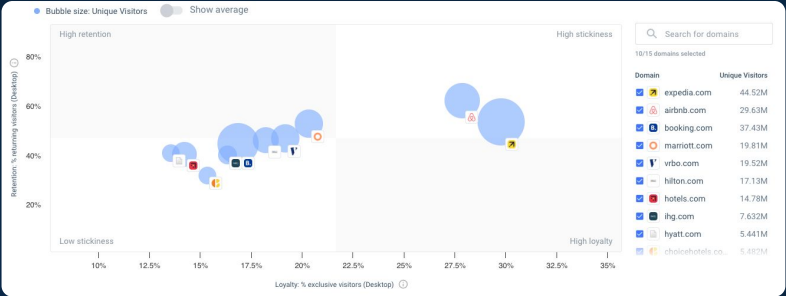


LOYALTY

Similarweb’s loyalty metric score for this category is low, at 15.5%. This is good news for challenger brands and up-and-comers, as consumers are more likely to visit multiple sites within the category: 44% visit six or more sites:



Airbnb and Expedia lead with 28% and 30% of their respective audience only visiting that one site. But generally, complete loyalty is hard, even for the Giants:





Beauty and Cosmetics

Beauty and Cosmetics

Average monthly traffic	311.7M	
Demand Traffic	+11.8% YoY	
Top players	Top websites by average monthly visits: 1. Sephora.com: 39.4m 2. Ulta.com: 33.9m 3. Bathandbodyworks.com: 29.9m 4. Byrdie.com: 12.8m 5. Vagaro.com 10.6m	Top for influencer estimated reach: 1. Sephora: 143m 2. Loreal Paris: 96m 3. Maybelline New York: 59.2m 4. SHEGLAM OFFICIAL: 66m 5. CHANEL: 54.1m
Top channels	For web traffic: 1. Direct: 50% 2. Organic: 24% 3. Paid search: 10%	
No. of influencers	75.6k beauty influencers, with total reach of 657m	
Market domination	45% of traffic taken by top 1% of players	
Category difficulty	Medium	

After a year of ups and downs, people naturally looked for ways to rejuvenate and boost well-being in 2023. As we approach 2024, it's important for businesses to benchmark their performance in the fiercely competitive Beauty and Cosmetics industry.

- 'Beauty and Cosmetics' category grew by 10.9% YoY worldwide, and 11.8% YoY in the US.
- In terms of traffic, **demand peaks over the holiday season between October and December**, with more mobile traffic by far.
- This category is dominated by household name brands like Sephora and Bath & Body Works so, naturally, direct traffic dominates, driving 50% of the overall traffic – up from 46% in 2022.
- Influencers play a big role, with their reach in the millions across the board. Emerging players shouldn't be underestimated – SHEGLAM stands out not only in reach (66m) but saw rapid growth on Instagram, gaining 184k new followers.
- Overall traffic leader, Sephora, is also in the top 5 across every marketing channel (aside from referral traffic) and takes the top spot for search, display and direct.

Digital marketing benchmarks: **Traffic**

Channel	Giants (1-10)	Challengers (11-100)	Up-and-comers (101 - 1,000)
All	3.3m	340.2k	60.5k
Direct	1.6m	171.6k	24.6k
Organic	945.5k	67.2k	17.9k
Paid	354.4k	36.8k	8k
Referral	118.9k	27.1k	2.6k
Email	50.6k	7.3k	1.7k
Display	135.6k	12.9k	2.7k
Social	75.5kk	17.1k	2.9k

Benchmarks are split into three cohorts based on the volume of traffic that brand receives to its website, AKA: ordered by the biggest digital players:

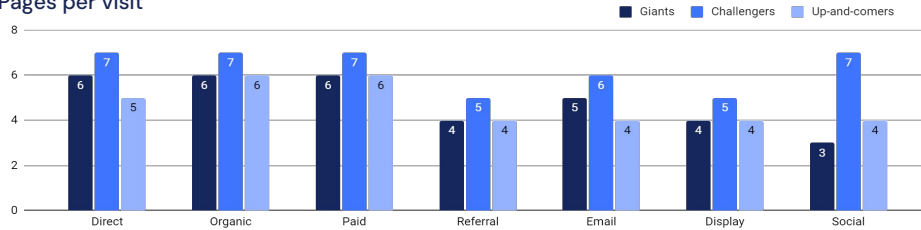
- **Giants:** the top 10 websites in the industry with the most traffic
- **Challengers:** websites in position 11-100 within the industry
- **Up and comers:** websites in position 101 – 1,000 within the industry

*Data from Similarweb

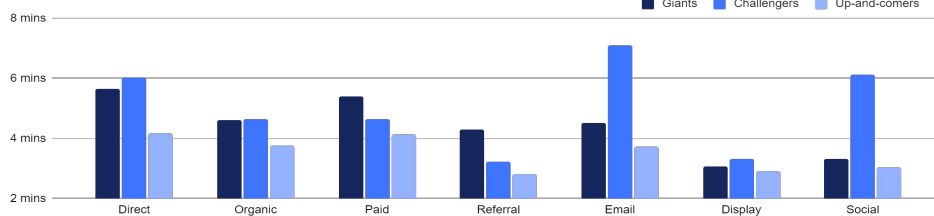
- The All Traffic monthly benchmark for the Giants is 3.3m, the top 1% of websites take 45% of total traffic.
- The benchmark of total traffic for Challengers is **340k**, and for Up-and-comers is **60k**.
- Although the Giants get the most direct traffic by far (1.6m), Challengers get the **highest percentage of direct traffic**, suggesting a loyal, engaged customer base. The key takeaway here is that investing in brand awareness strategies can really pay off for medium to smaller companies.
- The Up-and-comers' benchmark is higher for paid (13%) and organic traffic (30%) than both the Giants and Challengers. This shows that smaller businesses rely more heavily on search channels for traffic.
- The benchmark for display ad traffic is high compared with other industries, despite having fallen by 12% since 2022. This is still a channel with potential for this popular industry.

Digital marketing benchmarks: Engagement

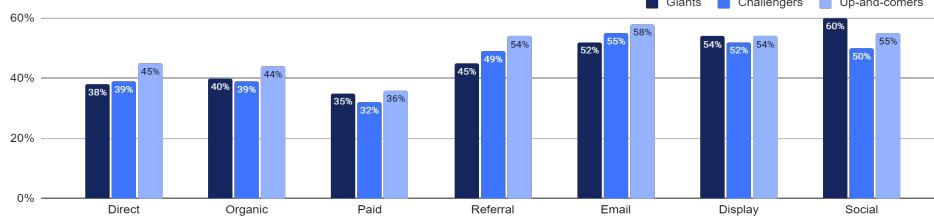
Pages per visit



Visit duration



Bounce rate



*Data from Similarweb

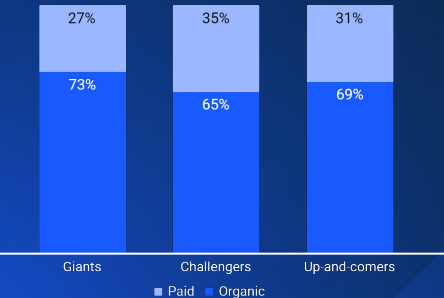
- Interestingly, the **Challengers have more pages per visit than Giants across most channels** – notably in direct, organic and paid search. This suggests Challengers have optimized UX or longer user journeys that keep people engaged for longer.
- The highest visit duration for the Challengers comes from email marketing, indicating appealing images and messaging were used, and that their email segmentation is done well.
- The channel where **bounce rate is lowest is paid search**, where ROI is crucial, showing that there's a high bar across all website groups.
- **All website groups are struggling to keep users on their site**, with bounce rate for this category being generally higher than expected compared to other industries.

Digital marketing benchmarks: Search deep-dive

SEARCH OVERALL

Adding organic and paid together gives us the share of 'search' traffic. The Giants' share of search is 39.8%, the 'challengers' at 30.5% and the Up-and-comers at 42.9%. This shows a disparity between the website groups, with the Challengers relying on these channels less than the others.

For marketing teams, it's also crucial to see the split of organic vs paid as a total, to ensure you're not too far from the industry benchmark, for this category the split stands at:



ORGANIC

Giants: 29% of total traffic is organic
Challengers: 20% of total traffic is organic
Up-and-comers: 29% of total traffic is organic

Direct traffic may dominate for all website groups in but organic traffic is a close second.

Of the top 100 organic keywords this year, **99% are branded terms**, showing the importance of brand recognition in the Beauty and Cosmetics industry. In fact, direct and branded organic traffic combined accounts for 65% of overall traffic for the category.

When you filter out branded keywords, 'near me' search terms prevail, suggesting that focusing on local SEO should be a priority in 2024. Also, **'how to' queries make up nearly 65% of all non-branded, organic searches** under the 'Question Queries' filter. Marketers can use these search queries to create more engaging content strategies.

PAID

Giants: 13% of total traffic is paid
Challengers: 11% of total traffic is paid
Up-and-comers: 9% of total traffic is paid

Average PPC spend per site in the industry is \$720.6k per month.

Branded terms dominate as the top traffic-driving keywords for both the top organic and paid search keyword lists for this category, meaning that brands should closely monitor and protect their branded terms in their PPC campaigns, especially Giants.

Up-and-comers rely more heavily on paid traffic than the other website groups. Smaller companies should pay attention to this benchmark to ensure they are leveraging paid channels to increase brand awareness in an industry where brand recognition and loyalty is King.

Social benchmarks: Branded channel engagement

# of followers	1k-10k	10k-50k	50k-500 k	500k-1M	Over 1M
Distribution	75.1%	20%	4.7%	0.1%	0.1%
ER	0.8%	0.2%	0.1%	0.1%	0.1%
Comments	1	1	2	5	15
Likes	17	30	64	225	1.7k

Three quarters of all brands in this industry operate on a 'nano' scale on social media, with a follow count between 1k-10k. In fact, **less than 5% of all brands have a follower count above 50k.**

Smaller brands bear the highest engagement rates, around 0.8%. This drops significantly the larger a brand gets.

This brings the average ER for brands in the beauty sector to 0.6%.

Social benchmarks: Influencer marketing engagement

	Giants (1-10)	Challengers (11-100)	Up-and-comers (101 - 1,000)
Average monthly mentions	1346	1023	366
Average influencers	697	525	189
Average ER	1.9%	1.3%	1.1%
Average Reach	68m	62m	15m

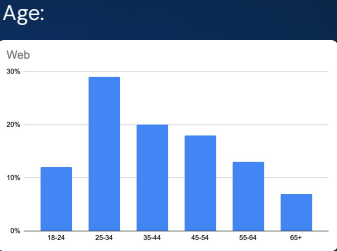
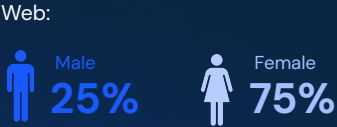
- The number of influencers working in this industry is vast; large brands partner up with an average of 697 influencers per month, getting approximately 1,346 monthly mentions.
- These influencers bear an average ER of 1.9%, a significant jump from what brands achieve on in-house accounts (0.6%).
- Challenger and up-and-coming brands also work with a relatively large number of influencers, with even smaller brands approaching the 200 mark on average. Engagement rates for these two groups are above 1%, a large jump from the average for the industry.
- **Beauty influencers lean significantly on creating Reels content**, with more than 60% of all post types falling into this category.

Distribution of influencer posts by type



Audience benchmarks: demographics and loyalty

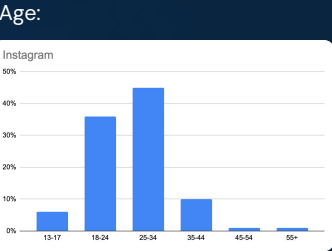
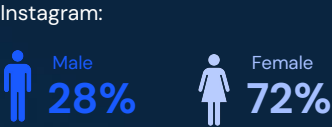
DEMOGRAPHICS



For websites, gender demographics have stayed consistent YoY, with a significantly higher female percentage with 75% vs. 25% male.

There is similar gender split on Instagram, which is also predominantly female (72%).

On Instagram, 87% of the audience are under 35, whereas on web traffic, this cohort is 41%. On the other hand, **over 35s may account for only 12% of Instagram’s traffic, but represent 59% of web traffic.**

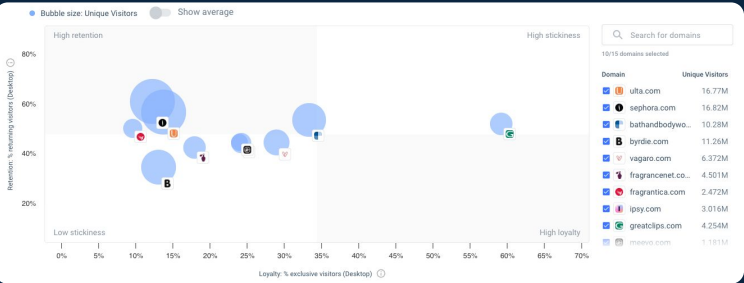


LOYALTY

Similarweb’s loyalty metric score for this category is low, at 19%. This is good news for Challengers and Up-and-comers as lower loyalty suggests that users are likely to shop around. In fact, after visiting a website, 40% of the audience went on to visit 6 or more other sites.



The brand with the highest loyalty score in the pack is hair salon brand: Great Clips. Most brands struggle to achieve high loyalty in this category.



Home and Garden

The background is a solid dark blue. Overlaid on this are two large, rounded, organic shapes in a lighter shade of blue. One shape is positioned towards the bottom left, and the other is larger and positioned towards the top right, partially overlapping the first shape.

Home and Garden

Average monthly traffic	986.7m	
Demand Traffic	+1.4% YoY	
Top players	Top websites by average monthly visits: 1. Homedepot.com: 178.4m 2. Lowes.com: 101.8m 3. Harborfreight.com: 38.6m 4. Goodhousekeeping.com: 38.3m 5. HGTV.com: 34m	Top for influencer estimated reach: 1. Walmart: 111m 2. Target: 77m 3. Amazon Home: 70.4m 4. Home Depot: 28m 5. HomeGoods: 18m
Top channels	For web traffic: 1. Direct: 39% 2. Organic: 39% 3. Paid search: 12%	
No. of influencers	55.6k home and garden influencers, with total reach of 82m	
Market domination	75% of traffic taken by top 1% of players	
Category difficulty	Medium	

One of the success stories of the pandemic was the rise of the Home and Garden industry. After being told to 'stay at home', we all decided to go for a little glow-up – and this trend is still continuing into 2024.

- 'Home and Garden' category grew by **only 0.2% YoY worldwide** since last year, but in the US alone it grew 1.4%.
- Traffic for this **peaks in January**, with a decline going into February – hello, January sales.
- Mobile traffic stays the strongest; almost **doubling the Desktop numbers** every month throughout 2023 so far.
- While Home Depot continuously comes out on top in terms of web traffic, it could bring in further engagement with **more focus on influencer marketing**.
- Home and Garden scores low for customer loyalty, with a **score of 11.9%**. This shows there is some high competition in the industry, with brands offering the same products or solutions so there's no need for their target audience to be loyal.

Digital marketing benchmarks: **Traffic**

Channel	Giants (1-10)	Challengers (11-100)	Up-and-comers (101 - 1,000)
All	12.5m	924.1k	133k
Direct	5.1m	377k	47.5k
Organic	4.7m	264.8k	44.5k
Paid	1.5m	170.4k	21.9k
Referral	239.5k	34.6k	5.8k
Email	258.2k	19.8k	3.3k
Display	427k	34k	5.3k
Social	256.9k	23.4k	4.7k

Benchmarks are split into three cohorts based on the volume of traffic that brand receives to its website, AKA: ordered by the biggest digital players:

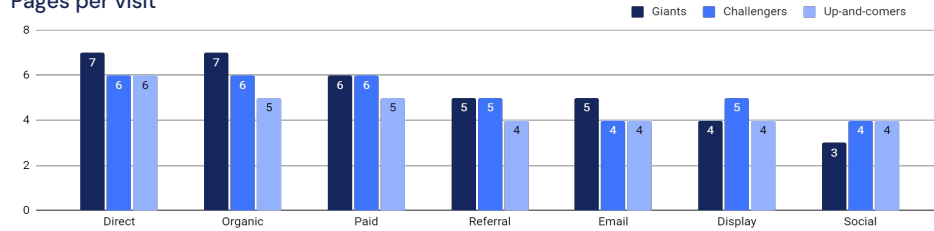
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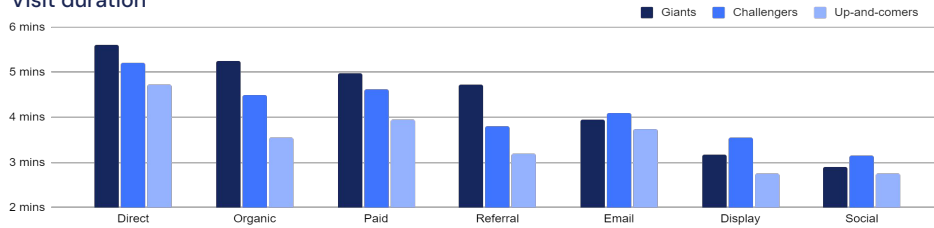
- It's a close fight between direct traffic and organic search traffic, showing it's not all about brand awareness in this industry and investing in SEO will really make the difference for smaller or growing brands.
- All traffic for Giants (1-10) is almost **10x the total traffic** for Up-and-comers.
- The Giants get just under 1.5 million visits through paid traffic alone, which is **9298.5% more** than Up-and-comers see in their total traffic.
- Email sees the lowest amount of traffic for both Challengers and Up-and-comers, whereas referral is the lowest for the Giants.

Digital marketing benchmarks: Engagement

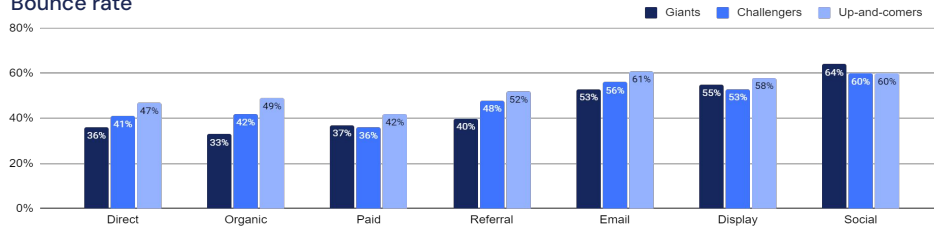
Pages per visit



Visit duration



Bounce rate



*Data from Similarweb

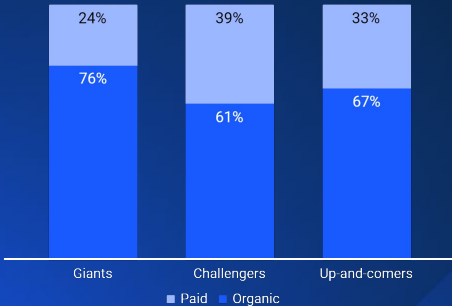
- The pages per visit for every channel are quite consistent across the cohorts, proving how **user experience** is a crucial factor in engagement.
- Visit duration for the Challengers from email marketing is a **whole 9 seconds above** the Giants, indicating good use of segmentation and valuable content for each segment.
- The bounce rate for Up-and-comers is significantly higher than Giants and Challengers, showing a **need to improve the UX** and the customer journey with things like site speed, optimized CTAs, and user flows.
- Up-and-comers struggle with the visit duration from organic traffic, pointing out their meta data might not be matching up to what's on the page, and the user hasn't got the experience they hoped for.

Digital marketing benchmarks: Search deep-dive

SEARCH OVERALL

Adding organic and paid together gives us the share of 'search' traffic – equating to around 47-50%, which is consistent across all three cohorts (from giants to up-and-comers).

For marketing teams it's also crucial to see the split of organic vs paid as a total, to ensure you're not too far from the industry benchmark, for this category the split stands at:



ORGANIC

Giants: 37.3% of total traffic is organic
Challengers: 28.7% of total traffic is organic
Up-and-comers: 33.5% of total traffic is organic

In 2023 so far, “portable air conditioner”, “best air purifier” and “dehumidifier” make the top 20 for organic keywords in this industry, showing the interest of health and wellness within the home.

“how to” questions take up 42 of the top 50 search terms with question query filter and non-branded terms, in this industry – that’s 84%. This should inform your content strategy.

The leaders on organic search specifically are Home Depot, Lowes, IKEA, Good Housekeeping, and The Spruce; an order differing slightly from the overall top category leaders showing a difference in strategy.

PAID

Giants: 24.2% of total traffic is paid
Challengers: 39.2% of total traffic is paid
Up-and-comers: 33% of total traffic is paid

Average PPC spend per site in the industry is \$2.3m per month, which is high compared to other industries.

34% of the top 50 question query search terms start with ‘how much’ – this is a high intent query, and therefore good to prioritize for paid traffic.

In terms of trending keywords for paid, “best air fryer” and “best electric toothbrush” are in the top 10, showing the power of superlatives.

Social benchmarks: **Branded channel engagement**

# of followers	1k-10k	10k-50k	50k-500k	500k-1M	Over 1M
Distribution	73.8%	19.7%	6.1%	0.3%	0.3%
ER%	0.8%	0.3%	0.2%	0.1%	0.1%
Comments	1	1	2	6	17
Likes	18	35	81	322	1.7k

Most Home and Garden brands fall onto the smaller side, at 1k-10k followers, or 10k-50k.

Only around 7% of the total number of brands in this industry have a follower count higher than 50k.

Engagement rates for brand accounts in this industry are fairly low; smaller brands have just over 0.8% the highest at just below 0.5%, with the rate falling below 0.1% on the highest end.

This brings the industry average to 0.3%.

Social benchmarks: Influencer marketing engagement

	Giants (1-10)	Challengers (11-100)	Up-and-comers (101 - 1,000)
Average monthly mentions	334	112	84
Average influencers	227	77	48
Average ER	1.8%	1.4%	1.4%
Average Reach	9.7m	3.1m	1.5m

- Home and garden brands have a lot to gain from influencer marketing; looking at the data, influencers working with Challengers and Up-and-coming brands bear an ER of 1.4%.
- Giants tend to work with more influencers, at 227 per month, and get a slightly higher ER of 1.8% from 334 monthly mentions.
- These figures are 4-5 times higher than brand engagement rates, showing a need to partner with influencers to have a meaningful impact on social media.
- Influencers in this category have a strong focus on Reels at nearly two-thirds of all posts, with carousel and image posts splitting the final third.

Distribution of influencer posts by type

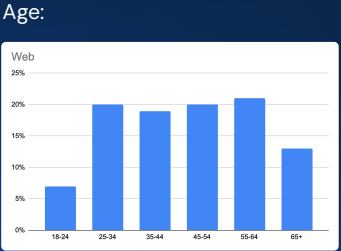
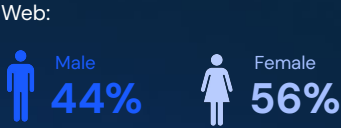
64.5
reels

17.9
sidecar

17.6
image

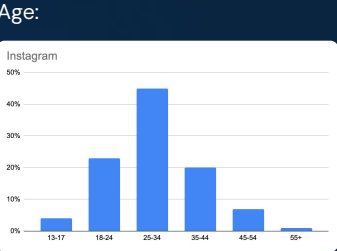
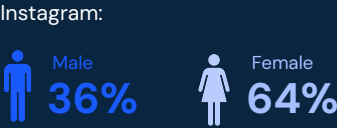
Audience benchmarks: demographics and loyalty

DEMOGRAPHICS



There's been a major shift in website demographics over the past year for this category in terms of gender – the male audience has grown from 31% in 2022 to 44% in 2023.

The majority of Home and Garden fans on Instagram are within the age 25-34 bracket, but sees a steep decline past the age bracket of 35-44.



LOYALTY

Similarweb's loyalty metric score for this category is low, at 11.9%, although it's not quite as low as the ultra competitive industry of Fashion and Apparel, which scores 8.4%. The lower the score, the higher the indication that your target audience shops around, so it's all about gaining the competitive advantage. Brands can look to Good Housekeeping for inspiration here – it has the highest loyalty in the industry.



Jewelry & Luxury

The background features a dark blue gradient. Two large, rounded, overlapping shapes are positioned on the right side. The shape in the foreground is a vibrant purple, while the one behind it is a slightly darker shade of purple. The shapes have a soft, organic feel, resembling stylized leaves or abstract forms.

Jewelry & Luxury

Average monthly traffic	99.2m	
Demand Traffic	+11.5% YoY	
Top players	Top websites by average monthly visits: 1. Brilliantearth.com: 7.9m 2. Jomashop.com: 5.6m 3. Kay.com: 5.5m 4. Pandora.com: 4.3m 5. Zales.com: 3.4m	Top for influencer estimated reach: 1. Louis Vuitton: 104m 2. GUCCI: 97.1m 3. Dior: 70.3m 4. Prada: 70m 5. Chanel: 54m
Top channels	For web traffic: 1. Direct: 40% 2. Organic: 31% 3. Paid search: 16%	
No. of influencers	9k jewelry and luxury influencers, with total reach of 121m	
Market domination	44% of traffic taken by top 1% of players	
Category difficulty	Medium	

As the economy began to stabilize in 2023, demand for jewelry and other luxury products increased as people grew in confidence to make more significant purchases and focus on luxury products. With 11.5% YoY growth, marketers can expect this to continue in 2024.

- Monthly traffic gradually increased from the start of 2022 and **peaked in November and December**, which coincides with Black Friday and holiday shopping (and bonus season).
- Brilliant Earth, a sustainable jewelry brand, is the overall traffic leader in the industry with almost 8m monthly visits, showing shoppers are more interested in ethically sourced goods.
- With popular brands like Pandora and Jomashop topping the charts, direct traffic leads in this industry with 40% share of traffic, but organic is not far behind with 31%.
- With such significant reach, it's clear influencer marketing is a critical tool for both established and emerging brands in the jewelry and luxury industry, playing a key role in enhancing brand visibility, prestige, and customer engagement.

Digital marketing benchmarks: **Traffic**

Channel	Giants (1-10)	Challengers (11-100)	Up-and-comers (101 - 1,000)
All	785.1k	174.9k	22.2k
Direct	318k	66.9k	7.7k
Organic	222.1k	55k	6.9k
Paid	138.8k	29.2k	3.2k
Referral	18.3k	6.7k	908
Email	11k	4k	1.1k
Display	55.6k	6.5k	1.1k
Social	21.3k	6.6k	1.2k

Benchmarks are split into three cohorts based on the volume of traffic that brand receives to its website, AKA: ordered by the biggest digital players:

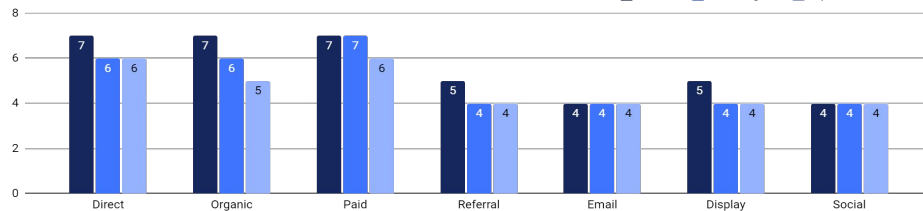
- **Giants:** the top 10 websites in the industry with the most traffic
- **Challengers:** websites in position 11-100 within the industry
- **Up and comers:** websites in position 101 - 1,000 within the industry

*Data from Similarweb

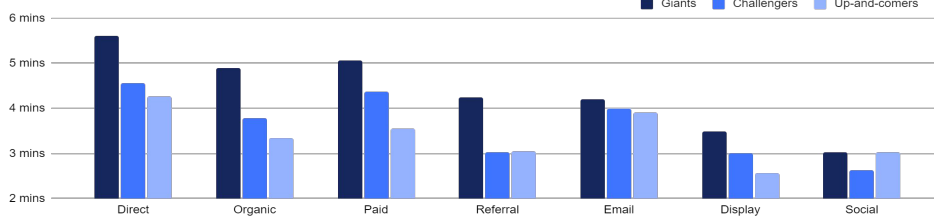
- The benchmark for total traffic for the Giants is 785.1k, 174.9k for Challengers and 22.2k for Up-and-comers. **That's a difference of 3,444% between the Giants and Up-and-comers.**
- Spending on paid search is relatively consistent across the categories, with Giants relying the most on paid traffic (17.7%) and Up-and-comers the least (14.6%).
- Direct and paid traffic has grown YoY by 3% and 2% respectively, but **organic traffic has decreased from 34% in 2022 to 30% to 2023**, suggesting the SERPs are becoming more fiercely competitive and budget is required to thrive.
- Referral and email channels are not prioritized by any of the traffic leaders.

Digital marketing benchmarks: Engagement

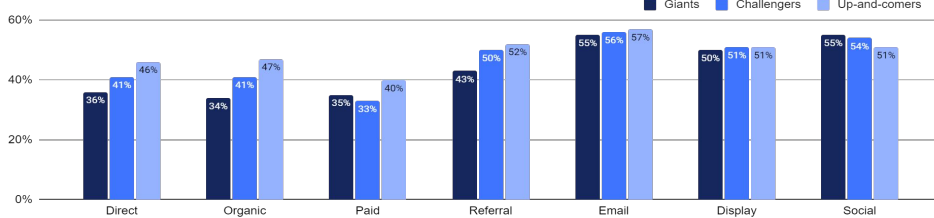
Pages per visit



Visit duration



Bounce rate



*Data from Similarweb

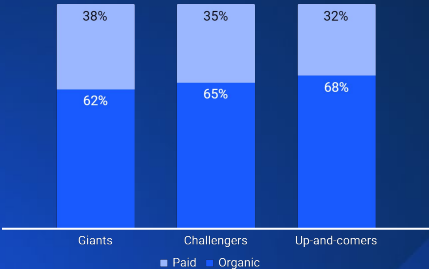
- Unsurprisingly, the Giants have the the most pages per visits, longest visit duration and lowest bounce rates (on average) across every channel compared with the other cohorts.
- **The benchmark for bounce rate in paid search is lowest across all categories,** suggesting that all brands within the Jewelry & Luxury Products industry spend time and effort optimizing their paid landing pages.
- The Up-and-comers kept pace with the other categories with their pages per visits in direct, organic and paid, showing where these brands are investing the most to drive engagement and boost user experience.
- Marketers should pay particular attention to engagement benchmarks in this category as price points are high, and engagement is a good marker of consumer trust.

Digital marketing benchmarks: Search deep-dive

SEARCH OVERALL

Adding organic and paid together gives us the share of 'search' traffic. The traffic share for each cohort is 39.8% for Giants, 30.1% for Challengers and 42.9% for Up-and-comers. That's a 10% difference between the 'up-and-comers' and 'challengers', showing that smaller brands are more focused on search overall.

For marketing teams it's also crucial to see the split of organic vs paid as a total, to ensure you're not too far from the industry benchmark, for this category the split stands at:



ORGANIC

Giants: 29% of total traffic is organic
Challengers: 31% of total traffic is organic
Up-and-comers: 31% of total traffic is organic

It's a close contest between direct traffic and organic traffic in the Beauty and Cosmetic industry..

Direct and branded organic traffic together equates to nearly 60% of the industry's overall traffic. 93% of the top 100 organic keywords so far in 2023 are branded terms, with '**pandora**' and '**rolex**' topping the list.

When reviewing the top non-branded keywords, shoppers' growing preference for sustainable (or less pricey) jewelry becomes clear. In top 50 organic keywords there are multiple references to '**lab grown diamonds**', '**moissanite**' and '**moissanite rings**'.

PAID

Giants 18% of total traffic is paid
Challengers: 17% of total traffic is paid
Up-and-comers: 15% of total traffic is paid

Average PPC spend per site in the industry is \$574.1k per month.

Across both the top organic and paid keywords within the category, branded keywords drive the most traffic by far. High-end watch and jewelry brands, Rolex, Cartier and Tiffany & Co are the top paid keywords.

Giants, who rely most on paid traffic, should monitor and protect their branded terms, as dupes and ad-hijacking are common in this industry..

60% of the top non-branded paid keywords are wedding-related, with '**engagement rings**' driving the most traffic.

Social benchmarks: **Branded channel engagement**

# of followers	1k-10k	10k-50k	50k-500 k	500k-1M	Over 1M
Distribution	71.6%	21.8%	6.2%	0.2%	0.1%
ER	0.7%	0.3%	0.2%	0.1%	0.1%
Comments	0	1	2	4	18
Likes	16	33	79	277	2.6K

Many of the brands in the Jewelry and Luxury industry fall on the smaller end, with nearly three-quarters exhibiting under 10,000 followers. This indicates a lot of smaller brands and new businesses entering the industry and maintaining a presence on social media.

Engagement rates for brands in this industry are highest among those with fewer followers – this number decreases as brands grow in size.

It's interesting to note that ER stabilizes around 0.1% on the higher end, with brands among the 50-500k, 500k-1M and 1M+ groups maintaining similar engagement rates.

Social benchmarks: Influencer marketing engagement

	Giants (1-10)	Challengers (11-100)	Up-and-comers (101 - 1,000)
Average monthly mentions	254	310	32
Average influencers	180	181	18
Average ER	2.2%	2%	1.7%
Average Reach	13m	8.3m	0.8m

- On average, both Giant and Challenger brands work with around 180 influencers; the Giants gained 254 average monthly mentions, with Challengers getting 310. Interestingly, Giants held a slightly higher engagement rate.
- Smaller brands worked with far fewer influencers, which is to be expected with smaller budgets; regardless, they still achieved an impressive ER of 1.7% from these collaborations.
- Across the board, engagement rates are over 3-4 times that of brand accounts, showing influencer marketing to be an imperative strategy in this industry when it comes to connecting with audiences.
- It's interesting to note that **influencers make use of a nearly-equal distribution of image, carousel, and Reels posts**, with the latter just edging out ahead.

Distribution of influencer posts by type



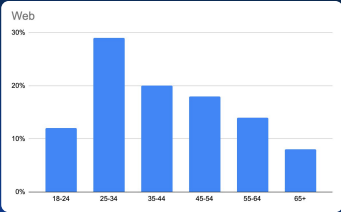
Audience benchmarks: demographics and loyalty

DEMOGRAPHICS

Web:



Age:



For web traffic, the female audience is slightly higher with 56% vs. 44%.

The gender split on Instagram is significantly different, with a much stronger female audience (70%).

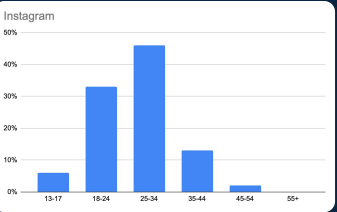
On Instagram, 84% of the audience is under 35, whereas on web traffic, this age group makes up only 41%.

While the over 35s may account for only 16% of Instagram's traffic, they represent an impressive 60% of web traffic.

Instagram:

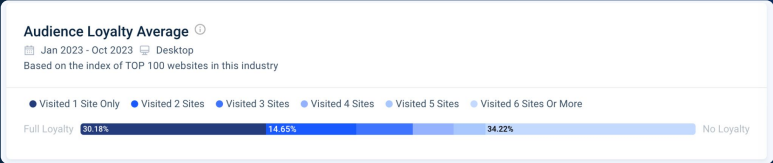


Age:

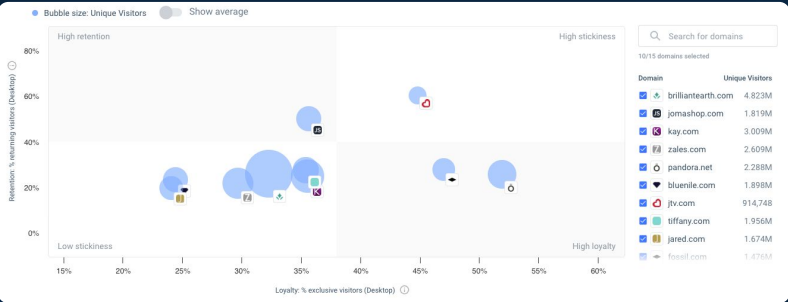


LOYALTY

Similarweb's loyalty metric score for this category is low, at 19%. This is good news for Challengers and Up-and-comers as lower loyalty suggests that users are likely to shop around. In fact, after visiting a website, 40% of the audience went on to visit 6 or more.



Brands with the highest audience loyalty in this category are Pandora, Fossil and JTV, all of whom marketers can review for inspiration on how to increase customer loyalty.





Consumer Electronics

Consumer Electronics

Average monthly traffic	603.2m	
Demand Traffic	-3.7% YoY	
Top players	Top websites by average monthly visits: 1. Apple.com: 152.1m 2. Bestbuy.com: 91.6m 3. Samsung.com: 79.1m 4. Shutterfly.com: 14.7m 5. Ring.com: 3.4m	Top for influencer estimated reach: 1. Samsung: 67m 2. Apple: 46m 3. PlayStation: 45.2m 4. DJI: 28m 5. Dyson: 19m
Top channels	For web traffic: 1. Direct: 44% 2. Organic: 37% 3. Paid search: 7%	
No. of influencers	2.5k electronics Influencers, with total reach of 19m	
Market domination	82% of traffic taken by top 1% of players	
Category difficulty	Medium	

The year was marked by rapid technological advancements and shifting consumer demands in the Consumer Electronics industry. And in 2024, marketers can expect this to continue.

- Traffic for the Consumer Electronics category decreased by 5.8% YoY worldwide, and 3.7% in US.
- Although traffic is steady throughout the year, it **peaks around Black Friday and the holiday season**, with mobile traffic dominating.
- With big brands like Apple and Samsung leading the category, it's no surprise that direct traffic reigns supreme, accounting for 43% of total traffic – up from 41% in 2022.
- **Referral is the third biggest channel here**, in every other industry the third biggest channel is paid.
- This isn't a huge category for influencer marketing, but the reach is 19m and engagement levels for influencers are 4-5x higher than that of brands own channels.
- Even though the category has 'medium' market difficulty, 82% of traffic is taken by the top 1% of websites, making it harder for smaller businesses to break into.

Digital marketing benchmarks: **Traffic**

Channel	Giants (1-10)	Challengers (11-100)	Up-and-comers (101 - 1,000)
All	17.1m	900.8k	51.6k
Direct	7.4m	386.7k	19.3k
Organic	6.3m	326.5k	19.6k
Paid	1.1m	70.3k	4.6k
Referral	1.3m	52.7k	3k
Email	323.8k	16.7k	1.6k
Display	271.8k	24.4k	1.6k
Social	423.4k	23.5k	1.6k

Benchmarks are split into three cohorts based on the volume of traffic that brand receives to its website, AKA: ordered by the biggest digital players:

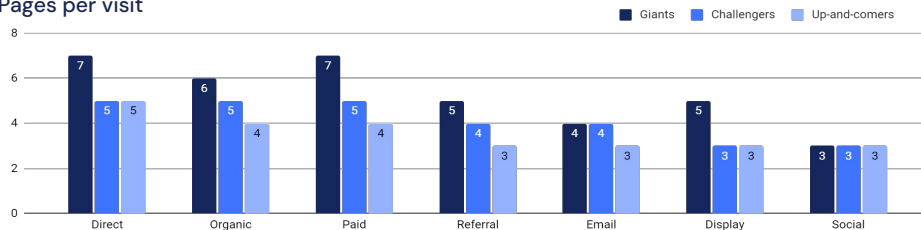
- **Giants:** the top 10 websites in the industry with the most traffic
- **Challengers:** websites in position 11-100 within the industry
- **Up and comers:** websites in position 101 - 1,000 within the industry

*Data from Similarweb

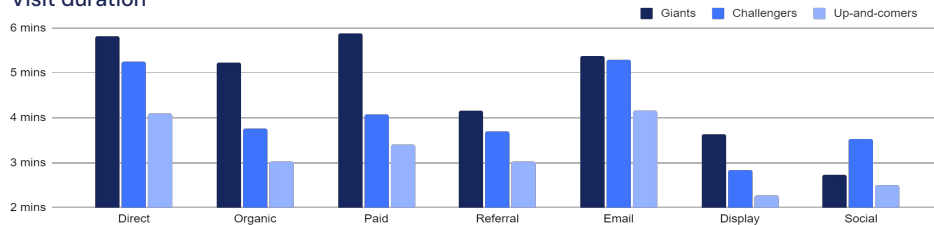
- The All Traffic benchmark for the Giants is a **whopping 17.1m monthly visits**, with 82% of traffic belonging to the top 1% of websites.
- The All Traffic benchmarks for the Challengers is 900k and for the Up-and-comers, 52k.
- There's a difference of over 33,000% between the total traffic of the Giants and the Up-and-comers.
- **Overall organic search traffic is down 8% YoY but paid search increased by the same amount**, suggesting that brands in this category are starting to invest more in their paid strategies.
- Unsurprisingly, Apple and Best Buy are the top traffic leaders across every channel.

Digital marketing benchmarks: Engagement

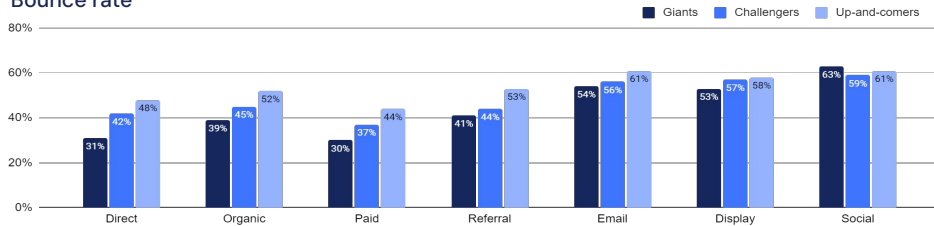
Pages per visit



Visit duration



Bounce rate



*Data from Similarweb

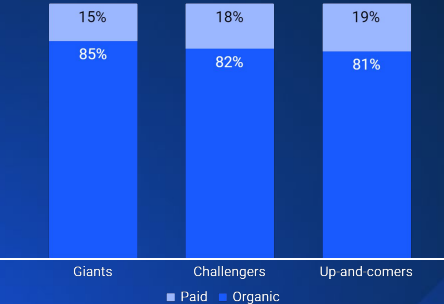
- The Giants lead in terms of engagement levels, with the most pages per visits, visit duration and lowest bounce rates (on average) across all channels.
- The Challengers, however, are close contenders in direct, referral and paid traffic. In fact, Challengers get just as much email engagement as the Giants.
- **Bounce rates are lowest for paid search overall**, but at 44% for the Up-and-comers group, there's still a lot of room for optimization.
- Social is the lowest performing channel for each website group, which is consistent with several other industries.

Digital marketing benchmarks: Search deep-dive

SEARCH OVERALL

Adding organic and paid together gives us the share of 'search' traffic – equating to around 42 – 46%, which is consistent across all three cohorts (from Giants to Up-and-comers).

For marketing teams it's also crucial to see the split of organic vs paid as a total, to ensure you're not too far from the industry benchmark, for this category the split stands at:



ORGANIC

Giants: 36.6% of total traffic is organic
Challengers: 36.3% of total traffic is organic
Up-and-comers: 37.9% of total traffic is organic

Direct may take the biggest slice of traffic (43.4%) in the Consumer Electronics category, but organic isn't far behind (36.6%)

Together, direct and branded organic traffic make up 59.9% of overall traffic suggesting strong brand recognition and loyalty rules the roost in this category.

Of the top 100 organic keyword, 97% are branded terms. **The top 5 players all have between 50–94% share of traffic from branded terms**, further proving the need for strong brand identity and awareness.

When filtering the top organic keywords by 'question queries', 72% were **'how to'** searches, which can be used to inform content strategies in 2024.

PAID

Giants: 6.2% of total traffic is paid
Challengers: 7.8% of total traffic is paid
Up-and-comers: 8.9% of total traffic is paid

The average PPC spend per site in the industry is \$845.9k per month.

Apple dominates the search arena, getting 41.5m monthly searches from organic and paid channels combined. In fact, 40% of the top 100 paid keywords lead directly to Apple.

Branded keywords drive the most traffic in the Consumer Electronics category, both organically and through paid search. With such an emphasis on brand recognition, giants in particular should protect their branded terms in PPC campaigns to stop others capitalizing on their traffic.

Up-and-comers should take note of their paid search benchmark to ensure they utilize this channel to increase their brand awareness.

Social benchmarks: Branded channel engagement

# of followers	1k-10k	10k-50k	50k-500k	500k-1M	Over 1M
Distribution	73.7%	18%	7%	0.5%	0.8%
ER	0.7%	0.3%	0.2%	0.1%	0.1%
Comments	0	0	2	5	46
Likes	15	33	102	432	3.5K

- The majority of Electronics and Tech brands fall into the 1k-10k and 10k-50k follower count tiers.
- **Less than 10% have a follower count above 50k**, with just over 1% falling above 500k.
- Brands accounts in this industry garner lower engagement rates, with averages all below 1% – small brands get the highest at 0.7%, while the biggest brands get an average of 0.1%.
- This brings the industry average across the board to 0.6%.

Social benchmarks: Influencer marketing engagement

	Giants (1-10)	Challengers (11-100)	Up-and-comers (101 - 1,000)
Average monthly mentions	723	416	86
Average influencers	447	235	49
Average ER	2.8%	2.7%	2.1%
Average Reach	33m	11m	2.6m

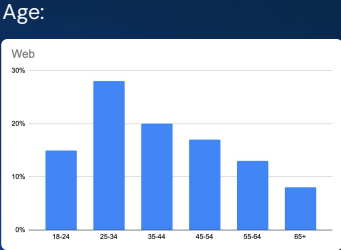
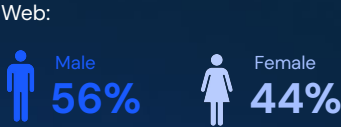
- Influencer collaborations yield positive results for brands in this sector. Giants tend to work with a higher number of influencers per month: 447, resulting in 723 mentions and an ER of 2.8%.
- Challengers got similar results from influencer collaborations with an ER of 2.7%, while Up-and-comers, who also worked with fewer influencers on average, garnered an ER of 2.1% from their partnerships.
- **Influencer collaborations saw the average ER hit levels 4-5 times higher than what brand accounts could achieve on their own.**
- Influencers in this category also focus their content on Reels, with over 50% of all posts; images came in second with around 27%, while carousel posts were the least popular at under 20% of all posts.

Distribution of influencer posts by type



Audience benchmarks: demographics and loyalty

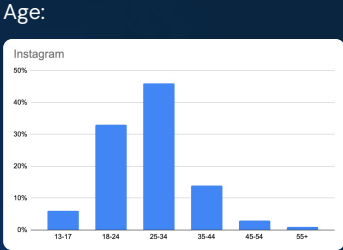
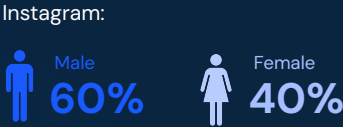
DEMOGRAPHICS



For web traffic, the audience skews slightly towards male, with 56% vs. 44% female. The gender split on Instagram is similar with an audience that is 60% male and 40% female.

On Instagram, 86% of the audience is under 35, whereas on web traffic, this age group makes up only 43%.

The over 35s have a much stronger presence on web, driving over 60% of web traffic.

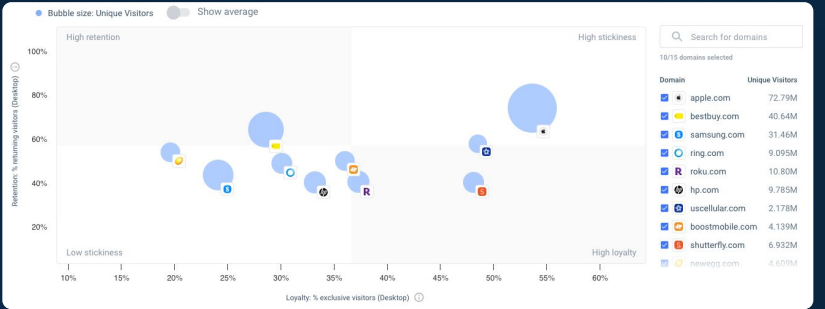


LOYALTY

Similarweb's loyalty metric score for this category is low, at 21% While it's not great news for most, a low level of audience loyalty means more opportunity with 59% of users going on to visit 3 websites or more.



Brands with the most audience loyalty in this category are Apple, UScellular and Shutterfly.





Fashion and Apparel

Fashion and Apparel

Average monthly traffic	1.3bn	
Demand Traffic	+4.7 YoY	
Top players	Top websites by average monthly visits: 1. Macys.com: 84.6m 2. Gap.com: 77.1m 3. Shein.com: 67.5m 4. Nike.com: 55.7m 5. Nordstrom.com: 45m	Top for influencer estimated reach: 1. Louis Vuitton: 104m 2. Gucci: 93.9m 3. Calvin Klein: 75.6m 4. Dior: 74m 5. Amazon Fashion: 70.4m
Top channels	For web traffic: 1. Direct: 48% 2. Organic: 23% 3. Paid search: 15%	
No. of influencers	21k fashion Influencers, with total reach of 327m	
Market domination	52% of traffic taken by top 1% of players	
Category difficulty	Medium	

As an industry of giants but also an industry where many businesses try to break into the US market, it's crucial to compare yourself against true competitors, set yourself realistic KPIs and goals, and follow consumer trends.

- The Fashion and Apparel category grew by **only 0.4% YoY** worldwide, but a strong **4.7% in the US**.
- Traffic numbers surge for this industry in November (the month of Black Friday), with the majority of traffic coming from mobile.
- In a category dominated by big brands like Macys, GAP, Shein and Nike, it's no surprise that Direct traffic dominates, in fact it brings in just **under 50% of the overall traffic**, up by **7.7% from 2022**.
- Ecommerce giant, **Amazon**, is proving itself in the new category of Fashion and Apparel, using Instagram and **influencer marketing as its power source**.
- Despite being a medium for market difficulty, the costs are high with the **average PPC spend per site in the industry being \$4m**.

Digital marketing benchmarks: **Traffic**

Channel	Giants (1-10)	Challengers (11-100)	Up-and-comers (101 - 1,000)
All	11.9m	2.3m	305.5k
Direct	5.7m	1.1m	134.1k
Organic	2.5m	542.6k	69.7k
Paid	1.8m	349.1k	49.1k
Referral	174.3k	55.7k	11.8k
Email	365.9k	40.3k	6.4k
Display	860.1k	126k	17.6k
Social	459.5k	78.4k	16.7k

Benchmarks are split into three cohorts based on the volume of traffic that brand receives to its website, AKA: ordered by the biggest digital players:

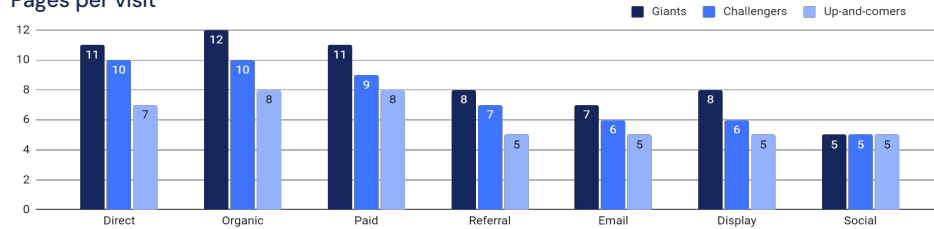
- **Giants:** the top 10 websites in the industry with the most traffic
- **Challengers:** websites in position 11-100 within the industry
- **Up and comers:** websites in position 101 - 1,000 within the industry

*Data from Similarweb

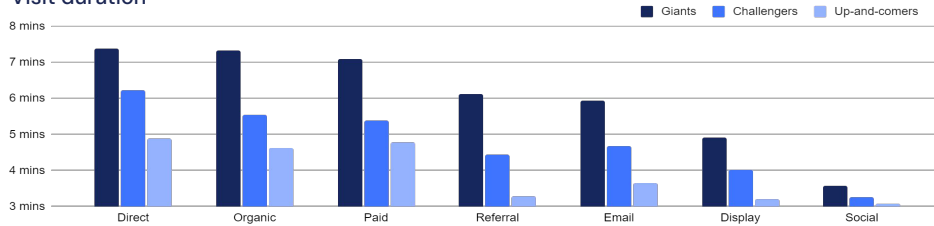
- All traffic monthly benchmark for the Giant (1-10) cohort is just under 12m – which is **82.3% of the category's total traffic**.
- All traffic for Challengers (11-100) stands at **2.3m**, and Up-and-comers (101-1000) should be aiming for around **305k**.
- In fact, all traffic for Giants is **136% more** than that of Challengers, and **190% more** than Up-and-comers.
- Email marketing is seen as the lowest source of traffic for both Challengers and Up-and-comers in the industry, with referral coming a close second.
- Referral traffic may be small in comparison to the industry traffic channels as a whole, but we see Nike.com in referral leaders, well-known for its partnerships and collaborations with other brands.

Digital marketing benchmarks: Engagement

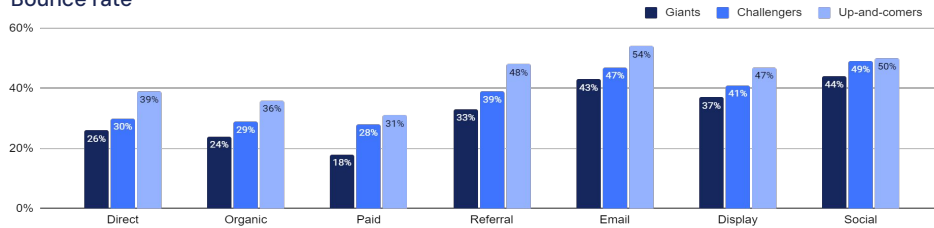
Pages per visit



Visit duration



Bounce rate



*Data from Similarweb

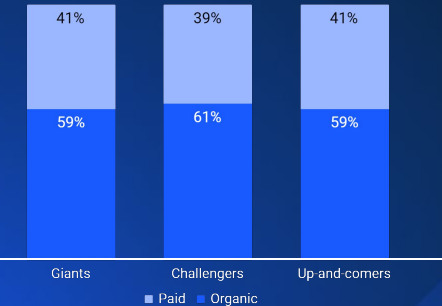
- Up-and-comers have some way to go with their visit duration in comparison to the Giants, with the average amount of time difference being **2 minutes and 6 seconds**.
- The smallest gap between Giants and Up-and-comers for visit duration is through social, with only a **29 second difference** and the same number of pages per visit.
- Paid marketing** works particularly well for Giants, seeing a very **low 18% bounce rate** on these ads.
- It looks like social media is where fashion and apparel brands struggle the most, with an **average bounce rate of 48%** between the three cohorts. This is most likely due to a focus on social commerce rather than driving visits from social to websites.
- The most pages-per-visit for all three cohorts was through organic traffic, showing the **importance of SEO**, ranking on the first page of Google, and winning SERP features.

Digital marketing benchmarks: Search deep-dive

SEARCH OVERALL

Adding organic and paid together gives us the share of 'search' traffic – equating to around 36–39%, which is consistent across all three cohorts (from Giants to Up-and-comers).

For marketing teams it's also crucial to see the split of organic vs paid as a total, to ensure you're not too far from the industry benchmark, for this category the split stands at:



ORGANIC

Giants: 21.3% of total traffic is organic
Challengers: 24% of total traffic is organic
Up-and-comers: 22.8% of total traffic is organic

The top 5 leaders on organic search are **Macys, Nordstrom, Shein, GAP, and Nike**; the same top 5 category leaders, but in a different order showing a difference in strategies between them.

The top non-branded and organic search terms included **"wedding guest dresses", "shoes" "prom dresses" "essentials hoodie" "dresses"**

9 out of the top 15 question queries related to the fashion industry on organic search were related to shoes, including **"how to measure shoe size" "how to clean shoes" and "how to clean suede shoes"**.

PAID

Giants: 14.8% of total traffic is paid
Challengers: 15.4% of total traffic is paid
Up-and-comers: 16.1% of total traffic is paid

Average PPC spend per site in the industry is \$4m per month, which is extremely high.

The category leader for paid search is **shein.com**, with a huge average visit time of **12 minutes 55 seconds**, and low bounce rate of **13.33%**.

The top paid keywords for 2023 so far are **"cargo pants", "shoes", "wedding guest dresses", "linen pants"**.

Social benchmarks: **Branded channel engagement**

# of followers	1k-10k	10k-50k	50k-500 k	500k-1M	Over 1M
Distribution	66.1%	25.8%	7.7%	0.3%	0.2%
ER	0.7%	0.2%	0.2%	0.1%	0.1%
Comments	1	1	2	4	16
Likes	18	29	66	255	2.4K

- In terms of followers, most fashion brands with an active presence on social media fall onto the smaller side, at 1k-10k followers, or 10k-50k.
- A small minority have audiences above the 500k mark.
- Engagement rates for brand accounts in this industry are relatively low; smaller brands have the highest at just above 0.7%, while the largest brands see engagement rates below the 0.1% level.
- This brings the industry average to 0.5%.

Social benchmarks: Influencer marketing engagement

	Giants (1-10)	Challengers (11-100)	Up-and-comers (101 - 1,000)
Average monthly mentions	2298	2019	625
Average influencers	1362	1170	395
Average ER	1.8%	1.9%	1.6%
Average Reach	92m	76m	25m

- Fashion brands work with a high amount of influencers – from 395 for Up-and-comers, to 1,362 for Giants.
- There is around a 2-to-1 ratio of mentions to influencers in all tiers.
- In terms of engagement rate, the influencer data differs starkly to that of brand accounts; with 1.6% to 1.9%, influencers achieve engagement rates 3-4 times higher than those of brands.
- Influencer marketing is therefore an unmissable channel for brands in this industry, especially those looking to make a meaningful impact and connect with audiences.
- Influencers in this category also focus their content on Reels and carousel posts, with images trailing behind as the least common choice.

Distribution of influencer posts by type



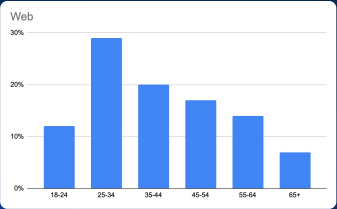
Audience benchmarks: demographics and loyalty

DEMOGRAPHICS

Web:



Age:



The fashion and apparel fans using the web are predominantly female (67%), however we can see a small increase in **male shoppers** going from **31% in 2022** to **33% in 2023**.

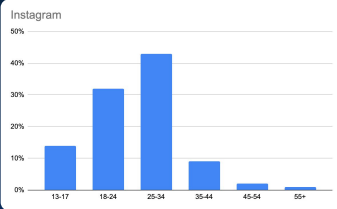
Instagram fashion shoppers clearly start from a young age, with males between the **ages of 13 and 17 taking up 9.6% of the category traffic** from the platform.

For web traffic, the fashion obsession really kicks off from the **ages of 25-34**, before seeing a relatively slow decline into the older age brackets.

Instagram:

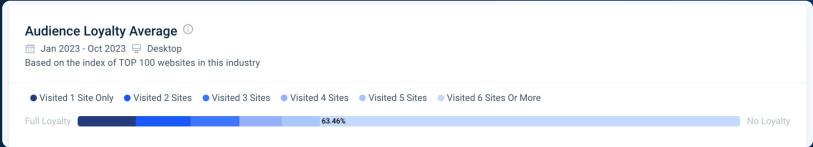


Age:

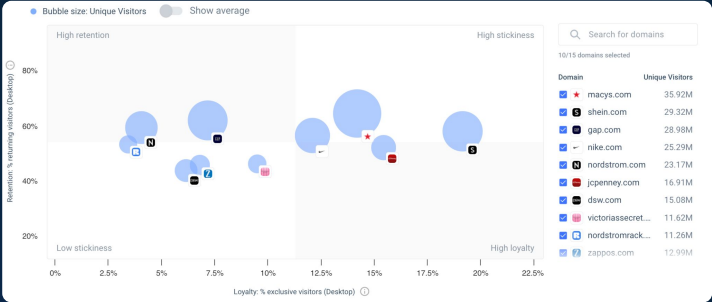


LOYALTY

Similarweb’s loyalty metric score for this category is low, at 8.4%.



Fashion and apparel is an incredibly – and increasingly – competitive industry, with multiple ways to gain the competitive edge and grab a target audience’s attention. It might be price, quality, sustainability, free delivery, free returns, or discounts.





Pet Food and Supplies

Pet Food and Supplies

Average monthly traffic	167.9m	
Demand Traffic	+7.7 YoY	
Top players	Top websites by average monthly visits: 1. Chewy.com: 40.6m 2. Petsmart.com 14.4m 3. Petco.com: 4.3m 4. Thedodo.com: 7.2m 5. Rover.com: 6.9m	Top for influencer estimated reach: 1. PetSmart: 3.8m 2. fi.dogs: 2.5m 3. Chewy: 1.8m 4. Sassy Woof: 0.4m 5. The aDoraBle Pooch Co: 0.4m
Top channels	For web traffic: 1. Direct: 59% 2. Organic: 21% 3. Paid search: 8%	
No. of influencers	21k Influencers, with total reach of 327m	
Market domination	53% of traffic taken by top 1% of players	
Category difficulty	High	

In an animal-loving world, the category of Pet Food and Supplies is as much of an essential as groceries to many.

- Pet Food and Supplies category **grew 8.6% YoY worldwide**, and **7.7% in the US alone**.
- From 2022 to 2023, direct traffic saw a **4.2 percentage point increase** as a traffic source, whereas organic search saw a **decline of 4 percentage points**.
- Direct traffic dominates for both Giants and Challengers, bringing in over **52% and 58% of the traffic for these businesses**, respectively.
- Demand is fairly steady throughout the year, but we've seen a slow increase from April towards the end of the year.
- There's room for more influencers in the world of Pet Food and Supplies, with a gap of 3.4 million in the estimated reach between the category leader, PetSmart and The aDoraBle Pooch Co, who's in at number 5.
- This is a harder category for smaller businesses, with over half of the overall traffic (53%) being taken by the top 10 players.

Digital marketing benchmarks: **Traffic**

Channel	Giants (1-10)	Challengers (11-100)	Up-and-comers (101 - 1,000)
All	3.4m	360.9k	41.6k
Direct	1.8m	210.9k	16.4k
Organic	693.9k	66.9k	10.6k
Paid	564.3k	17.1k	3.3k
Referral	126.8k	37.1k	3.5k
Email	61.1k	12.1k	2k
Display	55.3k	9.3k	3.5k
Social	90.3k	7.2k	2.3k

Benchmarks are split into three cohorts based on the volume of traffic that brand receives to its website, AKA: ordered by the biggest digital players:

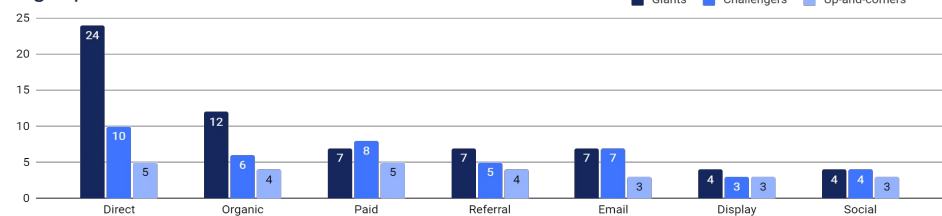
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*Data from Similarweb

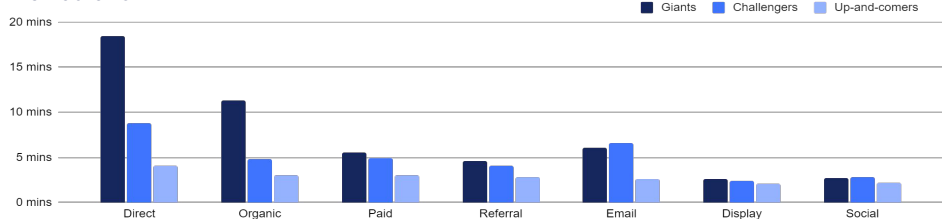
- Referral nearly beats paid search to third place in traffic share, seeing 7.14% compared to paid's 7.5%.
- There's a 161% difference between the amount of direct traffic that giants receive versus the amount Challengers receive.
- Chewy.com is the main leader in this industry, seeing 40.62m monthly visits – compare this to Petsmart which is the second top industry leader, with 14.39m monthly visits. This is a 180.2% difference between the two.
- Email marketing comes in fairly low for all three cohorts – these stats will help determine your strategy. For example, as pet food and supplies are essential for pet owners to some degree, email marketing is less necessary – unless you were promoting a new subscription package or range of dog food to current customers, for example.
- The traffic share from direct traffic for the Up-and-comers is considerably less (39.4%) than the bigger brands who see direct traffic bring in 52.4% (Giants) and 58.4% (Challengers) showing a need to build on brand awareness to stand out as an authoritative brand in this field.

Digital marketing benchmarks: Engagement

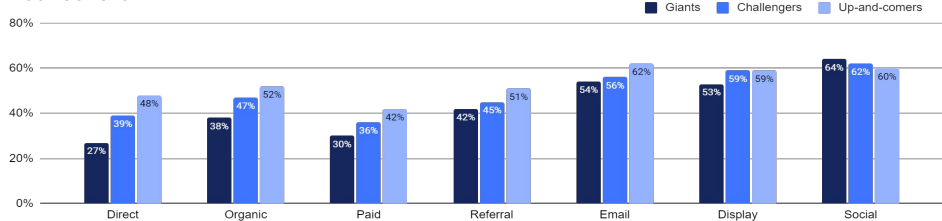
Pages per visit



Visit duration



Bounce rate



*Data from Similarweb

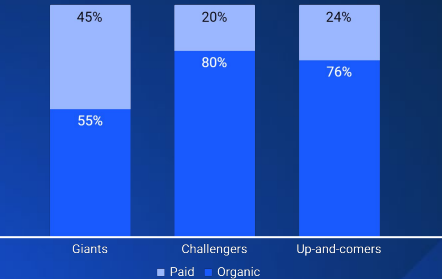
- The average pages-per-visit for Giants through direct traffic is a huge 24 pages, taking up an average visit duration of just under 18 minutes and 30 seconds. This browsing time just shows the range of products, services and information the Giants have.
- Organic traffic also proves successful for the Giants, with an average visit duration of 11 minutes 20 which is over double the visit duration for the Challengers and very nearly quadruple the visit duration of Up-and-comers.
- The bounce rate for the Challengers and Up-and-comers from organic search in particular is on the high-end, indicating the experience on-site doesn't match up to what is advertised on search.
- Despite a low amount of traffic coming from email marketing, the top two cohorts see an average of 7 pages-per-visit which indicates good segmentation and targeting.
- Across all marketing channels, the average number of page visits for the Giants is 9.3, for the Challengers it's 6.1, and for the Up-and-comers it's 3.9.

Digital marketing benchmarks: Search deep-dive

SEARCH OVERALL

Adding organic and paid together gives us the share of ‘search’ traffic – equating to around 33% for up-and-comers and 38% for giants. However, the traffic share from organic and paid together for challengers skews the consistency quite a bit, seeing only 23% of its traffic from search.

For marketing teams it’s also crucial to see the split of organic vs paid as a total, to ensure you’re not too far from the industry benchmark, for this category the split stands at:



ORGANIC

Giants: 20.8% of total traffic is organic
Challengers: 18.5% of total traffic is organic
Up-and-comers: 25.5% of total traffic is organic

Giants’ average monthly traffic from organic search is over 10x more than Challengers’, and around 65.5x the amount of organic visits for Up-and-comers.

One of the top 3 organic keywords for 2023 is “**pet store near me**”, showing how important it is to work on your local SEO

“**how to litter train a kitten**” saw a huge 356.2% increase in traffic between September and October 2023, indicating an influx of new pets.

Kittens weren’t the only new pets either, with “**dog names**” being the 3rd top trending keyword.

PAID

Giants: 16.9% of total traffic is paid
Challengers: 4.8% of total traffic is paid
Up-and-comers: 7.9% of total traffic is paid

Average PPC spend per site in the industry is \$880k per month.

Challengers and Up-and-comers get considerably less traffic through paid marketing, which is likely to do with the high keyword difficulty of the most popular paid keywords.

In terms of non-branded paid keywords, the top three are “**cat tree**”, “**dog food**”, and “**pet supplies**”.

An average PPC spend of \$880k is on the high side, but is largely pushed up because of the big players in the category, on the most competitive terms.

Social benchmarks: Branded channel engagement

# of followers	1k-10k	10k-50k	50k-500 k	500k-1M	Over 1M
Distribution	71.3%	21.2%	6.9%	0.3%	0.2%
ER	1.2%	0.7%	0.6%	0.5%	0.6%
Comments	0	2	4	13	79
Likes	28	80	237	1100	13.5k

- Brands in this industry fall on multiple ends of the spectrum in terms of followers, with the smaller end having a higher concentration; nearly three-quarters of brands have under 10,000 followers.
- Conversely, very few brand have managed to break into the Over 1M+ followers tier.
- Engagement rates for brands in this industry are the highest among small brands, a common trend.
- However, an interesting observation is how steadily engagement rates hold as brand size increases.
- Typically there is a more stark drop-off, but Pet Food brands maintain engagement rates around 0.5% or more on the higher end.
- Due to the vast amount of brands under 10K followers, the average engagement rate for this industry is 1.07%.

Social benchmarks: Influencer marketing engagement

	Giants (1-10)	Challengers (11-100)	Up-and-comers (101 - 1,000)
Average monthly mentions	234	36	22
Average influencers	141	27	13
Average ER	3.1%	2.9%	3.5%
Average Reach	19m	0.8m	0.6m

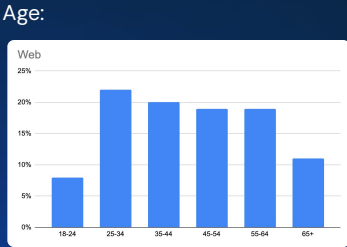
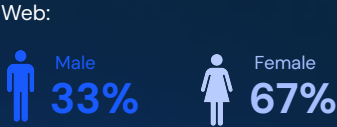
- Engagement rates for influencers in this sector are high across the board, with rates ranging between 2.9% and 3.5%.
- Clearly, influencers have proven successful at generating more interaction with audiences and adding value to the brands they work with.
- Large brands tend to work with a large amount of influencers on a monthly basis, while those outside the top 10 partner with a relatively conservative number of influencers on average.
- In terms of post types, influencers gravitate towards Reels, which naturally yield a higher engagement rate than carousel or static image posts.

Distribution of influencer posts by type



Audience benchmarks: demographics and loyalty

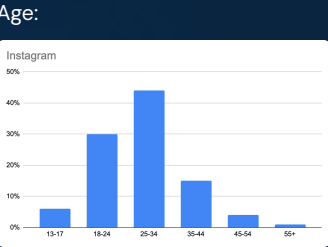
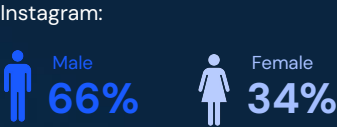
DEMOGRAPHICS



Through web traffic, we can see the audience for this industry is predominantly female (67%).

Comparing to 2022, we can only see a slight increase in male audience, moving from 32% to 33%.

For both Instagram and web, the 24–32 age bracket dominates the entire audience and interestingly, the 18–24 bracket mainly comes via Instagram.

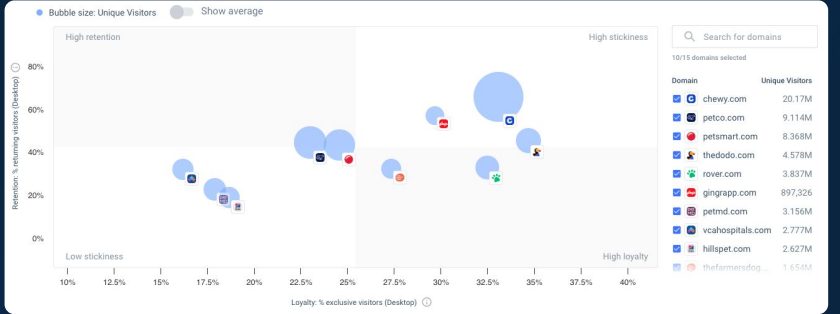


LOYALTY

Similarweb’s loyalty metric score for this category is medium, at 25.3%.



Chewy.com takes the lead with its high stickiness, high loyalty and high retention scores, as well as its number of unique visitors. The website’s percentage of exclusive customers is 33.1%, which is above average in the industry.





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