

eToro Leverages Similarweb Insights to Make Smarter Media Buys



eToro is a leading social investing platform with a global community of more than 23 million registered users, across more than 100 countries, each operating under different regulations by region.



“Similarweb is a must have for the marketing department of every company that does business on the web. We know we can trust the data we get from Similarweb.”

Shiran Herzberg
Head of Media Partnerships

CHALLENGE

Finding Reliable Competitive Intelligence Across International Markets

With increased demand for crypto assets, such as bitcoin and dogecoin, eToro is in hyper-growth mode. Fueling that growth requires an extremely effective media buying strategy. However, getting credible insights into local markets, as well as intelligence into the top competitors' in each market is often time-consuming and unreliable.

SUCCESS

Discovering Publishers and Partners to Drive Customer Acquisition

Paid media is integral to eToro's international expansion. As eToro enters new markets, a dedicated media buying team is responsible for driving customer acquisition efforts. The team relies on Similarweb for the following:

- Monitoring competitors' paid media campaigns
- Evaluating potential media outlets, ad networks and partnerships
- Identifying industry trends on a regional basis
- Discovering new traffic sources
- Re-evaluating and optimizing existing media partnerships
- Conducting keyword research

The data has been invaluable in helping the team with its media planning, and also in the negotiation process with publishers, as Similarweb provides trusted, third-party measurement that offers deeper insights into traffic, trends and competitors' campaigns. By seeing what placements, creative and offers are/aren't converting, eToro is able to quickly adjust and ramp-up user acquisition, while improving overall ROI, in order to out-trade the competition and win market share.

Set up a one-on-one demo to learn how their success can be yours. [Contact Us](#)