



# SimilarWeb

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black-friday.de  
Website Analysis Report  
November 2016

View the full analysis at: <https://www.similarweb.com/website/black-friday.de>

# black-friday.de

Jetzt den Black-Friday.de Newsletter abonnieren, Facebook-Fan werden oder unsere App laden und beim Black Friday 2016 keinen Deal verpassen!

Related Mobile Apps:



**Global Rank**  
Worldwide

**26,864 ↑**

**Country Rank**  
Germany 🇩🇪

**1,416 ↑**

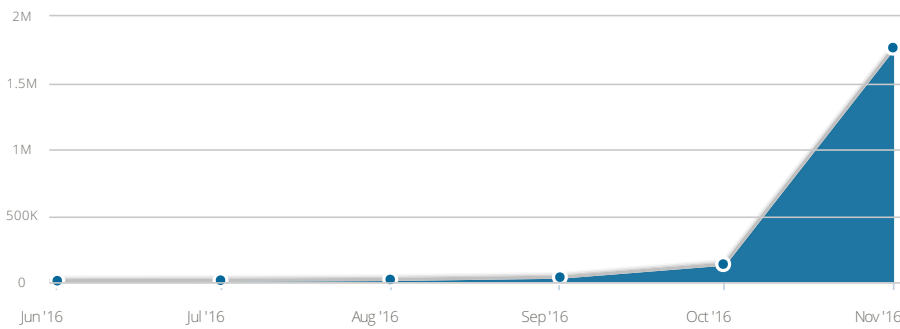
**Category Rank**  
Arts and Entertainment

**3,115 ↑**

## Traffic Overview

### Total Visits

On desktop & mobile web, in the last 6 months



### Engagement

**Total Visits** **1.8M** ↑ 1,201%

**Avg. Visit Duration** **00:02:34**

**Pages per Visit** **2.963168183470..**

**Bounce Rate** **47.48%**

## Traffic by countries

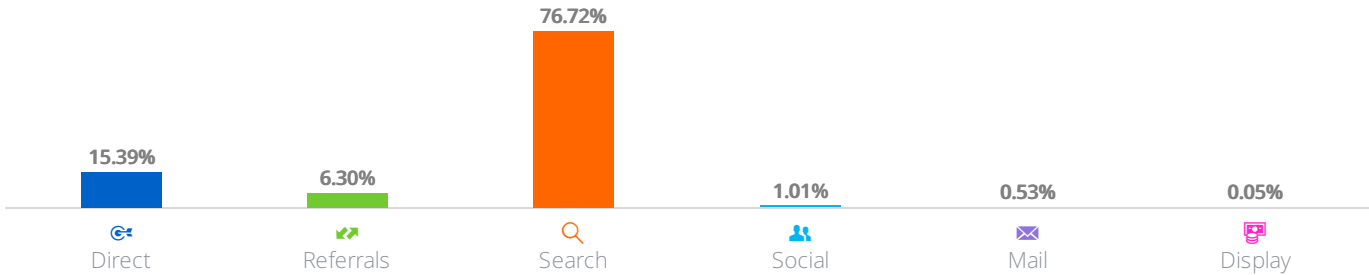
On desktop



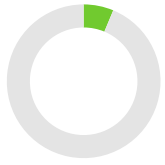
Germany	<b>82.44%</b> ▲ 1,215%
Austria	<b>3.72%</b> ▲ 718.8%
Switzerland	<b>2.52%</b> ▲ 550.4%
Netherlands	<b>1.16%</b> ▲ 464.1%
United Kingdom	<b>0.83%</b> ▲ 679.4%

## Traffic Sources

On desktop



# Referrals



6.3%

Of traffic is from Referrals

## Top Referring Sites:

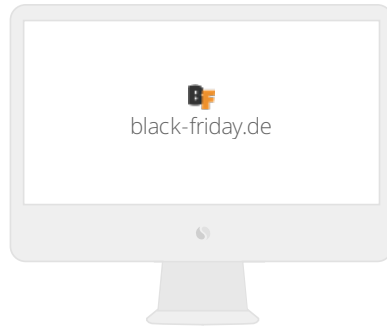
t3n.de  
^ >5000%

onlinemarketingrock..

advertiser.affili.net

idealo.de  
^ 2,755%

stylight.de



## Top Destination Sites

amazon.de  
^ >5000%

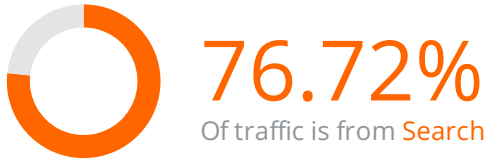
saturn.de  
^ >5000%

arktis.de  
^ 1,249%

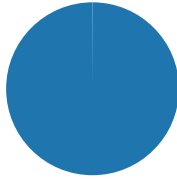
elv.de

apple.com

# Search



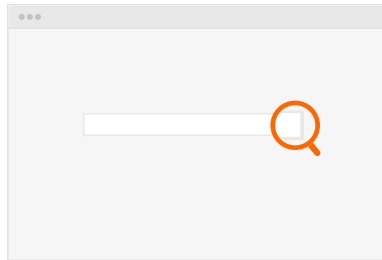
**99.98%**  
Organic Searches



**0.02%**  
Paid Searches

## Organic Keywords:

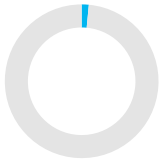
- black friday  
^ 1,134%
- black friday...  
^ 281.8%
- black friday...  
^ 1,534%
- cyber mond...  
^ 331.2%
- blackfriday  
^ 921.5%



## Paid Keywords:

black friday...

# Social



1.01%

Of traffic is from Social

 Facebook



 Reddit



 Youtube



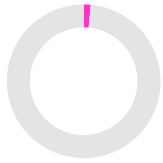
 VKontakte



 Xing



# Display Advertising



0.05%

Of traffic is from Display Ads

## Top Publishers

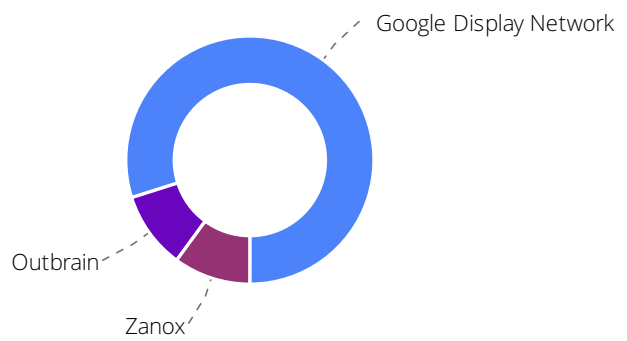
 dnevni-list.ba

 yablyk.com

 islam-live.net

 netzwelt.de

## Top Ad Networks



# Website Content

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## Subdomains

 On Desktop

### Subdomain (2)

### Traffic Share

 black-friday.de



99.9%

 goto.black-friday.de

0.1%



# Audience Interests

## Categories



Arts And Entertainment



Shopping > Clothing



People And Society



Shopping

## Also visited websites

 [digifuchs.ch](https://digifuchs.ch)

 [kettner.com](https://kettner.com)

 [ratgeber-geld-spare..](https://ratgeber-geld-sparen.de)

 [altrk.net](https://altrk.net)

## Topics

dessous

magic

schwangerschaft

ratgeber

haushalt

tests

einrichten

österreich

waffen

lingerie

bikinis

unterwäsche

girokonto

finanzen

tipps

schuhe

accessoires

stiefel

bikini

zum

für

vergleich

geld

sparen



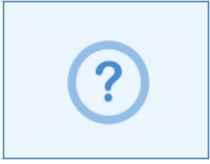







shirts

jacken











socken

# Similar Sites

## Order by Similarity

 blackfridays...	 M macerkopf.d.	 W de.wikipedia.	 CP cyberport.de	 t3n.de
 v-f.ch	 jeff-das-me...	 apfelpage.de	 ottoversand..	 shopmodes..

## Order by Rank

 theblackfrid..	 blackfriday.c..	 mydealz.de	 bfads.net	 giga.de
 CP cyberport.de	 ma-reduc.c...	 P presseporta.	 t3n.de	 jolie.de

# Related Mobile Apps

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 Google Play Store

**BLACK  
FRIDAY  
2016**

Black-Friday.de

 | Google Play | Free



**BLACK  
FRIDAY  
2014**

Black Friday 2014

 | Google Play | Free



# Understanding Today's Digital World

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SimilarWeb provides data and insights to help businesses make better decisions, identify new opportunities and spot the latest Internet and mobile trends. This information is essential for reacting to the Internet's ever-changing environment, building high-reward low-risk campaigns, and understanding the competitive world in which you operate.

**Reveal business opportunities and obtain an in-depth analysis for any app or website with SimilarWeb PRO. To learn more, [contact us for a free consultation.](#)**