

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 6-K

**REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO SECTION 13a-16 OR 15d-16
UNDER THE SECURITIES EXCHANGE ACT OF 1934**

For the month of February 2022

Commission File Number: 001-40394

Similarweb Ltd.

(Translation of registrant's name into English)

**121 Menachem Begin Rd.,
Tel Aviv-Yafo 6701203, Israel
(Address of principal executive offices)**

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

EXPLANATORY NOTE

On February 16, 2022, Similarweb Ltd. (the "Company") issued a press release titled: "Similarweb to Add Mobile Market Data from App Annie, Bringing Together Digital Insights from Web and Mobile App Leaders for the First Time in a Single Platform". A copy of this press release is furnished herewith as Exhibit 99.1 and incorporated herein by reference.

The press release attached as Exhibit 99.1 to this Report on Form 6-K is hereby incorporated by reference into the Registrant's Registration Statement on Form S-8 (File No. 333-256324).

Similarweb to Add Mobile Market Data from App Annie, Bringing Together Digital Insights from Web and Mobile App Leaders for the First Time in a Single Platform

Companies Looking to Accelerate Digital Growth Will Benefit from Unified, Comprehensive Web and App Insights

Tel Aviv — February 16, 2022 — Similarweb (NYSE: SMWB), a leading digital intelligence company, announced a data licensing alliance with App Annie, a leading mobile data and analytics company. Under the agreement, Similarweb will license an important set of App Annie's mobile application market data for incorporation into a new product module in Similarweb's product suite.

For the first time, companies will be able to purchase industry-leading web and mobile app market estimates from a single vendor, enabling them to get a holistic view of digital activity. The new offering, which is expected to be available in Q2, will deliver a powerful competitive advantage as companies look to accelerate their digital growth by optimizing their digital strategy across both web and apps.

"We're excited about the opportunity to work more closely with App Annie, with their history of leadership in mobile app insights. We've been impressed by the quality and accuracy of their data, as well as their careful and considered approach to data collection, which, like Similarweb, is based on high standards of privacy protection and compliance. By bringing together our respective industry-leading data, we will deliver an even more accurate, more comprehensive view of the digital world – a powerful offering that will improve the insight and competitive advantage we create for our customers," said Benjamin Seror, Chief Product Officer, Similarweb.

The new product module will include essential mobile app metrics from App Annie, such as monthly active users, installed base, sessions, and more.

About Similarweb:

As a trusted platform for understanding online behavior, millions of people rely on Similarweb insights to strengthen their knowledge of the digital world. We empower anyone — from the curious individual to the enterprise business leader — to make smarter decisions by understanding why things happen across the digital ecosystem. Learn more here:

<https://www.similarweb.com/corp/about/>

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This Press release may contain certain "forward-looking statements" as defined in Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements reflect our current views regarding our intentions, products, services, plans, expectations, strategies and prospects, which are based on information currently available to us and assumptions we have made. Actual results may differ materially from those described in such forward-looking statements and are subject to a variety of assumptions, uncertainties, risks and factors that are beyond our control, including

those described in our Securities and Exchange Commission filings and reports including the final prospectus for our initial public offering filed with the Securities and Exchange Commission on May 11, 2021, as well as future filings and reports by us. Except as required by law, we undertake no duty to update any forward-looking statements contained in this release as a result of new information, future events, changes in expectations or otherwise.

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