

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 March 2024

Commission File Number: 001-40394

Similarweb Ltd.

(Translation of registrant's name into English)

**33 Yitzhak Rabin St.,
Givatayim, 5348303, 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):

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Completion of Acquisition of Admetricks SpA.

On March 4, 2024, Similarweb Ltd. (“**Similarweb**” or the “**Company**”) announced the completion of its acquisition of Admetricks SpA (“**Admetricks**”). Admetricks, which is a provider of software services that provide estimates of competitor ad spending and results along with planning and budgeting for media campaigns, will further Similarweb’s mission to provide comprehensive data, analytics, and optimization tools for digital marketing and advertising. Admetricks improves the Company’s tools for display advertising, including analysis of online display advertising, which the Company seeks to offer as a more inclusive solution to its customers. The financial terms of the acquisition were not disclosed.

The press release announcing the acquisition is appended as Exhibit 99.1 to this Form 6-K.

Departure of Director

Gili Iohan resigned from the Board of Directors (“Board”) of the Company and from all committees thereof, effective as of March 1, 2024.

Ms. Iohan’s decision to depart from the Board was for personal reasons and not the result of any dispute or disagreement with the Company or its Board.

The information in this Report on Form 6-K, including in Exhibit 99.1 attached hereto is being furnished and shall not be deemed “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that Section, nor shall it be deemed incorporated by reference in any filing made by the Company under the Securities Act of 1933, as amended, or the Exchange Act, except as otherwise set forth herein or as shall be expressly set forth by specific reference in such a filing.

Exhibit Number	Description
99.1	Similarweb Acquires Admetricks to Expand Ad Intelligence Offering

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Similarweb Ltd.

Date: March 4, 2024

By: /s/ Jason Schwartz
Name: Jason Schwartz
Title: Chief Financial Officer

Similarweb Acquires Admetricks to Expand Ad Intelligence Offering

Designed to assist in the optimization of advertising campaigns across platforms, Admetricks will help cement Similarweb as the comprehensive solution for Advertising Intelligence.

Tel Aviv, Israel & New York (March 4, 2024) — Similarweb (NYSE: SMWB) announced today the acquisition of Admetricks, the creator of powerful ad intelligence software, that is slated to form the core of the new Similarweb Ad Intelligence product.

Founded in 2012 in Santiago, Chile and best known for empowering brands to advertise more effectively in Latin America, Admetricks will advance Similarweb's mission of providing the most comprehensive data, analytics, and optimization tools for digital marketing and advertising. Admetricks supports multimillion-dollar ad campaigns, as well as diverse clients with significant growth potential.

"Admetricks' excellence in display advertising intelligence fits naturally with Similarweb's strengths, helping customers understand how to refine their media budgets and improve their reach in display advertising among publishers, retail marketplace advertising and digital marketing more broadly," Similarweb CEO Or Offer said. "We look forward to taking Admetricks' capabilities global. Their existing customers include both regional and global brands selling into Latin America. We want to support this current book of business while also introducing them to the value of the broader Similarweb platform."

"We are proud of what we have accomplished in the past decade and of showcasing that software created in Chile's growing tech community can have worldwide impact," said Admetricks CEO, Felipe del Sol, who co-founded the company with CTO, Patricio del Sol. "We call our employees 'data lovers,' and we are honored to be joining Similarweb's larger family of digital data lovers who put that value into practice every day. Together we will be able to offer a more comprehensive solution for marketing and advertising across channels."

Admetricks' software-as-a-service products include Admetricks Ad Intelligence, which provides estimates of competitor ad spending and results, and Admetricks Media Planner, which assists with planning and budgeting for media campaigns. Clients include many global brands in the automotive, banking, telecommunications, and retail industries, as well as advertising and marketing agencies, publishers, broadcasters, and digital media companies. Admetricks already has technical integration with Similarweb making the acquisition even more seamless, having previously partnered for access to Similarweb data sets.

Similarweb currently offers extensive intelligence for cross-channel performance including search engine advertising and organic SEO, and Admetricks will significantly improve its tools for display advertising. Admetricks will further strengthen Similarweb's capabilities in analyzing online display advertising, a sector estimated to attract \$174.4 billion in spending in 2024, according to Statista.

In addition to forming the basis for a forthcoming advancement to the Similarweb Ad Intelligence product, Similarweb plans to incorporate Admetricks' analytics into other aspects of the Similarweb Digital Data focused on understanding the overall strength of digital brands as competitors, partners, or investments. "Like Similarweb's 2022 acquisition of the Rank Ranger SEO platform, we see the addition of Admetricks as adding to Similarweb's core strengths and allowing us to deliver a more well-rounded solution for marketers, publishers, and advertisers," said Baruch Toledano, VP and General Manager of Digital Marketing Solutions at Similarweb.

Admetricks will continue to operate as Admetricks, a Similarweb company. Financial terms of the acquisition were not disclosed.

About Similarweb

Similarweb powers businesses to win their market with leading Digital Data. Similarweb reveals what is happening online and provides businesses with the essential digital data & analytics needed to build strategy, optimize customer acquisition, and increase monetization. We empower our users to be the first to discover and capture the best business opportunities and stay alert to react instantly to emerging threats to their business. Similarweb products are easy to use and integrated into users' workflow, powered by advanced technology, and based on comprehensive digital data.

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This press release is intended for informational purposes. **The development, release, and timing of any products, solutions, services, features, or functionality remain at the sole discretion of Similarweb and are subject to change.**