

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 August 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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Appointment of Director.

On August 14, 2024, Similarweb Ltd. (“**Similarweb**” or the “**Company**”) announced the appointment of Kipp Bodnar to its Board of Directors, as a Class II director, effective September 5, 2024.

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

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 Appoints Hubspot CMO Kipp Bodnar to Board of Directors

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: August 14, 2024

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

Similarweb Appoints Hubspot CMO Kipp Bodnar to Board of Directors

TEL AVIV, Israel – August 14, 2024 – Similarweb Ltd. (NYSE: SMWB), a leading digital market intelligence company, is proud to announce the appointment of Kipp Bodnar to its Board of Directors, effective September 5, 2024. Bodnar, currently Chief Marketing Officer at HubSpot (NYSE: HUBS), brings a wealth of experience in scaling SaaS businesses, driving growth, and enhancing customer engagement on a global scale.

"We are excited to welcome Kipp to our board," said Or Offer, Co-Founder and CEO of Similarweb. "His proven track record at HubSpot, where he played a key role in shaping the company's marketing strategy and driving exponential growth, aligns perfectly with Similarweb's mission to empower businesses with unparalleled digital insights. Kipp's expertise will be instrumental as we continue to expand our market leadership and deliver even greater value to our customers."

Kipp Bodnar shared his enthusiasm about joining the board, saying, "I am thrilled to join the Similarweb team, a company I have long admired for its innovative approach to digital intelligence. The parallels between my work at HubSpot and Similarweb's goals are clear, and I look forward to partnering with the team and contributing to the company's continued success in the rapidly evolving digital landscape."

Bodnar is the Chief Marketing Officer of HubSpot, where he sets the global marketing strategy to drive awareness and demand for HubSpot's products. Before becoming CMO, Kipp served as Vice President of Marketing, overseeing global demand generation, building out the EMEA and APAC marketing teams, and managing field marketing, localization, strategic partnerships, and social media. Additionally, Kipp is a marketing advisor for several SaaS companies and co-author of *The B2B Social Media Book*. He holds a BA in journalism from Marshall University.

Bodnar's appointment comes as Similarweb continues to expand its offerings and global reach while accelerating its revenue growth and profitability. His experience in building and leading successful marketing strategies at HubSpot will bring valuable insights and expertise to Similarweb's board, further strengthening the company's strategic direction.

About Similarweb

Similarweb powers businesses to win their markets with Digital Data. By providing essential web and app data, analytics, and insights, we empower our users to discover business opportunities, identify competitive threats, optimize strategy, acquire the right customers, and increase monetization. Similarweb products are integrated into users' workflow, powered by advanced technology, and based on leading comprehensive Digital Data.

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