

**FORM 6-K**

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

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

**For the month of September 2024**

**Commission File Number: 001-40394**

**Similarweb Ltd.  
(Translation of registrant's name into English)**

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**33 Yitzhak Rabin Rd.  
Givatayim 5348303, Israel  
(Address of principal executive offices)**

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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**

Similarweb Ltd. (the "Company") today announced the results of its annual general shareholders meeting (the "Meeting"), which was held at 4:00 p.m. (Israel time) on September 5, 2024, at the Company's offices at 33 Yitzhak Rabin Rd., Givatayim, 5348303, Israel.

At the Meeting, the Company's shareholders voted upon and approved, by the respective requisite majority in accordance with the Israeli Companies Law, 5759-1999, and the Company's articles of association, all proposals that were described in the Company's proxy statement related to the Meeting, which was attached as Exhibit 99.1 to the Company's Report of Foreign Private Issuer on Form 6-K furnished to the Securities and Exchange Commission on August 1, 2024.

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This Report of Foreign Private Issuer on Form 6-K is incorporated by reference into the Company's registration statements on Form S-3 (Registration No. 333-279295) and Form S-8 (Registration Nos. 333-256324, 333-264307, 333-270793 and 333-277449).

**Election of New Board Members.**

At the Meeting, the Company's shareholders voted upon and approved, the election of Ms. Lisa Campbell and Mr. Barak Eilam as Class III directors.

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

The information 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
<a href="#">99.1</a>	<a href="#">Similarweb Welcomes Lisa Campbell and Barak Eilam to its Board of Directors</a>

**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, thereunto duly authorized.

**Similarweb Ltd.**

Date: September 5, 2024

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

## Similarweb Welcomes Lisa Campbell and Barak Eilam to its Board of Directors

**TEL AVIV, Israel – [September 5, 2024]** –Similarweb Ltd. (NYSE: SMWB), a leading digital market intelligence company, is pleased to announce the appointment of Lisa Campbell and Barak Eilam to its Board of Directors, with overwhelming support at the general meeting of shareholders earlier today. Their extensive experience in scaling and leading successful SaaS and technology companies will further enhance Similarweb's strategic growth and industry leadership.

Or Offer, Co-Founder and CEO of Similarweb, commented, "I am thrilled to welcome Lisa and Barak to our Board of Directors. They each bring extensive experience in growing and scaling software companies, and a deep understanding of business strategy and technology that align perfectly with Similarweb's vision for the future. The recent additions to our Board, including Kipp Bodnar, CMO of HubSpot, reflect our commitment to investing in top-tier leadership, as part of our broader strategic efforts to become the world's leading digital data company. I am confident that Barak, Lisa and Kipp's insights and guidance will contribute to our ongoing success and innovation, as we continue our mission to empower businesses with unparalleled digital intelligence."

Lisa Campbell brings over two decades of experience in business strategy and marketing. Most recently, she served as Chief Marketing Officer at OneTrust, where she was instrumental in driving the company's market expansion and brand recognition. Prior to OneTrust, Lisa served as the Chief Marketing Officer of Autodesk, Inc. Her deep expertise in managing global eCommerce businesses, industry strategy, and marketing across diverse sectors makes her a valuable addition to Similarweb's board. Lisa also serves on the board of Dropbox Inc. (NASDAQ: DBX), contributing her insights to its Audit, Nomination, and Governance committees.

Barak Eilam, the current CEO of NICE Ltd. (NASDAQ: NICE), brings a wealth of experience in executive management and business development. Under his leadership, NICE has seen significant global expansion and innovation, particularly in the realms of customer experience and data analytics. With a strong background in sales, product management, and technology, Barak previously successfully led NICE's American division and founded its Interaction Analytics Global Business Unit. His expertise in driving strategic initiatives and leading high-performing teams will be invaluable as Similarweb continues to strengthen its position as a global leader in digital intelligence.

Or Offer added, "Lisa and Barak's impressive track records in driving growth and navigating the complexities of the technology sector make them exceptional additions to our board. Their guidance will be instrumental as we continue to execute on our strategic priorities and deliver value to our shareholders."

### 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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