

FORM 6-K

**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 October 2025
Commission File Number: 001-40394**

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

**33 Yitzhak Rabin Rd.,
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 ☐

Explanatory Note

On October 27, 2025, Similarweb Ltd. ("Similarweb" or the "Company") announced the appointment of Ran Vered as Chief Financial Officer, effective December 21, 2025. The Company issued a press release titled "Similarweb Names Ran Vered Chief Financial Officer" A copy of the press release is furnished as Exhibit 99.1 herewith.

Exhibit 99.1 is hereby expressly incorporated by reference into the registrant's registration statements on Form S-8 filed with the Securities and Exchange Commission on February 27, 2025 (File no. 333-285314), February 28, 2024 (File no. 333-277449), on March 23, 2023 (File no. 333-270793), on April 15, 2022 (File no. 333-264307) and on May 20, 2021 (File No. 333-256324) and registration statement on Form F-3 filed with the Securities and Exchange Commission on May 10, 2024 (File no. 333-279295).

Exhibit No.	Description
99.1	Similarweb Names Ran Vered Chief Financial Officer

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: October 27, 2025

By: /s/ Or Offer
Or Offer
Chief Executive Officer

Similarweb Names Ran Vered Chief Financial Officer

TEL AVIV, Israel--(October 27, 2025)-- Similarweb Ltd. (NYSE: SMWB), a leading provider of digital intelligence, today announced the appointment of Ran Vered as Chief Financial Officer, effective December 21, 2025.

Mr. Vered brings more than two decades of finance experience with a proven track record in driving growth, efficiency, and strategic transformation. Most recently, he served as CFO of Lusha, a high-growth SAAS Sales Intelligence enterprise software for B2B data. Prior to Lusha, he served as CFO of Ceragon Networks Ltd. (Nasdaq: CRNT) and Radcom Ltd. (Nasdaq: RDCM). Earlier in his career, he held senior finance roles at Amdocs (Nasdaq: DOX), a global software and services provider.

Mr. Vered is a CPA and holds an MBA from Tel Aviv University and a Bachelor of Business Administration and accounting from The Israeli College of Management Studies.

"Ran brings deep financial leadership experience across both public and high-growth technology & data companies," said Or Offer, CEO of Similarweb. "His background scaling data businesses and navigating public markets will support our next phase of growth and operational excellence. We're excited to welcome him to the team."

"Similarweb sits at the center of a global shift toward data-driven decision-making and AI-powered insight," said Ran Vered. "I'm thrilled to join the company at such an exciting moment and look forward to contributing to its continued growth and strategic execution."

This appointment further strengthens Similarweb's executive team as the company accelerates enterprise adoption, expands AI-driven data monetization, and executes on its long-term financial and operational goals.

Similarweb will release third quarter 2025 financial results for the period ended September 30, 2025, on Tuesday, November 11, 2025, after the close of trading on the New York Stock Exchange.

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's products are integrated into users' workflow, powered by advanced technology, and based on leading comprehensive Digital Data.

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