

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 March 2026
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 March 26, 2026, Similarweb Ltd. ("Similarweb" or the "Company") announced the appointment of Harel Beit-On as Chairman of its Board of Directors. The Company issued a press release titled "Similarweb Appoints Harel Beit-On as Chairman of its Board of Directors". 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 March 2, 2026 (File no. 333-293912), 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 Appoints Harel Beit-On as Chairman of its 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.

Date: March 26, 2026

Similarweb Ltd.

By: /s/ Ran Vered
Ran Vered
Chief Financial Officer

Similarweb Appoints Harel Beit-On as Chairman of its Board of Directors

TEL AVIV, Israel — March 26, 2026 -- Similarweb Ltd. (NYSE: SMWB), a leading digital market intelligence company, today announced the appointment of Harel Beit-On as Chairman of its Board of Directors. Mr. Beit-On has served as a member of Similarweb's Board since 2017 and brings more than 30 years of experience in leadership positions and investment in technology companies. A co-founder and General Partner of the Viola Group, Mr. Beit-On has a strong investment track record as well as a long standing familiarity with Similarweb.

Or Offer, Founder and CEO of Similarweb, said, "Harel has been a trusted advisor, mentor, and partner to me and to Similarweb over many years. As AI transforms how decisions are made across every industry, we believe Similarweb is uniquely positioned to become a foundational data layer powering this shift. Harel's perspective, and ten years working closely with the company positions him really well for the role."

"I am honored to assume the role of Chairman and to continue working closely with Or and the Similarweb leadership team. Similarweb has built a unique and highly valuable digital data asset that provides critical insights to customers worldwide. I firmly believe that we are only beginning to realize the opportunity this data asset provides in the age of AI", Harel Beit-On said. He added "I plan to support Similarweb's strategic growth plans and its focus on generating long term shareholder value."

Mr. Beit-On is one of the co-founders of the Viola Group and Founder of Viola Growth, where he serves as General Partner. He previously served as CEO, President and Chairman of Tecnomatix, leading the company through its sale to UGS. He also served as the Chairman of ECtel (NASDAQ: ECTX) and as Chairman of Lumenis (NASDAQ: LUME). He currently sits on the boards of several technology companies. Mr. Beit-On holds a B.A. in Economics from The Hebrew University of Jerusalem and an MBA from the MIT Sloan School of Management.

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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