



COMPETITOR ANALYSIS

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WEBSITE TRAFFIC AND VISITOR ENGAGEMENT

In this section, data on competitors web traffic is shown for all countries and all devices for the last month; trends are shown for the last year. Please feel free to copy and edit widgets to show data on desktop/mobile separately, specify regions and periods.

Traffic Analytics: Summary

ebay.com | All Devices | All Regions | October 2019

Visits
778.0M +2.28%

Unique Visitors
212.5M +0.63%

Pages / Visit
5.41 -0.44%

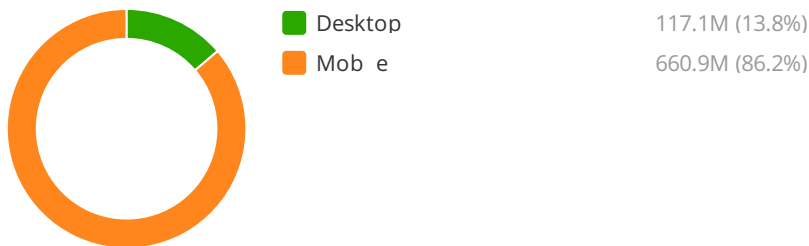
Pages / Visit
5.41 -0.44%

Avg. Visit Duration
09:12 +2.22%

Bounce Rate
41.98% +1.86%

Traffic Analytics: Traffic Share by Device

ebay.com | All Regions | October 2019



Traffic Analytics: Top Traffic by Countries

ebay.com | All Devices | October 2019

Country	All Devices	Desktop	Mobile
United States	66.37% 516.3M	10.90%	89.10%
United Kingdom	6.66% 51.9M	2.97%	97.03%
Germany	2.93% 22.8M	4.89%	95.11%
Australia	2.35% 18.3M	11.23%	88.77%
Canada	1.61% 12.5M	39.89%	60.11%

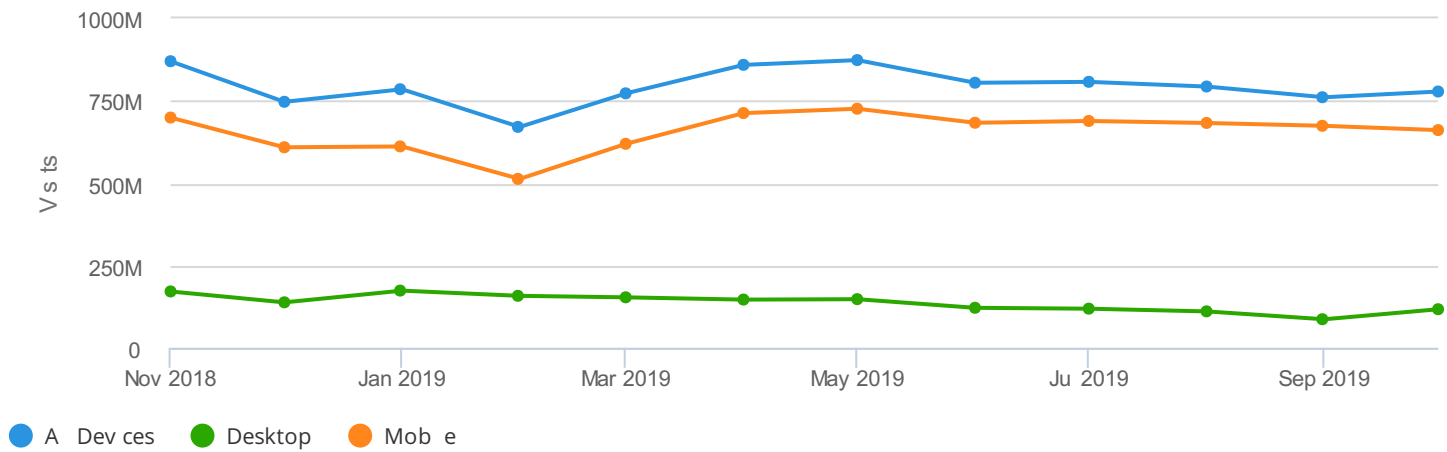
Traffic Analytics: Top Subdomains

ebay.com A Dev ces A Reg ons October 2019

Subdomain	📱 A Dev ces	🖥️ Desktop	📱 Mobile
ebay.com	58.48% 617.2M	18.01%	81.99%
rover.ebay.com	13.66% 144.2M	0.03%	99.97%
m.ebay.com	5.90% 62.2M	< 0.01%	100.00%
sign.ebay.com	3.13% 33.1M	21.39%	78.61%
pay.ebay.com	2.62% 27.6M	25.88%	74.12%

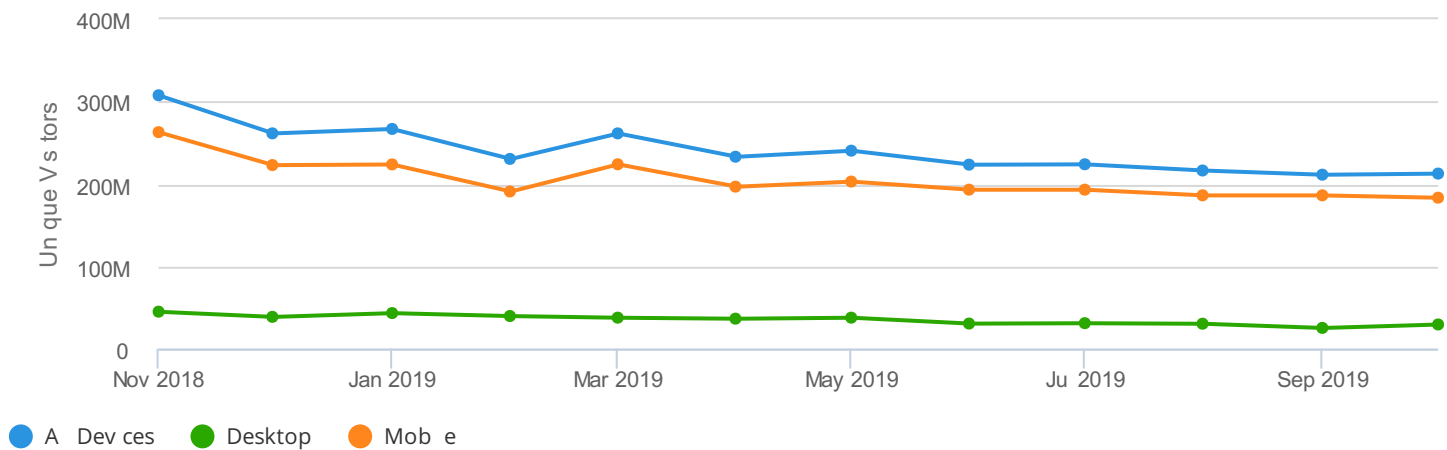
Traffic Analytics: Metrics Chart (Visits)

ebay.com A Reg ons Last 1 year



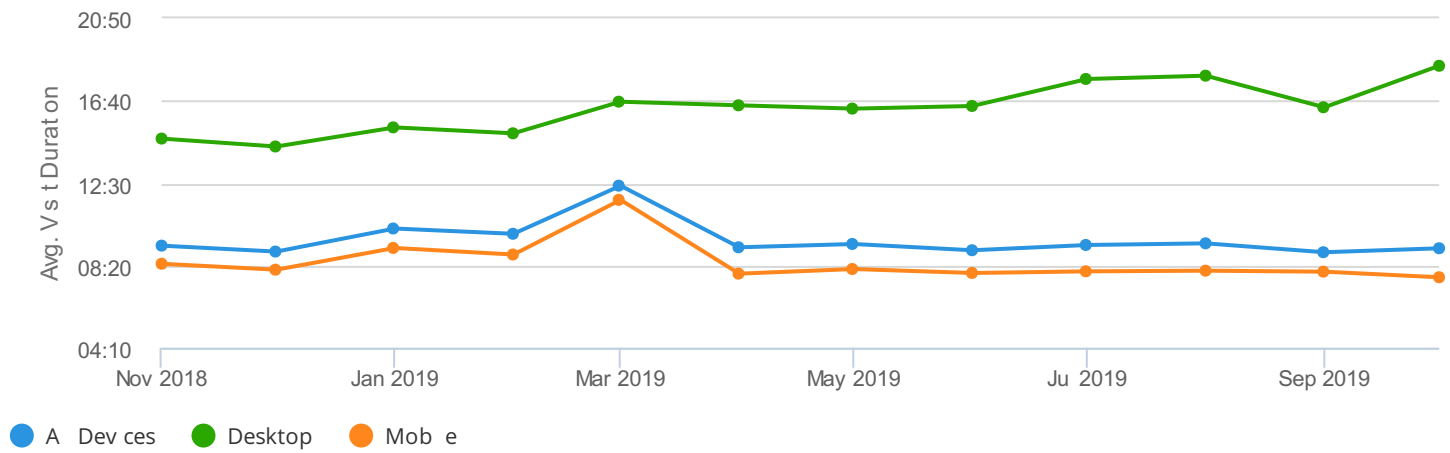
Traffic Analytics: Metrics Chart (Unique Visitors)

ebay.com A Reg ons Last 1 year



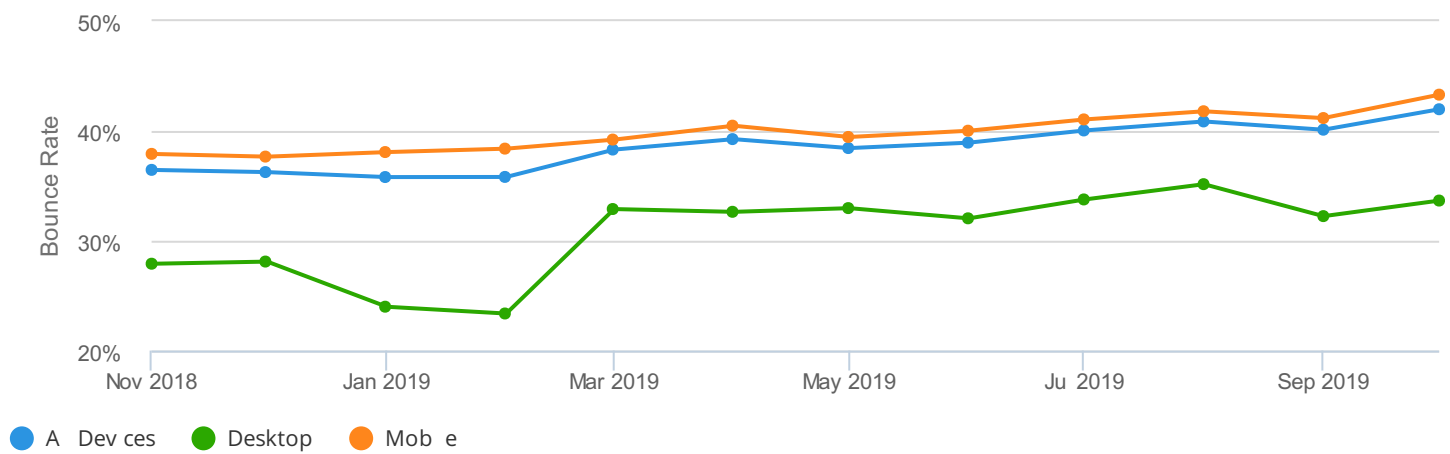
Traffic Analytics: Metrics Chart (Avg. Visit Duration)

ebay.com | A | Registrations | Last 1 year



Traffic Analytics: Metrics Chart (Bounce Rate)

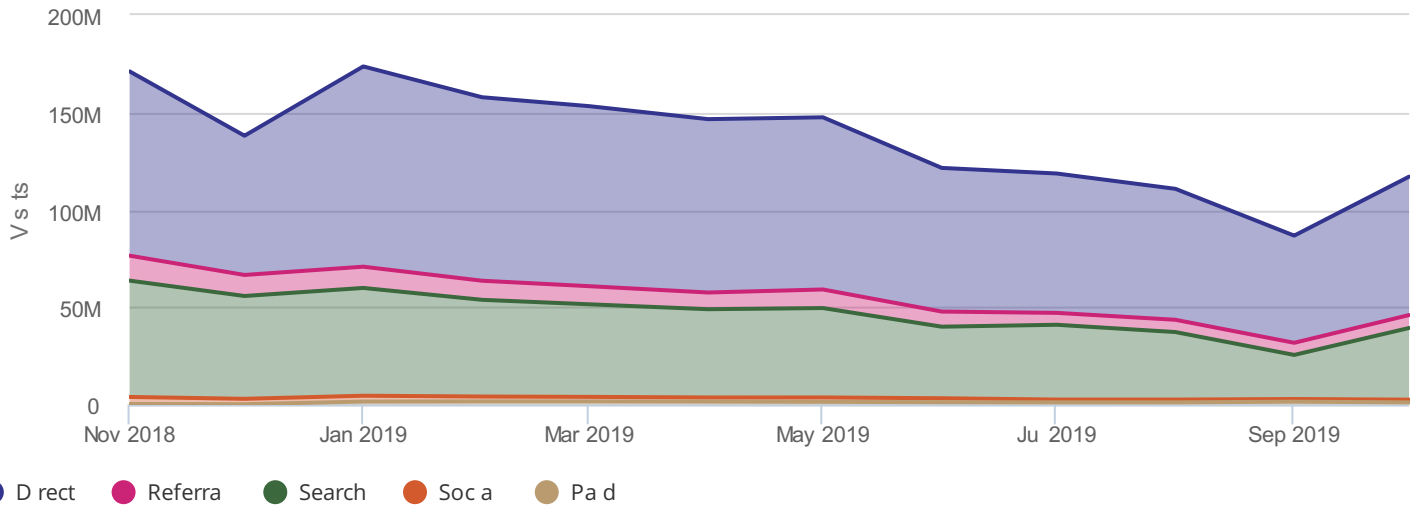
ebay.com | A | Registrations | Last 1 year



Website Traffic Sources

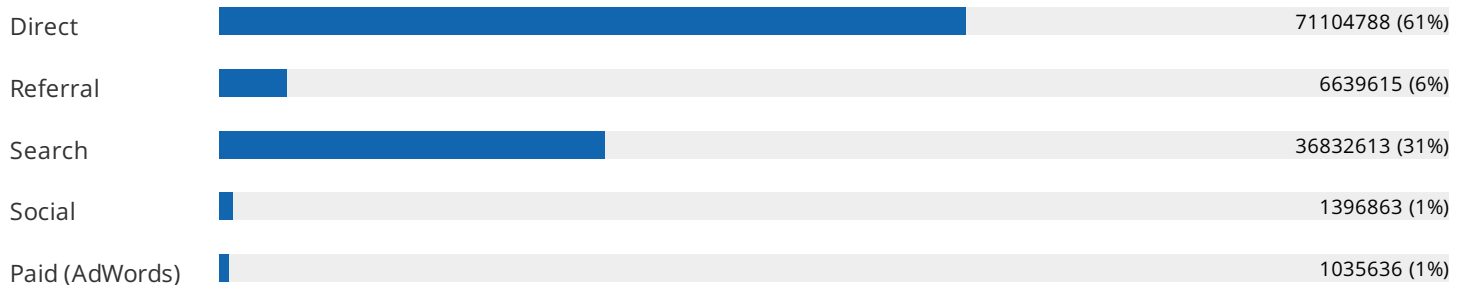
Traffic Analytics: Traffic Sources Trend

ebay.com Desktop A Reg ons Last 1 year



Traffic Analytics: Traffic Sources

ebay.com Desktop October 2019 A Reg ons



Traffic Analytics: Top Referring Sites

ebay.com A Reg ons October 2019

Domain	Traffic Share	Traffic	Changes
googleadservices.com	22.89%	26.2M	+0.42%
amazon.com	12.64%	14.5M	-0.76%
yahoo.com	4.28%	4.9M	+3.03%
walmart.com	2.95%	3.4M	-5.76%
google.com	2.83%	3.2M	-4.93%

Traffic Analytics: Top Search Engines

ebay.com | A Regions | October 2019

Search Engine	Traffic Share	Traffic	Changes
google.com • Google (organic)	75.18%	147.5M	+6.20%
google.com • Google (paid)	17.89%	35.1M	-7.21%
bing.com	1.13%	2.2M	+16.68%
yahoo.com	1.10%	2.2M	+18.37%
yandex.ru	1.03%	2.0M	+7.01%

Traffic Analytics: Top Social Networks

ebay.com | A Regions | October 2019

Social Network	Traffic Share	Traffic	Changes
facebook.com	63.89%	9.5M	-0.94%
youtube.com	13.67%	2.0M	+3.84%
pinterest.com	5.91%	878.9K	-4.13%
reddit.com	4.39%	652.7K	-10.21%
instagram.com	3.90%	580.6K	-0.05%

Comparing Website Traffic to Other Competitors

In this section, you can benchmark a competitor against up to 4 companies including yours. Please note that web traffic data will slightly differ from Google Analytics, as we do not have access to any GA account and all numbers are estimates.

Traffic Analytics: Competitors Comparison (Overview)

A Devices A Regions October 2019

Domain	Vs ts	Un que Vs tors	Pages / Vs t	Avg Vs t Durat on	Bounce Rate
ebay.com	778.0M +2.28%	212.5M +0.63%	5.41 -0.44%	09:12 +2.22%	41.98% +1.86%
amazon.com	1.2B +9.82%	309.4M +3.64%	6.49 -6.29%	11:17 +11.90%	49.67% +0.96%
etsy.com	156.8M +11.33%	70.3M +7.08%	4.99 -7.90%	10:07 +6.49%	52.44% -1.31%

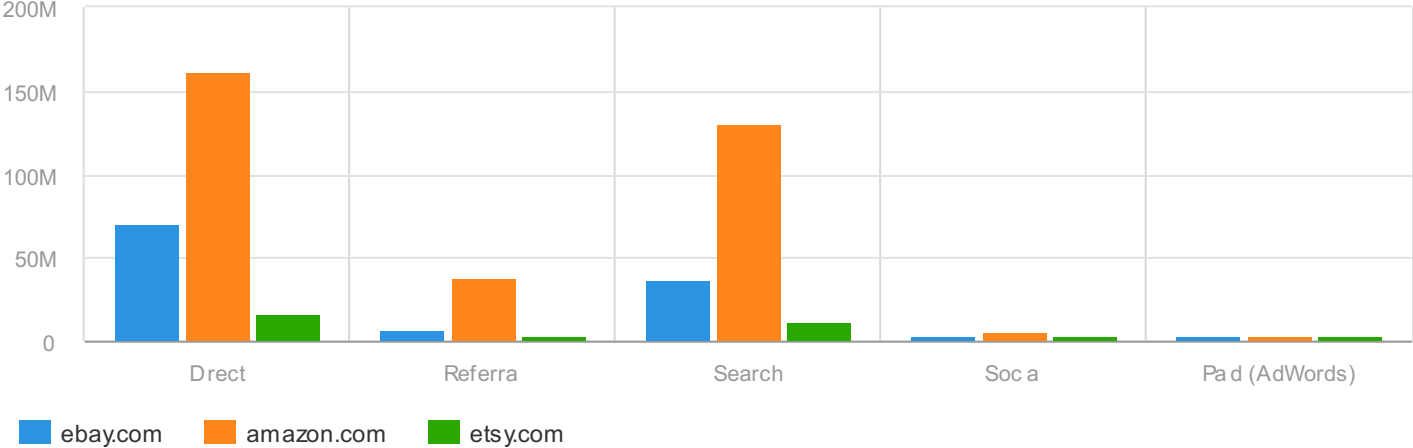
Traffic Analytics: Competitors Comparison (Top Traffic by Countries)

A Devices A Regions October 2019

Country	ebay.com	amazon.com	etsy.com
US	66.37% 516.3M	66.95% 810.1M	61.10% 95.8M
GB	6.66% 51.9M	1.80% 21.8M	7.38% 11.6M
DE	2.93% 22.8M	0.98% 11.8M	4.20% 6.6M
AU	2.35% 18.3M	1.27% 15.3M	2.60% 4.1M
CA	1.61% 12.5M	4.76% 57.6M	4.64% 7.3M
RU	1.34% 10.4M	0.41% 5.0M	1.02% 1.6M
MX	1.14% 8.8M	0.85% 10.2M	0.61% 961.1K
BR	0.79% 6.1M	1.17% 14.2M	0.49% 764.0K
FR	0.72% 5.6M	0.47% 5.7M	2.64% 4.1M
IT	0.70% 5.5M	0.43% 5.2M	1.06% 1.7M
IN	0.68% 5.3M	4.26% 51.6M	1.04% 1.6M
L	0.63% 4.9M	0.44% 5.3M	0.25% 394.2K

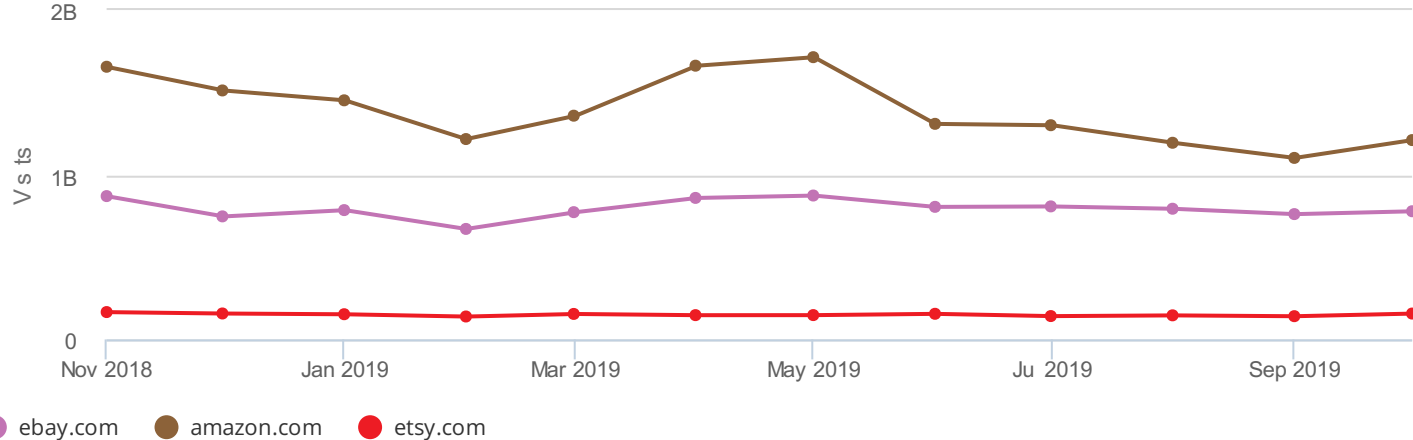
Traffic Analytics: Competitors Comparison (Traffic Sources)

Desktop | All Regions | October 2019



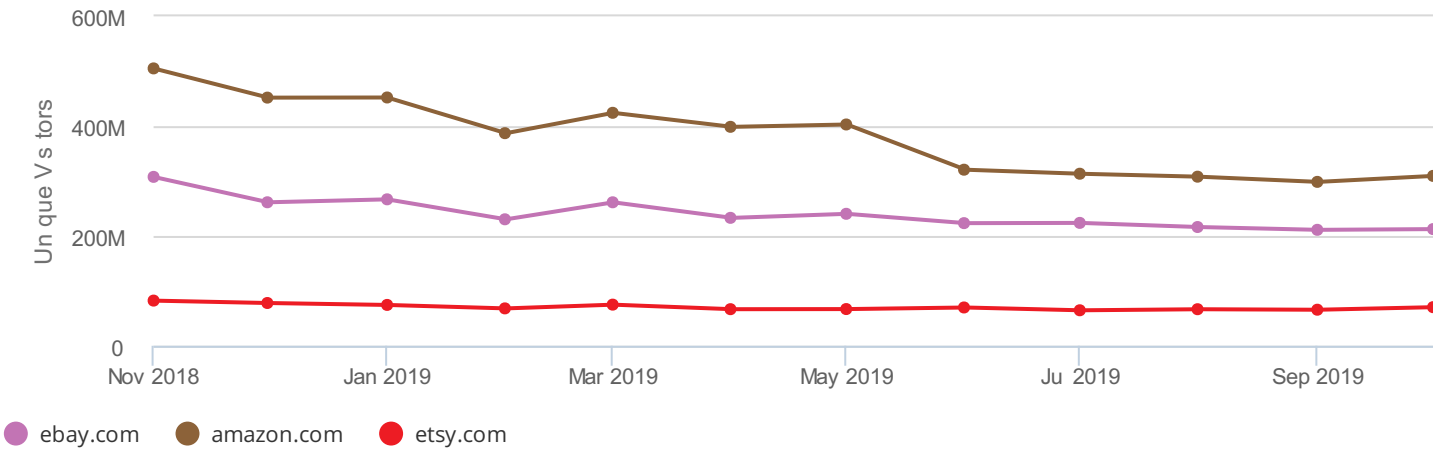
Traffic Analytics: Competitors Comparison Chart (Visits)

All Devices | All Regions | Last 1 year



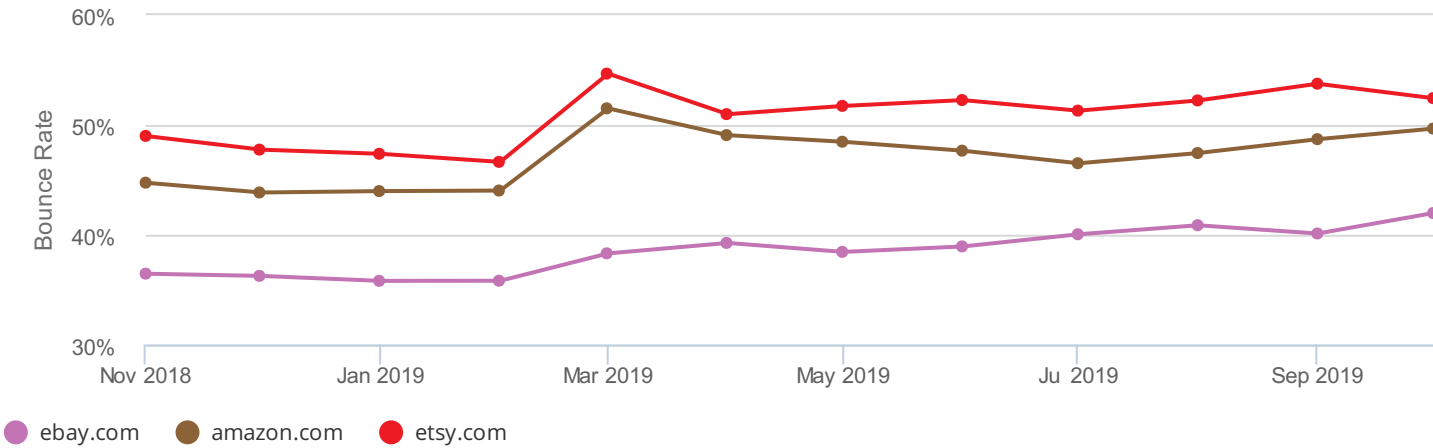
Traffic Analytics: Competitors Comparison Chart (Unique Visitors)

A Dev ces A Reg ons Last 1 year



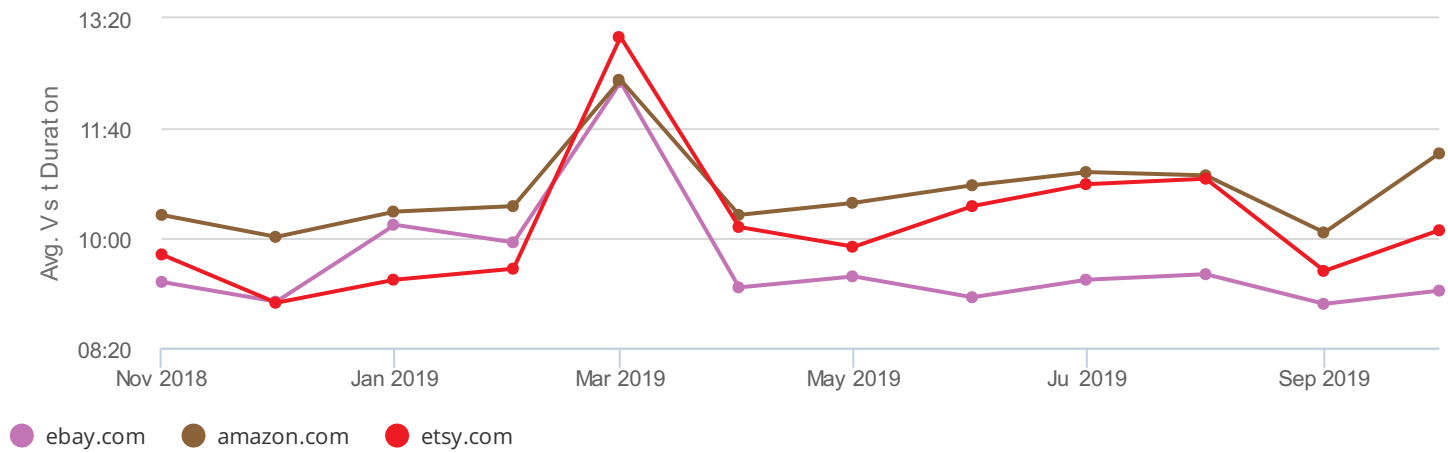
Traffic Analytics: Competitors Comparison Chart (Bounce Rate)

A Dev ces A Reg ons Last 1 year



Traffic Analytics: Competitors Comparison Chart (Avg. Visit Duration)

A Devices A Regions Last 1 year



For more details please refer to the Traffic Analytics tool:

- Most popular pages
- Sites where visitors go after the website
- Audiences overlap
- Bulk analysis
- Full list of countries

www.semrush.com/analytics/traffic/

MARKET OVERVIEW AND MARKET SHARE

For the market overview, please refer to the Market Explorer tool:

- A broad picture of the analyzed market
- Market trends
- Typical marketing mix
- Audience age, gender, and interests
- Competitors market shares
- Similar sites

www.semrush.com/market-explorer/overview/

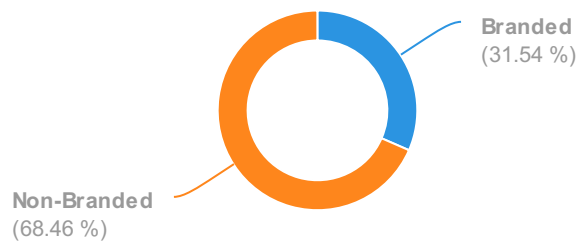
ORGANIC SEARCH PERFORMANCE

In this section, the competitor's organic search performance is shown for the U.S. desktop traffic in the current month. Please feel free to edit widgets to change periods and add data on mobile traffic and other countries as well.

Branded vs Non-Branded

US | ebay.com

31.54% **68.46%**
Branded Traffic Non-Branded Traffic



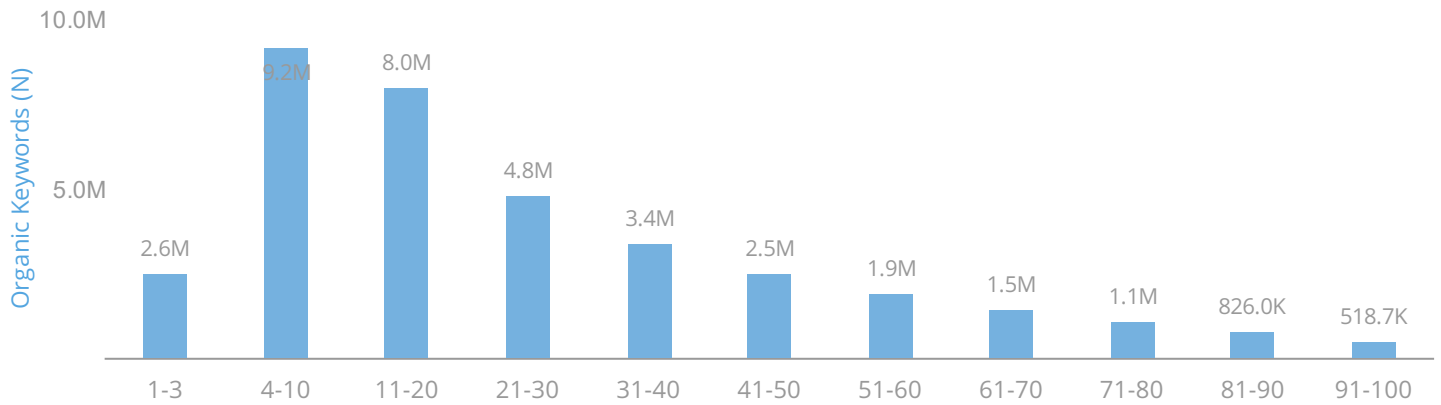
Organic Search: Top Keywords (36,343,469)

US | ebay.com

Keyword	Pos	Volume	CPC (USD)	Traffic
ebay	1 (1)	37,200,000	0.95	28.34%
ebay motors	1 (1)	1,220,000	0.67	0.92%
ebay.com	1 (1)	823,000	0.99	0.62%
ebay usa	1 (1)	368,000	0.27	0.28%
www.ebay.com	1 (1)	201,000	1.78	0.15%

Organic Search: Keyword Position Distribution

US ebay.com



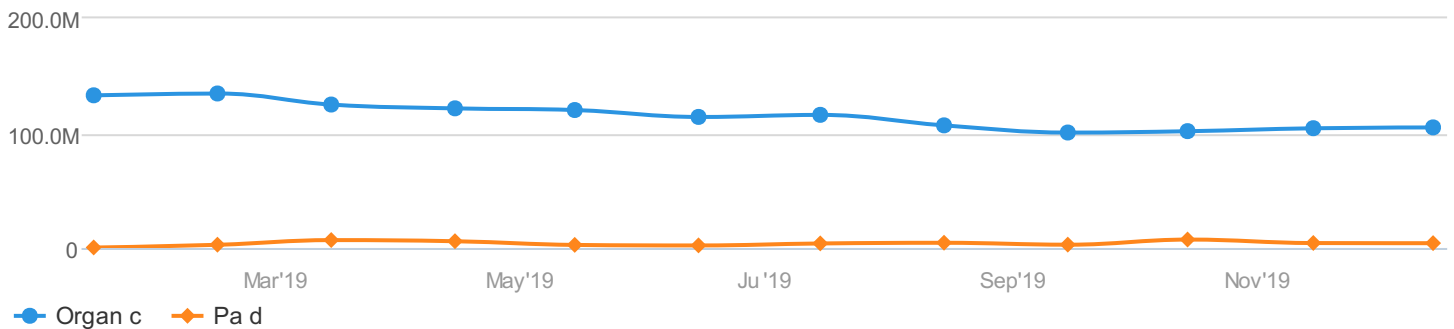
Organic Search: Top Pages

US ebay.com

URL	Traffic %	Keywords
https://www.ebay.com/	29.88	11,395
https://www.ebay.com/b/Auto Parts and Vehicles/6000/bn-1865334	0.95	5,131
https://www.ebay.com/sign/	0.29	576
https://www.ebay.com/help/home	0.25	1,288
https://www.ebay.com/help/buying/paying-items/paying-paypal?d=4033	0.10	1,155

Traffic: Organic vs Paid

ebay.com US 1 Year



Competition in Organic Search results

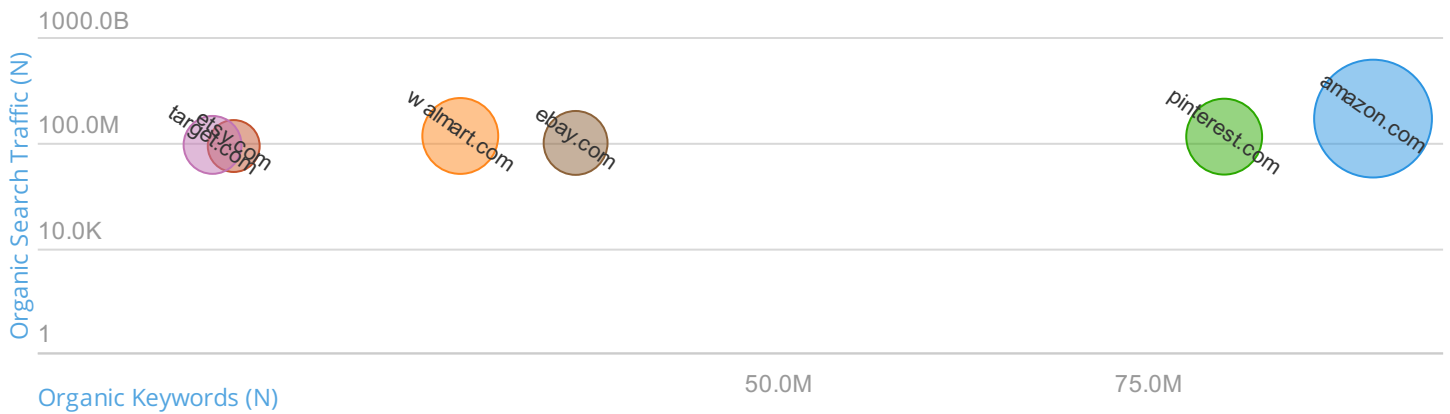
Organic Search: Top Competitors (4,508,330)

US ebay.com

Competitor	Com Keywords	SE Keywords	Com Level
amazon.com	12.7m	90.2m	45%
walmart.com	5.3m	28.6m	36%
pinterest.com	6.4m	80.2m	26%
etsy.com	2.4m	13.2m	21%
target.com	1.7m	11.8m	14%

Organic Search: Competitive Position Map

US ebay.com



LINK BUILDING PERFORMANCE

Backlinks: Totals

Root Domain: ebay.com

Total Backlinks

15.9B

The number of links pointing to the queried URL

Authority Score

93

Authority Score is a compound metric that measures the strength and popularity of the domain. It is calculated based on Page Score, Domain Score, Trust Score, and other data.

Referring IPs

342.5K

The number of IPs pointing to the queried URL

Referring Domains

481.1K

The number of Domains pointing to the queried URL

Backlinks: Follow vs Nofollow

Root Domain: ebay.com

44%

Follow (7.0B)

56%

Nofollow (8.9B)

Backlinks: Top Referring Domains




Root Domain: ebay.com

Root Domain	Backlinks	IP / Country
askjot.com	900,011,979	45,551,518
gotfreshprinting.com	509,395,223	192,241,207
antiqueauctionsnow.net	406,282,597	54,212,171
afashioncompany.com	384,002,941	52,322,207
soccerauctions.net	383,783,200	52,262,251

Backlinks: Top Countries

Root Domain: ebay.com

Country	Domain (N)
United States	228,205 (67%)
Germany	21,035 (6%)

Country	Domain (N)
 United Kingdom	7,484 (2%)
 France	7,114 (2%)
 Netherlands	6,731 (2%)

Top backlinks





Root Domain: ebay.com

Referring page title / Referring page URL	Anchor text / Link URL	Type
平安彩票 > 平安彩票网址 平安彩票www 998 so http://www.qxs555.com/	Ebay http://www.ebay.com/	Text
瑞祥祥云app > 瑞祥祥云app网址 瑞祥祥云appwww 998 so http://www.23zbo.com/	Ebay http://www.ebay.com/	Text
eBay Misspell Search eBay typo Barga ns fatfinger search http://www.tyobay.info/	Click Here http://rover.ebay.com/rover/1/710_53481_19255_7/1?a3h=1&b4x=1...	Image
Sca eMode NE International List of Sca e Mode Related Web Sites: http://scaemode.net/	eBay Compatible Application http://developer.ebay.com/join/benefits/ogo/	Image
澳客彩票 > 澳客彩票网址 澳客彩票www 998 so http://www.whjcjy.com/	Ebay http://www.ebay.com/	Text

COMPARING LINK BUILDING PERFORMANCE TO OTHER COMPETITORS

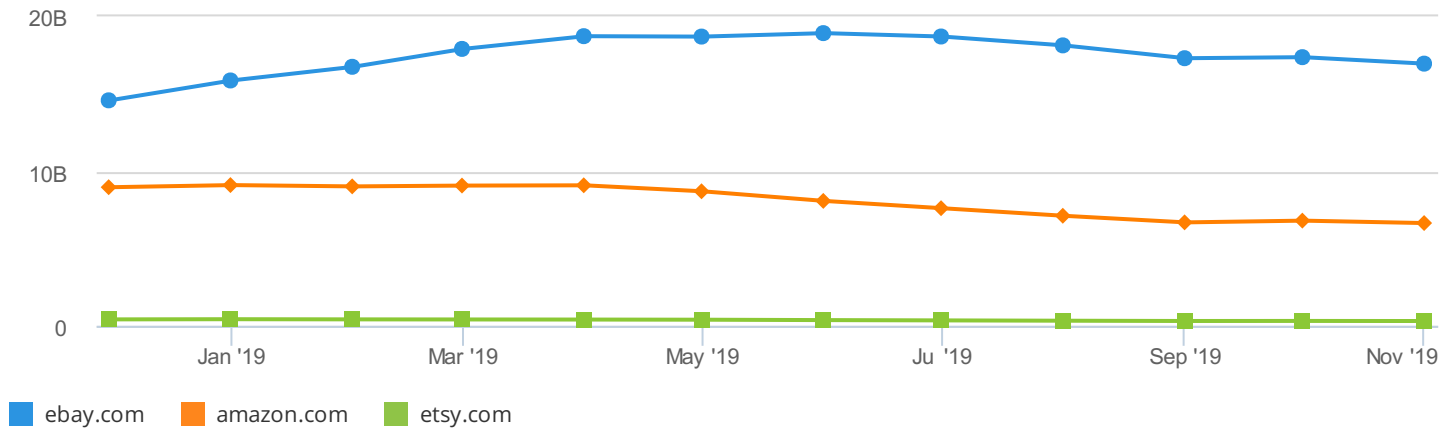
Backlinks: Competitors Comparison (Overview)

Root Domains: ebay.com, amazon.com, etsy.com

URL	Top Backlinks	Referring Domains	Referring IPs	Authority Score
ebay.com root domain	 15.9B	481.1K	342.5K	93
amazon.com root domain	6.4B	 2.7M	 1.1M	 94
etsy.com root domain	299.1M	756.8K	279.1K	85

Backlinks: Competitors Comparison Chart (Total Backlinks)

Root Domains: ebay.com, amazon.com, etsy.com | 1 Year



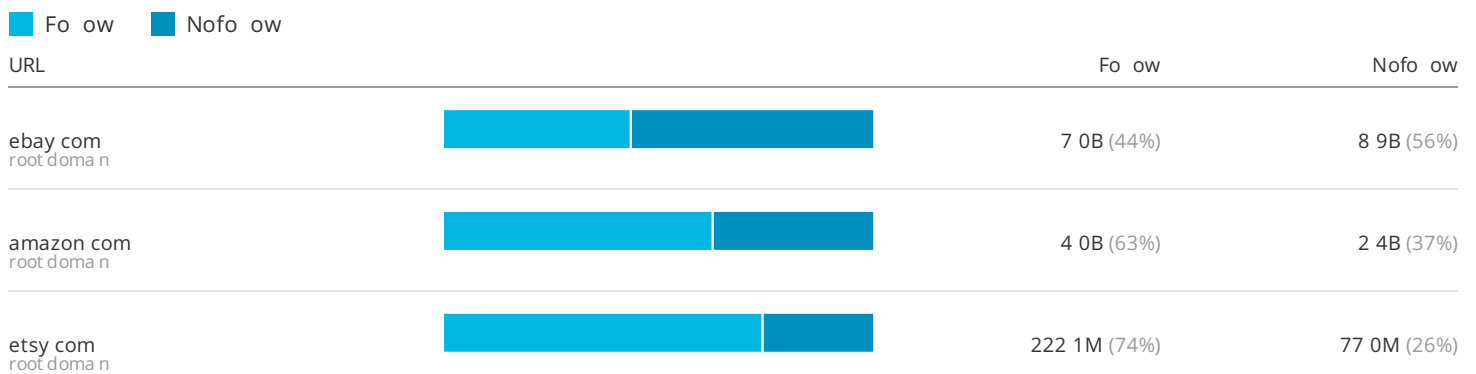
Backlinks: Competitors Comparison By Referring Domains

Root Domains: ebay.com, amazon.com, etsy.com

Referring Domain	Authority Score	ebay.com root domain	amazon.com root domain	etsy.com root domain
google.com	99	14344	151526	1044
squarespace.com	84	0	52	18
twitter.com	100	3	35	7
youtube.com	98	29	509	68
cloudflare.com	91	0	101	1

Backlinks: Competitors Comparison By Follow vs. Nofollow

Root Domains: ebay.com, amazon.com, etsy.com



ADVERTISING: PAID SEARCH

In this section, the competitor's paid search performance is shown for US desktop traffic in the current month; the currency is US dollars. Please feel free to copy and edit widgets to change periods and add data on mobile traffic and other countries.

Paid Search: Summary

US ebay.com

4.2M -3% TRAFFIC

Keywords	365.2K	7%
Traffic Cost	\$2.3M	4%

Paid Search: Top Keywords (365,222)

US ebay.com

Keyword	Pos	Volume	CPC (USD)	Traffic
ebay	1 (1)	37,200,000	0.34	41.85%
bohemian rhapsody	1 (1)	2,240,000	0.93	2.52%
ebay.com	1 (1)	1,220,000	0.21	1.37%
uncle basketball	1 (1)	450,000	0.91	0.50%
when the pool	1 (1)	368,000	0.44	0.41%

Sample Ads (365,222)

US ebay.com

[Electronics, Cars, Fashion, Collectibles, Coupons and More | eBay](#)

Ad www.ebay.com/

Browse shopping deals on electronics, fashion & home and save with discount prices. Buy, sell & save today! - straight from your device. Newly Added Products and Discounts.

[eBay.com | Official Site](#)

Ad www.ebay.com/

Buy and sell electronics and everything else on the world's biggest marketplace. View Deals. Register Online.

[Single Queen on eBay | Fast & Free Shipping](#)

Ad www.ebay.com/single+queen

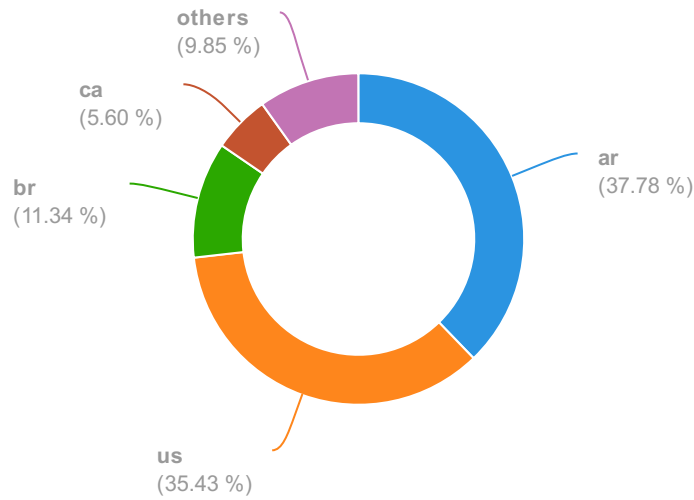
eBay Is Here For You with Money Back Guarantee and Easy Return. Get Your Single Queen Today! 75 of The Top 100 Retailers Can Be Found on eBay. Find Great Deals from the Top Retailers. Under \$10. We Have Everything. Returns Made Easy. Huge Savings.

<http://www.ebay.com/shop>

Ad www.ebay.com/shop

eBay Is Here For You with Money Back Guarantee and Easy Return. Get Your UNC Basketball Calendar Today! 75 of The Top 100 Retailers Can Be Found on eBay. Find Great Deals from the Top Retailers. Returns Made Easy. Fast & Free Shipping. >70% Items Are New. Under \$10.

Paid Search: Ad Keywords by Country



Competition in Paid Search Results

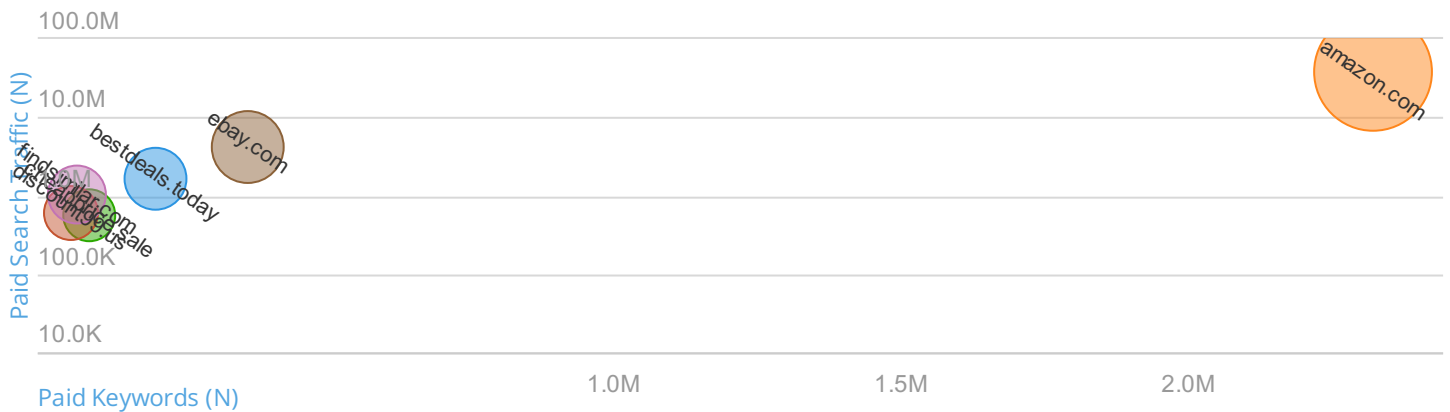
Paid Search: Top Competitors (23,898)

US ebay.com

Competitor	Com Keywords	Ads Keywords	Com Level
bestdeals.today	31.0k	204.8k	11%
amazon.com	172.1k	2.3m	11%
cheapprice.sale	14.5k	89.5k	6%
discount99.us	11.7k	57.7k	5%
findsmar.com	5.2k	68.1k	2%

Paid Search: Competitive Positioning Map

US ebay.com



ADVERTISING: DISPLAY ADS

In this section, the competitor's display advertising stats are shown for US desktop traffic in the current month; the currency is US dollars. The publishers are the websites where the ads have been shown recently.

Display Advertising: Summary

ebay.com

140.5K TOTAL ADS

Pub shers	142K
Advert sers	4K

Display Advertising: Recent Sites (141,987)

Pub shers	Ads	mage	H ML	ext
www.sebertron.com	1.4K	81	37	1.3K
www.neoseeker.com	3.5K	79	71	3.3K
sebertron.com	81	36	10	35
www.fourwheeler.com	743	17	40	686
www.tradingcardcentral.com	1.2K	3	24	1.1K

Display Advertising: Sample Text Ads (126,621)

ebay.com

Marvel Spiderman Avengers Infinity...

Ad eBay

100% Brand New and High Quality Material: PVC
Size:16cm/6inch include:1*Set Figure...

Classic Corvette for Sale - Find the best Classic Corvette

Ad

From 1960 to 1969

Marvel Spiderman Avengers Infinity...

Ad eBay

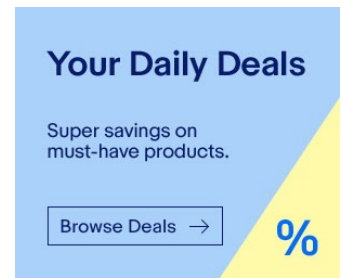
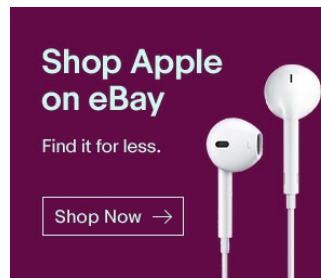
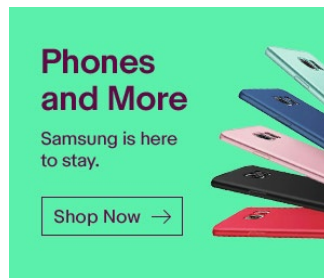
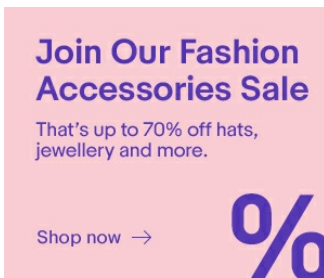
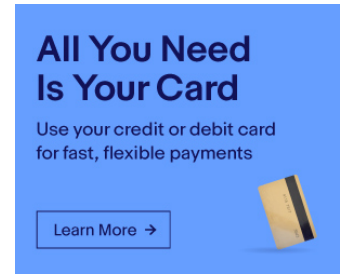
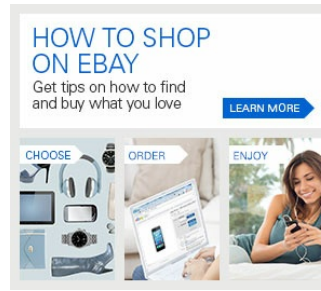
100% Brand New and High Quality Material: PVC
Size:16cm/6inch include:1*Set Figure...

KARLA GERARD Original Art

Ad stores.ebay.com/art-by-karla-g

Canvas Paintings. Paper Patterns. Art Pillow Covers. UNIQUE.

Display Advertising: Sample Image Ads (7,190)



Display Advertising: Landing Pages (13,202)

ebay.com

Land ng	mes seen
http://stores.ebay.com/Serbertrons-transformers-and-more/ htm	6.8m
https://www.ebay.com/deals	452.6k
https://www.ebay.com/163579511272	112.1k
http://cg6.ebay.com/ws/eBaySAPd	93.5k
https://m.ebay.com/tm/jeep-wrangler-tj-j9806-head-tech-speedometer-pug-n-pay-nc-udng-rub-con/323468753684	92.4k

CONTENT MARKETING & PR PERFORMANCE

In this section, the competitor's content marketing and PR performance is shown based on the projects you have set up in the Brand Monitoring tool. Please feel free to copy and edit widgets to change projects and periods.

Brand Monitoring: Overview

Project: Khaki Campaign: new balance EN Period: 01 Nov - 30 Nov, 2019

Total Mentions

10.7K +5.2K

The number of mentions in your campaign

Positive Mentions

4.1K +1.6K

The number of positive mentions in your campaign. A mention sentiment is based on text analysis using several neural networks

With Backlink

62 +30

The total number of mentions that contain a backlink to your project domain

With Highest Traffic (>100K)

4.1K +2.7K

The number of mentions from domains with the highest amount of traffic based on our Traffic Analytics data

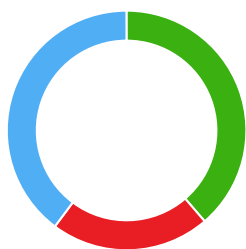
Total Estimated Reach

28M +11M

The estimated reach of all mentions in your campaign

Brand Monitoring: Sentiment

Project: Khaki Campaign: new balance EN Period: 01 Nov - 30 Nov, 2019



Total: 10.7K mentions (100%)

- Positive:** mentions with a positive reaction to your brand.
- Negative:** mentions with a negative reaction to your brand.
- Neutral:** mentions with a neutral reaction to your brand.

Brand Monitoring: Estimated Reach

Project: Khaki Campaign: new balance EN Period: 01 Nov - 30 Nov, 2019

Mentions	Est. mated Reach
52 (reach from 20-0K)	5.2M
418 (reach 10,000-20,000)	5.5M

Mentions		→	Estimated Reach
4.6K (reach 1,000-10,000)		→	17.0M
4.4K (reach to 10K)		→	1.2M
1.2K (reach n/a)		→	0

i The distribution of mentions according to their estimated reach. Estimated reach is the total number of people that could have seen your campaign's mentions based on the domain traffic value, SEMrush big-data analysis, our experience and other data.

Brand Monitoring: Top Backlinks

Project: Khaki Campaign: new balance EN Period: 01 Nov - 30 Nov, 2019

Domain	Mentions %	Mentions
yourheadonline.com	<1%	17
www.t3.com	<1%	4
soldersystems.net	<1%	4
www.puconnecton.net	<1%	4
www.kicksonfire.com	<1%	3

i Websites that are talking about your brand and linked to your site during a selected time frame.

Brand Monitoring: Top Domains

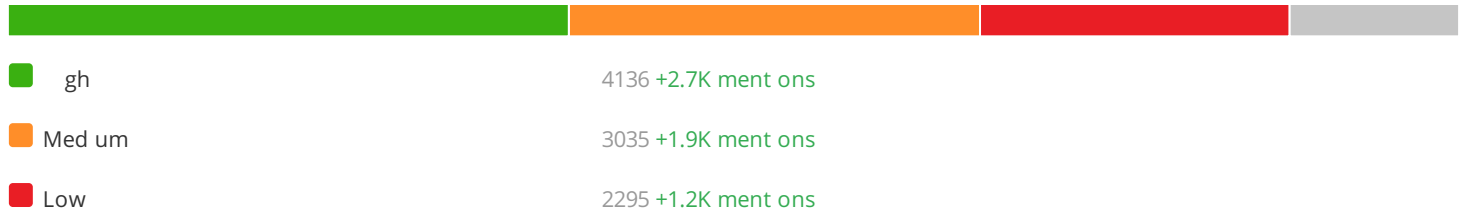
Project: Khaki Campaign: new balance EN Period: 01 Nov - 30 Nov, 2019

Domain	Mentions %	Mentions
bmorejama.com	<2%	213
www.eobuw.com	<2%	209
www.sporttude.com.au	<2%	165
sportsmart.com.au	<2%	123
www.newbalance.com	<2%	113

i Websites that are talking about your brand. You can see how many times each resource has mentioned your keywords.

Brand Monitoring: Domain Traffic

Project: Khaki Campaign: new balance EN Period: 01 Nov - 30 Nov, 2019



The distribution of mentions by high-traffic, medium-traffic, and low-traffic domains. Traffic data is taken from Traffic Analytics. A traffic label for each domain is set relative to the total traffic of all domains found in your campaign.

SOCIAL MEDIA PERFORMANCE

In this section, the competitor's social media performance is shown for all the social channels as of the previous month and is based on the projects you have set up in the Social Media tool. Please feel free to copy and edit widgets to see data on specific social media separately.

Social Media Toolkit: Overview for Amaz

Project Amaz | Period: 1 Nov - 30 Nov, 2019 (compared to 1 Oct - 31 Oct, 2019)

<https://facebook.com/Amazon>

Audience

29,297,435 ↑ 17,853

number of facebook page likes

Activity

21 ↑ 9

number of published posts

Engagement

20,059 ↑ 7,686

all post reactions, shares, and comments

<https://instagram.com/amazon>

Audience

2,156,681 ↑ 73,329

number of followers

Activity

19 ↑ 12

number of published posts

Engagement

102,256 ↑ 62,820

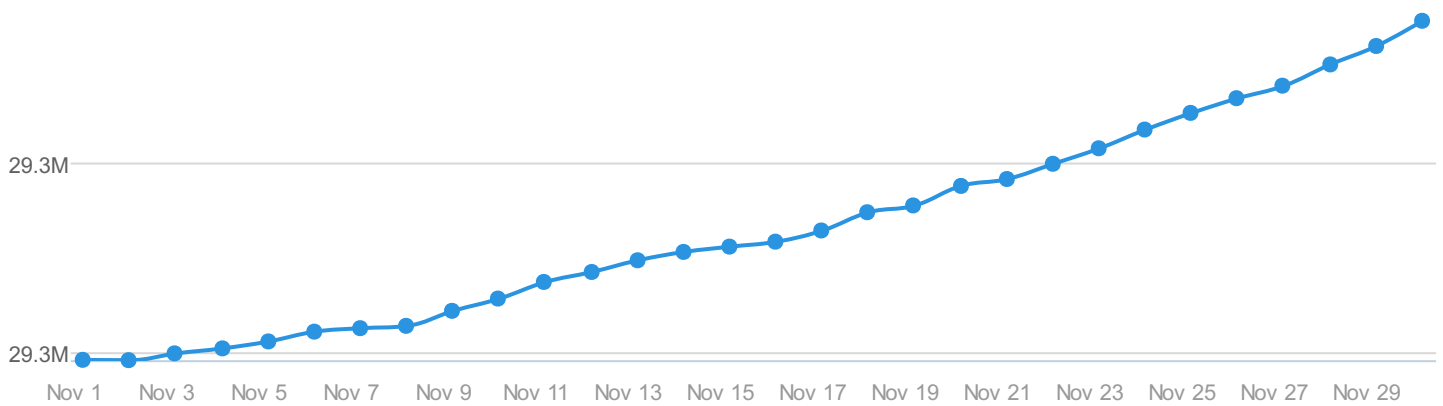
all likes and comments

Performance on a chosen social media channel

In this section, for demonstration purposes, the data is shown for a competitor's performance on one chosen social channel. Please feel free to copy and edit widgets to show data for other channels (Facebook, Twitter, YouTube) or go directly to the SEMrush Social Media tools.

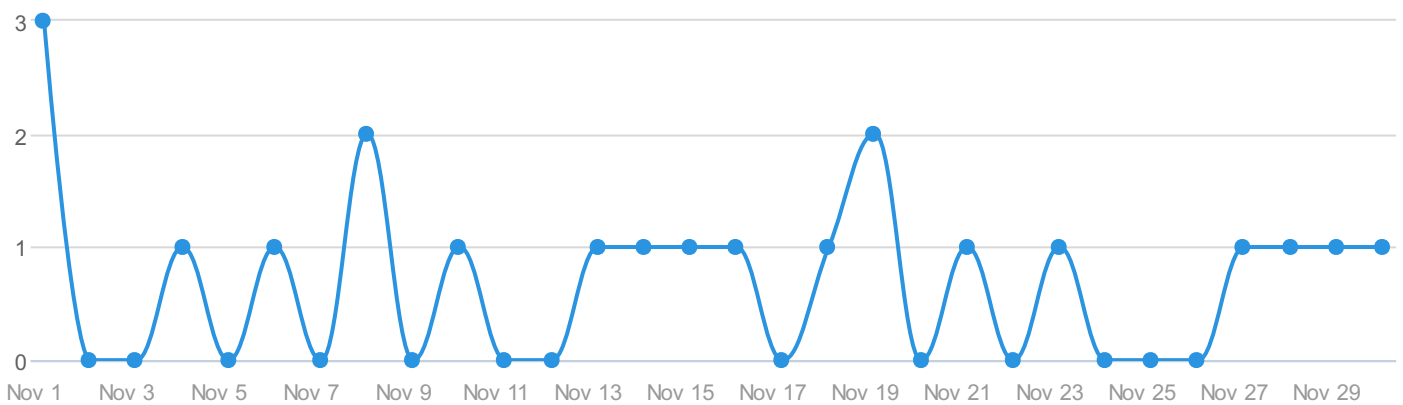
f Audience trend

Amazon 1 Nov 30 Nov, 2019



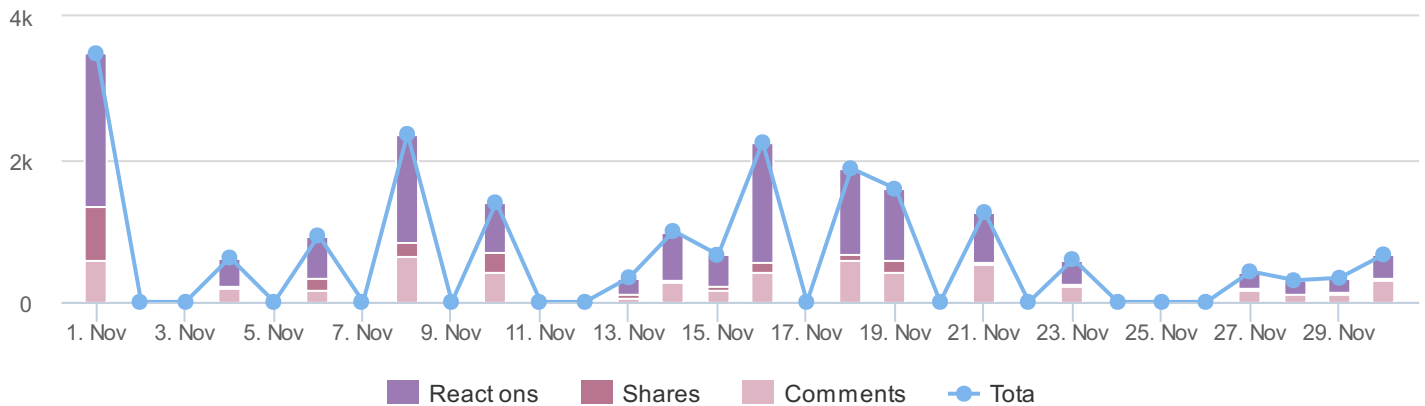
f Activity trend

Amazon 1 Nov 30 Nov, 2019




f Social Media Toolkit: Engagement trend by type

amazon.com 1 Nov 30 Nov, 2019



f Social Media Toolkit: Posts

Project name: amazon.com
Date range: 1 Nov - 30 Nov, 2019
Company: amazon.com
Social channel: Facebook

No	Posts (found 20)	Total engagement	Engagement rate	Reactions	Shares	Comments
1	amazon.com Posted at 19:47 1 Nov The World Premiere of the Garth Brooks & Blake Shelton Duet Bar Music Video. Listen on @Amazon Music https://amzn.to/2GC16O View on Facebook	2,309	0.79	1,469	659	181
2	amazon.com Posted at 23:10 18 Nov We're excited to welcome musician and author Fea to Amazon HQ today for a Facebook Live. He will be stopping by to discuss his recent... View on Facebook	1,871	0.64	1,194	77	600
3	amazon.com Posted at 02:01 10 Nov From fast grocery delivery to entertainment, here's a rundown of the benefits you may not know you have as a Prime member.  View on Facebook	1,394	0.48	702	284	408
4	amazon.com Posted at 19:02 21 Nov Beginning today, music fans around the world can stream John Legend's Amazon Music exclusive, "Happy Christmas (War is Over)," for... View on Facebook	1,258	0.43	695	43	520

No	Posts (found 20)	Total engagement	Engagement rate	Reactions	Shares	Comments
5	amazon.com Posted at 17:11 8 Nov We are thrilled to welcome chef, writer, and author Jack Bishop to Amazon HQ today for a Facebook Live to discuss America's best Kitchens.	1,230	0.42	735	148	347
	View on Facebook					
6	amazon.com Posted at 23:05 8 Nov We are thrilled to welcome chef, writer, and author Jack Bishop to Amazon HQ today for a Facebook Live to discuss America's best Kitchens.	1,123	0.38	790	44	289
	View on Facebook					
7	amazon.com Posted at 02:23 19 Nov Sir Patrick Stewart, aka Sean Luc P card, and "Star Trek P card" Executive Producer Alex Kurtzman stopped by our offices today.	1,095	0.37	723	115	257
	View on Facebook					
8	amazon.com Posted at 00:33 14 Nov We are excited to welcome author, general counsel, and president of Microsoft, Brad Smith, to Amazon HQ today for a Facebook Live.	993	0.34	672	39	282
	View on Facebook					
9	amazon.com Posted at 19:15 6 Nov Cheers to five years with Amazon Alexa! To celebrate, just say, "Alexa, happy birthday!"	930	0.32	606	153	171
	View on Facebook					
10	amazon.com Posted at 23:17 1 Nov *Drumroll* Holidays are here! Let us do the work so you don't have to. Get going! https://amzn.to/2GhBe5	758	0.26	385	81	292
	View on Facebook					
11	amazon.com Posted at 17:00 30 Nov Patience is a virtue that few of us have. Turn on shipment notifications in the Amazon app and know exactly when your package is on its way.	665	0.23	324	26	315
	View on Facebook					

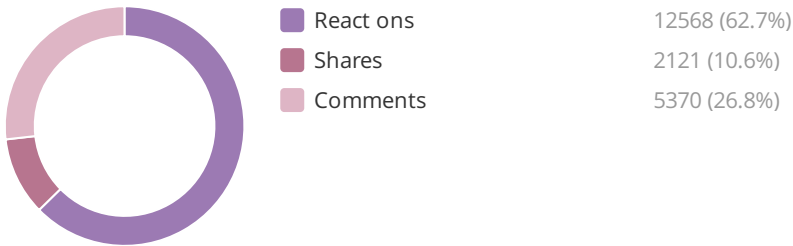
No	Posts (found 20)	Total engagement	Engagement rate	Reactions	Shares	Comments
12	amazon.com Posted at 19:52 15 Nov Oh what fun! ☑️ Unbox the joy with nosp red gifts from Oprah and Amazon #OprahsFavorite things amazon.com/oprah View on Facebook	659	0.22	432	52	175
13	amazon.com Posted at 21:03 4 Nov View on Facebook	621	0.21	386	53	182
14	amazon.com Posted at 00:00 23 Nov Help save lives and deliver great gifts straight to your doorstep. Tune into Amazon Live today for the ultimate holiday gift guide. View on Facebook	599	0.20	338	30	231
15	amazon.com Posted at 00:13 19 Nov We've got deals, deals, and more deals. Check out amazon.com/blackfriday for a sneak peek at our Black Friday deals this holiday. View on Facebook	490	0.17	280	50	160
16	amazon.com Posted at 01:30 27 Nov You can't pick your family this holiday season, but you can choose delivery preferences on the Amazon app. https://amzn.to/2DjWeeV View on Facebook	427	0.15	231	26	170
17	amazon.com Posted at 22:02 1 Nov We are thrilled to welcome cook, writer, and best-selling author Alison Roman to Amazon HQ today for a Facebook Live discussion. View on Facebook	416	0.14	295	19	102
18	amazon.com Posted at 22:28 13 Nov We were excited to welcome author Erin Morgenstern to Amazon HQ this week for a Facebook Live discussion of her new novel, The Starless. View on Facebook	344	0.12	246	43	55



No	Posts (found 20)	Total engagement	Engagement rate	Reactions	Shares	Comments
19	amazon.com Posted at 22:00 29 Nov Who says good things come to those who wait? Check out the latest Lightning Deals on the Amazon app and secure yours before it's... View on Facebook	338	0.12	204	14	120
20	amazon.com Posted at 22:00 28 Nov Fear of missing out is no joke. Lucky for you, your FOMO doesn't have to apply to deals on Amazon. Receive notifications as deals... View on Facebook	303	0.10	185	13	105

Engagement distribution by type




Amazon | 1 Nov - 30 Nov, 2019



COMPARING SOCIAL MEDIA (ALL CHANNELS) PERFORMANCE

Social Media Toolkit: Competitors comparison by audience

Project: Amazon | Period: 1 Nov - 30 Nov, 2019 (compared to 1 Oct - 31 Oct, 2019)

Company	Facebook	Instagram	Total	Change	Growth
amazon.com			31,454,116	+91,182	+0.29%
ebay.com			11,967,918	+13,306	+0.11%
etsy.com			5,764,002	+42,771	+0.75%




Social Media Toolkit: Competitors comparison by activity

Project: Amazon | Period: 1 Nov - 30 Nov, 2019 (compared to 1 Oct - 31 Oct, 2019)

Company	Facebook	Instagram	Total	Change	Growth
ebay.com			111	+19	+20.65%
etsy.com			110	+3	+2.8%
amazon.com			40	+21	+110.53%

Social Media Toolkit: Competitors comparison by engagement

Project Amaz Per od 1 Nov 30 Nov, 2019 (compared to 1 Oct 31 Oct, 2019)

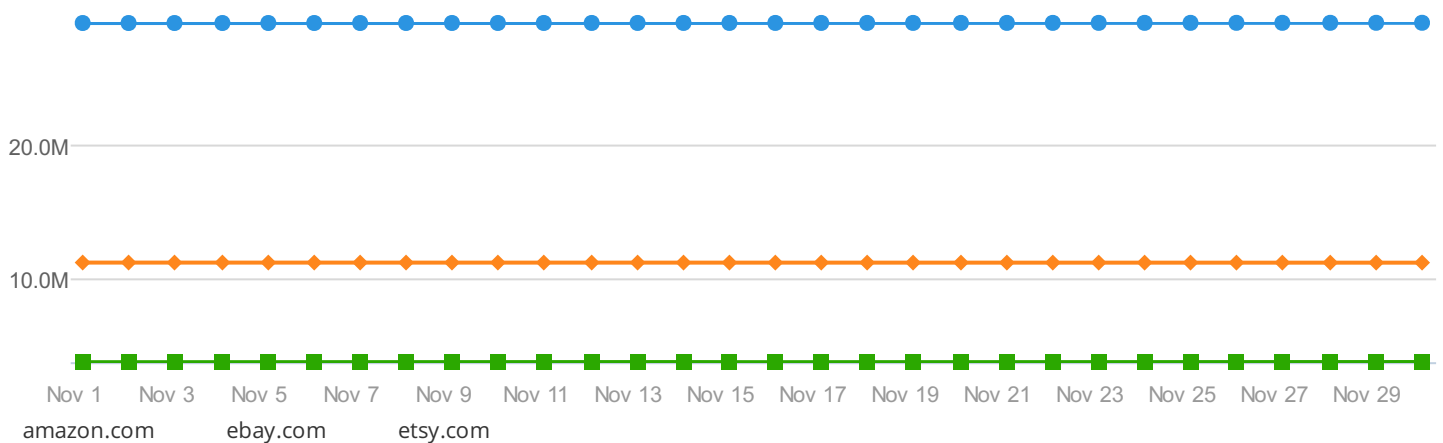
Facebook	Instagram			
Company		Total ▼	Change	Growth
etsy.com		338,158	-94,964	-21.93%
amazon.com		122,315	+70,506	+136.09%
ebay.com		103,798	+13,752	+15.27%

Comparing Performance on a Chosen Social Media Channel

In this section, for demonstration purposes, the data is shown for a competitor's performance on one chosen social channel. Please feel free to copy and edit widgets to show data for other channels (Facebook, Twitter, YouTube) or go directly to the SEMrush Social Media tools.

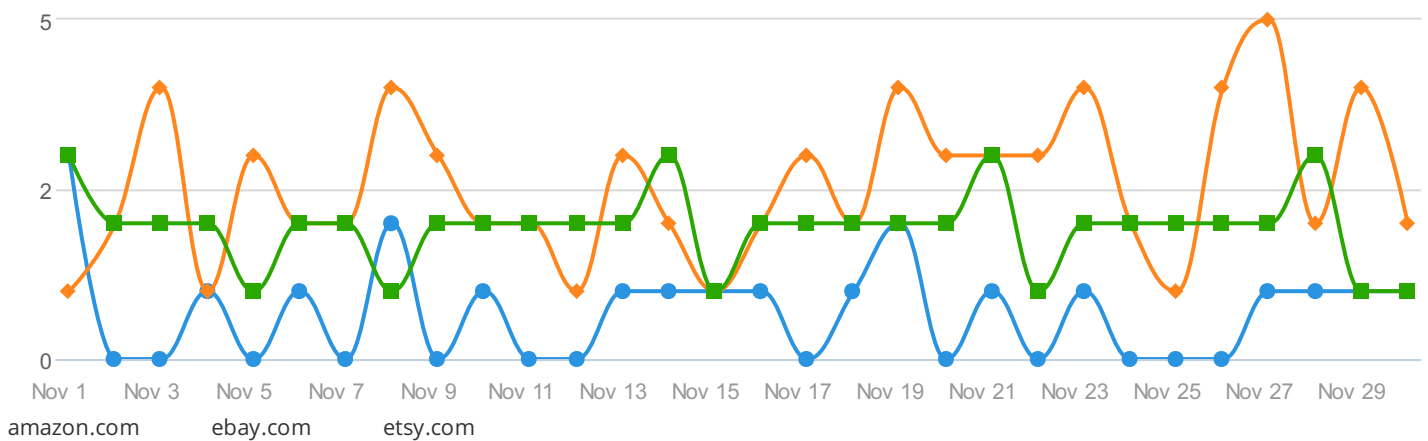
Competitors comparison trend (Audience)

Per od 1 Nov 30 Nov, 2019



Competitors comparison trend (Activity)

Per od 1 Nov 30 Nov, 2019



f Competitors comparison trend (Engagement)

Period: 1 Nov - 30 Nov, 2019

