

Stock Web Performance

Calibrated Dataset

Calibrated is Similarweb's dataset designed for quants and data scientists who need point-in-time accuracy and full modeling control. Unlike traditional datasets that can shift with algorithmic updates or smoothing, Calibrated provides raw, panel-normalized web traffic data, captured and locked daily to reflect exactly what was observed, when it was observed.

Built with flexibility and precision in mind, Calibrated empowers investors to extract insights on their terms, in their models – with confidence in every data point.

Dataset Overview

Scope	Global: Americas
Coverage	56,597 Tickers mapped to ~250k Desktop domains
History	7 years (ongoing)
Granularity	Daily
Latency	Same day speed (06:00 EST)
Available metrics	Visits, Unique visitors, Bounce rate, Pages per visit, Average visit duration
Devices	Desktop
Delivery	S3

Mapped to tickers

Panel-based data

Same-day speed

The gold standard in investor-grade digital data.



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Data Dictionary

Metric Name	Description
ticker	Ticker name
exchange	Stock exchange where the ticker is traded
site	Domain associated with the ticker and the web metric
country	Standard numeric code for the relevant country. See country code list here
desktop_calibrated_visits	Return total desktop visits for the domain – the sum of visits to a website
desktop_calibrated_unique_users	Return unique desktop visitors – the average number of individuals visiting the analyzed domain, within the country and time period analyzed
desktop_pages_per_visit	Pages per visit – the average number of pages visitors view on a site within a single session
desktop_average_visit_duration	Average visit duration – the average amount of time a user spends on a website during a session; a key indicator of engagement
desktop_bounce_rate	Returns Bounce rate – the percentage of visitors who leave a website after only viewing one page

Schema Sample

site	calibrated_unique_users_desktop	calibrated_visits_desktop	desktop_calibrated_pages_per_visit	desktop_average_visit_duration	desktop_calibrated_bounce_rate
123moviesfree.net*	2.764650351	4.607750586	2.764650351	4.527750586	4.114650351
123rf.com*	1.843100234	3.686200469	1.843100234	3.686200469	1.343100234
192-168-1-1ip.mobi*	2.764650351	2.764650351	3.764650351	2.764650351	1.364650351
1clic1don.fr*	2.764650351	2.764650351	1.724650351	2.711650351	2.724650351
22pixx.xyz*	1.843100234	1.843100234	1.833100234	1.843100234	1.2843100234
2checkout.com*	1.843100234	1.843100234	1.663100234	1.741100234	1.343100234
8am.media*	5.529300703	7.372400937	4.529300703	4.372400937	2.529300703

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