



# SimilarWeb

## Website Analysis Overview Report

August 2019

zoomcinema.ru



View the full analysis at: <https://pro.similarweb.com>



Related Mobile Apps:  
App Store



Global Rank ⓘ #800,775

Country Rank ⓘ #47,179  
Russia

Category Rank ⓘ N/A

## Website Audience

### Total Visits ⓘ

Jul 2019 🌐 Worldwide

47,983

↑ 89.22% from last month

### Device Distribution ⓘ

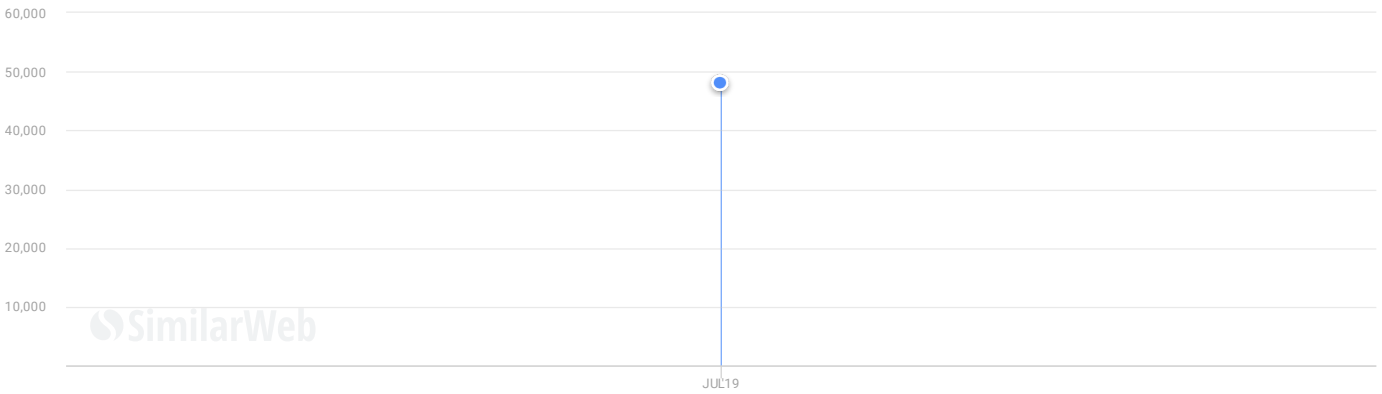
Jul 2019 🌐 Worldwide



Monthly Visits	47,983
Monthly Unique Visitors	18,044
Avg. Visit Duration	00:02:46
Pages / Visit	3.18
Bounce Rate	40.37%

### Visits Over Time ⓘ

Jul 2019, 🌐 All Traffic



## Geography

### Top 5 Countries ⓘ

Jul 2019, 🖥️ Desktop Only



Russia

100%



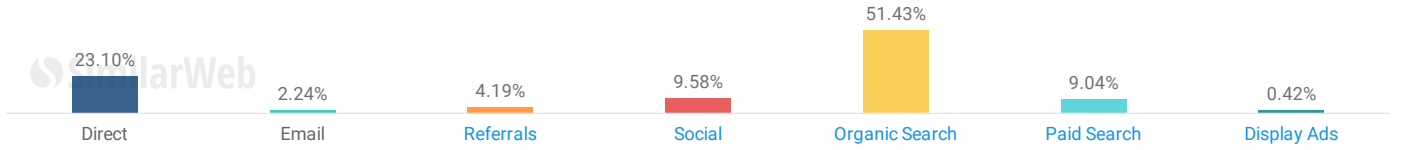
↑ 96.22%



# Marketing Channels

## Channels Overview ⓘ

Jul 2019 🌐 Worldwide 🖥️ Desktop Only



## Referrals

### Top Referring Websites ⓘ

Jul 2019 🌐 Worldwide 🖥️ Desktop Only

Website	Percentage	Change
yandex.ru	48.39%	↑ 96.68%
mallcollage.ru	22.58%	↑ 236.55%
kinopoisk.ru	11.83%	↑ > 5,000%
mail.ru	7.53%	↑ 573.09%
kirev.today	6.45%	↓ 88.21%

### Top Referring Categories ⓘ

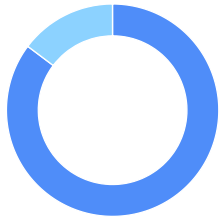
Jul 2019 🌐 Worldwide 🖥️ Desktop Only

Category	Percentage
Search Engines	29.03%
Fashion and Apparel	22.58%
TV Movies and Streaming	11.83%
Arts and Entertainment	6.45%
News and Media	1.08%

## Search

### Search Traffic ⓘ

Jul 2019 🌐 Worldwide 🖥️ Desktop Only



Organic 85.27%  
 Paid 14.73%

### Top Search Terms ▾ Organic ▾

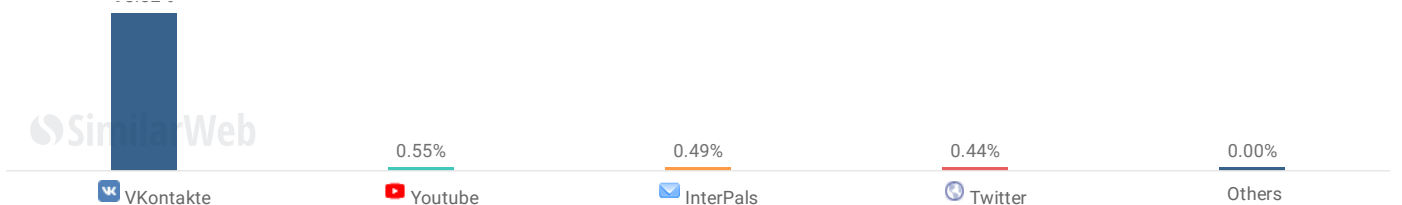
Jul 2019 🌐 Worldwide 🖥️ Desktop Only

Search Term	Percentage	Change
zoom cinema	24.75%	↑ 130.25%
zoom cinema пенза	...18.49%	↑ 79.61%
зум синема пенза	...13.12%	↑ 282.42%
зум синема	7.02%	↑ 473.19%
zoom пенза	3.54%	↑ 191.73%

## Social

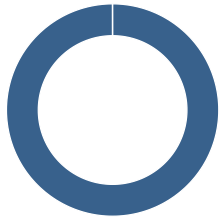
### Social Traffic ⓘ

Jul 2019 🌐 Worldwide 🖥️ Desktop Only



## Display Ad Network

Jul 2019 Worldwide Desktop Only



zoomcinema.ru	100.00%
Others	0.00%

## Top Publishers

Jul 2019 Worldwide Desktop Only



yandex.ru

100%

## Outgoing Links

### Top Links Destination

Jul 2019 Worldwide Desktop Only

vk.com	97.65%	↓ 2.56%
apps.apple.com	1.20%	↑ > 5,000%
play.google.com	1.15%	↑ > 5,000%

## Outgoing Ads

### Top Ads Destination

