

Overview

Nike.com

24 Months

August 2014 - June 2016

Total Visits

713.200.000

Change of Visits in Recent Month

5%

Monthly Visits

29.710.000

Global Rank

#393

Country Rank

#223

Geography	Country	Traffic Share
1	United States	42%
2	France	7%
3	United Kingdom	6%
4	China	5%
5	Germany	4%
6	Japan	3%
7	Poland	2%
8	Spain	2%
9	Canada	2%
10	Turkey	2%
11	Russia	2%
12	Italy	1%
13	Netherlands	1%
14	Australia	1%
15	Mexico	1%
16	Taiwan	1%
17	Brazil	1%
18	Belgium	1%
19	India	1%
20	Greece	1%

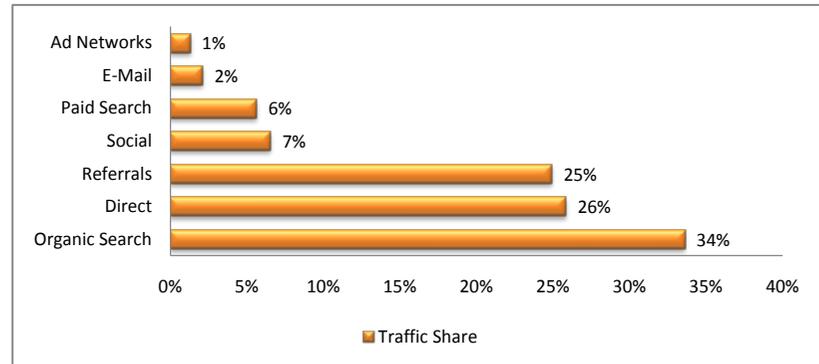
Traffic Sources

Nike.com

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Rank	Traffic Source	Traffic Share
1	Organic Search	34%
2	Direct	26%
3	Referrals	25%
4	Social	7%
5	Paid Search	6%
6	E-Mail	2%
7	Ad Networks	1%



Search Engines

Nike.com

24 Months

August 2014 - June 2016

Rank	Search Engine	Traffic Share
1	Google	93%
2	Baidu	3%
3	Yahoo	2%
4	Yandex	1%
5	Bing	1%
6	Diğerleri	1%

Rank	Most Used Keywords	Traffic Share
1	nike	44%
2	nike id	3%
3	nike store	2%
4	nikeid	2%
5	nike shoes	1%
6	nike air max	1%
7	nike outlet	1%
8	nike.com	1%
9	nike uk	1%
10	jordan	1%
11	nike roshe run	1%
12	nike+	1%
13	nike sb	1%
14	nike running	1%
15	nike plus	0%
16	jordans	0%
17	ナイキ	0%
18	nike fuel band	0%
19	air jordan	0%
20	nike roshe	0%

Referrals

Nike.com

24 Months

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Rank	Referral Site	Traffic Share
1	track.webgains.com	11%
2	slickdeals.net	5%
3	shop.fcbarcelona.com	3%
4	indeed.com	3%
5	dealnews.com	2%
6	cn.dealmoon.com	2%
7	shihuo.cn	2%
8	ebates.com	2%
9	kicksdeals.com	2%
10	hypebeast.com	2%
11	dealmoon.com	1%
12	sneakersteal.com	1%
13	converse.com	1%
14	fcbarcelona.com	1%
15	nike.sprinklr.com	1%
16	bzclk.baidu.com	1%
17	nikeinc.com	1%
18	api.shopstyle.com	1%
19	niketalk.com	1%
20	bradsdeals.com	1%

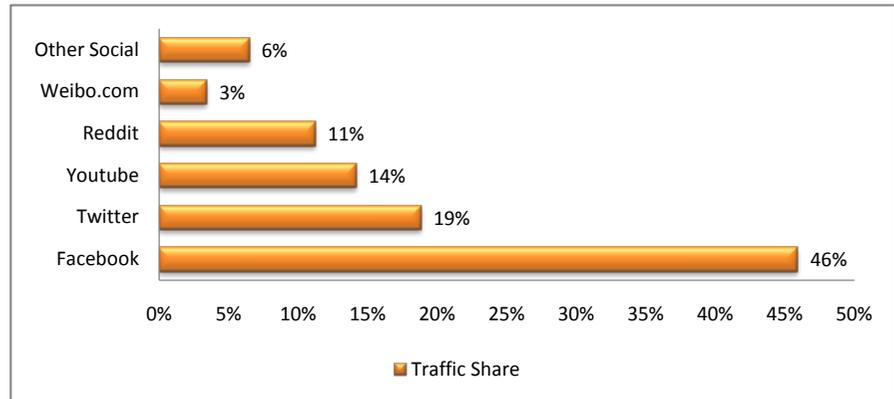
Social

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Rank	Referral Site	Traffic Share
1	Facebook	46%
2	Twitter	19%
3	Youtube	14%
4	Reddit	11%
5	Weibo.com	3%
6	Other Social	6%



Ad Networks

Nike.com

24 Months

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Rank	Referral Site	Traffic Share
1	Google Display Network	71%
2	Criteo	11%
3	Outbrain	4%
4	Aedgency	2%
5	Flex Offers	2%
6	Ziff Davis	1%
7	Superfish	1%
8	Microsoft adCenter	1%
9	adfox.ru	1%
10	Tradedoubler	1%
11	Yahoo Display Ads	1%
12	Appnexus	1%
13	Propeller Ads Media	1%
14	advertise.com	1%
15	Smart Ad Server	0%
16	Adcash	0%
17	Convert Media	0%
18	Gemius	0%
19	Adf.ly	0%
20	AdRiver	0%

Outgoing Links

Nike.com

24 Months

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Rank	Link URL	Traffic Share
1	paypal.com	10%
2	nikestore.com.au	5%
3	nike.taleo.net	3%
4	nike.com.br	3%
5	nikestore.com.hk	3%
6	facebook.com	3%
7	prowand.pro-unlimited.com	2%
8	youtube.com	2%
9	ornacorn.com	1%
10	stamlive.com	1%
11	socialize.us1.gigya.com	1%
12	twitter.com	1%
13	lamoda.ru	1%
14	omnaling.com	1%
15	nikestore.co.kr	1%
16	clixtrac.com	1%
17	itunes.apple.com	1%
18	sportchek.ca	1%
19	play.google.com	1%
20	nike.co.kr	1%

Outgoing Ads

Nike.com

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Ağustos 2014 - Haziran 2016

Rank	Ad URL	Traffic Share
1	alibaba.com	5%
2	gameforge.com	4%
3	aliexpress.com	3%
4	sklep.sizeer.com	2%
5	n-mobile.net	1%
6	lp.baboom.audio	1%
7	freelotto.com	1%
8	linktracker.info	1%
9	goodgamestudios.com	1%
10	upjers.com	1%
11	amazon.it	1%
12	track.webgains.com	1%
13	soft98wareintelligenza98.xyz	1%
14	aeriagames.com	1%
15	html.usagc.org	1%
16	roadrunnersports.com	1%
17	landing.bitcro.com	1%
18	opensoftwareupdater.com	1%
19	bizrate.com	1%
20	showroomprive.leadb.eu	1%

Rank	Ad Network	Traffic Share
1	Adcash	49%
2	Google Display Network	8%
3	Aedgency	5%
4	Appnexus	5%
5	Propeller Ads Media	3%
6	Clickpoint	2%
7	Mediahub	2%
8	Adplex Media	2%
9	Superfish	1%
10	AdsTerra	1%
11	RevenueHits	1%
12	DealPly	1%
13	DirectREV	1%
14	Adk2	1%
15	Adventure Feeds	1%
16	Wi Get Media	1%
17	VigLink	1%
18	Openadserving	1%
19	AdSupply	1%
20	Adschemist	1%

BenzerWeb

Nike.com

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Rank	Ad URL	Similarity
1	adidas.com	100%
2	puma.com	100%
3	footlocker.com	100%
4	reebok.com	99%
5	eastbay.com	99%
6	nikeinc.com	99%
7	newbalance.com	99%
8	sneakerhead.com	95%
9	kicksonfire.com	93%
10	nikeairmaxstore.net	92%
11	nicekicks.com	89%
12	airyeezyshoe.com	89%
13	pickyourshoes.com	87%
14	nikebiz.com	75%
15	nikeid.com	74%
16	finishline.com	74%
17	timberland.com	61%
18	sneakernews.com	53%
19	solecollector.com	33%
20	flightclub.com	33%

Search Engine Competitors

Nike.com

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Rank	Link URL
1	footlocker.com
2	nike.com
3	finishline.com
4	eastbay.com
5	flightclub.com
6	sneakernews.com
7	champssports.com
8	kicksonfire.com
9	track.webgains.com
10	dickssportinggoods.com
11	jdsports.co.uk
12	nicekicks.com
13	barcin.com
14	sneakerhead.com
15	zappos.com
16	wildberries.ru
17	lamoda.ru
18	roadrunnersports.com
19	ladyfootlocker.com
20	footasylum.com