



# TEL AVIV-YAFO

## Making the Most of the Internet

An Interview with Daniel Buchuk,  
Head of Brand and Business Strategy, SimilarWeb

## Part of the Online Revolution

An Interview with Tal Jacobson,  
Chief Revenue Officer, SimilarWeb



Daniel Buchuk

**EDITORS' NOTE** Prior to joining SimilarWeb, Daniel Buchuk spent six years working for the BBC in London across various segments of marketing, communications, and brand strategy where he led the global marketing launches for TV shows including Sherlock, Doctor Who, and Luther. He graduated with honors in Marketing Management from Manchester Metropolitan University and is also a member of the Chartered Institute of Marketing.

**COMPANY BRIEF** SimilarWeb ([similarweb.com](http://similarweb.com)) is obsessed with helping people and businesses discover what the Web has to offer. Everyday a vast amount of new information is added to the Internet. This information-

overload forces Internet users to sift through search engine results with hopes of finding relevant information. SimilarWeb, the global leader in finding and interpreting online information, has created an informative, yet simple way for Internet users to experience the very best that the Web has to offer.

### What was the mission behind the creation of SimilarWeb?

Our mission is to empower people, businesses, and organizations to explore the Internet. We develop Web sites, applications, and software solutions that help our users understand and make the most of the Internet.

### Would you provide an overview of the products you offer?

SimilarWeb is our new competitive intelligence platform. It enables anyone to understand Web traffic to and from any site on the Internet – a powerful tool to benchmark online performance and discover new sources of traffic to grow and nurture your digital audience.

### What differentiates SimilarWeb from its competitors?

Our ambition is to democratize online competitive intelligence. We provide high-end online insights about any Web site, completely free of charge and without any commitment to register. Even our premium solution, SimilarWeb PRO, starts at \$99 per month so any entrepreneur, freelancer, or SMB can afford the best online competitive insights. In the past, this luxury was reserved strictly for enterprises and big brands.

### Would you touch on the culture of entrepreneurship and innovation in Tel Aviv, as well as the strength of its workforce?

Professionals around the world are no longer looking for a defined career path. Instead, they seek the right lifestyle to grow personally, professionally, and financially. For these reasons, the past decade has seen Tel Aviv become a magnet for top talent from all over the world. The high-tech industry in particular has benefited from this wave of foreign talent as Israeli entrepreneurs tirelessly build innovative products for a global audience.

### What is your focus on attracting and retaining top talent?

Attracting and retaining the best talent is our top priority as a business. At SimilarWeb, everyone is an entrepreneur with ideas and ambitions that go beyond their day jobs, so while most companies celebrate the day an employee joins their team, we also celebrate the day an employee leaves us to pursue his or her dreams.

### What are the key priorities for SimilarWeb moving forward?

Eighteen months ago, I joined SimilarWeb as the eighth employee; today, we have more than 60 employees. We are growing at a tremendous rate – 15 positions are open, we have an office in London, and we have plans to open local offices in the U.S. and Germany within the next 12 months. Growing isn't easy – our challenge is to scale our operation in a way that keeps us physically close to our customers while retaining our entrepreneurial and innovative culture. ●



Tal Jacobson

**EDITORS' NOTE** Prior to assuming his current post, Tal Jacobson was Co-Founder, Marketing & Business Development at Monotizer. Before this, he was VP Business at McCann Erickson, and earlier, CEO, Marketing and Business at Watchitoo, Director Business Development at AOL, and VP Marketing & Business Development at Macromedia.

**Tel Aviv is known as a hub for entrepreneurship and innovation. What makes this so much a part of the culture of Tel Aviv, and would you highlight how important entrepreneurship is to the future of the city?**

Israel is the start-up nation and Tel Aviv its capital. I see Israel as a start-up in and of itself – after all, it is a young and dynamic venture, which is still trying to define itself. Tel Aviv takes that venture to the extreme and provides the optimal conditions to grow entrepreneurs, from entrepreneur clubs around the city to venture capital meet-ups and lectures.

### What would you tell entrepreneurs about the opportunities that exist in Tel Aviv?

Israelis love to share their work, which makes it a perfect dynamic among start-ups that want to find synergies in their early stage phase.

### What impact has this entrepreneurial culture had on Tel Aviv?

Entrepreneurship in Tel Aviv has become so strong that it attracts business tourism year-round, and sustains a whole ecosystem. In our offices, we are constantly hosting entrepreneurs from around the world that want to learn more about what we do and how we do it.

### Would you highlight your career and the most important areas that you look for when joining a company?

In Israel, most people learn the leadership skills and meaning of commitment that are essential in business at an early age, mainly because of the army. As a result, young Israelis experience academic education later in their lives and start their careers in their mid-20s. This is a very unique set-up where people gain leadership, survival, and education skills before choosing or committing to a specific academic or career path.

By nature, Israelis are not afraid to take risks. There is a shared understanding and belief that failure is needed for growth. While these values are universally learned and shared, they stem from our DNA. There is no such thing as a “typical Israeli.” We live in an extremely diverse country with a cocktail of cultures, nationalities, religions, and beliefs. The high-tech industry reaps the benefits of this diversity every day through the creativity it triggers. That is necessary for any business, and in particular for new companies that want to disrupt a global market with new ideas that haven't been tried or tested.

### You recently joined SimilarWeb. What excited you about this opportunity?

I've been a part of the online revolution for the past 16 years, from big companies like Macromedia (Adobe), ICQ (AOL), and McCann Erickson to start-ups, some of which I've built and some that I've joined to help grow. SimilarWeb has been the most extreme ride yet. I find that it doesn't matter if it's a big company or a small start-up; if people are creative and humble enough to reinvent anything at any time, companies will continue to grow.

### What do you see as the future role of Tel Aviv in the global economy?

In my opinion, the message that Tel Aviv sends to everyone is the same: look for growth and accept failure. This is as relevant to a global investor as it is to an ambitious graduate looking for a professional challenge. ●