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europlan.ru + Compare

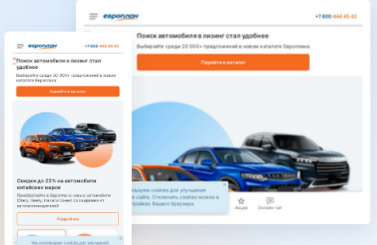
Website Performance

PDF Oct 2023 - Dec 2023 (3 Months) Worldwide All traffic

europlan.ru [Connect your website](#)

европлан — лидер автолизинга в россии. лизинг легковых и грузовых автомобилей и спецтехники, для юридических и физических лиц.

Google Play



Traffic & Engagement

Total visits Oct 2023 - Dec 2023 Worldwide

1.351M

↑ 24.6% from last month

Device distribution Oct 2023 - Dec 2023 Worldwide

- Desktop 29.32%
- Mobile Web 70.68%

Global rank **#121,452**

Country rank **#6,119** Russia

Industry rank **#1,186** /Vehicles

Engagement overview Oct 2023 - Dec 2023 Worldwide All Traffic

Monthly visits	450,566	Duplicated audience	BETA UPGRADE	Pages / Visit	2.94
Monthly Unique Visitors	N/A	Visit Duration	00:01:27	Bounce Rate	56.56%

[See trends over time](#)

Visits over time Oct 2023 - Dec 2023 Worldwide All traffic

europlan.ru **1.351M**
 autogpbl.ru **856,357**
 auto.drom.ru **77.03M**
 carcade.com **698,135**
 major-auto.ru **1.946M**
[Compare 5 sites](#)

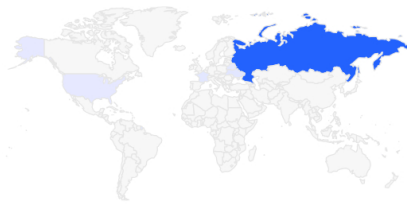


[See traffic over time](#)

Geography

Top Countries ⓘ

Oct 2023 - Dec 2023 All traffic



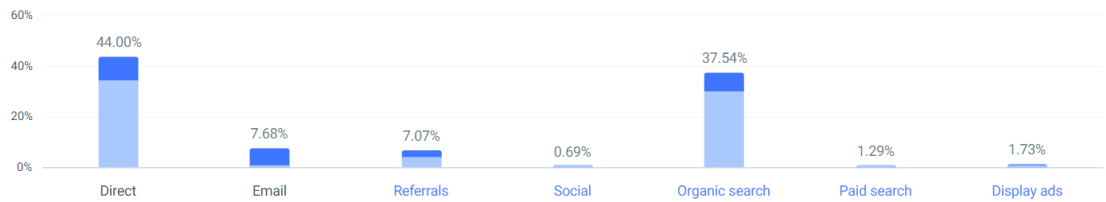
Country	Traffic Share	Change
Russia	94.56%	↑ 28.25%
Ukraine	2.16%	↓ 71.31%
France	1.62%	↓ 58.94%
United States	0.58%	↑ 121.00%
Belarus	0.32%	↓ 56.49%

[See more countries](#)

Marketing Channels

Channels overview ⓘ

Oct 2023 - Dec 2023 Worldwide All traffic



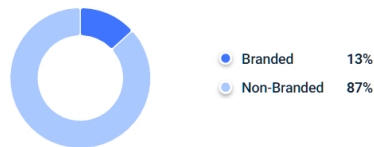
[See full overview](#)

Organic Search

Organic search makes up 24.13% of website traffic

Branded vs. non-branded ⓘ

Oct 2023 - Dec 2023 Worldwide Desktop



[See search overview](#)

Top organic search terms ⓘ

Oct 2023 - Dec 2023 Worldwide Desktop

европлан личный кабинет	5.05%	↓ 36.19%
европлан	3.84%	↑ 83.88%
европлан вход в личный ...	3.17%	↑ 0.24%
европлан лизинг	2.36%	↑ 592.37%
купить автомобиль уаз п...	1.80%	↓ 35.17%

[See more search terms](#)

Paid Search

Paid search makes up 4.34% of website traffic

Top search ads ⓘ

Dec 2023 Worldwide Desktop



No data available

Top paid search terms ⓘ

Oct 2023 - Dec 2023 Worldwide Desktop

купить экскаватор погр...	12.33%	-
купить ниссан	9.64%	↓ 100.00%
лк европлан проверка	6.52%	↓ 100.00%
grid.upgrade	8.11%	↓ 100.00%
grid.upgrade	6.61%	↓ 100.00%

[See more search terms](#)

Referrals

Referrals makes up 9.62% of website traffic

Top referring websites ⓘ

Oct 2023 - Dec 2023 Worldwide Desktop

Domain	Share	Change
dzen.ru	36.66%	↓ 15.91%
link.sendsay.ru	16.35%	↓ 5.06%

Top referring industries ⓘ

Oct 2023 - Dec 2023 Worldwide Desktop

Website Categories	Traffic Share
Community and Society - Other	36.66%
Food and Drink - Other	17.02%

	mail.ru	15.77%		↑ 406.34%
	yandex.ru	12.66%		↑ 114.04%
	auto.ru	4.00%		↑ 944.33%

[See more referrals](#)

Email	15.00%	
Search Engines	13.10%	
Vehicles - Other	5.55%	

[See more referring industries](#)

Outgoing Traffic

Top link destinations

Oct 2023 - Dec 2023 Worldwide Desktop

Domain	Share	Change		
	yandex.ru	35.88%		-
	whatsapp.com	28.32%		↑ 18.31%
	youtube.com	21.60%		-
	vk.com	14.19%		-

[See more outgoing links](#)

Outgoing Ads

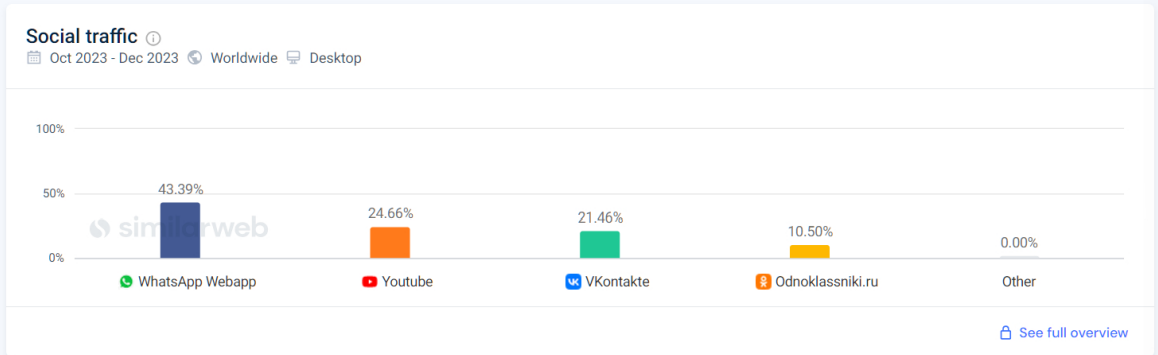
Top ad destinations

Oct 2023 - Dec 2023 Worldwide Desktop

No results
Try a different website, date range or country

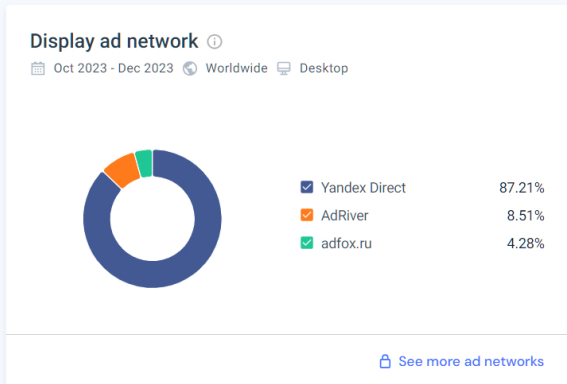
Social

Social makes up 1.13% of website traffic



Display Advertising

Display ads makes up 3.86% of website traffic



Top publishers

Oct 2023 - Dec 2023 Worldwide Desktop

Publisher	Share	Change		
	mail.ru	76.35%		↓ 70.39%
	ok.ru	11.13%		-
	profinance.ru	4.11%		-
	yandex.ru	2.17%		-
	youtube.com	1.34%		-

[See more publishers](#)