



Welcome to

Traffic Analytics API

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Overview

The Traffic Analytics API offers a robust array of data related to website traffic and market trends. With access to the Traffic Analytics API, you can easily pull raw Traffic Analytics data straight into your in-house reports or systems.

You can integrate the Traffic Analytics API with:

- Dashboards: Enterprise portals, CRMs, ERPs
- Reporting software: Tableau, Power BI, and more
- Spreadsheets: Google Sheets and Microsoft Excel
- Other custom in-house analytics systems

Key benefits

- Consolidate all your data sources into one location for easier analysis and quicker market and competitive insights.
- Access your data from a variety of platforms for convenient visualization and streamlined decision-making.
- Automate and customize your data reporting to quickly reveal the unique insights your business needs to take the lead.
- Make detailed, customizable data queries to extract precisely the information you need, enhancing your analysis capabilities.
- Accelerate the development and deployment of data-driven applications by integrating robust sets of API data directly into your software.

The Traffic Analytics API not only provides essential data for understanding the market and competitors, but it also lets you analyze potential partners and identify sales leads and future investment opportunities.

Explore the Enhanced .Trends API

For those looking to dive even deeper into market analytics, the new .Trends API offers a broader range of data designed to enhance your strategic decision-making. Building on the robust capabilities of the Traffic Analytics API, the .Trends API includes additional features such as:

- **Daily and Weekly Data:** Stay ahead with the most up-to-date insights, allowing for rapid adjustments to your marketing strategies.
- **Purchase Conversion Data:** Understand better how your competitors' engagements convert.
- **Industry-Specific Data:** Tailor your analysis with data relevant to your specific sector, providing you with targeted insights.
- **And More:** Access an expanded array of metrics to explore new dimensions of market intelligence.

Upgrade to the [.Trends API](#) to harness these advanced capabilities and secure a competitive advantage in your industry.

Save your time and increase efficiency with the Traffic Analytics API.

Accessing and analyzing data from the Traffic Analytics API helps you quickly generate key insights to enhance your strategy and grow your business.

Here are some types of analysis you can do with Traffic Analytics API data:

- **Market evaluation:** Assess new markets, analyze the competitive landscape, and spot emerging trends.
- **Competitor analysis:** Understand competitor strategies, identify their best practices, counteract their moves, and exploit their weaknesses.
- **Understanding audience:** Access valuable audience demographics to strategize effectively without trial and error.
- **Geographic data analysis:** Discover regional trends to make quick, targeted, and informed decisions.
- **Lead qualification:** Qualify new leads by analyzing key metrics and developing strategies tailored to your target's needs.

Subscription plans

The Traffic Analytics API has two different plans. Check your [subscription info](#) to see which plan you currently have.

Traffic Analytics Basic API

Offers access to broad traffic summaries that include website traffic metrics and user behavior data.

- Traffic Data
- Monthly Visits
- Unique Visits
- Pages Per Visit
- Average Visit Duration
- Mobile vs. Desktop
- Bounce Rates

Traffic Analytics Extended API

Offers everything included in the .Trends Basic API, along with 16 additional data types that allow you to dig deeper into market dynamics, competitor strategies, and web traffic flows.

- Traffic Sources
- Traffic Destinations
- Subdomain Traffic
- Subfolder Traffic
- Geographic Distribution
- Top Pages
- Traffic Rank
- Audience Insights
- Age and Sex Distribution
- Household Size, Income, Education, and Occupation distributions
- Audience Interests
- Social Media Preferences

Ready to supercharge your analytics capabilities? Upgrade to the [.Trends API](#) and gain insights like never before with:

- **Daily and Weekly Updates:** Stay ahead with the freshest data
- **Purchase Conversion Insights:** See what strategies drive sales
- **Tailored Industry Analysis:** Get data specific to your market

Getting started

Get your API key

To start, you'll need your API key. This is a unique code that informs the system that it's you who is requesting the data. To learn how to find your API key, refer to [Get API key](#).

Build your Traffic Analytics API request

Once you have your API Key, you can create an API request—a set of directions you send our system that communicates the types of data you want to receive.

For each API request, you'll create a separate URL. This URL has several parts that tell our system what data you want and from which domains.

Traffic Analytics API request example

```
https://api.semrush.com/analytics/ta/api/v3/summary?key=YOUR_API_KEY&targets=openai.com&export_columns=target,visits,users&display_date=2024-06-01&country=US
```

This API request lets you get the [Traffic Summary](#) report. Let's break it down:

- `https://api.semrush.com/analytics/ta/api/v3/`: Endpoint—a URL that lets you connect to the server to use the Traffic Analytics API.
- `summary`: The type of report you want to get. Put `?` after it to add the request parameters. Separate parameters by `&`.
- `key=YOUR_API_KEY`: Your API Key, which identifies you to the server.
- `targets=openai.com`: The domain, subdomain, or folder you want to analyze.
- `export_columns=target,visits,users`: The specific types of data you need.
- `display_date=2024-06-01`: The date range for the data you need.
- `country=US`: The country you want the data from.

To learn more about building API requests, refer to this page on [breaking down your API calls in a text editor](#).

You can find all the available reports and check more request examples in the Traffic Analytics API reference.

Ready to start working with Traffic Analytics API data?

You're just 10 minutes away from your first data report! To get started, head to the Traffic Analytics API reference. You'll find everything you need there to get the ball rolling.

FAQ

I've never used an API before. Do I need technical expertise to get data?

Not at all! Building an API request and sending it to the system is simple. Everything you need to know is included in this PDF. Head to the "Build Your Own API Request" section on [page 6](#) to learn how to format your request. Then, head to the API Documentation section starting on [page 9](#) to select your data request criteria.

How far back can I pull API data?

The traffic data goes back as far as 2017. Age and Sex audience data goes back to April 2020, while Socioeconomic data goes back to April 2022.

How can I see if there's new data available? Will I be notified?

We don't send notifications when new data is available. To check it, go to the Semrush Traffic Analytics interface. The data available in the Traffic Analytics interface is also available through the Traffic Analytics API.

Where can I find a list of API error codes?

Refer to the Traffic Analytics API [error codes and messages](#).

Can API data be purchased without a Semrush subscription?

To access the Traffic Analytics API, you'll need to purchase a Semrush subscription. You can find Semrush subscription options on the [Plans & Pricing](#) page.

To purchase more Traffic Analytics API units, go to the [Subscription info](#) page.

If you don't have access to the Traffic Analytics API, contact the Sales team using the [Sales Inquiry](#) form, and the team will provide you with a quote for the updated .Trends API.

How often can I pull Traffic Analytics API data?

You can request API data whenever you want as long as you have Traffic Analytics API units. Your limits renew automatically each month, but you can buy more at any time on the [Subscription info](#) page.

What is the data methodology for Semrush Traffic Analytics API?

Semrush Traffic Analytics processes raw clickstream data through the proprietary machine learning algorithm to generate traffic estimates. To learn more about the process, refer to [How Semrush Turns Traffic Data Into Traffic Intelligence](#).

When is Traffic Analytics API data available?

You can access Traffic Analytics API data as soon as it's available in the Semrush Traffic Analytics interface. Each week, Semrush provides data for the previous week. The complete dataset for the prior month becomes available by the 10th day of the current month.

Can I increase my per-hour limit?

No, the technical limit is set to 10,000 requests per hour. You can make up to 10 requests per second.

Does Semrush offer a free API trial?

Semrush doesn't offer a free Traffic Analytics API trial. If you have questions about using the Traffic Analytics API or would like learn more about it, check out the [How the Traffic Analytics API works](#) video or contact the Sales team using the [Sales Inquiry](#) form.

I noticed some Traffic Analytics API data is different after your recent algorithm update. Can I access the old data from before the update?

Semrush stores data for three months after any significant algorithm update. We can provide this data by request. Contact our [customer support](#) if you have questions.

Traffic Analytics API

For each API reference below, the choice of countries is the same:

AD, AE, AF, AG, AI, AL, AM, AN, AO, AQ, AR, AS, AT, AU, AW, AX, AZ, BA, BB, BD, BE, BF, BG, BH, BI, BJ, BL, BM, BN, BO, BQ, BR, BS, BT, BV, BW, BY, BZ, CA, CC, CD, CF, CG, CH, CI, CK, CL, CM, CN, CO, CR, CU, CV, CW, CX, CY, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, EH, ER, ES, ET, FI, FJ, FK, FM, FO, FR, GA, GB, GD, GE, GF, GG, GH, GI, GL, GM, GN, GP, GQ, GR, GS, GT, GU, GW, GY, HK, HM, HN, HR, HT, HU, ID, IE, IL, IM, IN, IO, IQ, IR, IS, IT, JE, JM, JO, JP, KE, KG, KH, KI, KM, KN, KP, KR, KW, KY, KZ, LA, LB, LC, LI, LK, LR, LS, LT, LU, LV, LY, MA, MC, MD, ME, MF, MG, MH, MK, ML, MM, MN, MO, MP, MQ, MR, MS, MT, MU, MV, MW, MX, MY, MZ, NA, NC, NE, NF, NG, NI, NL, NO, NP, NR, NU, NZ, OM, PA, PE, PF, PG, PH, PK, PL, PM, PN, PR, PS, PT, PW, PY, QA, RE, RO, RS, RU, RW, SA, SB, SC, SD, SE, SG, SH, SI, SJ, SK, SL, SM, SN, SO, SR, SS, ST, SV, SX, SY, SZ, TC, TD, TF, TG, TH, TJ, TK, TL, TM, TN, TO, TR, TT, TV, TW, TZ, UA, UG, UM, US, UY, UZ, VA, VC, VE, VG, VI, VN, VU, WF, WS, XK, YE, YT, ZA, ZM, ZW

The country code parameter lets you filter traffic data for a particular country. If the parameter isn't specified, global data is shown by default. To define a country code, use the [ISO 3166-1 code reference](#), column Alpha-2 code.

Traffic Summary

Price: **1 API unit per request.**

The number of units deducted equals to the number of targets you request in one Traffic Summary request.

The Traffic Summary report provides estimated traffic metrics for domains of your choice. You can request data for traffic rank, visits, unique visitors, pages per visit, average visit duration, and bounce rate.

[About the Traffic Analytics Overview report >](#)

Request parameters

Name	Value/Type	Description
<code>key</code> *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
<code>targets</code> *	example1.com, subdomain. example2.com, example3.com/ subfolder/	Array of domains, subdomains, and subfolders separated by commas. The maximum number of targets is 200.
<code>display_date</code>	2020-06-01	Date in the YYYY-MM-01 format. If the display_date parameter isn't specified, data from the previous month is shown by default.
<code>device_type</code>	desktop mobile	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
<code>country</code>	Please review the information provided above.	

export_columns

target rank visits categories
desktop_visits mobile_visits
users desktop_users mobile_
users direct referral social
search paid search_organic
search_paid social_organic
social_paid mail display_ad
unknown_channel time_on_site
desktop_time_on_site mobile_
time_on_site pages_per_visit
desktop_pages_per_visit
mobile_pages_per_visit
bounce_rate desktop_bounce_
rate mobile_bounce_rate
desktop_share mobile_share
accuracy display_date country
device_type

This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.

** Fields marked by an asterisk (*) are required.*

Endpoint (GET)

<https://api.semrush.com/analytics/ta/api/v3/summary>

Request example

```
https://api.semrush.com/analytics/ta/api/v3/summary?targets=golang.org,blog.golang.org,tour.golang.org/welcome/&export_columns=target,visits,users&key=YOUR_API_KEY
```

Response example

```
target;visits;users  
golang.org;4491179;1400453  
blog.golang.org;402104;204891  
tour.golang.org/welcome/;10131;11628
```

Traffic Sources

Price: **1 API unit per request.**

The Traffic Sources request lets you analyze website traffic sources from various channels. You can request data for direct, referral, search, social, email, and paid traffic, providing a comprehensive view of how visitors reach your competitors' websites.

[About the Traffic Analytics Traffic Journey report >](#)

Request parameters

Name	Value/Type	Description
<code>key</code> *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
<code>target</code> *	example.com subdomain. example.com example.com/ subfolder/	Root domain, subdomain, or subfolder.
<code>display_date</code>	2020-06-01	Date in the YYYY-MM-01 format. If the display_date parameter isn't specified, data from the previous month is shown by default.
<code>device_type</code>	desktop mobile	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
<code>display_limit</code>	integer	Number of results to return. If this parameter isn't specified, the default value is 1000. The available range is between 1 and 5000.
<code>display_offset</code>	integer	This parameter lets you skip a specified number of results before sending a report. If this parameter isn't specified, the default value is 0. The available range is between 0 and 10000.

traffic_channel	direct, referral, search, social, mail,...	This parameter lets you filter traffic sources by a specific channel type. If this parameter isn't specified, data for all traffic channels is shown by default.
traffic_type	organic, paid	This parameter allows you to retrieve organic or paid traffic. If this parameter isn't specified, data for all traffic types is shown by default.
sort_order	traffic, traffic_diff, traffic_share	This parameter lets you sort the data. For descending order, append <code>_desc</code> ; for ascending order, append <code>_asc</code> . If this parameter isn't specified, data is shown in descending order by default.
country	Please review the information provided above.	
export_columns	target, from_target, display_date, country, device_type, traffic_share, traffic_diff, traffic_channel, traffic_type, search_engine, prev_traffic, categories	This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.

* Fields marked by an asterisk (*) are required.

Endpoint (GET)

`https://api.semrush.com/analytics/ta/api/v3/sources`

Request example

```
https://api.semrush.com/analytics/ta/api/v3/sources?target=medium.com&device_type=mobile&display_limit=5&display_offset=0&country=us&sort_order=traffic_diff&traffic_channel=referral&traffic_type=organic&display_date=2020-06-01&export_columns=target,from_target,display_date,country,traffic_share,traffic,channel&key=YOUR_API_KEY
```

Response example

```
target;from_target;display_date;country;traffic_share;traffic;channel
medium.com;phlap.net;2020-06-01;US;0.00019134;7025;referral
medium.com;blackhatworld.com;2020-06-01;US;0.00006379;2342;referral
medium.com;crunchyroll.com;2020-06-01;US;0.00005102;1873;referral
medium.com;outline.com;2020-06-01;US;0.00005102;1873;referral
medium.com;uber.com;2020-06-01;US;0.00005102;1873;referral
```

Traffic Destinations

Price: **1 API unit per request.**

The Traffic Destinations report provides a list of websites visited by users after leaving your competitors' domains. This helps you understand the online journey of your market audience.

[About the Traffic Analytics Traffic Journey report >](#)

Request parameters

Name	Value/Type	Description
<code>key</code> *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
<code>target</code> *	example.com subdomain. example.com example.com/ subfolder/	Root domain, subdomain, or subfolder.
<code>display_date</code>	2020-06-01	Date in the YYYY-MM-01 format. If the display_date parameter isn't specified, data from the previous month is shown by default.
<code>device_type</code>	desktop mobile	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
<code>display_limit</code>	integer	Number of results to return. If this parameter isn't specified, the default value is 1000. The available range is between 1 and 5000.
<code>display_offset</code>	integer	This parameter lets you skip a specified number of results before sending a report. If this parameter isn't specified, the default value is 0. There is no range for the parameter.

country[Please review the information provided above.](#)**export_columns**target display_date country
device_type...

This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.

sort_ordertraffic traffic_diff
traffic_share

This parameter lets you sort the data. For descending order, append `_desc`; for ascending order, append `_asc`. If this parameter isn't specified, data is shown in descending order by default.

* Fields marked by an asterisk (*) are required.

Endpoint (GET)

`https://api.semrush.com/analytics/ta/api/v3/destinations`

Request example

```
https://api.semrush.com/analytics/ta/api/v3/destinations?target=mail.ru&device_type=desktop&display_limit=5&display_offset=0&country=us&export_columns=target,display_date,country,device_type,to_target,traffic_share,traffic&display_date=2020-06-01&key=YOUR_API_KEY
```

Response example

```
target;display_date;country;device_type;to_target;traffic_share;traffic
mail.ru;2020-06-01;US;desktop;ok.ru;0.14817627;237336
mail.ru;2020-06-01;US;desktop;turkishairlines.com;0.07261596;116310
mail.ru;2020-06-01;US;desktop;airastana.com;0.05397156;86447
mail.ru;2020-06-01;US;desktop;vazhno.ru;0.02943909;47153
mail.ru;2020-06-01;US;desktop;belavia.by;0.0206073;33007
```


Geo Distribution

Price: **1 API unit per request.**

The Geo Distribution report provides a list of countries where traffic to your selected domains comes from. This data lets you gain insights into the geographic diversity and distribution of your market audience.

[About the Traffic Analytics Geo Distribution report >](#)

Request parameters

Name	Value/Type	Description
<code>key</code> *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
<code>target</code> *	example.com subdomain. example.com example.com/ subfolder/	Root domain, subdomain, or subfolder.
<code>target_type</code>	domain subdomain subfolder	Type of the analyzed target. If this parameter isn't specified, the default value is domain.
<code>display_date</code>	2020-06-01	Date in the YYYY-MM-01 format. If the <code>display_date</code> parameter isn't specified, the last report data is shown by default.
<code>device_type</code>	desktop mobile	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
<code>display_limit</code>	integer	Number of results to return. If this parameter isn't specified, the default value is 1000. The available range is between 1 and 5000.

display_offset	integer	This parameter lets you skip a specified number of results before sending a report. If this parameter isn't specified, the default value is 0. There is no range for the parameter.
geo_type	country subcontinent continent	Type of geographical coverage. If this parameter isn't specified, the country data is shown by default.
export_columns	traffic traffic_share desktop_share mobile_share avg_visit_duration pages_per_visit bounce_rate	This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.
sort_order	traffic traffic_share desktop_share mob...	This parameter lets you sort the data. For descending order, append <code>_desc</code> ; for ascending order, append <code>_asc</code> . If this parameter isn't specified, data is shown in descending order by default.

* Fields marked by an asterisk (*) are required.

Endpoint (GET)

<https://api.semrush.com/analytics/ta/api/v3/geo>

Request example

```
https://api.semrush.com/analytics/ta/api/v3/geo?display_date=2020-01-01&device_type=desktop&display_limit=7&display_offset=0&target=ebay.com&target_type=domain&geo_type=country&export_columns=target,display_date,device_type,geo,traffic,avg_visit_duration&key=YOUR_API_KEY
```

Response example

```
target;display_date;device_type;geo;traffic;avg_visit_duration
ebay.com;2020-01-01;desktop;us;192581931;706
ebay.com;2020-01-01;desktop;ru;7305169;970
ebay.com;2020-01-01;desktop;ca;6392463;819
ebay.com;2020-01-01;desktop;il;5099407;1048
ebay.com;2020-01-01;desktop;mx;4277849;669
ebay.com;2020-01-01;desktop;br;3811888;711
ebay.com;2020-01-01;desktop;gb;3641529;384
```

Subdomains

Price: **1 API unit per request.**

The Subdomains report displays the traffic to the top subdomains of the selected website. This helps you identify the most popular sections of the website.

[About the Traffic Analytics Subdomains report >](#)

Request parameters

Name	Value/Type	Description
<code>key</code> *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
<code>target</code> *	example.com subdomain. example.com	Root domain or subdomain
<code>target_type</code>	domain subdomain	Type of the analyzed target. If this parameter isn't specified, the default value is domain.
<code>display_date</code>	2020-06-01	Date in the YYYY-MM-01 format. If the <code>display_date</code> parameter isn't specified, the last report data is shown by default.
<code>device_type</code>	desktop mobile	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
<code>display_limit</code>	integer	Number of results to return. If this parameter isn't specified, the default value is 1000. The available range is between 1 and 5000.
<code>display_offset</code>	integer	This parameter lets you skip a specified number of results before sending a report. If this parameter isn't specified, the default value is 0. There is no range for the parameter.

country

[Please review the information provided above.](#)

export_columns

domain display_date country
device_type...

This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.

sort_order

traffic desktop_share
mobile_share

This parameter lets you sort the data. For descending order, append `_desc`; for ascending order, append `_asc`. If this parameter isn't specified, data is shown in descending order by default.

** Fields marked by an asterisk (*) are required.*

Endpoint (GET)

`https://api.semrush.com/analytics/ta/api/v3/subdomains`

Request example

```
https://api.semrush.com/analytics/ta/api/v3/subdomains?target=amazon.com&export_
columns=domain,display_date,subdomain&country=us&display_date=2019-07-01&device_
type=desktop&display_limit=3&display_offset=3&key=YOUR_API_KEY
```

Response example

```
domain;display_date;subdomain
amazon.com;2019-07-01;twitch.amazon.com
amazon.com;2019-07-01;sellercentral.amazon.com
amazon.com;2019-07-01;aws.amazon.com
```

Top Pages

Price: **1 API unit per request.**

The Top Pages report displays the most popular pages of the chosen domains. This helps you understand which content resonates the most with your market audience.

[About the Traffic Analytics Top Pages report >](#)

Request parameters

Name	Value/Type	Description
<code>key</code> *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
<code>target</code> *	domain.com	Root domain.
<code>target_type</code>	domain subdomain subfolder	Type of the analyzed target. If this parameter isn't specified, the default value is domain.
<code>display_date</code>	2020-06-01	Date in the YYYY-MM-01 format. If the <code>display_date</code> parameter isn't specified, the last report data is shown by default.
<code>device_type</code>	desktop mobile	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
<code>display_limit</code>	integer	Number of results to return. If this parameter isn't specified, the default value is 1000. The available range is between 1 and 5000.
<code>display_offset</code>	integer	This parameter lets you skip a specified number of results before sending a report. If this parameter isn't specified, the default value is 0. There is no range for the parameter.

country

[Please review the information provided above.](#)

export_columns

domain display_date country
device_type...

This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.

sort_order

users_by_target avg_visit_
duration exits traffic entrance_
traffic traffic_share

This parameter lets you sort the data. For descending order, append `_desc`; for ascending order, append `_asc`. If this parameter isn't specified, data is shown in descending order by default.

* Fields marked by an asterisk (*) are required.

Endpoint (GET)

`https://api.semrush.com/analytics/ta/api/v3/toppages`

Request example

```
https://api.semrush.com/analytics/ta/api/v3/toppages?device_type=desktop&display_date=2020-06-01&country=us&display_limit=5&display_offset=0&target=amazon.com&target_type=domain&export_columns=page,display_date,desktop_share,mobile_share&key=YOUR_API_KEY
```

Response example

```
page;display_date;desktop_share;mobile_share
amazon.com/s;2020-06-01;1;0
amazon.com;2020-06-01;0.2545288066748602;0.7454711933251398
amazon.com/gp/css/order-history;2020-06-01;1;0
amazon.com/s/ref=nb_sb_noss_2;2020-06-01;1;0
amazon.com/gp/product/handle-buy-box/ref=dp_start-bbf_1_
glance;2020-06-01;1;0
```

Traffic Rank

Price: **1 API unit per request.**

The Traffic Rank report provides a list of domains sorted by traffic in descending order. This lets you benchmark your site against other domains to understand your relative market position, identify key competitors, and develop strategies to improve your site's visibility and traffic.

[About the Market Explorer All Domains report >](#)

Request parameters

Name	Value/Type	Description
<code>key</code> *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
<code>display_date</code>	2020-06-01	Date in the YYYY-MM-01 format. If the <code>display_date</code> parameter isn't specified, the last report data is shown by default.
<code>device_type</code>	desktop mobile	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
<code>display_limit</code>	integer	Number of results to return. If this parameter isn't specified, the default value is 200. The available range is between 1 and 200.
<code>display_offset</code>	integer	This parameter lets you skip a specified number of results before sending a report. If this parameter isn't specified, the default value is 0. There is no range for the parameter.
<code>country</code>	Please review the information provided above.	

export_columns

display_date country
device_type rank domain visits
users desktop_share
mobile_share desktop_visits
mobile_visits time_on_site
bounce_rate pages_per_visit

This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.

* Fields marked by an asterisk (*) are required.

Endpoint (GET)

<https://api.semrush.com/analytics/ta/api/v3/rank>

Request example

```
https://api.semrush.com/analytics/ta/api/v3/rank?device_type=mobile&display_date=2020-05-01&country=us&display_limit=5&display_offset=0&export_columns=rank,domain&key=YOUR_API_KEY
```

Response example

```
rank;domain  
1;google.com  
2;facebook.com  
3;wikipedia.org  
4;amazon.com  
5;yahoo.com
```

Audience Insights

Price: **1 API unit per request.**

The Audience Insights report provides data to better understand how audiences among your chosen domains overlap. This data can help you with targeting, segmentation, and ad placement.

[About the One2Target Audience Overlap report >](#)

Request parameters

Name	Value/Type	Description
<code>key</code> *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
<code>targets</code> *	domain1.com, domain2.com, domain3.com	Array of domains separated by a comma. The maximum number of domains is 5.
<code>selected_targets</code>	domain1.com, domain2.com	Array of domains separated by a comma. Indicate the domains from the targets parameter that you'd like to apply the segment operator to. The maximum number of domains depends on the number of domains in targets (up to 5).
<code>segment</code>	contains excludes shares	An operator that regulates the relationship between targets and selected_targets: Contains unites the audience of the selected websites. Shares combines the audience who visited all the selected websites. Excludes selects the audience who visited at least one of the targets websites, but didn't visit any websites from selected_targets.
<code>display_date</code>	2020-06-01	Date in the YYYY-MM-01 format. If the display_date parameter isn't specified, the last report data is shown by default.

<code>device_type</code>	desktop mobile	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
<code>display_limit</code>	integer	Number of results to return. If this parameter isn't specified, the default value is 1000. The available range is between 1 and 5000.
<code>display_offset</code>	integer	This parameter lets you skip a specified number of results before sending a report. If this parameter isn't specified, the default value is 0. There is no range for the parameter.
<code>country</code>	Please review the information provided above.	
<code>export_columns</code>	target overlap_score similarity_score target_users overlap_users categories is_adult	This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.

* Fields marked by an asterisk (*) are required.

Endpoint (GET)

`https://api.semrush.com/analytics/ta/api/v3/audience_insights`

Request example

```
https://api.semrush.com/analytics/ta/api/v3/audience_insights?display_date=2020-02-01&device_type=desktop&country=us&segment=contains&targets=amazon.com,ebay.com,searchenginesland.com&selected_targets=amazon.com,ebay.com&export_columns=target,overlap_score,similarity_score,target_users,overlap_users&display_offset=5&display_limit=7&key=YOUR_API_KEY
```

Response example

```
target;overlap_score;similarity_score;target_users;overlap_users
instagram.com;0.3688;0.4891;69429930;50399700
reddit.com;0.3467;0.4515;73201944;47379108
twitter.com;0.3467;0.4587;69915496;47372776
ebay.com;0.2448;0.3933;33448824;33448824
imdb.com;0.239;0.3621;43723270;32654776
apple.com;0.2326;0.3496;45222470;31789886
yahoo.com;0.2221;0.3242;50563124;30347980
```

Data Accuracy

Price: **1 API unit per request.**

The Data Accuracy report displays a metric that gauges the accuracy of the data presented. This lets you assess the reliability of the insights derived from the data and ensure that your strategies are built on precise and dependable information.

Request parameters

Name	Value/Type	Description
<code>key</code> *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
<code>target</code> *	domain.com	Root domain.
<code>display_date</code>	2020-06-01	Date in the YYYY-MM-01 format. If the <code>display_date</code> parameter isn't specified, the last report data is shown by default.
<code>device_type</code>	desktop mobile	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
<code>country</code>	Please review the information provided above.	
<code>export_columns</code>	target display_date country device_type accuracy	This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.

* Fields marked by an asterisk (*) are required.

Endpoint (GET)

```
https://api.semrush.com/analytics/ta/api/v3/accuracy
```

Request example

```
https://api.semrush.com/analytics/ta/api/v3/accuracy?display_date=2019-01-01&target=ebay.com&country=us&device_type=desktop&export_columns=target,display_date,country,device_type,accuracy&key=YOUR_API_KEY
```

Response example

```
target;display_date;country;device_type;accuracy  
ebay.com;2019-01-01;US;desktop;3
```

Subfolders

Price: **1 API unit per request.**

The Subfolders report lists the top subfolders of your chosen domains. This helps you identify the most visited sections of their websites so you can understand user navigation patterns.

[About the Traffic Analytics Subfolders report >](#)

Request parameters

Name	Value/Type	Description
<code>key</code> *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
<code>target</code> *	example.com, subdomain. example.com	Root domain or subdomain.
<code>target_type</code>	domain, subdomain	Type of the analyzed target. If this parameter isn't specified, the default value is domain.
<code>display_date</code>	2021-01-01	Date in the YYYY-MM-01 format. If the <code>display_date</code> parameter isn't specified, data from the previous month is shown by default.
<code>device_type</code>	desktop	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
<code>display_limit</code>	integer	Number of results to return. If this parameter isn't specified, the default value is 1000. The available range is between 1 and 5000.
<code>display_offset</code>	integer	This parameter lets you skip a specified number of results before sending a report. If this parameter isn't specified, the default value is 0. There is no range for the parameter.

country	Please review the information provided above.	
export_columns	display_date subfolder subdomain traffic_share users unique_pageviews entrances exits time_on_subfolder pages_per_visit bounce_rate direct search referral social paid search_organic search_paid social_organic social_paid mail display_ad	This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.
search_string	string	This filter lets you get data for subfolders that contain the specified search term in their path.
sort_order	traffic_share unique_pageviews users entrances exits time_on_subfolder pages_per_visit bounce_rate direct search referral social paid search_organic search_paid social_organic social_paid mail display_ad	This parameter lets you sort the data. For descending order, append <code>_desc</code> ; for ascending order, append <code>_asc</code> . If this parameter isn't specified, data is shown in descending order by default.

* Fields marked by an asterisk (*) are required.

`https://api.semrush.com/analytics/ta/api/v3/subfolders`

Request example

```
https://api.semrush.com/analytics/ta/api/v3/subfolders?target=amazon.com&target_type=domain&display_limit=5&sort_order=unique_pageviews_desc&export_columns=users,unique_pageviews,entrances,exits&key=YOUR_API_KEY
```


Response example

```
users;unique_pageviews;entrances;exits  
108034494;442718812;139391428;214631237  
117317596;400357027;88809293;119252855  
57876899;181880099;26825058;41811998  
59238134;160586116;27531044;30810362  
46792998;150398115;21906685;36809256
```

Age and Sex Distribution

Price: **1 API unit per request.**

The Age and Sex Distribution report provides data on the age and sex distribution for your chosen domain's audiences. This data helps you better understand the market's demographics and enhance your segmentation and targeting.

[About the One2Target Demographics report >](#)

Request parameters

Name	Value/Type	Description
<code>key</code> *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
<code>target</code> *	example.com subdomain. example.com	Root domain or subdomain.
<code>display_date</code>	2020-06-01	Date in the YYYY-MM-01 format. If the display_date parameter isn't specified, data from the previous month is shown by default.
<code>device_type</code>	desktop mobile	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
<code>country</code>	Please review the information provided above.	
<code>export_columns</code>	target, display_date, country, device_type, age, female_users, male_users, female_share, male_share	This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.

* Fields marked by an asterisk (*) are required.

Endpoint (GET)

```
https://api.semrush.com/analytics/ta/api/v3/age_and_sex_distribution
```

Request example

```
https://api.semrush.com/analytics/ta/api/v3/age_and_sex_distribution?target=amazon.com&export_columns=age,female_users,male_users,female_share,male_share&key=YOUR_API_KEY
```

Response example

```
age;female_users;male_users;female_
share;male_share
18-24;44327990;97168741;0.04749;0.1041
25-34;122735052;269057548;0.13149;0.28825
35-44;73095910;160239759;0.07831;0.17167
45-54;36337936;79667169;0.03893;0.08535
55-64;12013080;26341037;0.01287;0.02822
65+;3892350;8531434;0.00417;0.00914
```

Household Distribution

Price: **1 API unit per request.**

The Household Distribution report provides data on the distribution of the chosen domain's audiences by household size. This data helps you better understand the market's household demographics and enhance your segmentation and targeting.

[About the One2Target Socioeconomics report >](#)

Request parameters

Name	Value/Type	Description
key *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
target *	example.com subdomain. example.com	Root domain or subdomain.
display_date	2020-06-01	Date in the YYYY-MM-01 format. If the display_date parameter isn't specified, data from the previous month is shown by default.
device_type	desktop mobile	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
country	Please review the information provided above.	
export_columns	target, display_date, country, device_type, size, users, users_share	This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.

* Fields marked by an asterisk (*) are required.

Endpoint (GET)

```
https://api.semrush.com/analytics/ta/api/v3/household_distribution
```

Request example

```
https://api.semrush.com/analytics/ta/api/v3/household_distribution?target=amazon.com&export_
columns=size,users,users_share&key=YOUR_API_KEY
```

Response example

```
size;users;users_share
1;119159479;0.12765938
2;216755165;0.23221678
3;196100018;0.21008825
4;188666644;0.20212464
5;111846800;0.11982507
6;55039594;0.058965687
7;23824865;0.025524344
8;11369735;0.012180763
9;5235293;0.0056087384
10+;5419740;0.005806342
```

Income Distribution

Price: **1 API unit per request.**

The Income Distribution report provides data on the distribution of the chosen domain's audiences by income. This data helps you better understand the socioeconomic diversity of your market and tailor your messaging, promotions, and offers.

[About the One2Target Socioeconomics report >](#)

Request parameters

Name	Value/Type	Description
<code>key</code> *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
<code>target</code> *	example.com subdomain. example.com	Root domain or subdomain.
<code>display_date</code>	2020-06-01	Date in the YYYY-MM-01 format. If the display_date parameter isn't specified, data from the previous month is shown by default.
<code>device_type</code>	desktop mobile	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
<code>country</code>	Please review the information provided above.	
<code>export_columns</code>	target, display_date, country, device_type, income_type, users, users_share	This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.

* Fields marked by an asterisk (*) are required.

Endpoint (GET)

```
https://api.semrush.com/analytics/ta/api/v3/income_distribution
```

Request example

```
https://api.semrush.com/analytics/ta/api/v3/income_distribution?target=amazon.com&export_
columns=income_type,users,users_share&key=YOUR_API_KEY
```

Response example

```
income_type;users;users_share
high;78982046;0.084616005
middle;236143146;0.25298774
low;618292149;0.66239625
```

Education Distribution

Price: **1 API unit per request.**

The Education Distribution report provides data on the distribution of the chosen domain's audiences by education level. This data helps you understand their educational background, so you can tailor content and marketing strategies to better resonate with different education levels.

[About the One2Target Socioeconomics report >](#)

Request parameters

Name	Value/Type	Description
<code>key</code> *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
<code>target</code> *	example.com subdomain. example.com	Root domain or subdomain.
<code>display_date</code>	2020-06-01	Date in the YYYY-MM-01 format. If the display_date parameter isn't specified, data from the previous month is shown by default.
<code>device_type</code>	desktop mobile	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
<code>country</code>	Please review the information provided above.	
<code>export_columns</code>	target, display_date, country, device_type, education, users, users_share	This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.

* Fields marked by an asterisk (*) are required.

Endpoint (GET)

```
https://api.semrush.com/analytics/ta/api/v3/education_distribution
```

Request example

```
https://api.semrush.com/analytics/ta/api/v3/education_distribution?target=amazon.com&export_
columns=education,users,users_share&key=YOUR_API_KEY
```

Response example

```
education;users;users_share
none_completed;31115401;0.03333493
school;467949632;0.5013295
university;383657211;0.4110243
postgraduate;50695096;0.054311287
```

Occupation Distribution

Price: **1 API unit per request.**

The Occupation Distribution report provides data on the distribution of the chosen domain's audiences by occupation. This data lets you gain insights into the professional makeup of your audience so you can develop more targeted marketing strategies and create content that appeals to specific professional groups.

[About the One2Target Socioeconomics report >](#)

Request parameters

Name	Value/Type	Description
<code>key</code> *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
<code>target</code> *	example.com subdomain. example.com	Root domain or subdomain.
<code>display_date</code>	2020-06-01	Date in the YYYY-MM-01 format. If the display_date parameter isn't specified, data from the previous month is shown by default.
<code>device_type</code>	desktop mobile	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
<code>country</code>	Please review the information provided above.	
<code>export_columns</code>	target, display_date, country, device_type, occupation, users, users_share	This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.

* Fields marked by an asterisk (*) are required.

Endpoint (GET)

```
https://api.semrush.com/analytics/ta/api/v3/occupation_distribution
```

Request example

```
https://api.semrush.com/analytics/ta/api/v3/occupation_distribution?target=amazon.com&export_
columns=occupation,users,users_share&key=YOUR_API_KEY
```

Response example

```
occupation;users;users_share
unemployed;142362045;0.15251704
parental_leave;4634344;0.0049649226
leave_of_absence;12847917;0.013764387
studies;65785665;0.0704783
part_time_work;110365158;0.11823774
full_time_work;398638431;0.42707416
homemaker;99072807;0.10613988
own_business;46837581;0.050178606
retired;52873389;0.05664496
```

Audience Interests

Price: **1 API unit per request.**

The Audience Interests report provides data to better understand the interests of your market audience. This helps you tailor your content and marketing strategies to match their preferences and engage them more effectively.

[About the One2Target Behavior report >](#)

Request parameters

Name	Value/Type	Description
<code>key</code> *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
<code>target</code> *	example.com	Root domain or subdomain.
<code>display_date</code>	2020-06-01	Date in the YYYY-MM-01 format. If the display_date parameter isn't specified, data from the previous month is shown by default.
<code>device_type</code>	desktop, mobile	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
<code>country</code>	Please review the information provided above.	
<code>export_columns</code>	target, display_date, country, device_type, category, users, users_score	This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.

* Fields marked by an asterisk (*) are required.

Endpoint (GET)

```
https://api.semrush.com/analytics/ta/api/v3/audience_interests
```

Request example

```
https://api.semrush.com/analytics/ta/api/v3/audience_interests?target=amazon.com&export_
columns=category,users,users_score&key=YOUR_API_KEY
```

Response example

```
category;users;users_score
online_services;921033121;0.9867154258825707
mass_media;917265402;0.9826790167970272
publishing;887132366;0.9503970816831272
newspapers;814880850;0.8729930407695959
retail;772807972;0.8279197890185599
computer_software_and_development;698535570;0.7483507451917946
entertainment;658906903;0.7058960102376283
information_technology;653199899;0.6997820185103172
```

Social Media

Price: **1 API unit per request.**

The Social Media report provides social media data of the chosen domain's audiences. This lets you analyze their engagement and activity on various social platforms. This data can help you optimize your social media strategies and improve your online presence.

[About the One2Target Behavior report >](#)

Request parameters

Name	Value/Type	Description
key *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .
target *	example.com	Root domain or subdomain.
display_date	2020-06-01	Date in the YYYY-MM-01 format. If the display_date parameter isn't specified, data from the previous month is shown by default.
device_type	desktop, mobile	This parameter lets you choose whether to retrieve desktop or mobile data. If the parameter isn't specified, data for all devices is shown by default.
country	Please review the information provided above.	
export_columns	target, device_type, display_date, country, social_name, social_domain, users_score, users	This parameter lets you get only the columns with the data you need. Specify the required columns separating them by a comma. If this parameter isn't specified, all columns are shown by default.

* Fields marked by an asterisk (*) are required.

Endpoint (GET)

```
https://api.semrush.com/analytics/ta/api/v3/social_media
```

Request example

```
https://api.semrush.com/analytics/ta/api/v3/social_media?target=amazon.com&export_columns=social_name,social_domain,users_score,users
```

Response example

```
social_name;social_domain;users_score;users  
YouTube;youtube.com;0.7474810387808435;697723757  
Facebook;facebook.com;0.44912889370340137;419231904  
Twitter;twitter.com;0.3635169623127236;339318869  
Reddit;reddit.com;0.36153091057319436;337465022  
Instagram;instagram.com;0.2945165976739555;274911625  
TikTok;tiktok.com;0.20150881125651102;188095052  
LinkedIn;linkedin.com;0.1261642745655982;117765946  
Pinterest;pinterest.com;0.1086957264671911;101460220
```

API Usage

The API Usage request returns information about your monthly, daily, and hourly API units usage. This helps you monitor and optimize your API consumption.

Request parameters

Name	Value/Type	Description
key *	API_KEY	Identification key assigned to each user after subscribing to Semrush. You'll find it in Subscription info > API units .

* Fields marked by an asterisk (*) are required.

Endpoint (GET)

`http://api.semrush.com/analytics/ta/limits/key/`

Request example

`http://api.semrush.com/analytics/ta/limits/key/API_KEY`

Explore the Enhanced .Trends API

For those looking to dive even deeper into market analytics, the new .Trends API offers a broader range of data designed to enhance your strategic decision-making. Building on the robust capabilities of the Traffic Analytics API, the .Trends API includes additional features such as:

- **Daily and Weekly Data:** Stay ahead with the most up-to-date insights, allowing for rapid adjustments to your marketing strategies.
- **Purchase Conversion Data:** Understand better how your competitors' engagements convert.
- **Industry-Specific Data:** Tailor your analysis with data relevant to your specific sector, providing you with targeted insights.
- **And More:** Access an expanded array of metrics to explore new dimensions of market intelligence.

Upgrade to the [.Trends API](#) to harness these advanced capabilities and secure a competitive advantage in your industry.