VAGARO

Market analysis and research

Profile:

Year Founded	Store ID's	Headquarters	Employees	Funding / Round	Product / Services	
2009	id536110000	Dublin, United States	251 - 500	$163M	Salon appointments online.	

Vagaro: LINK

Vagaro developed by Vagaro Inc is listed under category Lifestyle. achieved more than *1,000,000* installs.

Application info:

Title:	Vagaro
Developer:	Vagaro Inc
Category:	Lifestyle
Price:	Free

App installs:

Installs (achieved):	1,000,000+
Installs (estimated):	1,082,695

Rating scores:

Total ratings:	6363
Growth (30 days):	0.52%
Growth (60 days):	1.13%
Average rating:	4.39

Rating values:

5 star ratings:	4,902
4 star ratings:	566
3 star ratings:	54
2 star ratings:	173
1 star ratings:	663

Download Level Stats:
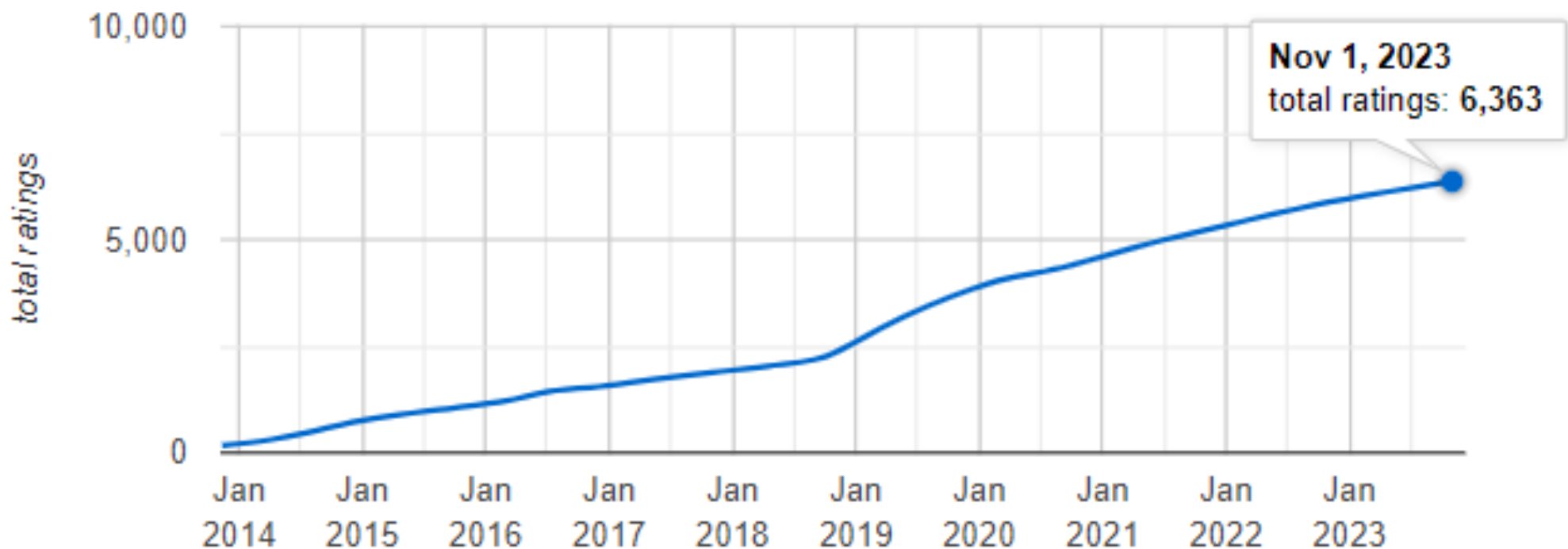
2022-12-22:	Vagaro achieved 1,000,000 installs.
2019-08-17:	Vagaro achieved 500,000 installs.
2015-10-12:	Vagaro achieved 100,000 installs.
2014-06-13:	Vagaro achieved 50,000 installs.
2013-11-12:	Vagaro achieved 10,000 installs.

Total number of estimated installs:
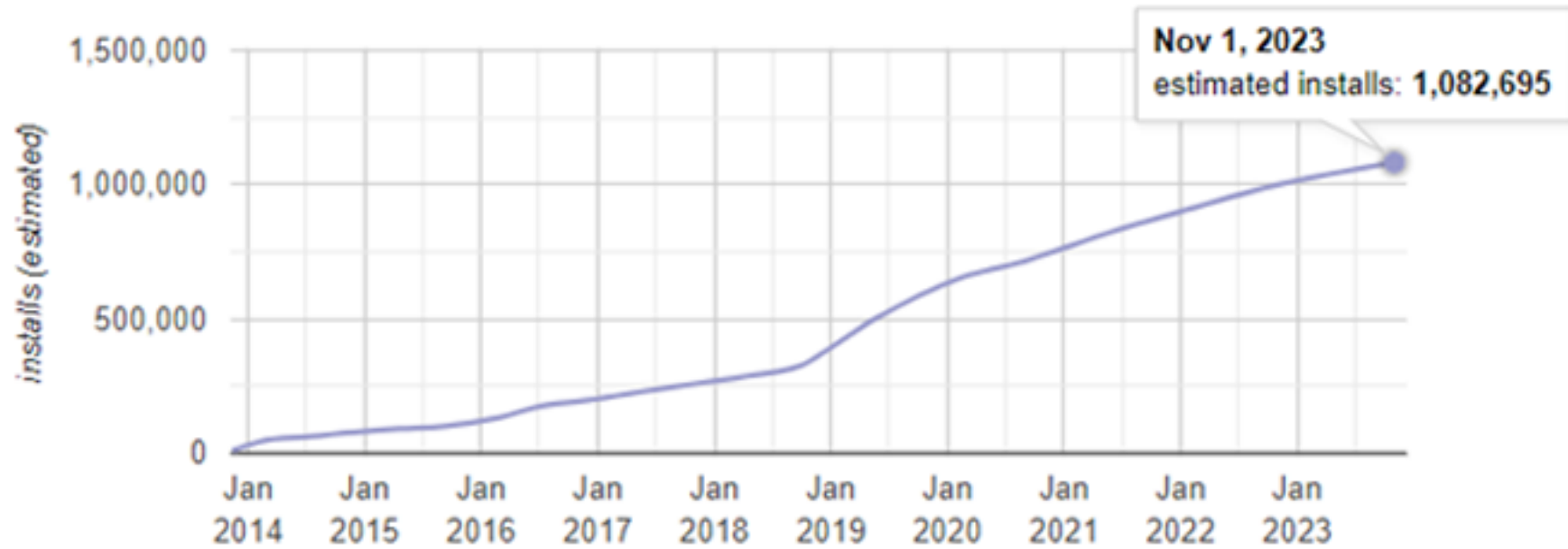
Total number of ratings
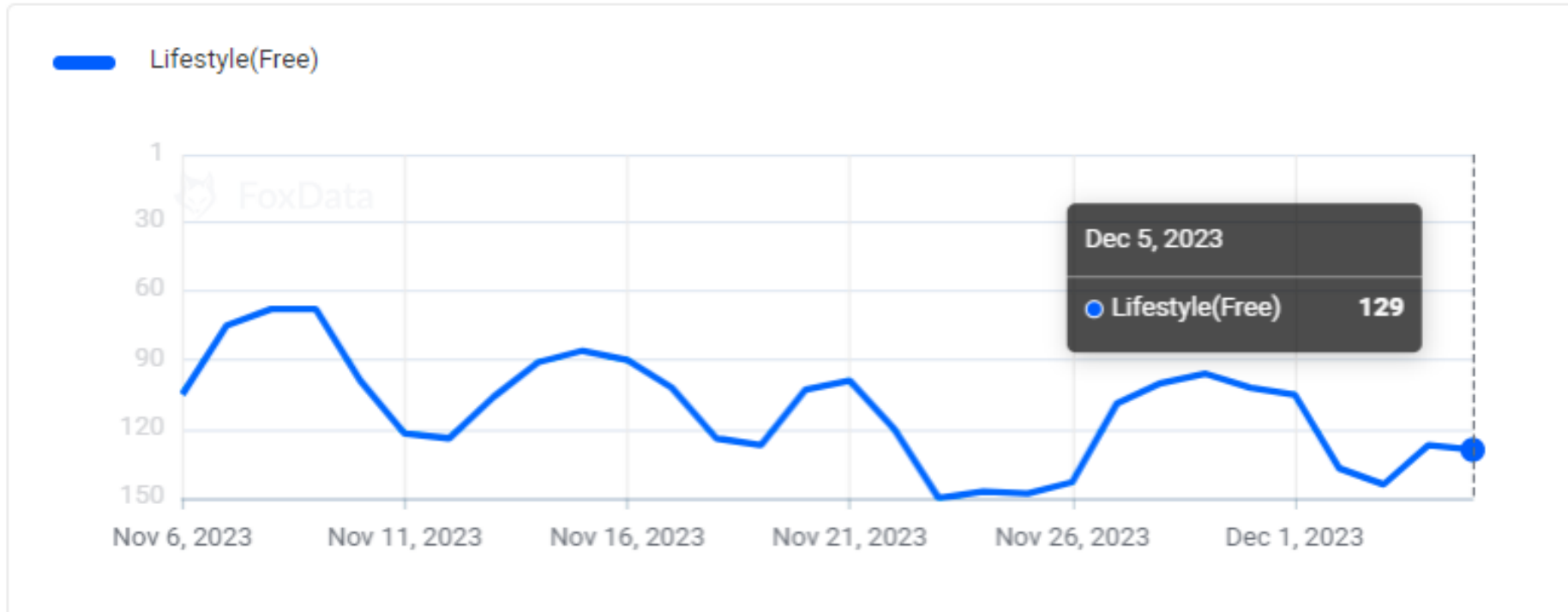
Total number of active users rated for Vagaro.

Nov 1, 2023
total ratings: **6,363**

Current rating distribution
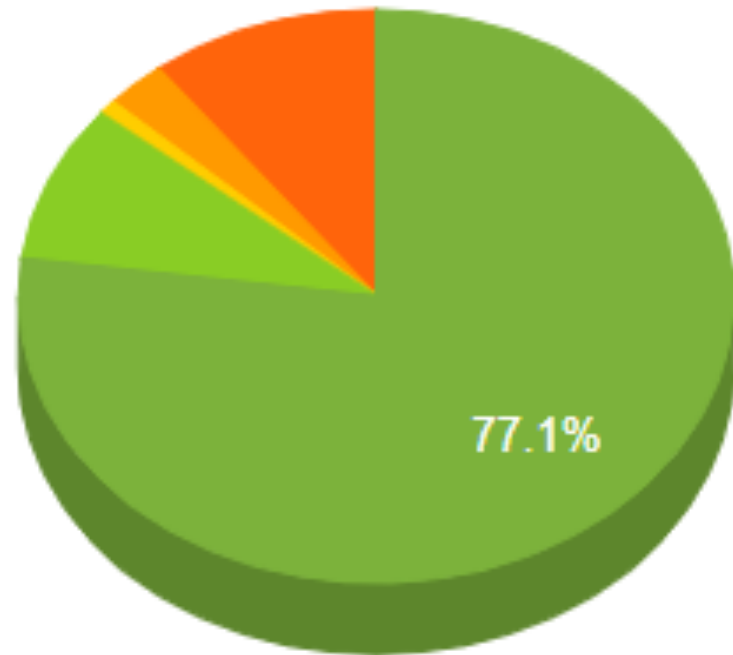
- 5 star: 4,902
- 4 star: 566
- 3 star: 54
- 2 star: 173
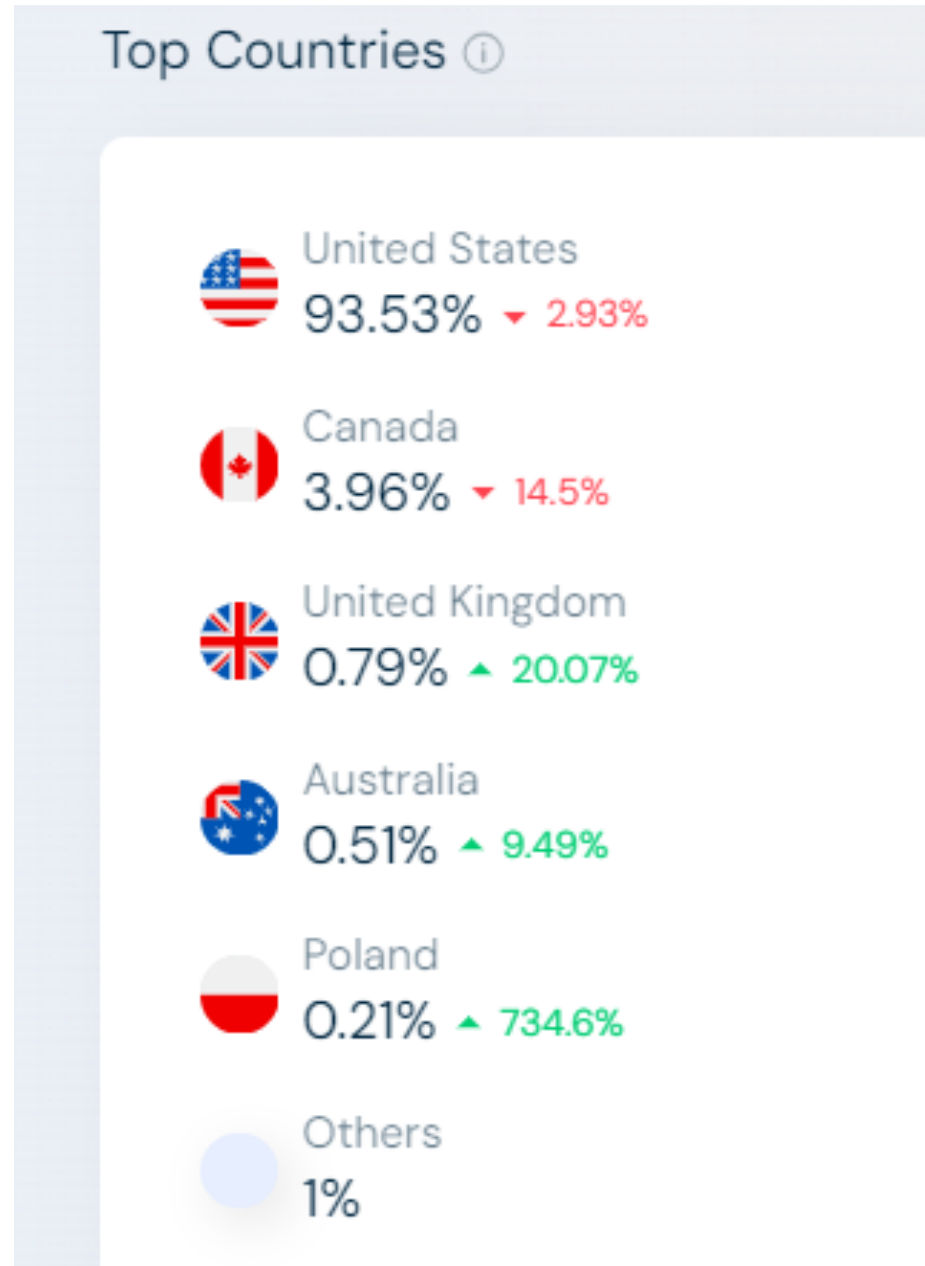- 1 star: 663

77.1%

Ranking in US:

Keywords Ranking in US:
(Search Terms)

		Keyword		Keyword Rank
☑	☆	vagaro	ⓘ	1 ＝
☑	☆	vargo	ⓘ	1 ＝
☐	☆	vagar	ⓘ	1 ＝
☑	☆	vigaro	ⓘ	1 ＝
☑	☆	vagaro pro	ⓘ	2 ＝
☐	☆	massage appointment	ⓘ	2 ⌃1
☐	☆	local salon	ⓘ	2 ＝
☐	☆	snailz	ⓘ	2 ＝
☐	☆	beauty appointments	ⓘ	2 ＝
☐	☆	local spa	ⓘ	2 ＝
☐	☆	spa appointment app	ⓘ	2 ⌄1
☐	☆	salon finder	ⓘ	3 ＝
☐	☆	hair appointment	ⓘ	3 ＝
☐	☆	salon booking	ⓘ	3 ⌃1
☐	☆	beauty appointment app	ⓘ	3 ＝

WEB Traffic Analysis:
WEB Traffic Top Countries:

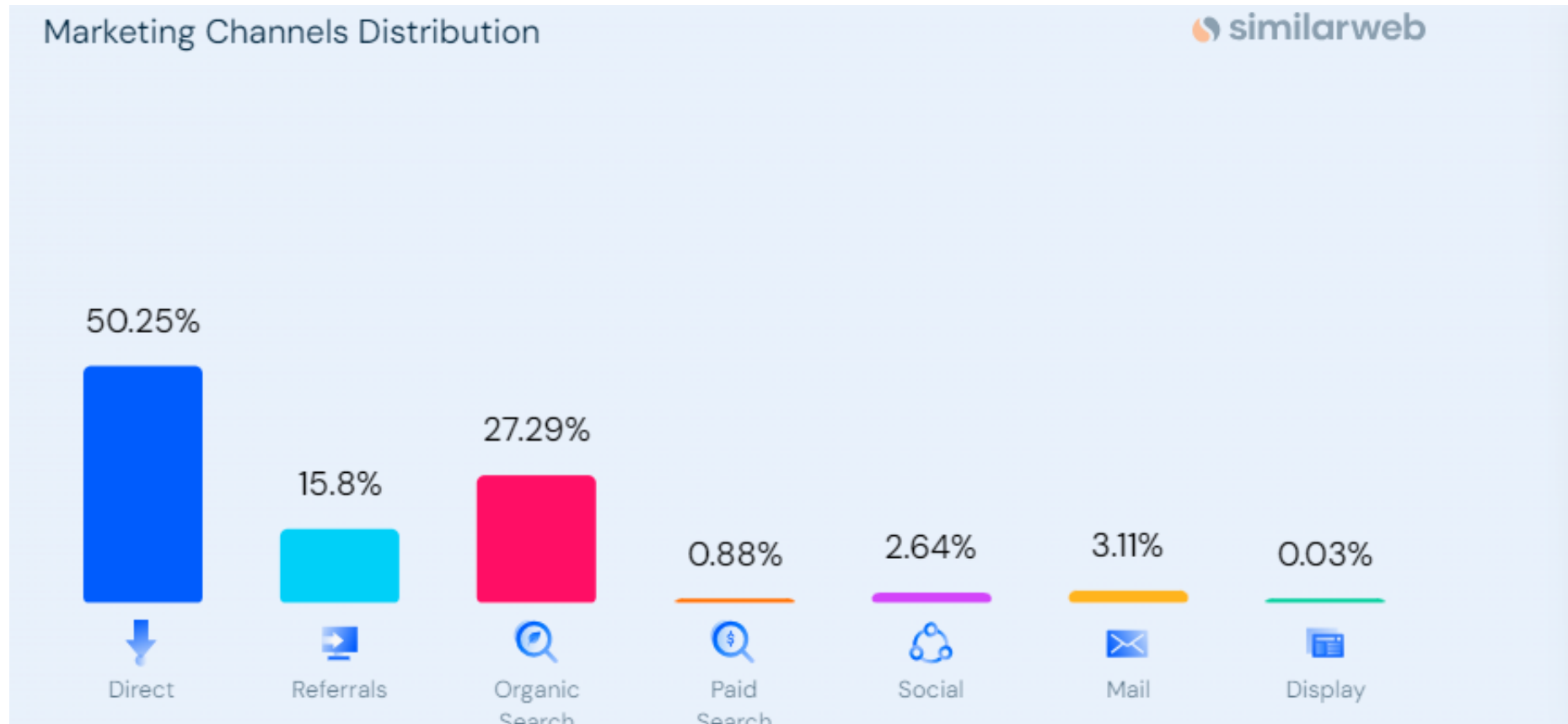# Web traffic age and gender distribution:
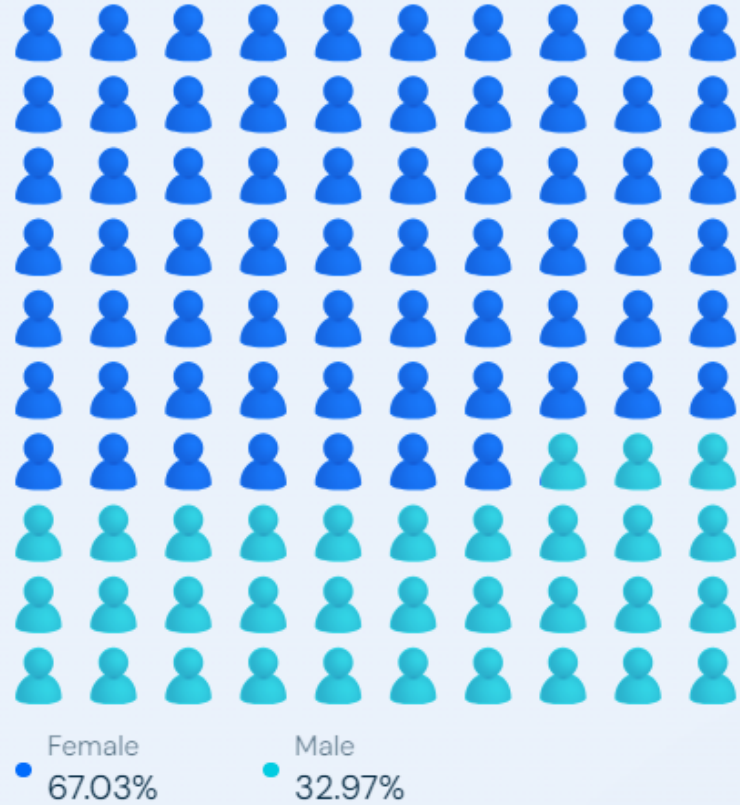
Marketing Channels:

Marketing Channels Distribution — similarweb

Direct	Referrals	Organic Search	Paid Search	Social	Mail	Display
50.25%	15.8%	27.29%	0.88%	2.64%	3.11%	0.03%
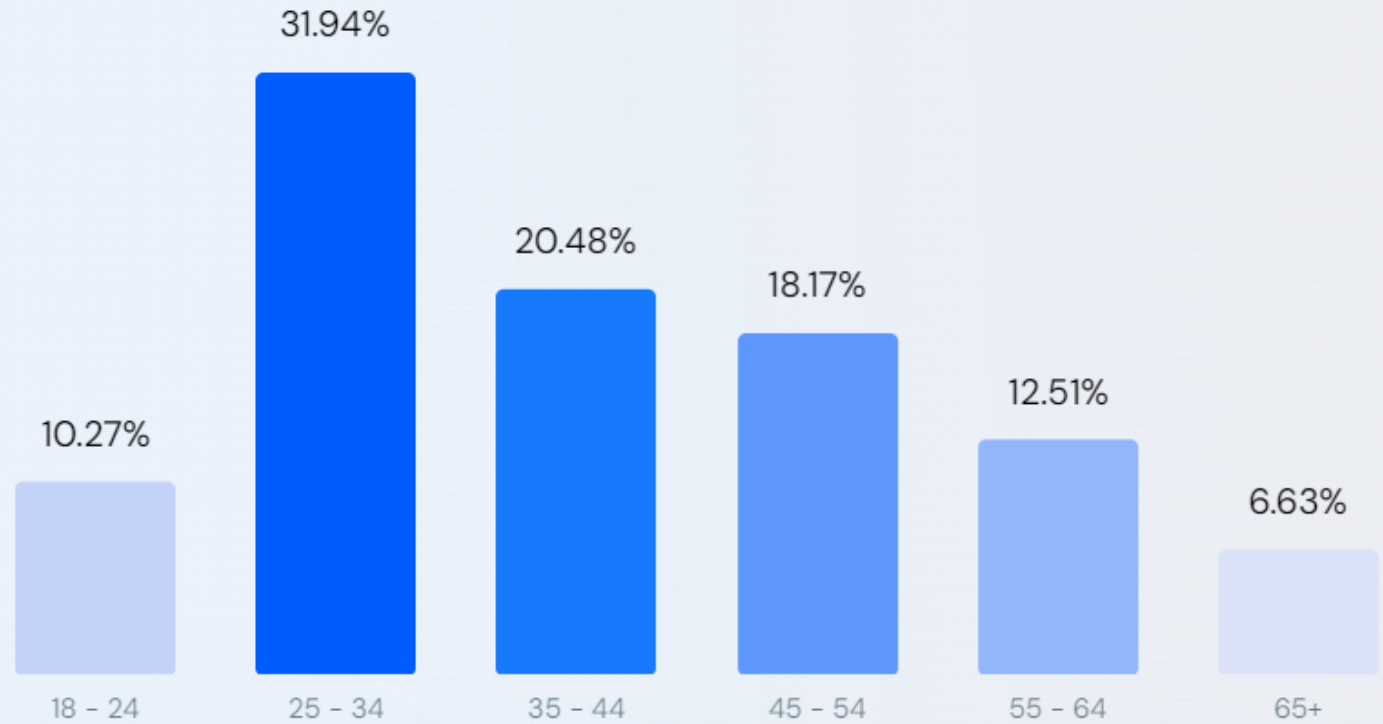
Social Network Channels:
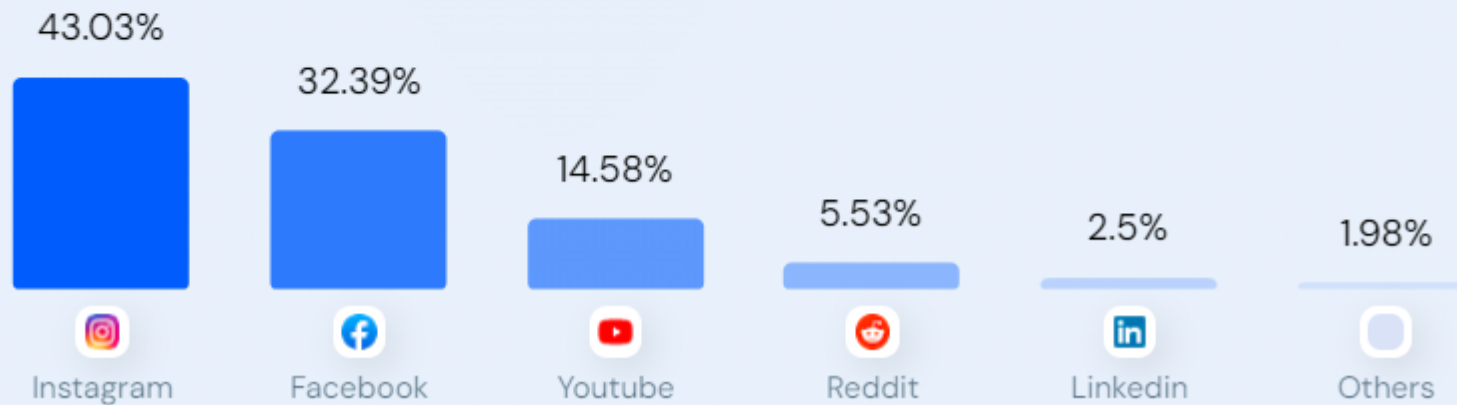

Social Media Traffic to vagaro.com

vagaro.com gets most of its social media traffic from Instagram, followed by Facebook and Youtube (Desktop). Engaging audiences through Linkedin may reveal new opportunities

Social Networks ⓘ

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Social Network Distribution ⓘ

similarweb

Instagram	Facebook	Youtube	Reddit	Linkedin	Others
43.03%	32.39%	14.58%	5.53%	2.5%	1.98%

References:

- https://www.crunchbase.com/
- https://platform.foxdata.com/
- https://www.similarweb.com/
- https://www.semrush.com/
- https://www.data.ai/
- https://app.sensortower.com/