

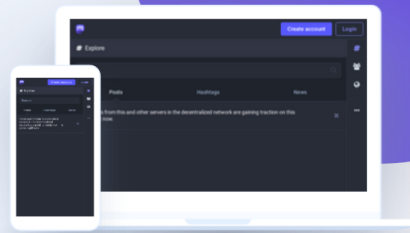


mastodon.social

the original server operated by the mastodon gmbh non-profit

Company	Mastodon
Year Founded	2016
Employees	11 - 50
HQ	Germany, Berlin
Annual Revenue	< \$10M
Industry	Computers Electronics and Technology > Social Media Networks

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Global Rank

#20,308

+ 219

Country Rank

#12,090

+ 19 United States

Category Rank

#98

Computers Electronics and Technology > Social Media Networks (In United States)

Total Visits

3.0M

Bounce Rate

47.75%

Pages per Visit

4.37

Avg Visit Duration

00:04:06

mastodon.social Ranking

Website ranking helps evaluate the value of a business. Over the last three months, mastodon.social's global ranking has decreased from 19,427 to 20,308.

Category Rank
Social Media Networks
(In United States)Country Rank
In United States

Global Rank



Similarly ranked sites

96 pinterest.fr

97 saveinsta.app

98 mastodon.social

99 instastories.watch

100 deepnude.cc

[See top websites](#)

mastodon.social Traffic and Engagement Analysis

mastodon.social's traffic has decreased by 13.83% compared to last month (Desktop). Click below to reveal how well mastodon.social meets visitor expectations and captures their interest.

Your public traffic ranking reflects your real-world success

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Traffic & Engagement Last Month

Total Visits Last 3 Months

Total Visits
3.0MLast Month Change
13.83%Avg Visit Duration
00:04:06Bounce Rate
47.75%Pages per Visit
4.37

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3.4M

3.5M

3.0M

FEB

MAR

APR



Similarweb Platform
Try our Digital Marketing and Research solutions to discover deeper insights including:

- ✓ Month-to-date data
- ✓ Unique visitors
- ✓ Market share

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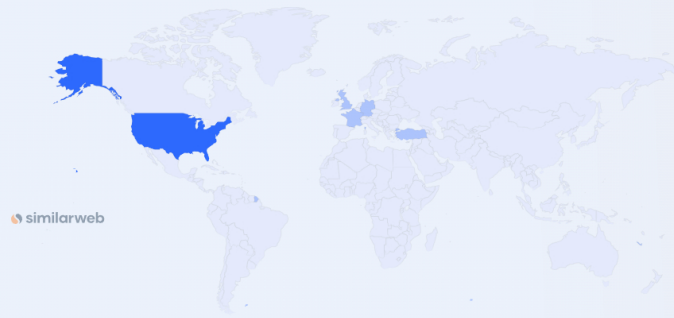
Want deeper traffic insights?

Sign up for a free trial of our premium platform to forecast changes across multiple industries and gain insight into your competition's digital landscape.

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Geography & Country Targeting

Which countries sent the most traffic to mastodon.social lately? Where is their core audience from? Last month United States was the top country sending desktop traffic to mastodon.social - click below to discover all countries



Top Countries

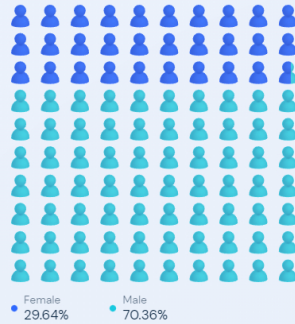
	United States	28.81%	▼ 2.00%
	Germany	18.89%	▼ 6.07%
	Turkey	4.90%	▲ 55.50%
	United Kingdom	4.34%	▼ 11.04%
	France	3.75%	▼ 0.98%
	Others	39.31%	

[See all countries →](#)

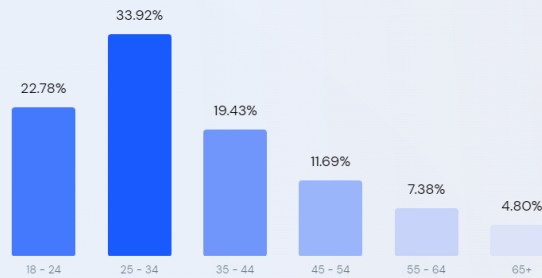
mastodon.social Audience Demographics

Audience composition can reveal a site's current market share across various audiences. mastodon.social's audience is 70.36% male and 29.64% female. The largest age group of visitors are 25 - 34 year olds (Desktop).

Gender Distribution



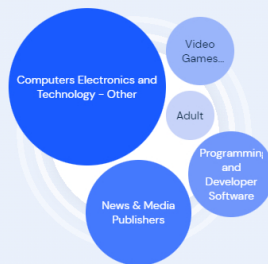
Age Distribution



Top mastodon.social Audience Interests

Audience interests reveal key details on the browsing interests of mastodon.social's visitors. mastodon.social's audience is interested in Computers Electronics and Technology > Computers Electronics and Technology - Other & news.

Top Categories



Other Visited Websites

[joinmastodon.org](#)
[news.ycombinator.com](#)
[mstdn.social](#)
[baraag.net](#)
[post.news](#)

[See all other websites →](#)

Top Topics



Need to identify deeper audience insights?

Discover audience acquisition strategies and reveal insights on browsing behavior with Similarweb's Research Intelligence Solution.

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Similar Sites & mastodon.social Competitors

Reveal mastodon.social top alternatives and find potential or emerging competitors. joinmastodon.org is the website with the highest similarity score to mastodon.social. Find out why - Click here to [Analyze all competitors](#)

Site

Affinity

Monthly visits

Category

similarweb

Site	Similarity	Monthly visits	Category	Category rank
joinmastodon.org	100%	566.7K	Computers Electronics and Technology > Computers Electronics and Technology - Other	#4,094
mstdn.social	93%	672.0K	Computers Electronics and Technology > Social Media Networks	#788
t.co	90%	2.2B	Computers Electronics and Technology > Social Media Networks	--
twitter.com	88%	6.4B	Computers Electronics and Technology > Social Media Networks	#3
reddit.com	87%	1.7B	Computers Electronics and Technology > Social Media Networks	#7
instagram.com	87%	6.3B	Computers Electronics and Technology > Social Media Networks	#2
patreon.com	86%	100.1M	Computers Electronics and Technology > Social Media Networks	#27
tumblr.com	86%	222.7M	Computers Electronics and Technology > Social Media Networks	#15
linkedin.com	86%	1.6B	Computers Electronics and Technology > Social Media Networks	#6
mas.to	85%	439.7K	Computers Electronics and Technology > Social Media Networks	#1,358

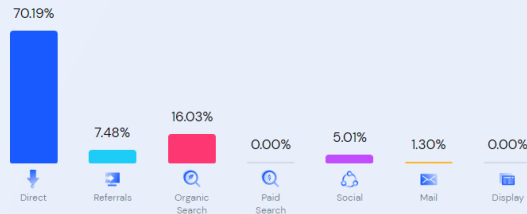
[See all competitors →](#)

mastodon.social Top Marketing Channels

The top traffic source to mastodon.social is Direct traffic, driving 70.19% of desktop visits last month, and Organic Search is the 2nd with 16.03% of traffic. The most underutilized channel is Paid Search. Drill down into the main traffic drivers in each channel below

Marketing Channels Distribution

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Organic Search

mastodon.social	16.03%
joinmastodon.org Top competitor	32.95%
Industry benchmark	?

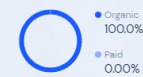
Benchmarking against your industry helps you optimize your marketing budget.

[Unlock your industry benchmark →](#)

mastodon.social Top Keywords by Traffic Share

See the list of top keywords driving organic traffic to mastodon.social (Desktop, worldwide)

Organic vs. Paid



Top Keywords

mastodon	163.5K
VOL: 1,126,598	\$0.84
mastadon	24.5K
VOL: 135,913	\$1.04
mastodon social	17.4K
VOL: 118,308	\$1.12
masterdon	3.1K
VOL: 6,625	\$0.33
cream2909324	2.0K
VOL: 4,050	\$---
3.4K Others	
See more →	

Total Keywords
3.4K

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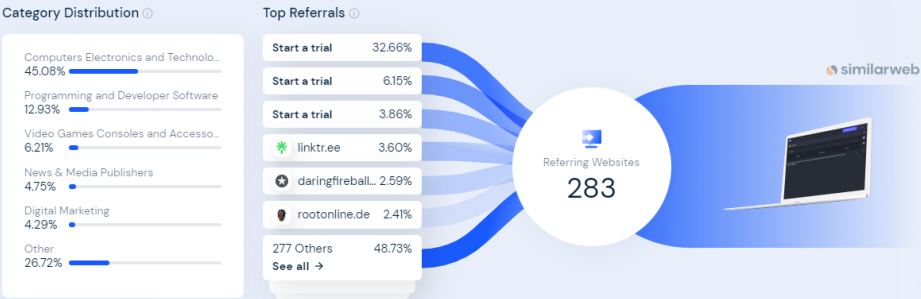
Want to uncover more opportunities?

Grow your traffic share per keyword and understand how SEO and PPC investments can be optimized with Similarweb's Digital Marketing Intelligence solution.

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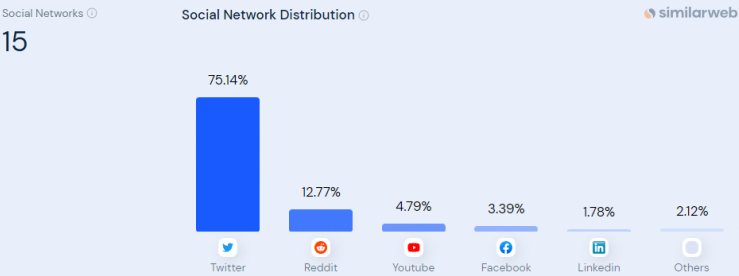
mastodon.social Referral Traffic

The top referral sites sending desktop traffic to mastodon.social.



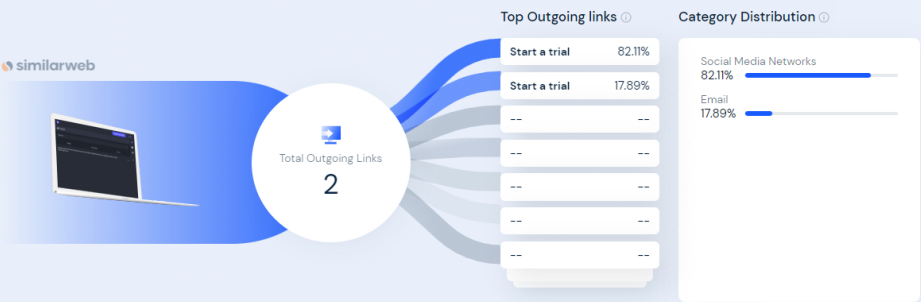
Social Media Traffic to mastodon.social

mastodon.social gets most of its social media traffic from Twitter, followed by Reddit and Youtube (Desktop). Engaging audiences through LinkedIn may reveal new opportunities



Outgoing Links from mastodon.social

mastodon.social is sending desktop traffic to 2 different websites from several categories. Discover each category's traffic share below



Ready to optimize your SEO strategy?

Find opportunities for partner websites and sponsored content with Similarweb's Digital Marketing Intelligence Solution.

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mastodon.social Technology Stack

These are the website technologies, by industry, used on mastodon.social. There are a total of 25 technologies from 9 different industries installed on mastodon.social.





Ready to discover high quality prospects?

Identify what technologies a website uses to craft the perfect sales pitch, and shorten the sales cycle with the Similarweb Sales Intelligence Solution.

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