



PROXYWAY

Proxyway Market Research 2019

Why Read This Report

Proxyway started as a two people project that concentrates on reviewing proxy providers and their proxies. Proxies are mainly used for gathering data for reasons such as market research, brand protection, ad verification and much more.

Using such data enables businesses to make the right decisions and gain competitive knowledge on the market. In order to gain this data the term “web scraping” comes in as a solution. As the definition goes - web scraping means gathering data (usually in great quantities) from various websites. Web scraping is much faster than manual scraping, as it is done by bots.

It should come as no surprise that businesses use web scraping as a means to collect data in large quantities over short periods of time. According to [Dianomi](#), on average about 58,1% of web traffic is non-human, and around 22,9% of this traffic is bots that are used by businesses to gain competitive intelligence.

Web scraping has been on the rise for a while now and the numbers will only keep on growing. This is why we at Proxyway decided to conduct unbiased and honest research on the best proxy providers currently on the market.

Methodology

For this research, we chose to review nine proxy providers and their residential proxy services. We decided to choose the aforementioned nine providers in our research as they are considered to be the leaders in the proxy market.

In order to achieve accurate conclusions, we used several tools to aid us whilst reviewing the proxies of the nine proxy providers: [SimilarWeb](#), [Ahrefs](#), [LinkedIn](#) (and other publicly available social networking and business data channels). As for the assessment of proxies' performance, we used our own script (read more about our testing method [here](#)).

This research concentrates on the period of 2018.

Key Takeaways

Performance

- Based on our research, the best proxy service providers by the overall performance are Oxylabs and Geosurf.
- Geosurf, Oxylabs, and Smartproxy proxies are dominating by the best success rate (over 75%) and the response time (less than 5s) measures.
- Oxylabs have the most stable proxies by taking into account both the success rate and the average response time.

Customer Service

- Luminati and The Proxy Store offer the highest number of ways to support their customers. However, based on our research the best overall customer support is provided by Smartproxy, Luminati, and Oxylabs.
- Smartproxy gets the pat on the back for immediate attention to the customer support inquiries. While Oxylabs goes an extra mile by offering a dedicated account manager to their clients.

Marketing

- Luminati, Geosurf, and Storm Proxies are ahead of the pack when it comes to the overall marketing performance.
- The proxy service providers with the most website visits are Luminati (3.81M), Storm Proxies (1.56M), and Oxylabs (1.19M).
- The most searched proxy service providers on the search engines are Geosurf, The Proxy Store, and Luminati.
- The proxy service providers with the most solid brands based on the domain rating measure are Luminati (60), Microleaves (40), and Storm Proxies (39).

Other

- Apart from Geosurf, all the proxy providers offer either free trial or money back guarantee option.
- The majority of the proxy providers offer referral programmes that are based on revenue shares, and their offers go up as high as 50%.

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Proxy Service Market Overview

Classification of Proxy Services

Before jumping into the Proxy Service market overview, let's have a quick refresher course about what the **Proxy** is itself. A **Proxy** generally means a "substitute" that allows going online under a different IP address. It has multiple purposes, from improving security to monitoring online activities, and there are a bunch of different types of proxies to choose from.

For instance, a **Residential Proxy** is an IP address that is provided by an Internet Service Provider (ISP) to a household. By hiding the real IP behind a residential proxy, the highest levels of anonymity can be achieved. Unless a residential proxy will be used too often and for spammy reasons, getting blocked will be a difficult task to accomplish. Residential proxies are legitimate IP addresses attached to physical locations. Hence, by harvesting the power of this kind of proxy, access to geo-blocked content will be a worry of the past.

On the contrary, a **Data Center Proxy** is provided by a third party instead of an ISP. This type of proxy is very similar to the residential proxy in its purpose and tends to be the most common type of proxy out there. What differs is that internet requests don't track back to an ISP, as it only imitates a real internet connection. If targeted sites monitor their incoming internet requests, they could easily identify data center proxy tracks and block access to their content.

Now taking a step further, proxies can be either **Dedicated, Semi-Dedicated** or **Shared**.

In essence, a **Dedicated Proxy** is not shared with anyone else and used only by one user. This kind of proxy, also known as a private proxy, provide a user with completely private IP authentication and anonymity.

A **Semi-Dedicated Proxy** is either used by 2-5 users simultaneously or given only for the scraping of a specific target. As a proxy can be in use amongst a handful of users, the luxury of completely private IP authentication is not on offer.

While a **Shared Proxy** is in use by hundreds or even thousands of different users. This kind of proxy won't offer high quality, speed or success rate. The only upside is that you could acquire them free of charge, but most likely fall into the marketing campaign traps or/and malicious internet threats.

Now with this under our belt, let's concentrate on what this report is all about – market research on residential proxy service providers.

Main Proxy Service Providers



- 30M+ residential IPs
- Global coverage (country & city level targeting)
- Dedicated 24/7 customer support
- **Country:** Lithuania
- **Industries:** Services, Information Technology (IT)
- **Size:** Medium
- **Employees:** 35
- **Type:** Privately Held
- **Founded:** 2012

Oxylabs provides business intelligence data, offers premium-level proxies and enterprise-level support. Their team has decades of personal experience in web data harvesting and extraction industry, so they know what works best. Oxylabs Dedicated Residential Proxies are widely used for all kind of data extraction tasks. They offer a residential proxy network with more than 30M residential IPs from all 195 countries around the world. What's more, a worldwide city level targeting and dedicated 24/7 enterprise-level support.



- 2M+ residential IPs
- 130 global locations (country & city level targeting)
- Dedicated support
- **Country:** United States
- **Industries:** Computer services and hardware, Internet
- **Size:** Medium
- **Employees:** 2
- **Revenue:** \$411.3K+
- **Type:** Privately Held
- **Founded:** 2009

Geosurf introduces themselves as providing proxies that are great for ad verification, social listening, SEO, sales intelligence and sneaker copping. While Geosurf offers their Residential IPs based on P2P Network, which enables clients the freedom to harvest the web by harnessing a pool of just over 2M residential IPs proxy pool. Geosurf offers inbuilt IP rotation API for high scope and high-performance enterprise level activities. With 130 global locations to choose from, Geosurf is among the picks for small to medium data retrieval operations.



- Over 35M residential IPs
- Global coverage (country & city level targeting)
- Dedicated 24/7 customer support
- **Country:** Israel
- **Industries:** Computer services and hardware, Security
- **Size:** Medium
- **Employees:** 110
- **Revenue:** \$2M+
- **Type:** Privately Held
- **Founded:** 2014

Luminati has a peer to peer (P2P) network with over 35 million residential IPs in **223 countries** (surely there are 195 countries in the world) all around the world, making it the largest proxy network provider in the market. Luminati offers to send concurrent requests to different IP addresses, so there is a low chance to be slowed down by a rogue server, meaning the overall service has decent speed. Luminati advertises really impressive resources at their disposal and has a dedicated 24/7 customer support.



- 500k residential IPs
- 50 countries
- Customer support
- **Country:** Israel
- **Industries:** Computer services and hardware, Security
- **Size:** Medium
- **Employees:** 5
- **Type:** Privately Held
- **Founded:** 2017

NetNut is an advanced, secure and fast business proxy network. NetNut service depends on the unique position and location of DiViNetworks' existing data delivery and network management solutions. DiViNetworks provides services to over 100 ISPs from tens of point of presence (PoPs) around the world. They claim to have half a million IPs that are always online and ready to use as they get them from ISPs. In total, they say that they support around 50 countries. While customer support is handled via the Skype platform.



- 150K residential IPs
- 5 Geolocations
- Dedicated customer support
- **Country:** United States
- **Industries:** Computer services and hardware, Internet
- **Size:** Small
- **Employees:** 4

According to their website, RSocks offers very fast and legit 150K residential proxies and 390K exclusive proxies to solve all sorts of problems such as mailing, registrations and social networks, checking, parsing, using them in SEO and other activities.

Rssocks website lacks information on the location coverage, which is something to take into account when considering Rssocks. On the upside, their customer support does not only have a support ticket system in place but also live chat and Skype options.



- Over 45K residential IPs
- U.S and EU countries
- Customer support
- Couldn't find any information on the company online*

**We contacted the providers personally, but did not receive a response from them.*

According to the website, Storm Proxies offers dedicated proxies optimized for jobs that require high-speed fixed IP addresses. While their Residential Backconnect Rotating proxies are stated to be ideal for tasks that need vast amounts of different IPs for scraping sites, SEO tools, traffic bots, and other data related activities.

Storm Proxies offer a pool of over 45K residential IP proxies that rotate every 3 to 15 minutes. When it comes to location coverage, only the U.S and EU countries are available. Clients can contact Storm Proxies support by filling out a form on their website, which never guarantees a swift reply if a question pops up.



- 30M residential proxies
- 100 locations
- 24/7 customer support
- Couldn't find any information on the company online*

**We contacted the providers personally, but did not receive a response from them.*

According to the website, The Proxy Store has an impressive residential proxy pool of 30M IPs that cover more than 100 countries. However, since selecting a location is not an option, we don't see the point of advertising this. Even though The Proxy Store doesn't offer all the features that we include in our other reviews, they still provide a secure and fast proxy network. While there are a ticket system and a live chat option for customer support inquiries.



- Over 26M IP pool
- 24/7 customer support
- **Industry:** Computer & Network Security
- **Size:** Small
- **Employees:** 11-50*
- **Type:** Public Company
- **Founded:** 2012

** We did not receive a response from them specifying the number.*

Microleaves offer a residential proxy network that consists of over 26 million IPs around the world. Their network rotates between IP addresses and ports your connection every 5 minutes. When it comes to locations, they don't provide a precise number of how many countries they support. Their website simply suggests that they cover every city in the world. Microleaves offer 24/7 customer support via Skype platform and have a ticketing system in place.



- 10M IP pool
- 190 Countries (country & city level targeting)
- Dedicated 24/7 customer support
- **Country:** Global
- **Industries:** IT
- **Size:** Medium
- **Employees:** 18
- **Type:** Privately Held
- **Founded:** 2017

Smartproxy proxies are widely used for tasks such as cybersecurity, ad verification, SEO, sales intelligence, data collection, and brand protection, to name a few. Smartproxy offers a network of 10M+ IPs that keeps on steadily growing and are just five countries shy of the global coverage status. It also supports the highest IPv4 protocol with applications that support HTTP/HTTPS proxies. Smartproxy is highly praised for its dedicated 24/7 customer support.

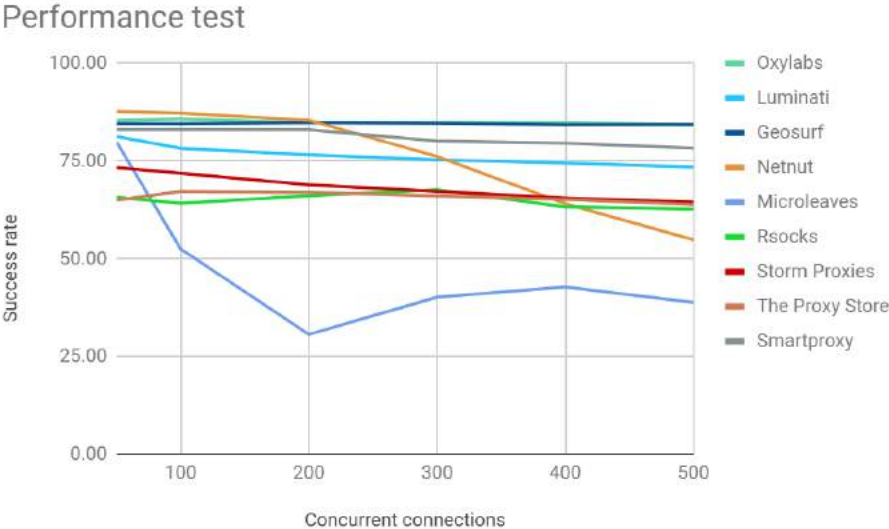
Others

It goes without saying that there are countless of other proxy service providers out there. Unfortunately, with limited minutes in the day, we had to concentrate on the main players. But rest assured, we continue to monitor the proxy service provider market. Our residential proxy providers list is ever growing, and we will test out their services in the near future.

Performance

When it comes to measuring proxy performance, we took into account several ways to do so. Firstly, we looked at the overall proxy performance based on their ability to withstand the load of concurrent connections. Secondly, we measured their proxy success rate and their response while putting them to work. And finally, we tested how every provider's proxies operated based on the target they were being used on and measured both their success rate and response time. Below you will find all the test results and conclusions.

Overall Proxy Performance



In the table above, you can see the overall proxy performance of all proxy providers. During this performance test, we gradually increased the number of concurrent connections and put the proxies on a huge load, going from 0 to 500.

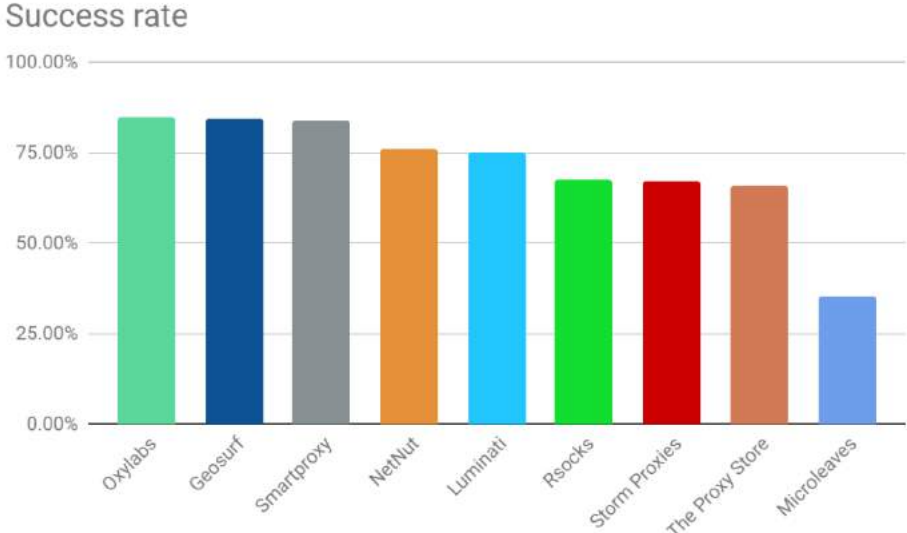
The most noticeable is the blue line, which represents Microleaves proxy performance. From the very beginning, it drops right away and continues to drop until they reach the 200 concurrent connection point. It does rise up a little until the 400 mark, and then drops again. It is fair to say that Microleaves did the worst in the performance test.

As for the best performance rate, at first glance, it looks like The Proxy Store, but as soon as they hit the 200 concurrent sessions mark, they drop and fall into the second to last place. It is clear then that Oxylabs and Geosurf are the best performing proxies based on concurrent sessions.

Overall, more or less all providers' proxies, apart from The Proxy Store and Microleaves, maintained a stable connection no matter the load. To rate the top three providers for concurrent session performance would be as follows: 1st Oxylabs, 2nd Geosurf, 3rd Smartproxy.

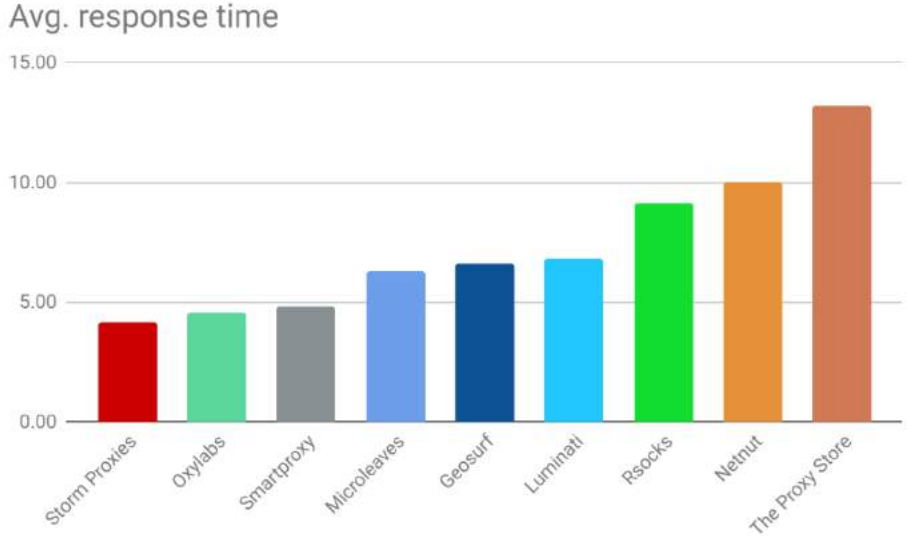
Best Success Rate

When it comes to the best success rate, the top three providers clearly stand out as well: Oxylabs, Geosurf, and Smartproxy. All three stand almost at the same level, but Oxylabs wins over by a small number. The worst success rates came from Microleaves.



Best Response Time

Looking at the overall response time, the winner is Storm Proxies, but coming really close are Oxylabs and Smartproxy. All of them have less than 5s of average response time.

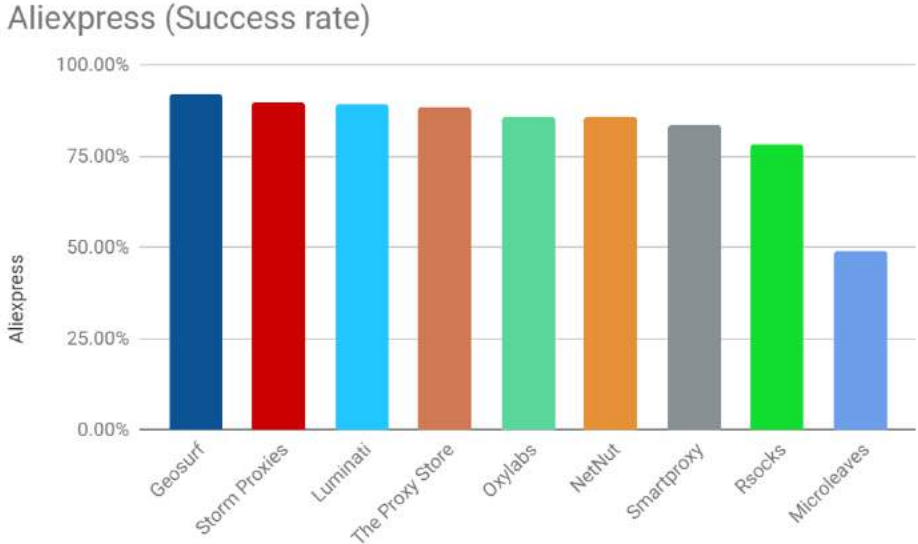


Very noticeably the slowest (nearing the 15s mark) would be The Proxy Store.

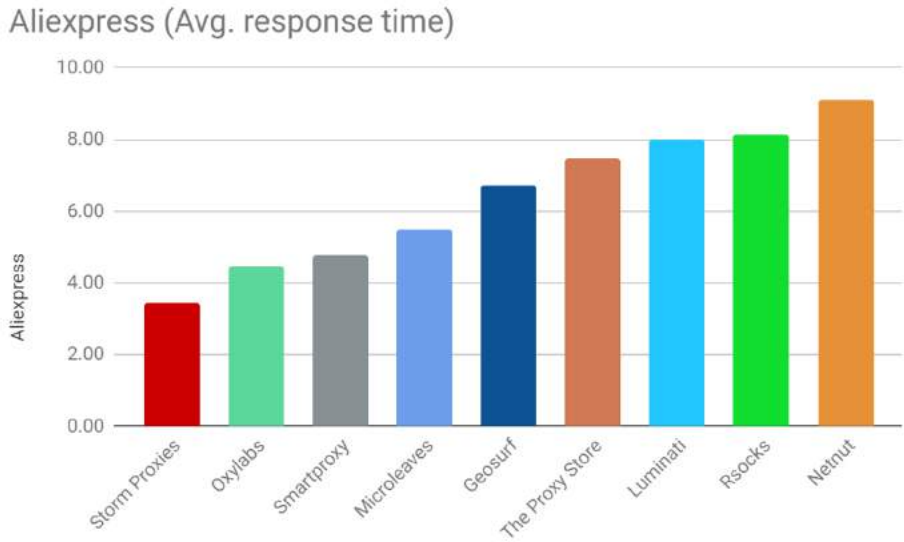
Best Residential Proxies by Target

Aliexpress

Looking at the success rates of proxies used on Aliexpress, almost all of them did really well and went over the 75% margin, the leader being Geosurf and the follow uppers were Storm Proxies and Luminati. However, Microleaves did not perform as well and went slightly below 50% of the success rate.



Even though Geosurf had a higher success rate, their response time was average. The lead for the best average response time went with Storm Proxies. The second best being Oxylabs and closing in was Smartproxy. The worst performing provider, in this case, was Netnut.

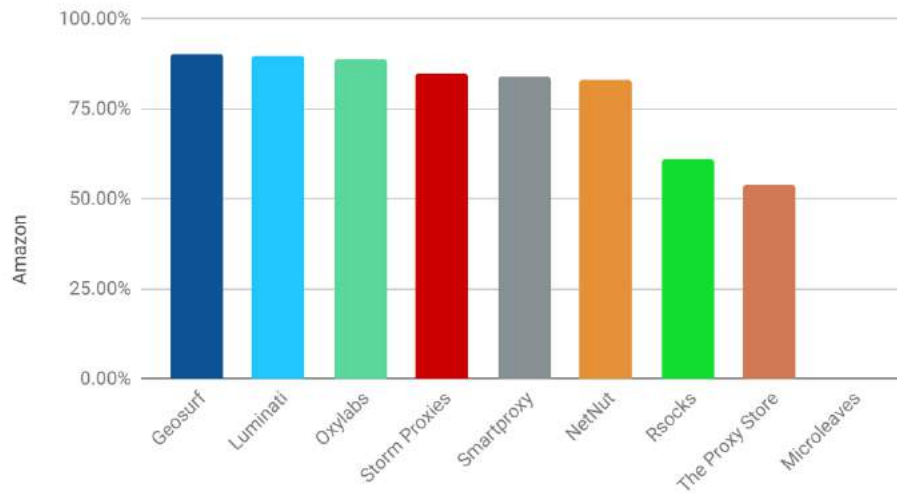


Amazon

When it comes to testing proxies on Amazon, the three top three winners are Geosurf, Luminati, and Oxylabs. Six of the providers did quite well and went over the 75% mark, however, Rsocks and The Proxy Store did a little only over 50%.

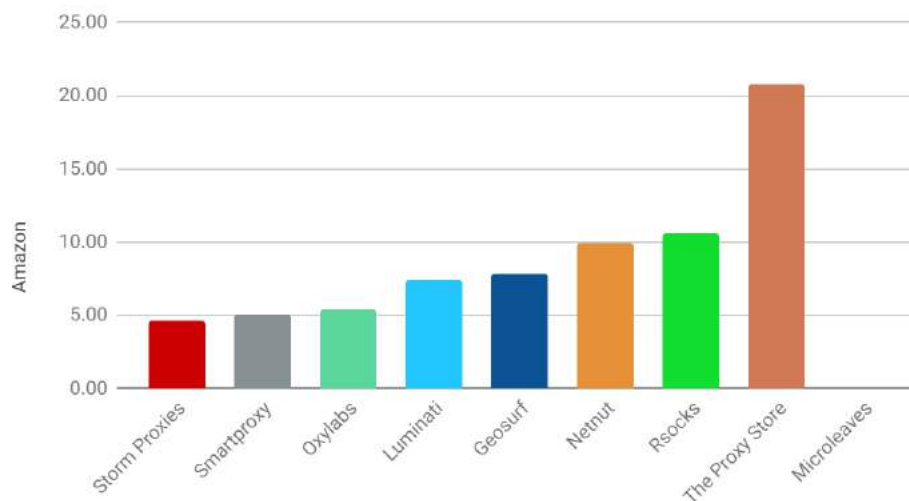
We weren't able to include Microleaves, because if you want to scrape Amazon using Microleaves, you have to write their support with a request to enable this target. Even if support grants you this permission, Microleaves don't allow to put a big load on this target, so, in the end, we didn't even bother to test Amazon.

Amazon (Success rate)



Once again, Geosurf did not do as well with response times as with their success rate, so the top goes to Storm Proxies, Smartproxy, and Oxylabs, which remained in the same third place as they did with their success rate. Unfortunately, the same last places go to The Proxy Store (Microleaves excluded, see above for the reasoning why).

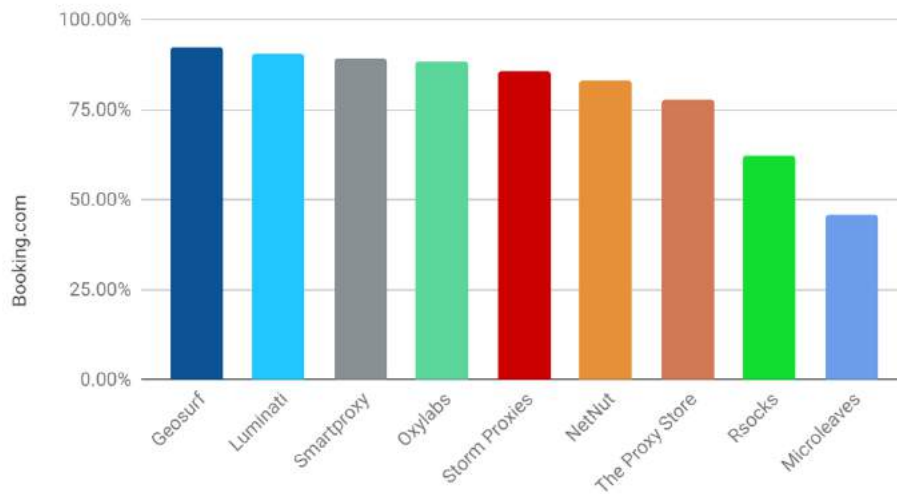
Amazon (Avg. response time)



Booking.com

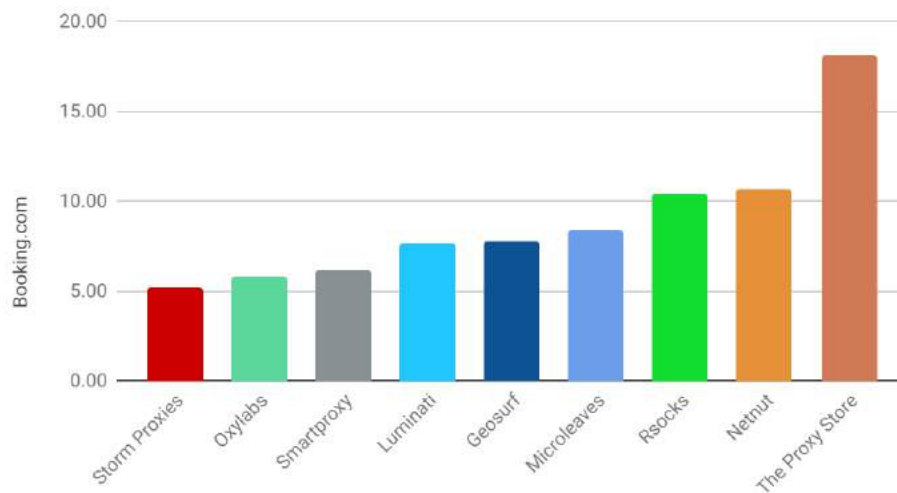
The next target was Booking.com, and as with the previous success rates, Geosurf is once again the best at it. Coming in at 2nd place was Luminati, and the third place went to Smartproxy. Microleaves continues to hang around the last place.

Booking.com (Success rate)



When it comes to the average response time with Booking.com, the top three providers were Storm Proxies, Oxylabs and Smartproxy. And the last place goes to The Proxy Store.

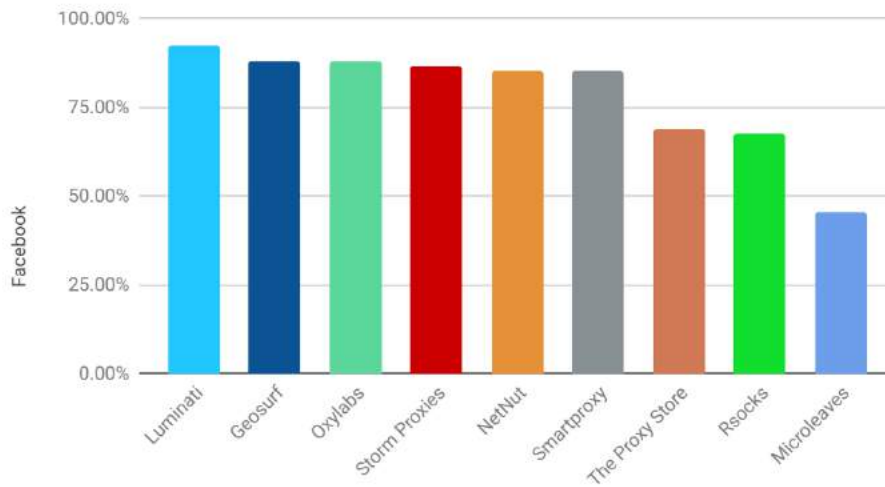
Booking.com (Avg. response time)



Facebook

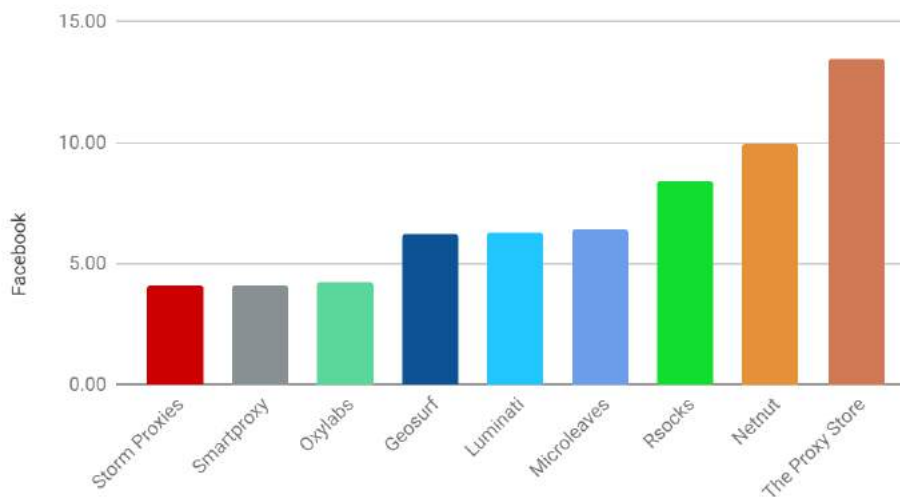
Looking at the proxy success rate with Facebook, The best performing proxies are Luminati, Geosurf, and Oxylabs. Most of the providers go above the 75% mark, however, The Proxy Store, Rsocks and Microleaves did the worst, going below the 50% mark.

Facebook (Success rate)



When it comes to the average response time, the best performing proxies are Storm Proxies, and Smartproxy. The Proxy Store falls behind with close to 15s.

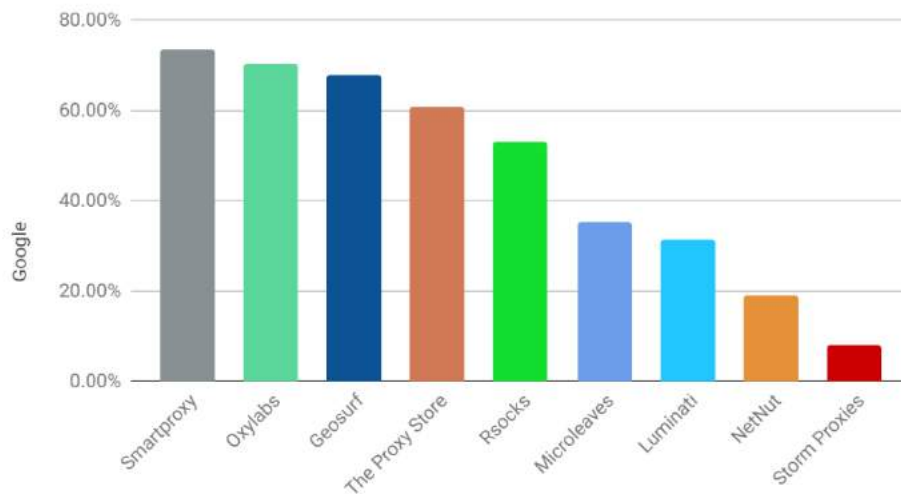
Facebook (Avg. response time)



Google

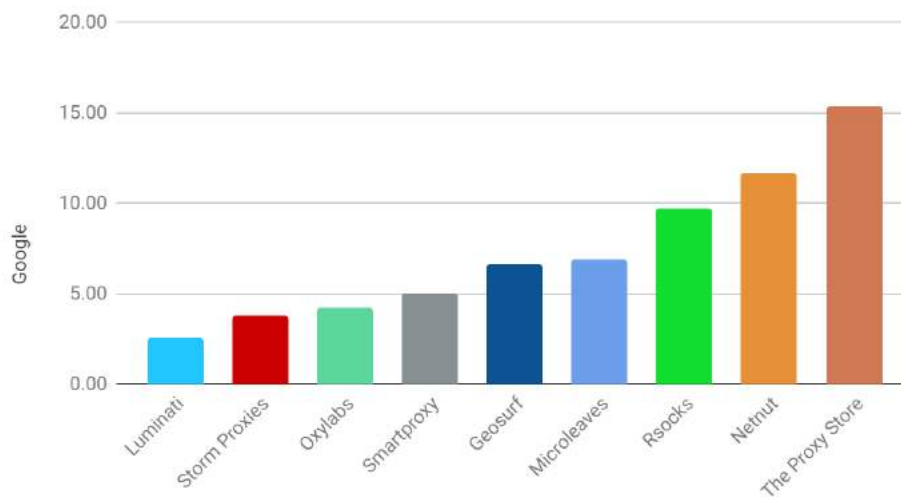
When scraping Google, Geosurf's success rate no longer gets the first place and lands in third. The first two providers are Smartproxy and Oxylabs. And in the last place, even though usually doing pretty good, are Storm Proxies.

Google (Success rate)



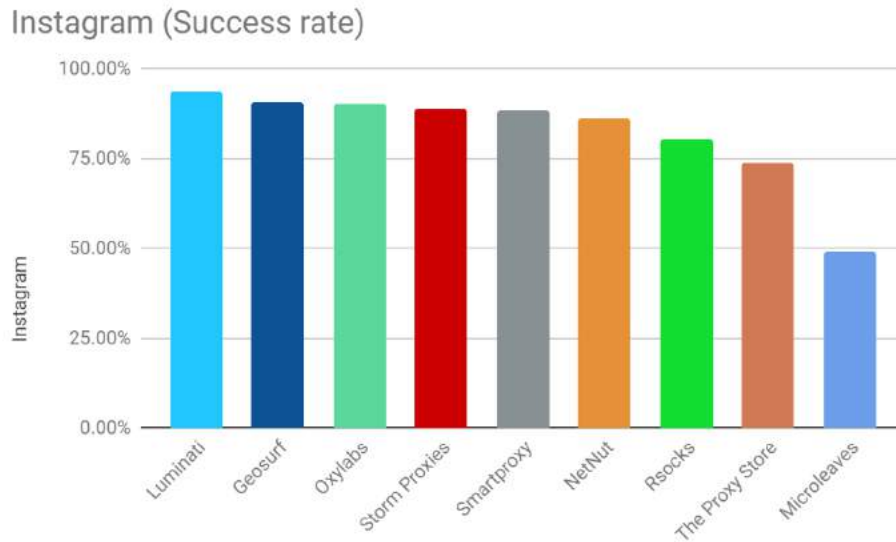
With average response time, the top three are Luminati, Storm Proxies and Oxylabs. So at least with their response time, Storm Proxies seem to redeem themselves here. As for the slowest provider whilst scraping Google - The Proxy Store would take the place.

Google (Avg. response time)

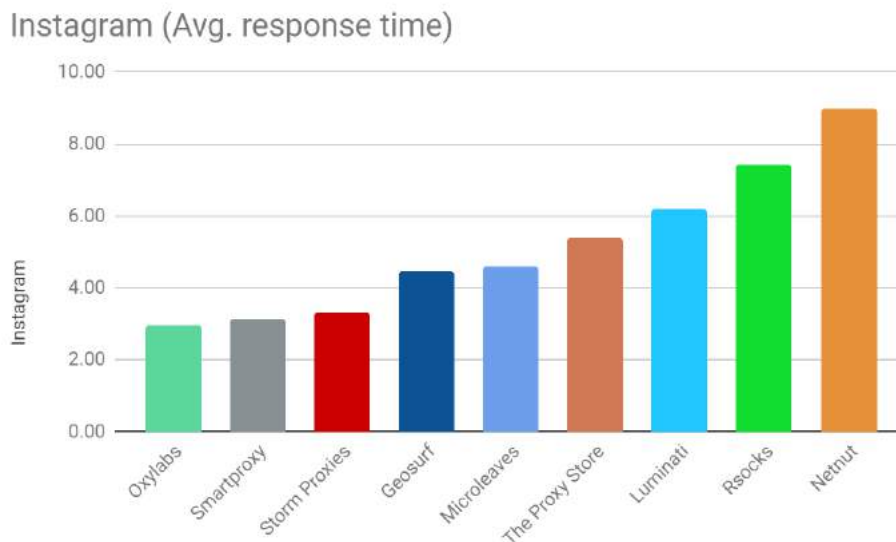


Instagram

With Instagram, all providers seem to do well apart from Rsocks, The Proxy Store and especially Microleaves. But the top three providers are Luminati, Geosurf, and Oxylabs.



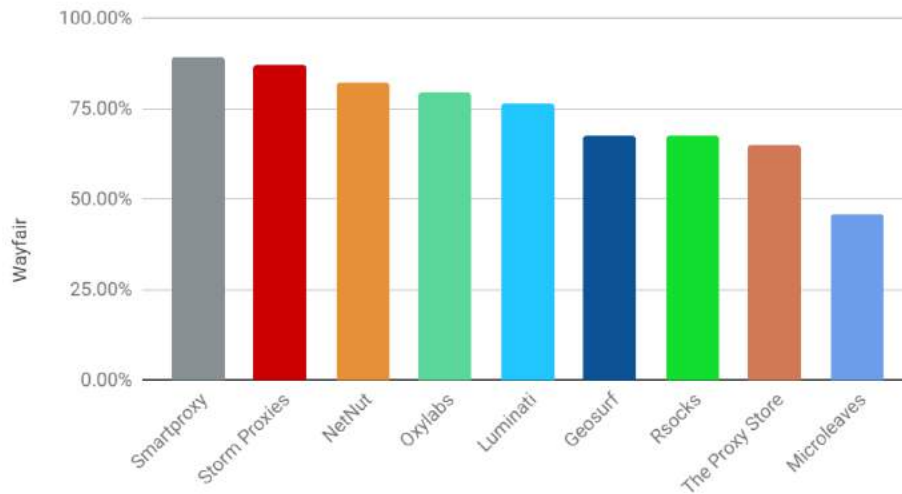
When it comes to scraping Instagram, speed is very important, and these three providers: Oxylabs, Smartproxy and Storm Proxies, have it all together. Luminati, Rsocks, and Netnut however, didn't do that well.



Wayfair

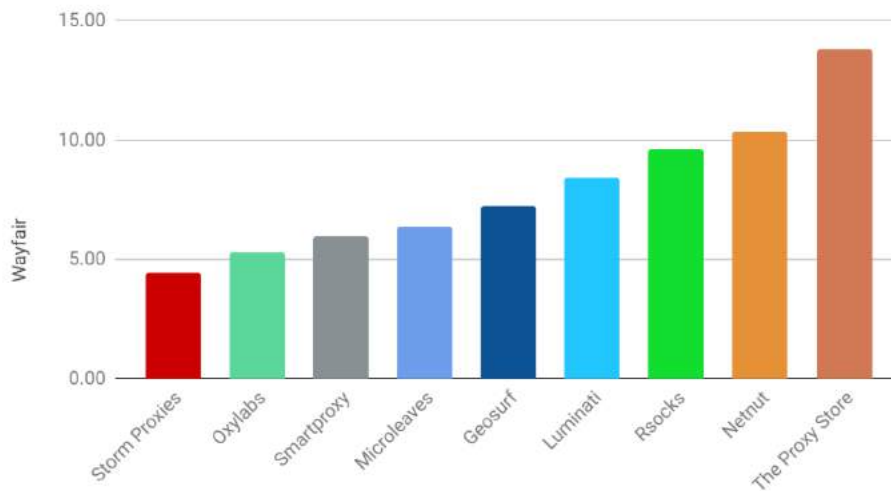
Wayfair as a target worked best with Smartproxy, Storm Proxies, and Netnut. Most providers did well or ok, however, Microleaves were the only ones that went below the 50% success rate mark.

Wayfair (Success rate)



With average response time, Smartproxy remains in the top three, and the first two places go to Storm Proxies and Oxylabs. The Proxy Store once again ends up at the bottom with their response time.

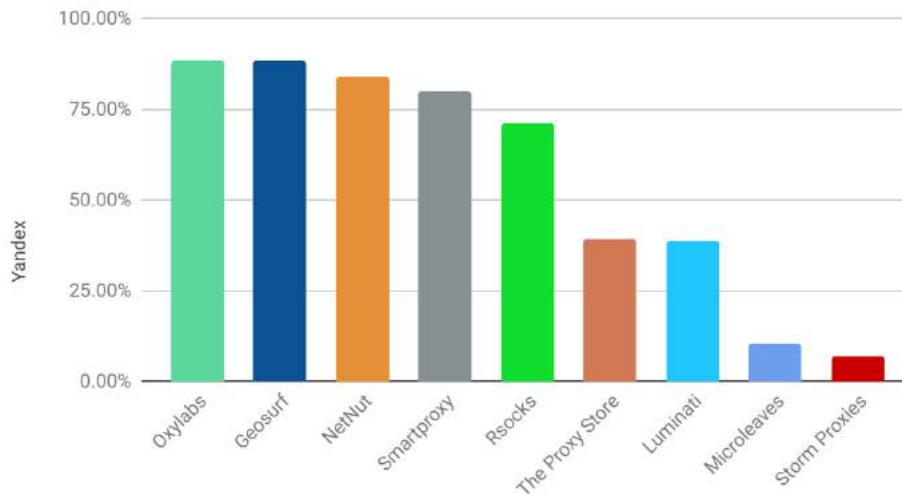
Wayfair (Avg. response time)



Yandex

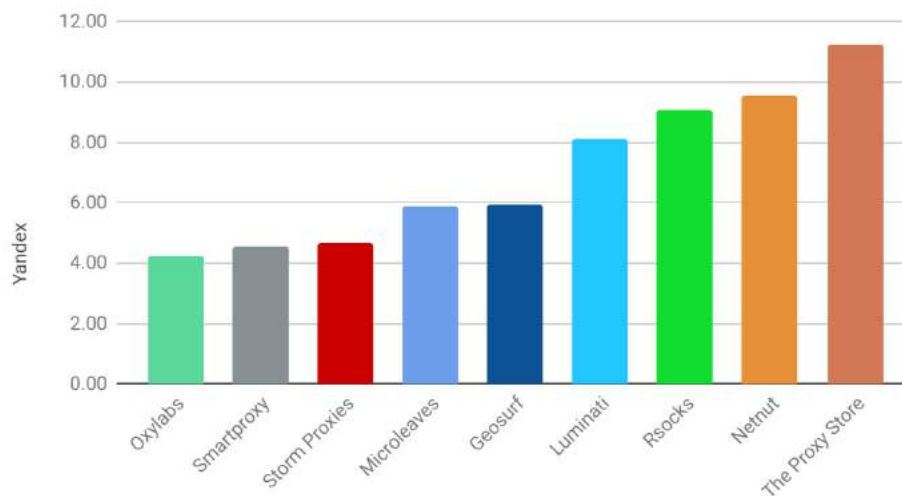
Yandex success rate's top providers are Oxylabs and Geosurf going neck and neck. However, Microleaves and Storm Proxies are also equally going neck and neck, but are competing for the last places.

Yandex (Success rate)



With average response time, Oxylabs remains in the first place. Second is Smartproxy and third is Storm Proxies. The worst average time goes once again to The Proxy Store.

Yandex (Avg. response time)



Best Customer Service

Support channels

Regardless of the existing know-how of the proxy world, it is quite likely that questions will pop up once in a while. Once they do, having a variety of options to get in touch with the support team will come in handy and can be a factor not to jeopardize daily business operations. What's more, in our opinion 24/7 support is also a must because no proxy service can guarantee a 100% uptime.

	Oxylabs	Luminati	Geosurf	Netnut	Microleaves	Rsocks	Storm Proxies	The Proxy Store	Smartproxy
Email	+	+	+	+	+	-	-	+	+
Phone	-	+	+	-	-	-	-	+	-
Live chat	+	+	-	+	-	+	-	+	+
Support tickets	-	+	-	-	+	+	-	+	-
Account manager	+	-	-	-	-	-	-	-	-
Skype	-	+	+	+	+	+	-	+	+
Whatsapp	-	+	-	-	-	-	-	+	-
WeChat	-	+	-	-	-	-	-	-	-
QQ	-	+	-	-	-	-	-	-	-
Jabber	-	-	-	-	-	+	-	-	-
Telegram	-	-	-	-	-	+	-	+	+
Avg. response time	30 min	5 min	1 hour	15 min	24 hr	15 min	1 hr	30 min	Immediately
Available 24/7	+	+	-	-	+	-	-	+	+

Four providers stand out when it comes to customer support and support channels. Firstly, Luminati and The Proxy Store are the ones to note as they offer the highest number of ways to support their customers. Even more impressive is the Luminati's average response time, currently standing on 5 minutes.

However, it is Smartproxy that should take the praise as they were the only providers responding to us immediately. Not only did they provide immediate attention to our inquiries, but they also displayed an insightful and caring support approach.

Still, Oxylabs are the only providers that offer a dedicated account manager. Having an individual who would not only support the technical side of the product but would also pay attention to the client's business needs is a huge bonus.

Payment types

The payment type is by far not the most important factor when it comes to choosing a proxy service provider. However, having an option to conduct business via different payment methods is a nice touch.

	Oxylabs	Luminati	Geosurf	Netnut	Microleaves	Rsocks	Storm Proxies	The Proxy Store	Smartproxy
PayPal	+	+	+	+	+	+	+	+	+
Wire transfer	+	-	+	+	-	-	-	+	-
Credit card	-	+	+	+	-	-	-	-	+
BTC	-	-	-	-	+	+	-	+	+
WMZ	-	-	-	-	-	+	-	+	-
Yandex.money	-	-	-	-	-	+	-	-	-
Perfect Money	-	-	-	-	-	-	-	+	-

As we can see from the table above, all of the providers in question offer the Paypal as a payment type, some of them also provide alternative methods like a wire transfer or a credit card payment.

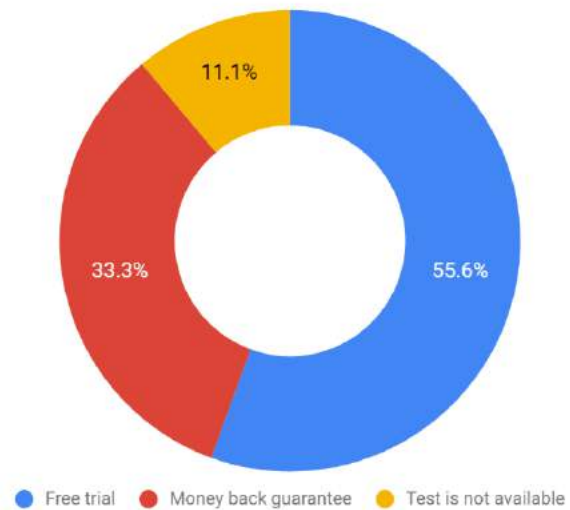
Rsocks and The Proxy Store do offer the most payment types to choose from. However, WMZ, Yandex.Money and Perfect Money are not categorized to be the most common or popular payment types out there.

Testing

Both free trial and money back guarantee features are offered by most proxy service providers.

What matters is the quality and an answer about whether the provider can meet the business needs, however having a choice to test out the services should be high on the list, as it can also allow one to compare interaction with employees and the user-friendliness of the software.

Looking at the table below, only Geosurf don't offer any testing options. So, we urge everyone to take advantage of free trial and money back guarantee features. After all, none of the providers are the same and have their own advantages and disadvantages.



	Oxylabs	Luminati	Geosurf	Netnut	Microleaves	Rsocks	Storm Proxies	The Proxy Store	Smartproxy
Free trial	+	+	-	+	-	+	-	+	-
Money back guarantee	-	-	-	-	+	-	+	-	+

Dashboard

When it comes to the residential proxy service providers dashboards, Oxylabs, Luminati, Geosurf, and Smartproxy provide what we appreciate. That being the usage statistics and credentials/whitelisted IP change, ensuring not only valuable insights but also the overall ease of using the proxy service.

	Oxylabs	Luminati	Geosurf	Netnut	Microleaves	Rsocks	Storm Proxies	The Proxy Store	Smartproxy
Usage statistics	+	+	+	+	-	-	-	-	+
Credentials / Whitelisted IP change	+	+	+	-	+	+	+	+	+
Renew plans	+	+	+	+	+	+	+	+	+

If by any chance the dashboard’s interface plays a role when choosing a proxy service provider, Luminati would stand out with their practical and stylish approach.

Marketing

Website traffic

	Oxylabs	Luminati	Geosurf	Netnut	Microleaves	Rsocks	Storm Proxies	The Proxy Store	Smartproxy
Total visits (M)	1.191	3.807	0.848	0.166	0.348	0.596	1.56	0.044	0.562
Traffic share									
Desktop	31.57%	68.80%	73.18%	93.29%	84.60%	87.34%	69.87%	92.03%	50.20%
Mobile web	68.43%	31.20%	26.82%	6.71%	15.40%	12.66%	30.13%	7.97%	49.80%
Monthly visits	99,298	317,311	70,672	14,146	29,029	50,298	130,027	5,000	53,638
Monthly unique visitors	32,358	129,127	33,433	5,000	9,742	17,460	44,528	5,000	18,879
Avg. visit duration	1:33	3:08	1:52	7:52	7:21	6:45	3:19	3:26	2:03
Pages / visit	2.28	3.71	1.95	6.3	4.2	4.98	4.21	3.13	2.52
Bounce rate	62.21%	53.92%	55.41%	36.32%	34.78%	36.06%	33.47%	41.23%	56.85%

Total Visits - sum of all visits (non-unique) per time period analyzed.

Traffic share - percent of incoming traffic from desktop vs. mobile web.

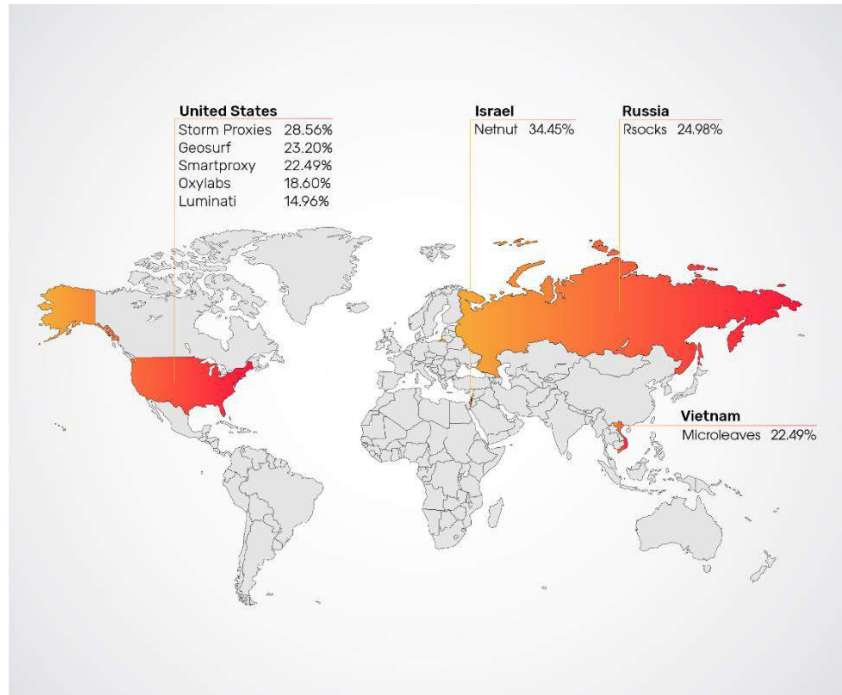
As we can see from the table above, The Proxy Store (0.044M), Netnut (0.166M) and Microleaves (0.368M) have the least overall total visits to their website. Whereas, Luminati (3.807M), Storm Proxies (1.56M) and Oxylabs (1.191M) are the top three providers by this measure. However, not all traffic is perceived to be good traffic. As we mentioned before, about 58.1% of web traffic is non-human.

Looking into monthly visits by volume, the usual suspects Luminati (317,311), Storm Proxies (130,027), and Oxylabs (99,298) are in the lead. However, digging a little bit deeper only 40.7% of Luminati, 34.2% of Storm Proxies and 32.6% of Oxylabs monthly traffic is unique.

When it comes to web traffic retention indicators, Netnut, Microleaves, and Rsocks stand out as their visitors spend on average more time on the website and also visit more pages on the site comparing them to the remainder.

Top countries

It comes as no surprise to see the United States as either number 1 or number 2 country to send traffic to the proxy service providers websites. Oxylabs, Luminati, Geosurf, Storm Proxies, and Smartproxy are among the picks for this particular audience.



While Microleaves and The Proxy Store attracts the majority of their traffic from Vietnam, Netnut’s number one country is Israel, and Rsocks – Russia.

	Oxylabs	Luminati	Geosurf	Netnut	Microleaves	Rsocks	Storm Proxies	The Proxy Store	Smartproxy
Country #1	United States	United States	United States	Israel	Vietnam	Russia	United States	Vietnam	United States
Traffic	18.60%	14.96%	23.20%	34.45%	22.49%	24.98%	28.56%	18.68%	22.49%
Country #2	Lithuania	Vietnam	United Kingdom	United States	United States	Vietnam	Vietnam	United States	Vietnam
Traffic	9.27%	5.81%	6.93%	25.70%	14.10%	16.07%	7.22%	12.06%	14.01%
Country #3	United Kingdom	Russia	Israel	United Kingdom	Canada	United States	United Kingdom	Brazil	United Kingdom
Traffic	6.02%	5.34%	4.19%	7.21%	7.49%	10.24%	5.52%	7.64%	6.61%
Country #4	Russia	Brazil	India	Montenegro	India	Ukraine	Germany	Turkey	Canada
Traffic	5.02%	4.94%	4.21%	5.68%	6.88%	8.74%	4.36%	7.26%	3.35%
Country #5	Germany	Israel	Germany	Turkey	China	Germany	India	Russia	Brazil
Traffic	4.31%	4.79%	4.04%	4.49%	4.34%	3.91%	3.47%	6.27%	2.90%

Top 5 countries that send traffic to the category. Desktop only.

Channel overview

	Oxylabs	Luminati	Geosurf	Netnut	Microleaves	Rsocks	Storm Proxies	The Proxy Store	Smartproxy
Direct	27.78%	43.79%	18.63%	74.79%	56.48%	62.64%	56.44%	27.34%	32.72%
Email	2.22%	1.96%	1.08%	4.61%	5.04%	2.74%	1.95%	0.62%	1.53%
Referrals	4.23%	3.52%	4.13%	1.17%	13.68%	19.38%	3.54%	3.43%	14.65%
Social	5.61%	4.08%	2.05%	0.82%	6.26%	1.81%	3.74%	4.69%	4.36%
Organic traffic	21.27%	27.49%	68.13%	12.27%	15.34%	12.50%	20.24%	55.44%	20.92%
Paid search	30.08%	18.34%	4.96%	6.34%	1.44%	0.85%	13.31%	8.24%	17.45%
Display ads	8.61%	0.83%	1.01%	0.00%	1.76%	0.07%	0.78%	0.24%	8.38%

Percentage of incoming traffic from each marketing channel. Desktop only.

The proportion of traffic that each proxy service provider brings through different channels will vary due to their marketing strategy and allocated resources.

For instance, when it comes to Social traffic, Microleaves (6.26%), Oxylabs (5.61%), and The Proxy Store (4.69%) are the top 3 proxy providers to bring in the traffic through this channel.

While, Microleaves (5.04%), Netnut (4.61%) and Rsocks (2.74%) generate the most incoming traffic through Email marketing campaigns.

When it comes to Organic traffic, which refers to the amount of traffic that is accumulated via someone who found the proxy providers website using a search engine, Geosurf (68.13%) and The Proxy Store (55.44%) are the leaders by some margin comparing them to the remainder.

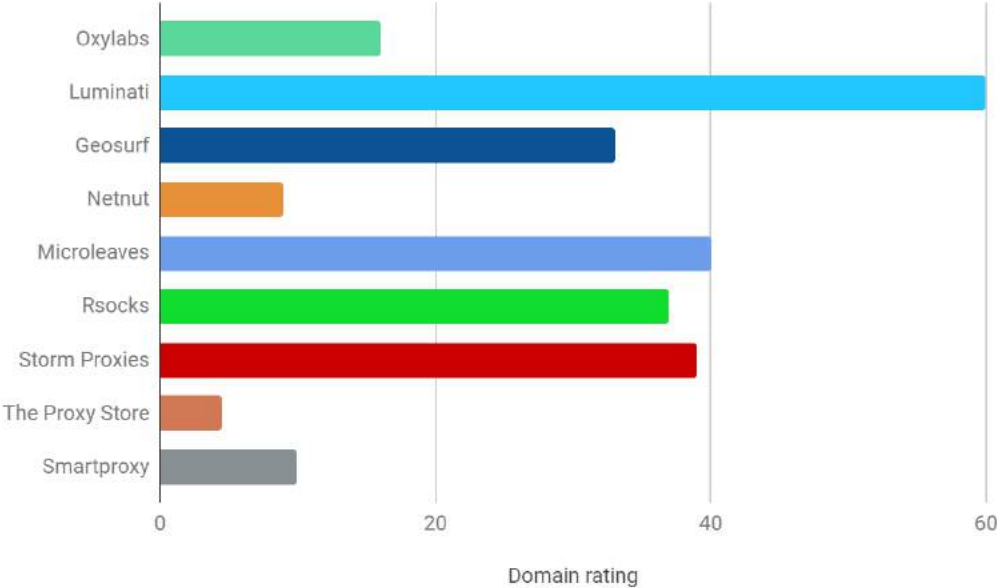
Looking at Direct channel, which refers to the traffic that each website accumulates by someone who typed the URL into a browser directly, Netnut (74.79%) and Rsocks (62.64%) are the leaders but do not forget that their traffic is relatively low comparing it to Luminati, Storm Proxies or Oxylabs overall traffic volume. So, it is more impressive to see that Luminati (43.79%) and Storm Proxies (56.44%) bring in their lion share of traffic directly.

Looking at the Paid search channel, which indicates to us how much providers rely on paid advertising, Oxylabs (30.08%) and Luminati (18.34%) are the leaders. On the contrary, Rsocks (0.85%) and Microleaves (1.44%) are barely spending any money on advertising and are concentrating on other marketing channels to generate traffic for their website.

Domain

Domain rating

According to Ahrefs, Domain Rating (DR) indicates the strength of a target website's backlink profile on a logarithmic scale from 0-100 (higher = stronger). It is a useful metric to go by when link prospecting, as usually the links from sites with higher DR tend to be more valuable. It is also a helpful indicator to estimate a website's in question capability to achieve search traffic from Google.



As we can see from the table below Luminati (60), Microleaves (40) and Storm Proxies (39) are the leading three proxy providers by the domain rating measure. While the bottom three providers are The Proxy Store (4.5), Netnut (9) and Smartproxy (10).

Backlinks and referring domains

When it comes to the website rankings, backlinks and referring domains play a huge role as they provide the search engine the understanding of quality and relevance the website is offering. As we can see from the table below, Luminati (577), Microleaves (447) and Geosurf (257) are the leaders when it comes to the referring domains measure. While, Netnut (13), The Proxy Store (13) and Oxylabs (89) are the bottom three proxy service providers by this measure.

	Oxylabs	Luminati	Geosurf	Netnut	Microleaves	Rsocks	Storm Proxies	The Proxy Store	Smartproxy
Backlinks	376	6,620	2,120	115	2,930	189,000	2,300	44	360
Referring domains	89	577	257	13	447	159	183	13	106

Organic traffic

Organic Keywords (total number of keywords)

The number you'll see in the table will show you how well the number of keywords that the target website, subsection, or URL ranks in the top 100 organic search results (in all countries of Ahrefs database). If the website or URL has a keyword ranking in two countries - it will be counted twice.

Top Keywords (by traffic)

The top five keywords from which the proxy providers get their traffic.

	Oxylabs	Luminati	Geosurf	Netnut	Microleaves	Rsocks	Storm Proxies	The Proxy Store	Smartproxy
Organic keywords	554	2,800	4,400	247	123	600	934	13	1,800
Top keywords	sneaker proxies	Luminati	reddit unblocked	Netnut	Microleaves	rs socks	residential proxies	backconnect proxies	smart proxies
	premium socks5 proxy	luminati proxy	unblock instagram proxy	net nut	backconnect proxies	white label png	storm proxies	residential proxies	residential proxies
	residential proxies	Luminati.io	best sneaker bot	nut net	dedicated proxies	R.socks	dedicated proxies	rotating residential proxies	instagram proxy
	residential proxy	proxy service	instagram ip address	residential ip proxy	Reverseproxies	personal proxy	Stormproxies	invisi proxy	residential proxies
	sneaker proxy	luminati hola	how to find someones ip address on instagram	residential ip proxies	microleaves	personal proxy servers	backconnect proxies	backconnect proxy	sneaker proxies

When it comes to organic keywords, the clear winners are Geosurf, Luminati, and Smartproxy. They have the highest number of keywords that rank in the top 100 organic search results. And The Proxy Store is the one that's doing the poorest with only 13 organic keywords, meaning they do not work enough with their SEO and marketing.

As for top keywords, Luminati, Rsocks, Microleaves, Netnut, and Smartproxy have their own brand names in top keywords, meaning they work on their own brand more than others (see more on branded traffic below). Though it would be fair of us to note that Luminati's 5th ranking keyword is "Luminati Hola". So perhaps their branded keywords are not necessarily because they work on their appearance, but rather are searched for their business incidents.

Other providers mostly rank with keywords that include some sort of specific "proxy" type.

Website visits

Total Search Visits

Search visits - the number of site visits on a desktop, produced by search results.

Branded Traffic

Branded and non-branded traffic - as per Similar Web's definition, it's the share of website visits produced by branded keywords (including the brand's name and its variations) vs non-branded keywords.

Below you can see all 2018 search visits, branded, and not-branded traffic:

	Oxylabs	Luminati	Geosurf	Netnut	Microleaves	Rsocks	Storm Proxies	The Proxy Store	Smartproxy
Total search visits (M)	0.194	1.199	0.451	0.029	0.049	0.069	0.366	0.026	0.108
% of total desktop visits	51.55%	45.82%	73.09%	18.61%	16.78%	13.36%	33.55%	63.67%	38.37%
Branded traffic	6.59%	19.91%	8.53%	46.54%	46.50%	48.63%	39.01%	3.11%	11.46%
Non-Branded traffic	93.41%	80.09%	91.47%	53.46%	53.50%	51.37%	60.99%	96.89%	88.54%

From this, it is quite clear that Luminati has the highest total search visits by far compared to all of the other proxy providers. Even though their highest-ranking keywords are branded, based on their traffic, the majority of it comes as non-branded. However, take note that this is only desktop visits and the biggest traffic can be summed up from smaller number of searches.

In this table you can also see that the providers with the highest number of branded traffic are Rsocks, Netnut, and Microleaves. What this tells us is that these brands work on their brand awareness and their brand marketing activity is performing very well.

The Proxy Store, Oxylabs and Geosurf have the lowest numbers when it comes to branded traffic. Meaning they either specifically choose not to use branded keywords, or they do not work on their brand awareness as much as other proxy providers. However, even though Oxylabs and Geosurf are brands with timely experience, they started to appear online and work on their presence only recently. They already outrank others with their performance, so it's most likely a matter of time when their largest number of traffic will come from branded traffic.

Traffic value

Traffic value measured by Ahrefs shows the value of a website's organic traffic if the traffic is bought through Google AdWords. To put it into simpler words, Ahrefs can estimate the number of organic visits per month (the example below shows 657 visits from the keyword "SEO tips"). And this keyword has a \$7 CPC (cost-per-click).

Keyword	Volume ⁱ	KD ⁱ	CPC ⁱ	Traffic [↓] ⁱ
<u>seo tips</u>	4 3,600	61	7.00	657

Now, if you would buy all 657 visits by bidding on this keyword in Google Adwords, it would cost you \$4,599. But this is only one keyword in US alone. If you would calculate all of the 71,000+ keywords across 170 countries - you would get the full Traffic Value.

SEO Blog by Ahrefs - Link Building Strategies & SEO Tips

ahrefs.com/blog



Please note that this is only an estimation based on Ahrefs calculations. As they say themselves, Google AdWords is an auction and advertisers change their bids all the time. So the prices always fluctuate.

Having this in mind, below you can see the organic traffic value of each provider:

	Oxylabs	Luminati	Geosurf	Netnut	Microleaves	Rsocks	Storm Proxies	The Proxy Store	Smartproxy
Traffic value	\$224.00	\$1,300.00	\$4,500.00	\$2.00	\$86.00	\$29.00	\$3,100.00	\$8.00	\$1,400.00

Based on this, Geosurf has the best traffic value based on all keywords. Meaning they have the best organic flow going to their website. As for the provider receiving the least organic flow is Netnut, with the traffic value of \$2.

Referral programs

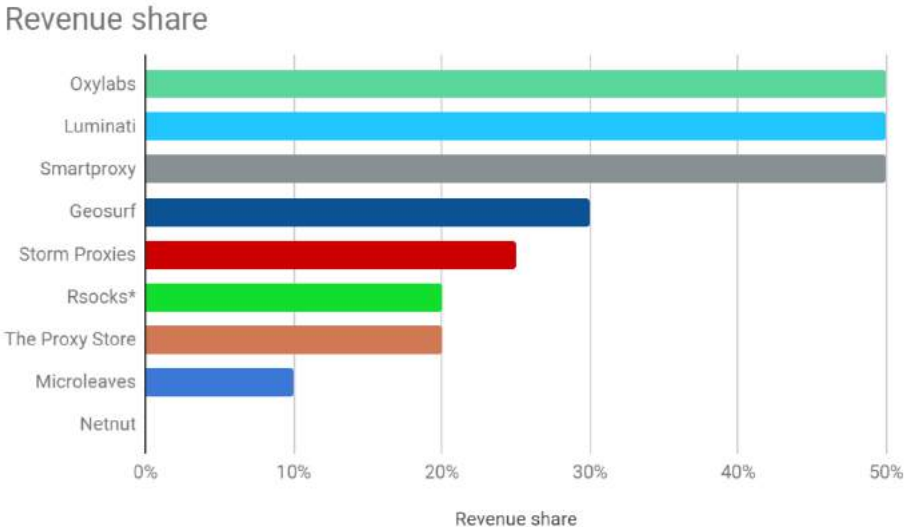
The majority of proxy providers offer very convenient referral programs that are based on revenue shares, and their offers go up as high as 50%. It is worth noting that every single one of these revenue shares have a payout limit from \$1,000 to \$2,000.

Rsocks has a publicly shared information on their affiliate payout levels: they offer their smaller partners 10%, whereas for their bigger partners - up to 20%.

Microleaves offers not only an affiliate program, but also a white label program that provide super-affiliates bigger opportunities.

It is also worth mentioning that when Luminati offers a 50% revenue share with a payout limit of \$1,000, Oxylabs offers the same revenue share (50%), but their payout limit is \$2,000.

Netnut is the only provider that does not offer an affiliate program, but they do say on their website that it is coming soon.



The provided numbers are standard conditions of affiliate programs. As you may know, super-affiliates in the affiliate market have the opportunity to get better, personally tailored conditions, committing to not make them public. Better conditions can mean bigger revenue shares and a higher payout limit.

Online Presence

Online presence is how a company appears online. This includes their website, reviews, social media, SEO etc. In our research, we looked into the proxy providers' reviews and ratings found online (including our own reviews), and their social media and Youtube rates.

Review Websites

	Oxylabs	Luminati	Geosurf	Netnut	Microleaves	Rsocks	Storm Proxies	The Proxy Store	Smartproxy
Trustpilot									
# of reviews	2	10	-	-	2	-	3	-	-
Avg. rating	3/5	3/5	-	-	4/5	-	4/5	-	-
Proxyway	9.3/10	8.5/10	8.9/10	8.0/10	7.1/10	7.9/10	7.7/10	7.7/10	8.7/10
Private Proxy Reviews	9.6/10	9.6/10	9.5/10	-	9.3/10	-	9.5/10	-	9.5/10
Stupidproxy	4.8/5	4.8/5	4.3/5	4.7/5	4.5/5	-	4.6/5	-	4.6/5
Best Proxy Providers	8.8/10	8.8/10	-	-	-	-	-	-	8.6/10

On Trustpilot, Luminati has the highest number of reviews (10) but has the same rating ($\frac{3}{5}$) as Oxylabs which has only two reviews. Microleaves and Storm Proxies share a similar amount of reviews and the same rating ($\frac{4}{5}$). No other provider has reviews or ratings on Trustpilot.

Taking into account our own reviews, the top scoring provider is Oxylabs, and the lowest score was given to Microleaves.

With privetproxyreviews.com, the top providers are Oxylabs and Luminati, having the same 9.6 rating. And the lowest rating again falls to Microleaves. Netnut, Rsocks, and The Proxy Store do not have reviews.

Stupidproxy.com rates Oxylabs and Luminati as their highest proxy providers as well. Surprisingly, Geosurf is rated with the lowest score (4.3).

Bestproxyproviders.com only rated Oxylabs, Luminati, and Smartproxy. Oxylabs and Luminati once again shares the same rating (8.8).

Summing up all of the reviews, the best performing proxy provider is Oxylabs. To draw conclusions who was the worst would be inappropriate, as most providers did not even have any reviews.

Social Media

Followers	Oxylabs	Luminati	Geosurf	Netnut	Microleaves	Rsocks	Storm Proxies	The Proxy Store	Smartproxy
Facebook	305	3,108	613	15	2,154	-	978	-	1,788
Twitter	91	996	-	-	13,118	-	-	-	513
Linkedin	232	851	35	85	13	-	-	-	-

When it comes to social media popularity, Microleaves seems to have the highest following throughout Facebook and Twitter, however, they do not have a strong LinkedIn profile - Luminati is the one winning over this platform.

Not all proxy providers have a social media presence - Rsocks and The Proxy Store don't have any social media accounts. Geosurf and Netnut do not have Twitter accounts and Smartproxy doesn't have a LinkedIn profile.

Youtube

Views	Oxylabs	Luminati	Geosurf	Netnut	Microleaves	Rsocks	Storm Proxies	The Proxy Store	Smartproxy
Youtube	5,318	57,283	6,489	-	263,000	-	1,043	-	3,450

With Youtube views, the clear winner is Microleaves, with overall 263,000 views per the whole channel. The least viewed are Storm Proxies, whereas Netnut, Rsocks, and The Proxy Store do not have a Youtube account at all.

Conclusion

Performance

When it comes to proxy providers' **overall performance**, more or less all providers, apart from The Proxy Store and Microleaves, had a stable connection no matter the concurrent connection load. The top three providers are **Oxylabs, Geosurf, and Smartproxy.**

The same providers keep their winning places when competing for the best **success rate**. All three (**Oxylabs, Geosurf, and Smartproxy**) stood almost at the same level. Things shift a little with **response time** - the clear winner was **Storm Proxies**, taking the first place by conquering 5 out of 8 targets. However, coming really close were **Oxylabs** and **Smartproxy** and all of them had less than 5s of average response time.

Customer Service

Out of 9 providers, 4 stood out the most with their **customer service: Luminati, The Proxy Store, Smartproxy, and Oxylabs**. Both Luminati and The Proxy Store offer the highest number of ways to support their customers and Luminati's average response time stands at an amazing 5 minutes.

Smartproxy got the third place as they responded to us immediately. Not only did they provide immediate attention to our inquiries, but they also displayed an insightful support. As for Oxylabs, they are the only providers that offer a dedicated account manager - a clear demonstration of their dedication to its customers.

When it comes to the residential proxy service providers **dashboards, Oxylabs, Luminati, Geosurf, and Smartproxy** gave us what we found efficient.

Marketing

Starting from the basics - **website traffic - Luminati, Storm Proxies, and Oxylabs** are the top three providers by total website visits, being the most popular. **Country** popularity wise (through which the traffic goes through), **United States** were either 1st or 2nd country by popularity. **Oxylabs, Luminati, Geosurf, Storm Proxies, and Smartproxy** are among the top picks for this particular audience. It is worthy to mention that Microleaves and The Proxy Store attracts most of their traffic from Vietnam, Netnut - from Israel, and Rsocks - from Russia.

When it comes to **Organic traffic, Geosurf and The Proxy Store** are clear winners. Looking at the **direct** channel flow, **Luminati and Storm Proxies** bring in the most of their traffic directly. As for the **paid search** channel, **Oxylabs and Luminati** are the leaders.

With **top ranking keywords, Luminati, Rsocks, Microleaves, Netnut, and Smartproxy** have their own brand names in top keywords, meaning they work on their own brand more than others. Though it would be fair of us to note that Luminati's 5th ranking keyword is "Luminati Hola". So perhaps their branded keywords are not necessarily because they work on their appearance, but rather are searched for their business incidents.

With **organic search visits**, it is quite clear that **Luminati** has the highest number by far compared to all of the other proxy providers. Whereas providers with the highest number of **branded traffic are Rsocks, Netnut, and Microleaves.**

Take note that even though **Oxylabs** and **Geosurf** are brands with timely experience, they started to appear online and work on their presence only recently. They already outrank others with their performance, so it's most likely a matter of time when their largest number of traffic will come from branded traffic.

Referral Programs

The majority of proxy providers offer very convenient referral programmes that are based on revenue shares, and their offers go up as high as 50%.

It is also worth mentioning that when **Luminati** offers a 50% revenue share with a payout limit of \$1,000, **Oxylabs** offers the same revenue share (50%), but their payout limit is \$2,000.

Online Presence

Summing up all of the **reviews**, the best performing proxy provider is **Oxylabs**. It's worth mentioning that not all proxy providers have a social media presence and most lack continuity with their posts.



About Proxyway.com

Proxyway is a community blog started in 2018 by two tech geeks: Adam Dubois and Chris Becker. Every month, Proxyway tests and evaluates leading proxy providers in order to deliver objective and data-based service reviews.

Proxyway aims to be the most reliable and unbiased source of information for market intelligence companies and average internet users alike.

If you wish to contact us about this market research or for any other business-related reasons, email us at info@proxyway.com.

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