



2019 eCOMMERCE 3RD PARTY
TECHNOLOGY INDEX

3RD PARTY

Performance Impact Guide



WELCOME TO THE 2019 3rd Party Index

Last year YOTTAA released its first-ever 3rd Party Performance Index, and while we knew it contained valuable data for eCommerce execs, we were overwhelmed by the market reception of the report. Across the industry, many retailers were amazed to learn that detailed data on the performance of the 3rd parties on their sites existed, as they had never seen a similar report. Because these retailers are under a great deal of pressure to keep shoppers from going to Amazon, especially during the upcoming holiday shopping season, they aim to provide a superior shopping experience by adding rich content, images, and technologies in order to better compete. As a result, for many eCommerce pros, the index not only became a valuable site performance tool, it also became a one-stop listing of the top 3rd party eCommerce technologies across multiple categories.

Because YOTTAA accelerates over 1,500 eCommerce sites, we have the unique visibility to analyze detailed information on the performance of almost 1,000 3rd parties. Through YOTTAA's 3rd Party Knowledge Base, our customers are able to inventory all 3rd parties on their sites, benchmark individual 3rd party performance, and make optimization recommendations based on knowledge from every page view. As a result, our customers can add any 3rd party to their site, regardless of their Performance Impact Rating (PIR) ranking, and still achieve exceptionally fast performance.

In this year's index, we analyzed and ranked twice as many 3rd parties over our inaugural report, providing even more information to help brands understand the impact 3rd parties can have on site performance. The index also serves as a guide for selecting technologies by category or eCommerce platform.

The 3rd Party Challenge

Brands deploy 3rd party eCommerce technologies, such as live chat, personalization, and customer reviews, to create engaging online experiences for their shoppers. However, due to the complexity of today's eCommerce sites, online retailers are experiencing significant site performance issues, which are proven to have a negative impact on conversion. This negative impact can occur regardless of eCommerce platform, or whether or not you are using Single Page Applications or Progressive Web Applications to address site performance. Your 3rd parties, which are external to these platforms and applications, still need to be optimized for performance.

Performance issues are occurring in eCommerce sites because:

Brands are adding all types of digital elements to meet shopper expectations

The average retail website now uses between 40-60 3rd party technologies

3rd parties account for 70% of load time



3 Second Rule

Every second that shoppers have to wait after the 3 second loading mark costs them 7% in conversion.

How Did We Collect This Data?

The data in this report was collected from over 1,500 eCommerce sites using YOTTAA's acceleration solutions. As part of the YOTTAA platform, our 3rd Party Knowledge Base is a comprehensive repository of 3rd party data that grows with every page view. Through this knowledge base, YOTTAA has visibility into performance information and usage from almost 1,000 3rd parties used by our customers.

The YOTTAA platform also detects performance violations of individual 3rd parties. These violations are used to create Performance Impact Ratings (PIR) for each 3rd party in the index.

This index focuses on the performance of the top 400 most widely adopted 3rd parties.



Performance Impact Rating

Performance Impact Rating (PIR) is a rating that indicates how an individual 3rd party affects page load times. The PIR is calculated by adding the 3rd party's **performance violations** and the **delay page load violations** together and then dividing by the number of page views of the site. This performance indicator demonstrates the impact that each third party has on the shopper experience and online conversions.

Performance Violations are individual errors that occur when a single 3rd party takes longer than 1 second to load.

Delay Page Load Violations are individual errors that occur when a single 3rd party extends the time until a shopper can interact with the site.

Year-Over-Year Updates

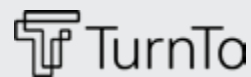
2018 2019

Since this is the second year we have published this index, we are able to compare the performance of tracked 3rd parties year-over-year. Some 3rd parties that were labeled as top violators last year took our feedback and improved significantly. Some did not. Here are the results.

Most Improved

TurnTo Networks, a customer-generated content technology vendor, had an impressive turnaround from last year's 3rd Party Index. After realizing the negative performance impacts its platform was having on eCommerce sites across the board, TurnTo reached out to YOTTAA for data and direction. They took our advice and ran with it, and we're happy to report they have made a 58% improvement.

The following page lists the technologies that have improved year-over-year.



"The eCommerce 3rd Party Technology Index is a valuable resource for brands that want both engaging and fast performing sites. It is also very valuable to 3rd party vendors as a key industry benchmark. We released a completely new, speed-optimized version of our web components since last year's index and it is very exciting to see the results — a 58% performance improvement and a much higher rating in this year's index."


















JOHN SWORDS,
CHIEF STRATEGY OFFICER,
TURNTO NETWORKS

Most Improved




























2018 2019

	Lucky Orange	Customer Management		IBM WCS	Ecommerce Platform
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2018 2019

	Wistia	Video		SiteScout	Ad Tech
	VigLink	SEO Marketing		Sharethis	Social Media
	VideoAmp	Ad Tech		Pulse Point	Personalization
	Ve Interactive	Remarketing		Next Action	Mobile
	Tubemogul	Ad Tech		iovation	Fraud Detection
	Tapad	Identity Management		eGain	Customer Service
	Snapchat	Social Media		Convert	A/B Testing
	SkimLinks	SEO Marketing			

2018 2019

	Turnto	Customer Reviews		Krux	Ad Tech
	Steelhouse	Ad Tech		Jivox	Personalization
	spotxchange.com	Ad Tech		Instagram	Social Media
	SmarterHQ	AdTech		Google Translator	Translation
	SLI Search	Commerce Search		Google Syndication	Ad Tech
	Shoprunner	Omni-Channel Fullfilment		Google Analytics Classic	Analytics
	SessionCam	Analytics		Ghostery	Tag Management
	Salesforce Commerce Cloud	Personalization		Fullstory	Personalization
	Rich Relevance	Personalization		Dynamic Yield	Personalization
	Power Reviews	Customer Reviews		Baynote	Commerce Search
	Oracle RightNow	Customer Service		AppDynamics	Rum Analytics
	Moveable Ink	Personalization		AgilOne	Identity Management
	Mobify	Mobile		Adroll	Ad Tech
	Maxymiser - Oracle Marketing Cloud	A/B Testing			

Most Declined

Unfortunately, not all year-over-year results indicated an improvement in performance levels.

2018 → 2019				
ZMags	CMS	Amazon Ad System	Ad Tech	

2018 → 2019				
UTag - Tealium	Tag Management	Globalsign	Security Certificate	
PubMatic	Ad Tech	Blue Triangle Tech	Rum Analytics	
Oracle BlueKai	Personalization	AOL Advertising	Ad Tech	
Monetate	Personalization	AdaptTV	Video	
GumGum	Ad Tech	Ad Advisor - NeuStar	Ad Tech	

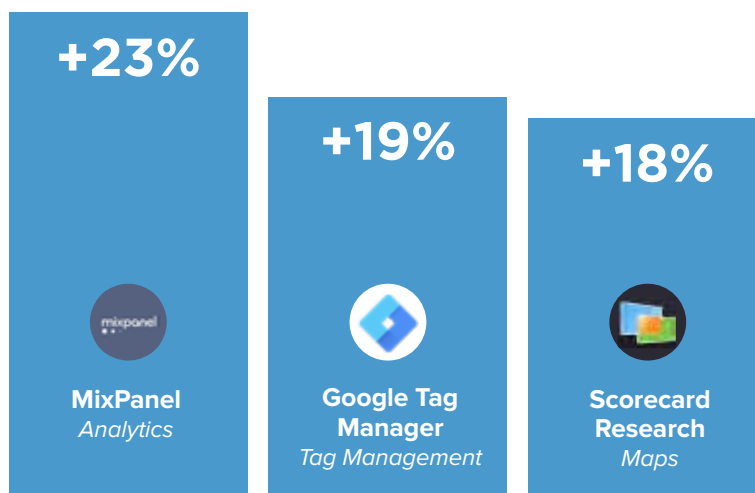
2018 → 2019				
Visual Website Optimizer	A/B Testing	JustUno	Customer Management	
Vimeo	Video	Fonts.com	Font Management	
Typekit	Font Management	Ensignten	Tag Management	
Trust Wave	Security Certificate	Dstillery	Identity Management	
StreamRail	Video	Disqus	Customer Service	
SAP SeeWhy	Cart Abandonment	Crazyegg	A/B Testing	
Loggly	Log Management	BrTrk	Ad Tech	
LinkedIn	Social Media	Bluecore	Personalization	
Kenshoo	Marketing Tech	Bizrate Insights	Customer Surveys	

Top Usage Updates

Our 2019 data shows that there are some 3rd parties that are used more this year than last year, and some that are being used much less. Kudos to these 3rd Parties for increasing usage and certainly sales — keep up the great work!

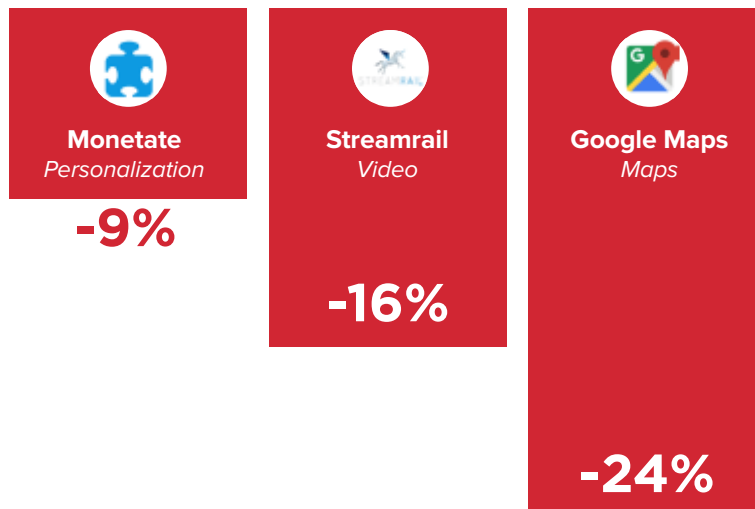
Top 3 Increases

The top 3 technologies that have increased in usage across eCommerce sites.



Top 3 Decreases

The top 3 technologies that have decreased in usage across eCommerce sites.



▲
Google Maps had the largest drop in usage this year, and that makes sense, because there are many other interactive mapping technologies that brands are using instead to promote in-store sales.

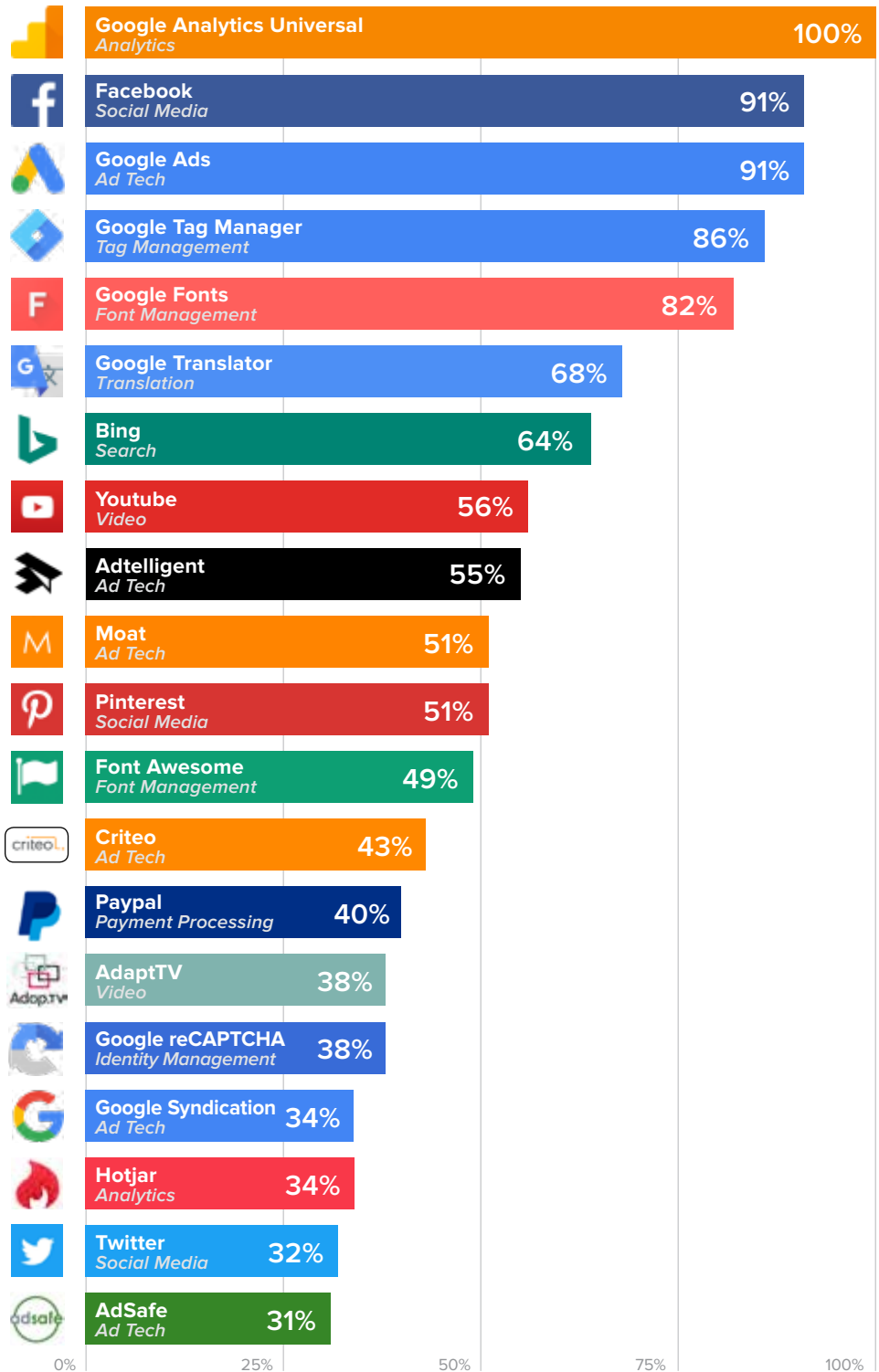
Top 20 3rd Parties Deployed by Retailers

YOTTAA measures the saturation and usage of individual 3rd parties across our entire client base. To the right are the top 20 3rd parties used during our evaluation period.

One result that stood out was that Google 3rd parties account for 7 of the 20 technologies used most by retailers. This number was high last year as well, indicating that retailers trust the Google brand to deliver the best experience.

We also found that some notable 3rd parties that made this list last year have completely fallen off this year's chart. Google Maps, for example, as noted in the "Top Usage Updates" section, had significantly decreased in usage across eCommerce sites. This backs up the observation that retailers are finding mapping tools that better fit their site strategies with other technologies.

Here is the full list of the top 20 3rd parties used during our evaluation period:

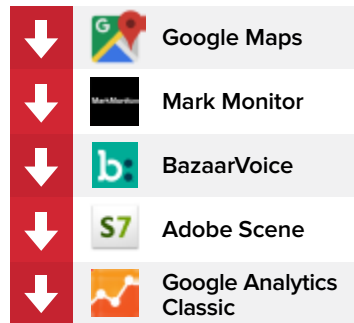


Top 20 Key Takeaways

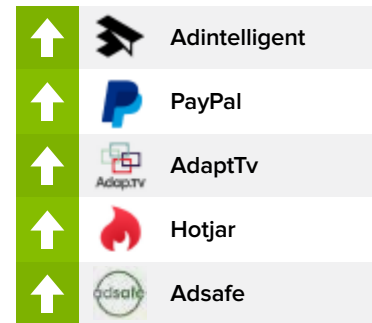
Google 3rd parties account for 7/20 technologies used most by retailers.



These technologies fell off the Top 20 list this year:

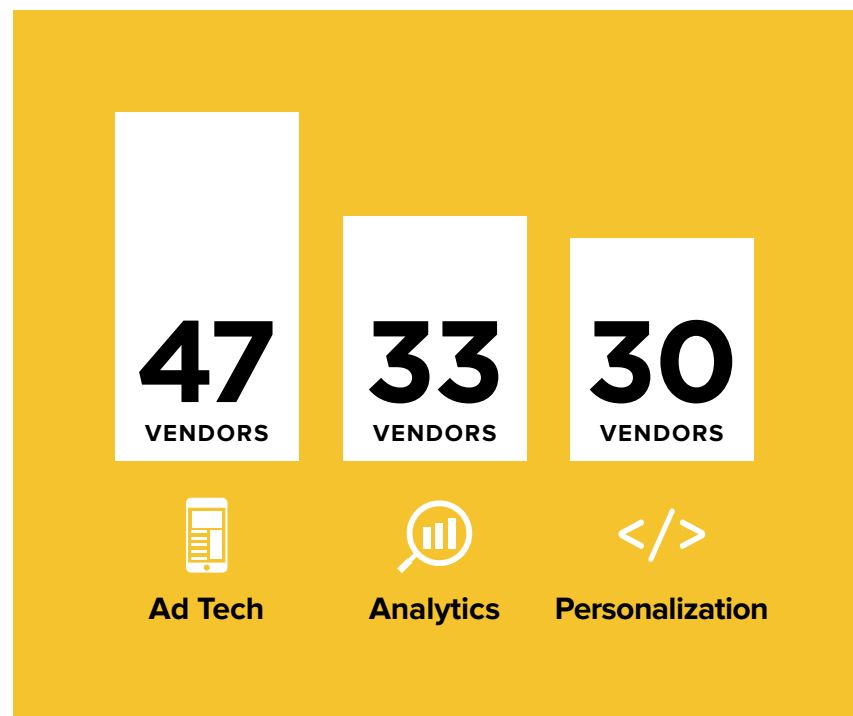


These technologies are newcomers to the Top 20 list this year:



Top 3 Commoditized 3rd Parties

In this year's findings, we noticed there were three categories that contained a significant volume of 3rd parties, leading them to become more and more commoditized. Here are the categories that are oversaturated by vendors: ▶



Top 5 Offending Categories: The Song Remains the Same

In the 2018 3rd Party Index, we broke down the list of technologies into the top 5 categories representing the top violating 3rd parties that impact web performance.

We can report that the performance of these categories remains the same, still impacting eCommerce sites the most. ▶



PERSONALIZATION



TAG MANAGEMENT



AD TECH



SOCIAL MEDIA

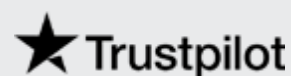


CUSTOMER REVIEWS

Standout Performer

One thing we can call out is that it's very difficult to maintain a Green rating in these top offending categories, especially customer reviews. Customer reviews are particularly complex with large scale databases that need to react quickly and have a significant impact on conversion rate.

Trustpilot is a standout performer in the Customer Reviews category and they have stayed in the Green performance rating for the second year in a row. ▶



"Trustpilot's mission is to bring people and companies together through our powerful review platform to create ever-improving online experiences. As site performance is critical for creating engaging experiences, we are honored that our platform was ranked as one of the fastest loading 3rd party eCommerce technologies for the second year in a row."



PETER SIMPSON,
GLOBAL HEAD OF
PARTNERSHIPS,
TRUSTPILOT

TOP 5

Up and Coming 3rd Party Categories

There were a few categories that really stood out this year in terms of increasing in usage percentages, or being a new category overall. Online brands continue to find new and emerging technologies that will help them create the best shopper experience possible. Some of these categories will put their users ahead of the competition as early adopters, while others are steadfast areas that result in consistently positive performance impacts.

-
- 1** CUSTOMER INFORMATION MANAGEMENT
 - 2** USER GENERATED CONTENT
 - 3** PAYMENT PLANS
 - 4** SEO MARKETING
 - 5** PRIVACY COMPLIANCE

Customer Information Management



The more you know about your shoppers, the better online experience you can provide them. Shoppers want an engaging and personalized experience served to them when they are buying online. A tailored experience results in shopper loyalty, brand credibility, and more conversions. As a result of this demand, we are seeing more Customer Information Management 3rd parties being added to eCommerce sites.

Customer Information Management technologies can help brands collect, organize, and analyze shopper data to provide a more engaging and personalized experience. Know who your buyers are, which ones should be served a discount at which times, shopper behaviors, what they are searching for, and how to market to them directly.













3RD PARTIES **% OF SITES**

 **LITTLE OR NO PERFORMANCE IMPACT**

	Lucky Orange	7%
	Optimove	3%

 **INCONSISTENT NEGATIVE PERFORMANCE IMPACT**

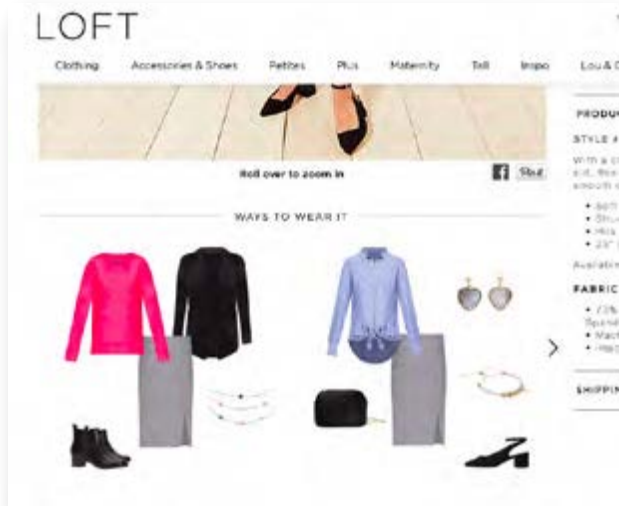
	BlueConic	1%
	Borderfree	6%
	Cordial	3%
	Dotomi Conversant	24%
	Gigya	3%
	IBM - Tealeaf	3%
	Ignition One	3%
	Iperceptions	1%
	JustUno	5%
	mparticle	1%

User Generated Content






In today's eCommerce marketing landscape, content is king. Content, such as blog posts, resource pages, and visual assets, can help build traffic, links, and conversions.

A hot topic in 2019 is **User Generated Content (UGC)**. This is when the shoppers themselves create content related to certain brands. Those brands can then use that content (with permission and approval) to market their products. This strategy builds credibility because the content is coming from a shopper rather than the business.

There are 3rd parties that can help streamline and curate UGC by finding and obtaining approval for use, scanning consumer social media sites, and creating dynamic web galleries for your website and product pages.



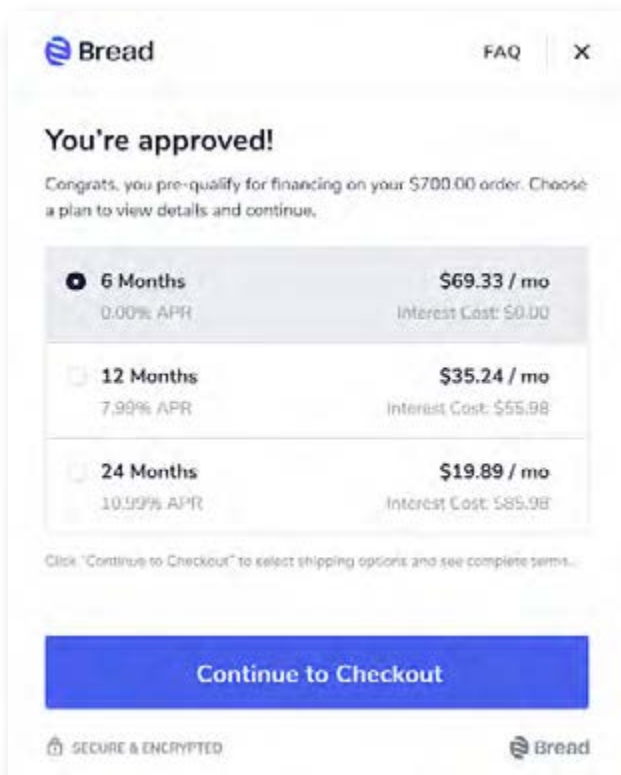
3RD PARTIES **% OF SITES**

3RD PARTIES	% OF SITES
✓ LITTLE OR NO PERFORMANCE IMPACT	
 Chute	1%
 Fomo	1%
 Tag Tray	1%
📉 INCONSISTENT NEGATIVE PERFORMANCE IMPACT	
 Pixlee	3%
✗ CONSISTENT NEGATIVE PERFORMANCE IMPACT	
 Stylitics	3%

Payment Plans







With flexible payment options, brands are taking the pressure off the purchase when shoppers checkout. Installment plans are an exciting option for shoppers and brands alike. The convenience for shoppers is in getting their orders, trying them out before paying, and sending back whatever they don't want to keep. Plus, when brands provide this feature to shoppers, the convenience factor enables shoppers to buy more.

Payment Plan 3rd party technologies only charge shoppers once a month, and without the high-interest fees that come with credit cards. It's the new and improved layaway.



3RD PARTIES

% OF SITES


3RD PARTIES	% OF SITES
<p> LITTLE OR NO PERFORMANCE IMPACT</p> <p> Bread 1%</p> <p> Quad Pay 1%</p>	
<p> INCONSISTENT NEGATIVE PERFORMANCE IMPACT</p> <p> Affirm 4%</p> <p> Klarna 3%</p>	

SEO Marketing

Acquiring customers by driving traffic to eCommerce sites is a key initiative for online retailers. In particular, search traffic is very important since many shoppers are searching for a specific product, and it usually means they are interested in buying it. As a result, retailers make heavy investments to acquire customers.

By identifying and linking back product pages mentioned within online content, **SEO Marketing** technologies enable brands to effectively drive traffic to their sites, as well as gain traffic statistics, SEO keyword opportunities, audience insights, and competitive analytics.



3RD PARTIES	% OF SITES
LITTLE OR NO PERFORMANCE IMPACT	
 Call Rail	1%
 SkimLinks	9%
 VigLink	11%
INCONSISTENT NEGATIVE PERFORMANCE IMPACT	
 Branch.io	1%
 MpEasyLink	1%



LITTLE OR NO PERFORMANCE IMPACT



Call Rail

1%



SkimLinks

9%



VigLink

11%



INCONSISTENT NEGATIVE PERFORMANCE IMPACT



Branch.io

1%



MpEasyLink





1%

Privacy Compliance

Shoppers have had enough in regards to their data being used in inappropriate ways or to market directly to them. As a result, there are many new laws and policies like GDPR and CCPA that require brands to stay compliant and protective of consumer information at all times. Additionally, they need the ability to give consumers their personal data when they request it. Because of these laws, we have seen a recent increase in Privacy Compliance technologies being used. These technologies are focused directly on site cookies, acceptance of sharing information, and enable the gathering and sending of data to shoppers as well.

Shopper information privacy gets infinitely more complex when brands consider the compliance of all 3rd party technologies used on their sites, and how to easily turn these technologies on/off based on individual customer decisions. YOTTAA expects these technologies to continue to grow and evolve very quickly over the next few years.












































3RD PARTIES	% OF SITES
 LITTLE OR NO PERFORMANCE IMPACT	
 CookieBot	1%
 CONSISTENT NEGATIVE PERFORMANCE IMPACT	
 Trust Arc	3%




















































































3rd Party Performance Indicator Rating Index





























































The preceding PIR index listings highlighted the top performing 3rd parties, the top offenders, as well as breakouts for a few 3rd party categories. Below is a listing of the top 3rd party technologies (listed in alphabetical order) used in the YOTTAA platform in September 2019.


























 Represents a consistent negative impact on performance
  Represents an inconsistent negative performance impact
  Represents little or no performance impact











































Third Party	Category	PIR	% of Sites
 4-tell	Personalization		1%
 4Cite	Identity Management		7%
 8x8 Chat	Chat		1%
 A3Cloud	Client-side Security		6%
 Ad Advisor - NeuStar	Ad Tech		13%
 AdaptTV	Video		38%
 Addshoppers	Email Marketing		3%
 AddThis	Social Media		26%
 AddToAny	Social Media		1%
 Adform	Ad Tech		3%
 Adobe Marketing Cloud	Marketing Tech		27%
 Adobe Omniture	Analytics		17%
 Adobe Scene7	Image Hosting		21%
 Adobe Tag Manager	Tag Management		16%
 Adroll	Ad Tech		7%
 AdSafe	Ad Tech		31%
 Adtelligent	Ad Tech		55%
 Affirm	Payment Plans		4%
 AgilOne	Identity Management		3%



























































Third Party	Category	PIR	% of Sites
 Akamai Stats	Analytics		7%
 Alex	Analytics		1%
 Algolia	Commerce Search		3%
 Amazon Ad System	Ad Tech		11%
 Amazon Login	Identity Management		3%
 Amazon Payments	Payment Processing		12%
 AMP Project	AMP		4%
 Amplience	CMS		3%
 Annex Cloud	Customer Reviews		1%
 AOL Advertising	Ad Tech		7%
 App Nexus	Ad Tech		21%
 AppDynamics	Rum Analytics		3%
 AspireIQ	Social Marketing		1%
 Attentive Mobile	SMS Marketing		6%
 Attraqt	Personalization		1%
 BackInStock	Inventory Management		5%
 Barilliance	Personalization		1%
 Baynote	Commerce Search		1%
 Bazaarvoice	Customer Reviews		27%
 Better Business Bureau	Security Certificate		3%
 Bidtellect	Ad Tech		4%
 Bing	Search		64%
 Bing Ads	Ad Tech		1%
 Bing Services	Commerce Search		31%
 BirdEye Surveys	Customer Reviews		1%
 Bizrate Insights	Customer Surveys		12%
 Blue Lithium	Ad Tech		1%
 Blue Triangle Tech	Rum Analytics		3%
 BlueConic	Customer Management		1%
 Bluecore	Personalization		8%





























































Third Party	Category	PIR	% of Sites
 Bold Commerce	Marketing Tech		3%
 Bold360	Chat		4%
 Borderfree	Customer Management		6%
 Bounce Exchange	Marketing Tech		26%
 Braintree	Payment Integration		6%
 Branch.io	SEO Marketing		1%
 Branding Brand	Mobile		1%
 Bread	Payment Plans		1%
 Brightcove	Video		5%
 BrightInfo	Personalization		1%
 Bronto	Email Marketing		11%
 BrTrk	Ad Tech		5%
 BuySafe	Security Certificate		1%
 Call Rail	SEO Marketing		1%
 Cartful Solutions	Recommendations		1%
 Casale Media	Ad Tech		5%
 Celebros	Commerce Search		1%
 Certona	Personalization		11%
 ChannelAdvisor	Analytics		4%
 CHASE Payment Tech	Payment Processing		1%
 Cheetah Digital	Marketing Tech		7%
 Chute	User Generated Content		1%
 Clicktale	Analytics		3%
 Cloud IQ	Remarketing		1%
 Cloudinary	Image Hosting		14%
 Comcast	Mobile		1%
 Commerce Hub	Omni-Channel Fulfillment		3%
 Comodo	Security Certificate		1%
 Conjured	Subscription Management		1%
 Connexity	Marketing Tech		3%

Third Party	Category	PIR	% of Sites
 Content Square	Analytics		3%
 ConversionLogic	Analytics - Marketing		1%
 Convert	A/B Testing		3%
 CookieBot	Privacy Compliance		1%
 Cordial	Customer Management		3%
 Core Metrics - IBM	Analytics		5%
 Coupon Follow	Promotional Marketing		13%
 Crazyegg	A/B Testing		13%
 Criteo	Ad Tech		43%
 Dash Hudson	Social Marketing		3%
 DataStream.io	Analytics - Marketing		3%
 Decibel Insight	Analytics		1%
 DialogTech	Marketing Tech		1%
 Digicert	Security Certificate		3%
 Digioh	A/B Testing		1%
 Disqus	Customer Service		3%
 Distill Networks (AreYouAHuman)	Client-side Security		1%
 Dotomi Conversant	Customer Management		24%
 Dstillery	Identity Management		3%
 Dynamic Concepts	Marketing Tech		1%
 Dynamic Yield	Personalization		13%
 Dynatrace	Rum Analytics		1%
 eGain	Customer Service		3%
 Emarsys	Personalization		1%
 Ensignten	Tag Management		4%
 Everest Tech	Analytics		19%
 Evergage	Personalization		5%
 Exelator	Ad Tech		4%
 Extole	Referral Marketing		4%
 Facebook	Social Media		91%























































Third Party	Category	PIR	% of Sites
 FanPlayer	Personalization		1%
 Findify	Personalization		3%
 Fit Predictor	Fit Technology		1%
 Flash Talking	Ad Tech		7%
 Flow.io	Pricing and Taxes		1%
 Fomo	User Generated Content		1%
 Font Awesome	Font Management		49%
 Fonts.com	Font Management		18%
 Foresee	Analytics		3%
 FormStack	Marketing Automation		1%
 Forter	Client-side Security		3%
 FortySix	Other		3%
 Freegeoip	Client-side Security		1%
 Fresh Chat	Chat		3%
 Fresh Desk	Customer Service		1%
 Fresh Relevance	Personalization		1%
 Fullstory	Personalization		5%
 Geo Trust	Security Certificate		3%
 Get Clicky	Analytics		1%
 Ghostery	Tag Management		3%
 GiftWizard	Loyalty		1%
 Gigya	Customer Management		3%
 Gleam	Promotional Marketing		3%
 Global-e	Pricing and Taxes		1%
 Globalsign	Security Certificate		3%
 Go Moxie	Chat		4%
 Google Ads	Ad Tech		91%
 Google Analytics Classic	Analytics		33%
 Google Analytics Universal	Analytics		100%
 Google APIs	Other		87%



























































Third Party	Category	PIR	% of Sites
 Google Commerce	Other		7%
 Google Fonts	Font Management		82%
 Google Maps	Maps		15%
 Google One Tap	Identity Management		1%
 Google reCAPTCHA	Identity Management		38%
 Google Syndication	Ad Tech		34%
 Google Tag Manager	Tag Management		86%
 Google Translator	Translation		68%
 Google Webfonts	Font Management		1%
 Google+	Social Media		1%
 GumGum	Ad Tech		3%
 Hawk Search	Commerce Search		1%
 Heap	Analytics		4%
 HiConversion	Mobile		1%
 HitsLink	Analytics		1%
 Hoefler & Co	Font Management		4%
 Honey	Promotional Marketing		29%
 Hotjar	Analytics		34%
 IBM - Tealeaf	Customer Management		3%
 IBM Marketing Cloud	Marketing Automation		1%
 IBM WCS	Ecommerce Platform		4%
 IDVision	Client-side Security		1%
 Ignition One	Customer Management		3%
 Increasingly	Personalization		1%
 Innovid	Video		3%
 Instagram	Social Media		23%
 Intercom.io	Chat		9%
 iovation	Fraud Detection		27%
 Iperceptions	Customer Management		1%
 Jirafe	Analytics - Marketing		1%










Third Party	Category	PIR	% of Sites
 Jivox	Personalization		3%
 JustUno	Customer Management		5%
 JW Player	Video		3%
 Kampyle	Customer Service		6%
 Karma	Development Testing		1%
 Karte Plaid	Analytics		1%
 Kenshoo	Marketing Tech		10%
 Klarna	Payment Plans		3%
 klaviyo	Email Marketing		11%
 KruX	Ad Tech		18%
 Kustomer	Customer Service		1%
 LevelAccess	Accessibility		3%
 Lightbox	Marketing Tech		1%
 Linc	Customer Service		3%
 LinkedIn	Social Media		8%
 Listrak	Ad Tech		12%
 Live Chat, Inc.	Chat		4%
 Live Help Now - Zoho	Chat		1%
 Live Person	Chat		6%
 LiveClicker	Email Marketing		3%
 Loggly	Log Management		8%
 LoginRadius	Identity Management		1%
 Lucky Orange	Customer Management		7%
 Lytics	Identity Management		3%
 Magento	Ecommerce Platform		1%
 Magic Zoom Plus	Image Hosting		1%
 Mapbox	Personalization		3%
 Mappedin	Maps		1%
 Mark Monitor	Analytics		30%












Third Party	Category	PIR	% of Sites
 Marketo	Marketing Automation		4%
 Masterpass	Payment Integration		3%
 Material Design Icons	Image Hosting		2%
 Matomo Cloud	Analytics		1%
 Maxymiser - Oracle Marketing Cloud	A/B Testing		3%
 Media	Ad Tech		9%
 MediaMath	Ad Tech		10%
 Merchant Advantage	Personalization		1%
 Meredith	Marketing Tech		1%
 Merkle	Analytics		1%
 Merkle Search	Marketing Tech		3%
 Microsoft Maps	Maps		1%
 MixPanel	Analytics		28%
 Moat	Ad Tech		51%
 Mobify	Mobile		1%
 Moneris - Offlinx	Analytics - Marketing		1%
 Monetate	Personalization		13%
 Mookie1	Malware		1%
 Moovweb	Mobile		3%
 Mouseflow	Analytics		4%
 Moveable Ink	Personalization		9%
 mparticle	Customer Management		1%
 MpEasyLink	SEO Marketing		1%
 MyBuys (acquired by Evergage)	Personalization		3%
 NaviStone	Integrated Direct Mail		3%
 Needle	Chat		1%
 New Relic	Application Monitoring		20%
 Next Action	Mobile		3%
 Nextopia	Commerce Search		3%
 Norton	Security Certificate		3%

Third Party	Category	PIR	% of Sites
 Okto Post	Social Marketing		1%
 Olark	Chat		3%
 Omega Theme Apps	CMS		1%
 One - AOL	Ad Tech		1%
 One Signal	SMS Marketing		1%
 Ooyala	Video		3%
 OpenStreetMap	Maps		1%
 OpenX	Ad Tech		6%
 Optimizely	A/B Testing		11%
 Optimove	Customer Management		3%
 Oracle BlueKai	Personalization		6%
 Oracle Eloqua	Marketing Automation		1%
 Oracle Marketing Cloud - Responsys	Email Marketing		3%
 Oracle RightNow	Customer Service		3%
 OrderGroove	Subscription Management		1%
 Oribi	Analytics		1%
 Outbrain	Ad Tech		7%
 Owl Carousel	Image Hosting		1%
 OwnerIQ	Ad Tech		5%
 Paypal	Payment Processing		40%
 PCA Predict	Client-side Security		4%
 Pebble Post	Integrated Direct Mail		4%
 PerimeterX	Client-side Security		6%
 Photorank	Social Media		4%
 Pingdom	Application Monitoring		6%
 Pinterest	Social Media		51%
 Pixlee	User Generated Content		3%
 PlayWire	Ad Tech		1%
 Power Reviews	Customer Reviews		16%

Third Party	Category	PIR	% of Sites
 Powr.io	Promotional Marketing		3%
 Price Spider	Customer Reviews		3%
 Prismic.IO	CMS		1%
 Privy	Cart Abandonment		3%
 Prometheus Intelligence Technology	Analytics		1%
 PubMatic	Ad Tech		4%
 PubNub	Development Testing		1%
 Pulse Point	Personalization		5%
 Quad Pay	Payment Plans		1%
 Qualtrics	Analytics		3%
 Quantcast	Marketing Tech		17%
 Quantum Metric	Analytics		3%
 Qubit	Personalization		1%
 QUnit	Development Testing		1%
 Radial	Omni-Channel Fulfillment		1%
 Radius8	Promotional Marketing		3%
 Rakuten Marketing	Ad Tech		18%
 Rapsio	Ad Tech		4%
 Reflektion	Personalization		7%
 Retention Rocket	SMS Marketing		1%
 Rich Relevance	Personalization		3%
 Riskified	Fraud Detection		3%
 RockerBox	Omni-Channel Marketing		3%
 Rubicon Project	Ad Tech		6%
 SailThru	Personalization		3%
 SaleCycle	Cart Abandonment		3%
 Salesforce Commerce Cloud	Personalization		21%
 SalesForce IGoDigital	Recommendations		9%
 Salesforce Live Agent	Chat		6%
 Salesforce Pardot	Marketing Automation		1%

Third Party	Category	PIR	% of Sites
 SAP SeeWhy	Cart Abandonment		3%
 Scarab Research	Personalization		3%
 Scorecard Research	Ad Tech		29%
 SearchSpring	Commerce Search		3%
 Secret Sauce Partners	Fit Technology		1%
 Selectable Media	Ad Tech		1%
 Sellpoints	Ad Tech		1%
 SessionCam	Analytics		6%
 Shareaholic	Social Marketing		1%
 Sharethis	Social Media		17%
 Shopper Approved	Customer Reviews		1%
 Shopranner	Omni-Channel Fulfillment		8%
 Sidecar	Personalization		9%
 Signal (formerly Brighttag)	Marketing Tech		7%
 SignifyD	Fraud Protection/Chargebacks		4%
 Sizmek	Ad Tech		5%
 SiteScout	Ad Tech		3%
 SkimLinks	SEO Marketing		9%
 SLI Search	Commerce Search		3%
 Slyce	Search		1%
 SmarterHQ	Ad Tech		8%
 Snap Engage	Chat		3%
 Snapchat	Social Media		14%
 Soasta	Rum Analytics		1%
 Social Toaster	Social Marketing		1%
 Sociomantic Labs	Ad Tech		4%
 Sojern	Marketing Tech		6%
 Speed Curve	Analytics		1%
 spotxchange.com	Ad Tech		1%

Third Party	Category	PIR	% of Sites
 SpringServe	Ad Tech		25%
 Sprinklr	Social Marketing		3%
 Stamped IO	Customer Reviews		1%
 Steelhouse	Ad Tech		11%
 StoreMapper	Maps		1%
 StreamRail	Video		5%
 Stripe	Payment Processing		4%
 Stylitics	User Generated Content		3%
 Sumo Logic	Analytics		1%
 Symantec	Security Certificate		5%
 Symphony Commerce	Ecommerce Platform		1%
 Taboola	Ad Tech		9%
 TagTray	User Generated Content		1%
 Talkable	Referral Marketing		5%
 Tapad	Identity Management		12%
 The Trading Desk	Ad Tech		26%
 Thrive Commerce	Promotional Marketing		1%
 tieto.com	Personalization		1%
 Tokenex	Client-side Security		1%
 Towerdata (formerly Rapleaf)	Email Marketing		14%
 Tricky3	Analytics		1%
 TrueFit	Fit Technology		9%
 TrustArc	Privacy Compliance		3%
 Trust Wave	Security Certificate		1%
 Trustpilot	Customer Reviews		3%
 Tubemogul	Ad Tech		1%
 Turn	Marketing Tech		18%
 Turnto	Customer Reviews		6%
 Twitter	Social Media		32%

Third Party	Category	PIR	% of Sites
 Typekit	Font Management		19%
 Unbxid	Commerce Search		3%
 UserReplay	Analytics		1%
 Userzoom	Analytics - Marketing		1%
 UTag - Tealium	Tag Management		19%
 Ve Interactive	Remarketing		3%
 Verisign	Security Certificate		3%
 VideoAmp	Ad Tech		1%
 VideoJS	Video		4%
 Videoly	Video		1%
 VigLink	SEO Marketing		11%
 Vimeo	Video		17%
 Visa Checkout	Payment Processing		3%
 Visual Website Optimizer	A/B Testing		8%
 Vizury	Remarketing		1%
 WebCollage	Product Information Management		1%
 Wistia	Video		3%
 WooBox	Promotional Marketing		1%
 Xiti	Analytics		1%
 Yahoo Analytics	Analytics		23%
 Yandex	Translation		30%
 Yieldify	Email Marketing		3%
 Yotpo	Customer Reviews		16%
 Youtube	Video		56%
 Zendesk	Chat		9%
 ZMags	CMS		5%
 Zopim	Chat		8%

Platform Break Out

YOTTAA's acceleration solutions are platform agnostic, and as a result, our customers utilize all industry eCommerce platforms, including homegrown. The largest percentage of our customers use the leading eCommerce platforms that are listed below. While it's not uncommon for the performance of an individual 3rd party to be the same across infrastructures, the usage can vary significantly. Below we have broken down the 3rd parties most commonly used on these top eCommerce platforms to help you compare and guide tech investments for your specific infrastructure.















































































































Ranked as the #1 Cloud-based eCommerce platform, Salesforce Commerce Cloud (SFCC) helps B2C brands deliver AI-powered commerce experiences that shoppers love, connecting service, marketing, and sales.































































During our research, we discovered that brands using SFCC utilize the most 3rd party technologies, and this certainly makes sense thanks to the massive success of the Commerce Cloud LINK Technology Partner Program. This program enables brands to easily find leading 3rd party eCommerce technologies and add them to their sites for robust shopper experiences.



























































Check out the list below of the 3rd parties used on Salesforce Commerce Cloud sites from our community.







Third Party	Category	PIR	% of SFCC Sites
Convert	A/B Testing	✓	3%
Crazyegg	A/B Testing	⤵	29%
Maxymiser - Oracle Marketing Cloud	A/B Testing	⤵	3%
Optimizely	A/B Testing	⤵	10%
Visual Website Optimizer	A/B Testing	⤵	10%
LevelAccess	Accessibility	✗	6%
Adform	Ad Tech	✓	3%
Blue Lithium	Ad Tech	✓	3%
SpringServe	Ad Tech	✓	42%
Adtelligent	Ad Tech	⤵	61%
Bidtellect	Ad Tech	⤵	16%
BrTrk	Ad Tech	⤵	10%
Criteo	Ad Tech	⤵	52%
Exelator	Ad Tech	⤵	3%
Flash Talking	Ad Tech	⤵	16%
Google Syndication	Ad Tech	⤵	55%






























Third Party	Category	PIR	% of SFCC Sites
 KruX	Ad Tech		39%
 Listrak	Ad Tech		6%
 Media	Ad Tech		10%
 MediaMath	Ad Tech		26%
 OwnerIQ	Ad Tech		6%
 Rakuten Marketing	Ad Tech		16%
 Scorecard Research	Ad Tech		65%
 Sizmek	Ad Tech		3%
 SmarterHQ	Ad Tech		10%
 spotxchange.com	Ad Tech		3%
 Steelhouse	Ad Tech		6%
 Taboola	Ad Tech		6%
 The Trading Desk	Ad Tech		32%
 Sociomantic Labs	Ad Tech		13%
 Ad Advisor - NeuStar	Ad Tech		19%
 AdSafe	Ad Tech		23%
 Amazon Ad System	Ad Tech		19%
 AOL Advertising	Ad Tech		10%
 App Nexus	Ad Tech		19%
 Casale Media	Ad Tech		10%
 Google Ads	Ad Tech		94%
 GumGum	Ad Tech		3%
 Moat	Ad Tech		61%
 OpenX	Ad Tech		10%
 PlayWire	Ad Tech		3%
 PubMatic	Ad Tech		3%
 Rubicon Project	Ad Tech		10%
 AMP Project	AMP		3%
 ChannelAdvisor	Analytics		3%
 Mark Monitor	Analytics		39%
 MixPanel	Analytics		55%

Third Party	Category	PIR	% of SFCC Sites
 Adobe Omniture	Analytics		6%
 Content Square	Analytics		6%
 Everest Tech	Analytics		26%
 Google Analytics Classic	Analytics		32%
 Hotjar	Analytics		42%
 Mouseflow	Analytics		10%
 Oribi	Analytics		3%
 Qualtrics	Analytics		16%
 Quantum Metric	Analytics		10%
 SessionCam	Analytics		10%
 Yahoo Analytics	Analytics		48%
 Clicktale	Analytics		3%
 Core Metrics - IBM	Analytics		16%
 Foresee	Analytics		3%
 Google Analytics Universal	Analytics		94%
 Userzoom	Analytics - Marketing		3%
 Mentat	Analytics - Marketing		3%
 New Relic	Application Monitoring		16%
 Pingdom	Application Monitoring		3%
 Intercom.io	Chat		13%
 Bold360	Chat		16%
 Live Person	Chat		13%
 Salesforce Live Agent	Chat		19%
 PCA Predict	Client-side Security		10%
 A3Cloud	Client-side Security		6%
 Forter	Client-side Security		6%
 PerimeterX	Client-side Security		26%
 Amplience	CMS		6%
 ZMags	CMS		10%
 Bing Services	Commerce Search		39%
 SLI Search	Commerce Search		3%

Third Party		Category	PIR	% of SFCC Sites
	Unbxid	Commerce Search		3%
	Borderfree	Customer Management		19%
	Cordial	Customer Management		3%
	Dotomi Conversant	Customer Management		55%
	Gigya	Customer Management		10%
	IBM - Tealeaf	Customer Management		6%
	Ignition One	Customer Management		3%
	mparticle	Customer Management		3%
	Power Reviews	Customer Reviews		10%
	Price Spider	Customer Reviews		6%
	Turnto	Customer Reviews		23%
	Yotpo	Customer Reviews		6%
	Bazaarvoice	Customer Reviews		55%
	Disqus	Customer Service		3%
	Kampyle	Customer Service		6%
	Oracle RightNow	Customer Service		3%
	Linc	Customer Service		13%
	Bizrate Insights	Customer Surveys		29%
	Bronto	Email Marketing		10%
	LiveClicker	Email Marketing		3%
	Towerdata (formerly Rappleaf)	Email Marketing		10%
	Oracle Marketing Cloud - Responsys	Email Marketing		3%
	TrueFit	Fit Technology		6%
	Font Awesome	Font Management		81%
	Fonts.com	Font Management		39%
	Google Fonts	Font Management		94%
	Hoefler & Co	Font Management		3%
	Typekit	Font Management		29%
	iovation	Fraud Detection		55%
	Riskified	Fraud Detection		3%
	Google reCAPTCHA	Identity Management		48%

Third Party		Category	PIR	% of SFCC Sites
	Tapad	Identity Management		23%
	4Cite	Identity Management		19%
	AgilOne	Identity Management		3%
	Distillery	Identity Management		6%
	Material Design Icons	Image Hosting		3%
	Adobe Scene7	Image Hosting		10%
	Cloudinary	Image Hosting		16%
	Pebble Post	Integrated Direct Mail		6%
	Loggly	Log Management		23%
	Mookie1	Malware		3%
	Google Maps	Maps		19%
	Microsoft Maps	Maps		3%
	Merkle Search	Marketing Tech		10%
	Adobe Marketing Cloud	Marketing Tech		29%
	Bounce Exchange	Marketing Tech		42%
	DialogTech	Marketing Tech		3%
	Kenshoo	Marketing Tech		6%
	Quantcast	Marketing Tech		29%
	Turn	Marketing Tech		23%
	Next Action	Mobile		6%
	HiConversion	Mobile		3%
	Moovweb	Mobile		6%
	Radial	Omni-Channel Fulfillment		6%
	Shoprunner	Omni-Channel Fulfillment		13%
	Google APIs	Other		94%
	Masterpass	Payment Integration		3%
	Braintree Gateway	Payment Integration		3%
	Affirm	Payment Plans		3%
	Paypal	Payment Processing		61%
	Visa Checkout	Payment Processing		6%
	Fresh Relevance	Personalization		3%













































Third Party	Category	PIR	% of SFCC Sites
 Pulse Point	Personalization		6%
 Bluecore	Personalization		16%
 Certona	Personalization		26%
 Dynamic Yield	Personalization		13%
 FanPlayer	Personalization		3%
 Fullstory	Personalization		3%
 Jivox	Personalization		3%
 Moveable Ink	Personalization		19%
 Qubit	Personalization		3%
 Reflektion	Personalization		6%
 Rich Relevance	Personalization		10%
 Salesforce Commerce Cloud	Personalization		94%
Side-car Sidecar	Personalization		10%
 Evergage	Personalization		3%
 Increasingly	Personalization		3%
 Monetate	Personalization		32%
 Oracle BlueKai	Personalization		23%
 Global-e	Pricing and Taxes		3%
 CookieBot	Privacy Compliance		3%
 TrustArc	Privacy Compliance		3%
 WebCollage	Product Information Management		3%
 Coupon Follow	Promotional Marketing		29%
 Honey	Promotional Marketing		65%
 WooBox	Promotional Marketing		6%
 Thrive Commerce	Promotional Marketing		3%
 SalesForce IGoDigital	Recommendations		16%
 Talkable	Referral Marketing		10%
 Extole	Referral Marketing		13%
 Blue Triangle Tech	Rum Analytics		13%
 Bing	Search		90%
 Norton	Security Certificate		3%































































Third Party	Category	PIR	% of SFCC Sites
 Verisign	Security Certificate		3%
 Digicert	Security Certificate		3%
 Symantec	Security Certificate		3%
 SkimLinks	SEO Marketing		10%
 VigLink	SEO Marketing		13%
 Branch.io	SEO Marketing		3%
 Attentive Mobile	SMS Marketing		6%
 AspireIQ	Social Marketing		3%
 Dash Hudson	Social Marketing		13%
 Sharethis	Social Media		26%
 Snapchat	Social Media		10%
 AddThis	Social Media		19%
 Facebook	Social Media		94%
 Instagram	Social Media		16%
 LinkedIn	Social Media		3%
 Pinterest	Social Media		65%
 Twitter	Social Media		29%
 Photorank	Social Media		13%
 OrderGroove	Subscription Management		6%
 Ghostery	Tag Management		3%
 Google Tag Manager	Tag Management		90%
 Adobe Tag Manager	Tag Management		10%
 UTag - Tealium	Tag Management		42%
 Google Translator	Translation		87%
 Yandex	Translation		42%
 Stylitics	User Generated Content		10%
 Brightcove	Video		3%
 StreamRail	Video		3%
 Vimeo	Video		26%
 Youtube	Video		55%
 AdaptTV	Video		32%













































ORACLE® Commerce Cloud

Oracle Commerce Cloud (which includes Oracle ATG and Oracle's new cloud based platform) is a full-featured, extensible commerce solution, supporting B2C brands. Oracle Commerce Cloud supports large scale eCommerce brands with robust functionality that runs at huge daily volumes including significant holiday peaks.

Check out the list below of the 3rd parties used on Oracle Commerce Cloud sites from our community.

Third Party	Category	PIR	% of OCC Sites
 SpringServe	Ad Tech		17%
 Adtelligent	Ad Tech		25%
 BrTrk	Ad Tech		8%
 Flash Talking	Ad Tech		25%
 Google Syndication	Ad Tech		17%
 KruX	Ad Tech		83%
 MediaMath	Ad Tech		17%
 Outbrain	Ad Tech		17%
 Rakuten Marketing	Ad Tech		17%
 Scorecard Research	Ad Tech		17%
 SmarterHQ	Ad Tech		75%
 Sociomantic Labs	Ad Tech		67%
 Taboola	Ad Tech		17%
 Ad Advisor - NeuStar	Ad Tech		17%
 Amazon Ad System	Ad Tech		17%
 App Nexus	Ad Tech		75%
 Google Ads	Ad Tech		100%
 Moat	Ad Tech		25%
 Mark Monitor	Analytics		83%
 MixPanel	Analytics		33%
 Adobe Omniture	Analytics		75%
 Akamai Stats	Analytics		92%
 Everest Tech	Analytics		75%
 Google Analytics Classic	Analytics		33%

Third Party	Category	PIR	% of OCC Sites
 Hotjar	Analytics		33%
 Yahoo Analytics	Analytics		33%
 Google Analytics Universal	Analytics		100%
 Mentat DataStream.io	Analytics - Marketing		8%
 Go Moxie	Chat		92%
 A3Cloud	Client-side Security		75%
 PerimeterX	Client-side Security		25%
 Bing Services	Commerce Search		25%
 Dotomi Conversant	Customer Management		17%
 Gigya	Customer Management		17%
 Power Reviews	Customer Reviews		17%
 Bazaarvoice	Customer Reviews		83%
 Bronto	Email Marketing		8%
 Towerdata (formerly Rapleaf)	Email Marketing		42%
 Oracle Marketing Cloud - Responsys	Email Marketing		42%
 TrueFit	Fit Technology		75%
 Font Awesome	Font Management		33%
 Fonts.com	Font Management		8%
 Google Fonts	Font Management		100%
 Typekit	Font Management		17%
 Iovation	Fraud Detection		33%
 Google reCAPTCHA	Identity Management		33%
 Adobe Scene7	Image Hosting		83%
 Cloudinary	Image Hosting		17%
 Adobe Marketing Cloud	Marketing Tech		75%
 Bounce Exchange	Marketing Tech		17%
 Cheetah Digital	Marketing Tech		75%
 Quantcast	Marketing Tech		50%
 Google APIs	Other		100%
 Klarna	Payment Plans		25%
 Paypal	Payment Processing		25%

Third Party	Category	PIR	% of OCC Sites
 Certona	Personalization		8%
 Dynamic Yield	Personalization		75%
 Jivox	Personalization		17%
 Moveable Ink	Personalization		17%
 Reflektion	Personalization		75%
 Rich Relevance	Personalization		8%
 Sidecar	Personalization		33%
 Monetate	Personalization		8%
 TrustArc	Privacy Compliance		8%
 Coupon Follow	Promotional Marketing		8%
 Honey	Promotional Marketing		42%
 Radius8	Promotional Marketing		17%
 Talkable	Referral Marketing		17%
 Bing	Search		100%
 Geo Trust	Security Certificate		8%
 Branch.io	SEO Marketing		8%
 Sprinklr	Social Marketing		75%
 Sharethis	Social Media		17%
 Snapchat	Social Media		42%
 Facebook	Social Media		100%
 Instagram	Social Media		83%
 Pinterest	Social Media		33%
 Twitter	Social Media		100%
 Google Tag Manager	Tag Management		100%
 Adobe Tag Manager	Tag Management		75%
 UTag - Tealium	Tag Management		8%
 Google Translator	Translation		100%
 Yandex	Translation		42%
 Youtube	Video		83%
 AdapTV	Video		17%



































































Shopify is a leading Cloud eCommerce platform for small-to-medium brands. As a platform with all the eCommerce and point-of-sale features brands need to start, run, and grow their businesses, Shopify has tools for brand creation, marketing on social media, shipping, managing orders and payment, and reporting on business performance.

































































The Shopify App Store has a 3rd party technology marketplace to easily install and try new 3rd parties to create engaging and profitable shopper experiences. Because Shopify makes it so easy for brands to add 3rd parties, inventories can quickly add up.





































Shopify has some interesting initiatives in play, from expanding their portfolio to offer customers everything they need to start their own businesses, to the acquisition of 6 River Systems to increase the speed and reliability of their warehouse operations. They appear to be gearing up to help retailers take on Amazon and we are excited to see where they go next.



























































Check out the list below of the 3rd parties used on Shopify sites from our community:

Third Party	Category	PIR	% of Shopify Sites
Convert	A/B Testing		7%
Optimizely	A/B Testing		29%
Visual Website Optimizer	A/B Testing		14%
Sellpoints	Ad Tech		7%
SiteScout	Ad Tech		7%
SpringServe	Ad Tech		29%
Tubemogul	Ad Tech		7%
VideoAmp	Ad Tech		7%
Adroll	Ad Tech		21%
Adtelligent	Ad Tech		57%
Bidtellect	Ad Tech		7%
Criteo	Ad Tech		64%
Exelator	Ad Tech		7%
Google Syndication	Ad Tech		29%
KruX	Ad Tech		14%
Listrak	Ad Tech		14%
Outbrain	Ad Tech		29%
Rakuten Marketing	Ad Tech		29%
Scorecard Research	Ad Tech		36%
SmarterHQ	Ad Tech		14%

Third Party	Category	PIR	% of Shopify Sites
 Steelhouse	Ad Tech		14%
 Taboola	Ad Tech		21%
 The Trading Desk	Ad Tech		50%
 Ad Advisor - NeuStar	Ad Tech		21%
 Amazon Ad System	Ad Tech		14%
 AOL Advertising	Ad Tech		7%
 App Nexus	Ad Tech		29%
 Casale Media	Ad Tech		7%
 Google Ads	Ad Tech		100%
 Moat	Ad Tech		64%
 OpenX	Ad Tech		7%
 PubMatic	Ad Tech		7%
 Rubicon Project	Ad Tech		7%
 Heap	Analytics		21%
 HitsLink	Analytics		7%
 Mark Monitor	Analytics		29%
 MixPanel	Analytics		57%
 Alex	Analytics		7%
 Google Analytics Classic	Analytics		21%
 Hotjar	Analytics		57%
 Prometheus Intelligence Technology	Analytics		7%
 Yahoo Analytics	Analytics		14%
 Google Analytics Universal	Analytics		100%
 Pingdom	Application Monitoring		7%
 Privy	Cart Abandonment		14%
 Intercom.io	Chat		14%
 Needle	Chat		14%
 Zendesk	Chat		14%
 Zopim	Chat		29%
 Live Chat, Inc.	Chat		21%
 Freegeoip	Client-side Security		7%
 Algolia	Commerce Search		21%

Third Party	Category	PIR	% of Shopify Sites
 Bing Services	Commerce Search		14%
 Nextopia	Commerce Search		7%
 Lucky Orange	Customer Management		14%
 Borderfree	Customer Management		14%
 Cordial	Customer Management		21%
 Dotomi Conversant	Customer Management		14%
 Iperceptions	Customer Management		7%
 Power Reviews	Customer Reviews		7%
 Yotpo	Customer Reviews		57%
 Bazaarvoice	Customer Reviews		7%
 Disqus	Customer Service		14%
 Kustomer	Customer Service		7%
 Magento	Ecommerce Platform		7%
 Addshoppers	Email Marketing		14%
 Bronto	Email Marketing		14%
 klaviyo	Email Marketing		57%
 Towerdata (formerly Rapleaf)	Email Marketing		29%
 Font Awesome	Font Management		79%
 Fonts.com	Font Management		21%
 Google Fonts	Font Management		100%
 Hoefler & Co	Font Management		14%
 Typekit	Font Management		36%
 iovation	Fraud Detection		7%
 Riskified	Fraud Detection		14%
 SignifyD	Fraud Protection/Chargebacks		14%
 Amazon Login	Identity Management		21%
 Google reCAPTCHA	Identity Management		50%
 Tapad	Identity Management		14%
 Adobe Scene7	Image Hosting		7%
 Cloudinary	Image Hosting		21%
 Pebble Post	Integrated Direct Mail		14%
 BackInStock	Inventory Management		36%


















Third Party	Category	PIR	% of Shopify Sites
 Loggly	Log Management		14%
 StoreMapper	Maps		14%
 Google Maps	Maps		14%
 Bold Commerce	Marketing Tech		21%
 Adobe Marketing Cloud	Marketing Tech		50%
 Bounce Exchange	Marketing Tech		7%
 Kenshoo	Marketing Tech		14%
 Quantcast	Marketing Tech		29%
 Signal (formely Brighttag)	Marketing Tech		14%
 Sojern	Marketing Tech		14%
 Turn	Marketing Tech		14%
 Shoprunner	Omni-Channel Fulfillment		7%
 Google Commerce	Other		14%
 FortySix	Other		7%
 Google APIs	Other		100%
 Quad Pay	Payment Plans		7%
 Affirm	Payment Plans		14%
 Amazon Payments	Payment Processing		86%
 Paypal	Payment Processing		57%
 Pulse Point	Personalization		7%
 Bluecore	Personalization		7%
 Dynamic Yield	Personalization		36%
 Findify	Personalization		21%
 Fullstory	Personalization		14%
 Moveable Ink	Personalization		21%
 SailThru	Personalization		7%
 Sidecar	Personalization		14%
 Oracle BlueKai	Personalization		7%
 Flow.io	Pricing and Taxes		7%
 CookieBot	Privacy Compliance		7%
 Coupon Follow	Promotional Marketing		14%
 Gleam	Promotional Marketing		14%





























































Third Party	Category	PIR	% of Shopify Sites
 Honey	Promotional Marketing		43%
 Powr.io	Promotional Marketing		14%
 Salesforce IGoDigital	Recommendations		7%
 Talkable	Referral Marketing		14%
 Ve Interactive	Remarketing		7%
 Bing	Search		64%
 Symantec	Security Certificate		7%
 SkimLinks	SEO Marketing		14%
 VigLink	SEO Marketing		7%
 Retention Rocket	SMS Marketing		7%
 Attentive Mobile	SMS Marketing		21%
 AddToAny	Social Media		14%
 Sharethis	Social Media		29%
 Snapchat	Social Media		43%
 AddThis	Social Media		36%
 Facebook	Social Media		100%
 Instagram	Social Media		71%
 LinkedIn	Social Media		14%
 Pinterest	Social Media		93%
 Twitter	Social Media		64%
 Google Tag Manager	Tag Management		100%
 UTag - Tealium	Tag Management		7%
 Google Translator	Translation		93%
 Yandex	Translation		36%
 Pixlee	User Generated Content		7%
 Wistia	Video		7%
 Vimeo	Video		21%
 Youtube	Video		29%
 AdaptTV	Video		14%



































SAP Hybris

The robust and modular SAP Hybris Commerce platform is designed to handle high traffic and order volumes, making it one of the best solutions to meet the needs of complex B2B online retailers. SAP's flexible and scalable solution enables its clients to scale exponentially by delivering exceptional shopper experiences.

Check out the list below of the 3rd parties used on SAP Hybris sites from our community.

Third Party	Category	PIR	% of SAP Hybris Sites
 Crazyegg	A/B Testing		57%
 Maxymiser - Oracle Marketing Cloud	A/B Testing		43%
 Optimizely	A/B Testing		14%
 SpringServe	Ad Tech		14%
 Adtelligent	Ad Tech		29%
 BrTrk	Ad Tech		14%
 Google Syndication	Ad Tech		43%
 KruX	Ad Tech		14%
 Media	Ad Tech		43%
 Scorecard Research	Ad Tech		29%
 Steelhouse	Ad Tech		29%
 The Trading Desk	Ad Tech		71%
 Ad Advisor - NeuStar	Ad Tech		14%
 AdSafe	Ad Tech		14%
 Google Ads	Ad Tech		100%
 Moat	Ad Tech		71%
 Mark Monitor	Analytics		43%
 MixPanel	Analytics		57%
 Adobe Omniture	Analytics		43%
 Akamai Stats	Analytics		14%
 Everest Tech	Analytics		43%
 Google Analytics Classic	Analytics		43%
 Yahoo Analytics	Analytics		29%

	Third Party	Category	PIR	% of SAP Hybris Sites
	Clicktale	Analytics		43%
	Foresee	Analytics		29%
	Google Analytics Universal	Analytics		100%
	Pingdom	Application Monitoring		14%
	Zendesk	Chat		14%
	Live Chat, Inc.	Chat		14%
	Live Person	Chat		43%
	ZMags	CMS		14%
	Bing Services	Commerce Search		29%
	Unbxid	Commerce Search		14%
	Dotomi Conversant	Customer Management		43%
	IBM - Tealeaf	Customer Management		43%
	Power Reviews	Customer Reviews		71%
	Kampyle	Customer Service		14%
	Bronto	Email Marketing		14%
	Towerdata (formerly Rappleaf)	Email Marketing		29%
	Font Awesome	Font Management		71%
	Fonts.com	Font Management		57%
	Google Fonts	Font Management		100%
	iovation	Fraud Detection		57%
	Google reCAPTCHA	Identity Management		29%
	4Cite	Identity Management		14%
	Adobe Scene7	Image Hosting		43%
	NaviStone	Integrated Direct Mail		14%
	Google Maps	Maps		43%
	Merkle Search	Marketing Tech		14%
	Adobe Marketing Cloud	Marketing Tech		57%
	Kenshoo	Marketing Tech		71%
	Quantcast	Marketing Tech		57%
	Moovweb	Mobile		14%

Third Party	Category	PIR	% of SAP Hybris Sites
 Google APIs	Other		86%
 Monetate	Personalization		29%
 Salesforce IGoDigital	Recommendations		71%
 Ve Interactive	Remarketing		14%
 Bing	Search		71%
 Facebook	Social Media		100%
 LinkedIn	Social Media		14%
 Pinterest	Social Media		57%
 Twitter	Social Media		14%
 Ghostery	Tag Management		14%
 Google Tag Manager	Tag Management		86%
 Adobe Tag Manager	Tag Management		43%
 UTag - Tealium	Tag Management		43%
 Google Translator	Translation		86%
 Pixlee	User Generated Content		14%
 Youtube	Video		86%
 AdaptTV	Video		29%

Conclusion

In the age of Amazon, everything is fast. In order to effectively compete, brands must not only have sites that load quickly, they also need to differentiate themselves through better shopper experiences by adding eCommerce technologies to their sites.

Due to the complexity of today's eCommerce sites, the average online shopper has a 50% chance of visiting a slow loading page. Inconsistent page load times often result in shoppers abruptly ending their sessions, which lowers conversions and leaves negative consumer impressions of a brand. How many retailers are willing to take a 1 in 2 chance of losing shoppers due to site performance inconsistency? Not many.

As the cause of over 70% of eCommerce site latency, 3rd party technologies can have a serious impact on both conversion and shopper experience. The 2019 eCommerce 3rd Party Technology Index provides brands with a single source of truth on how these 3rd parties are affecting site performance and online revenue.

What Can You Do?

You don't have to live with the negative performance impact of 3rd party technologies.

Thousands of brands today use YOTTAA, which is purpose-built for improving the performance of sophisticated eCommerce sites. YOTTAA's acceleration solutions optimize and sequence the loading of 3rd party technologies (regardless of their index rating), so shoppers experience fast loading website pages on every visit. The result is an eCommerce website with higher conversions and more engaging shopping experiences.

While you should understand the performance impact of these technologies when making tech selections, YOTTAA's acceleration solutions speed up any 3rd parties you have. This way, you get the freedom to choose whichever technologies fit your needs without sacrificing site speed.



Improve Performance

Guarantee consistently fast page load times across your entire site.



Analyze and Control 3rd Parties

Identify and improve the load times of all 3rd parties on your site.



Increase and Manage Traffic

Gain visibility into your traffic including violations and peak traffic alerts, and visitor insight.



Secure eCommerce Sites

Mitigate threats with WAF 3-7 security and control to limit performance impacts from malicious traffic and scripts.



Deploy Quick and Flexible Acceleration Solutions

Augment your existing eCommerce technologies through flexible deployment options.

YOTTAA

If you have built a website that includes many of the 3rd party technologies listed in this report, then you are already ahead of the game. But don't accept slower page load times as the forced "reality" of innovation... implement a fast, consistent, and scalable system.

Contact YOTTAA today to conduct a free trial of our eCommerce acceleration solutions, and find out how you can deliver an exceptionally fast eCommerce site, increased online conversions, and the best shopper experience possible.