



2020 eCOMMERCE 3RD PARTY
TECHNOLOGY INDEX

3RD PARTY

Performance Impact Guide



WELCOME TO THE

2020 3rd Party Index

For the 3rd year in a row, YOTTAA has released the 3rd Party Performance Index, providing detailed data on the performance of 3rd party technologies across eCommerce sites. In a year like no other when eCommerce became the primary shopping channel for consumers, brands are under a great deal of pressure to provide shoppers an engaging, seamless, and fast digital experience. Historically, this has been accomplished by adding rich content, images, and technologies in order to provide the level of online shopping standard expected by consumers.

However, because of the seismic shift to digital this year, in our 2020 index we are getting more prescriptive with granular information on 3rd party technology impacts and data, including recommendations to help brands keep pace with an ever changing retail landscape.

Additionally, the YOTTAA platform, which optimizes the performance of eCommerce sites, is constantly improving and optimizing more and more sites, and collecting new and varied levels of data, much of which we are flagshipping in this report.

For example, no longer does 3rd party performance impact stop at the Performance Impact Ratings we have used in past indexes. 3rd party complexity, location, and how they enhance the digital shopping experience now weigh heavier than ever when determining if they are right for your site. As a result, this index proves to be an invaluable site performance tool for online retailers in 2020, as well as a one-stop listing of the top 3rd party eCommerce technologies across multiple categories.

The index is based on data pulled from YOTTAA's knowledge base of over 1,500 eCommerce sites. Because YOTTAA is used to accelerate so many sites, we have the unique visibility and insight into the performance of over 1,000 3rd parties. By deploying YOTTAA, brands are able to inventory all 3rd parties on their sites, benchmark individual 3rd party performance, and make optimizations based on knowledge captured from every page view. Through YOTTAA's site optimization capabilities, 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 500 of the most commonly used 3rd parties — more than ever before — while providing new data to help brands understand the full impact 3rd parties can have on site performance.



The 3rd Party Challenge: Rich Features vs. Fast Performance

The pressures for retailers to move to digital have been intense over the past year. With store closures and people not wanting to leave their homes, brands that hadn't previously prioritized their digital experience took a huge hit. It's clear that optimizing the performance of digital channels is now a "must have" for retailers to succeed in this environment.

As consumers demand a richer and more personalized experience while shopping online, more and more eCommerce 3rd parties are being released to empower retailers to meet those demands. Leading brands understand that adding numerous 3rd parties, such as live chat, personalization, and customer reviews, is the only way to meet the online experience today's consumers expect. But a big part of that optimal experience is fast site performance.

Without optimizing for performance, adding too many 3rd parties can negatively impact page speed, conversion, and other shopping experience factors. Where the challenge occurs is when retailers approach their functionality strategy by setting load time budgets for their 3rd parties. The reality is, when it comes to site performance all 3rd parties are not equal: some load quickly, others load slowly. Those that are really rich in functionality are going to take even longer. The most important "budget" to set is total page load time, not the speed of individual 3rd parties. Don't get yourself caught in that trap.

The most effective approach to a speedy, engaging eCommerce experience is to use the right technologies for your site — not to set time budgets for them.

Performance issues are occurring on eCommerce sites because:



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



Brands are not taking into consideration the complexity of individual 3rd parties



3rd parties account for 67% of load time



Brands are not optimizing and accelerating 3rd parties

How Did We Collect This Data?

The data in this report was collected from over 1,500 eCommerce sites using YOTTAA's digital experience optimization 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, the YOTTAA platform has deep visibility into site performance data from over 1,000 3rd parties used by our customers. The YOTTAA platform also detects site 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 500 most widely adopted 3rd parties.



Performance Impact Rating

A Performance Impact Rating (PIR) is a rating that indicates how an individual 3rd party affects page load times. The PIR is calculated by adding a 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 3rd party has on 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 it takes for a shopper to be able to interact with a site.

Year-Over-Year Updates





































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

2018
2019
2020

Most Improved



















It takes hard work and effort for 3rd parties to improve by one level, i.e. from red to yellow or yellow to green. Typically this is done with an internal vendor roadmap focused on improving the performance impact their technology is having on their customers' sites.

Yellow to Green

	8x8 Chat	Chat		Justuno	Fraud Detection
	Adtelligent	Ad Tech		Karma	Customer Service
	Alexa	Analytics		Kenshoo	Marketing Tech
	AMP Project	Ad Tech		LinkedIn	Social Media
	Barilliance	Personalization		Live Chat, Inc.	Chat
	Bing Services	Marketing Tech		Loggly	Log Management
	Bizrate Insights	Marketing Tech		Merchant Advantage	Personalization
	BlueConic	Marketing Tech		mParticle	Customer Management
	Cloud IQ	Marketing Tech		Pingdom	Application Monitoring
	Cordial	Analytics		PriceSpider	Customer Reviews
	Dstillery	Marketing Tech		Privy	Cart Abandonment
	Dynatrace	Application Monitoring		Prometheus	Analytics
	Everest Tech	Analytics		SAP SeeWhy	Cart Abandonment
	FanPlayer	Personalization		Selectable Media	Ad Tech
	Fit Predictor	Sizing Tech		Sociomantic	Ad Tech
	Google Analytics Classic	Analytics		Sojern	Marketing Tech
	Google One Tap	Login Tech		Vimeo	Video
	IgnitionOne	Marketing Tech		Yieldify	Personalization



Red to Yellow


 AdapTV	Video	 Mappedin	Maps
 Adobe Tag Manager	Tag Management	 MyBuys (Magne+IC)	Personalization
 Amazon Advertising	Ad Tech	 One Signal	SMS Marketing
 Blue Triangle	Analytics	 Oracle Responsys	Email Marketing
 DataStream.io	Analytics	 Salesforce Live Agent	Chat
 Foresee	Customer Experience	 Shopper Approved	Customer Reviews
 Google Ads	Ad Tech	 Stylitics	User Generated Content
 Google Analytics	Analytics	 Thrive Commerce	Marketing Tech
 LivePerson	Chat	 ZMags	CMS

Most Declined

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










Green to Red

 IDVision	Client-side Security
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Yellow to Red

 4-tell	Personalization	 Scorecard Research	Ad Tech
 Wunderkind	Marketing Tech	 spotxchange.com	Ad Tech
 Branding Brand	Mobile Marketing Tech	 Visa Checkout	Payment Processing
 Prismic	CMS		



Green to Yellow

	Adform	Ad Tech
	Algolia	Commerce Search
	Amazon Pay	Payment Processing
	BackInStock	Inventory Management
	Better Business Bureau	Security Certificate
	CallRail	Customer Service
	Cartful Solutions	Personalization
	Convert	A/B Testing
	Font Awesome	Font Management
	FormStack	Marketing Tech
	Gleam	Marketing Tech
	Heap	Analytics

	Mark Monitor	Analytics
	Merkle Search	Marketing Tech
	Owl Carousel	Image Hosting
	PulsePoint	Personalization
	QuadPay	Payment Processing
	SignifyD	Fraud Protection
	Snapchat	Social Media
	Stripe	Payment Processing
	Talkable	Marketing Tech
	TokenEx	Client-side Security
	Wistia	Video

Standout Performer: Content Management Systems

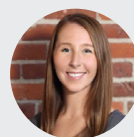
Content Management Systems (CMS) work on the front-end of sites. These tools, such as Zmags, Amplience, and Adobe AEM, manage complex, front-end content such as banners, headers, and shoppable imagery, making it easier for brands to generate and launch high-impact content.

3rd parties that are serving up images do a lot of heavy lifting, and as a result, can impact page load speed. This is why many CMS 3rd parties have red or yellow PIRs. This year Zmags put in a massive effort to improve the page load time of its product, and have successfully upgraded from a red to yellow rating. What a great accomplishment in such a short time!

This Zmags success story is proof that there is always an opportunity to improve performance impact. If 3rd parties feel as though they have exhausted all options to speed up their applications, YOTTAA is here to help.

zmags

"As a solution revolutionizing how consumers experience digital commerce, we face significant and unique page weight challenges. Using the 3rd Party Index as a guide, we prioritized performance and worked with the YOTTAA team to optimize load speed on our interactive content. This has resulted in faster, more consistent loading time and an improved PIR score."



Cait Porte,
SVP Customer Experience,
Zmags

Top Usage Updates

Data from the 2020 Index shows that there are some 3rd parties that are being 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.

+52%



Google
reCAPTCHA
Client-side Security

+43%



PayPal
Payment Processing

+36%



Pinterest
Social Media

Top 3 Decreases

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



Moat
Ad Tech

-25%



AdapTV
Video

-33%



Adtelligent
Ad Tech

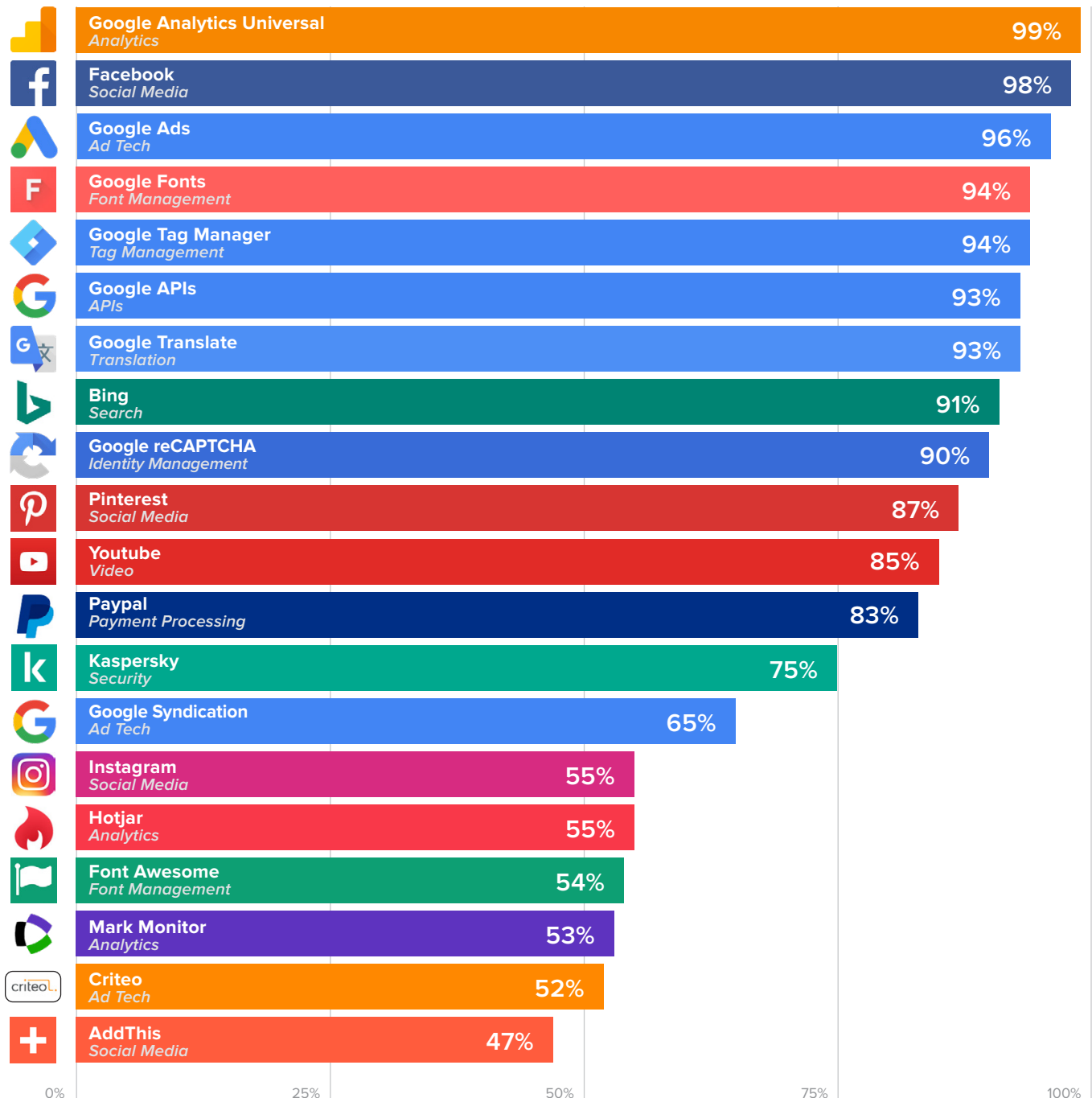
-46%

Top 20 3rd Parties Deployed by Retailers

YOTTAA measures the saturation and usage of individual 3rd parties across our entire client base. Below are the top 20 3rd parties used during our evaluation period. One result that stood out was that Google 3rd parties account for 8 of the 20 technologies used most by retailers. This number was high last year as well, indicating that retailers value the benefits of using Google technology.

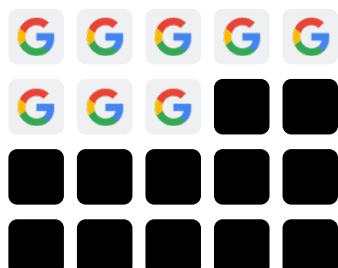
We also found that some notable 3rd parties that made this list last year have completely fallen off this year's chart.

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

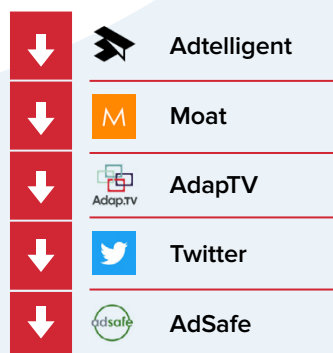


Top 20 Key Takeaways

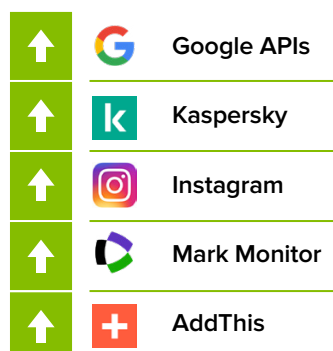
Google 3rd parties account for 8/20 technologies used most by retailers.



These technologies fell off the Top 20 list this year:



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



AdTech is falling in usage this year

This could be due to the drastic increase in eCommerce traffic, and brands not needing to rely on ad spend to acquire that traffic.



Goodbye Twitter. Hello Instagram!

Brands are leveraging Instagram heavily this year, replacing tweets with fun, shoppable imagery and videos.

Top 5 Offending Categories: Not All 3rd Parties are Created Equal

In the 2019 3rd Party Index, we broke down the list of technologies into 5 categories representing the top violating 3rd parties that impact site performance.

This year, we have some newcomers to the Top Offender list. Analytics, Video, and CMS are hitting heavier this time around, joining Marketing/Ad Tech and Personalization in impacting eCommerce sites the most. The common theme here: more complexity yields more negative performance impact:



Not all 3rd parties are created equal, and how they affect page load speed has to do with their complexity, and how much heavy lifting each one is doing. Consider how many server requests every 3rd party generates during each shopping session. Normally, eCommerce sites with 40+ 3rd parties require 300 calls to 100 servers to load a single page. That's a lot of work; but all those 3rd parties result in an engaging shopper experience.

It's important for brands to understand the different levels of 3rd party complexity in order to find the right balance. More complex 3rd parties are technologies that are usually doing the most robust and dynamic work on eCommerce sites, and while they can negatively impact page speed, they can also have a major positive impact on conversion rate and shopper engagement.

Personalization, Marketing/Ad Tech, and CMS are what we refer to as complex technologies when it comes to impacting page load time. But this does not make them bad. In fact, you could argue that these tools are even more necessary to engage shoppers. But the fact that these technologies are extremely robust requires them to do more work and raises the potential for them to slow down page load times.

Personalization, for example, is very complex: it's capturing information, it's running queries, it's changing content dynamically on the page. These are not simple tasks and require a ton of data to perform.

STANDOUT PERFORMER



"Providing User Generated Content and Customer Reviews for our clients is very complex from a technology standpoint. As a result, PowerReviews is committed to pushing the envelope in terms of our product innovation and this includes the speed it takes our application to load. Using the Performance Impact Rating as a guide to reaching optimal application speed performance, we have relied on Yottaa to validate our work focusing on delivering the fastest and smoothest customer experience possible."



Casey Murray,
Director of Business
Development & Partnerships,
PowerReviews

3rd Party Deep Dive

New to the 3rd Party Index this year are key insights to 100 commonly used 3rd parties across our database. In the chart below, you'll find three new performance metrics that break down the data even more:




















**Average Performance
Impact to Document
Complete Time in
milliseconds**



**How long it takes for
the 3rd party to finish
running in milliseconds**












**What percentage of an
individual site the 3rd
party is running on**

3rd Party	Category	Average Performance Impact (ms)	Finished Running (ms)	% of the site pages with this 3rd party
 Klevu	Commerce Search	517	721	100%
 Pixlee	User Generated Content	497	884	99%
 Stamped IO	Customer Reviews	517	1462	99%
 Salesforce CQuotient	Personalization	446	896	98%
 Code Blackbelt	Marketing Tech	358	818	98%
 Pingdom	Application Monitoring	291	675	98%
 TrustArc	Privacy Tech	500	724	98%
 UTag - Tealium	Tag Management	357	2431	97%
 Merkle Search	Marketing Tech	280	533	96%
 One Signal	SMS Marketing	498	672	95%
 Evergage	Personalization	462	973	95%
 accessiBe	Accessibility	221	270	94%
 Attentive	SMS Marketing	543	856	94%
 Brightedge	Marketing Tech	510	1286	94%
 Google for Retail	Marketing Tech	328	507	93%
 Google Analytics Universal	Analytics	397	1086	91%
 Cheetah Digital	Marketing Tech	372	994	91%
 Google Ads	Ad Tech	432	1625	90%
 Bluecore	Personalization	493	549	90%

[CLICK HERE FOR THE FULL LIST](#) ►

Average Performance Impact in Milliseconds

The Average Performance Impact represents the typical amount of time the 3rd party runs before reaching Doc Complete, or the average performance impact on Doc Complete. Doc Complete is when the onLoad event fires in the browser. This typically means that all static content has loaded and the page is fully interactive. Historically, this has been a good measurement for site performance. Doc Complete times are the most impactful on conversion rate; the faster the Doc Complete time, the higher the conversion rate. When someone is talking about the load time of a site, they are most likely referring to Doc Complete. Let's take a look at the 3rd parties with the highest Average Performance Impact:

3rd Party	Category	Average Performance Impact (ms)	Finished Running (ms)
 ipify	IP Terminal	898	8245
 Moat	Ad Tech	825	1355
 IBM Core Metrics	Analytics	701	1784
 NeuStar Ad Advisor	Ad Tech	576	923
 Crazyegg	A/B Testing	573	981
 Attentive	SMS Marketing	543	856
 Brightcove	Video	519	2646
 Klevu	Commerce Search	517	721
 Stamped IO	Customer Reviews	517	1462

◀ As you can see in this chart, ipify takes nearly 900 ms to load prior to Doc Complete. If you have ipify on your site and your page load time is 3 seconds, then up to 30% of that time is directly related to ipify loading.

With the Average Performance Impact comes great optimization opportunities. For example, if you were to optimize an individual 3rd party, how many seconds could you save? If you can shave off some milliseconds, then your site could reach Doc Complete faster.

Time to Finish Running in Milliseconds

When a 3rd party is finished running, it's measured by what's called Last Byte. This is when the 3rd party typically stops loading. Brightcove, for example, has an Average Performance Impact of 519 ms on Doc Complete, however it doesn't finish running until 2.646 seconds. So, Brightcove's total site performance impact can be over 3 seconds if this isn't optimized and sequenced correctly.

This is where the ability to change the loading order of 3rd parties becomes critical. By having a systematic way to proactively decide when individual 3rd parties load on specific pages, you can make sure the right technologies fire at the right time. For example, analytics solutions need to start running right away, or you won't get comprehensive data. But other 3rd party features, such as live chat, don't need to launch until after the shopper can engage with the site. No shopper navigates to a page and then immediately starts to use the chat function. Optimally sequencing the loading of all 3rd parties on your site ultimately shaves time off page load and gives shoppers a fast and smooth experience.

Percentage of the Site a 3rd Party is Running On

This number indicates the percentage a 3rd party is running across a single site. For example, a Payment Processing 3rd party should be a very low percentage, as it only belongs on the checkout page. An Analytics technology should have a high percentage, as it runs on many pages including product pages, homepage, or category pages. Let's dig into some of the findings:



accessiBe is a technology that automates web accessibility for people with disabilities, and it's running on 94% of the pages on a site. This makes sense, as it's making the entire site more accessible.



Google Pay, a payment processing 3rd party, is only running on 13% of the pages on a site. This makes sense, as it should only be running on checkout pages.



QuadPay, another payment processor, is running on 72% of pages on a site. This is a red flag! Payment technologies should only be running on checkout pages, and may cause a negative performance impact if too widely used throughout the site.

The reason why this stat is important is because if you have a 3rd party running across many pages of your site that should just be on a few pages, then that 3rd party is actually adding unnecessary page load times. This can hurt shopper experience and conversion.

This is where brands need to be selective and thoughtful. You don't need Ratings & Reviews on a category page. You do need it on PDP pages. And if it's on anything outside of PDP pages you are not only wasting your shoppers' time, you might be costing your brand conversions!

Risks of 3rd Parties on Checkout Pages

As mentioned in the last section, unnecessary 3rd parties running on too many pages can be a concern. But what can be even scarier? Too many unnecessary 3rd parties running on your checkout and login pages. And by “scary” we mean putting your shoppers’ data at risk.

The industry saw this first-hand in June 2020, when accessories retailer Claire’s suffered a major data breach. The breach occurred when an unauthorized 3rd party accessed customer account information, including the last four digits of credit card numbers, expiration dates, and associated billing addresses. While it’s unclear how many customers were impacted by the breach, it has certainly shaken consumer trust.

This was proven in the recently released 2020 Retail Systems Research (RSR) Report, where 89% of surveyed consumers reported being concerned that 3rd party tech could steal their personal information. And rightfully so, as the graph below demonstrates a disturbing number of 3rd parties found on retailers’ checkout and login pages:

eCommerce 3rd Party Security Concern

Average # of 3rd Parties on Mobile Devices



Retail Systems Research, September 2020

Only **ESSENTIAL** 3rd parties should have access to your checkout and login pages. On average, retailers have way too many.

10% of retailers had pop up login pages, which are even harder to secure.

Which Types of 3rd Parties Should NOT be on Checkout?

Below is a chart of 3rd party categories, and whether or not they are considered reasonable to have on the checkout page:

NO	Ad Tech	Malware	Personalization
	Commerce Search	Maps	Social Marketing
	Customer Reviews	Marketing Automation	Social Media
	Influencer Marketing	Marketing Tech	Video
YES	A/B Testing	Customer Service	Logos
	Accessibility	Development Testing	Mobification
	Analytics	Error Monitoring	Payment Processing
	APM	Font Management	Rum Analytics
	Chat	Identity Management	Security Badge
	Client-side Security	Image Hosting	Security Certificate
	CMS	Log Management	Tag Management

Checkout 3rd Party Breakdown

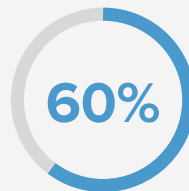


Percentage of sites that have that 3rd party on checkout



Whether or not the individual 3rd party makes sense to be on checkout

Let's look at some findings:



of 3rd parties should NOT be on the checkout pages



times that unnecessary 3rd parties appeared on checkout

These unnecessary 3rd parties were on checkout on over 60% of sites:



96%








79%



60%

If you are one of the many sites to have one of these 3rd parties running on checkout, remove them immediately. Not only are you slowing down your site, but you are putting your customers' data at risk.

3rd Party	Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
 Facebook	Social Media	96%	NO
 Bing	Search	79%	NO
 Pinterest	Social Media	60%	NO
 Salesforce CQuotient	Personalization	34%	NO
 Bazaarvoice	Customer Reviews	32%	NO

[CLICK HERE FOR THE FULL LIST ►](#)

Controlling Where and When 3rd Parties are Running










































Between potential site performance issues, data vulnerabilities, lost revenue, and negative headlines caused by 3rd parties, it's imperative for eCommerce brands to have visibility and control over all 3rd parties and services executing on their sites. Without this visibility, 3rd parties can be executing on a site with little or no knowledge across the brand. Don't be that brand.















































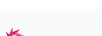







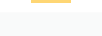





With an eCommerce site governance technology, such as YOTTAA's SERVICE CTRL, not only do you gain full visibility to these 3rd parties and services, but you are able to add a layer of security to enhance your overall security posture. This, in turn, provides better customer experiences, and ensures compliance with internal and external policies, such as GDPR and CCPA.


























































































































3rd Party Performance Indicator Rating Index





























































The preceding PIR index listings highlighted the top performing 3rd parties, the top offenders, as well as year-over-year findings. Below is a listing of the top 3rd party technologies (listed in alphabetical order) used in the YOTTAA platform in September 2020.






































<div>  Represents a consistent negative impact on performance  Represents an inconsistent negative performance impact  Represents little or no performance impact </div>				
3rd Party	Category	PIR	% of Sites	
 33Across	Ad Tech		2%	
 4-tell	Personalization		1%	
 4Cite	Marketing Tech		7%	
 50million.club	Security		28%	
 8x8 Chat	Chat		1%	
 A3Cloud	Ad Tech		4%	
 AB Tasty	A/B Testing		3%	
 accessiBe	Accessibility		12%	
 Acoustic Campaign	Marketing Automation		1%	
 Acoustic Experience Analytics	Analytics		2%	
 AcuityAds	Ad Tech		3%	
 Adacado	Ad Tech		4%	
 AdapTV	Video		5%	
 Adara	Marketing Tech		1%	
 Addshoppers	Marketing Tech		3%	
 AddThis	Social Media		47%	
 AddToAny	Social Media		2%	
 Adform	Ad Tech		7%	
 ADman Media	Marketing Tech		2%	





















3rd Party	Category	PIR	% of Sites
 Adobe Analytics	Analytics		14%
 Adobe Analytics Beacon	Analytics		5%
 Adobe Dynamic Media	Image Hosting		24%
 Adobe Fonts	Font Management		38%
 Adobe Marketing Cloud	Marketing Tech		39%
 Adobe Tag Manager	Tag Management		26%
 Adobe Test and Target	A/B Testing		16%
 Adroll	Marketing Tech		12%
 Adtelligent	Ad Tech		9%
 Affirm	Payment Processing		9%
 AfterPay	Payment Processing		20%
 AgileOne	Identity Management		2%
 Aimtell	Notification Tech		2%
 Akamai mPulse	Analytics		7%
 Akamai Stats	Analytics		15%
 Alexa	Analytics		2%
 Algolia	Commerce Search		5%
 Amazon Advertising	Ad Tech		19%
 Amazon Login	Identity Management		2%
 Amazon Pay	Payment Processing		34%
 American List Council	Analytics		6%
 Amobee	Marketing Tech		10%
 AMP Project	Ad Tech		4%
 Amplience	CMS		6%
 Amplitude	Analytics		15%
 AppDynamics	Application Monitoring		3%
 AppMate Wishlist King	Wish List		2%
 Arm Treasure Data	Customer Analytics		2%
 Attentive	SMS Marketing		24%
 Attraqt	Personalization		2%





























































	3rd Party	Category	PIR	% of Sites
	AudioEye	Accessibility		3%
	Auryc	Visual Intelligence		2%
	AvantLink	Marketing Tech		2%
	Avochato	SMS Marketing		1%
	BackInStock	Inventory Management		15%
	Barilliance	Personalization		1%
	Bazaarvoice	Customer Reviews		44%
	Beeketing	Marketing Automation		3%
	Beeswax	Ad Tech		9%
	Better Business Bureau	Security Certificate		2%
	BidSwitch	Ad Tech		5%
	Bidtellect	Ad Tech		4%
	Bing	Search		91%
	Bing Services	Marketing Tech		23%
	BirdEye	Customer Reviews		1%
	Bizrate Insights	Marketing Tech		16%
	Bloomreach	Ad Tech		6%
	Blue Triangle	Analytics		7%
	BlueConic	Marketing Tech		1%
	Bluecore	Personalization		11%
	Bold Commerce	Software Development		13%
	Bold360	Chat		5%
	Bolt	Payment Processing		1%
	Borderfree	Fulfilment		6%
	Bounce Exchange	Marketing Tech		19%
	Braintree	Payment Processing		11%
	Branch.io	Marketing Tech		2%
	Branding Brand	Mobile Marketing Tech		2%
	BrandLock	Client-side Security		1%
	Brandwatch	Marketing Tech		1%




















































3rd Party	Category	PIR	% of Sites
 Bread	Payment Processing		1%
 Brightcove	Video		10%
 Brightedge	Marketing Tech		6%
 Bronto	Email Marketing		15%
 Bugsnag	Error Monitoring		52%
 BuyerGenomics	Marketing Tech		1%
 CallRail	Customer Service		2%
 Canada Post	Direct Mail		1%
 Carro	Influencer Marketing		5%
 Cartful Solutions	Personalization		2%
 CartKit	Marketing Tech		2%
 Casale Media	Ad Tech		6%
 Celebros	Commerce Search		1%
 Centro	Marketing Tech		4%
 Certona	Personalization		13%
 ChannelAdvisor	Marketing Tech		8%
 Chase Merchant Services	Payment Processing		1%
 Chatra	Chat		3%
 Cheetah Digital	Marketing Tech		7%
 Choozle	Marketing Tech		1%
 Clicktale	Analytics		5%
 Cloud IQ	Marketing Tech		1%
 Cloudinary	Image Hosting		21%
 Cloudsponge	Social Marketing		3%
 Code Blackbelt	Marketing Tech		7%
 CommerceHub	Inventory Management		3%
 Comodo	Security Badge		2%
 Conjured	Web Development		1%
 Connexity	Marketing Tech		3%
 Content Square	Analytics		8%

















3rd Party		Category	PIR	% of Sites
	Conversant	Marketing Tech		28%
	Convert	A/B Testing		2%
	CookieBot	Privacy Tech		3%
	Cordial	Analytics		4%
	Coupon Cabin	Coupon Tech		24%
	Coupon Follow	Coupon Tech		7%
	Crazyegg	A/B Testing		18%
	Criteo	Ad Tech		52%
	Cross Sell	Personalization		1%
	Curalate	Marketing Tech		16%
	Custora	Marketing Tech		3%
	CyberAgent AI Tech Studio	Ad Tech		3%
	Dash Hudson	Marketing Tech		4%
	Data Plus Math	Ad Tech		1%
	Datadog	Application Monitoring		1%
	DataStream.io	Analytics		3%
	dataxu - now Roku	Marketing Tech		6%
	Datonics	Ad Tech		2%
	Decibel Insight	Analytics		2%
	DialogTech	Marketing Tech		2%
	Digicert	Security		4%
	Disqus	Customer Service		5%
	District M	Ad Tech		1%
	DoubleVerify	Ad Tech		2%
	Drift	Chat		1%
	Dstillery	Marketing Tech		2%
	DynAdmic	Marketing Tech		1%
	Dynamic Yield	Personalization		15%
	Dynatrace	Application Monitoring		3%
	Eckoh Web Chat	Chat Security		1%





























































	3rd Party	Category	PIR	% of Sites
	eGain	Customer Service		3%
	Emarsys	Personalization		4%
	Emojiis	Image Hosting		2%
	EMX Digital	Marketing Tech		2%
	Ensighten	Tag Management		6%
	EqualWeb	Accessibility		5%
	Everest Tech	Analytics		25%
	Evergage	Personalization		9%
	Exelator	Ad Tech		3%
	Exponential	Ad Tech		2%
	Extol	Marketing Tech		5%
	Eyeota	Marketing Tech		3%
	Facebook	Social Media		98%
	Facebook Business	Ad Tech		3%
	FAN Communications	Marketing Tech		6%
	FanPlayer	Personalization		1%
	Findify	Personalization		2%
	Fit Predictor	Sizing Tech		1%
	Five9	Chat		1%
	Flash Talking	Ad Tech		6%
	Flipp	Ad Tech		1%
	Flow	Project Management		3%
	Fomo	Marketing Tech		2%
	Font Awesome	Font Management		54%
	Fonts by Hoefler & Co	Font Management		6%
	Fonts.com	Font Management		20%
	Foresee	Customer Experience		4%
	FormStack	Marketing Tech		4%
	Forter	Client-side Security		8%
	FourSixty	Social Marketing		9%

	3rd Party	Category	PIR	% of Sites
	FreeWheel	Ad Tech		2%
	Fresh Relevance	Personalization		3%
	Freshworks Freshchat	Chat		4%
	FriendBuy	Marketing Tech		3%
	FuelX	Ad Tech		3%
	FullStory	Personalization		11%
	GeoTrust	Security Certificate		2%
	Ghostery	Tag Management		8%
	GitHub	Software Development		8%
	Gladly	Customer Service		2%
	Gleam	Marketing Tech		3%
	Global-e	Localized Checkout		3%
	GlobalSign	Security Certificate		2%
	Google Ads	Ad Tech		96%
	Google AMP	Web Development		2%
	Google Analytics Classic	Analytics		45%
	Google Analytics Universal	Analytics		99%
	Google APIs	APIs		93%
	Google Customer Reviews	Customer Reviews		12%
	Google Fonts	Font Management		94%
	Google for Retail	Marketing Tech		6%
	Google Maps	Maps		22%
	Google One Tap	Login Tech		1%
	Google Pay	Payment Processing		29%
	Google reCAPTCHA	Client-side Security		90%
	Google Syndication	Ad Tech		65%
	Google Tag Manager	Tag Management		94%
	Google Translate	Translation		93%
	Google Video	Video		2%
	Google Web Font Loader	Font Management		2%























3rd Party		Category	PIR	% of Sites
	Gorgias	Customer Service		5%
	Granify	Machine Learning		1%
	Gravatar	Avatar Tech		18%
	GroovinAds	Ad Tech		1%
	GroupBy	Marketing Tech		2%
	GumGum	Marketing Tech		2%
	Hawksearch	Commerce Search		1%
	Headliner Labs	Marketing Automation		2%
	Heap	Analytics		3%
	HiConversion	Personalization		3%
	Hivewyre	Ad Tech		4%
	Honey	Marketing Tech		44%
	Hotjar	Analytics		55%
	Hull.io	Marketing Tech		1%
	Human Presence	Identity Management		1%
	IBM Core Metrics	Analytics		4%
	Icon Finder	Image Hosting		3%
	IDVision	Client-side Security		1%
	Ignite Chute	User Generated Content		1%
	IgnitionOne - Now Zeta Global	Marketing Tech		7%
	ImgIX	Image Hosting		8%
	Impact	Marketing Tech		17%
	Improve Digital	Ad Tech		1%
	Innovid	Video		2%
	INSIDE	Chat		6%
	Insider	Marketing Tech		5%
	Inspectlet	A/B Testing		4%
	Instagram	Social Media		55%
	Instana	Application Monitoring		5%
	InstantSearch+	Commerce Search		5%





























































3rd Party		Category	PIR	% of Sites
	Integral Ad Science	Ad Tech		4%
	Intercom	Chat		13%
	Invoca	Marketing Tech		3%
	ipify	IP Terminal		11%
	iSpot.tv	Ad Tech		5%
	iZooto	Notification Tech		2%
	Jivox	Personalization		5%
	JudgeMe	Customer Reviews		9%
	Justuno	Marketing Tech		11%
	JW Player	Video		2%
	Karma	Development Testing		1%
	Karte	Analytics		5%
	Kaspersky	Security		75%
	Kenshoo	Marketing Tech		13%
	Klarna	Payment Processing		15%
	Klaviyo	Email Marketing		40%
	Klevu	Commerce Search		4%
	Klickly	Ad Tech		3%
	Kustomer	Customer Service		3%
	LaunchDarkly	Development Testing		1%
	LevelAccess	Accessibility		2%
	LimeSpot	Personalization		3%
	Linc Global	Customer Experience		4%
	LinkedIn	Social Media		16%
	LinkedIn Marketing Solutions	Marketing Tech		10%
	Listrak	Marketing Tech		18%
	Live Chat, Inc.	Chat		5%
	LiveClicker	Email Marketing		3%
	LiveIntent	Email Marketing		9%
	LivePerson	Chat		13%





























































3rd Party		Category	PIR	% of Sites
	LiveRamp	Identity Management		16%
	Loggly	Log Management		16%
	LoginRadius	Identity Management		1%
	Loop Commerce	Gift Giving		2%
	Loox	Customer Reviews		5%
	Lotame	Analytics		4%
	LoyaltyLion	Loyalty Platform		5%
	Lucky Orange - Settings	Marketing Tech		11%
	Lytics	Identity Management		4%
	Magic Toolbox Magic Zoom Plus	Image Hosting		1%
	Mailchimp	Marketing Tech		14%
	Mapbox	Maps		6%
	Mappedin	Maps		1%
	Mark Monitor	Analytics		53%
	Marketo	Marketing Automation		9%
	Masterpass	Payment Processing		1%
	Material Design Icons	Image Hosting		3%
	Mavrck	Influencer Marketing		2%
	Maxmind	Security		2%
	McAfee SECURE	Client-side Security		8%
	Measured	Analytics		2%
	Medallia	Customer Experience		8%
	Media.net	Ad Tech		16%
MediaMath	MediaMath	Ad Tech		8%
	MediaWallah	Identity Management		1%
	Merchant Advantage	Personalization		1%
	Meredith	Marketing Tech		1%
	Merkle Search	Marketing Tech		4%
	MicroAd	Ad Tech		5%
	MixPanel	Analytics		14%





























































3rd Party		Category	PIR	% of Sites
	Moat	Ad Tech		26%
	Mobify	Mobification		1%
	Modern Impact	Ad Tech		1%
	Monetate	Personalization		14%
	Moovweb	Mobification		1%
	Mouseflow	Analytics		4%
	Moveable Ink	Personalization		17%
	Moxie	Chat		5%
	mParticle	Customer Management		1%
	MpEasyLink	SEO Marketing		5%
	MyBuys (Magne+IC)	Personalization		3%
	MyRegistry.com	Wish list		2%
	NaviStone	Direct Mail		2%
	Needle	Chat		1%
	Netlify	Project Management		3%
	NeuStar Ad Advisor	Ad Tech		23%
	New Relic	Application Monitoring		25%
	Nexstar Digital	Ad Tech		1%
	Nextopia	Commerce Search		3%
	NICE inContact	Customer Service		1%
	NinthDecimal	Marketing Tech		1%
	Norton	Security Certificate		3%
	Nosto	Personalization		11%
	Nuance	Artificial Intelligence		1%
	Okendo	Customer Reviews		3%
	Oktopost	Social Marketing		2%
	Olapic	User Generated Content		4%
	Olark	Chat		2%
	Omega Theme	CMS		5%
	One Signal	SMS Marketing		7%























































3rd Party		Category	PIR	% of Sites
	OneTrust	Security Certificate		31%
	Ooyala	Video		2%
	OpenX	Ad Tech		6%
	Optimizely	A/B Testing		11%
	Optim Monk	Marketing Tech		3%
	Optimove	Customer Management		2%
	Oracle BlueKai	Personalization		10%
	Oracle Data Cloud	Ad Tech		3%
	Oracle Eloqua	Marketing Tech		5%
	Oracle Maxymiser	A/B Testing		2%
	Oracle Responsys	Email Marketing		9%
	Oracle Service Cloud	Customer Service		9%
	OrderGrove	Subscription Management		3%
	Outbrain	Ad Tech		13%
	Owl Carousel	Image Hosting		2%
	OwnerIQ	Ad Tech		5%
	Oxi Social Login	Identity Management		3%
	Paypal	Payment Processing		83%
	PCA Predict	Client-side Security		6%
	Pebble Post	Direct Mail		8%
	Pepperjam	Marketing Tech		13%
	Pingdom	Application Monitoring		9%
	Pinterest	Social Media		87%
	Pixlee	User Generated Content		4%
	Placed	Attribution		2%
	Podsights	Ad tech		4%
	Polyfill.io	Programing Tech		17%
	Postie	Direct Mail		3%
	Power Reviews	Customer Reviews		17%
	Powerlinks	Ad Tech		1%

3rd Party		Category	PIR	% of Sites
	Powr.io	Marketing Tech		7%
	Precognitive	Fraud Prevention		1%
	PriceSpider	Customer Reviews		9%
	Prismic	CMS		1%
	Privy	Cart Abandonment		13%
	Prometheus Intelligence Technology	Analytics		1%
	Ptengine	Analytics		2%
	Publitas	Marketing Tech		5%
	PubMatic	Ad Tech		4%
	PulsePoint	Personalization		3%
	Push Owl	Notification Tech		7%
	Qikify	Web Development		7%
	QuadPay	Payment Processing		3%
	Qualtrics	Analytics		8%
	Quantcast	Marketing Tech		21%
	Quantum Metric	Analytics		10%
	Qubit	Personalization		2%
	Queue-it	Waiting Room		1%
	Quora	Question & Answer		3%
	Radial	Order Management		2%
	Radius8	Marketing Tech		3%
	Rakuten Marketing	Ad Tech		29%
	Rapleaf - Towerdata	Email Marketing		40%
	Recart	Social Marketing		2%
	Refersion	Affiliate Marketing		6%
	Reflektion	Personalization		10%
	Replenium	Inventory Management		1%
	Reseller Ratings	Customer Reviews		2%
	Resonate	Ad Tech		2%
	RevTrax	Marketing Tech		1%



























3rd Party	Category	PIR	% of Sites
 RhythmOne	Ad Tech		4%
 Rich Relevance	Personalization		3%
 Rise.ai	Customer Experience		3%
 Riskified	Fraud Detection		5%
 RockerBox	Marketing Automation		2%
 Rollbar	Error Monitoring		9%
 Roomvo	Augmented Reality		1%
 Rubicon Project	Ad Tech		5%
 Run	Ad Tech		3%
 SailThru	Personalization		3%
 SaleCycle	Cart Abandonment		6%
 Salesforce - Email Studio	Email Marketing		3%
 Salesforce Audience Studio	Ad Tech		33%
 Salesforce CQuotient	Personalization		31%
 Salesforce IGoDigital	Recommendations		11%
 Salesforce Live Agent	Chat		16%
 Salesforce Pardot	Marketing Tech		2%
 SAP Customer Data Cloud	Identity Management		4%
 SAP SeeWhy	Cart Abandonment		2%
 Scarab Research	Personalization		6%
 Scorecard Research	Ad Tech		19%
 Searchanise	Commerce Search		7%
 SearchSpring	Commerce Search		4%
 Secret Sauce Partners	Fit Technology		1%
 Segment	Analytics		23%
 Selectable Media	Ad Tech		1%
 Sellpoints	Ad Tech		1%
 Semasio	Personalization		1%
 Sentry	Development Testing		22%
 SessionCam	Analytics		7%






























3rd Party	Category	PIR	% of Sites
 Shareaholic	Social Media		1%
 ShareASale	Marketing Tech		9%
 Sharethis	Social Media		29%
 ShareThrough	Ad Tech		2%
 Shopgate	Inventory Management		1%
 Shopper Approved	Customer Reviews		2%
 Shopranner	Global Shipping		6%
 Sidecar	Personalization		5%
 Signal	Tag Management		7%
 SignifyD	Fraud Protection		10%
 Sizmek	Ad Tech		6%
 SkimLinks	SEO Marketing		5%
 SLI Search	Commerce Search		3%
 Slyce	Search		1%
 Smart Wishlist	Wish list		1%
 SmartAdServer	Ad Tech		2%
 Smarter Remarketer	Ad Tech		7%
 Snap Engage	Chat		2%
 Snapchat	Social Media		34%
 Social Annex	Ad Tech		2%
 Sociomantic	Ad Tech		3%
 Sojern	Marketing Tech		6%
 Sovrn Commerce	Affiliate Marketing		6%
 Speed Curve	Analytics		1%
 spotxchange.com	Ad Tech		2%
 SpringServe	Ad Tech		2%
 Sprinklr	Social Marketing		7%
 Stamped IO	Customer Reviews		9%
 Steelhouse	Ad Tech		14%
 StoreMapper	Maps		3%






























3rd Party		Category	PIR	% of Sites
	Stripe	Payment Processing		7%
	Stylitics	User Generated Content		5%
	subwayblaze	Security		48%
	Swell Rewards	Loyalty Platform		9%
	Symantec	Security Badge		6%
	Taboola	Ad Tech		17%
	Tailwind App	Social Media		14%
	Talkable	Marketing Tech		6%
	Tangible	Customer Management		1%
	Tapad	Identity Management		14%
	Teads	Ad Tech		9%
	The Trade Desk	Ad Tech		38%
	Thrive Commerce	Marketing Tech		2%
	TokenEx	Client-side Security		1%
	TrackJS	Development Testing		2%
	TransUnion	Identity Management		33%
	TrueFit	Fit Technology		12%
	Trust Arc	Privacy Tech		4%
	Trust Wave	Security Badge		2%
	TrustPilot	Customer Reviews		5%
	Tubemogul	Ad Tech		2%
	Turnto	Customer Reviews		8%
	TVPage	User Generated Content		1%
	Twitter	Social Media		43%
	Unbxd	Commerce Search		4%
	Upsellit	Marketing Tech		9%
	UsableNet	Accessibility		3%
	UserReplay	Analytics		1%
	UTag - Tealium	Tag Management		26%
	Ve Interactive	Marketing Tech		2%














3rd Party	Category	PIR	% of Sites
 VerifyPass	Identity Management		1%
 Verisign	Security Badge		2%
 Verizon Media	Ad Tech		4%
 VideoAmp	Ad Tech		1%
 VideoJS	Video		10%
 Vimeo	Video		34%
 Visa Checkout	Payment Processing		4%
 Visual Website Optimizer	A/B Testing		8%
 Vizury	Marketing Tech		1%
 WebCollage	Ad Tech		5%
 Weborama	Marketing Tech		1%
 Weglot	Language		3%
 Wistia	Video		4%
 WooBox	Marketing Tech		2%
 Xandr	Ad Tech		27%
 Xaxis	Marketing Tech		1%
 Yahoo Analytics	Analytics		38%
 Yandex	Personalization		45%
 Yieldify	Personalization		3%
 YieldOne	Ad Tech		1%
 Yotpo	Customer Reviews		36%
 Youtube	Video		85%
 Zendesk	Chat		18%
 Zeotap	Customer Analytics		1%
 ZMags	CMS		7%
 Zonos	Global Shipping		1%
 Zopim / Zendesk	Chat		6%

3rd Party Data Deep Dive

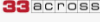
























3rd Party	Category	Average Performance Impact (ms)	Finished Running (ms)	% of the site pages with this 3rd party
 accessiBe	Accessibility	221	270	94%
 Adobe Analytics	Analytics	333	444	51%
 Adobe Dynamic Media	Image Hosting	355	15219	58%
 Adobe Fonts	Font Management	351	518	44%
 Adobe Marketing Cloud	Marketing Tech	404	560	38%
 Adobe Tag Manager	Tag Management	356	2372	52%
 AfterPay	Payment Processing	435	549	33%
 Amazon Pay	Payment Processing	321	396	22%
 Amplience	CMS	452	3575	76%
 Attentive	SMS Marketing	543	856	94%
 Bazaarvoice	Customer Reviews	370	4266	32%
 Bing	Search	310	495	86%
 Bloomreach	Ad Tech	433	632	53%
 Bluecore	Personalization	493	549	90%
 Bold Commerce	Software Development	458	598	72%
 Braintree	Payment Processing	385	1881	12%
 Brightcove	Video	519	2646	21%
 Brightedge	Marketing Tech	510	1286	94%
 Bronto	Email Marketing	465	1425	84%
 Certona	Personalization	476	548	25%
 Cheetah Digital	Marketing Tech	372	994	91%
 Code Blackbelt	Marketing Tech	358	818	98%
 Crazyegg	A/B Testing	573	981	11%
 Criteo	Ad Tech	489	696	64%
 Digicert	Security	241	245	31%
 Dynamic Yield	Personalization	405	4630	69%





























3rd Party		Category	Average Performance Impact (ms)	Finished Running (ms)	% of the site pages with this 3rd party
	Everest Tech	Analytics	300	561	12%
	Evergage	Personalization	462	973	95%
	Extole	Marketing Tech	330	377	88%
	Facebook	Social Media	438	1403	81%
	Font Awesome	Font Management	363	464	21%
	Fonts.com	Font Management	369	581	26%
	Forter	Client-side Security	374	2979	89%
	FourSixty	Social Marketing	267	1124	34%
	Global-e	Localized Checkout	420	1343	26%
	Google Ads	Ad Tech	432	1625	90%
	Google Analytics Universal	Analytics	397	1086	91%
	Google APIs	APIs	281	729	27%
	Google Customer Reviews	Customer Reviews	150	198	76%
	Google Fonts	Font Management	400	556	69%
	Google for Retail	Marketing Tech	328	507	93%
	Google Pay	Payment Processing	244	399	13%
	Google reCAPTCHA	Client-side Security	322	1444	12%
	Google Tag Manager	Tag Management	369	734	76%
	Hotjar	Analytics	328	796	52%
	IBM Core Metrics	Analytics	701	1784	12%
	ipify	IP Terminal	898	8245	11%
	Kenshoo	Marketing Tech	472	798	64%
	Klarna	Payment Processing	457	1515	38%
	Klaviyo	Email Marketing	385	1886	84%
	Klevu	Commerce Search	517	721	100%
	Listrak	Marketing Tech	352	1140	45%
	Live Chat, Inc.	Chat	211	800	10%
	LivePerson	Chat	435	1990	47%
	Mark Monitor	Analytics	404	590	38%





























3rd Party		Category	Average Performance Impact (ms)	Finished Running (ms)	% of the site pages with this 3rd party
	McAfee SECURE	Client-side Security	493	1174	86%
	Media.net	Ad Tech	410	1750	50%
	Merkle Search	Marketing Tech	280	533	96%
	Moat	Ad Tech	825	1355	60%
	Monetate	Personalization	375	1497	86%
	NeuStar Ad Advisor	Ad Tech	576	923	75%
	Nextopia	Commerce Search	296	565	64%
	Norton	Security Certificate	339	435	73%
	Nosto	Personalization	334	5371	83%
	Olapic	User Generated Content	380	2144	27%
	One Signal	SMS Marketing	498	672	95%
	OneTrust	Security Certificate	329	749	70%
	Optimizely	A/B Testing	398	743	31%
	OrderGroove	Subscription Management	314	813	47%
	Paypal	Payment Processing	380	1310	14%
	Pingdom	Application Monitoring	291	675	98%
	Pinterest	Social Media	432	1110	40%
	Pixlee	User Generated Content	497	884	99%
	Power Reviews	Customer Reviews	347	1332	28%
	QuadPay	Payment Processing	423	707	72%
	Salesforce CQuotient	Personalization	446	896	98%
	SalesForce IGoDigital	Recommendations	415	604	77%
	Salesforce Live Agent	Chat	401	2417	40%
	SearchSpring	Commerce Search	499	1404	45%
	SessionCam	Analytics	347	1356	87%
	ShopperRunner	Global Shipping	570	1208	31%
	Signal	Tag Management	320	711	24%
	SignifyD	Fraud Protection	425	1127	84%
	Stamped IO	Customer Reviews	517	1462	99%





























3rd Party		Category	Average Performance Impact (ms)	Finished Running (ms)	% of the site pages with this 3rd party
	Steelhouse	Ad Tech	403	1329	79%
	Stylitics	User Generated Content	242	1672	24%
	Taboola	Ad Tech	421	14368	46%
	Talkable	Marketing Tech	383	583	74%
	Trust Arc	Privacy Tech	500	724	98%
	Turnto	Customer Reviews	422	1282	80%
	Twitter	Social Media	280	706	39%
	UTag - Tealium	Tag Management	357	2431	97%
	VideoJS	Video	507	707	21%
	Visual Website Optimizer	A/B Testing	354	740	39%
	Xandr	Ad Tech	427	734	60%
	Yotpo	Customer Reviews	402	3420	36%
	Youtube	Video	376	411	20%
zendesk	Zendesk	Chat	354	368	78%
zmags	ZMags	CMS	449	3409	23%





























Checkout 3rd Party Breakdown





























3rd Party	Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
 33Across	Ad Tech	1%	NO
 4tella	Personalization	1%	NO
 4Cite	Marketing Tech	9%	NO
 50million.club	Security	1%	NO
 A3Cloud	Ad Tech	2%	NO
 AB Tasty	A/B Testing	3%	YES
 accessiBe	Accessibility	9%	YES
 Acoustic Campaign	Marketing Automation	1%	NO
 Acoustic Experience Analytics	Analytics	1%	NO
 AcuityAds	Ad Tech	1%	NO
 Adacado	Ad Tech	3%	NO
 Adara	Marketing Tech	1%	NO
 Addshoppers	Marketing Tech	3%	NO
 AddThis	Social Media	13%	NO
 AddToAny	Social Media	1%	NO
 Adform	Ad Tech	1%	NO
 ADMAN Media	Marketing Tech	1%	NO
 Adobe Analytics	Analytics	17%	YES
 Adobe Analytics Beacon	Analytics	9%	YES
 Adobe Dynamic Media	Image Hosting	15%	YES
 Adobe Fonts	Font Management	29%	YES
 Adobe Marketing Cloud	Marketing Tech	30%	NO
 Adobe Tag Manager	Tag Management	17%	YES
 Adobe Test and Target	A/B Testing	1%	YES
 Adroll	Marketing Tech	8%	NO




























3rd Party	Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
 Affirm	Payment Processing	10%	YES
 AfterPay	Payment Processing	13%	YES
 AgileOne	Identity Management	2%	YES
 Aimtell	Notification Tech	1%	NO
 Akamai mPulse	Analytics	2%	YES
 Akamai Stats	Analytics	13%	YES
 Alexa	Analytics	2%	YES
 Algolia	Commerce Search	4%	NO
 Amazon Advertising	Ad Tech	13%	NO
 Amazon Pay	Payment Processing	16%	YES
 American List Council	Analytics	4%	YES
 Amobee	Marketing Tech	6%	NO
 AMP Project	Ad Tech	1%	NO
 Amplience	CMS	4%	YES
 Amplitude	Analytics	16%	YES
 AppDynamics	Application Monitoring	2%	YES
 AppMate Wishlist King	Wish List	1%	YES
 Attentive	SMS Marketing	26%	NO
 Attrakt	Personalization	1%	YES
 AudioEye	Accessibility	3%	YES
 Auryc	Visual Intelligence	1%	NO
 AvantLink	Marketing Tech	3%	NO
 Avochato	SMS Marketing	1%	YES
 BackInStock	Inventory Management	8%	YES
 Barilliance	Personalization	1%	NO
 Bazaarvoice	Customer Reviews	32%	NO
 Beeswax	Ad Tech	1%	NO
 Better Business Bureau	Security Certificate	2%	YES





























3rd Party		Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
	BidSwitch	Ad Tech	3%	NO
	Bidtellect	Ad Tech	3%	NO
	Bing	Search	79%	NO
	Bizrate Insights	Marketing Tech	15%	NO
	Bloomreach	Ad Tech	5%	NO
	Blue Triangle	Analytics	3%	YES
	BlueConic	Marketing Tech	1%	NO
	Bluecore	Personalization	13%	NO
	Bold Commerce	Software Development	3%	YES
	Bold360	Chat	5%	YES
	Bolt	Payment Processing	1%	YES
	Borderfree	Fulfilment	6%	YES
	Braintree	Payment Processing	8%	YES
	Branch.io	Marketing Tech	2%	NO
	Branding Brand	Mobile Marketing Tech	1%	NO
	BrandLock	Client-side Security	1%	YES
	Brandwatch	Marketing Tech	1%	NO
	Bread	Payment Processing	1%	YES
	Brightcove	Video	3%	NO
	Brightedge	Marketing Tech	5%	NO
	Bronto	Email Marketing	13%	NO
	Bugsnag	Error Monitoring	20%	NO
	BuyerGenomics	Marketing Tech	1%	NO
	CallRail	Customer Service	1%	YES
	Carro	Influencer Marketing	2%	NO
	Cartful Solutions	Personalization	2%	YES
	CartKit	Marketing Tech	1%	NO
	Casale Media	Ad Tech	2%	NO




























3rd Party		Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
	Celebros	Commerce Search	1%	NO
	Centro	Marketing Tech	3%	NO
	Certona	Personalization	13%	NO
	ChannelAdvisor	Marketing Tech	4%	YES
	Cheetah Digital	Marketing Tech	6%	NO
	Clicktale	Analytics	2%	YES
	Cloud IQ	Marketing Tech	1%	YES
	Cloudinary	Image Hosting	6%	YES
	CloudSponge	Social Marketing	1%	NO
	Code Blackbelt	Marketing Tech	1%	NO
	CommerceHub	Inventory Management	1%	YES
	Comodo	Security Badge	1%	YES
	Conjured	Web Development	1%	YES
	Content Square	Analytics	10%	YES
	Conversant	Marketing Tech	20%	NO
	Convert	A/B Testing	2%	YES
	CookieBot	Privacy Tech	1%	NO
	Cordial	Analytics	1%	NO
	Coupon Cabin	Coupon Tech	6%	YES
	Coupon Follow	Coupon Tech	1%	YES
	Crazyegg	A/B Testing	9%	YES
	Criteo	Ad Tech	40%	YES
	Cross Sell	Personalization	1%	NO
	Curalate	Marketing Tech	15%	NO
	Custora	Marketing Tech	3%	NO
	Dash Hudson	Marketing Tech	2%	NO
	Datadog	Application Monitoring	1%	YES
	DataStream.io	Analytics	3%	NO





























3rd Party	Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
 Datonics	Ad Tech	1%	NO
 Decibel Insight	Analytics	3%	YES
 DialogTech	Marketing Tech	1%	NO
 Digicert	Security	3%	NO
 Disqus	Customer Service	1%	YES
 DoubleVerify	Ad Tech	1%	NO
 Drift	Chat	1%	YES
 Distillery	Marketing Tech	1%	NO
 Dynamic Yield	Personalization	16%	NO
 Dynatrace	Application Monitoring	3%	YES
 eGain	Customer Service	2%	YES
 Emarsys	Personalization	1%	NO
 Emojiis	Image Hosting	2%	YES
 Ensign	Tag Management	4%	YES
 EqualWeb	Accessibility	1%	YES
 Everest Tech	Analytics	16%	YES
 Evergage	Personalization	3%	NO
 Exelator	Ad Tech	1%	NO
 Exponential	Ad Tech	2%	NO
 Extol	Marketing Tech	4%	NO
 Eyeota	Marketing Tech	1%	NO
 Facebook	Social Media	96%	NO
 Facebook Business	Ad Tech	1%	NO
 FanPlayer	Personalization	1%	NO
 Findify	Personalization	2%	NO
 Five9	Chat	1%	YES
 Flash Talking	Ad Tech	5%	NO
 Flow	Project Management	3%	YES





























3rd Party		Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
	Fomo	Marketing Tech	1%	NO
	Font Awesome	Font Management	45%	YES
	Fonts by Hoefler & Co	Font Management	3%	YES
	Fonts.com	Font Management	14%	YES
	Foresee	Customer Experience	3%	YES
	FormStack	Marketing Tech	1%	NO
	Forter	Client-side Security	9%	YES
	FourSixty	Social Marketing	5%	NO
	FreeWheel	Ad Tech	1%	NO
	Fresh Relevance	Personalization	3%	NO
	Freshworks Freshchat	Chat	2%	YES
	Freshworks Freshdesk	Chat	1%	YES
	FriendBuy	Marketing Tech	5%	NO
	FuelX	Ad Tech	3%	NO
	Fullstory	Personalization	7%	NO
	GeoTrust	Security Certificate	1%	YES
	Ghostery	Tag Management	2%	YES
	GitHub	Software Development	1%	NO
	Gladly	Customer Service	9%	YES
	Gleam	Marketing Tech	1%	NO
	Global-e	Localized Checkout	4%	YES
	Globalsign	Security Certificate	2%	YES
	Google Ads	Ad Tech	100%	YES
	Google AMP	Web Development	3%	YES
	Google Analytics Classic	Analytics	11%	YES
	Google Analytics Universal	Analytics	98%	YES
	Google APIs	APIs	31%	NO
	Google Customer Reviews	Customer Reviews	8%	NO





























3rd Party	Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
 Google Fonts	Font Management	86%	YES
 Google for Retail	Marketing Tech	3%	NO
 Google Maps	Maps	26%	NO
 Google One Tap	Login Tech	1%	NO
 Google Pay	Payment Processing	11%	YES
 Google reCAPTCHA	Client-side Security	29%	YES
 Google Syndication	Ad Tech	31%	NO
 Google Tag Manager	Tag Management	100%	YES
 Google Translate	Translation	33%	YES
 Google Web Font Loader	Font Management	12%	YES
 Gorgias	Customer Service	5%	YES
 Granify	Machine Learning	1%	YES
 Gravatar	Avatar Tech	4%	NO
 GroovinAds	Ad Tech	1%	NO
 GroupBy	Marketing Tech	1%	NO
 GumGum	Marketing Tech	1%	NO
 Hawksearch	Commerce Search	1%	NO
//HL Headliner Labs	Marketing Automation	2%	NO
 Heap	Analytics	5%	YES
 HiConversion	Personalization	2%	NO
 Hivewyre	Ad Tech	4%	NO
 Honey	Marketing Tech	29%	NO
 Hotjar	Analytics	34%	YES
 Hull.io	Marketing Tech	1%	NO
 Human Presence	Identity Management	1%	YES
 IBM Core Metrics	Analytics	4%	YES
 Icon Finder	Image Hosting	1%	YES
 IDVision	Client-side Security	1%	YES





























3rd Party		Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
	Ignite Chute	User Generated Content	1%	NO
	ImgIX	Image Hosting	5%	YES
	Impact	Marketing Tech	14%	NO
	Innovid	Video	1%	NO
	INSIDE	Chat	2%	YES
	Inspectlet	A/B Testing	2%	NO
	Instagram	Social Media	17%	NO
	InstantSearch+	Commerce Search	4%	NO
	Integral Ad Science	Ad Tech	1%	NO
	Intercom	Chat	1%	YES
	Invoca	Marketing Tech	2%	NO
	ipify	IP Terminal	4%	YES
	iSpot.tv	Ad Tech	1%	NO
	Jivox	Personalization	2%	NO
	JudgeMe	Customer Reviews	1%	NO
	Justuno	Marketing Tech	7%	NO
	JW Player	Video	1%	NO
	Karte	Analytics	1%	YES
	Kaspersky	Security	27%	NO
	Kenshoo	Marketing Tech	9%	NO
	Klarna	Payment Processing	8%	YES
	Klaviyo	Email Marketing	18%	YES
	Klevu	Commerce Search	3%	NO
	Klickly	Ad Tech	2%	YES
	Kustomer	Customer Service	3%	NO
	LevelAccess	Accessibility	1%	NO
	LimeSpot	Personalization	2%	NO
	Linc Global	Customer Experience	4%	NO





























3rd Party		Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
	LinkedIn	Social Media	5%	NO
	LinkedIn Marketing Solutions	Marketing Tech	1%	NO
	Listrak	Marketing Tech	9%	NO
	LiveClicker	Email Marketing	2%	NO
	LiveIntent	Email Marketing	8%	NO
	LivePerson	Chat	9%	YES
	LiveRamp	Identity Management	5%	YES
	Loggly	Log Management	9%	YES
	Loop Commerce	Gift Giving	2%	YES
	Lotame	Analytics	1%	YES
	LoyaltyLion	Loyalty Platform	2%	NO
	Lucky Orange - Settings	Marketing Tech	6%	NO
	Lytics	Identity Management	1%	NO
	Magic Toolbox Magic Zoom Plus	Image Hosting	1%	YES
	Mailchimp	Marketing Tech	3%	NO
	Mapbox	Maps	1%	NO
	Mappedin	Maps	1%	NO
	Mark Monitor	Analytics	21%	YES
	Marketo	Marketing Automation	2%	NO
	Masterpass	Payment Processing	1%	YES
	Material Design Icons	Image Hosting	2%	YES
	Mavrck	Influencer Marketing	2%	NO
	Maxmind	Security	1%	NO
	McAfee SECURE	Client-side Security	6%	YES
	Measured	Analytics	1%	YES
	Medallia	Customer Experience	8%	YES
	Media.net	Ad Tech	8%	NO
MediaMath	MediaMath	Ad Tech	3%	NO





























3rd Party	Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
 Merchant Advantage	Personalization	1%	YES
 Merkle Search	Marketing Tech	5%	NO
 MicroAd	Ad Tech	1%	NO
 MixPanel	Analytics	4%	YES
 Moat	Ad Tech	1%	NO
 Mobify	Mobification	1%	YES
 Modern Impact	Ad Tech	1%	NO
 Monetate	Personalization	14%	NO
 Moovweb	Mobification	2%	YES
 Mouseflow	Analytics	4%	NO
 Moveable Ink	Personalization	10%	NO
 Moxie	Chat	1%	YES
 mParticle	Customer Management	1%	YES
 MpEasyLink	SEO Marketing	1%	NO
 MyBuys (Magne+IC)	Personalization	2%	NO
 MyRegistry.com	Wish list	1%	NO
 NaviStone	Direct Mail	2%	NO
 Needle	Chat	1%	NO
 NeuStar Ad Advisor	Ad Tech	13%	NO
 New Relic	Application Monitoring	19%	YES
 Nextopia	Commerce Search	2%	NO
 NICE inContact	Customer Service	1%	YES
 Norton	Security Certificate	2%	YES
 Nosto	Personalization	6%	NO
 Nuance	Artificial Intelligence	1%	NO
 Okendo	Customer Reviews	1%	NO
 Olapic	User Generated Content	4%	NO
 Olark	Chat	1%	YES



















3rd Party	Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
 Omega Theme	CMS	1%	YES
 One Signal	SMS Marketing	3%	NO
 OneTrust	Security Certificate	22%	YES
 Ooyala	Video	1%	NO
 OpenX	Ad Tech	3%	NO
 Optimizely	A/B Testing	7%	YES
 Optimonk	Marketing Tech	1%	NO
 Optimove	Customer Management	2%	NO
 Oracle BlueKai	Personalization	5%	NO
 Oracle Data Cloud	Ad Tech	2%	NO
 Oracle Eloqua	Marketing Tech	1%	NO
 Oracle Maxymiser	A/B Testing	1%	YES
 Oracle Responsys	Email Marketing	6%	NO
 Oracle Service Cloud	Customer Service	4%	YES
 OrderGroove	Subscription Management	3%	NO
 Outbrain	Ad Tech	9%	NO
 Owl Carousel	Image Hosting	2%	YES
 OwnerIQ	Ad Tech	4%	NO
 Oxi Social Login	Identity Management	2%	YES
 Paypal	Payment Processing	48%	YES
 PCA Predict	Client-side Security	4%	YES
 Pebble Post	Direct Mail	9%	NO
 Pepperjam	Marketing Tech	9%	NO
 Pingdom	Application Monitoring	9%	YES
 Pinterest	Social Media	60%	NO
 Pixlee	User Generated Content	4%	NO
 Placed	Attribution	1%	NO
 Podsights	Ad tech	4%	YES

3rd Party	Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
 Polyfill.io	Programing Tech	10%	NO
 Postie	Direct Mail	2%	NO
 Power Reviews	Customer Reviews	13%	NO
 Powr.io	Marketing Tech	3%	YES
 Precognitive	Fraud Prevention	1%	YES
 PriceSpider	Customer Reviews	4%	YES
 Prismic	CMS	1%	YES
 Privy	Cart Abandonment	7%	YES
 Prometheus Intelligence Technology	Analytics	1%	YES
 Publitas	Marketing Tech	1%	NO
 PubMatic	Ad Tech	1%	NO
 PulsePoint	Personalization	1%	YES
 Push Owl	Notification Tech	5%	NO
 QuadPay	Payment Processing	2%	YES
 Qualtrics	Analytics	8%	YES
 Quantcast	Marketing Tech	9%	NO
 Quantum Metric	Analytics	6%	YES
 Qubit	Personalization	3%	NO
 Quora	Question & Answer	1%	NO
 Radial	Order Management	1%	YES
 Radius8	Marketing Tech	1%	YES
 Rakuten Marketing	Ad Tech	22%	NO
 Rapleaf - Towerdata	Email Marketing	20%	NO
 Recart	Social Marketing	1%	NO
 Refersion	Affiliate Marketing	5%	NO
 Reflektion	Personalization	7%	NO
 Replenium	Inventory Management	1%	YES
 Reseller Ratings	Customer Reviews	1%	NO

3rd Party		Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
	Resonate	Ad Tech	2%	NO
	RevTrax	Marketing Tech	1%	NO
	RhythmOne	Ad Tech	1%	NO
	Rich Relevance	Personalization	3%	NO
	Rise.ai	Customer Experience	3%	YES
	Riskified	Fraud Detection	6%	YES
	RockerBox	Marketing Automation	2%	NO
	Rollbar	Error Monitoring	7%	YES
	Rubicon Project	Ad Tech	2%	NO
	Run	Ad Tech	1%	NO
	SailThru	Personalization	3%	NO
	SaleCycle	Cart Abandonment	2%	YES
	Salesforce - Email Studio	Email Marketing	1%	NO
	Salesforce Audience Studio	Ad Tech	13%	NO
	Salesforce CQuotient	Personalization	34%	NO
	SalesForce IGoDigital	Recommendations	11%	NO
	Salesforce Live Agent	Chat	9%	YES
	Salesforce Pardot	Marketing Tech	1%	NO
	SAP Customer Data Cloud	Identity Management	4%	YES
	SAP SeeWhy	Cart Abandonment	1%	NO
	Scarab Research	Personalization	7%	YES
	Scorecard Research	Ad Tech	1%	NO
	Searchanise	Commerce Search	3%	NO
	SearchSpring	Commerce Search	4%	YES
	Secret Sauce Partners	Fit Technology	1%	YES
	Segment	Analytics	5%	NO
	Sentry	Development Testing	4%	YES
	SessionCam	Analytics	6%	YES

3rd Party		Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
	ShareASale	Marketing Tech	1%	NO
	Sharethis	Social Media	10%	NO
	ShareThrough	Ad Tech	1%	NO
	Shopper Approved	Customer Reviews	2%	NO
	Shopper Runner	Global Shipping	5%	NO
	Sidecar	Personalization	3%	NO
	Signal	Tag Management	4%	YES
	SignifyD	Fraud Protection	13%	YES
	Sizmek	Ad Tech	1%	NO
	SkimLinks	SEO Marketing	3%	YES
	SLI Search	Commerce Search	2%	NO
	Smart Wishlist	Wish list	1%	YES
	SmartAdServer	Ad Tech	1%	NO
	Smarter Remarketer	Ad Tech	3%	NO
	Snap Engage	Chat	1%	YES
	Snapchat	Social Media	26%	NO
	Social Annex	Ad Tech	2%	NO
	Sociomantic	Ad Tech	2%	NO
	Sojern	Marketing Tech	1%	NO
	Sovrn Commerce	Affiliate Marketing	1%	YES
	spotxchange.com	Ad Tech	1%	NO
	SpringServe	Ad Tech	1%	NO
	Sprinklr	Social Marketing	2%	NO
	Stamped IO	Customer Reviews	4%	NO
	Steelhouse	Ad Tech	14%	NO
	StoreMapper	Maps	1%	YES
	Stripe	Payment Processing	3%	YES
	Stylitics	User Generated Content	6%	YES

3rd Party	Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
 subwayblaze	Security	9%	NO
 Swell Rewards	Loyalty Platform	10%	NO
 Symantec	Security Badge	4%	YES
 Taboola	Ad Tech	7%	NO
 Tailwind App	Social Media	4%	NO
 Talkable	Marketing Tech	8%	NO
 Tangible	Customer Management	2%	NO
 Tapad	Identity Management	5%	NO
 Teads	Ad Tech	5%	NO
 The Trade Desk	Ad Tech	29%	NO
 thrive	Marketing Tech	2%	NO
 TokenEx	Client-side Security	1%	YES
 TrackJS	Development Testing	4%	YES
 TransUnion	Identity Management	11%	YES
 TrueFit	Fit Technology	12%	YES
 Trust Arc	Privacy Tech	4%	YES
 Trust Wave	Security Badge	1%	YES
 TrustPilot	Customer Reviews	2%	NO
 Tubemogul	Ad Tech	1%	NO
 Turnto	Customer Reviews	9%	NO
 TVPage	User Generated Content	1%	NO
 Twitter	Social Media	23%	NO
 Unbxd	Commerce Search	3%	NO
 Upsellit	Marketing Tech	2%	NO
 UsableNet	Accessibility	4%	YES
 UserReplay	Analytics	1%	YES
 UTag - Tealium	Tag Management	23%	YES
 Ve	Marketing Tech	2%	YES

3rd Party	Category	% of sites with this 3rd party on checkout	Should be on Checkout Pages? (Y/N)
 VerifyPass	Identity Management	1%	NO
 Verizon Media	Ad Tech	2%	NO
 VideoJS	Video	3%	NO
 Vimeo	Video	14%	NO
 Visa Checkout	Payment Processing	2%	YES
 Visual Website Optimizer	A/B Testing	5%	YES
 Vizury	Marketing Tech	1%	NO
 WebCollage	Ad Tech	1%	NO
 Wistia	Video	3%	NO
 Xandr	Ad Tech	18%	NO
 Yahoo Analytics	Analytics	22%	NO
 Yandex	Personalization	5%	NO
 Yieldify	Personalization	1%	YES
 Yotpo	Customer Reviews	27%	NO
 Youtube	Video	29%	NO
 Zendesk	Chat	15%	YES
 ZMags	CMS	5%	YES
 Zonos	Global Shipping	1%	NO

Conclusion

In a time where online shopping has become a necessity rather than a convenience, retailers have been forced to focus on digital. As a result, 3rd parties have never been so important in helping brands build incredibly functional and dynamic shopping experiences. These experiences have made it easier for consumers to transition to online shopping; something that doesn't always come naturally. While 3rd parties are necessary in today's new economy, it is critical that brands know whether these technologies will help or hinder their online experience by understanding exactly where they are running on their sites, when they are experiencing issues, and how they are impacting site performance.

As the cause of over 67% of eCommerce site latency, 3rd party technologies can have a serious impact on both conversion and shopper experience. The 2020 eCommerce 3rd Party Technology Index provides brands with a single source of truth on how these 3rd parties are affecting site performance.

What Can You Do?

You don't have to live with the negative performance impact of 3rd party technologies. You can have a fast performing site that also contains rich and engaging 3rd party features.

Thousands of brand sites today rely on YOTTAA to speed up their eCommerce sites. YOTTAA's acceleration solutions, which were purpose-built to improve the performance of sophisticated eCommerce sites, optimize the sequencing and loading of 3rd party technologies (regardless of their index rating), so shoppers experience fast loading pages on every visit.

The end result is an eCommerce website with higher conversions and more engaging shopping experiences.

YOTTAA's acceleration solutions can speed up any and all 3rd parties on your site. 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.



Measure Speed Impact on Conversion

Gain knowledge of the best conversion speeds for your site and how you compare to the industry.



Control When and Where Services Execute

Use information governance and content security policy to keep your site secure, especially on checkout and login pages.



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 site.

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.