

Where Should Your 3rd Parties Be Running?



As a complex eCommerce site, 3rd party technologies are necessary to give your shoppers the best experience possible. But did you know that some 3rd parties should only be running on specific pages of your site? For example, in the 2020 3rd Party Technology Index, where over 500 3rd parties were analyzed and ranked on their impact on site performance, here is an example of what we found regarding the percentage of specific 3rd parties running across over 1,500 eCommerce sites:



accessiBe

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

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

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.



Why is this information important? Because if you have a 3rd party running across many pages of your site that should only be on a few pages, then that 3rd party is actually adding unnecessary page load times. This can hurt shopper experience and conversion.

Here are some general rules to follow



Payment Processing 3rd parties should be running on a very low % of pages, as they only belong on the checkout page.



Analytics technologies should be running on a high % of pages, as they need to run on many pages in order to collect data, including product pages, the homepage, or category pages.



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!

How to control when and where your 3rd parties are running

- 1 Take a full inventory of your 3rd parties so you know what is running where, and how they're impacting site performance.
- 2 Utilize an eCommerce governance solution to control when and where services are allowed to execute, determine service restrictions, and stop unwanted services.
- 3 Secure site forms to ensure shopper data being entered at account setup or checkout is not compromised.



Learn how Yottaa's SERVICE CTRL can help you govern these services.