2022 eCommerce Technology Index

eComm Insights

2022 eCommerce Technology Index

The moment for eCommerce technology innovation has arrived. After watching consumer technology thrive with app stores that streamline 3rd party integrations into our hands, eCommerce technology is finally meeting a new era of technology adoption. Accelerated by the rise of digital-only engagement during the last two years, brands and retailers can now turn to innovative, integratable software that provides real benefit to shoppers. Want an automated chat bot on your site? There's an app for that. Back in stock alerts? There's an app for that. Visual search? Product customization? Returns handling? App, app, app.

In the world of eCommerce, these "apps" are 3rd party technologies that brands add to their sites to make them more experiential. And today, there are more incredible, shopper-centric technologies and tools available than ever before. Now, we can integrate more, in far less time, for less cost.

All that innovation does have a cost — beyond the subscription fees, even. When choosing to integrate more technology, brands and retailers see the promise of innovation, the hopes of traffic gains, and conversion spikes. Yet, they also must understand the trade-off: What impact — without optimization — will that 3rd party technology have on the digital experience, and specifically, on site speed and performance?

The eCommerce Technology Index is here to answer that burning question.

astound COMMERCE

"The eCommerce Technology Index is an excellent resource for retailers looking to make informed, data-driven decisions on which 3rd parties to invest in. With both granular and aggregate visibility of 3rd party performance impact, usage data, and violations, eCommerce brands and 3rd party technology vendors alike can lean on this report to help guide improved digital experiences."

Andrew Leibowitz
SVP, Customer Success,
Astound Commerce

About the Report

YOTTAA tracks, monitors, and optimizes the performance of nearly 1,000 3rd parties across 1,500+ eCommerce sites. The eCommerce Technology Index benchmarks the optimized performance of the most adopted 3rd parties across the YOTTAA community. These insights are drawn from eCommerce activity during January 2022, **representing 4 billion page views, and more than 788.2 billion 3rd party resource timing events.**

During this period, the YOTTAA-driven optimization resulted in an average page load savings of 1.5 seconds, or 27% speed improvement, and a reduction in the number of page delay violations by 29.6%.

Each 3rd party in the index earns a *Performance Impact Rating (PIR)* that measures the performance impact of a 3rd party on an eCommerce website.

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.

> **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.

The PIR is the truest measure of a 3rd party's performance impact on site speed, and the shopper experience.

Executive Summary

Performance Impact Rating (PIR) measures the performance impact of 3rd parties across eCommerce sites, assigning a Red, Yellow, or Green color to each technology.

A Red rating indicates a significant negative impact on site performance, and represents 15% of all 3rd parties.

See the full PIR of individual 3rd parties ›

PIR Health Across All 3rd Parties

- 15%
- 38%
- 47%
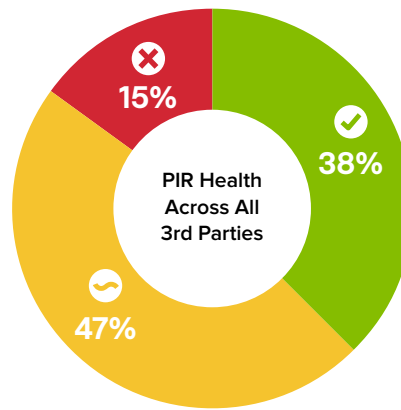
✔ Represents little or no performance impact

〰 Represents an inconsistent negative performance impact

✖ Represents a consistent negative impact on performance

Time to Last Byte

AVERAGE LOAD TIME
377 ms

⚠ **SLOWEST LOAD CATEGORY**
664 ms
Customer Service Tech

See the breakdown ›

★ **FASTEST LOAD CATEGORY**
199 ms
Font Management

See the top performers ›

Performance Impact

AVERAGE PERFORMANCE IMPACT
124 ms

⚠ **MOST PERFORMANCE IMPACT**
229 ms
Tag Management
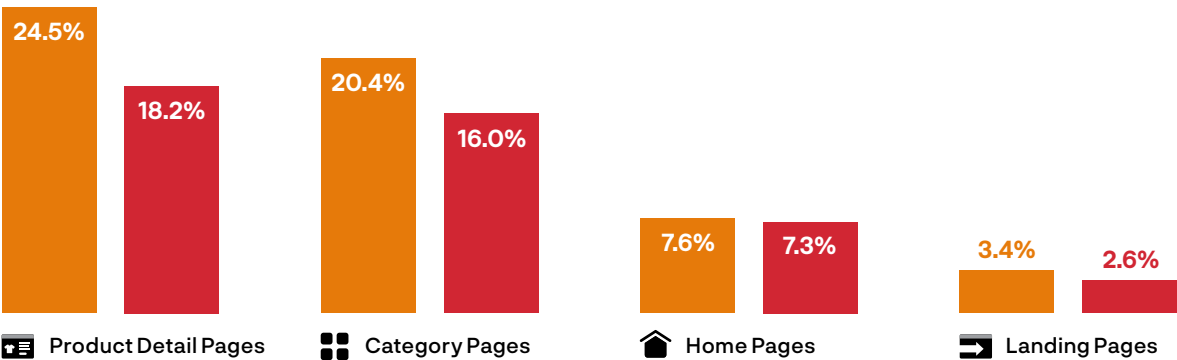
See the breakdown ›

★ **LEAST PERFORMANCE IMPACT**
54 ms
Loyalty Providers

See the top performers ›

Time to Interactive

A typical 3rd party delays shopper interaction by 124 ms, or 2.1%. The most negatively impactful 3rd parties delay a shopper by nearly 6%.

SHARE OF TIME TO INTERACTIVE

- 0.8% TOP PERFORMERS
- 1.6% MIDDLE 50%
- 3.5% LOW PERFORMERS
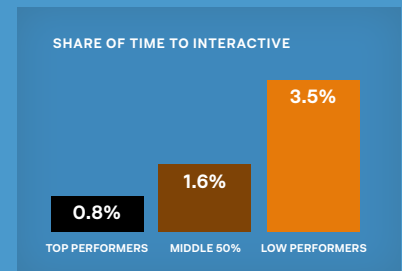
Total Violations, per page type

3rd parties commit the most violations on these pages:

HOME PAGE
3.1
Violations per load

PRODUCT DETAIL PAGES
3.0
Violations per load

CATEGORY PAGES
2.4
Violations per load

See how it breaks down ›

Usage Data

Google and Facebook tech come in as the most popular 3rd parties. See the full breakdown to learn what other eCommerce brands are using on their sites.

See the most commonly used 3rd parties ›

Violation Share

The most popular pages, PDPs and category pages, see the most performance violations, so the functionality offered by a 3rd party may not even load or become available to shoppers.

See how it breaks down ›

Checkout Insights

The top 2 technologies that appear on the checkout page are Facebook and Google Ads. The problem is, they shouldn't be. See the full breakdown of 3rd parties found on checkout and whether or not they belong there.

See full breakdown ›

OR
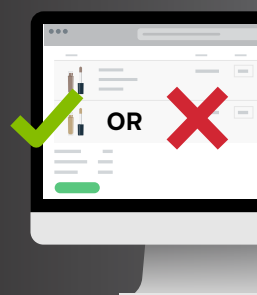
Performance Impact Ratings by Category

eCommerce is officially a grown-up. Brands and retailers have real expectations of their digital stores to contribute a significant share of overall sales and even an outsized share of growth. Alongside, a thriving eCommerce ecosystem has emerged and expanded to deliver innovation across dozens of technology categories covering the entire shopper journey.

But every 3rd party technology is not created equal. While some categories have little impact on a site's performance, others are more demanding. With brands integrating new technologies at a rapid pace, it is imperative to assess performance expectations from each category: will this technology take a sip of load time, or a gulp? Of course, if 3rd parties are sequenced to load optimally through an eCommerce optimization platform, brands are free to pick the right technologies for their sites regardless of the performance impact.

A category's PIR positivity shows the expected performance impact of 3rd parties in a given category. Those categories in the Red are likely to have a significant negative impact on

site performance within a category, while those in Green are expected to have less negative impact on site performance.

Those categories in the Red tend to be robust technologies offering sophisticated capabilities, and contributing significant benefit to the shopper experience. The more robust a 3rd party, the more load time it can take up. For example, personalization tech is 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. **The good news is, when 3rd parties are optimized and sequenced for performance, brands can select any 3rd party regardless of performance impact and still achieve a great digital experience.**

Optimizing 3rd party performance helps **reduce page load times by 27%**

PIR Positivity by Category
Which category's 3rd parties have the most negative performance impact?
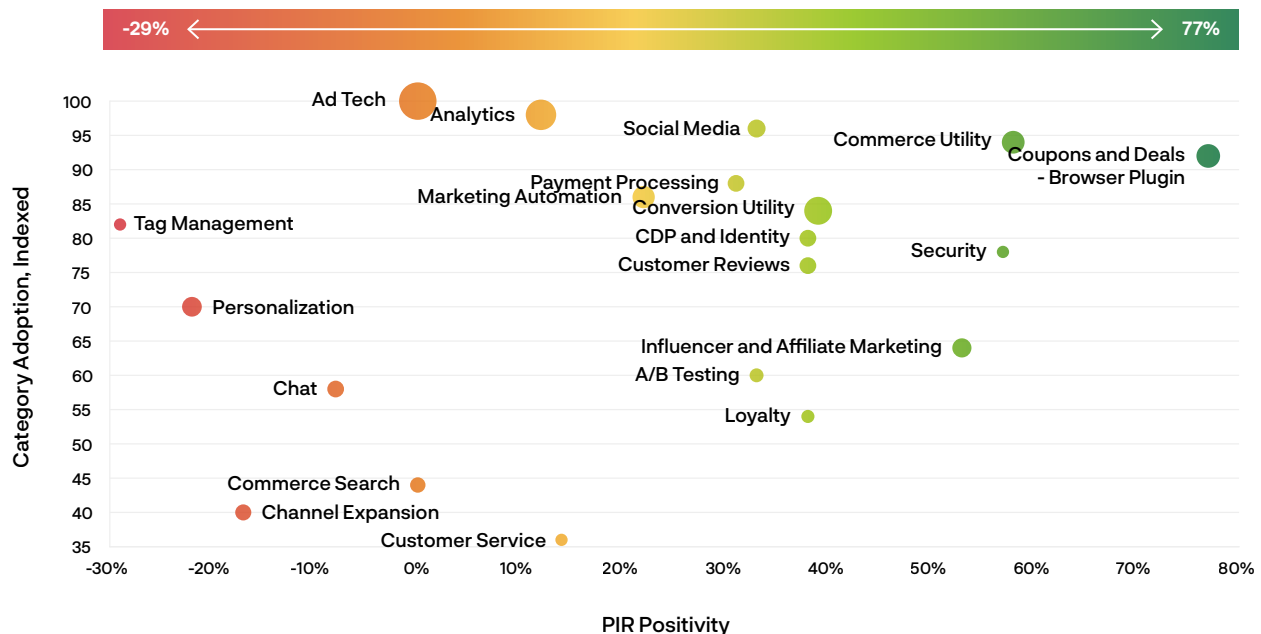
-29%   77%

100
95
90
85
80
75
70
65
60
55
50
45
40
35

Category Adoption, Indexed

Ad Tech
Analytics
Social Media
Commerce Utility
Coupons and Deals - Browser Plugin
Payment Processing
Marketing Automation
Conversion Utility
Tag Management
CDP and Identity
Security
Customer Reviews
Personalization
Influencer and Affiliate Marketing
A/B Testing
Chat
Loyalty
Commerce Search
Channel Expansion
Customer Service

-30% -20% -10% 0% 10% 20% 30% 40% 50% 60% 70% 80%

PIR Positivity

Don't forget: If you're optimizing your site, you can use any 3rd party regardless of its unoptimized load time and PIR rating.

3rd Party Performance Spotlight

Performance impact is dynamic. As 3rd parties add features and functionality, their demands on site performance change, and often grow. A 3rd party's ability to maintain and expand its functionality while balancing performance needs is paramount to realizing its full potential and benefit to a brand. As the eCommerce benchmark Site Speed Standard found, 1-second slower page loads increase bounce rates by 12% and reduce conversion by nearly 6% on mobile.

For 3rd parties that have a negative performance impact, the promises of shopper experience gains are softened by detrimental performance. On the other hand, those 3rd parties that deliver performance improvements should be celebrated. Compared to last year, these 3rd parties improved their performance impact ratings:

Improving site performance impact is not an easy feat, and we congratulate all 3rd parties that were able to do so this year!

gorgias

"Fast website performance is no longer a "nice to have" metric, but a critical part of your shopper experience. When we found out our chat widget had started negatively impacting our customers' Google Lighthouse scores — an important performance metric — we immediately started searching for a solution.

Live chat is a notoriously resource-intensive category, but we were able to cut our entry point bundle in half, resulting in reduced Lighthouse scores and an improved PIR score from Yellow to Green. Using the eCommerce Technology Index from YOTTAA helps technologies and brands understand the role they play in providing the best shopper experiences through optimal site performance."

Roman Fayzullin,
Software Engineer, Gorgias

Red to Green

spotxchange.com	Verizon Media

Yellow to Green

Adobe Test and Target	Freshworks Freshchat	Quantcast
AvantLink	Ghostery	Rollbar
BackInStock	Google Translate	Searchanise
Centro	Gorgias	Sentry
Decibel Insight	Mark Monitor	Stripe
Digicert	Oracle Maxymiser	Symantec
Disqus	Owl Carousel	TransUnion
Exelator		

Red to Yellow

BidSwitch	OpenX	Salesforce Audience Studio
Casale Media	Oracle BlueKai	Scorecard Research
Dash Hudson	Oracle Service Cloud	Trust Arc
GumGum	Pubmatic	Visa Checkout
NeuStar Ad Advisor		

Most Adopted eCommerce Technologies

Looking across the YOTTAA community of enterprise eCommerce sites, a unique collection of the most popular 3rd parties emerges. Drawing on a wide variety of technology categories, here are the most adopted eCommerce technologies:

Technology	Category	Adoption
Google Analytics Universal	*Analytics*	98%
Facebook	*Social Media*	90%
Google Ads	*Ad Tech*	90%
Google Fonts	*Font Management*	89%
Google Tag Manager	*Tag Management*	86%
Google reCAPTCHA	*Identity Management*	62%
Google Translate	*Translation*	62%
Loom	*Commerce Utility*	61%
Paypal	*Payment Processing*	58%
Sentry	*Development Testing*	58%
Bing	*Search*	56%
Pinterest	*Social Media*	55%
Kaspersky	*Security*	52%
Font Awesome	*Font Management*	52%
Honey	*Coupons and Deals - Browser Plugin*	48%
Youtube	*Video*	48%
Google Syndication	*Ad Tech*	44%
Google Maps	*Maps*	39%
Microsoft Translator	*Commerce Utility*	38%
Google APIs	*Commerce Utility*	36%
Instagram	*Social Media*	36%
Bugsnag	*Error Monitoring*	34%
RudderStack	*CDP and Identity*	34%
Ibotta Browser Extension	*Coupons and Deals - Browser Plugin*	33%
ZoomInfo	*Analytics*	32%

Google

The tech giant dominates adoption across eCommerce, taking nearly half of the top spots.

Usage Increase

As the industry becomes more innovative, we like to track the evolving trends around eCommerce technology year-over-year to better understand what brands are finding successful. This technology usage data is great for retailers to have during the decision-making process, so you can see what is working and what's not for your peers.

Top Increases

These eCommerce technologies are more adopted across the YOTTAA eCommerce community of sites this year than last year.

QuadPay *Payment Processing*		82% >
Datadog *APM*		79% >
LaunchDarkly *Development Testing*		78% >
Tangiblee *Conversion Utility*		65% >
Rise.ai *Loyalty*		63% >
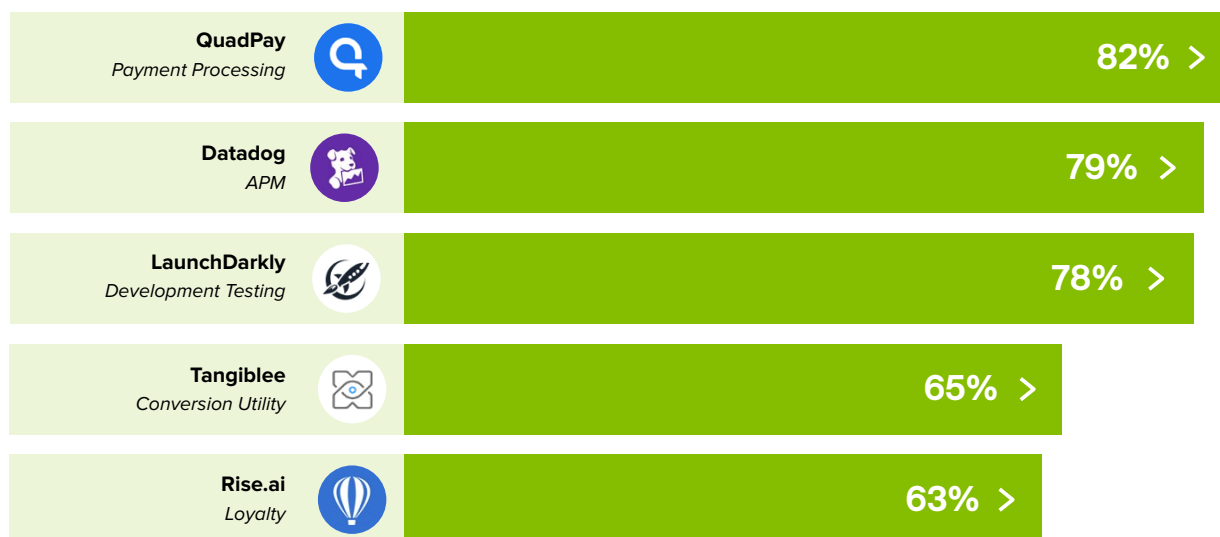
Top Decreases

These eCommerce technologies are less adopted across the YOTTAA eCommerce community of sites this year than last year.

< 40%	**Moat** *Ad Tech*	
< 26%	**Intercom** *Chat*	
< 18%	**Adobe Test and Target** *A/B Testing*	
8% <	**Sprinklr** *Social Media*	
7% <	**AddThis** *Social Media*	
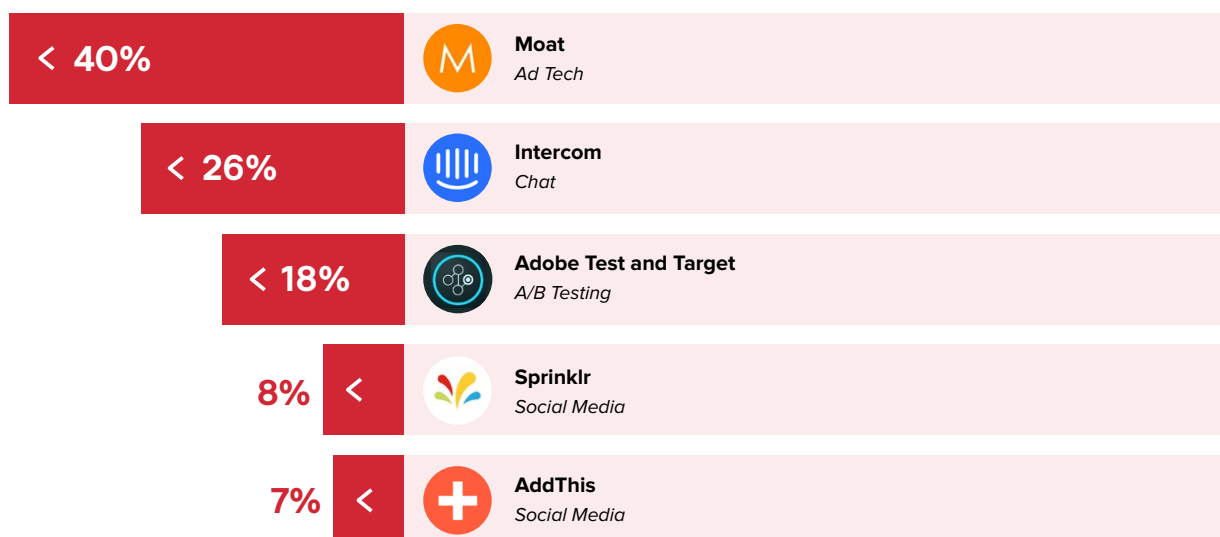
eCommerce Technology - Category Insights

Best-of-breed 3rd party technologies are providing value across the entire shopper journey AND into the retail back office and back room. In order to select technologies that truly have the highest benefit, brands and retailers need to understand the total cost of the technology, which must include the 'tax' levied on the site performance.

This section shares the performance of the most frequently adopted eCommerce technology categories, and the likely impact that a 3rd party within a category will have on three critical measures of site performance:

Don't forget!

If you're optimizing your site, you can use any 3rd party regardless of its unoptimized load time or PIR rating. In addition, through optimization you can add a large number of 3rd parties to your site without having to worry about how they might slow down page loads. Many eCommerce sites, such as J. Crew, have hundreds of 3rd parties and still have fast site speed due to optimization.

Time to Last Byte How long until the 3rd party finishes running on a page?	**Performance Impact** How much delay does a 3rd party cause on page load?	**Time to Interactive** How long does a 3rd party delay the shopper from interacting with a page?

Time to Last Byte

We've all spied the slow loaders — those brief flashes of 3rd party url strings in the bottom left corner of a browser. 3rd parties will continue loading into the shopper's browser until, well, it is finished loading, which may extend far beyond when the rest of the page has been painted. Here are the most adopted eCommerce technology categories and the average time it takes for the last byte to load into the browser.

How long does it take for a 3rd party to finish loading?
Average amount of time it takes for a 3rd party to finish loading, by category.

Category	Time
Font Management	199 ms
Tag Management	234 ms
Coupons and Deals - Browser Plugin	240 ms
Customer Reviews	274 ms
Commerce Search	311 ms
Personalization	314 ms
Security	321 ms
CDP and Identity	336 ms
Loyalty	337 ms
Social Media	342 ms
Analytics	349 ms
Conversion Utility	363 ms
A/B Testing	372 ms
Commerce Utility	378 ms
Ad Tech	389 ms
Video	417 ms
Payment Processing	426 ms
Marketing Automation	439ms
Influencer and Affiliate Marketing	462 ms
Channel Expansion	554 ms
Chat	601 ms
Customer Service	664 ms

AVERAGE ACROSS CATEGORIES

377 ms

Don't forget: If you're optimizing your site, you can use any 3rd party regardless of its unoptimized load time and PIR rating.

J.CREW

"To ensure that slow-loading 3rd parties weren't impacting shopper experience, we deployed Yottaa's RAPID CTRL. As a result, our sites are much faster and conversions are way up."

Chris Maliwat, Head of Digital & Customer Experience
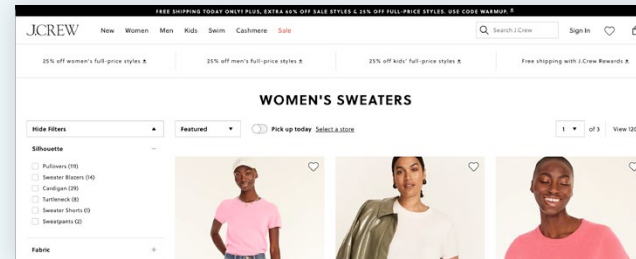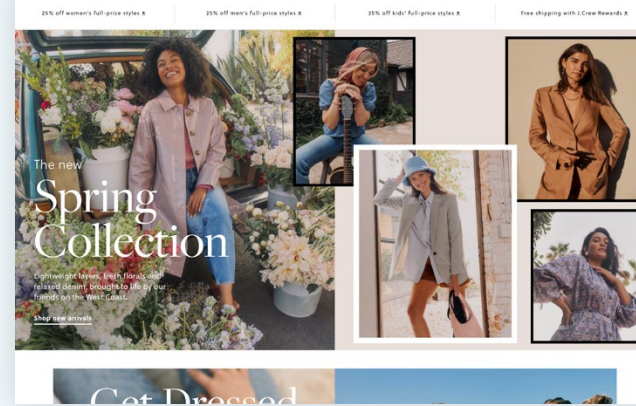
Time to Interactive

Time to Interactive is the 'are we there yet' moment for the shopper. Images paint, 3rd parties load, and scripts run — and finally, the page is ready for the shopper to engage. As they load, 3rd parties can keep the shopper from engaging. Below is the amount of time that a technology category typically delays the shopper interaction, expressed as a percentage of the entire time it takes for a page to be ready to interact.

AVERAGE ACROSS CATEGORIES
2.1%

Expected Page Interactivity Delay by Tech Category
Average share of a page's time to interactive delayed by a 3rd party, by category.
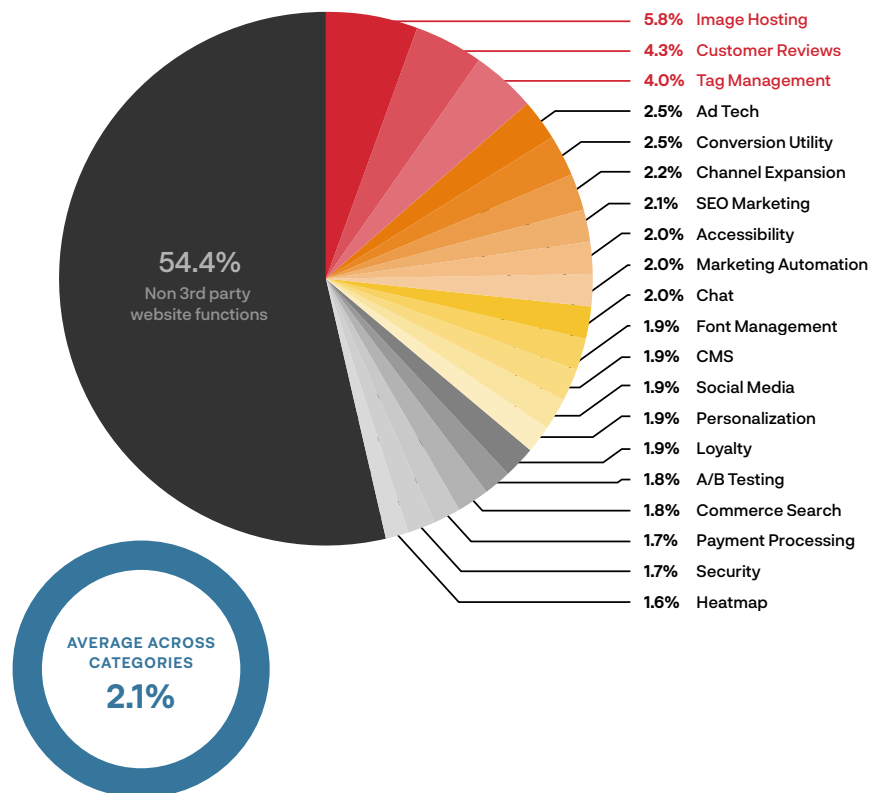
54.4% Non 3rd party website functions

5.8%	Image Hosting
4.3%	Customer Reviews
4.0%	Tag Management
2.5%	Ad Tech
2.5%	Conversion Utility
2.2%	Channel Expansion
2.1%	SEO Marketing
2.0%	Accessibility
2.0%	Marketing Automation
2.0%	Chat
1.9%	Font Management
1.9%	CMS
1.9%	Social Media
1.9%	Personalization
1.9%	Loyalty
1.8%	A/B Testing
1.8%	Commerce Search
1.7%	Payment Processing
1.7%	Security
1.6%	Heatmap

Don't forget: If you're optimizing your site, you can use any 3rd party regardless of its unoptimized load time and PIR rating.

Performance Impact

Brands are conditioned to weigh an important trade-off with 3rd party technologies: the promised experience or operational gains will come at a performance cost. Understanding the potential page load delay is central to this consideration. Here are the average page load delays for the most adopted eCommerce technology categories when optimized.

For sites that are not optimizing for 3rd party performance, **load times are 27% slower**

Expected Performance Impact by Tech Category

Average amount of time a 3rd party delays a page load, by category

Category	Delay
Tag Management	229 ms
Customer Reviews	147 ms
Conversion Utility	121 ms
Marketing Automation	108 ms
Personalization	105 ms
Channel Expansion	103 ms
Ad Tech	97 ms
Payment Processing	91 ms
Chat	83 ms
Video	77 ms
Social Media	75 ms
CDP and Identity	72 ms
Influencer and Affiliate Marketing	71 ms
Analytics	65 ms
Client-side Security	54 ms
Loyalty	54 ms
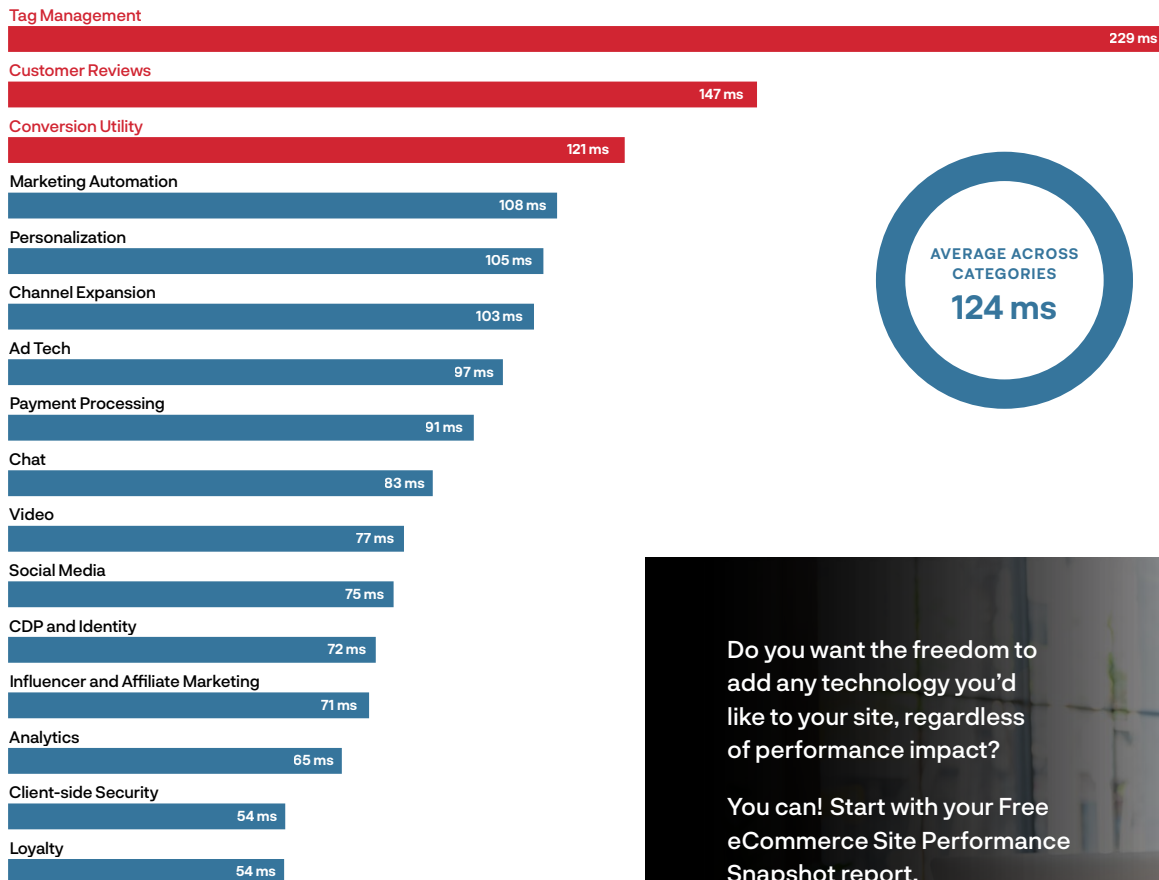
AVERAGE ACROSS CATEGORIES
124 ms

Don't forget: If you're optimizing your site, you can use any 3rd party regardless of its unoptimized load time and PIR rating.

Do you want the freedom to add any technology you'd like to your site, regardless of performance impact?

You can! Start with your Free eCommerce Site Performance Snapshot report.

LEARN MORE

Want to get more specific? To see the performance of an individual 3rd party, **see the full table ›**

Violations

Violations measure the negative impact that a 3rd party has on the site experience. A violation is a material delay caused by a 3rd party that impacts the shopper's experience.

Across the shopper journey, brands and retailers choose which technologies to deploy where. Each 3rd party provides different benefits from page to page. Innovation needed on a product detail page may not be required on a home page, for instance. As such, the experience – and the number of violations — varies from one page to another.

The below tables detail the two leading types of violations that impact the site experience:

Performance Violations are individual errors that occur when a single 3rd party takes longer than one second to load. These performance violations do not affect onload, though they may reduce or restrict access to site or 3rd party functionality

Page Delay 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.

Which pages experience the most violations?
Performance and Page Delay violations per 3rd party load, by page type
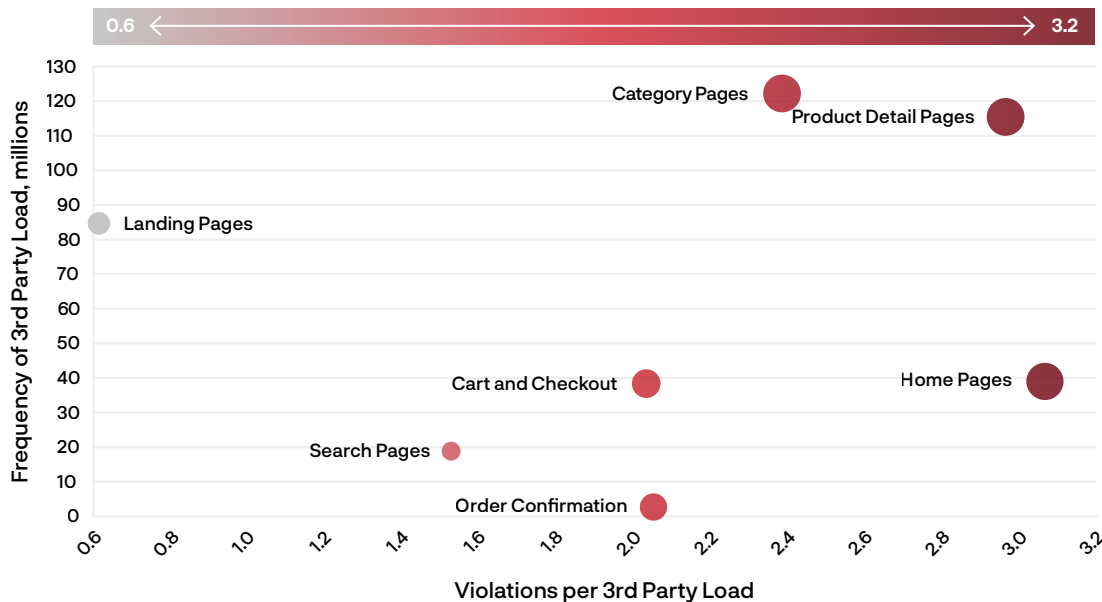
Violation share by page

■ Performance Violations   ■ Page Delay Violations

Product Detail Pages	Category Pages	Home Pages	Landing Pages
24.5% / 18.2%	20.4% / 16.0%	7.6% / 7.3%	3.4% / 2.6%

Don't forget: If you're optimizing your site, you can use any 3rd party regardless of its unoptimized load time and PIR rating.

Highest Offending eCommerce Technology Categories

Different technologies may impact pages differently. From category to category, performance needs vary, and may lead to higher performance impacts. Here are the categories with the highest violation rates.

Page Delay Violators

Category	Violation Rate	Site Penetration (Percentile)
Image Hosting	16.1	16%
CMS	3.4	1%
Performance	3.1	63%
Tag Management	2.2	95%
Customer Reviews	2.2	68%
Fraud	1.8	37%
Payment Processing	1.8	84%
Personalization	1.8	53%
A/B Testing	1.6	58%
Video	1.2	79%
Ad Blocking	1.2	21%
eCommerce Platform	1.2	5%
Client-side Security	1.0	74%
Conversion Utility	1.0	26%
Security	0.8	90%
UGC	0.8	42%
Accessibility	0.7	11%
Ad Tech	0.7	100%
Loyalty	0.6	32%
Chat	0.6	47%

Performance Violators

Category	Violation Rate	Site Penetration (Percentile)
Video API	3.9	5%
Image Hosting	3.6	32%
Customer Reviews	3.2	68%
Chrome Extension	2.3	5%
Log Management	2.1	37%
Customer Service	1.8	26%
Malware/Adware	1.8	21%
Ad Tech	1.7	95%
Personalization	1.6	63%
Channel Expansion	1.5	16%
Commerce Utility	1.5	84%
Social Media	1.5	100%
UGC	1.5	47%
Conversion Utility	1.4	42%
Chat	1.3	53%
Client-side Security	1.3	74%
Analytics	1.3	90%
Browser	1.2	1%
SEO Marketing	1.1	58%
Heatmap	1.1	79%

Don't forget: If you're optimizing your site, you can use any 3rd party regardless of its unoptimized load time and PIR rating.

Highest Offending 3rd Parties

Each 3rd party requires and relies on different resources to perform. For some, the performance may lead to shopper-impacting violations. Remember, if a 3rd party is Red, it's typically a more robust technology doing some heavy lifting. Those technologies are making major changes. This is the perfect use case for sequencing the loading of all 3rd party tech. Let them be Red – it's OK – there will be Reds. What brands should not do is have all Red PIR rating 3rd parties on an unoptimized site. But if brands are optimizing, a healthy mix of Red, Yellow, and Green is great.

Here are the 3rd parties that caused the most violations per load:

Page Delay Violators

3rd Party	Violation Rate
Instana	40.9
WebCollage	38.5
Cloudinary	24.9
Bing Services	15.6
Tangiblee	15.5
Braintree	13.5
Adobe Dynamic Media	9.6
subwayblaze	7.0
Adobe Tag Manager	7.0
Linc Global	6.6
MpEasyLink	6.4
Stylitics	6.3
SAP Customer Data Cloud	5.8
SheerID	5.0
Bazaarvoice	4.5

Performance Violators

3rd Party	Violation Rate
Pusher	26.9
WebCollage	15.5
Adobe Dynamic Media	10.0
Cloudinary	10.0
Linc Global	9.1
Instana	8.0
Rollbar	7.7
Evidon/Crownpeak	6.6
Coveo	6.6
Bazaarvoice	6.4
UTag - Tealium	5.7
Oracle Service Cloud	5.6
GoInStore	5.6
INSIDE	5.1
Taboola	3.7

Don't forget: If you're optimizing your site, you can use any 3rd party regardless of its unoptimized load time and PIR rating.

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 January 2022.

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

	3rd Party	Category	PIR	% of sites
4Cite	4Cite	CDP and Identity	〰️	5%
A3Cloud	A3Cloud	Ad Tech	〰️	2%
accentuate.io	accentuate.io	Commerce Utility	❌	3%
accessiBe	accessiBe	Accessibility	✅	8%
acuity	AcuityAds	Ad Tech	〰️	1%
adacado	Adacado	Ad Tech	〰️	1%
	Addshoppers	Ad Tech	✅	1%
	AddThis	Social Media	〰️	10%
adform	Adform	Ad Tech	〰️	3%
	Adguard	Ad Blocking	✅	16%
	Adobe Analytics	Analytics	〰️	15%
	Adobe Analytics Beacon	Analytics	〰️	9%
	Adobe Dynamic Media	Image Hosting	❌	11%
f	Adobe Fonts	Font Management	〰️	20%
	Adobe Marketing Cloud	Marketing Automation	〰️	28%
	Adobe Tag Manager	Tag Management	❌	14%
	Adobe Test and Target	A/B Testing	✅	2%
AdRoll	Adroll	Ad Tech	〰️	7%
3rd PARTY	AdXcel	Ad Tech	〰️	3%
	Adyen	Payment Processing	〰️	7%

	3rd Party	Category	PIR	% of sites
	Affirm	Payment Processing	〰	8%
	AfterPay	Payment Processing	〰	13%
	Aftership	Returns and Tracking	✔	1%
	AgileOne	CDP and Identity	〰	1%
	Akamai mPulse	Rum Analytics	〰	8%
	Akamai Stats	Analytics	〰	12%
	Algolia	Commerce Search	〰	4%
	Amazon Advertising	Ad Tech	〰	9%
	Amazon Pay	Payment Processing	〰	17%
	American List Councel	Analytics	✔	2%
	Amobee	Ad Tech	〰	5%
	AMP Project	Performance	✖	2%
	Amplience	CMS	✖	2%
	Amplitude	Analytics	✔	19%
	App Link	SEO Marketing	〰	1%
	AppDynamics	APM	✖	1%
	AppMate Wishlist King	Conversion Utility	〰	2%
	AppSolute	Conversion Utility	✔	1%
	Attentive	Marketing Automation	〰	21%
	AudioEye	Accessibility	〰	2%
	Automatic Coupons	Coupons and Deals - Browser Plugin	〰	1%
	Automizely	Commerce Utility	✔	2%
	AvantLink	Influencer and Affiliate Marketing	✔	3%
	Avast SafePrice | Comparison, deals, coupons	Coupons and Deals - Browser Plugin	✔	5%
	AVG SafePrice | Comparison, deals, coupons	Coupons and Deals - Browser Plugin	✔	3%
	BabyList	Conversion Utility	✔	3%
	BackInStock	Conversion Utility	✔	9%
	Bazaarvoice	Customer Reviews	✖	24%
	Beeswax	Ad Tech	〰	2%
	BidSwitch	Ad Tech	〰	2%

	3rd Party	Category	PIR	% of sites
	Bidtellect	Ad Tech	❌	2%
	Bing	Search Engine	〰️	56%
	Bing Services	Search Engine	〰️	23%
	Bizrate Insights	Analytics	〰️	7%
	Bloomreach	Commerce Search	〰️	4%
	Blue Triangle	Rum Analytics	〰️	3%
	Bluecore	Marketing Automation	〰️	7%
	Bold Commerce	Conversion Utility	✅	7%
	Bold360	Chat	〰️	2%
	Borderfree	Channel Expansion	❌	3%
	Braintree	Payment Processing	〰️	7%
	Branch.io	Ad Tech	❌	1%
	BrandLock	Coupons and Deals - Browser Plugin	〰️	1%
	Brightcove	Video	〰️	6%
	Brightedge	SEO Marketing	〰️	3%
	Bronto	Marketing Automation	〰️	8%
	Bugsnag	Error Monitoring	〰️	34%
	Capital One Shopping	Coupons and Deals - Browser Plugin	✅	5%
	Cardinal Commerce	Payment Processing	✅	5%
	Carro	Influencer and Affiliate Marketing	✅	3%
	Cartful Solutions	Conversion Utility	〰️	1%
	Casale Media	Ad Tech	〰️	7%
	Cently (Coupons at Checkout)	Coupons and Deals - Browser Plugin	✅	7%
	Centro	Ad Tech	✅	2%
	Certona	Personalization	❌	6%
	ChannelAdvisor	Channel Expansion	〰️	3%
	Chatra	Chat	✅	1%
	Cheetah Digital	Marketing Automation	❌	2%
	Ciuvo	Coupons and Deals - Browser Plugin	✅	13%
	Clearbit	Analytics	✅	2%

	3rd Party	Category	PIR	% of sites
	ClickMeter	Analytics	✅	1%
	Clicktale	Analytics	❌	1%
	Cloudinary	Image Hosting	❌	8%
	Cloudsponge	Influencer and Affiliate Marketing	✅	2%
	CNET Content Solutions	Channel Expansion	❌	1%
	Co-op commerce	Channel Expansion	✅	1%
	Code Blackbelt	Conversion Utility	〰️	3%
	Conductor.com	SEO Marketing	〰️	2%
	Confirmit	Analytics	❌	2%
	Content Square	Analytics	❌	9%
	Conversant	Loyalty	〰️	15%
	Convert	A/B Testing	〰️	2%
	CookieBot	Security	✅	1%
	CookiePro	Security	✅	3%
	Cordial	Marketing Automation	✅	4%
	CoreMedia	CMS	〰️	1%
	Coupert - Automatic Coupon Finder	Coupons and Deals - Browser Plugin	✅	19%
	Coupon Cabin	Coupons and Deals - Browser Plugin	✅	9%
	Coupon Follow	Coupons and Deals - Browser Plugin	✅	3%
	Coveo	Personalization	〰️	2%
	Crazyegg	Analytics	〰️	9%
	Criteo	Ad Tech	〰️	29%
	Cross Sell	Personalization	✅	2%
	Curalate	UGC	〰️	11%
	CustomerFields	Personalization	〰️	1%
	Custora	CDP and Identity	〰️	1%
	CyberAgent AI Tech Studio	Ad Tech	✅	1%
	Dash Hudson	Influencer and Affiliate Marketing	〰️	2%
	Datadog	APM	〰️	6%
	DataStream.io	Analytics	〰️	2%

3rd Party	Category	PIR	% of sites
dataxu	Ad Tech	❌	2%
DealFinder by VoucherCodes	Coupons and Deals - Browser Plugin	✅	2%
Decibel Insight	Analytics	✅	2%
Digicert	Commerce Utility	✅	3%
Disqus	Customer Reviews	✅	2%
Dynamic Yield	Personalization	〰️	9%
Elevar	Analytics	✅	4%
Elfsight	Conversion Utility	✅	2%
Emojiis	Commerce Utility	✅	2%
EMX Digital	Ad Tech	✅	3%
Ensighten	Tag Management	❌	3%
EqualWeb	Accessibility	〰️	2%
Everest Tech	Development Testing	✅	17%
Evergage	Personalization	❌	5%
Evidon/Crownpeak	Commerce Utility	〰️	2%
Exelator	Ad Tech	✅	1%
Exponea	CDP and Identity	✅	2%
Extole	Influencer and Affiliate Marketing	〰️	2%
Eyeota	Ad Tech	✅	3%
Facebook	Social Media	〰️	90%
Facebook Business	Ad Tech	✅	1%
FAN Communications	Influencer and Affiliate Marketing	〰️	2%
Feefo	Customer Reviews	〰️	1%
Five9	Chat	〰️	1%
Flash Talking	Ad Tech	〰️	5%
Flow	Channel Expansion	〰️	2%
Font Awesome	Font Management	〰️	52%
Fonts by Hoefler & Co	Font Management	〰️	3%
Fonts.com	Font Management	〰️	11%
Foresee	Analytics	❌	2%

	3rd Party	Category	PIR	% of sites
	FormStack	Commerce Utility	〜	2%
	Forter	Client-side Security	✕	8%
	FourSixty	Social Media	〜	5%
	Freakarcade	Image Hosting	✓	2%
	FreeWheel	Ad Tech	〜	3%
	Freshworks Freshchat	Customer Service	✓	1%
	FriendBuy	Influencer and Affiliate Marketing	〜	1%
	Fullstory	Analytics	✕	7%
	Ghostery	Tag Management	✓	2%
	GitHub	Other	✓	3%
	Gladly	Customer Service	〜	4%
	Global-e	Channel Expansion	〜	4%
	GoInStore	Conversion Utility	〜	4%
	Google Ads	Ad Tech	✕	90%
	Google AMP	Performance	✓	2%
	Google Analytics Classic	Analytics	〜	30%
	Google Analytics Universal	Analytics	〜	98%
	Google APIs	Commerce Utility	✕	36%
	Google Cloud	Ecommerce Platform	〜	7%
	Google Customer Reviews	Customer Reviews	✓	6%
	Google Fonts	Font Management	〜	89%
	Google Maps	Maps	〜	39%
	Google Optimize	A/B Testing	〜	8%
	Google Pay	Payment Processing	✓	22%
	Google Plus	Social Media	✓	2%
	Google reCAPTCHA	Client-side Security	〜	62%
	Google Syndication	Ad Tech	〜	44%
	Google Tag Manager	Tag Management	〜	86%
	Google Translate	Commerce Utility	✓	62%
	Google Web Font Loader	Font Management	✓	11%

	3rd Party	Category	PIR	% of sites
	Gorgias	Customer Service	✅	6%
	Gravatar	Commerce Utility	〰️	6%
	GroupBy	Commerce Search	〰️	2%
	GumGum	Analytics	〰️	1%
	Heap	Analytics	〰️	4%
	HERO	Conversion Utility	〰️	3%
	Hextom	Conversion Utility	✅	6%
	HiConversion	A/B Testing	〰️	1%
	Hivewyre	Ad Tech	〰️	2%
	Honey	Coupons and Deals - Browser Plugin	✅	48%
	Hotjar	Analytics	〰️	28%
	IBM Core Metrics	Analytics	❌	2%
	IBM WCS	Ecommerce Platform	❌	4%
	Ibotta browser extension	Coupons and Deals - Browser Plugin	✅	33%
	Icon Finder	Commerce Utility	✅	2%
	iFrames	Commerce Utility	✅	12%
	ImgIX	Image Hosting	❌	6%
	INSIDE	Chat	〰️	2%
	Instagram	Social Media	〰️	36%
	Instana	APM	〰️	4%
	InstantSearch+	Commerce Search	〰️	3%
	Integral Ad Science	Ad Tech	❌	1%
	Intercom	Chat	✅	1%
	InvisibleHand	Coupons and Deals - Browser Plugin	✅	4%
	ipify	Commerce Utility	〰️	4%
	iSpot.tv	Analytics	〰️	1%
	Jivox	Personalization	〰️	2%
	Joinhoney	Coupons and Deals - Browser Plugin	✅	11%
	JotForm	Commerce Utility	✅	1%
	JudgeMe	Customer Reviews	✅	5%
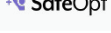
	3rd Party	Category	PIR	% of sites
	Justuno	Conversion Utility	🟡	4%
	Kaltura	Conversion Utility	✅	5%
	Karmanow	Coupons and Deals - Browser Plugin	✅	10%
	Karte	Analytics	❌	2%
	Kaspersky	Security	✅	52%
	Keen	Event Analytics	✅	5%
	Kenshoo	SEO Marketing	🟡	4%
	Klarna	Payment Processing	🟡	15%
	Klaviyo	Marketing Automation	🟡	28%
	Klevu	Commerce Search	🟡	2%
	Koala Inspector	Analytics	✅	13%
	Kustomer	Customer Service	🟡	3%
	LaunchDarkly	Development Testing	✅	6%
	LeadProfit	Commerce Utility	🟡	2%
	Lightbox	Conversion Utility	🟡	1%
	Linc Global	Marketing Automation	❌	2%
	LinkedIn	Social Media	✅	10%
	LinkedIn Marketing Solutions	Social Media	✅	2%
	Listrak	Marketing Automation	🟡	7%
	Littledata	Analytics	✅	2%
	Live Chat, Inc.	Chat	🟡	2%
	LiveClicker	Marketing Automation	🟡	1%
	LiveIntent	Ad Tech	🟡	4%
	LivePerson	Chat	❌	7%
	LiveRamp	CDP and Identity	🟡	6%
	Locally	Channel Expansion	🟡	2%
	Loggly	Log Management	✅	10%
	loom	Commerce Utility	✅	61%
	Loox	Customer Reviews	✅	2%
	Lotame	Ad Tech	🟡	5%

	3rd Party	Category	PIR	% of sites
	LoyaltyLion	Loyalty	🟡	3%
	Lucky Orange - Settings	Analytics	✅	5%
	Magic Toolbox Magic Zoom Plus	Conversion Utility	✅	2%
	Mailchimp	Marketing Automation	✅	7%
	Mapbox	Maps	✅	3%
	Mapdirectionsfor	Maps	✅	19%
	Mark Monitor	A/B Testing	✅	26%
	Marketo	Marketing Automation	🟡	3%
	Material Design Icons	Commerce Utility	✅	1%
	Maxmind	Conversion Utility	✅	1%
	McAfee SECURE	Client-side Security	🟡	4%
	Medallia	Chat	❌	8%
	Media.net	Ad Tech	🟡	9%
	MediaMath	Ad Tech	🟡	3%
	Mention Me	Influencer and Affiliate Marketing	🟡	1%
	Merkle Search	Commerce Search	🟡	2%
	Miaprova	A/B Testing	✅	3%
	MicroAd	Ad Tech	🟡	1%
	Microsoft Translator	Commerce Utility	✅	38%
	MixPanel	Analytics	✅	15%
	Moat	Ad Tech	❌	1%
	Modesens	Conversion Utility	✅	11%
	Monetate	Personalization	❌	9%
	Moovweb	Ecommerce Platform	❌	1%
	Mouseflow	Analytics	🟡	2%
	Moveable Ink	Personalization	🟡	8%
	Moxie	Chat	❌	2%
	Moz	SEO Marketing	✅	19%
	MpEasyLink	Analytics	🟡	2%
	MS Clarity	Heatmap	🟡	32%

	3rd Party	Category	PIR	% of sites
	MSN	Browser	✅	1%
	MyRegistry.com	Conversion Utility	🟡	2%
	MyUS Shopping	Coupons and Deals - Browser Plugin	✅	2%
	Narrativ	Personalization	🟡	1%
	Narvar	Customer Service	❌	3%
	NaviStone	Marketing Automation	🟡	1%
	Netlify	Development Testing	❌	1%
	NeuStar Ad Advisor	Ad Tech	🟡	9%
	New Relic	APM	🟡	13%
	Nextopia	Commerce Search	🟡	1%
	Noibu	Error Monitoring	🟡	2%
	Nosto	Personalization	🟡	5%
	ojrq.net	Malware/Adware	✅	6%
	Okendo	Customer Reviews	✅	3%
	Olapic	UGC	❌	2%
	Olark	Chat	🟡	1%
	Omega Theme	Commerce Utility	✅	1%
	One Signal	Push Marketing	❌	3%
	OneTrust	Security	🟡	30%
	Opentok	Video API	🟡	3%
	OpenX	Ad Tech	🟡	6%
	Optimizely	A/B Testing	❌	6%
	Optimonk	Conversion Utility	🟡	1%
	OptinMonster	Marketing Automation	🟡	1%
	Oracle BlueKai	Ad Tech	🟡	6%
	Oracle Eloqua	Marketing Automation	🟡	1%
	Oracle Engagement Services	CDP and Identity	🟡	3%
	Oracle Marketing	Marketing Automation	✅	1%
	Oracle Maxymiser	A/B Testing	✅	1%
	Oracle Responsys	Marketing Automation	🟡	3%

	3rd Party	Category	PIR	% of sites
	Oracle Service Cloud	Customer Service	🟡	3%
	OrderGroove	Conversion Utility	🟡	2%
	Oribi	Analytics	✅	1%
	Outbrain	Ad Tech	❌	5%
	Owl Carousel	Conversion Utility	✅	1%
	OwnerIQ	Ad Tech	❌	2%
	Oxi Social Login	Commerce Utility	✅	2%
	Pagemonitor	Error Monitoring	✅	1%
	pagespeed-mod.com	Performance	✅	28%
	Paypal	Payment Processing	🟡	58%
	PCA Predict	Client-side Security	✅	5%
	Pebble Post	Direct Marketing	🟡	5%
	Pepperjam	Influencer and Affiliate Marketing	🟡	8%
	PerimeterX	Client-side Security	🟡	8%
	Piggy - Automatic Coupons	Coupons and Deals - Browser Plugin	✅	20%
	Pingdom	APM	🟡	3%
	Pinterest	Social Media	🟡	55%
	Pixlee	UGC	🟡	6%
	Placehold	Image Hosting	✅	2%
	Podsights	Analytics	🟡	4%
	Polyfill.io	Commerce Utility	🟡	18%
	Postie	Direct Marketing	✅	1%
	Power Reviews	Customer Reviews	🟡	8%
	Powr.io	Conversion Utility	✅	5%
	Priceblink	Coupons and Deals - Browser Plugin	✅	17%
	PriceSpider	Coupons and Deals - Browser Plugin	🟡	2%
	PrintDirections	Maps	✅	6%
	Privy	Conversion Utility	✅	7%
	Profile Engine	Social Media	✅	3%
	Publitas	Conversion Utility	✅	2%

	3rd Party	Category	PIR	% of sites
	Pubmatic	Ad Tech	🟡	5%
	PulsePoint	Analytics	🟡	5%
	Push Owl	Push Marketing	🟡	4%
	Pushcrew	Push Marketing	✅	1%
	Pusher	Push Marketing	✅	12%
	Qikify	Conversion Utility	🟡	3%
	QuadPay	Payment Processing	🟡	21%
	Qualaroo	Analytics	✅	2%
	Qualtrics	Analytics	🟡	5%
	Quantcast	Ad Tech	✅	9%
	Quantum Metric	Analytics	❌	6%
	Radial	Channel Expansion	🟡	2%
	Rakuten Marketing	Ad Tech	🟡	14%
	Rakuten: Get Cash Back For Shopping	Coupons and Deals - Browser Plugin	✅	7%
	Rapleaf - Towerdata	Ad Tech	🟡	14%
	Rapsio	Ad Tech	✅	1%
	Re:amaze	Customer Service	🟡	2%
	Rebuy	Conversion Utility	🟡	3%
	Reddit	Social Media	🟡	5%
	Refersion	Influencer and Affiliate Marketing	✅	4%
	Reflektion	Personalization	🟡	3%
	Resonate	Ad Tech	🟡	1%
	RetailMeNot Deal Finder	Coupons and Deals - Browser Plugin	✅	20%
	RewardStyle	Influencer and Affiliate Marketing	✅	9%
	RhythmOne	Ad Tech	✅	4%
	Rich Relevance	Personalization	❌	2%
	Rise.ai	Loyalty	🟡	5%
	Riskified	Fraud	🟡	4%
	Roboturk	Commerce Utility	✅	2%
	RockerBox	Marketing Automation	✅	1%

	3rd Party	Category	PIR	% of sites
	Roirevolution	Ad Tech	✅	1%
	Rollbar	Error Monitoring	✅	6%
	Route	Other	✅	3%
	Rubicon Project	Ad Tech	❌	5%
	RudderStack	CDP and Identity	✅	34%
	SailThru	Marketing Automation	〰️	2%
	SaleCycle	Conversion Utility	〰️	1%
	Salesforce - Email Studio	Marketing Automation	✅	2%
	Salesforce Audience Studio	Ad Tech	〰️	9%
	Salesforce Commerce Cloud | CQuotient	Personalization	❌	18%
	SalesForce IGoDigital	Personalization	〰️	8%
	Salesforce Live Agent	Chat	❌	7%
	SAP Customer Data Cloud	CDP and Identity	〰️	2%
	Scarab Research	Analytics	〰️	3%
	Scorecard Research	Analytics	〰️	4%
	Searchanise	Commerce Search	✅	4%
	Searchingincognito	Browser	✅	2%
	SearchSpring	Commerce Search	〰️	3%
	Segment	CDP and Identity	〰️	19%
	Sentry	Development Testing	✅	58%
	SessionCam	Analytics	❌	3%
	ShareASale	Influencer and Affiliate Marketing	✅	3%
	Sharethis	Social Media	〰️	13%
	ShareThrough	Ad Tech	〰️	3%
	SheerID	Loyalty	✅	2%
	Shogun Website Builder	Conversion Utility	✅	9%
	Shop.pe	Price Comparison	✅	3%
	Shopper Approved	Customer Reviews	〰️	1%
	Shoprunner	Channel Expansion	❌	5%
	Shoptagr - Your New Shopping Assistant	Coupons and Deals - Browser Plugin	✅	11%

	3rd Party	Category	PIR	% of sites
	Sidecar	Personalization	〰️	2%
	Signal	Tag Management	〰️	1%
	SignifyD	Fraud	〰️	9%
	Simez	Ad Tech	✅	4%
	Simon Data	CDP and Identity	〰️	2%
	Sitelab	Analytics	〰️	6%
	SkimLinks	Influencer and Affiliate Marketing	✅	1%
	SLI Search	Commerce Search	〰️	1%
	SmartAdServer	Ad Tech	❌	3%
	Smarter Remarketer	Ad Tech	〰️	4%
	SmartGift	Loyalty	〰️	1%
	smile.io	Loyalty	〰️	3%
	Smsbump	Marketing Automation	✅	2%
	Snapchat	Social Media	〰️	25%
	Sociomantic	Ad Tech	✅	1%
	Sovrn Commerce	Influencer and Affiliate Marketing	✅	1%
	Spectrum	Personalization	❌	1%
	spotxchange.com	Ad Tech	✅	3%
	Sprinklr	Social Media	✅	1%
	StackAdapt	Ad Tech	〰️	4%
	Stamped IO	Customer Reviews	〰️	7%
	Steelhouse	Ad Tech	❌	7%
	Stockist	Maps	✅	1%
	StoreMapper	Maps	✅	2%
	Stripe	Payment Processing	✅	5%
	Student Beans	Coupons and Deals - Browser Plugin	✅	2%
	Stylitics	Conversion Utility	❌	2%
	subwayblaze	Malware	✅	6%
	SuppleApps	Conversion Utility	✅	2%
	Swell Rewards	Loyalty	✅	3%

	3rd Party	Category	PIR	% of sites
	Symantec	Security	✅	1%
	Syndigo	Channel Expansion	❌	1%
	Syte	Conversion Utility	❌	2%
	Taboola	Ad Tech	❌	8%
	Tailwind App	Influencer and Affiliate Marketing	✅	22%
	Talkable	Influencer and Affiliate Marketing	🟡	5%
	Tangiblee	Conversion Utility	❌	3%
	Tapad	CDP and Identity	✅	3%
	Teads	Ad Tech	❌	3%
	TextUs	Marketing Automation	✅	3%
	The Trade Desk	Ad Tech	🟡	25%
	TikTok	Social Media	🟡	25%
	TokenEx	Security	🟡	1%
	TotalAV	Commerce Utility	✅	27%
	Transportr	SEO Marketing	✅	2%
	TransUnion	CDP and Identity	✅	18%
	Traverse	Channel Expansion	✅	2%
	Trendmicro	Malware	✅	24%
	TrueFit	Conversion Utility	🟡	10%
	Trust Arc	Tag Management	🟡	4%
	Trustedsite	Security	🟡	3%
	TrustPilot	Customer Reviews	✅	3%
	Turnto	Customer Reviews	🟡	6%
	TVPage	Video	🟡	1%
	Twitter	Social Media	🟡	21%
	Unbxd	Commerce Search	❌	2%
	Upsellit	Conversion Utility	🟡	5%
	UsableNet	Accessibility	🟡	3%
	UTag - Tealium	Tag Management	❌	15%
	Verizon Media	Ad Tech	✅	13%

	3rd Party	Category	PIR	% of sites
	Vibes	Influencer and Affiliate Marketing	〰️	2%
	VideoJS	Video	✓	7%
	Vimeo	Video	✓	21%
	VIR	Loyalty	✓	2%
	Visa Checkout	Payment Processing	〰️	2%
	Visual Website Optimizer	A/B Testing	〰️	5%
	W3trends	Conversion Utility	✓	1%
	WatchNewsNow	Chrome Extension	✓	6%
	WebCollage	Ad Tech	✗	2%
	Weglot	Commerce Utility	✓	2%
	WisePops	Conversion Utility	〰️	2%
	Wistia	Video	〰️	2%
	Wufoo	Commerce Utility	✓	2%
	Wunderkind (formerly BounceX)	Ad Tech	✗	15%
	Xandr	Ad Tech	〰️	17%
	Yahoo Analytics	Ad Tech	〰️	14%
	Yandex	Search Engine	〰️	17%
	Yieldify	Personalization	✓	1%
	Yotpo	Customer Reviews	〰️	22%
	Youtube	Video	〰️	48%
	Zaius	CDP and Identity	✓	1%
	Zendesk	Chat	〰️	12%
	Zeta	Marketing Automation	〰️	1%
	ZMags	CMS	〰️	3%
	Zonos	Channel Expansion	〰️	1%
	ZoomInfo	Analytics	✓	32%
	Zopim	Chat	✓	2%

Checkout 3rd Party Breakdown

	3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
	4Cite	CDP and Identity	3%	NO
	A3Cloud	Ad Tech	1%	NO
	accentuate.io	Commerce Utility	1%	YES
	accessiBe	Accessibility	3%	YES
	AcuityAds	Ad Tech	0%	NO
	Adacado	Ad Tech	0%	NO
	Addshoppers	Ad Tech	0%	NO
	AddThis	Social Media	1%	NO
	Adform	Ad Tech	0%	NO
	Adguard	Ad Blocking	2%	NO
	Adobe Analytics	Analytics	6%	YES
	Adobe Analytics Beacon	Analytics	4%	YES
	Adobe Dynamic Media	Image Hosting	3%	YES
	Adobe Fonts	Font Management	7%	YES
	Adobe Marketing Cloud	Marketing Automation	12%	NO
	Adobe Tag Manager	Tag Management	6%	YES
	Adobe Test and Target	A/B Testing	0%	YES
	Adroll	Ad Tech	3%	NO
	AdXcel	Ad Tech	1%	NO
	Adyen	Payment Processing	4%	YES
	Affirm	Payment Processing	4%	YES
	AfterPay	Payment Processing	5%	YES
	Aftership	Returns and Tracking	0%	YES
	AgileOne	CDP and Identity	0%	NO
	Akamai mPulse	Rum Analytics	3%	YES
	Akamai Stats	Analytics	6%	YES

	3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
	Algolia	Commerce Search	1%	NO
	Amazon Advertising	Ad Tech	3%	NO
	Amazon Pay	Payment Processing	5%	YES
	American List Councel	Analytics	0%	YES
	Amobee	Ad Tech	1%	NO
	AMP Project	Performance	0%	YES
	Amplience	CMS	1%	YES
	Amplitude	Analytics	2%	YES
	App Link	SEO Marketing	1%	NO
	AppDynamics	APM	1%	YES
	AppMate Wishlist King	Conversion Utility	1%	YES
	AppSolute	Conversion Utility	1%	YES
	Attentive	Marketing Automation	10%	NO
	AudioEye	Accessibility	1%	YES
	Automatic Coupons	Coupons and Deals - Browser	0%	NO
	Automizely	Commerce Utility	0%	YES
	AvantLink	Influencer and Affiliate Marketing	2%	NO
	Avast SafePrice | Comparison, deals, cou-	Coupons and Deals - Browser	0%	NO
	AVG SafePrice | Comparison, deals, coupons	Coupons and Deals - Browser	0%	NO
	BabyList	Conversion Utility	0%	YES
	BackInStock	Conversion Utility	3%	YES
	Bazaarvoice	Customer Reviews	8%	NO
	Beeswax	Ad Tech	1%	NO
	BidSwitch	Ad Tech	1%	NO
	Bidtellect	Ad Tech	0%	NO
	Bing	Search Engine	24%	NO
	Bing Services	Search Engine	12%	NO
	Bizrate Insights	Analytics	2%	YES

	3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
	Bloomreach	Commerce Search	2%	NO
	Blue Triangle	Rum Analytics	1%	YES
	Bluecore	Marketing Automation	3%	NO
	Bold Commerce	Conversion Utility	2%	YES
	Bold360	Chat	1%	YES
	Borderfree	Channel Expansion	2%	NO
	Braintree	Payment Processing	4%	YES
	Branch.io	Ad Tech	1%	NO
	BrandLock	Coupons and Deals - Browser	1%	NO
	Brightcove	Video	1%	YES
	Brightedge	SEO Marketing	1%	NO
	Bronto	Marketing Automation	3%	NO
	Bugsnag	Error Monitoring	8%	YES
	Capital One Shopping	Coupons and Deals - Browser	2%	NO
	Cardinal Commerce	Payment Processing	1%	YES
	Carro	Influencer and Affiliate Marketing	1%	NO
	Cartful Solutions	Conversion Utility	0%	YES
	Casale Media	Ad Tech	2%	NO
	Cently (Coupons at Checkout)	Coupons and Deals - Browser	1%	NO
	Centro	Ad Tech	0%	NO
	Certona	Personalization	2%	NO
	ChannelAdvisor	Channel Expansion	1%	NO
	Chatra	Chat	0%	YES
	Cheetah Digital	Marketing Automation	0%	NO
	Ciuvo	Coupons and Deals - Browser	1%	NO
	Clearbit	Analytics	0%	YES
	ClickMeter	Analytics	0%	YES
	Clicktale	Analytics	0%	YES

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	3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
	Cloudinary	Image Hosting	1%	YES
	Cloudsponge	Influencer and Affiliate Marketing	1%	NO
	CNET Content Solutions	Channel Expansion	0%	NO
	Co-op commerce	Channel Expansion	0%	NO
	Code Blackbelt	Conversion Utility	0%	YES
	Conductor.com	SEO Marketing	1%	NO
	Confirmit	Analytics	0%	YES
	Content Square	Analytics	6%	YES
	Conversant	Loyalty	5%	YES
	Convert	A/B Testing	0%	YES
	CookieBot	Security	1%	YES
	CookiePro	Security	2%	YES
	Cordial	Marketing Automation	1%	NO
	CoreMedia	CMS	1%	YES
	Coupert - Automatic Coupon Finder	Coupons and Deals - Browser	2%	NO
	Coupon Cabin	Coupons and Deals - Browser	3%	NO
	Coupon Follow	Coupons and Deals - Browser	1%	NO
	Coveo	Personalization	2%	NO
	Crazyegg	Analytics	3%	YES
	Criteo	Ad Tech	11%	NO
	Cross Sell	Personalization	1%	NO
	Curalate	UGC	4%	NO
	CustomerFields	Personalization	0%	NO
	Custora	CDP and Identity	1%	NO
	Dash Hudson	Influencer and Affiliate Marketing	0%	NO
	Datadog	APM	2%	YES
	DataStream.io	Analytics	1%	YES
	dataxu	Ad Tech	1%	NO

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	3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
VC DealFinder	DealFinder by VoucherCodes	Coupons and Deals - Browser	0%	NO
	Decibel Insight	Analytics	1%	YES
digicert	Digicert	Commerce Utility	1%	YES
	Disqus	Customer Reviews	0%	NO
	Dynamic Yield	Personalization	4%	NO
	Elevar	Analytics	1%	YES
	Elfsight	Conversion Utility	0%	YES
3RD PARTY	Emojiis	Commerce Utility	0%	YES
EMX	EMX Digital	Ad Tech	1%	NO
ENSIGHTEN	Ensighten	Tag Management	2%	YES
	EqualWeb	Accessibility	0%	YES
	Everest Tech	Development Testing	5%	YES
	Evergage	Personalization	1%	NO
EVIDON	Evidon/Crownpeak	Commerce Utility	0%	YES
3RD PARTY	Exelator	Ad Tech	0%	NO
E	Exponea	CDP and Identity	0%	NO
	Extole	Influencer and Affiliate Marketing	1%	NO
	Eyeota	Ad Tech	1%	NO
f	Facebook	Social Media	32%	NO
f	Facebook Business	Ad Tech	0%	NO
	Feefo	Customer Reviews	0%	NO
Five9	Five9	Chat	1%	YES
" "	Flash Talking	Ad Tech	1%	NO
	Flow	Channel Expansion	1%	NO
	Font Awesome	Font Management	14%	YES
&	Fonts by Hoefler & Co	Font Management	1%	YES
fonts.com	Fonts.com	Font Management	5%	YES
FORESEE	Foresee	Analytics	0%	YES

	3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
	FormStack	Commerce Utility	0%	YES
	Forter	Client-side Security	5%	YES
	FourSixty	Social Media	1%	NO
	Freakarcade	Image Hosting	0%	YES
	FreeWheel	Ad Tech	1%	NO
	Freshworks Freshchat	Customer Service	0%	YES
	FriendBuy	Influencer and Affiliate Marketing	1%	NO
	Fullstory	Analytics	3%	YES
	Ghostery	Tag Management	0%	YES
	GitHub	Other	0%	NO
	Gladly	Customer Service	3%	YES
	Global-e	Channel Expansion	2%	NO
	GoInStore	Conversion Utility	1%	YES
	Google Ads	Ad Tech	32%	NO
	Google AMP	Performance	1%	YES
	Google Analytics Classic	Analytics	5%	YES
	Google Analytics Universal	Analytics	31%	YES
	Google APIs	Commerce Utility	10%	YES
	Google Cloud	Ecommerce Platform	2%	YES
	Google Customer Reviews	Customer Reviews	2%	NO
	Google Fonts	Font Management	29%	YES
	Google Maps	Maps	11%	NO
	Google Optimize	A/B Testing	3%	YES
	Google Pay	Payment Processing	7%	YES
	Google Plus	Social Media	0%	NO
	Google reCAPTCHA	Client-side Security	14%	YES
	Google Syndication	Ad Tech	10%	NO
	Google Tag Manager	Tag Management	32%	YES

	3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
	Google Translate	Commerce Utility	15%	YES
	Google Web Font Loader	Font Management	3%	YES
	Gorgias	Customer Service	2%	YES
	Gravatar	Commerce Utility	0%	YES
	GroupBy	Commerce Search	2%	NO
	GumGum	Analytics	0%	YES
	Heap	Analytics	1%	YES
	HERO	Conversion Utility	1%	YES
	Hextom	Conversion Utility	1%	YES
	HiConversion	A/B Testing	0%	YES
	Hivewyre	Ad Tech	1%	NO
	Honey	Coupons and Deals - Browser	16%	NO
	Hotjar	Analytics	9%	YES
	IBM Core Metrics	Analytics	1%	YES
	IBM WCS	Ecommerce Platform	0%	YES
	Ibotta browser extension	Coupons and Deals - Browser	11%	NO
	Icon Finder	Commerce Utility	0%	YES
	iFrames	Commerce Utility	2%	YES
	ImgIX	Image Hosting	1%	YES
	INSIDE	Chat	0%	YES
	Instagram	Social Media	5%	NO
	InstantSearch+	Commerce Search	1%	NO
	Integral Ad Science	Ad Tech	0%	NO
	Intercom	Chat	0%	YES
	InvisibleHand	Coupons and Deals - Browser	1%	NO
	ipify	Commerce Utility	2%	YES
	iSpot.tv	Analytics	0%	YES
	Jivox	Personalization	1%	NO

3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
Joinhoney	Coupons and Deals - Browser	5%	NO
JotForm	Commerce Utility	0%	YES
JudgeMe	Customer Reviews	1%	NO
Justuno	Conversion Utility	1%	YES
Kaltura	Conversion Utility	0%	YES
Karmanow	Coupons and Deals - Browser	2%	NO
Karte	Analytics	0%	YES
Kaspersky	Security	14%	YES
Keen	Event Analytics	0%	YES
Kenshoo	SEO Marketing	2%	NO
Klarna	Payment Processing	7%	YES
Klaviyo	Marketing Automation	10%	NO
Klevu	Commerce Search	1%	NO
Koala Inspector	Analytics	1%	YES
Kustomer	Customer Service	1%	YES
LaunchDarkly	Development Testing	1%	YES
LeadProfit	Commerce Utility	0%	YES
Lightbox	Conversion Utility	0%	YES
Linc Global	Marketing Automation	1%	NO
LinkedIn	Social Media	3%	NO
LinkedIn Marketing Solutions	Social Media	0%	NO
Listrak	Marketing Automation	2%	NO
Littledata	Analytics	0%	YES
Live Chat, Inc.	Chat	1%	YES
LiveClicker	Marketing Automation	0%	NO
LiveIntent	Ad Tech	2%	NO
LivePerson	Chat	3%	YES
LiveRamp	CDP and Identity	1%	NO

	3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
	Locally	Channel Expansion	0%	NO
	Loggly	Log Management	4%	YES
	loom	Commerce Utility	16%	YES
	Loox	Customer Reviews	0%	NO
	Lotame	Ad Tech	1%	NO
	LoyaltyLion	Loyalty	1%	YES
	Lucky Orange - Settings	Analytics	1%	YES
	Magic Toolbox Magic Zoom Plus	Conversion Utility	0%	YES
	Mailchimp	Marketing Automation	1%	NO
	Mapbox	Maps	0%	NO
	Mapdirectionsfor	Maps	3%	NO
	Mark Monitor	A/B Testing	1%	YES
	Marketo	Marketing Automation	0%	NO
	Material Design Icons	Commerce Utility	1%	YES
	Maxmind	Conversion Utility	0%	YES
	McAfee SECURE	Client-side Security	1%	YES
	Medallia	Chat	4%	YES
	Media.net	Ad Tech	4%	NO
	MediaMath	Ad Tech	1%	NO
	Mention Me	Influencer and Affiliate Marketing	0%	NO
	Merkle Search	Commerce Search	1%	NO
	Miaprova	A/B Testing	0%	YES
	MicroAd	Ad Tech	0%	NO
	Microsoft Translator	Commerce Utility	5%	YES
	MixPanel	Analytics	3%	YES
	Moat	Ad Tech	0%	NO
	Modesens	Conversion Utility	2%	YES
	Monetate	Personalization	5%	NO

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	3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
	Moovweb	Ecommerce Platform	0%	YES
	Mouseflow	Analytics	1%	YES
	Moveable Ink	Personalization	4%	NO
	Moxie	Chat	0%	YES
	Moz	SEO Marketing	2%	NO
	MpEasyLink	Analytics	0%	YES
	MS Clarity	Heatmap	16%	YES
	MSN	Browser	0%	NO
	MyRegistry.com	Conversion Utility	0%	YES
	MyUS Shopping	Coupons and Deals - Browser	0%	NO
	Narrativ	Personalization	1%	NO
	Narvar	Customer Service	0%	YES
	NaviStone	Marketing Automation	0%	NO
	Netlify	Development Testing	0%	YES
	NeuStar Ad Advisor	Ad Tech	3%	NO
	New Relic	APM	6%	YES
	Nextopia	Commerce Search	0%	NO
	Noibu	Error Monitoring	1%	YES
	Nosto	Personalization	1%	NO
	ojrq.net	Malware/Adware	2%	YES
	Okendo	Customer Reviews	0%	NO
	Olapic	UGC	0%	NO
	Olark	Chat	0%	YES
	Omega Theme	Commerce Utility	0%	YES
	One Signal	Push Marketing	0%	NO
	OneTrust	Security	10%	YES
	Opentok	Video API	1%	YES
	OpenX	Ad Tech	2%	NO

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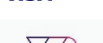
	3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
	Optimizely	A/B Testing	2%	YES
	Optimonk	Conversion Utility	0%	YES
	OptinMonster	Marketing Automation	0%	NO
	Oracle BlueKai	Ad Tech	3%	NO
	Oracle Eloqua	Marketing Automation	0%	NO
	Oracle Engagement Services	CDP and Identity	1%	NO
	Oracle Marketing	Marketing Automation	0%	NO
	Oracle Maxymiser	A/B Testing	1%	YES
	Oracle Responsys	Marketing Automation	1%	NO
	Oracle Service Cloud	Customer Service	1%	YES
	OrderGroove	Conversion Utility	1%	YES
	Oribi	Analytics	0%	YES
	Outbrain	Ad Tech	2%	NO
	Owl Carousel	Conversion Utility	0%	YES
	OwnerIQ	Ad Tech	1%	NO
	Oxi Social Login	Commerce Utility	1%	YES
	Pagemonitor	Error Monitoring	0%	YES
	pagespeed-mod.com	Performance	4%	YES
	Paypal	Payment Processing	22%	YES
	PCA Predict	Client-side Security	1%	YES
	Pebble Post	Direct Marketing	2%	NO
	Pepperjam	Influencer and Affiliate Marketing	4%	NO
	PerimeterX	Client-side Security	4%	YES
	Piggy - Automatic Coupons	Coupons and Deals - Browser	3%	NO
	Pingdom	APM	1%	YES
	Pinterest	Social Media	20%	NO
	Pixlee	UGC	2%	NO
	Placehold	Image Hosting	0%	YES

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	3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
	Podsights	Analytics	2%	YES
	Polyfill.io	Commerce Utility	6%	YES
	Postie	Direct Marketing	1%	NO
	Power Reviews	Customer Reviews	2%	NO
	Powr.io	Conversion Utility	1%	YES
	Priceblink	Coupons and Deals - Browser	4%	NO
	PriceSpider	Coupons and Deals - Browser	0%	NO
	PrintDirections	Maps	0%	NO
	Privy	Conversion Utility	1%	YES
	Profile Engine	Social Media	0%	NO
	Publitas	Conversion Utility	0%	YES
	Pubmatic	Ad Tech	2%	NO
	PulsePoint	Analytics	1%	YES
	Push Owl	Push Marketing	1%	NO
	Pushcrew	Push Marketing	0%	NO
	Pusher	Push Marketing	0%	NO
	Qikify	Conversion Utility	0%	YES
	QuadPay	Payment Processing	6%	YES
	Qualaroo	Analytics	1%	YES
	Qualtrics	Analytics	3%	YES
	Quantcast	Ad Tech	3%	NO
	Quantum Metric	Analytics	3%	YES
	Radial	Channel Expansion	0%	NO
	Rakuten Marketing	Ad Tech	7%	NO
	Rakuten: Get Cash Back For Shopping	Coupons and Deals - Browser	1%	NO
	Rapleaf - Towerdata	Ad Tech	7%	NO
	Rapsio	Ad Tech	0%	NO
	Re:amaze	Customer Service	1%	YES

	3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
	Rebuy	Conversion Utility	1%	YES
	Reddit	Social Media	3%	NO
	Refersion	Influencer and Affiliate Marketing	1%	NO
	Reflektion	Personalization	1%	NO
	Resonate	Ad Tech	0%	NO
	RetailMeNot Deal Finder	Coupons and Deals - Browser	4%	NO
	RewardStyle	Influencer and Affiliate Marketing	0%	NO
	RhythmOne	Ad Tech	1%	NO
	Rich Relevance	Personalization	1%	NO
	Rise.ai	Loyalty	1%	YES
	Riskified	Fraud	2%	YES
	Roboturk	Commerce Utility	0%	YES
	RockerBox	Marketing Automation	0%	NO
	Roirevolution	Ad Tech	0%	NO
	Rollbar	Error Monitoring	1%	YES
	Route	Other	1%	NO
	Rubicon Project	Ad Tech	1%	NO
	RudderStack	CDP and Identity	7%	NO
	SailThru	Marketing Automation	1%	NO
	SaleCycle	Conversion Utility	1%	YES
	Salesforce - Email Studio	Marketing Automation	0%	NO
	Salesforce Audience Studio	Ad Tech	2%	NO
	Salesforce Commerce Cloud | CQuotient	Personalization	10%	NO
	SalesForce IGoDigital	Personalization	6%	NO
	Salesforce Live Agent	Chat	3%	YES
	SAP Customer Data Cloud	CDP and Identity	1%	NO
	Scarab Research	Analytics	1%	YES
	Scorecard Research	Analytics	0%	YES

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
	3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
	Searchanise	Commerce Search	1%	NO
	Searchingincognito	Browser	0%	NO
	SearchSpring	Commerce Search	1%	NO
	Segment	CDP and Identity	2%	NO
	Sentry	Development Testing	22%	YES
	SessionCam	Analytics	1%	YES
	ShareASale	Influencer and Affiliate Marketing	0%	NO
	Sharethis	Social Media	2%	NO
	ShareThrough	Ad Tech	1%	NO
	SheerID	Loyalty	0%	YES
	Shogun Website Builder	Conversion Utility	3%	YES
	Shop.pe	Price Comparison	1%	NO
	Shopper Approved	Customer Reviews	0%	NO
	Shoprunner	Channel Expansion	2%	NO
	Shoptagr - Your New Shopping Assistant	Coupons and Deals - Browser	1%	NO
	Sidecar	Personalization	0%	NO
	Signal	Tag Management	0%	YES
	SignifyD	Fraud	4%	YES
	Simez	Ad Tech	1%	NO
	Simon Data	CDP and Identity	1%	NO
	Sitelab	Analytics	2%	YES
	SkimLinks	Influencer and Affiliate Marketing	0%	NO
	SLI Search	Commerce Search	1%	NO
	SmartAdServer	Ad Tech	0%	NO
	Smarter Remarketer	Ad Tech	2%	NO
	SmartGift	Loyalty	0%	YES
	smile.io	Loyalty	1%	YES
	Smsbump	Marketing Automation	1%	NO

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	3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
	Snapchat	Social Media	11%	NO
	Sociomantic	Ad Tech	0%	NO
	Sovrn Commerce	Influencer and Affiliate Marketing	0%	NO
	Spectrum	Personalization	0%	NO
	spotxchange.com	Ad Tech	1%	NO
	Sprinklr	Social Media	0%	NO
	StackAdapt	Ad Tech	2%	NO
	Stamped IO	Customer Reviews	2%	NO
	Steelhouse	Ad Tech	3%	NO
	Stockist	Maps	0%	NO
	StoreMapper	Maps	0%	NO
	Stripe	Payment Processing	1%	YES
	Student Beans	Coupons and Deals - Browser	0%	NO
	Stylitics	Conversion Utility	1%	YES
	subwayblaze	Malware	1%	YES
	SuppleApps	Conversion Utility	0%	YES
	Swell Rewards	Loyalty	1%	YES
	Symantec	Security	1%	YES
	Syndigo	Channel Expansion	0%	NO
	Syte	Conversion Utility	1%	YES
	Taboola	Ad Tech	2%	NO
	Tailwind App	Influencer and Affiliate Marketing	1%	NO
	Talkable	Influencer and Affiliate Marketing	2%	NO
	Tangiblee	Conversion Utility	0%	YES
	Tapad	CDP and Identity	0%	NO
	Teads	Ad Tech	1%	NO
	TextUs	Marketing Automation	1%	NO
	The Trade Desk	Ad Tech	11%	NO

	3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
	TikTok	Social Media	11%	NO
	TokenEx	Security	0%	YES
	TotalAV	Commerce Utility	5%	YES
	Transportr	SEO Marketing	0%	NO
	TransUnion	CDP and Identity	2%	NO
	Traverse	Channel Expansion	1%	NO
	Trendmicro	Malware	5%	YES
	TrueFit	Conversion Utility	4%	YES
	Trust Arc	Tag Management	3%	YES
	Trustedsite	Security	1%	YES
	TrustPilot	Customer Reviews	1%	NO
	Turnto	Customer Reviews	2%	NO
	TVPage	Video	0%	YES
	Twitter	Social Media	5%	NO
	Unbxd	Commerce Search	1%	NO
	Upsellit	Conversion Utility	1%	YES
	UsableNet	Accessibility	2%	YES
	UTag - Tealium	Tag Management	7%	YES
	Verizon Media	Ad Tech	2%	NO
	Vibes	Influencer and Affiliate Marketing	1%	NO
	VideoJS	Video	1%	YES
	Vimeo	Video	1%	YES
	VIR	Loyalty	1%	YES
	Visa Checkout	Payment Processing	1%	YES
	Visual Website Optimizer	A/B Testing	2%	YES
	W3trends	Conversion Utility	0%	YES
	WatchNewsNow	Chrome Extension	1%	NO
	WebCollage	Ad Tech	0%	NO

	3rd Party	Category	% of sites with this 3rd party on checkout	Should appear on checkout?
	Weglot	Commerce Utility	0%	YES
	WisePops	Conversion Utility	1%	YES
	Wistia	Video	0%	YES
	Wufoo	Commerce Utility	0%	YES
	Wunderkind (formerly BounceX)	Ad Tech	7%	NO
	Xandr	Ad Tech	6%	NO
	Yahoo Analytics	Ad Tech	6%	NO
	Yandex	Search Engine	2%	NO
	Yieldify	Personalization	0%	NO
	Yotpo	Customer Reviews	8%	NO
	Youtube	Video	4%	YES
	Zaius	CDP and Identity	0%	NO
	Zendesk	Chat	5%	YES
	Zeta	Marketing Automation	1%	NO
	ZMags	CMS	1%	YES
	Zonos	Channel Expansion	1%	NO
	ZoomInfo	Analytics	6%	YES
	Zopim	Chat	0%	YES

3rd Party Data Deep Dive

	3rd Party	Category	Average Performance Impact (ms)	Finished Running (ms)	% of the site pages with this 3rd party
	4Cite	CDP and Identity	67	308	88%
	accentuate.io	Commerce Utility	121	468	48%
	AddThis	Social Media	26	438	4%
	Adobe Analytics	Analytics	26	244	84%
	Adobe Analytics Beacon	Analytics	12	243	90%
	Adobe Dynamic Media	Image Hosting	224	366	60%
	Adobe Fonts	Font Management	168	206	77%
	Adobe Marketing Cloud	Marketing Automation	38	418	46%
	Adobe Tag Manager	Tag Management	286	210	96%
	Adroll	Ad Tech	180	293	53%
	Adyen	Payment Processing	57	852	4%
	Affirm	Payment Processing	85	305	63%
	AfterPay	Payment Processing	63	502	58%
	Akamai mPulse	Rum Analytics	84	1081	89%
	Akamai Stats	Analytics	35	392	69%
	Amazon Pay	Payment Processing	70	374	30%
	Amobee	Ad Tech	65	604	39%
	Amplience	CMS	208	409	53%
	Attentive	Marketing Automation	110	297	87%
	AudioEye	Accessibility	62	151	98%
	Bazaarvoice	Customer Reviews	170	260	52%
	Bidtellect	Ad Tech	99	269	79%
	Bing	Search Engine	78	241	84%
	Bing Services	Search Engine	89	1974	1%
	Bizrate Insights	Analytics	82	1172	15%
	Bluecore	Marketing Automation	92	359	83%

	3rd Party	Category	Average Performance Impact (ms)	Finished Running (ms)	% of the site pages with this 3rd party
	Borderfree	Channel Expansion	60	421	71%
	Braintree	Payment Processing	195	266	27%
	Branch.io	Ad Tech	32	244	89%
	Brightcove	Video	76	458	19%
	Brightedge	SEO Marketing	91	176	82%
	Bronto	Marketing Automation	197	1192	66%
	Cardinal Commerce	Payment Processing	48	332	2%
	Cloudinary	Image Hosting	773	370	47%
	Confirmit	Analytics	46	304	92%
	Content Square	Analytics	72	438	82%
	Conversant	Loyalty	62	306	55%
	CoreMedia	CMS	68	185	99%
	Coveo	Personalization	42	452	76%
	Crazyegg	Analytics	51	411	79%
	Criteo	Ad Tech	84	471	70%
	Curalate	UGC	73	431	70%
	Dash Hudson	Influencer and Affiliate	117	1327	3%
	Dynamic Yield	Personalization	185	256	95%
	Elevar	Analytics	96	254	99%
	Ensighten	Tag Management	210	202	77%
	Evergage	Personalization	70	417	68%
	Evidon/Crownpeak	Commerce Utility	82	666	93%
	Extole	Influencer and Affiliate	10	513	80%
	Facebook	Social Media	78	233	87%
	Font Awesome	Font Management	119	245	72%
	Fonts.com	Font Management	299	171	55%
	Foresee	Analytics	92	216	94%
	Forter	Client-side Security	59	374	92%
	FourSixty	Social Media	65	284	28%

	3rd Party	Category	Average Performance Impact (ms)	Finished Running (ms)	% of the site pages with this 3rd party
	Fullstory	Analytics	60	576	63%
	Gladly	Customer Service	43	162	83%
	Global-e	Channel Expansion	147	145	79%
	GoInStore	Conversion Utility	68	342	57%
	Google Ads	Ad Tech	120	278	90%
	Google Analytics Classic	Analytics	80	406	41%
	Google Analytics Universal	Analytics	71	202	91%
	Google APIs	Commerce Utility	81	418	65%
	Google Customer Reviews	Customer Reviews	43	129	79%
	Google Fonts	Font Management	89	182	64%
	Google Maps	Maps	64	532	15%
	Google Pay	Payment Processing	46	373	21%
	Google reCAPTCHA	Client-side Security	44	373	31%
	Google Syndication	Ad Tech	22	223	20%
	Google Tag Manager	Tag Management	60	262	91%
	Google Translate	Commerce Utility	35	309	1%
	Gorgias	Customer Service	48	519	76%
	Heap	Analytics	54	241	93%
	HERO	Conversion Utility	55	573	81%
	Hivewyre	Ad Tech	58	475	69%
	Honey	Coupons and Deals -	41	216	2%
	Hotjar	Analytics	68	322	85%
	ImgIX	Image Hosting	876	460	34%
	INSIDE	Chat	34	549	90%
	Instagram	Social Media	75	530	41%
	Justuno	Conversion Utility	77	362	71%
	Karte	Analytics	49	866	55%
	Kaspersky	Security	27	424	1%
	Kenshoo	SEO Marketing	82	506	75%

	3rd Party	Category	Average Performance Impact (ms)	Finished Running (ms)	% of the site pages with this 3rd party
	Klarna	Payment Processing	70	421	50%
	Klaviyo	Marketing Automation	152	555	84%
	Kustomer	Customer Service	67	173	93%
	Linc Global	Marketing Automation	47	597	63%
	Listrak	Marketing Automation	48	277	97%
	LiveIntent	Ad Tech	63	309	82%
	LivePerson	Chat	74	945	67%
	Locally	Channel Expansion	78	3212	18%
	Mark Monitor	A/B Testing	87	450	8%
	Marketo	Marketing Automation	38	370	77%
	McAfee SECURE	Client-side Security	79	361	84%
	Medallia	Chat	77	223	85%
	Media.net	Ad Tech	86	663	44%
	MediaMath	Ad Tech	36	311	61%
	Mention Me	Influencer and Affiliate	84	205	7%
	MixPanel	Analytics	27	412	31%
	Monetate	Personalization	101	235	85%
	Moveable Ink	Personalization	40	437	79%
	Moxie	Chat	59	758	76%
	MS Clarity	Heatmap	71	495	65%
	Narrativ	Personalization	61	332	71%
	New Relic	APM	59	1448	87%
	Nosto	Personalization	105	229	93%
	Olapic	UGC	128	423	32%
	One Signal	Push Marketing	67	292	69%
	OneTrust	Security	128	133	93%
	Optimizely	A/B Testing	120	378	78%
	Oracle Engagement Services	CDP and Identity	57	392	31%
	Oracle Responsys	Marketing Automation	69	295	77%

	3rd Party	Category	Average Performance Impact (ms)	Finished Running (ms)	% of the site pages with this 3rd party
ORACLE SERVICE CLOUD	Oracle Service Cloud	Customer Service	166	656	42%
ordergroove	OrderGroove	Conversion Utility	102	293	75%
Outbrain	Outbrain	Ad Tech	41	507	78%
	OwnerIQ	Ad Tech	67	280	72.28%
	Paypal	Payment Processing	98	430	23.32%
	PCA Predict	Client-side Security	50	582	2.66%
	Pebble Post	Direct Marketing	46	239	82.38%
	Pepperjam	Influencer and Affiliate Marketing	34	369	79.88%
	PerimeterX	Client-side Security	42	287	88.14%
	Pinterest	Social Media	77	299	79.76%
	Pixlee	UGC	43	236	45.94%
	Power Reviews	Customer Reviews	104	261	51.64%
	QuadPay	Payment Processing	65	228	69.49%
	Qualtrics	Analytics	140	150	63.00%
	Quantum Metric	Analytics	46	500	82.29%
Rakuten	Rakuten Marketing	Ad Tech	54	362	83.75%
	Reflektion	Personalization	67	292	97.34%
	RhythmOne	Ad Tech	4	223	11.28%
	Rich Relevance	Personalization	29	348	74.24%
	Rise.ai	Loyalty	29	287	93.54%
	Riskified	Fraud	1	294	63.83%
SAILTHRU	SailThru	Marketing Automation	61	283	91.72%
	Salesforce Audience Studio	Ad Tech	44	421	27.77%
	Salesforce Commerce Cloud | CQuotient	Personalization	70	278	98.62%
	SalesForce IGoDigital	Personalization	73	252	87.05%
	Salesforce Live Agent	Chat	124	1164	75.49%
	Scarab Research	Analytics	239	286	84.67%
	SearchSpring	Commerce Search	135	210	95.97%
	Sentry	Development Testing	21	312	8.48%

	3rd Party	Category	Average Performance Impact (ms)	Finished Running (ms)	% of the site pages with this 3rd party
	SessionCam	Analytics	68	389	64.50%
	Shogun Website Builder	Conversion Utility	150	227	91.14%
	Shoprunner	Channel Expansion	109	259	49.82%
	Signal	Tag Management	50	212	77.21%
	SignifyD	Fraud	54	367	85.75%
	Simon Data	CDP and Identity	51	327	94.54%
	Sitelab	Analytics	1	527	65.91%
	Smarter Remarketer	Ad Tech	12	346	76.43%
	SmartGift	Loyalty	45	103	84.09%
	Snapchat	Social Media	60	394	81.24%
	Spectrum	Personalization	154	610	3.22%
	StackAdapt	Ad Tech	49	243	92.36%
	Stamped IO	Customer Reviews	170	471	92.11%
	Steelhouse	Ad Tech	42	556	81.36%
	Stylitics	Conversion Utility	79	431	36.32%
	Symantec	Security	58	158	21.91%
	Syte	Conversion Utility	943	252	88.92%
	Taboola	Ad Tech	100	252	81.70%
	Tangiblee	Conversion Utility	63	580	29.30%
	Teads	Ad Tech	73	505	81.43%
	The Trade Desk	Ad Tech	70	248	70.40%
	TikTok	Social Media	76	437	84.64%
	TrueFit	Conversion Utility	101	203	42.87%
	Trust Arc	Tag Management	127	229	58.78%
	Turnto	Customer Reviews	89	172	77.79%
	Twitter	Social Media	76	457	57.75%
	Unbxd	Commerce Search	87	357	68.68%
	Upsellit	Conversion Utility	56	351	79.24%
	UsableNet	Accessibility	36	250	97.90%

eComm Insights

	3rd Party	Category	Average Performance Impact (ms)	Finished Running (ms)	% of the site pages with this 3rd party
	UTag - Tealium	Tag Management	328	178	90.44%
	Vimeo	Video	69	773	35.63%
	Visa Checkout	Payment Processing	31	263	4.09%
	Visual Website Optimizer	A/B Testing	133	373	86.87%
	Wistia	Video	104	272	53.11%
	Wunderkind (formerly BounceX)	Ad Tech	76	301	80.30%
	Xandr	Ad Tech	24	475	49.49%
	Yotpo	Customer Reviews	199	380	79.01%
	Youtube	Video	76	345	42.71%
	Zendesk	Chat	82	203	88.53%
	Zeta	Marketing Automation	49	251	70.50%
	ZMags	CMS	137	789	39.58%
	Zonos	Channel Expansion	72	321	73.58%

Do you want the freedom to add any technology you'd like to your site, regardless of performance impact?

You can! Start with your Free eCommerce Site Performance Snapshot report.

LEARN MORE

Conclusion

Brands and retailers have been conditioned to trade-off site performance for innovation. There is a better way. By optimizing for digital experience, including site speed and performance, eCommerce sites can deliver rich AND fast shopper experiences. And, every second matters – a one second improvement in page load delivers 5.7% increase in conversion.

Leading brands and retailers turn to YOTTAA to make their sites load fast. YOTTAA's acceleration solutions are purpose-built to improve the performance of sophisticated eCommerce sites by optimizing the sequencing and loading of 3rd party technologies. With YOTTAA, brands and retailers make every shopping experience fast.

Don't trade-off innovation for performance. Get the strength of innovation at the speed of the shopper. As a result, your shoppers will get a better experience and you will see bounces drop and conversions go up.

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.