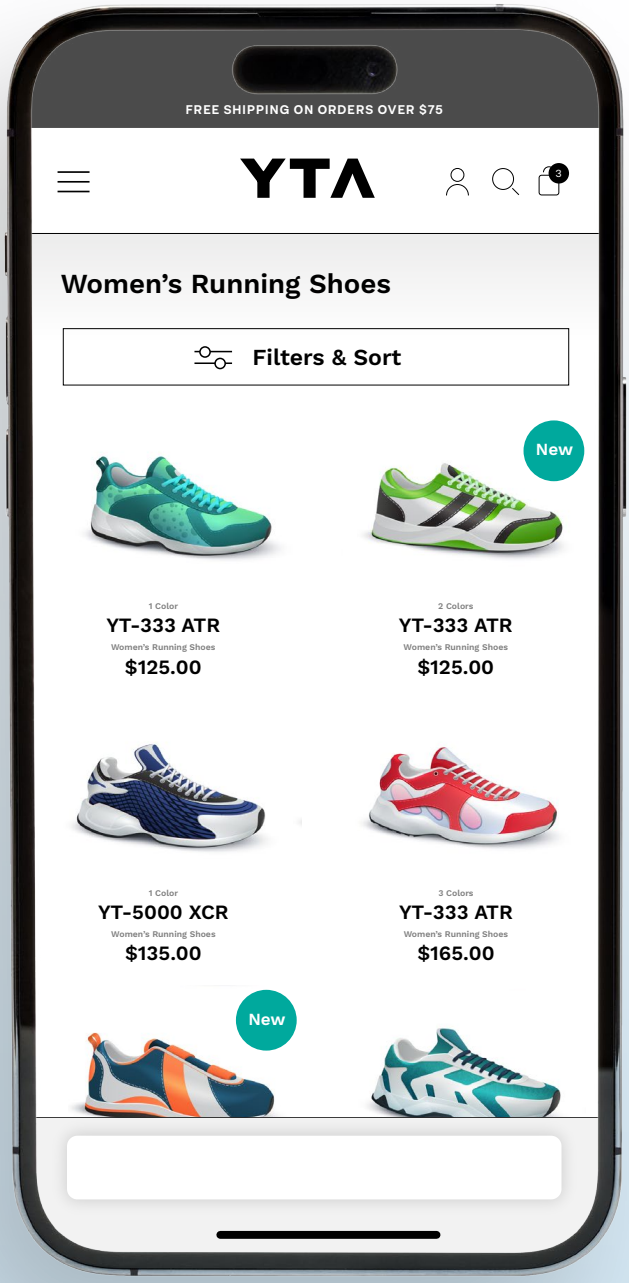
YOTTAA

# 2024 Annual eCommerce Tech Buyers' Guide




Site Performance Impact Ratings for 600+ Third Party Technologies

Performance Impact by Page Types

20+ Categories Ranked According to LCP Impact

***New!*** Expanded Coverage of Core Web Vitals

GOOD | NEEDS IMPROVEMENT | POOR

Shouts for consolidation of the technology stack rang through the eCommerce ecosystem in 2023. It was going to be a reckoning - brands and retailers would discard droves of third party technologies, in the name of cost savings. But, the purge never materialized.

Reports of eCommerce apps' demise were greatly exaggerated.

Instead, third party technologies remain central to the shopping experience, a critical element of the eCommerce stack. Ecommerce platforms continue to nurture their app ecosystems to support merchant growth across the entire shopper journey, and sites continue to adopt third party tech. 39% of sites have the same or more third party technologies in their tech stack compared with a year ago. On average, 51 third party technologies can be found on a product detail page, and category pages and home pages host nearly as many.

Despite the promises of traffic and conversion rate gains, there's a darker side of app adoption that must be considered. For every technology integrated, there's potential for the third party to slow page loads. Left unchecked, third party technologies stifle site performance, and slow page loads mean more bounces and lower conversions.

And, as the industry has matured, there is an increased appreciation for site speed. Thanks in large part to Google's continued emphasis and support of Web Vitals, we now share a more widely accepted measurement for page load speed: Largest Contentful Paint (LCP). LCP provides a user-centric measure of page load and experience, and is one of the many factors that is considered for search ranking.

With brands battling to overcome declining traffic and rising ad spend, site speed and performance has become more valuable than ever. There's no faster way to waste a visit than slow page loads.

This year's eCommerce Tech Buyers' Guide analyzes the impact that third party technologies have on eCommerce site performance, with a focus on the widely adopted page performance metric, Largest Contentful Paint.

**39% of sites have the same or more third party technologies**

THIRD PARTIES PER PAGE

| Home Page | Category Page | Product Detail Page |
|---|---|---|
| 46.7 | 49.1 | 51.1 |

**63% of shoppers bounce on pages that take more than 4 seconds to load.[1]**

[1]Source: Site Speed Standard

**There's no faster way to waste a visit than slow page loads.**

**Rick Kenney**
Managing Director
Leading Lights

# About the Report

The eCommerce Tech Buyer's Guide Index is published annually to provide ecommerce brands and merchants an objective view on the impact that third party technologies have on site speed and performance. YOTTAA tracks, monitors, and optimizes the performance of more than 2,000 eCommerce sites. The eCommerce Tech Buyer's Guide Index benchmarks the optimized performance of the most adopted third parties across the YOTTAA community of eCommerce websites.

**MEASURING THE IMPACT OF THIRD PARTIES**

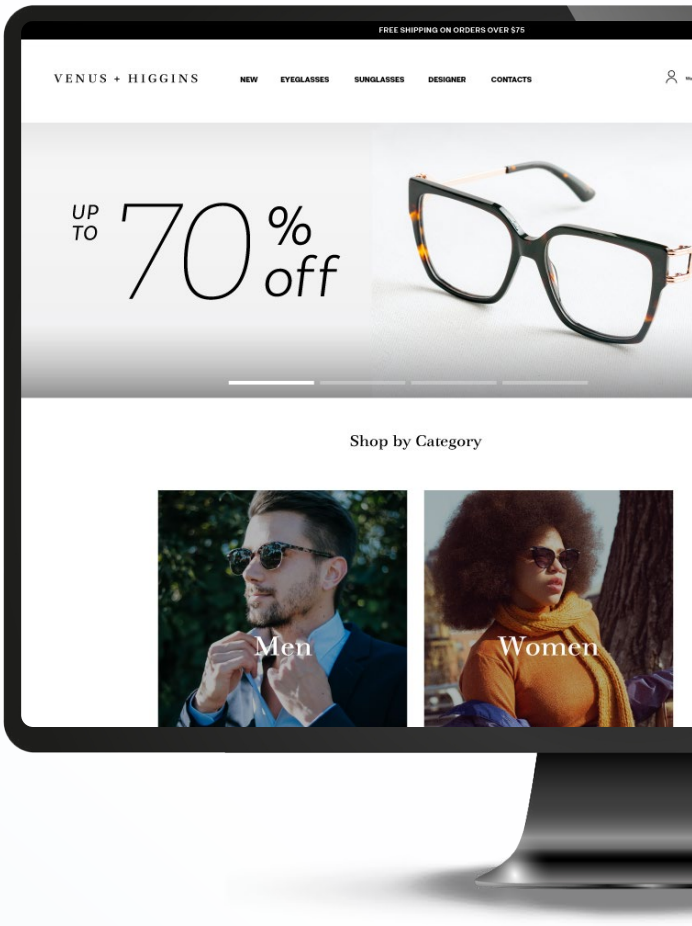
| 650 | 30 | 14 |
|---|---|---|
| THIRD PARTY TECHNOLOGIES | THIRD-PARTY TECHNOLOGY CATEGORIES | BILLION + PAGE VIEWS |

These insights were drawn from eCommerce activity during December 2023. Each third party included was live on at least 12 ecommerce websites during the analysis period. Additional activity minimums are considered for aggregation.

## Full Performance Impact Ratings Index

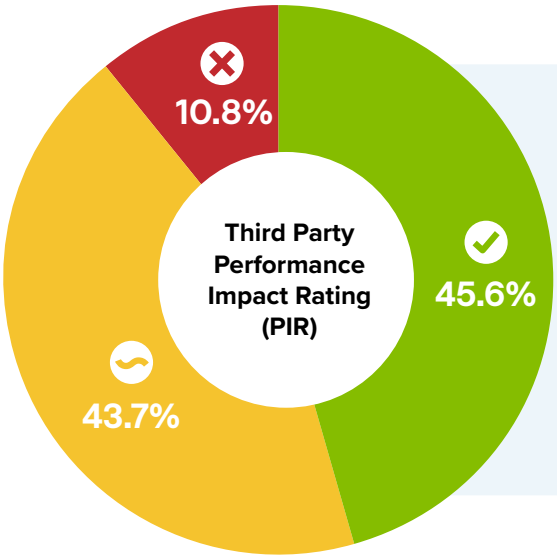
Each third party in this index earns a Performance Impact Rating (PIR) that measures the performance impact of a third party on an eCommerce website. The PIR is the truest measure of a third party's performance impact on site speed, and the shopper experience. **Read more** about PIR score.

**SEE THE FULL PIR OF INDIVIDUAL THIRD PARTIES**



# Fast Findings

Here are the key stats we discovered - we'll analyze this data further in the report.




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

## Third Party Impact on LCP

The least impactful 3rd parties have **35 ms** of impact on LCP

The median 3rd party has **63 ms** of impact on LCP

The most impactful 3rd parties have **112 ms** of impact on LCP

## Category Impact on LCP

**398 ms**
Image Hosting

**230 ms**
CMS

**137 ms**
UGC and Customer Reviews

## Page Delay Violations

31% of third parties delay *at least one* page resource per page load

VIOLATIONS PER PAGE TYPE LOADED

| Home Page | Category Page | Product Detail Page |
|---|---|---|
| 2.6 | 1.5 | 1.5 |

Page Delay Violations are individual errors that occur when a single third party extends the time it takes for a shopper to be able to interact with a site.

# Third parties reduced their impact, but still cause significant delays

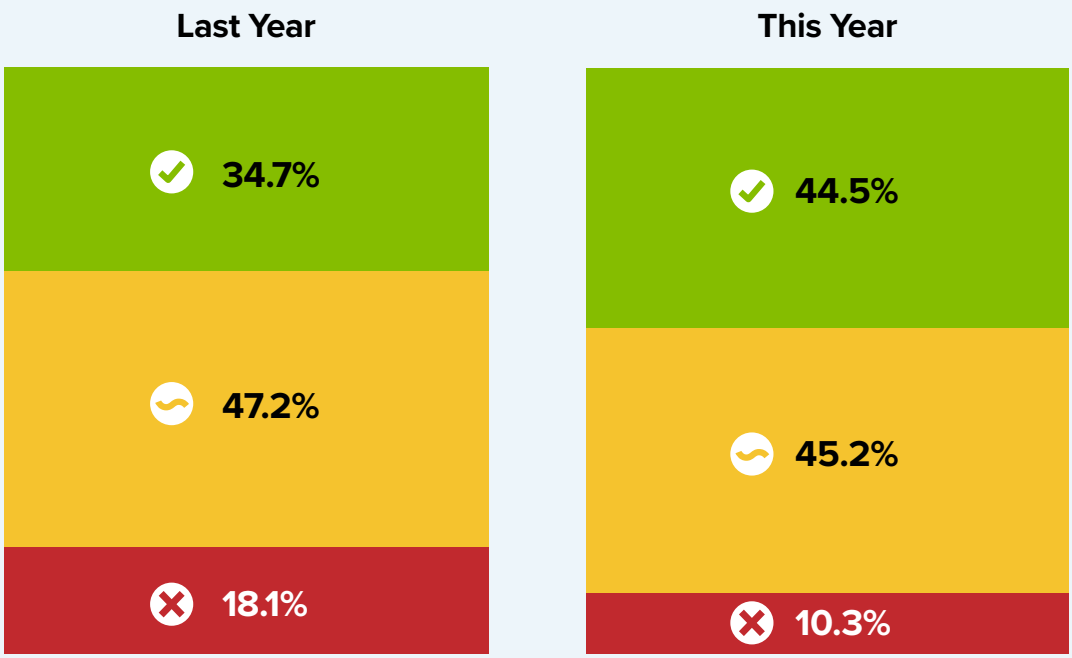
This first view of this year's data compares third parties PIR scores YoY. Most applications earned slightly better PIR scores in 2023, migrating from a red score to a yellow score.

Newly tracked third parties avoided the dreaded red ranking almost unanimously, most ranking as green.

This trend away from red signals eCommerce maturity - third parties are getting better and mitigating their impact on page performance.

**With over half of third parties in the yellow and red, there's still a long way to go.**

## Change in performance impact ranking (PIR), year-over-year




Represents little or no performance impact

Represents an inconsistent negative performance impact

Represents a consistent negative impact on performance

The PIR is calculated by adding a third party's performance violations and the delay page load violations together and then dividing by the total number of resources loaded by the third party across the site.

# Industry data: 3 of 4 sites are missing Google's benchmark for LCP

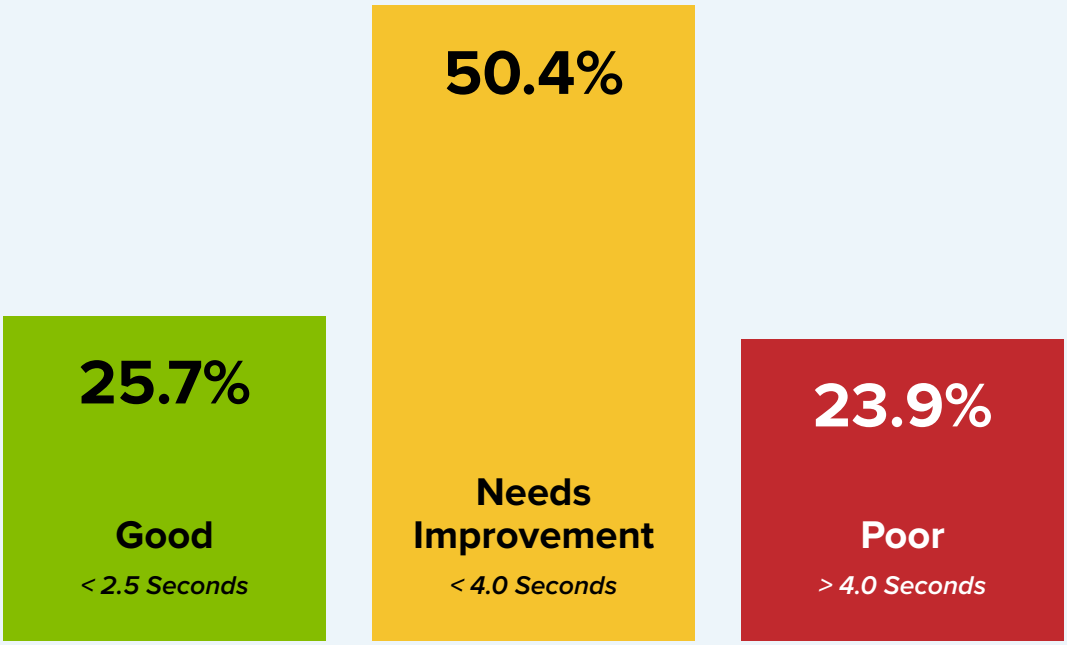
When Google ushered in Core Web Vitals, digital commerce teams had to reframe their site performance benchmarks and strategies to meet these new standards.

One metric, Largest Contentful Paint (LCP), best measures the time it takes for a page to load, through the eyes of the visitor and has become a key site performance metric.

Sites continue to struggle to meet the benchmark for 'good' with nearly 75% of sites in the "Needs Improvement" or "Poor" buckets.

**Most sites have significant room for improvement of their LCP.**

**Percentage of eCommerce sites that are meeting or missing the LCP performance benchmark**




**What is Largest Contentful Paint (LCP)?**

One of Google's primary Core Web Vitals, LCP measures how long it takes for the largest visible image or text block to load.

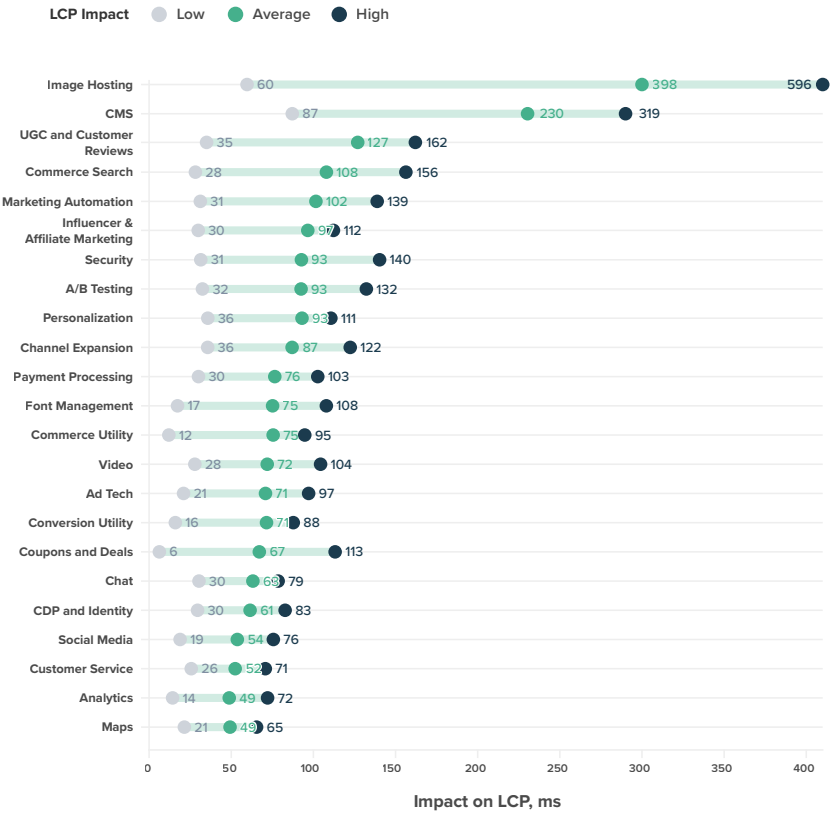
## Third party performance varies across categories

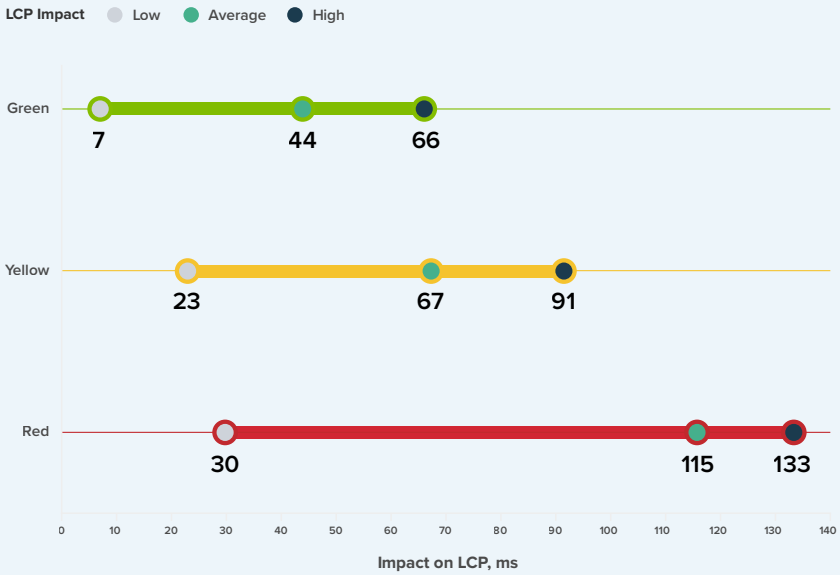
Third party performance is a significant contributor to LCP time, and varies quite dramatically across tech categories.

This chart reveals the average impact to expect from third-parties across different categories, and how wide of a range of impact there can be. Higher impact values - measured in milliseconds - indicate longer page load delays.

Some apps that make a material impact on your site are also the heaviest burden. CMS and image hosting are two examples - they're impactful, but the experience you're delivering is worth it.

**When left unoptimized, heavier third parties can have a material impact on LCP.**




## Death by a thousand... apps?

With sites carrying 51 third party technologies, the page performance impact contributed by third parties adds up quickly. Even just a few high-impact third parties can shift your LCP ranking significantly.

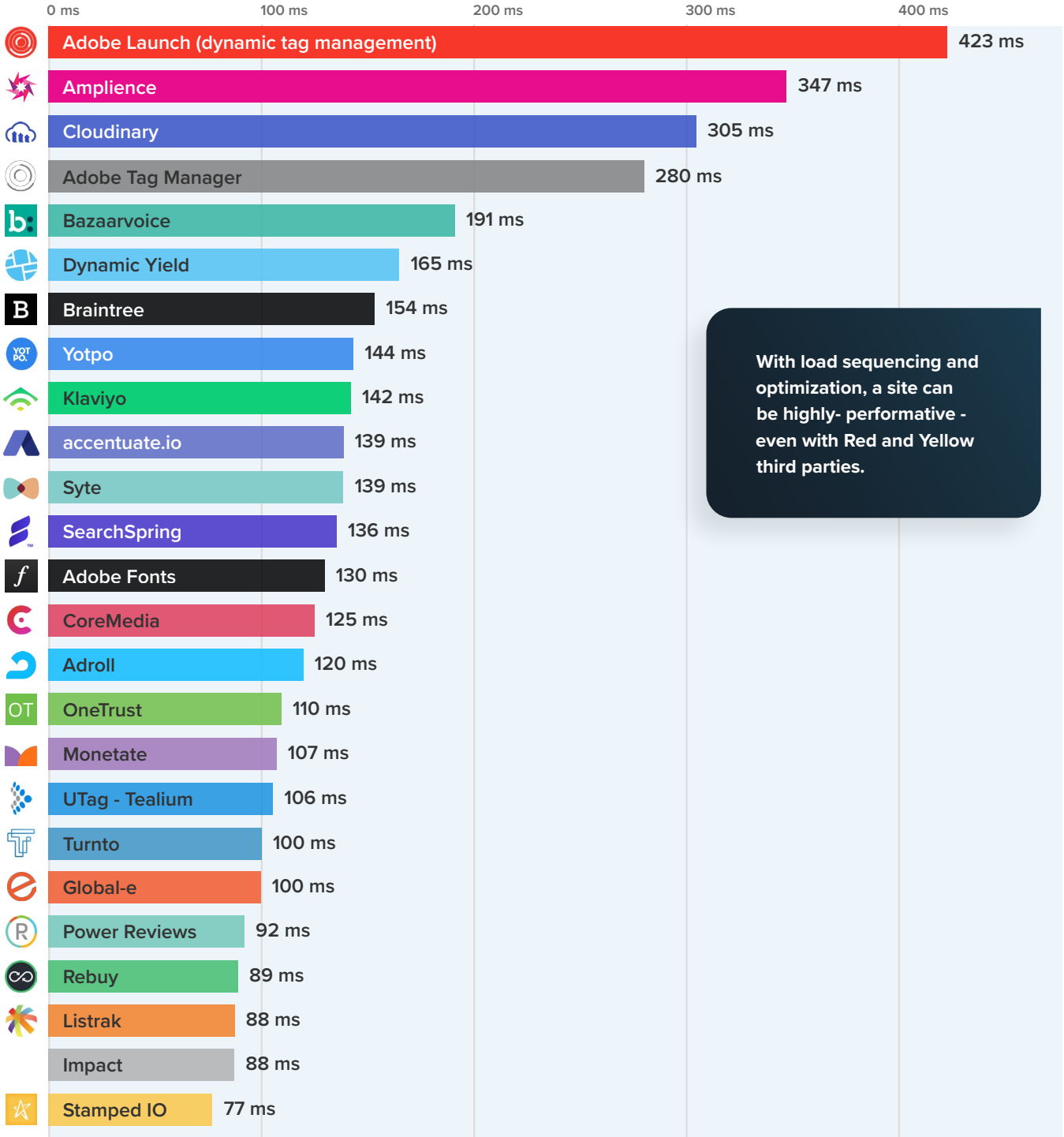
Third parties that earned 'Green' PIR scores have a near-negligible effect on LCP time (44m) but apps in Red average 115ms of impact.

**Deploying apps with a Red PIR score can mean the difference between what Google considers Good and Needs Improvement.**

# Most damaging third parties by LCP impact

Third party apps that expand beyond 75ms - or 3% of LCP time - are shining examples of the importance of load sequencing and optimization. LCP performance varies across the journey, and as such ecommerce teams must measure and optimize each page type to meet the benchmark and deliver an excellent shopping experience.

**Here are the third parties that have the most impact on LCP.**



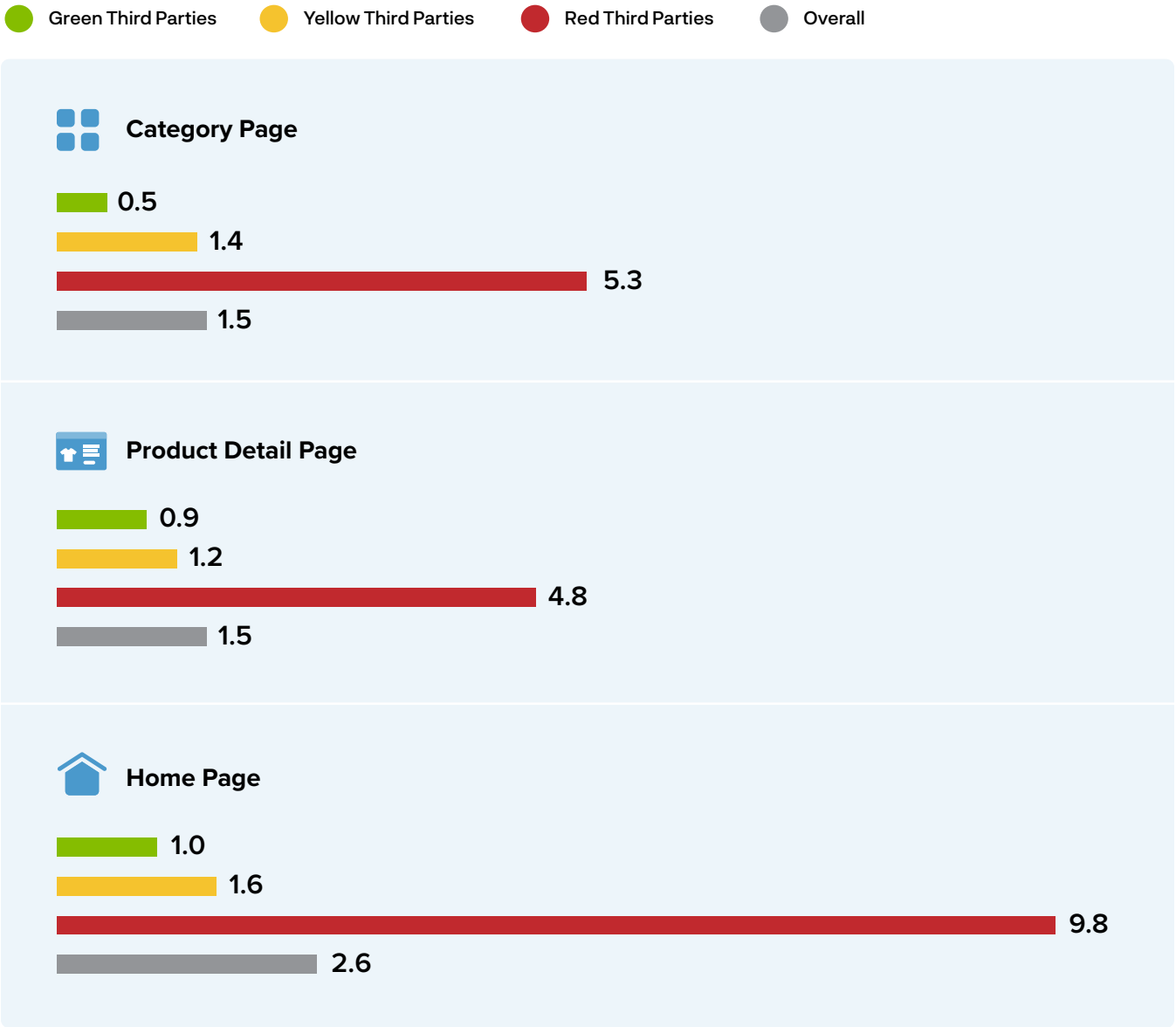
# Page delay violations are happening across the journey

A **page delay violation** is a material delay caused by a third party that impacts the shopper's experience. Yottaa data revealed these violations are happening far too frequently. And worse, third parties can fail to load entirely, creating an experience gap for the shopper, and missed benefit for the site.

Red third parties create 5x the violations on a product detail page than the Green third parties, and nearly 10x the number of violations on home pages.

**With delays occurring at each stop along the shopper journey, sites are giving shoppers too many chances to bounce.**

## Violations by page type

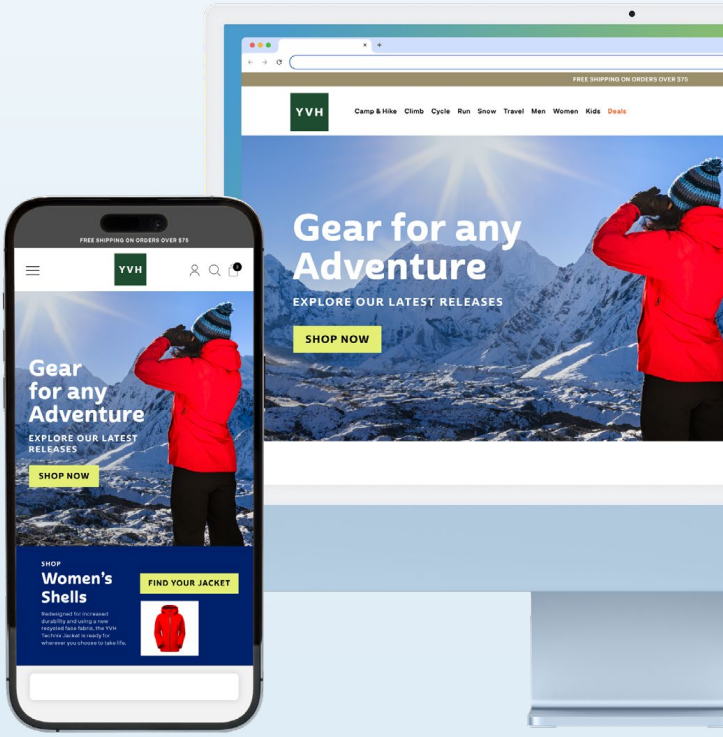


# Don’t let disruptive tech become destructive tech.

Third party technologies. Apps. Tags. Cartridges. ISVs. We know them by many different names, but the aim is the same: to make our business better. Third parties promise a better experience, traffic gains, or simply operational efficiencies. And, with site traffic slipping and per-visit spend up, adding third parties can help eCommerce teams make the most of every visit.

**But left unchecked and unoptimized, third parties can be destructive to the site experience.** The cumulative impact of dozens of third parties - and the marginal value of adding more - drags site performance, bounces shoppers, and lowers conversions.

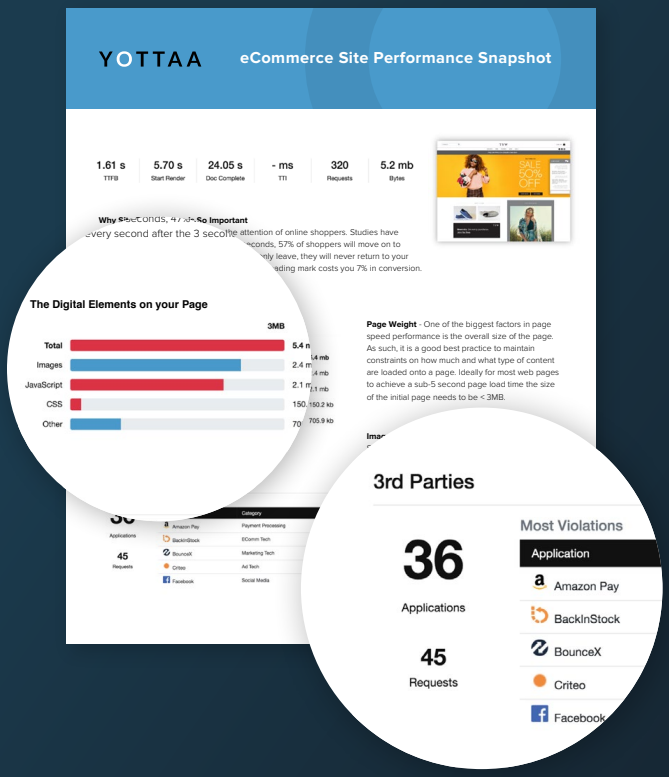
The answer to optimizing site speed is not eliminating third parties, but optimizing the sequence of their load to deliver faster, more engaging experiences that drive greater digital revenue.




What impact does your tech stack have on LCP? And, what performance gain will you gain from optimizing?

**Find out with a Site Speed Snapshot™**

**SITE SPEED SNAPSHOT™**



# YOTTAA
# Third Party Performance Impact Ratings

This set of third party technologies, listed alphabetically, represents the most adopted third parties across the YOTTAA community of sites during December 2023.

**Represents a consistent negative impact on performance**

**Represents an inconsistent negative performance impact**

**Represents little or no performance impact**

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| 360 | Security | | 6% |
| 506 | Conversion Utility | | 3% |
| 33Across | Ad Tech | | 5% |
| 4Cite | CDP and Identity | | 7% |
| A3Cloud | Ad Tech | | 2% |
| AB Tasty | A/B Testing | | 4% |
| accentuate.io | Commerce Utility | | 5% |
| accessiBe | Accessibility | | 13% |
| Ace Stream | Video | | 3% |
| Acoustic | Marketing Automation | | 2% |
| Ada | Chat | | 2% |
| AdAvoid | Ad Blocking | | 8% |
| Addshoppers | Ad Tech | | 1% |
| AddThis | UGC and Customer Reviews | | 8% |
| Adelphic | Ad Tech | | 1% |
| Adform | Ad Tech | | 2% |
| Adguard | Ad Blocking | | 27% |
| Adlucent | Ad Tech | | 2% |
| ADman Media | Ad Tech | | 2% |
| Admixer | Ad Tech | | 2% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Adobe Analytics | Analytics | | 10% |
| Adobe Analytics Beacon | Analytics | | 8% |
| Adobe Dynamic Media | Image Hosting | | 13% |
| Adobe Fonts | Font Management | | 31% |
| Adobe Marketing Cloud | Marketing Automation | | 33% |
| Adobe Tag Manager | Tag Management | | 17% |
| Adobe Test and Target | A/B Testing | | 2% |
| Adroll | Ad Tech | | 7% |
| Adstir | Ad Tech | | 1% |
| AdsWizz | Ad Tech | | 1% |
| Adtarget | Ad Tech | | 2% |
| AdXcel | Ad Tech | | 3% |
| Adyen | Payment Processing | | 7% |
| Affiliatly | Influencer and Affiliate Marketing | | 1% |
| Affirm | Payment Processing | | 14% |
| AfterPay | Payment Processing | | 16% |
| Aftership | Post Purchase | | 2% |
| Akamai mPulse | Rum Analytics | | 9% |
| Akamai Stats | Analytics | | 9% |
| Algolia | Commerce Search | | 7% |
| Amai | Conversion Utility | | 3% |
| Amazon Advertising | Ad Tech | | 11% |
| Amazon Pay | Payment Processing | | 18% |
| American Express | Payment Processing | | 2% |
| Amobee | Ad Tech | | 4% |
| AMP Project | Performance | | 1% |
| Amplience | CMS | | 2% |
| Amplitude | Analytics | | 16% |
| App Link | SEO Marketing | | 2% |
| AppMate Wishlist King | Conversion Utility | | 3% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Astute | Other | | 4% |
| AtData | Commerce Utility | | 7% |
| Atlassian | Customer Service | | 1% |
| Attentive | Marketing Automation | | 32% |
| Audience Rate | Ad Tech | | 2% |
| AudioEye | Accessibility | | 3% |
| Audiohook | Ad Tech | | 1% |
| Auryc | Analytics | | 2% |
| Authorize.net | Payment Processing | | 1% |
| Automizely | Commerce Utility | | 4% |
| Avada | Marketing Automation | | 2% |
| AvantLink | Influencer and Affiliate Marketing | | 4% |
| Avast SafePrice | Coupons and Deals - Browser Plugin | | 4% |
| AVG SafePrice | Coupons and Deals - Browser Plugin | | 2% |
| Avocet | Other | | 1% |
| Awin | Channel Expansion | | 12% |
| BabyList | Conversion Utility | | 5% |
| BackInStock | Conversion Utility | | 9% |
| Baidu | Search Engine | | 32% |
| Bambuser | Channel Expansion | | 2% |
| Bazaarvoice | UGC and Customer Reviews | | 22% |
| Beeswax | Ad Tech | | 4% |
| BeFrugal | Coupons and Deals - Browser Plugin | | 1% |
| BenefitHub | Coupons and Deals - Browser Plugin | | 2% |
| Better Business Bureau | Commerce Utility | | 1% |
| BidSwitch | Ad Tech | | 3% |
| Bidtellect | Ad Tech | | 2% |
| Bing Maps | Maps | | 68% |
| Bizrate Insights | Analytics | | 7% |
| Black Crow | Personalization | | 5% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Bliss point Media | Video | | 1% |
| Blocksi | Ad Blocking | | 2% |
| Bloomreach | Commerce Search | | 7% |
| Blue Triangle | Rum Analytics | | 2% |
| Bluecore | Marketing Automation | | 6% |
| Bold Commerce | Conversion Utility | | 5% |
| Bold360 | Chat | | 2% |
| Bolt | Payment Processing | | 2% |
| Borderfree | Channel Expansion | | 2% |
| Braintree | Payment Processing | | 9% |
| Branch.io | Ad Tech | | 2% |
| BrandLock | Coupons and Deals - Browser Plugin | | 2% |
| Bravo Systems d.o.o. | Ad Tech | | 11% |
| Braze | Marketing Automation | | 5% |
| Bread | Payment Processing | | 1% |
| Bread Financial | Payment Processing | | 5% |
| Brightcove | Video | | 4% |
| Brightedge | SEO Marketing | | 3% |
| Bugsnag | Error Monitoring | | 32% |
| buySAFE | Commerce Utility | | 1% |
| CallRail | Analytics | | 1% |
| Capital Koala | Coupons and Deals - Browser Plugin | | 3% |
| Capital One | Payment Processing | | 10% |
| Capital One Shopping | Coupons and Deals - Browser Plugin | | 31% |
| Cardinal Commerce | Payment Processing | | 2% |
| Carro | Influencer and Affiliate Marketing | | 3% |
| Cart.com | Post Purchase | | 1% |
| Cartful Solutions | Conversion Utility | | 1% |
| Casale Media | Ad Tech | | 6% |
| Cently (Coupons at Checkout) | Coupons and Deals - Browser Plugin | | 3% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Centro | Ad Tech | | 2% |
| Certona | Personalization | | 3% |
| ChannelAdvisor | Channel Expansion | | 1% |
| Cheetah Digital | Marketing Automation | | 1% |
| Cirkleinc | Conversion Utility | | 1% |
| Ciuvo | Coupons and Deals - Browser Plugin | | 5% |
| Claritas | Analytics | | 3% |
| Clean.io | Security | | 1% |
| Click Cease | Ad Blocking | | 1% |
| Clicktale | Analytics | | 3% |
| Cloudinary | Image Hosting | | 12% |
| Cloudsponge | Influencer and Affiliate Marketing | | 1% |
| Code Blackbelt | Conversion Utility | | 3% |
| Commission factory | Influencer and Affiliate Marketing | | 1% |
| ConfigureID | Conversion Utility | | 3% |
| Connect Ad | Ad Tech | | 2% |
| Connexity | Ad Tech | | 4% |
| Contentsquare | Analytics | | 13% |
| Content Stack | CMS | | 4% |
| Contentful | CMS | | 2% |
| Conversant | Loyalty | | 18% |
| Convert | A/B Testing | | 5% |
| CookieBot | Security | | 2% |
| CookiePro | Security | | 3% |
| Cordial | Marketing Automation | | 4% |
| CoreMedia | CMS | | 1% |
| Coupert - Automatic Coupon Finder | Coupons and Deals - Browser Plugin | | 13% |
| Coupon Cabin | Coupons and Deals - Browser Plugin | | 7% |
| Coveo | Personalization | | 3% |
| Crazyegg | Analytics | | 7% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Criteo | Ad Tech | | 30% |
| Cross Sell | Personalization | | 2% |
| Curalate | UGC and Customer Reviews | | 12% |
| CustomerFields | Personalization | | 2% |
| Custora | CDP and Identity | | 1% |
| Cybba | Ad Tech | | 1% |
| Daily Karma | Coupons and Deals - Browser Plugin | | 1% |
| Dash Hudson | Influencer and Affiliate Marketing | | 3% |
| Datadog | APM | | 9% |
| Datadome | Security | | 20% |
| DataStream.io | Analytics | | 2% |
| dataxu | Ad Tech | | 3% |
| DealFinder by VoucherCodes | Coupons and Deals - Browser Plugin | | 3% |
| Decibel Insight | Analytics | | 1% |
| Demandbase | CDP and Identity | | 8% |
| Digicert | Commerce Utility | | 2% |
| Direction and Maps | Maps | | 9% |
| Disco | Conversion Utility | | 2% |
| Disqus | UGC and Customer Reviews | | 1% |
| DotDigital | Marketing Automation | | 1% |
| Dstillery | Ad Tech | | 3% |
| dxpapi.com | Commerce Search | | 2% |
| Dynamic Yield | Personalization | | 10% |
| Dynatrace | APM | | 2% |
| E-planning | Ad Tech | | 2% |
| eBay | Channel Expansion | | 2% |
| Elevar | Analytics | | 9% |
| Elfsight | Conversion Utility | | 3% |
| Emarsys | Marketing Automation | | 3% |
| Emojiis | Commerce Utility | | 2% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| EMX Digital | Ad Tech | | 3% |
| Enquire labs | Ad Tech | | 3% |
| Ensighten | Tag Management | | 2% |
| Epsilon | Marketing Automation | | 3% |
| EqualWeb | Accessibility | | 1% |
| Everest Tech | Development Testing | | 16% |
| Evergage | Personalization | | 4% |
| Experian Data Quality | CDP and Identity | | 4% |
| Exponea | CDP and Identity | | 1% |
| Extend | Conversion Utility | | 2% |
| Extole | Influencer and Affiliate Marketing | | 2% |
| Eyeota | Ad Tech | | 5% |
| Facebook | Social Media | | 94% |
| Fairing | Customer surveys | | 5% |
| Fast Simon formerly InstantSearch+ | Commerce Search | | 3% |
| Fillr | Commerce Utility | | 28% |
| Fireworks | Conversion Utility | | 1% |
| FitAnalytics | Conversion Utility | | 2% |
| Five9 | Chat | | 1% |
| Flash Talking | Ad Tech | | 4% |
| Flaticon | Font Management | | 1% |
| Flow | Channel Expansion | | 1% |
| Fluct | Ad Tech | | 1% |
| Font Awesome | Font Management | | 45% |
| Fonts by Hoefler & Co | Font Management | | 2% |
| Fonts.com | Font Management | | 26% |
| Foresee | Analytics | | 1% |
| FormStack | Commerce Utility | | 1% |
| Forter | Client-side Security | | 12% |
| FourSixty | Social Media | | 5% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| FreeWheel | Ad Tech | | 3% |
| Freshworks Freshchat | Customer Service | | 2% |
| FriendBuy | Influencer and Affiliate Marketing | | 2% |
| Fullstory | Analytics | | 9% |
| GeistM | Ad Tech | | 1% |
| Giphy | Commerce Utility | | 1% |
| GitHub | Other | | 3% |
| Gladly | Customer Service | | 5% |
| Glassbox | Analytics | | 2% |
| Global Media | Other | | 4% |
| Global-e | Channel Expansion | | 8% |
| Globo | Conversion Utility | | 1% |
| Goaffpro | Ad Tech | | 1% |
| GoInStore | Conversion Utility | | 1% |
| Good Buy | Channel Expansion | | 2% |
| Google Ads | Ad Tech | | 95% |
| Google AMP | Performance | | 1% |
| Google Analytics Classic | Analytics | | 28% |
| Google Analytics Universal | Analytics | | 96% |
| Google APIs | Commerce Utility | | 41% |
| Google Cloud | Conversion Utility | | 18% |
| Google Customer Reviews | UGC and Customer Reviews | | 6% |
| Google Fonts | Font Management | | 94% |
| Google for Retail | Commerce Utility | | 1% |
| Google Maps | Maps | | 39% |
| Google Optimize | A/B Testing | | 17% |
| Google Pay | Payment Processing | | 30% |
| Google Plus | Social Media | | 1% |
| Google reCAPTCHA | Client-side Security | | 60% |
| Google Syndication | Ad Tech | | 54% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Google Tag Manager | Tag Management | | 100% |
| Google Translate | Commerce Utility | | 50% |
| Google Web Font Loader | Font Management | | 7% |
| Gorgias | Customer Service | | 12% |
| Govx | Coupons and Deals - Browser Plugin | | 1% |
| Gravatar | Commerce Utility | | 4% |
| Green Adblocker | Ad Blocking | | 1% |
| Greenhouse | Channel Expansion | | 1% |
| Grin | UGC and Customer Reviews | | 4% |
| GroupBy | Commerce Search | | 2% |
| GumGum | Analytics | | 2% |
| hCaptcha | Commerce Utility | | 2% |
| Heap | Analytics | | 3% |
| Help Scout | Customer Service | | 2% |
| HERO | Conversion Utility | | 2% |
| Heroku | Performance | | 14% |
| Hextom | Conversion Utility | | 4% |
| HiConversion | A/B Testing | | 1% |
| Hivewyre | Ad Tech | | 2% |
| Honey | Coupons and Deals - Browser Plugin | | 55% |
| Hotjar | Analytics | | 34% |
| Houzz | Social Media | | 3% |
| Hubspot | Marketing Automation | | 3% |
| Hubtype | Chat | | 1% |
| Hulk Apps | Conversion Utility | | 3% |
| Ibotta browser extension | Coupons and Deals - Browser Plugin | | 18% |
| Icon Finder | Commerce Utility | | 1% |
| ID.me | CDP and Identity | | 13% |
| ID5 | CDP and Identity | | 1% |
| iFrames | Commerce Utility | | 6% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| ImgBB | Image Hosting | | 8% |
| ImgIX | Image Hosting | | 9% |
| Imgur | Image Hosting | | 2% |
| Impact | Other | | 13% |
| Improve Digital | Ad Tech | | 2% |
| Incart Upsell | Conversion Utility | | 1% |
| Infolinks | Ad Tech | | 2% |
| Inmoment | Conversion Utility | | 1% |
| Insider | Personalization | | 1% |
| Instagram | Social Media | | 33% |
| Intelligems | A/B Testing | | 1% |
| Intent IQ | CDP and Identity | | 6% |
| Intent.ly | Ad Tech | | 1% |
| Intercom | Chat | | 1% |
| InvisibleHand | Coupons and Deals - Browser Plugin | | 5% |
| Invoca | Other | | 1% |
| ip-api | Commerce Utility | | 4% |
| ipify | Commerce Utility | | 8% |
| Ipinfo | Commerce Utility | | 2% |
| Ipstack | Commerce Utility | | 1% |
| IsenseLabs | Conversion Utility | | 5% |
| iSpot.tv | Analytics | | 1% |
| iubenda | Commerce Utility | | 1% |
| Jebbit | Conversion Utility | | 1% |
| Jivox | Personalization | | 1% |
| JotForm | Commerce Utility | | 2% |
| JudgeMe | UGC and Customer Reviews | | 5% |
| Justuno | Conversion Utility | | 3% |
| Kaltura | Conversion Utility | | 8% |
| Kameleoon | A/B Testing | | 4% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Kargo | Ad Tech | | 3% |
| Karmanow | Coupons and Deals - Browser Plugin | | 10% |
| Kaspersky | Security | | 57% |
| Keen | Analytics | | 2% |
| Kiwi Sizing | Conversion Utility | | 2% |
| Klarna | Payment Processing | | 21% |
| Klaviyo | Marketing Automation | | 40% |
| Klevu | Commerce Search | | 3% |
| Klickly | Channel Expansion | | 1% |
| Kmail | Other | | 6% |
| KnoCommerce | Customer surveys | | 2% |
| Kount | Security | | 1% |
| Kudos | Coupons and Deals - Browser Plugin | | 4% |
| Kustomer | Customer Service | | 4% |
| LaunchDarkly | Development Testing | | 7% |
| Layer0 | Security | | 1% |
| LexisNexis Risk Solutions | Security | | 5% |
| Lightbox | Conversion Utility | | 2% |
| Lightwidget | Social Media | | 1% |
| LimeSpot | Personalization | | 1% |
| Linc Global | Marketing Automation | | 2% |
| Line | Ad Tech | | 2% |
| LinkedIn | Social Media | | 10% |
| Listrak | Marketing Automation | | 8% |
| Littledata | Analytics | | 2% |
| Live Chat, Inc. | Chat | | 2% |
| LiveClicker | Marketing Automation | | 1% |
| LiveIntent | Ad Tech | | 12% |
| LivePerson | Chat | | 5% |
| LiveRamp | CDP and Identity | | 5% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Locally | Channel Expansion | | 3% |
| Logbase | Conversion Utility | | 1% |
| Loggly | Analytics | | 9% |
| loom | Commerce Utility | | 10% |
| Loop Returns | Post Purchase | | 3% |
| LoopMe | Marketing Automation | | 3% |
| Loox | UGC and Customer Reviews | | 2% |
| Loqate | CDP and Identity | | 7% |
| Lotame | Ad Tech | | 4% |
| Loyaltylion | Loyalty | | 4% |
| Lsdirect | Personalization | | 2% |
| Lucky Orange - Settings | Analytics | | 4% |
| Lytics | Analytics | | 2% |
| Mageworx | Conversion Utility | | 2% |
| Magic Toolbox Magic Zoom Plus | Conversion Utility | | 2% |
| Magnite | Ad Tech | | 3% |
| Mailchimp | Marketing Automation | | 5% |
| Mapbox | Maps | | 4% |
| Mapdirectionsfor | Maps | | 13% |
| Maptiler | Maps | | 1% |
| Mark Monitor | A/B Testing | | 25% |
| Marketo | Marketing Automation | | 1% |
| Mastercard Inc | Payment Processing | | 1% |
| Maxmind | Conversion Utility | | 3% |
| McAfee SECURE | Client-side Security | | 3% |
| Measured | Analytics | | 1% |
| Medallia | Chat | | 9% |
| Media.net | Ad Tech | | 9% |
| MediaMath | Ad Tech | | 3% |
| Mention Me | Influencer and Affiliate Marketing | | 2% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Merchant Yard | Native App | | 1% |
| Merkle | Analytics | | 6% |
| Metrical | Ad Tech | | 1% |
| MGID | Ad Tech | | 2% |
| Miaprova | A/B Testing | | 1% |
| MicroAd | Ad Tech | | 1% |
| Microsoft Translator | Commerce Utility | | 10% |
| MixPanel | Analytics | | 7% |
| MNTN | Ad Tech | | 7% |
| Modesens | Conversion Utility | | 4% |
| Monetate | Personalization | | 8% |
| Mouseflow | Analytics | | 2% |
| Moveable Ink | Personalization | | 8% |
| Moxie | Chat | | 1% |
| Moz | SEO Marketing | | 25% |
| MS Clarity | Analytics | | 41% |
| MSN | Browser | | 2% |
| Mulberry | Coupons and Deals - Browser Plugin | | 1% |
| Mux | Video | | 2% |
| MyRegistry.com | Conversion Utility | | 5% |
| Namogoo | Personalization | | 8% |
| Narrativ | Personalization | | 2% |
| Narvar | Post Purchase | | 3% |
| Netfree | Security | | 7% |
| NeuStar Ad Advisor | Ad Tech | | 9% |
| New Relic | APM | | 12% |
| Nextdoor | Social Media | | 1% |
| Nexus Media | Conversion Utility | | 1% |
| Nhn Cloud | Other | | 1% |
| NICE inContact | Customer Service | | 1% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Nofraud | Security | | 3% |
| Noibu | Error Monitoring | | 8% |
| Northbeam | Ad Tech | | 4% |
| Nosto | Personalization | | 6% |
| NTT Docomo | Other | | 2% |
| Obviyo | Conversion Utility | | 1% |
| Octane AI | Conversion Utility | | 3% |
| Octoshop | Coupons and Deals - Browser Plugin | | 1% |
| ojrq.net | Malware | | 7% |
| Okendo | UGC and Customer Reviews | | 6% |
| Olapic | UGC and Customer Reviews | | 2% |
| Ometria | CDP and Identity | | 1% |
| Omnisend | Marketing Automation | | 2% |
| Onetag | Ad Tech | | 2% |
| OneTrust | Security | | 32% |
| OpenX | Ad Tech | | 8% |
| Opera Software As | Ad Blocking | | 20% |
| Optimizely | A/B Testing | | 9% |
| Optimonk | Conversion Utility | | 1% |
| OptinMonster | Marketing Automation | | 1% |
| Oracle (Unknown) | Other | | 4% |
| Oracle BlueKai | Ad Tech | | 7% |
| Oracle Maxymiser | A/B Testing | | 2% |
| Oracle Responsys | Marketing Automation | | 3% |
| Oracle Service Cloud | Customer Service | | 1% |
| OrderGroove | Conversion Utility | | 3% |
| Oribi | Analytics | | 6% |
| osano | Security | | 3% |
| Outbrain | Ad Tech | | 8% |
| OwnerIQ | Ad Tech | | 2% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Oxi Social Login | Commerce Utility | | 2% |
| Pagefly | Conversion Utility | | 3% |
| pagespeed-mod.com | Performance | | 31% |
| ParcelLab | Post Purchase | | 1% |
| Paypal | Payment Processing | | 58% |
| PCA Predict | Client-side Security | | 6% |
| Pebble Post | Channel Expansion | | 4% |
| Pepperjam | Influencer and Affiliate Marketing | | 7% |
| PerimeterX | Client-side Security | | 10% |
| Picky Story | Conversion Utility | | 1% |
| Pingdom | APM | | 5% |
| Pinterest | Social Media | | 60% |
| Pixel Union | Commerce Utility | | 2% |
| Pixlee | UGC and Customer Reviews | | 7% |
| Placehold | Image Hosting | | 2% |
| Podsights | Analytics | | 5% |
| Polyfill.io | Commerce Utility | | 14% |
| Postie | Channel Expansion | | 2% |
| Power Reviews | UGC and Customer Reviews | | 11% |
| Powr.io | Conversion Utility | | 4% |
| Price | Coupons and Deals - Browser Plugin | | 1% |
| Priceblink | Coupons and Deals - Browser Plugin | | 17% |
| PriceSpider | Coupons and Deals - Browser Plugin | | 1% |
| PrintDirections | Maps | | 4% |
| Privy | Conversion Utility | | 5% |
| Publitas | Conversion Utility | | 2% |
| Pubmatic | Ad Tech | | 7% |
| PulsePoint | Analytics | | 6% |
| Push Owl | Push Marketing | | 5% |
| Pusher | Push Marketing | | 2% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Qikify | Conversion Utility | | 2% |
| QuadPay | Payment Processing | | 3% |
| Qualtrics | Analytics | | 5% |
| Quantcast | Ad Tech | | 8% |
| Quantum Metric | Analytics | | 6% |
| Quora | UGC and Customer Reviews | | 1% |
| Radial | Post Purchase | | 2% |
| Rakuten Marketing | Ad Tech | | 17% |
| Rakuten: Get Cash Back For Shopping | Coupons and Deals - Browser Plugin | | 15% |
| Rapid+Config | Super Accelerator | | 64% |
| Rapid+JS | Super Accelerator | | 90% |
| Rapid+QOE | Commerce Utility | | 93% |
| Rapleaf - Towerdata | Ad Tech | | 20% |
| Ratepay | Payment Processing | | 1% |
| Re:amaze | Customer Service | | 2% |
| Rebuy | Conversion Utility | | 9% |
| Recharge | Conversion Utility | | 6% |
| Reddit | Social Media | | 13% |
| Refersion | Influencer and Affiliate Marketing | | 4% |
| Reflektion | Personalization | | 3% |
| Reseller Ratings | UGC and Customer Reviews | | 1% |
| Retailmenot | Coupons and Deals - Browser Plugin | | 15% |
| Retention Science | Marketing Automation | | 1% |
| Revenue Hunt | Conversion Utility | | 2% |
| Reviews.io | UGC and Customer Reviews | | 2% |
| Revlifter | Personalization | | 1% |
| RewardStyle | Influencer and Affiliate Marketing | | 8% |
| RhythmOne | Ad Tech | | 6% |
| Rich Relevance | Personalization | | 1% |
| RingCentral | Customer Service | | 20% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Rise.ai | Loyalty | | 6% |
| Riskified | Fraud | | 7% |
| Roboturk | Commerce Utility | | 4% |
| RockerBox | Marketing Automation | | 2% |
| Rokt | Personalization | | 4% |
| Rollbar | Error Monitoring | | 7% |
| Route | Other | | 3% |
| RTB House | Personalization | | 5% |
| Rubicon Project | Ad Tech | | 7% |
| RudderStack | CDP and Identity | | 3% |
| Saasler | Commerce Utility | | 1% |
| SailThru | Marketing Automation | | 2% |
| Salsify | Channel Expansion | | 2% |
| Sanity | CMS | | 1% |
| Scarab Research | Analytics | | 3% |
| Searchanise | Commerce Search | | 5% |
| SearchSpring | Commerce Search | | 7% |
| Secomapp | Conversion Utility | | 1% |
| Seedtag | Ad Tech | | 2% |
| Segment | CDP and Identity | | 11% |
| Sendtric | Marketing Automation | | 1% |
| Sentry | Development Testing | | 45% |
| SessionCam | Analytics | | 1% |
| Sezzle | Payment Processing | | 3% |
| ShareASale | Influencer and Affiliate Marketing | | 9% |
| Sharethis | UGC and Customer Reviews | | 3% |
| ShareThrough | Ad Tech | | 6% |
| SheerID | Loyalty | | 1% |
| ShipScout | A/B Testing | | 1% |
| Shogun Website Builder | Conversion Utility | | 10% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Shop App | Channel Expansion | | 33% |
| Shop Pad | Conversion Utility | | 1% |
| Shop.pe | Channel Expansion | | 5% |
| Shopback | Coupons and Deals - Browser Plugin | | 3% |
| Shopmy Shelf | Influencer and Affiliate Marketing | | 3% |
| Shopper Approved | UGC and Customer Reviews | | 2% |
| Shopping Gives | Coupons and Deals - Browser Plugin | | 2% |
| Shoprunner | Post Purchase | | 2% |
| Shoptagr - Your New Shopping Assistant | Coupons and Deals - Browser Plugin | | 14% |
| SignifyD | Fraud | | 11% |
| Simez | Ad Tech | | 3% |
| Simon Data | CDP and Identity | | 1% |
| Simplifi | Other | | 2% |
| Siteimprove | Accessibility | | 1% |
| Sitelab | Analytics | | 6% |
| Skai | SEO Marketing | | 4% |
| SkimLinks | Influencer and Affiliate Marketing | | 7% |
| Slickdeals | Coupons and Deals - Browser Plugin | | 7% |
| Smaato | Ad Tech | | 4% |
| Smart Wishlist | Conversion Utility | | 1% |
| SmartAdServer | Ad Tech | | 3% |
| Smarter Remarketer | Ad Tech | | 4% |
| Smartlook | Rum Analytics | | 1% |
| Smarty Streets | Maps | | 3% |
| SMCT | Other | | 3% |
| smile.io | Loyalty | | 4% |
| Snapchat | Social Media | | 36% |
| Social Snowball | Influencer and Affiliate Marketing | | 1% |
| Sonobi | Ad Tech | | 2% |
| Source Defense | Security | | 2% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Sovrn Commerce | Influencer and Affiliate Marketing | | 8% |
| Spectrum | Personalization | | 2% |
| Speed Curve | Analytics | | 1% |
| Split | Conversion Utility | | 1% |
| Spotify | Other | | 4% |
| spotxchange.com | Ad Tech | | 3% |
| Sprinklr | Social Media | | 1% |
| Square Space | CMS | | 1% |
| StackAdapt | Ad Tech | | 4% |
| Stamped IO | UGC and Customer Reviews | | 6% |
| Starapps Studio | Conversion Utility | | 1% |
| Steelhouse | Ad Tech | | 4% |
| Stilyo Apps | Conversion Utility | | 1% |
| Stockist | Maps | | 1% |
| Stodge | Marketing Automation | | 4% |
| StoreMapper | Maps | | 2% |
| Stripe | Payment Processing | | 33% |
| Student Beans | Coupons and Deals - Browser Plugin | | 2% |
| Stylitics | Conversion Utility | | 3% |
| subwayblaze | Malware | | 2% |
| SuppleApps | Conversion Utility | | 1% |
| Survicate | Conversion Utility | | 1% |
| SwagButton | Coupons and Deals - Browser Plugin | | 2% |
| Swym | Conversion Utility | | 8% |
| Symantec | Security | | 1% |
| Syndigo | Channel Expansion | | 2% |
| Syte | Conversion Utility | | 3% |
| Taboola | Ad Tech | | 12% |
| Taggstar | UGC and Customer Reviews | | 2% |
| Talkable | Influencer and Affiliate Marketing | | 3% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Tangiblee | Conversion Utility | | 5% |
| Tapad | CDP and Identity | | 2% |
| Tapcart | Marketing Automation | | 2% |
| Teads | Ad Tech | | 7% |
| The Trade Desk | Ad Tech | | 28% |
| Thimatic | Conversion Utility | | 1% |
| Tidio | Chat | | 2% |
| TikTok | Social Media | | 48% |
| Tkr-Connector | Other | | 2% |
| Tolstoy | Conversion Utility | | 2% |
| TPMN | Ad Tech | | 1% |
| TQL | Post Purchase | | 8% |
| TrackJS | Error Monitoring | | 4% |
| Transportr | SEO Marketing | | 2% |
| TransUnion TruValidate | CDP and Identity | | 17% |
| Tremor Video | Video | | 2% |
| Trendmicro | Malware | | 36% |
| Triple Whale | Analytics | | 6% |
| Triplelift | Ad Tech | | 6% |
| TrueFit | Conversion Utility | | 8% |
| Truevalult | Security | | 1% |
| Trust Arc | Tag Management | | 3% |
| Trusted Shops | Commerce Utility | | 1% |
| Trustedsite | Security | | 2% |
| TrustPilot | UGC and Customer Reviews | | 5% |
| Tumblr | Social Media | | 1% |
| Turnto | UGC and Customer Reviews | | 6% |
| TVPage | Video | | 1% |
| Tvsquared | Analytics | | 3% |
| Twitter | Social Media | | 23% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Typeform | Conversion Utility | | 2% |
| Unbxd | Commerce Search | | 2% |
| Unidays | Coupons and Deals - Browser Plugin | | 3% |
| Uppromote | Influencer and Affiliate Marketing | | 1% |
| Upsellit | Conversion Utility | | 6% |
| UsableNet | Accessibility | | 4% |
| Userway | Accessibility | | 5% |
| UTag - Tealium | Tag Management | | 11% |
| Ve global | UGC and Customer Reviews | | 9% |
| Venntov | Conversion Utility | | 1% |
| VerifyPass | CDP and Identity | | 1% |
| Verizon Media | Ad Tech | | 2% |
| Vibes | Influencer and Affiliate Marketing | | 2% |
| VideoAmp | Ad Tech | | 1% |
| VideoJS | Video | | 4% |
| Vimeo | Video | | 24% |
| ViralSweep | Ad Tech | | 1% |
| Visa Checkout | Payment Processing | | 2% |
| Visual Website Optimizer | A/B Testing | | 9% |
| W3trends | Commerce Utility | | 1% |
| WatchNewsNow | Commerce Utility | | 7% |
| WebCollage | Ad Tech | | 1% |
| Webeyez | Conversion Utility | | 2% |
| Webflow | CMS | | 13% |
| Weglot | Commerce Utility | | 2% |
| Widen | Image Hosting | | 3% |
| Widilo | Coupons and Deals - Browser Plugin | | 2% |
| WisePops | Conversion Utility | | 2% |
| Wistia | Video | | 2% |
| Wordpress | CMS | | 2% |

| Third Party | Category | PIR Color | % of Sites |
|---|---|---|---|
| Wufoo | Commerce Utility | | 2% |
| Wunderkind (formerly BounceX) | Ad Tech | | 19% |
| Xandr | Ad Tech | | 21% |
| Yahoo Analytics | Ad Tech | | 12% |
| Yahoo! Japan | Browser | | 4% |
| Yandex | Search Engine | | 12% |
| Yext | Conversion Utility | | 1% |
| Yieldify | Personalization | | 2% |
| Yieldmo | Ad Tech | | 2% |
| Yotpo | UGC and Customer Reviews | | 29% |
| Youtube | Video | | 54% |
| Zendesk | Chat | | 14% |
| Zepto Apps | Conversion Utility | | 1% |
| Zeta | Marketing Automation | | 3% |
| Zeta Global | Marketing Automation | | 4% |
| Zip | Payment Processing | | 28% |
| Zipify | Conversion Utility | | 1% |
| ZMags | CMS | | 3% |
| Zonos | Channel Expansion | | 3% |
| ZoomInfo | Analytics | | 2% |