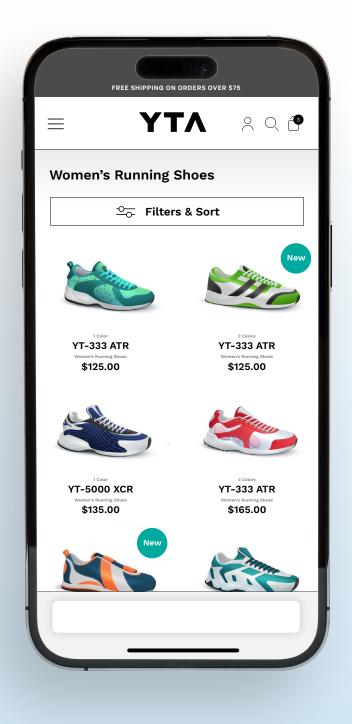
YOTTAA 2024 Annual eCommerce Tech Buyers' Guide



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

NEEDS IMPROVEMENT

POOR

GOOD

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



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

¹Source: Site Speed Standard

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

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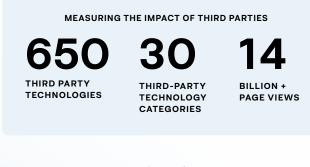






About the Report

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.

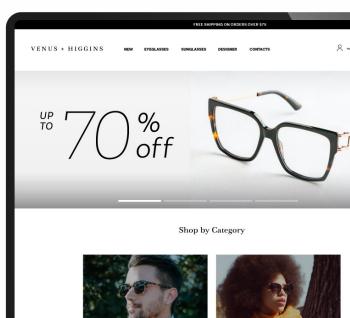


These insights were drawn from eCommerce activity during December 2023. Each third party included was live on at least 12 ecommerce websites during the analysis period. Additional activity minimums are considered for aggregation.

Full Performance Impact Ratings Index

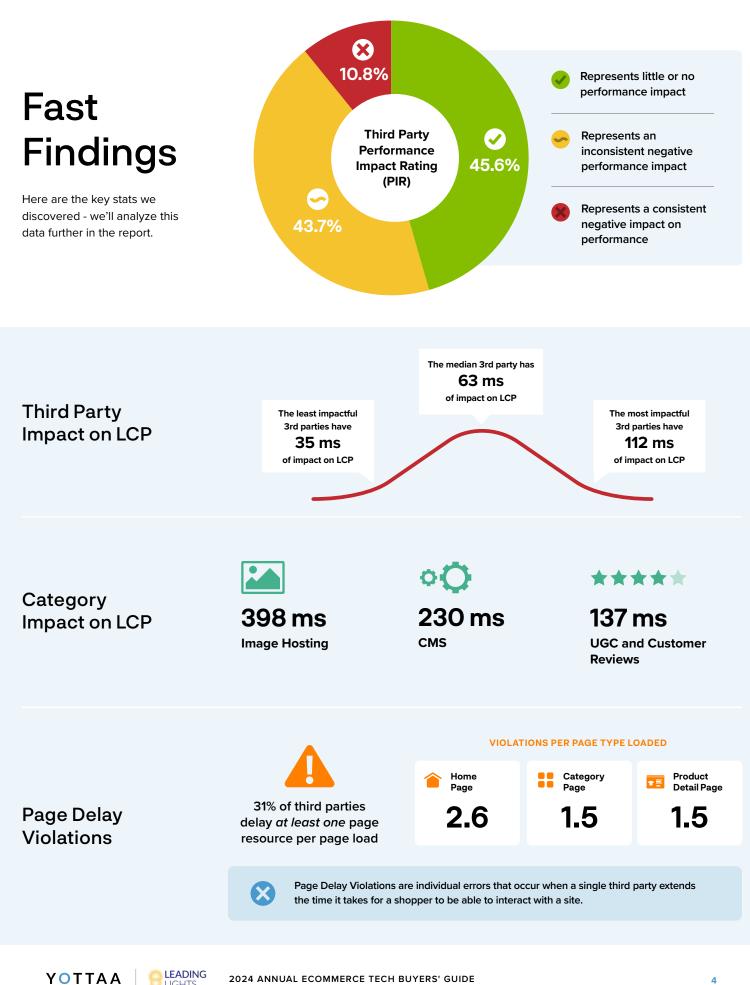
Each third party in this index earns a Performance Impact Rating (PIR) that measures the performance impact of a third party on an eCommerce website. The PIR is the truest measure of a third party's performance impact on site speed, and the shopper experience. <u>Read more</u> about PIR score.

SEE THE FULL PIR OF INDIVIDUAL THIRD PARTIES









LIGHTS

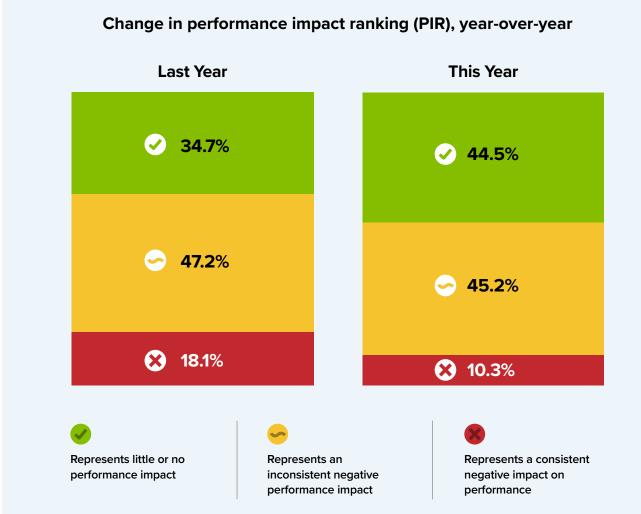
Third parties reduced their impact, but still cause significant delays

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.



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.



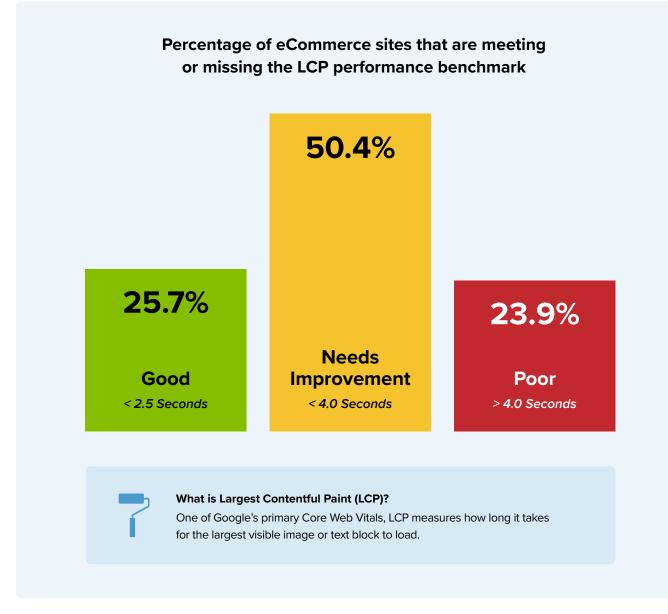
Industry data: 3 of 4 sites are missing Google's benchmark for LCP

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.





Third party performance varies across categories

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

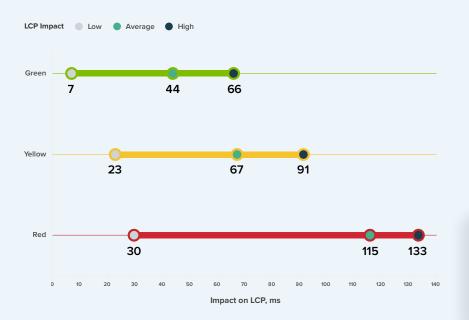
This chart reveals the average impact to expect from third-parties across different categories, and how wide of a range of impact there can be. Higher impact values - measured in milliseconds - indicate longer page load delays.

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.



Image Hosting	•	60				• 398		596 🔵
CMS		87			230	319		
UGC and Customer Reviews	35		127 🕚 16	2				
Commerce Search	28	• 108	• 156					
Marketing Automation	31	• 102	1 39					
Influencer & Affiliate Marketing	30	97) 112	2					
Security	31	93	• 140					
A/B Testing	32	93	• 132					
Personalization	36	93) 111						
Channel Expansion	36	87	122					
Payment Processing	30	76 103						
Font Management	17	75 108						
Commerce Utility	12	75 95						
Video	28	● 72 ● 104						
Ad Tech	21	● 71 ● 97						
Conversion Utility	16	71 88						
Coupons and Deals	6	67 1 1:	3					
Chat	30	63) 79						
CDP and Identity	30	61 🜑 83						
Social Media	19	54 🔵 76						
Customer Service	26 5	2 71						
Analytics	14 49	72						
Maps	21 49	65						
	0 50	100	150	200	250	300	350	400
			Imp	act on LC	P, ms			



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 <u>Needs</u> Improvement.

LEADING

LIGHTS

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.



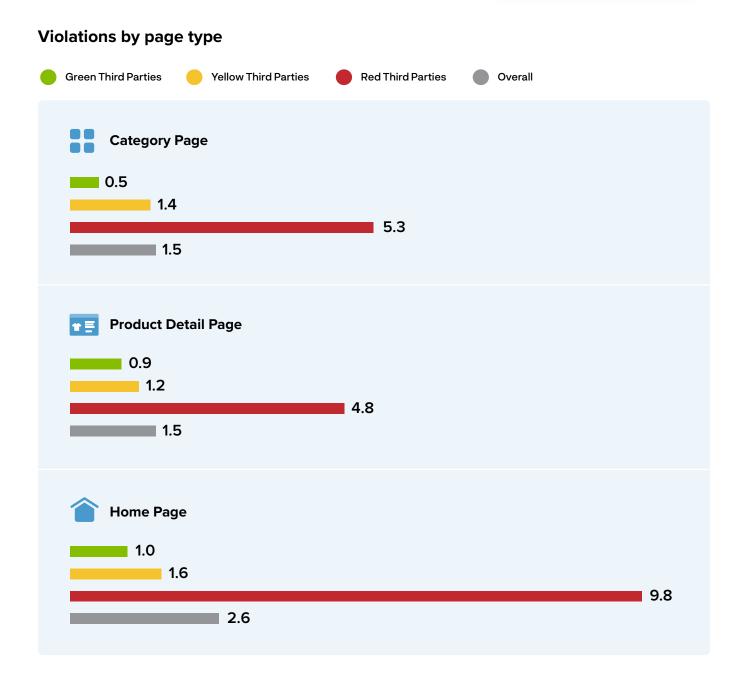


Page delay violations are happening across the journey

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.



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LEADING

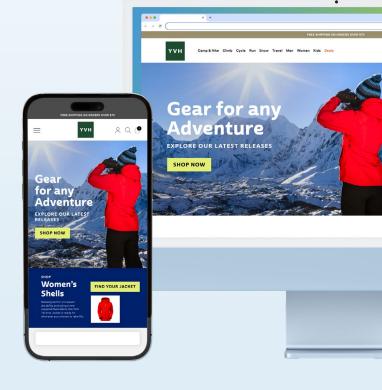
LIGHTS

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.

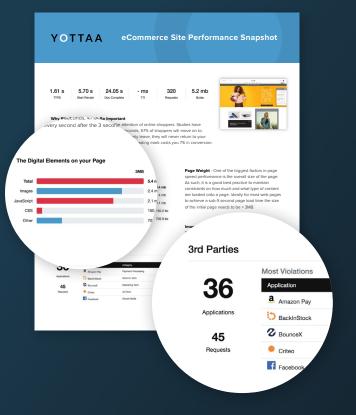
But left unchecked and unoptimized, third parties can be destructive to the site experience. The cumulative impact of dozens of third parties - and the marginal value of adding more - drags site performance, bounces shoppers, and lowers conversions.

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



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	<u>~</u>	6%
506	Conversion Utility	<u>~</u>	3%
33Across	Ad Tech	 Image: A second s	5%
4Cite	CDP and Identity	<u>~</u>	7%
A3Cloud	Ad Tech	<u>~</u>	2%
AB Tasty	A/B Testing	<u>~</u>	4%
accentuate.io	Commerce Utility	<u>~</u>	5%
accessiBe	Accessibility	 Image: A set of the set of the	13%
Ace Stream	Video	~	3%
Acoustic	Marketing Automation	<u>~</u>	2%
Ada	Chat	<u>~</u>	2%
AdAvoid	Ad Blocking	~	8%
Addshoppers	Ad Tech	~	1%
AddThis	UGC and Customer Reviews	~	8%
Adelphic	Ad Tech	<u>~</u>	1%
Adform	Ad Tech	<u>~</u>	2%
Adguard	Ad Blocking	 Image: A set of the set of the	27%
Adlucent	Ad Tech	~	2%
ADman Media	Ad Tech	<u>~</u>	2%
Admixer	Ad Tech	 Image: A second s	2%

YOTTAA



Adobe AnalyticsAnalytics10%Adobe Analytics BeaconAnalytics9%Adobe Dynamic MediaImage Hosting9%Adobe FontsFont Management9%Adobe Marketing CloudMarketing Automation9%Adobe Tag ManagerTag Management9%Adobe Test and TargetA/B Testing9%AdrollAd Tech9%AdstirAd Tech9%AdstrizAd Tech9%AdstrizAd Tech9%AdstrizAd Tech9%AdstrigetAd Tech9%AdstrizAd Tech9%AdstrigetAd Tech9%AdrallPayment Processing9%AffinatiyInfluencer and Affiliate Marketing9%AffirmPayment Processing9%AftershipPost Purchase2%Akamal mPulseAnalytics9%Adamai StatsAnalytics9%AmaiaConversion Utility9%AmaiaAd Tech9%AmaiaConversion Utility9%Akamai mPulseAnalytics9%AmaiaConversion Utility3%AmaiaConversion Utility9%AmaiaAd Tech9%AmaiaAd Tech9%AmaiaConversion Utility9%AmaiaConversion Utility9%AmaiaAd Tech9%AmaiaAd Tech9%AmaiaConversion Utility9%Amaia </th <th>Third Party</th> <th>Category</th> <th>PIR Color</th> <th>% of Sites</th>	Third Party	Category	PIR Color	% of Sites
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Akamai StatsAnalytics9%AlgoliaCommerce SearchImage: SearchImage: SearchAmaiConversion UtilityImage: SearchImage: SearchAmazon AdvertisingAd TechImage: SearchImage: SearchAmazon PayPayment ProcessingImage: SearchImage: SearchAmerican ExpressPayment ProcessingImage: SearchImage: Search	Aftership	Post Purchase	 Image: A set of the set of the	2%
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Amazon AdvertisingAd TechI%Amazon PayPayment ProcessingI%American ExpressPayment ProcessingI%	Algolia	Commerce Search	*	7%
Amazon Pay Payment Processing 18% American Express Payment Processing 2%	Amai	Conversion Utility	<u>~</u>	3%
American Express Payment Processing 2%	Amazon Advertising	Ad Tech	<u>~</u>	11%
	Amazon Pay	Payment Processing	 Image: A set of the set of the	18%
	American Express	Payment Processing	×	2%
	Amobee	Ad Tech	<u>~</u>	4%
AMP Project Performance 1%	AMP Project	Performance	×	1%
Amplience CMS 2%	Amplience	CMS	×	2%
Amplitude Analytics 16%	Amplitude	Analytics		16%
App Link SEO Marketing 2%	App Link	SEO Marketing	<u>~</u>	2%
AppMate Wishlist King Conversion Utility 3%	AppMate Wishlist King	Conversion Utility	V	3%



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



Third Party	Category	PIR Color	% of Sites
Bliss point Media	Video	<u>~</u>	1%
Blocksi	Ad Blocking	 Image: A second s	2%
Bloomreach	Commerce Search	8	7%
Blue Triangle	Rum Analytics	<u>~</u>	2%
Bluecore	Marketing Automation	<u>~</u>	6%
Bold Commerce	Conversion Utility	 Image: A set of the set of the	5%
Bold360	Chat	<u>~</u>	2%
Bolt	Payment Processing	<u>~</u>	2%
Borderfree	Channel Expansion		2%
Braintree	Payment Processing		9%
Branch.io	Ad Tech	<u>~</u>	2%
BrandLock	Coupons and Deals - Browser Plugin	<u>~</u>	2%
Bravo Systems d.o.o.	Ad Tech	 Image: A second s	11%
Braze	Marketing Automation		5%
Bread	Payment Processing	 Image: A second s	1%
Bread Financial	Payment Processing		5%
Brightcove	Video	<u>~</u>	4%
Brightedge	SEO Marketing	<u>~</u>	3%
Bugsnag	Error Monitoring	<u>~</u>	32%
buySAFE	Commerce Utility	<u>~</u>	1%
CallRail	Analytics	 Image: A set of the set of the	1%
Capital Koala	Coupons and Deals - Browser Plugin	 Image: A second s	3%
Capital One	Payment Processing	~	10%
Capital One Shopping	Coupons and Deals - Browser Plugin	 Image: A set of the set of the	31%
Cardinal Commerce	Payment Processing	~	2%
Carro	Influencer and Affiliate Marketing	 Image: A set of the set of the	3%
Cart.com	Post Purchase	<u>~</u>	1%
Cartful Solutions	Conversion Utility		1%
Casale Media	Ad Tech	<u>~</u>	6%
Cently (Coupons at Checkout)	Coupons and Deals - Browser Plugin	~	3%



Third Party	Category	PIR Color	% of Sites
Centro	Ad Tech		2%
Certona	Personalization	8	3%
ChannelAdvisor	Channel Expansion		1%
Cheetah Digital	Marketing Automation	 Image: A second s	1%
Cirkleinc	Conversion Utility		1%
Ciuvo	Coupons and Deals - Browser Plugin		5%
Claritas	Analytics	<u>~</u>	3%
Clean.io	Security	 Image: A second s	1%
Click Cease	Ad Blocking		1%
Clicktale	Analytics	<u>~</u>	3%
Cloudinary	Image Hosting		12%
Cloudsponge	Influencer and Affiliate Marketing	 Image: A set of the set of the	1%
Code Blackbelt	Conversion Utility	 Image: A set of the set of the	3%
Commission factory	Influencer and Affiliate Marketing	<u>~</u>	1%
ConfigureID	Conversion Utility	<u>~</u>	3%
Connect Ad	Ad Tech	 Image: A second s	2%
Connexity	Ad Tech	<u>~</u>	4%
Contentsquare	Analytics	<u>~</u>	13%
Content Stack	CMS		4%
Contentful	CMS	 Image: A second s	2%
Conversant	Loyalty	<u>~</u>	18%
Convert	A/B Testing	<u>~</u>	5%
CookieBot	Security	<u>~</u>	2%
CookiePro	Security	 Image: A set of the set of the	3%
Cordial	Marketing Automation	 Image: A set of the set of the	4%
CoreMedia	CMS		1%
Coupert - Automatic Coupon Finder	Coupons and Deals - Browser Plugin	 Image: A second s	13%
Coupon Cabin	Coupons and Deals - Browser Plugin	 Image: A set of the set of the	7%
Coveo	Personalization	<u>~</u>	3%
Crazyegg	Analytics	<u>~</u>	7%



CriteoAd TechSol 30%Cross SellPersonalization2%CuralateUGC and Customer Reviews2%Customer FrieldsPersonalization2%Customer FrieldsPersonalization2%Customer FrieldsCDP and Identity%CybbaAd Tech%Daily KarmaCoupons and Deals - Browser Plugin%DatadoneInfluencer and Affiliate Marketing3%DatadoneSecurity2%DatadoneSecurity2%Datastream.loAnalytics%Detality KaruaAd Tech3%Detale InsightAnalytics%Detale InsightAnalytics%DetaloneCoupons and Deals - Browser Plugin%Datastream.loAnalytics%Detale InsightAnalytics%Detail InsightAnalytics%Direction and MapsMaps%DiscoConversion Utility%DiscoConversion Utility%DistiteyAd Tech%Dynamic YieldPersonalization%Dynamic YieldPersonalization%Dynamic YieldChannel Expansion%EverAnalytics%ElsightConversion Utility%ElsightConversion Utility%StilityConversion Utility%ElsightConversion Utility%ElsightConversion Utility%ElsightConversion Util	Third Party	Category	PIR Color	% of Sites
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CustomerFieldsPersonalizationICustoraCDP and IdentityISCybbaAd TechISDaily KarmaCoupons and Deals - Browser PluginISDash HudsonInfluencer and Affiliate MarketingISDatadogAPMISDatadogAPMISDatadomeSecurityISDatadomeSecurityISDatadomeCoupons and Deals - Browser PluginISDatadomeSecurityISDataStreamJoAnalyticsISDataStreamJoAd TechISDealFinder by YoucherCodesCoupons and Deals - Browser PluginISDecibel InsightAnalyticsISDemandbaseCDP and IdentityISDigcertCommerce UtilityISDiscoConversion UtilityISDisquasUGC and Customer ReviewsISDistileryAd TechISDatalynomic YieldPersonalizationISDynamic YieldAPMISDynamic YieldAftechISElevarAnalyticsISElevarAnalyticsISElevarAnalyticsISElevarAnalyticsISElevarAnalyticsISElevarAnalyticsISElevarAnalyticsISElevarAnalyticsISElevarAnalyticsISElevarAnalyticsISElevarAnalyticsIS	Cross Sell	Personalization	 Image: A set of the set of the	2%
CustoraCDP and IdentityImage: Signal state s	Curalate	UGC and Customer Reviews	<u>~</u>	12%
CybbaAd TechImage: Coupons and Deals - Browser PluginImage: Stratume of	CustomerFields	Personalization	 Image: A set of the set of the	2%
Daily KarmaCoupons and Deals - Browser PluginInfluencer and Affiliate MarketingIf%Dash HudsonInfluencer and Affiliate Marketing3%3%DatadogAPMImage Stream9%DatadomeSecurityImage Stream20%DatadomeSecurityImage Stream2%DatadomeCoupons and Deals - Browser PluginImage Stream3%DealFinder by VoucherCodesCoupons and Deals - Browser PluginImage Stream3%Decibel InsightAnalyticsImage Stream1%DerandbaseCDP and IdentityImage Stream8%DigicertCommerce UtilityImage Stream2%DiscoConversion UtilityImage Stream2%DisqusUGC and Customer ReviewsImage Stream1%DistilleryAd TechImage Stream3%Dynamic YieldPersonalizationImage Stream2%Dynamic YieldAd TechImage Stream2%EplanningAd TechImage Stream2%ElsightConversion UtilityImage Stream2%ElsightConversion UtilityImage Stream2%DistilleryAd TechImage StreamImage StreamDistilleryAd TechImage StreamImage StreamDistilleryAd TechImage StreamImage StreamDistilleryAd TechImage StreamImage StreamElsightConversion UtilityImage StreamImage StreamElsightConversi	Custora	CDP and Identity	<u>~</u>	1%
Dash HudsonInfluencer and Affiliate MarketingImage: SecurityImage: Security <th< td=""><td>Cybba</td><td>Ad Tech</td><td><u>~</u></td><td>1%</td></th<>	Cybba	Ad Tech	<u>~</u>	1%
DatadogAPMImage: SecurityImage: Sec	Daily Karma	Coupons and Deals - Browser Plugin	<u>~</u>	1%
DatadomeSecurityImage: Comparison of the securityDataStream.ioAnalyticsImage: Comparison of the securityImage: Comparis	Dash Hudson	Influencer and Affiliate Marketing	8	3%
DataStream.loAnalytics2%dataxuAd Tech3%DealFinder by VoucherCodesCoupons and Deals - Browser Plugin3%Decibel InsightAnalytics1%DemandbaseCDP and Identity3%DigcertCommerce Utility3%Direction and MapsMaps3%DiscoConversion Utility3%DotDigitalMarketing Automation1%DstilleryAd Tech3%Dynamic YleidPersonalization3%Dynamic YleidPersonalization3%EplanningAd Tech2%BayChannel Expansion2%ElevarAnalytics3%ElfsightConversion Utility3%ElfsightConversion Utility3%BayMarketing Automation3%ElevarAnalytics3%ElevarAnalytics3%ElevarManketing Automation3%ElevarMarketing Automation3%ElevarMarketing Automation3%ElevarMarketing Automation3%ElevarMarketing Automation3%ElevarMarketing Automation3%ElevarAnalytics3%ElevarMarketing Automation3%ElevarMarketing Automation3%ElevarMarketing Automation3%ElevarMarketing Automation3%ElevarMarketing Automation3%ElevarMarketing Automation <t< td=""><td>Datadog</td><td>АРМ</td><td><u>~</u></td><td>9%</td></t<>	Datadog	АРМ	<u>~</u>	9%
dataxuAd TechImage: Straig of the stra	Datadome	Security	<u>~</u>	20%
DealFinder by VoucherCodesCoupons and Deals - Browser PluginImage: Similar S	DataStream.io	Analytics	<u>~</u>	2%
Decibel InsightAnalyticsImage: Mail of the second se	dataxu	Ad Tech	<u>~</u>	3%
DemandbaseCDP and IdentityImage: CDP and IdentityDigicertCommerce UtilityImage: CDP and IdentityDirection and MapsMapsImage: CDP and IdentityDirection and MapsMapsImage: CDP and IdentityDiscoConversion UtilityImage: CDP and IdentityDiscoConversion UtilityImage: CDP and IdentityDiscoConversion UtilityImage: CDP and IdentityDisqusUGC and Customer ReviewsImage: CDP and IdentityDotDigitalMarketing AutomationImage: CDP and IdentityDstilleryAd TechImage: CDP and IdentityDynamic YieldPersonalizationImage: CDP and IdentityDynatraceAPMImage: CDP and IdentityEplanningAd TechImage: CDP and IdentityeBayChannel ExpansionImage: CDP and IdentityElevarAnalyticsImage: CDP and IdentityElfsightConversion UtilityImage: CDP and IdentityElfsightMarketing AutomationImage: CDP and IdentityImage: CDP a	DealFinder by VoucherCodes	Coupons and Deals - Browser Plugin	 Image: A set of the set of the	3%
DigicertCommerce UtilityImage: Commerce UtilityDirection and MapsMapsImage: Comversion UtilityImage: Comversion UtilityDiscoConversion UtilityImage: Comversion UtilityImage: Comversion UtilityDisqusUGC and Customer ReviewsImage: Commerce SearchImage: Commerce SearchDynamic YieldCommerce SearchImage: Commerce SearchImage: Commerce SearchDynamic YieldAPMImage: Commerce SearchImage: Commerce SearchDynamic YieldAd TechImage: Commerce SearchImage: Commerce SearchDynamic YieldAPMImage: Commerce SearchImage: Commerce SearchDynamic YieldChannel ExpansionImage: Commerce SearchImage: Commerce SearchEplanningAd TechImage: Commerce SearchImage: Commerce SearchEplanningChannel ExpansionImage: Commerce SearchImage: Commerce SearchElfsightConversion UtilityImage: Commerce SearchImage: Commerce SearchElfsightChannel ExpansionImage: Commerce SearchImage: Commerce SearchElfsightConversion UtilityImage: Commerce SearchImage: Commerce SearchElfsightConversion UtilityImage: Commerce SearchImage: Commerce SearchElfsightConversion UtilityImage: Commerce SearchImage: Commerce SearchEnsrysImage: Commerce SearchImage: Commerce SearchImage: Commerce SearchImage: Commerce SearchImage: Commerce SearchImage: Commerce SearchImage: Commerce Search <t< td=""><td>Decibel Insight</td><td>Analytics</td><td><u>~</u></td><td>1%</td></t<>	Decibel Insight	Analytics	<u>~</u>	1%
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DiscoConversion UtilityImage: Conversion UtilityDisqusUGC and Customer ReviewsImage: Conversion UtilityImage: Conversion UtilityDotDigitalMarketing AutomationImage: Conversion UtilityImage: Conversion UtilityDstilleryAd TechImage: Conversion UtilityImage: Conversion Utilitydxpapi.comCommerce SearchImage: Conversion UtilityImage: Conversion UtilityDynamic YieldPersonalizationImage: Conversion UtilityImage: Conversion UtilityE-planningAd TechImage: Conversion UtilityImage: Conversion UtilityEHsightConversion UtilityImage: Conversion UtilityImage: Conversion UtilityEmarsysMarketing AutomationImage: Conversion UtilityImage: Conversio	Digicert	Commerce Utility	 Image: A set of the set of the	2%
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DotDigitalMarketing AutomationImage: Marketing AutomationDstilleryAd TechImage: Same Same Same Same Same Same Same Same	Disco	Conversion Utility	 Image: A set of the set of the	2%
DstilleryAd TechS%dxpapi.comCommerce SearchS%Dynamic YieldPersonalizationS%DynatraceAPMS%E-planningAd TechS%BayChannel ExpansionS%ElevarAnalyticsS%ElfsightConversion UtilityS%EmarsysMarketing AutomationS%	Disqus	UGC and Customer Reviews	 Image: A set of the set of the	1%
dxpapi.comCommerce SearchImage: Commerce SearchDynamic YieldPersonalization10%DynatraceAPMImage: Commerce Search2%E-planningAd TechImage: Commerce Search2%eBayChannel ExpansionImage: Commerce Search2%ElevarAnalyticsImage: Commerce Search3%ElfsightConversion UtilityImage: Commerce Search3%EmarsysImage: Commerce SearchImage: Commerce SearchImage: Commerce Search	DotDigital	Marketing Automation	 Image: A set of the set of the	1%
Dynamic YieldPersonalizationImage: Comparison of the second	Dstillery	Ad Tech	<u>~</u>	3%
DynatraceAPMImage: Constraint of the second s	dxpapi.com	Commerce Search	 Image: A set of the set of the	2%
E-planningAd Tech2%eBayChannel ExpansionImage: Second Seco	Dynamic Yield	Personalization		10%
eBayChannel ExpansionImage: Conversion Channel ExpansionElevarAnalyticsImage: Conversion UtilityElfsightConversion UtilityImage: Conversion Channel ExpansionEmarsysMarketing AutomationImage: Conversion Channel Expansion	Dynatrace	APM	<u>~</u>	2%
ElevarAnalytics9%ElfsightConversion Utility3%EmarsysMarketing Automation3%	E-planning	Ad Tech	 Image: A set of the set of the	2%
Elfsight Conversion Utility 3% Emarsys Marketing Automation 3%	eBay	Channel Expansion	 Image: A set of the set of the	2%
Emarsys Marketing Automation 3%	Elevar	Analytics		9%
	Elfsight	Conversion Utility	 Image: A set of the set of the	3%
Emojiis Commerce Utility 2%	Emarsys	Marketing Automation	<u>~</u>	3%
	Emojiis	Commerce Utility	~	2%



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



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



Third Party	Category	PIR Color	% of Sites
Google Tag Manager	Tag Management	<u>~</u>	100%
Google Translate	Commerce Utility	 Image: A second s	50%
Google Web Font Loader	Font Management	 Image: A second s	7%
Gorgias	Customer Service	<u>~</u>	12%
Govx	Coupons and Deals - Browser Plugin	 Image: A set of the set of the	1%
Gravatar	Commerce Utility	 Image: A set of the set of the	4%
Green Adblocker	Ad Blocking	 Image: A set of the set of the	1%
Greenhouse	Channel Expansion	 Image: A second s	1%
Grin	UGC and Customer Reviews	 Image: A set of the set of the	4%
GroupBy	Commerce Search	<u>~</u>	2%
GumGum	Analytics	 Image: A set of the set of the	2%
hCaptcha	Commerce Utility	<u>~</u>	2%
Неар	Analytics	<u>~</u>	3%
Help Scout	Customer Service	<u>~</u>	2%
HERO	Conversion Utility	<u>~</u>	2%
Heroku	Performance	<u>~</u>	14%
Hextom	Conversion Utility	 Image: A set of the set of the	4%
HiConversion	A/B Testing	<u>~</u>	1%
Hivewyre	Ad Tech	<u>~</u>	2%
Honey	Coupons and Deals - Browser Plugin	 Image: A set of the set of the	55%
Hotjar	Analytics	<u>~</u>	34%
Houzz	Social Media	 Image: A set of the set of the	3%
Hubspot	Marketing Automation	<u>~</u>	3%
Hubtype	Chat	<u>~</u>	1%
Hulk Apps	Conversion Utility	 Image: A set of the set of the	3%
lbotta browser extension	Coupons and Deals - Browser Plugin	 Image: A set of the set of the	18%
Icon Finder	Commerce Utility	 Image: A set of the set of the	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	 Image: A set of the set of the	8%
ImgIX	Image Hosting	×	9%
Imgur	Image Hosting		2%
Impact	Other	<u>~</u>	13%
Improve Digital	Ad Tech		2%
Incart Upsell	Conversion Utility	<u>~</u>	1%
Infolinks	Ad Tech	 Image: A set of the set of the	2%
Inmoment	Conversion Utility	*	1%
Insider	Personalization	*	1%
Instagram	Social Media	<u>~</u>	33%
Intelligems	A/B Testing		1%
Intent IQ	CDP and Identity	<u>~</u>	6%
Intent.ly	Ad Tech	 Image: A set of the set of the	1%
Intercom	Chat	 Image: A set of the set of the	1%
InvisibleHand	Coupons and Deals - Browser Plugin	 Image: A set of the set of the	5%
Invoca	Other	<u>~</u>	1%
ір-арі	Commerce Utility		4%
ipify	Commerce Utility	<u>~</u>	8%
Ipinfo	Commerce Utility	 Image: A set of the set of the	2%
lpstack	Commerce Utility		1%
IsenseLabs	Conversion Utility	<u>~</u>	5%
iSpot.tv	Analytics	<u>~</u>	1%
iubenda	Commerce Utility	<u>~</u>	1%
Jebbit	Conversion Utility	<u>~</u>	1%
Jivox	Personalization	<u>~</u>	1%
JotForm	Commerce Utility	<u>~</u>	2%
JudgeMe	UGC and Customer Reviews	<u>~</u>	5%
Justuno	Conversion Utility		3%
Kaltura	Conversion Utility		8%
Kameleoon	A/B Testing	<u>~</u>	4%



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



LocallyChannel ExpansionImage: Signal	
LogglyAnalytics9%loomCommerce Utility0%Loop ReturnsPost Purchase0%LoopMeMarketing Automation0%LooxUGC and Customer Reviews0%LoqateCDP and Identity0%LotameAd Tech0%LoyaltylionLoyaltylion0%LsdirectPersonalization0%Lotame2%0%	
IoomCommerce Utility10%Loop ReturnsPost Purchase3%LoopMeMarketing Automation3%LooxUGC and Customer Reviews3%LoqateCDP and Identity5%LotameAd Tech4%LoyaltylionLoyalty4%LsdirectPersonalization5%	
Loop ReturnsPost Purchase3%LoopMeMarketing Automation3%LooxUGC and Customer Reviews2%LoqateCDP and Identity7%LotameAd Tech4%LoyaltylionLoyalty4%LsdirectPersonalization2%	
LoopMeMarketing AutomationImage: Comparison of the	
LooxUGC and Customer Reviews2%LoqateCDP and Identity5%LotameAd Tech5%LoyaltylionLoyalty5%LsdirectPersonalization5%	
LoqateCDP and Identity7%LotameAd TechImage: Comparison of the sector of	
LotameAd Tech4%LoyaltylionLoyaltyImage: Sector of the sect	
LoyaltylionLoyalty4%LsdirectPersonalization2%	
Lsdirect Personalization 2%	
Lucky Orango Sottings Analytics 1%	
Lucky Orange - Settings Analytics 478	
Lytics Analytics $>$ 2%	
Mageworx Conversion Utility 2%	
Magic Toolbox Magic Zoom Plus Conversion Utility 2%	
Magnite Ad Tech S%	
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	\checkmark	1%
Merkle	Analytics	<u>~</u>	6%
Metrical	Ad Tech	<u>~</u>	1%
MGID	Ad Tech	 Image: A second s	2%
Miaprova	A/B Testing	\checkmark	1%
MicroAd	Ad Tech	\checkmark	1%
Microsoft Translator	Commerce Utility	 Image: A set of the set of the	10%
MixPanel	Analytics	 Image: A second s	7%
MNTN	Ad Tech	<u>~</u>	7%
Modesens	Conversion Utility	 Image: A set of the set of the	4%
Monetate	Personalization		8%
Mouseflow	Analytics	 Image: A second s	2%
Moveable Ink	Personalization	<u>~</u>	8%
Moxie	Chat	*	1%
Moz	SEO Marketing	 Image: A set of the set of the	25%
MS Clarity	Analytics	<u>~</u>	41%
MSN	Browser	 Image: A set of the set of the	2%
Mulberry	Coupons and Deals - Browser Plugin	<u>~</u>	1%
Mux	Video	<u>~</u>	2%
MyRegistry.com	Conversion Utility	*	5%
Namogoo	Personalization	<u>~</u>	8%
Narrativ	Personalization	<u>~</u>	2%
Narvar	Post Purchase	*	3%
Netfree	Security		7%
NeuStar Ad Advisor	Ad Tech	<u>~</u>	9%
New Relic	APM		12%
Nextdoor	Social Media	<u>~</u>	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	<u>~</u>	8%
Northbeam	Ad Tech	 Image: A second s	4%
Nosto	Personalization	<u>~</u>	6%
NTT Docomo	Other	 Image: A second s	2%
Obviyo	Conversion Utility	<u>~</u>	1%
Octane Al	Conversion Utility	 Image: A set of the set of the	3%
Octoshop	Coupons and Deals - Browser Plugin	 Image: A second s	1%
ojrq.net	Malware	 Image: A second s	7%
Okendo	UGC and Customer Reviews	<u>~</u>	6%
Olapic	UGC and Customer Reviews		2%
Ometria	CDP and Identity	<u>~</u>	1%
Omnisend	Marketing Automation	 Image: A second s	2%
Onetag	Ad Tech	 Image: A second s	2%
OneTrust	Security	<u>~</u>	32%
OpenX	Ad Tech	<u>~</u>	8%
Opera Software As	Ad Blocking	 Image: A second s	20%
Optimizely	A/B Testing		9%
Optimonk	Conversion Utility	 Image: A set of the set of the	1%
OptinMonster	Marketing Automation	 Image: A set of the set of the	1%
Oracle (Unknown)	Other	<u>~</u>	4%
Oracle BlueKai	Ad Tech	<u>~</u>	7%
Oracle Maxymiser	A/B Testing	 Image: A second s	2%
Oracle Responsys	Marketing Automation		3%
Oracle Service Cloud	Customer Service	<u>~</u>	1%
OrderGroove	Conversion Utility		3%
Oribi	Analytics		6%
osano	Security	<u>~</u>	3%
Outbrain	Ad Tech	<u>~</u>	8%
OwnerlQ	Ad Tech		2%



Third Party	Category	PIR Color	% of Sites
Oxi Social Login	Commerce Utility	 Image: A set of the set of the	2%
Pagefly	Conversion Utility	 Image: A set of the set of the	3%
pagespeed-mod.com	Performance	 Image: A second s	31%
ParcelLab	Post Purchase	 Image: A second s	1%
Paypal	Payment Processing	8	58%
PCA Predict	Client-side Security	 Image: A start of the start of	6%
Pebble Post	Channel Expansion	<u>~</u>	4%
Pepperjam	Influencer and Affiliate Marketing	<u>~</u>	7%
PerimeterX	Client-side Security		10%
Picky Story	Conversion Utility	<u>~</u>	1%
Pingdom	APM	<u>~</u>	5%
Pinterest	Social Media	<u>~</u>	60%
Pixel Union	Commerce Utility	 Image: A second s	2%
Pixlee	UGC and Customer Reviews	*	7%
Placehold	Image Hosting	 Image: A set of the set of the	2%
Podsights	Analytics	<u>~</u>	5%
Polyfill.io	Commerce Utility	<u>~</u>	14%
Postie	Channel Expansion	<u>~</u>	2%
Power Reviews	UGC and Customer Reviews		11%
Powr.io	Conversion Utility	 Image: A set of the set of the	4%
Price	Coupons and Deals - Browser Plugin	<u>~</u>	1%
Priceblink	Coupons and Deals - Browser Plugin	 Image: A set of the set of the	17%
PriceSpider	Coupons and Deals - Browser Plugin	<u>~</u>	1%
PrintDirections	Maps	 Image: A set of the set of the	4%
Privy	Conversion Utility	 Image: A set of the set of the	5%
Publitas	Conversion Utility	 Image: A set of the set of the	2%
Pubmatic	Ad Tech	~	7%
PulsePoint	Analytics	<u>~</u>	6%
Push Owl	Push Marketing	~	5%
Pusher	Push Marketing	~	2%



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



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



Third Party	Category	PIR Color	% of Sites
Shop App	Channel Expansion		33%
Shop Pad	Conversion Utility	 Image: A second s	1%
Shop.pe	Channel Expansion	<u>~</u>	5%
Shopback	Coupons and Deals - Browser Plugin	 Image: A second s	3%
Shopmy Shelf	Influencer and Affiliate Marketing	 Image: A second s	3%
Shopper Approved	UGC and Customer Reviews	 Image: A set of the set of the	2%
Shopping Gives	Coupons and Deals - Browser Plugin	<u>~</u>	2%
Shoprunner	Post Purchase	<u>~</u>	2%
Shoptagr - Your New Shopping Assistant	Coupons and Deals - Browser Plugin	 Image: A second s	14%
SignifyD	Fraud	 Image: A set of the set of the	11%
Simez	Ad Tech	<u>~</u>	3%
Simon Data	CDP and Identity	<u>~</u>	1%
Simplifi	Other	8	2%
Siteimprove	Accessibility	<u>~</u>	1%
Sitelab	Analytics	 Image: A set of the set of the	6%
Skai	SEO Marketing		4%
SkimLinks	Influencer and Affiliate Marketing	 Image: A set of the set of the	7%
Slickdeals	Coupons and Deals - Browser Plugin	 Image: A second s	7%
Smaato	Ad Tech	 Image: A second s	4%
Smart Wishlist	Conversion Utility	 Image: A set of the set of the	1%
SmartAdServer	Ad Tech	 Image: A set of the set of the	3%
Smarter Remarketer	Ad Tech	<u>~</u>	4%
Smartlook	Rum Analytics	<u>~</u>	1%
Smarty Streets	Maps	 Image: A second s	3%
SMCT	Other	<u>~</u>	3%
smile.io	Loyalty	 Image: A set of the set of the	4%
Snapchat	Social Media	8	36%
Social Snowball	Influencer and Affiliate Marketing		1%
Sonobi	Ad Tech	 Image: A second s	2%
Source Defense	Security	<u>~</u>	2%



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



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



Typeform	Conversion Utility		2%
Unbxd	Commerce Search	<u>~</u>	2%
Unidays	Coupons and Deals - Browser Plugin	 Image: A set of the set of the	3%
Uppromote	Influencer and Affiliate Marketing	 Image: A set of the set of the	1%
Upsellit	Conversion Utility	<u>~</u>	6%
UsableNet	Accessibility	<u>~</u>	4%
Userway	Accessibility	<u>~</u>	5%
UTag - Tealium	Tag Management	*	11%
Ve global	UGC and Customer Reviews	<u>~</u>	9%
Venntov	Conversion Utility	 Image: A set of the set of the	1%
VerifyPass	CDP and Identity	 Image: A set of the set of the	1%
Verizon Media	Ad Tech	<u>~</u>	2%
Vibes	Influencer and Affiliate Marketing	<u>~</u>	2%
VideoAmp	Ad Tech	<u>~</u>	1%
VideoJS	Video	 Image: A set of the set of the	4%
Vimeo	Video	<u>~</u>	24%
ViralSweep	Ad Tech	 Image: A set of the set of the	1%
Visa Checkout	Payment Processing	8	2%
Visual Website Optimizer	A/B Testing	<u>~</u>	9%
W3trends	Commerce Utility	 Image: A set of the set of the	1%
WatchNewsNow	Commerce Utility	 Image: A second s	7%
WebCollage	Ad Tech	<u>~</u>	1%
Webeyez	Conversion Utility	<u>~</u>	2%
Webflow	CMS	 Image: A second s	13%
Weglot	Commerce Utility	 Image: A set of the set of the	2%
Widen	Image Hosting	8	3%
Widilo	Coupons and Deals - Browser Plugin	 Image: A second s	2%
WisePops	Conversion Utility	 Image: A second s	2%
Wistia	Video	<u>~</u>	2%
Wordpress	CMS	 Image: A set of the set of the	2%



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

