The PYMNTS Cross-Border Merchant Friction Index, in partnership with FastSpring, analyzes the key friction points experienced by consumers browsing, shopping and paying for purchases on international eCommerce sites. PYMNTS examined the checkout processes of 260 B2B and B2C eCommerce sites across 12 industries and operating from locations across Europe and the United States to provide a comprehensive overview of their checkout offerings.

THE CROSS-BORDER
Merchant
Friction INDEX

NOVEMBER 2020

THE CROSS-BORDER
Merchant
Friction INDEX

TABLE OF CONTENTS

Introduction

THE COVID-19 PANDEMIC HAS RATTLED THE GLOBAL eCOMMERCE MARKET,

but not all merchants are struggling to make ends meet — some have expanded during the crisis, with many of their new customers coming from abroad.

News publications are among those that have been enjoying robust international growth due in no small part to their digital subscription services. *The Washington Post* has seen its global subscriptions increase by 60 percent since 2019, for example. A similar surge in new global digital subscriptions has propelled *The New York Times* to report its first financial quarter in which digital revenue exceeded that of print.

Bloomberg, *The Wall Street Journal* and *The Atlantic* also saw surges during the first few months following the World Health Organization's (WHO's) pandemic declaration, with new digital subscribers taking advantage of lowered paywalls and signing up from all around the globe.

These publishers' recent successes underscore an opportunity that eCommerce businesses cannot afford to lose. Selling abroad can help them not only reach more potential customers but also significantly boost their sales — as long as they do it right.

Earning international customers is no easy task, however: It takes more than a slick website design and solid products to convince them to press "buy." Taking full advantage of this opportunity requires that merchants successfully tick off three key checkboxes:

— Offer seamless eCommerce checkout experiences that cater to international audiences.

— Understand the checkout features that help create friction-free cross-border checkout.

— Deploy the checkout features that are better-suited to the nature and variety of products sold on global platforms.

These are some of the features that PYMNTS set out to explore in the Cross-Border Merchant Friction Index, a collaboration with FastSpring. We examined the online checkout experiences of 260 digital content vendors across 12 segments to learn which of 47 site features have the greatest impact on improving checkout experiences, which make no difference and which make it even more difficult for potential customers to become buyers.

We scored the friction associated with their checkout experiences on a scale of 0 to 100. The lower the score, the more friction-laden the checkout experience — and the more likely customers would be unable to check out. The higher the score, the easier it is to complete transactions.

This study serves as a follow-up to our analysis from Q1 2020 and aims to understand which merchants have managed to improve their checkouts in the six months between our assessments and which ones have slipped.

This is what we learned.

Top-performing merchants offer checkout experiences that are rich in features and take the least amount of time.

The 20 highest-scoring merchants offer the best checkout experiences in our study. These merchants have been able to enhance checkout by providing more site features than the others. Top 20 sites are more likely to provide nearly every type of checkout feature from localized experiences to guarantee or refund policies to optional profiles and beyond. We found that every Top 20 merchant provides access to real-time help on their site, for example, while this feature is present in only 88.2 percent of Middle merchants and 40 percent of Bottom 20 merchants — the group that earned the lowest scores. Top 20 merchants also support more language options and accept more payment methods.

Providing more checkout options for consumers does not necessarily add time to the checkout process, either. Top 20 vendors consistently provide more features and support more payment options, currencies and languages, all while allowing customers to check out faster. It takes only 78.5 seconds to complete a purchase on the average Top 20 site — almost three times less than the time it takes to check out with Bottom 20 merchants. Not all digital product vendors will be able to measure up to the experiences that top-performing merchants offer, but their metrics nevertheless present a blueprint that can guide the development of more seamless checkout experiences.

Security and utility merchants offer the smoothest eCommerce checkouts, but many eTailers struggle to offer the same features.

Merchants can in theory strive to offer features that improve the checkout experience, but some retailers find themselves incapable of offering certain options by virtue of the products they sell. This is perhaps best illustrated by the difference between the highest- and lowest-scoring segments: security and utility merchants versus eBook merchants.

Security and utility eTailers are ahead of the pack in offering smooth checkout experiences, partly because they are the most likely merchants to provide features like guarantee or refund policies, with 63.2 percent offering such options. This feature is not necessarily desirable or even possible for

eBook merchants to provide, however. The latter can hardly promise guarantees or refunds, because their products are downloaded onto users' devices rather than shipped. It is perhaps not surprising, then, that only 28.3 percent of eBook merchants offer guarantees or refunds.

European merchants use IP recognition technology out of necessity, giving them an edge over North American sites.

One of the most notable differences between North America and Europe is that European eCommerce merchants are far more likely to use IP recognition to deliver localized experiences, with 56.5 percent of European sites using IP recognition compared to 32 percent of North American sites.

European merchants' adoption of this feature is born of necessity, as their primary aim is to sell to European consumers, making IP recognition technology a highly useful tool. Such offerings also make them better equipped to cater to customers around the globe. North American merchants may not get the same use out of IP recognition technology, as they are more likely to focus on selling to North American customers, who often speak fewer languages and use a narrower selection of currencies. Not using IP recognition technology puts them at a disadvantage on the global scale, however.

Business-to-consumer (B2C) merchants offer product recommendations to persuade customers to buy their products. B2B eTailers feel less need to do the same.

B2C sites offer marginally more user-friendly checkout experiences than B2B sites, primarily for two reasons. The first is that B2C sites offer more discounts and promotions and the second is that they are more likely to provide product recommendations. Our research shows that 12.4 percent more B2C merchants than B2B merchants offer discounts, for example, and 11.1 percent more B2C merchants than B2B merchants allow their customers to rate products and write reviews.

This appears to be because B2C retailers feel they must make more of an effort to please customers. Convincing individual consumers to purchase products is a far different matter from winning over business customers, partly because individuals generally shop around and make decisions about which products to purchase of their own accord. Businesses often make organized, group decisions about which products to buy, and B2B merchants may therefore be under the impression that they get less use out of providing discounts and ratings and reviews to these customers. This is a lost opportunity for those operating in the highly competitive eCommerce space, however. Businesses and consumers alike have access to retailers from around the globe, making it crucial that both B2C and B2B sites take advantage of every feature that might help them gain an advantage.

Cross-Border

CHECKLIST

The Cross-Border Merchant Friction Index provides a blueprint that can help digital product vendors create more user-friendly checkout experiences, reducing the risk of cart abandonment.

✓ 1. **Keep it quick**

✓ 2. **Optimize your site for mobile use**

✓ 3. **Know your customers — speak their language**

✓ 4. **Help customers navigate your site**

✓ 5. **Build consumers' trust**

✓ 6. **Know your limits**

✓ 7. **Do not impose**

1) Ensure that potential customers spend as **little time** and make as **few clicks** as possible when checking out.

— Verify that your site's checkout time falls under 128 seconds.

— Do not require potential customers to click more than 18 times to complete their checkouts.

2) Streamline your site so that customers can not only access it on their **mobile phones** but also easily navigate it.

3) Support the languages, currencies and payment methods prominent among your customers and use IP recognition technology to quickly and **automatedly identify** which settings are appropriate for customers' locations.

— Support at least seven languages.

— Accept at least 16 currencies.

— Accept at least six payment methods.

— Leverage IP recognition technology to match customers' locations with their language and payment preferences.

— Give customers the option to make profiles that can save their information and facilitate smoother purchases.

4) Provide features that customers can use to **locate items** and **decide** which to buy.

— Allow customers to leave product reviews on their purchases.

— Provide product recommendations that can help customers discover new products to buy.

— Connect shoppers with chat boxes that enable them to communicate with sales associates or bots that can answer their questions in real time.

5) Equip your site with features that consumers associate with **trustworthiness**.

— Allow customers to provide feedback on their experiences with your site.

— Offer guarantee or refund policies.

6) Understand that there are certain checkout and site features that may not be possible to incorporate, depending on the specific products your business sells.

7) **Do not require** consumers to give too much personal information before they can complete purchases and do not send customers marketing emails unless they ask for them.

— Do not require first-time customers to make site profiles.

— Do not automatically send customers marketing emails.

PYMNTS.com | FastSpring
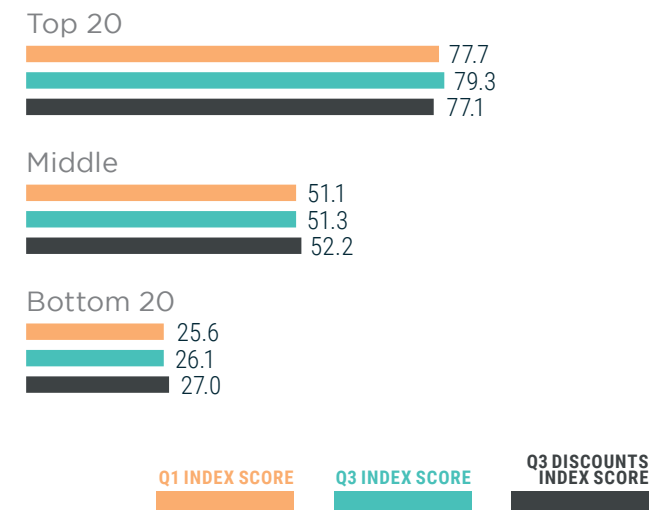
Getting better

AND BETTER

Shopping on international eCommerce merchants' sites has changed little since Q1 2020, with the average eTailer's cross-border Index score rising by just 0.6 percent. Not all eTailers saw their scores change so little, however. Merchants that offered the best cross-border checkout experiences during Q1 2020 got even better, scoring 2 percent higher in Q3 2020. This means that Top 20 merchants were able to improve their online checkouts by more than three times as much as the average merchant during the same period.

Average Index scores of Top 20, Middle and Bottom 20 merchants, by quarter

Top 20
77.7
79.3
77.1

Middle
51.1
51.3
52.2

Bottom 20
25.6
26.1
27.0

Q1 INDEX SCORE   Q3 INDEX SCORE   Q3 DISCOUNTS INDEX SCORE

Source: PYMNTS.com

Top 20 merchants' performance during this period stands in stark contrast with that of Middle and Bottom 20 merchants, neither of which have greatly improved their eCommerce checkout experiences since Q1 2020. Middle merchants' average Index score increased only 0.4 percent, reaching 51.3. Bottom 20 merchants' score increased 2 percent but averaged only 26.1 points out of 100.
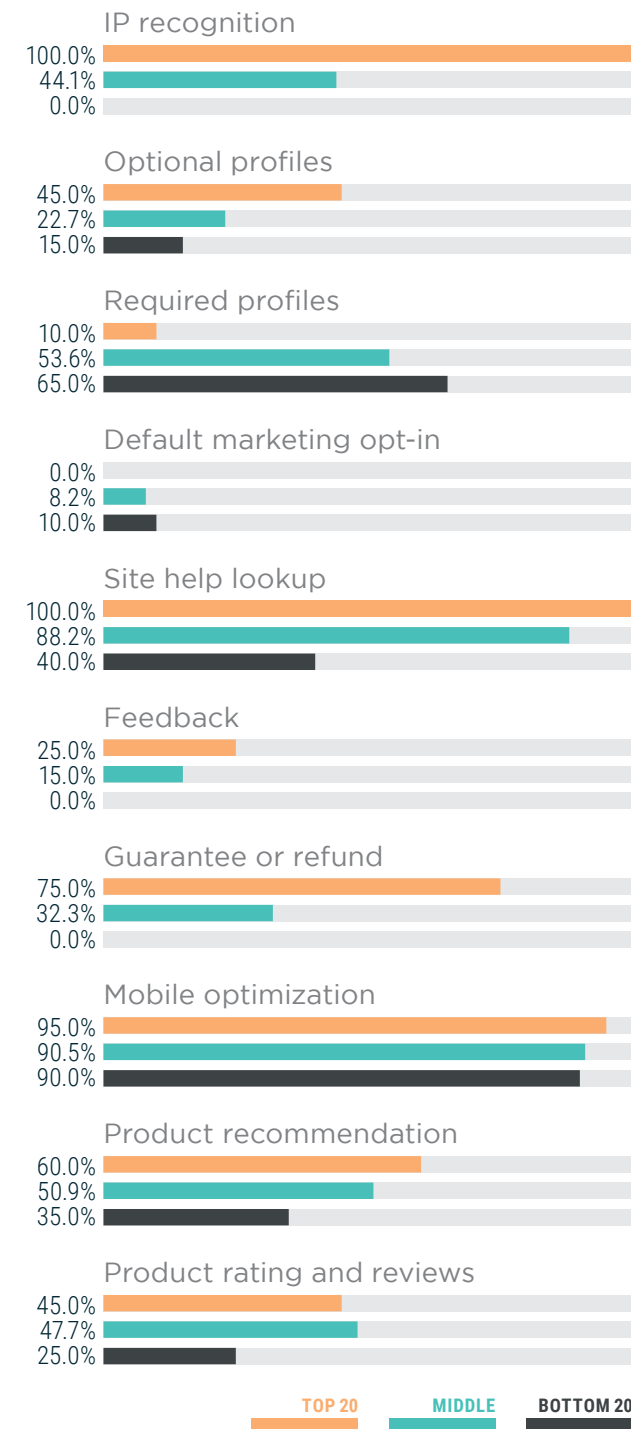
Our research shows that Top 20 merchants succeeded in improving their checkout not by adding new features but by removing the ones that negatively impact consumers' experiences, specifically, the features of required profiles and marketing opt-ins.
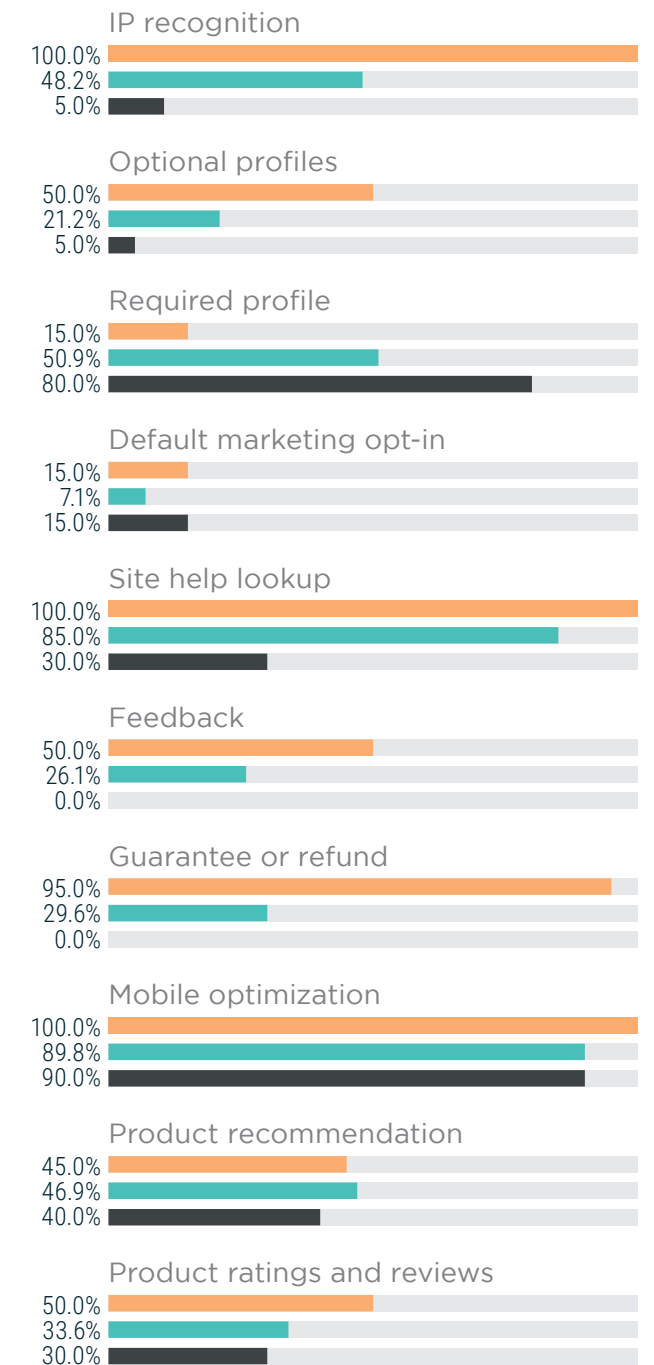
Consumers usually like having the option to store their personal and payment information on merchants' sites for smoother experiences when making repeat purchases, but forcing them to create profiles tends to have the opposite effect. Sites that require customers to create profiles before making purchases push them into spending more time and effort than they like on the checkout experience, driving potential customers away. Top 20 merchants appear to understand this negative impact, as many have stopped requiring new customers to build profiles. Our research shows that 33.3 percent fewer Top 20 sites require profiles in Q3 2020 than did so in Q1 2020.

FIGURE 2: THE DIFFERENCE BETWEEN THE BEST AND WORST CHECKOUTS ONLINE

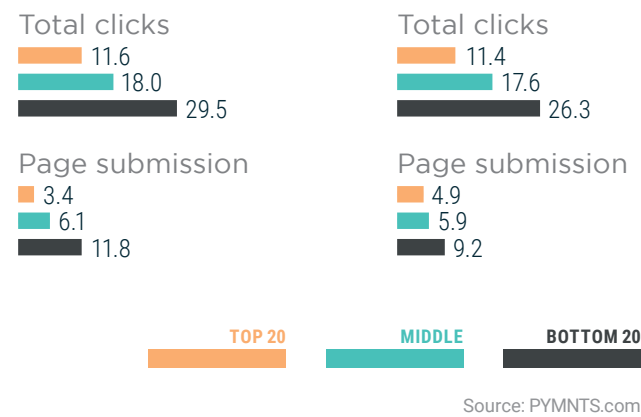**2a: Share of Top 20, Middle and Bottom 20 merchants providing select Index features, Q3 2020**

IP recognition
- 100.0%
- 44.1%
- 0.0%

Optional profiles
- 45.0%
- 22.7%
- 15.0%

Required profiles
- 10.0%
- 53.6%
- 65.0%

Default marketing opt-in
- 0.0%
- 8.2%
- 10.0%

Site help lookup
- 100.0%
- 88.2%
- 40.0%

Feedback
- 25.0%
- 15.0%
- 0.0%

Guarantee or refund
- 75.0%
- 32.3%
- 0.0%

Mobile optimization
- 95.0%
- 90.5%
- 90.0%

Product recommendation
- 60.0%
- 50.9%
- 35.0%

Product rating and reviews
- 45.0%
- 47.7%
- 25.0%

2b: Share of Top 20, Middle and Bottom 20 merchants providing select Index features, Q1 2020

IP recognition
- 100.0%
- 48.2%
- 5.0%

Optional profiles
- 50.0%
- 21.2%
- 5.0%

Required profile
- 15.0%
- 50.9%
- 80.0%

Default marketing opt-in
- 15.0%
- 7.1%
- 15.0%

Site help lookup
- 100.0%
- 85.0%
- 30.0%

Feedback
- 50.0%
- 26.1%
- 0.0%

Guarantee or refund
- 95.0%
- 29.6%
- 0.0%

Mobile optimization
- 100.0%
- 89.8%
- 90.0%

Product recommendation
- 45.0%
- 46.9%
- 40.0%

Product ratings and reviews
- 50.0%
- 33.6%
- 30.0%

TOP 20   MIDDLE   BOTTOM 20

PYMNTS.com | FastSpring

FIGURE 3: HOW eCOMMERCE CHECKOUT SPEEDS HAVE CHANGED OVER TIME

**How long it takes to check out on Top 20, Middle and Bottom 20 merchants' sites, by number of clicks versus page submissions**

Total clicks
- 11.6
- 18.0
- 29.5

Total clicks
- 11.4
- 17.6
- 26.3

Page submission
- 3.4
- 6.1
- 11.8

Page submission
- 4.9
- 5.9
- 9.2

TOP 20   MIDDLE   BOTTOM 20

Source: PYMNTS.com

Automatic marketing opt-ins is another feature that tends to have a similar impact on customers' purchasing experiences. Consumers do not like making purchases only to later receive unsolicited promotional emails and texts. Every Top 20 site in the study that offered this feature in Q1 2020 has removed it, boosting their average score.

Another factor that seems to have helped Top 20 merchants improve their score has been their ability to reduce the time and effort it takes for customers to check out. It takes 30.6 percent fewer page submissions to check out on Top 20 merchants' sites in Q3 2020 than it did in Q1 2020.

This is not the case with Middle and Bottom 20 merchants, both of which have checkouts that require more page submissions now than they did in Q1 2020. It takes 3.4 percent more page submissions to check out on a Middle merchant's site now than it did before, and it takes 28.3 percent more page submissions to do the same on a Bottom 20 merchant's site, cementing Top 20 merchants' lead.
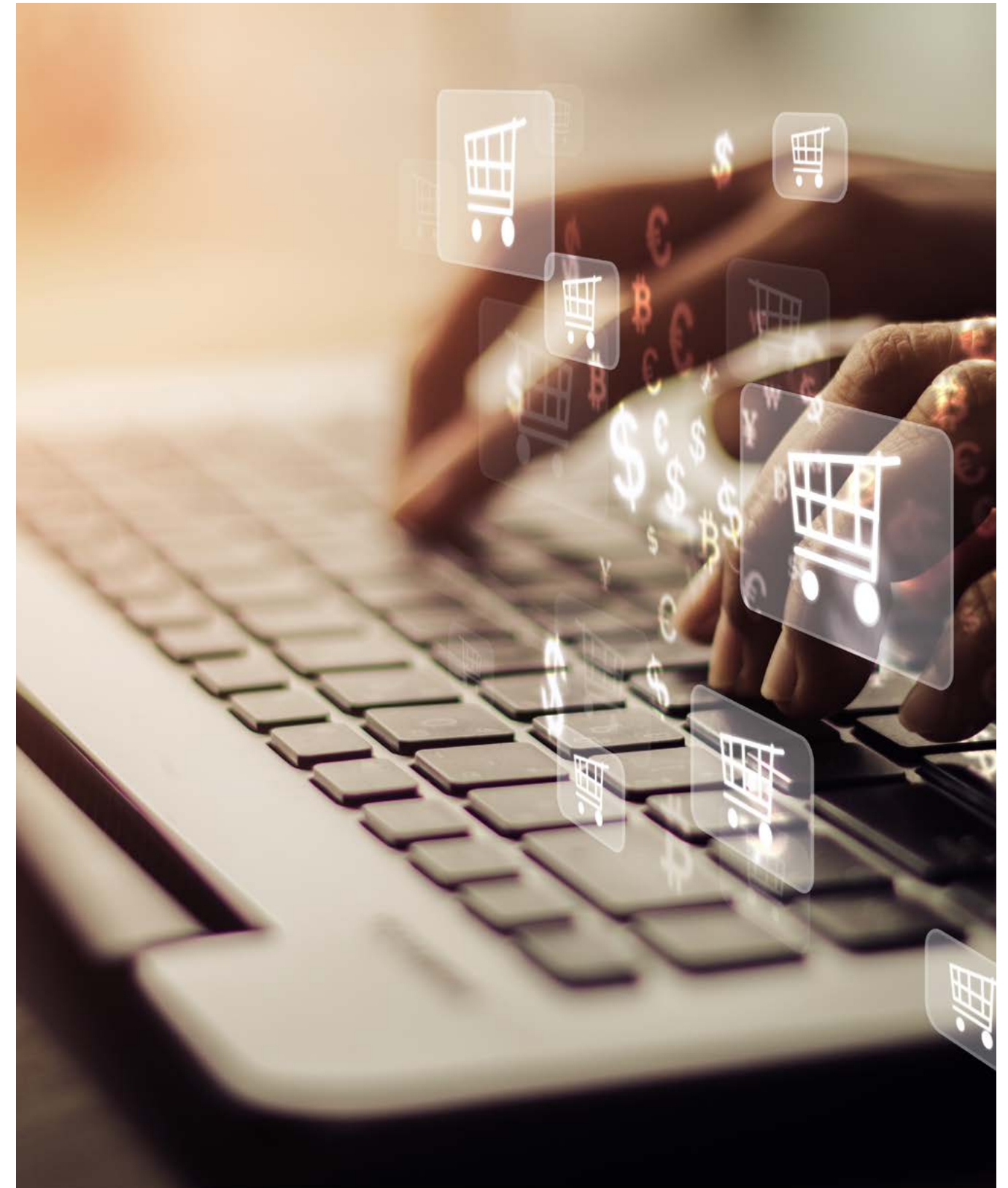
Mobile-optimized checkouts,
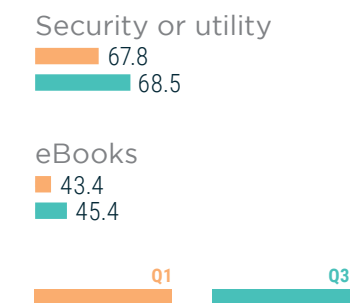
GUARANTEED REFUNDS

Many international eTailers have been able to improve their checkout experiences since Q1 2020 by adding checkout features, but not all merchants appear to be benefiting. The checkout features that customers consider useful change depending on the product types and services merchants offer. This becomes more evident when examining the checkout features that merchants in different industries provide and how these offerings have changed over time. There is a noticeable difference in the features that merchants from the highest- and lowest-scoring industries — security and utility merchants and eBook merchants, respectively — offer.

The average security and utility site earned an Index score of 68.5 in Q3 2020 compared to an average score of 45.4 for eBook sites. This means these segments have the smoothest and the most friction-laden online checkouts, respectively.

FIGURE 4: HOW CHECKING OUT ON SECURITY AND UTILITY AND eBOOK SITES HAS CHANGED OVER TIME

Security and utility merchants' and eBook merchants' average Index scores, by quarter
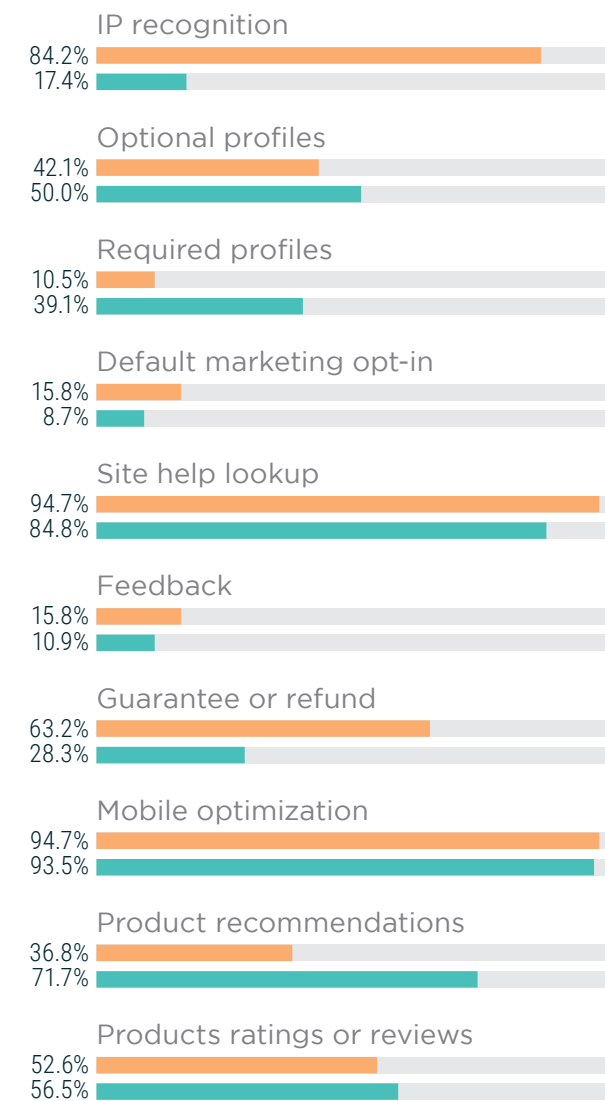
Security or utility
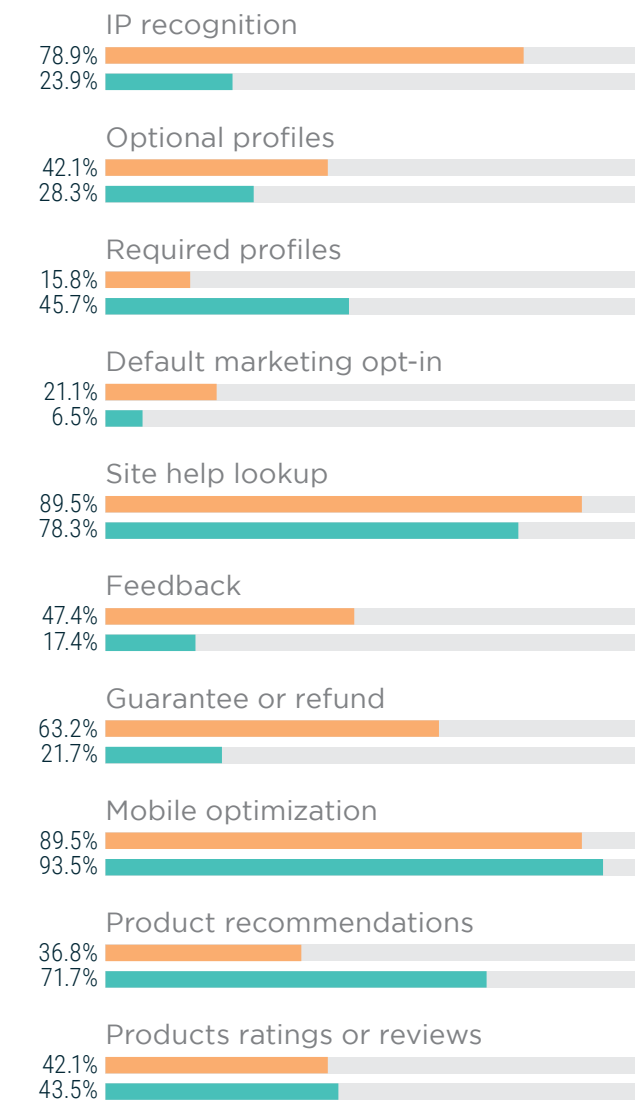67.8
68.5

eBooks
43.4
45.4

Q1   Q3

Source: PYMNTS.com

Both security and utility sites and eBook sites have improved their checkouts since Q1 2020 — albeit for different reasons — despite being on the opposite ends of the spectrum regarding the quality of their checkout experiences.

Mobile optimization has played a major part in improving security and utility merchants' checkout experiences. Many merchants in this sector have optimized their sites between Q1 2020 and Q3 2020, with 6 percent more security and utility merchants having mobile-optimized sites in Q3 2020. Mobile-optimized experiences make it easier for customers to shop and make purchases from their smartphones, facilitating smoother processes.

FIGURE 5: HOW SECURITY AND UTILITY VERSUS eBOOK MERCHANTS' FEATURE OFFERINGS HAVE CHANGED OVER TIME

5a: Share of security and utility merchants versus eBook merchants offering select features, Q3 2020

IP recognition
84.2%
17.4%

Optional profiles
42.1%
50.0%

Required profiles
10.5%
39.1%

Default marketing opt-in
15.8%
8.7%

Site help lookup
94.7%
84.8%

Feedback
15.8%
10.9%

Guarantee or refund
63.2%
28.3%

Mobile optimization
94.7%
93.5%

Product recommendations
36.8%
71.7%

Products ratings or reviews
52.6%
56.5%

5b: Share of security and utility merchants versus eBook merchants offering select features, Q1 2020

IP recognition
78.9%
23.9%

Optional profiles
42.1%
28.3%

Required profiles
15.8%
45.7%

Default marketing opt-in
21.1%
6.5%

Site help lookup
89.5%
78.3%

Feedback
47.4%
17.4%

Guarantee or refund
63.2%
21.7%

Mobile optimization
89.5%
93.5%

Product recommendations
36.8%
71.7%

Products ratings or reviews
42.1%
43.5%

SECURITY AND UTILITY   EBOOKS

SECURITY AND UTILITY   EBOOKS

Source: PYMNTS.com

Many security and utility merchants have begun allowing customers to leave ratings and reviews for their purchases — a small feature that notably improved checkout experiences. In fact, 25 percent more security and utility eTailers allow customers to leave ratings and reviews now than did just six months ago. Allowing customers to leave product ratings and reviews also seems to help security and utility merchants enhance checkout. Consumers tend to trust sites that allow them to rate and review their purchases more than they trust those that do not. Fostering this trust can go a long way toward encouraging them to check out.
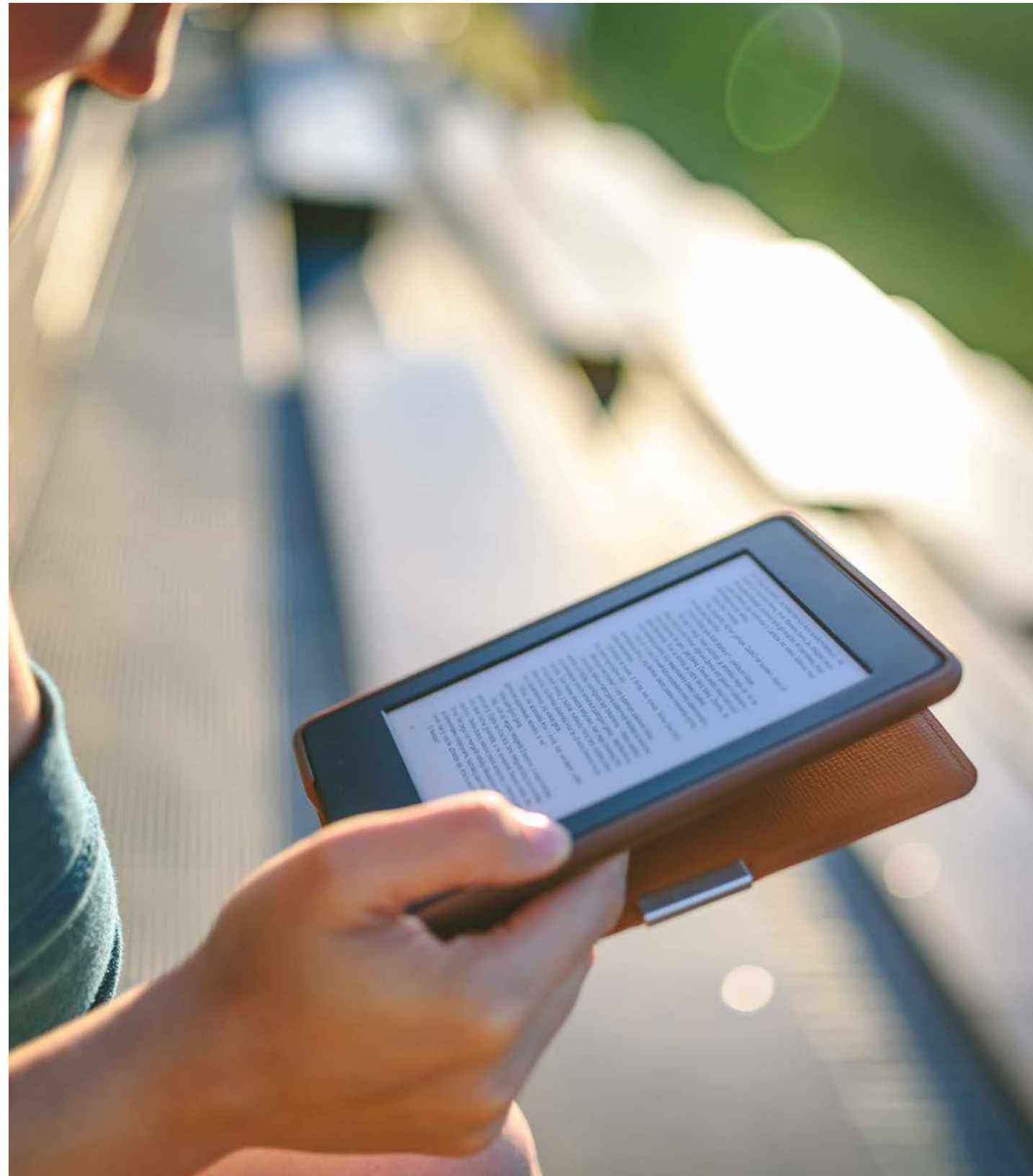
eBook merchants also improved their checkout offerings over the past six months, though not enough to move them out of last place. The most striking improvements were in refund policies: 28.3 percent of eBook sites now have guarantee or refund policies, up from 21.7 percent in Q1 2020.

That marks a slight improvement, but eBook merchants are still the least likely merchants to offer these policies. This is less of a checkout flaw for these retailers than it is an unavoidable part of their particular business, however. Guarantee or refund policies are generally used to assure consumers that the physical goods they buy online and ship to their homes may be returned if there is a manufacturing flaw or premature breakage, for example. Buyers obviously cannot make the same claims for getting a refund on a downloaded eBook that they could for a recently purchased dinnerware set or piece of clothing.

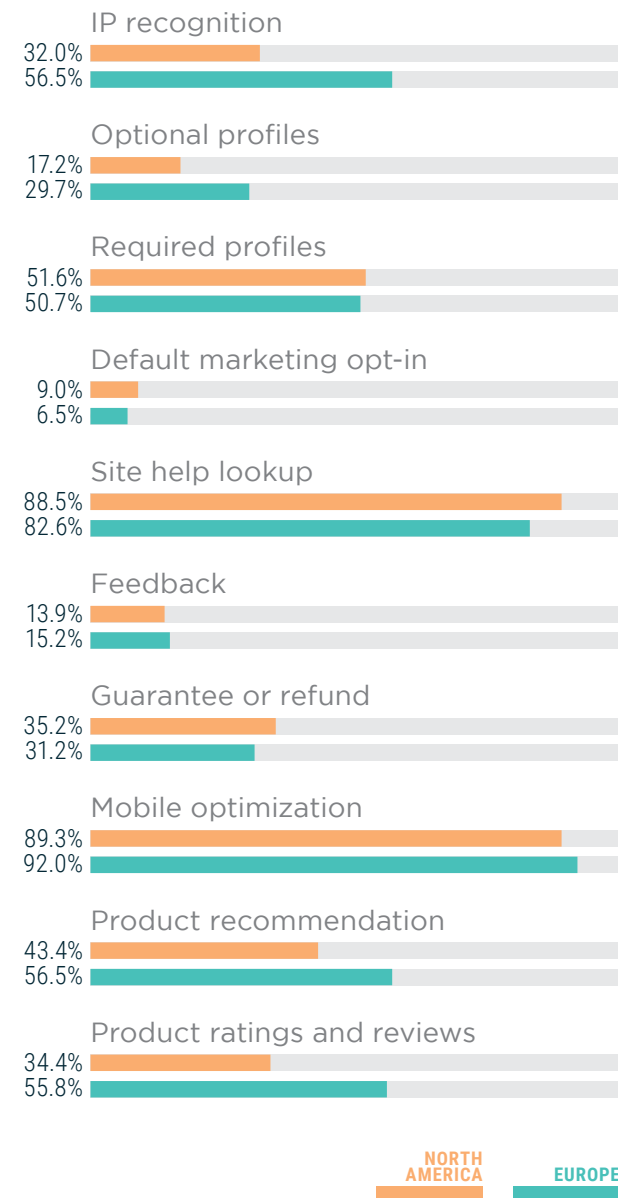# Checkouts across the pond:

EUROPE VERSUS NORTH AMERICA

The selection of checkout features that eTailers offer varies not only among merchants in different industries but also among those from different geographic regions. European and North American eTailers offer widely different checkout experiences, but the quality is fairly similar: European merchants' average Index score is just 6.4 percent higher than that of North American merchants.
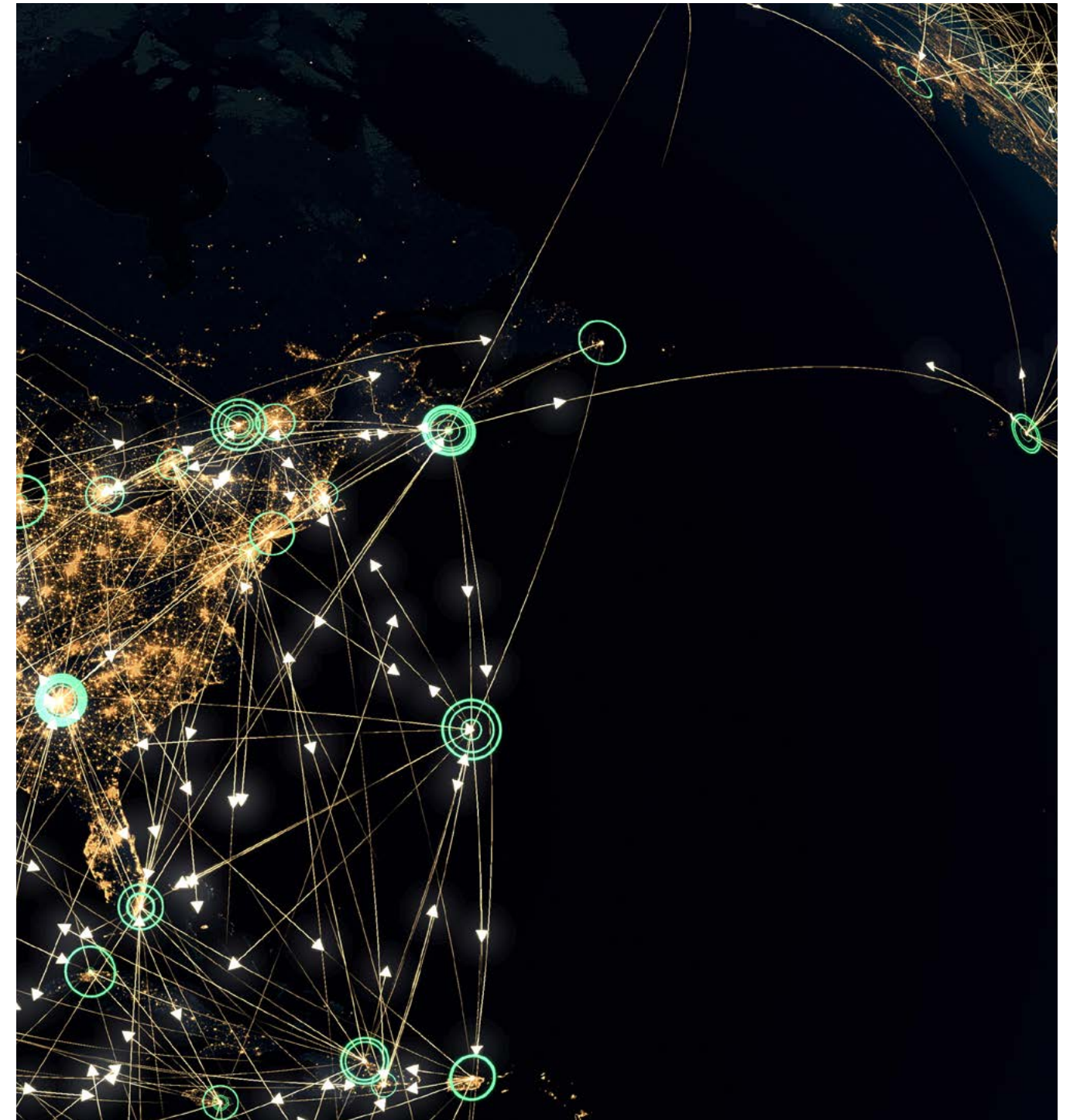
The chief difference between European and North American sites is that the former tend to use IP recognition to offer localized experiences. European merchants are 76.5 percent more likely than North American merchants to use it because their customers are spread across many countries that speak different languages. IP recognition technology allows merchants to deliver checkout experiences that are customized in terms of local languages and currencies.

FIGURE 6: FEATURES EUROPEAN AND NORTH AMERICAN eTAILERS OFFER

Share of European versus North American eTailers offering select features in Q3 2020

IP recognition
32.0%
56.5%

Optional profiles
17.2%
29.7%

Required profiles
51.6%
50.7%

Default marketing opt-in
9.0%
6.5%

Site help lookup
88.5%
82.6%

Feedback
13.9%
15.2%

Guarantee or refund
35.2%
31.2%

Mobile optimization
89.3%
92.0%

Product recommendation
43.4%
56.5%

Product ratings and reviews
34.4%
55.8%

NORTH AMERICA   EUROPE

North American firms are also less likely than their European counterparts to use other features that could offer their customers more positive checkout experiences. These include optional profiles, product recommendations and product ratings and reviews.

European firms are 30.2 percent more likely than their North American counterparts to enable product recommendations based on customers' recent purchases and viewing histories. Recommendations increase shoppers' chances of finding products and purchasing items placed in their carts. It is unclear why North American merchants are less likely to leverage this feature,

but they could benefit greatly by implementing it.

Many North American eTailers have been making a conscious effort to improve their offerings, as far more utilize these features now than did in Q1 2020. Our research shows that 11.3 percent more North American sites now offer product recommendations compared to Q1 2020, and 41 percent more now allow their customers to leave ratings and reviews.

Some North American firms have also been dropping several key features that are important for seamless checkout experiences, however. Our research shows that 7.8 percent fewer North American merchants provide guarantee or refund policies in Q3 2020 than did so in Q1, and 62 percent fewer allow customers to provide feedback. This makes North American merchants' eCommerce checkouts more friction-laden and less user-friendly in these respects than they were at the beginning of the year.
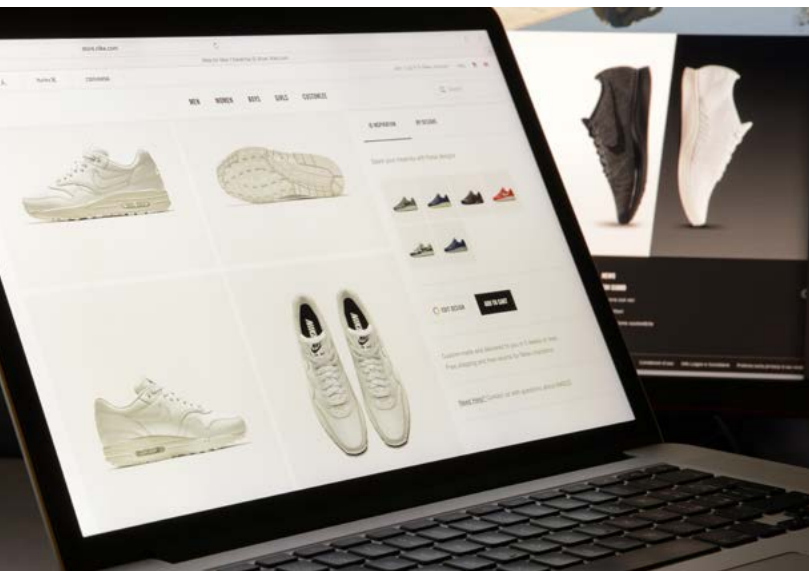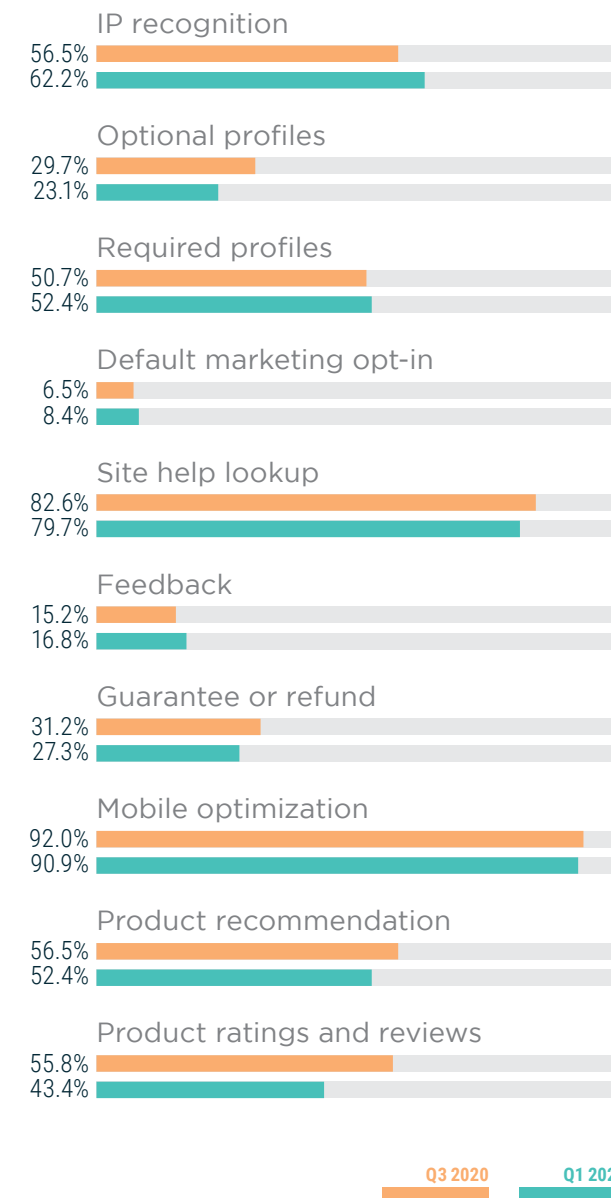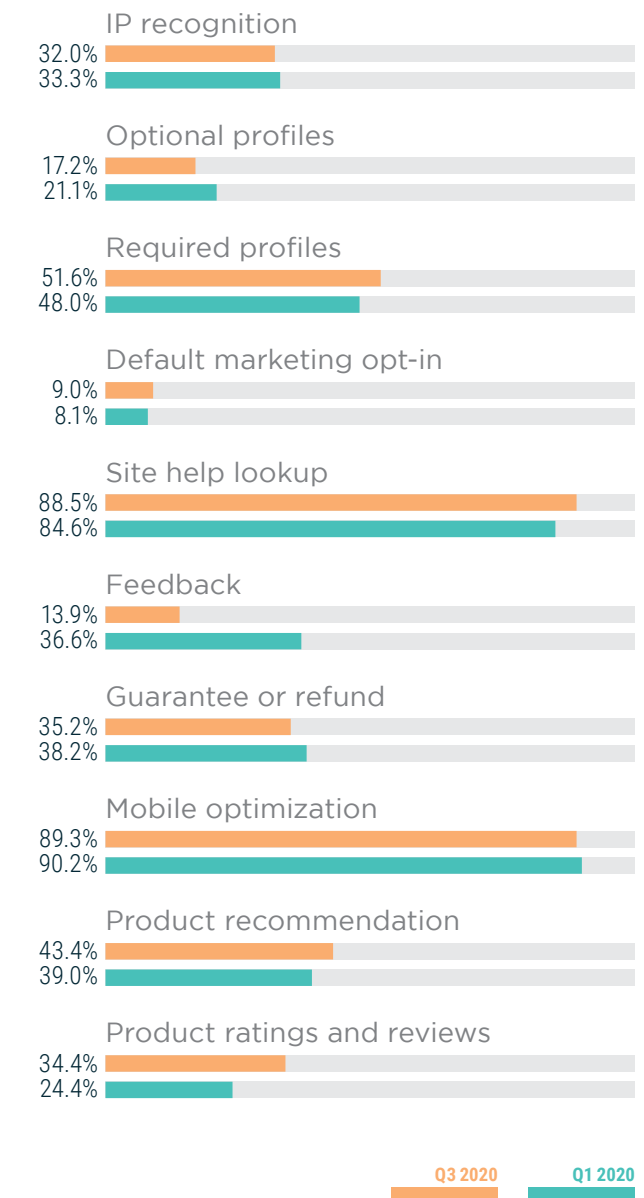
FIGURE 7: HOW EUROPEAN AND NORTH AMERICAN eTAILERS' CHECKOUT FEATURES HAVE CHANGED

7a: Share of European eTailers offering select features, by quarter

Feature	Q3 2020	Q1 2020
IP recognition	56.5%	62.2%
Optional profiles	29.7%	23.1%
Required profiles	50.7%	52.4%
Default marketing opt-in	6.5%	8.4%
Site help lookup	82.6%	79.7%
Feedback	15.2%	16.8%
Guarantee or refund	31.2%	27.3%
Mobile optimization	92.0%	90.9%
Product recommendation	56.5%	52.4%
Product ratings and reviews	55.8%	43.4%

7b: Share of North American eTailers offering select features, by quarter

| Feature	Q3 2020	Q1 2020
IP recognition	32.0%	33.3%
Optional profiles	17.2%	21.1%
Required profiles	51.6%	48.0%
Default marketing opt-in	9.0%	8.1%
Site help lookup	88.5%	84.6%
Feedback	13.9%	36.6%
Guarantee or refund	35.2%	38.2%
Mobile optimization	89.3%	90.2%
Product recommendation	43.4%	39.0%
Product ratings and reviews	34.4%	24.4%

UNDERSTANDING THE

B2C/B2B divide
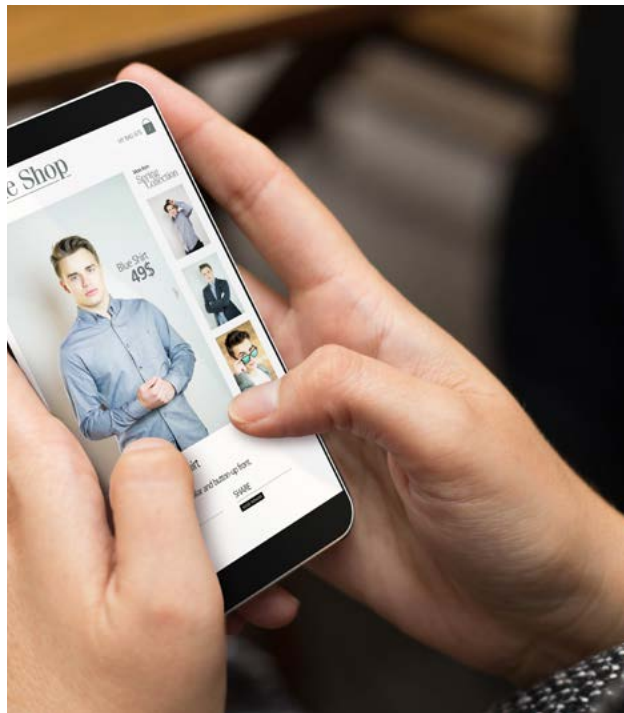
The difference between the checkout experiences merchants in the B2B and B2C sectors offer is less extensive than it is between eTailers from different industries or regions. The average B2C merchant's Index score is 51.9 and the average B2B merchant's score is 50.8 — a difference of just 2 percent.

FIGURE 8: HOW MERCHANTS' INDEX SCORES HAVE CHANGED OVER TIME

B2C and B2B merchants' average Index scores, by quarter

B2C
51.4
51.9

B2B
50.9
50.8

Q1   Q3
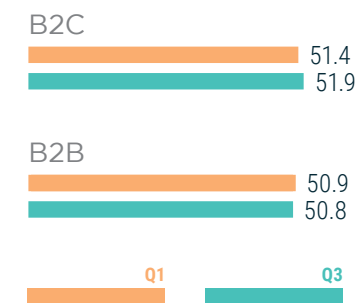
Source: PYMNTS.com

It appears as though B2C and B2B merchants' checkout experiences have neither improved nor deteriorated much since Q1 2020. B2C sites have managed to increase their average score by a modest 0.5 points, while B2B sites have seen their average score drop 0.1 point.

This does not mean that these merchants' checkout features have stayed the same, however. A closer look shows that both B2B and B2C eTailers have made key improvements to their checkouts since Q1, but these improvements have been balanced out by the removal of several features.

Our research shows that B2C merchants are 26.5 percent more likely to allow their customers to rate and review their purchases than they were in Q1, for example. This could have helped them improve their overall checkout experiences but was offset by the fact that they were also 35.3 percent less likely to allow customers to provide feedback. B2C merchants added ratings and reviews and simultaneously removed feedback options, resulting in stagnant checkout experiences.

Something similar can be said of B2B sites. These merchants have added more product ratings and review options while also dropping live site help features. Our research indicates that 49.6 percent more B2B merchants allow customers to leave ratings and reviews in Q3 2020 than did in Q1. This is offset by the fact that 17.8 percent fewer now offer live help options. B2B merchants are thus offering checkout experiences that are remarkably similar to the ones they offered in Q1.
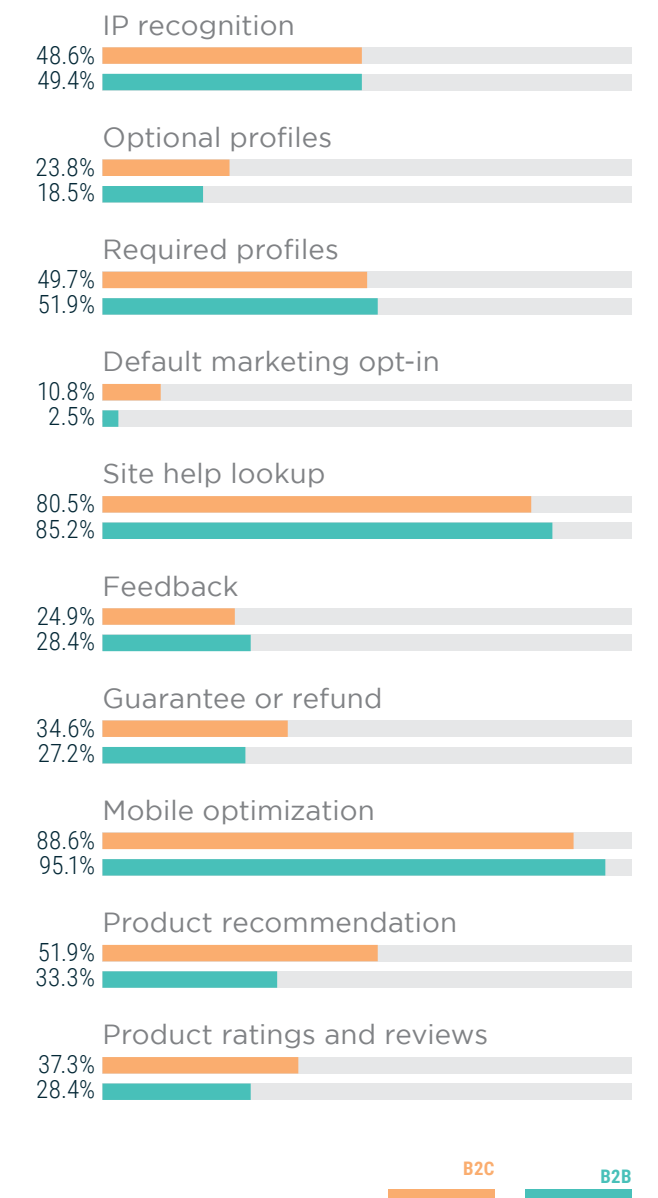
9a: Share of B2C versus B2B merchants providing select features, Q3 2020

Feature	B2C	B2B
IP recognition	45.6%	43.8%
Optional profiles	27.8%	15.0%
Required profiles	50.0%	53.8%
Default marketing opt-in	10.0%	2.5%
Site help live	49.4%	70.0%
Feedback	16.1%	11.3%
Guarantee or refund	35.6%	27.5%
Mobile optimization	90.0%	92.5%
Product recommendation	57.2%	35.0%
Product ratings and reviews	47.2%	42.5%

9b: Share of B2C versus B2B merchants providing select features, Q1 2020

| Feature	B2C	B2B
IP recognition	48.6%	49.4%
Optional profiles	23.8%	18.5%
Required profiles	49.7%	51.9%
Default marketing opt-in	10.8%	2.5%
Site help lookup	80.5%	85.2%
Feedback	24.9%	28.4%
Guarantee or refund	34.6%	27.2%
Mobile optimization	88.6%	95.1%
Product recommendation	51.9%	33.3%
Product ratings and reviews	37.3%	28.4%

B2C   B2B
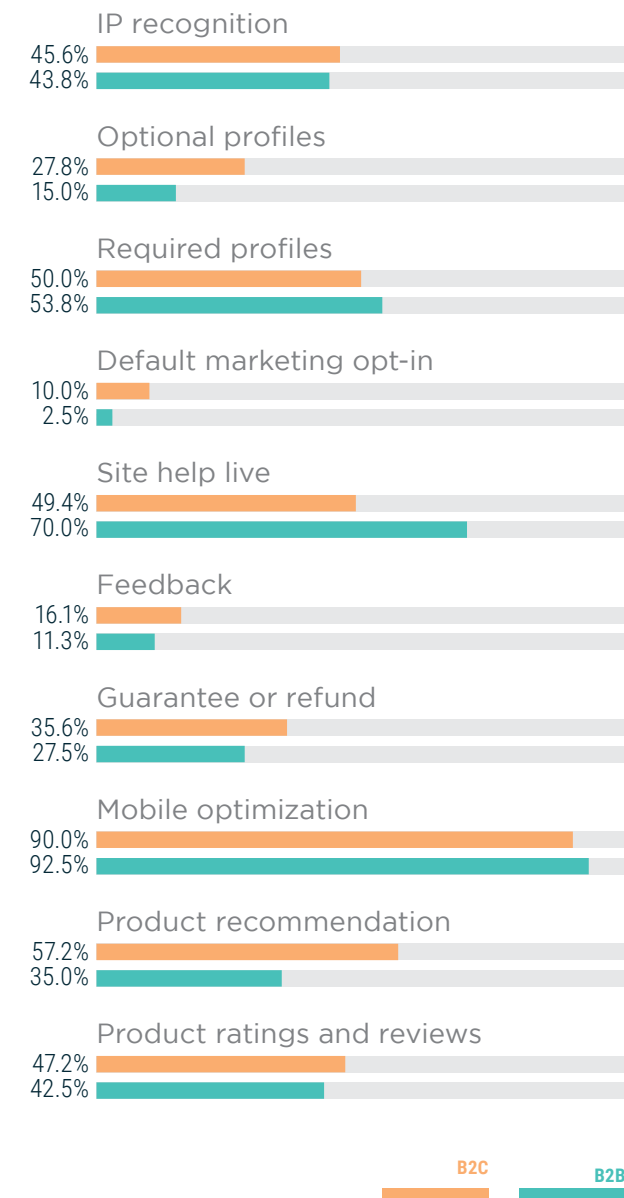
Source: PYMNTS.com

Conclusion

Many site and checkout features are universally helpful to digital content vendors and can go a long way toward facilitating smoother, more user-friendly checkout experiences. These include product recommendations, allowing customers to rate and review their purchases and accepting feedback. Features like these tend to be seen as marks of trustworthiness, and offering them can give consumers a confidence boost and inspire trust. It is fair to say that all eCommerce merchants can benefit from features like these and that many are missing out on opportunities by not offering them.

eCommerce merchants must also understand that not all features will encourage shoppers to click "buy." Features like automatic marketing email lists and required profiles could deter would-be buyers, and some features are not practical or even possible to use, depending on the items merchants sell and where they are located. Merchants could have a harder time offering refunds on eBooks than on clothing, for example, and sites that sell to more customers abroad would get greater usage out of IP recognition technology and numerous language settings. It is the combination of all these features, implemented according to each merchant's business, that creates user-friendly checkout experiences and maximizes sales.

Methodology
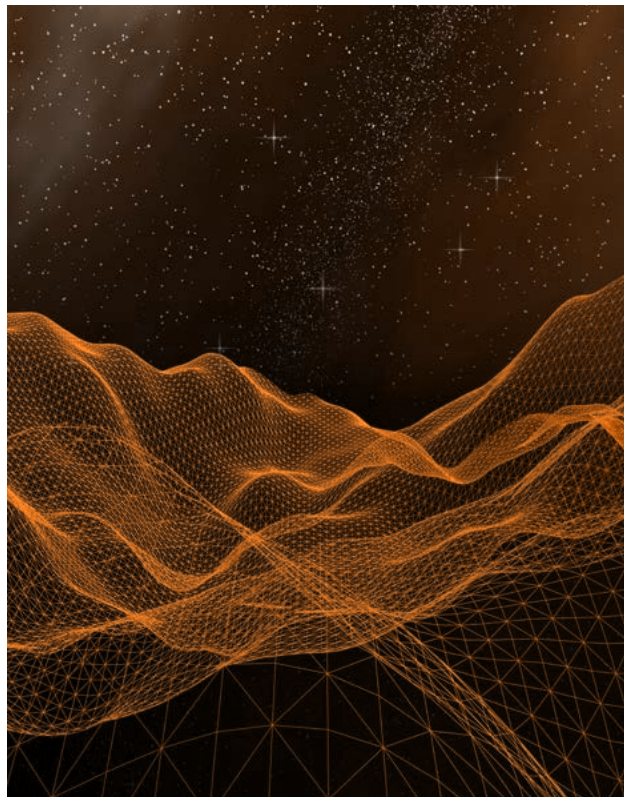
The Cross-Border Merchant Friction Index analyzes the key friction points experienced by consumers browsing, shopping and paying for purchases on international eCommerce sites. PYMNTS examined the checkout processes of 260 B2B and B2C eCommerce sites operating from locations across Europe and the United States to provide a comprehensive overview of their checkout offerings.

We examined the checkout features provided across 12 segments to determine which had the greatest impacts on the smoothness of their checkout experiences and generated Index

scores ranging from 0 to 100 based on this analysis. A score of 0 indicates a checkout experience so friction-laden that consumers abandon carts before completion, while a score of 100 indicates a checkout process so smooth that there is little to no chance of cart abandonment.

THE CROSS-BORDER

Merchant
Friction INDEX

About

PYMNTS.com

PYMNTS.com is where the best minds and the best content meet on the web to learn about "What's Next" in payments and commerce. Our interactive platform is reinventing the way in which companies in payments share relevant information about the initiatives that shape the future of this dynamic sector and make news. Our data and analytics team includes economists, data scientists and industry analysts who work with companies to measure and quantify the innovation that is at the cutting edge of this new world.

FastSpring

FastSpring is the trusted ecommerce partner for companies that sell software around the world. Companies using FastSpring's full-service ecommerce solution sell more, stay lean, and compete big. Founded in 2005, FastSpring is a privately-owned company headquartered in Santa Barbara with an office in Amsterdam. For more information, please visit https://www.fastspring.com