Increase E-Commerce Revenue Through Internet Resilience

THE FINANCIAL IMPACT OF INTERNET DISRUPTIONS
E-commerce companies are losing hundreds of thousands of dollars per month due to internet disruptions.

76
The average number of internet disruptions per month

THE POWER OF INTERNET PERFORMANCE MONITORING (IPM)
Companies monitoring the full internet stack face fewer challenges quickly identifying disruptions.*

Robust IPM:
- 11% Owned applications
- 23% SaaS applications
- 16% APIs
- 13% Websites

Limited IPM:
- 54% Owned applications
- 80% SaaS applications
- 72% APIs
- 54% Websites

THE BENEFITS OF IPM
IPM improves CX and increases revenue.

- 75% Increased revenue
- 71% Improved customer experience
- 58% Increased workforce productivity
- 50% Improved brand perception

Base: 262 decision-makers who are responsible for e-commerce strategy and technology at consumer products goods and retail companies based in North America, Europe, or Asia/Pacific.
*Note: Showing “Very challenging” and “Challenging”
Source: A commissioned study conducted by Forrester Consulting on behalf of Catchpoint, February 2023
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