

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.

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The average number of internet disruptions per month

- 12% \$1M+ lost
- 39% \$500,000 to \$999,999 lost
- 37% \$100,000 to \$499,999 lost
- 12% Up to \$99,999 lost

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

