



G2 Ecommerce Platform Report

Summer 2020

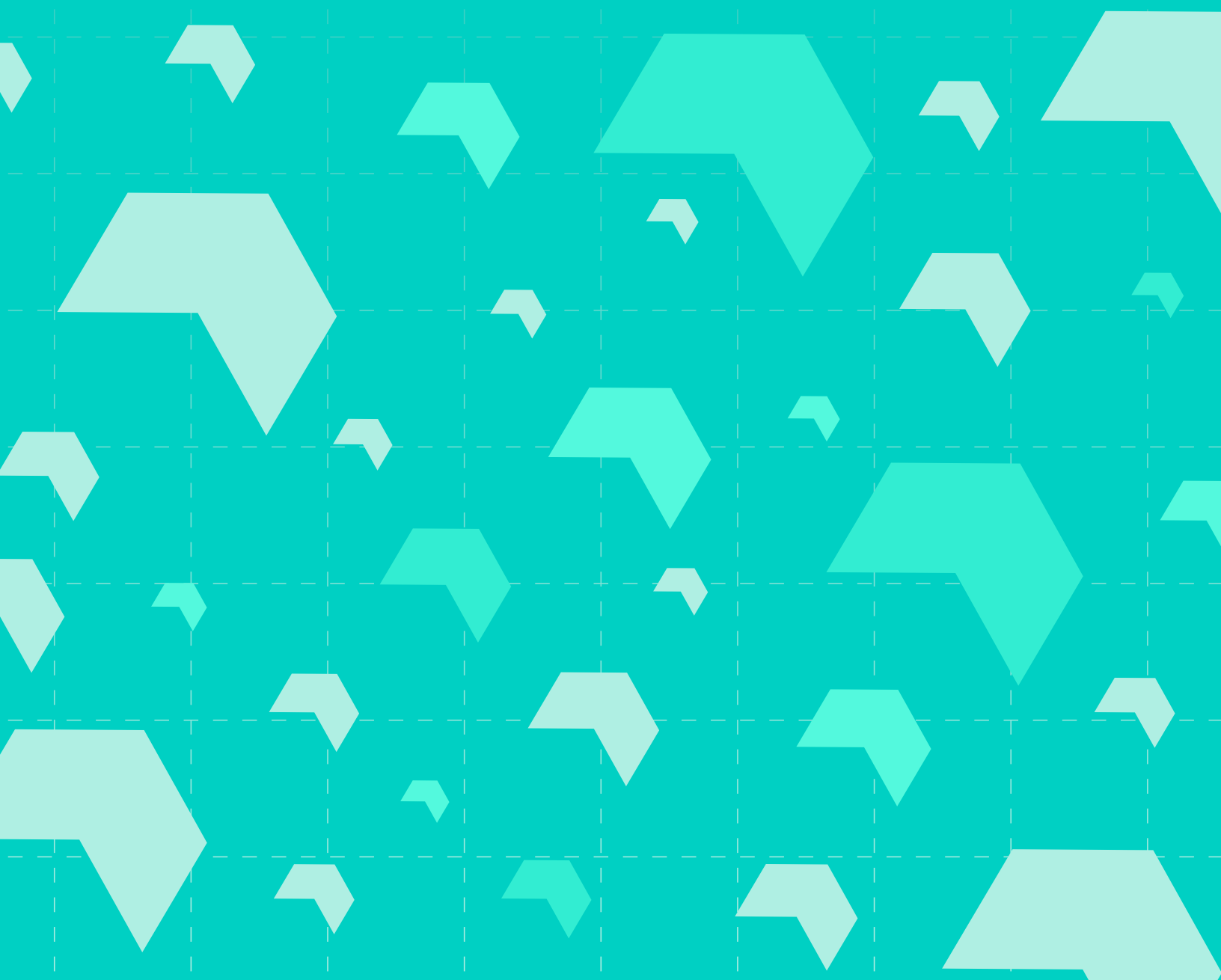




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Who is G2?

G2 is the world's leading business software review platform. The Summer 2020 Ecommerce Platform Grid® is featured in this abridged format in collaboration with FastSpring to help companies selling software, SaaS, and digital products partner with the best full-service ecommerce technology.

How G2 Defines Ecommerce Platforms

An ecommerce platform is a comprehensive software tool that allows merchants to build and manage a digital storefront for their products or services. Because ecommerce platforms create a centralized, digital hub for product and customer data, they allow ecommerce businesses to do things like customize product information, manage web content and layout, allow online transactions to occur, and adjust the platform according to businesses' online needs.

Ecommerce platforms unify, scale, and maintain core business processes like the front-facing selling of products and services, and the back-end functions of managing inventory and customer order history. Depending on business need, security, and potential for growth, an ecommerce platform can be either open source or proprietary, and implemented either on-premises or in the cloud.

To qualify for inclusion in G2's Ecommerce Platforms category, a product must:

- ✓ Run the ecommerce business on a single, unified platform
- ✓ Manage ecommerce products and services
- ✓ Be flexible and customizable according to business goals and objectives
- ✓ Scale according to business size and need
- ✓ Integrate with catalog management or inventory management software
- ✓ Offer security and/or encryption of data and information, and follow ecommerce regulation

Ecommerce Platform Grid[®] Report

Overview of the Ecommerce Platform Grid[®]

Products shown on the Grid[®] for Ecommerce Platforms have received a minimum of 10 reviews/ratings in data gathered by June 2, 2020. Products are ranked by customer satisfaction based on user-generated reviews and market presence—including market share, vendor size, and social impact. The products are then placed within four main categories:

1. Contenders

Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category.

2. Niche

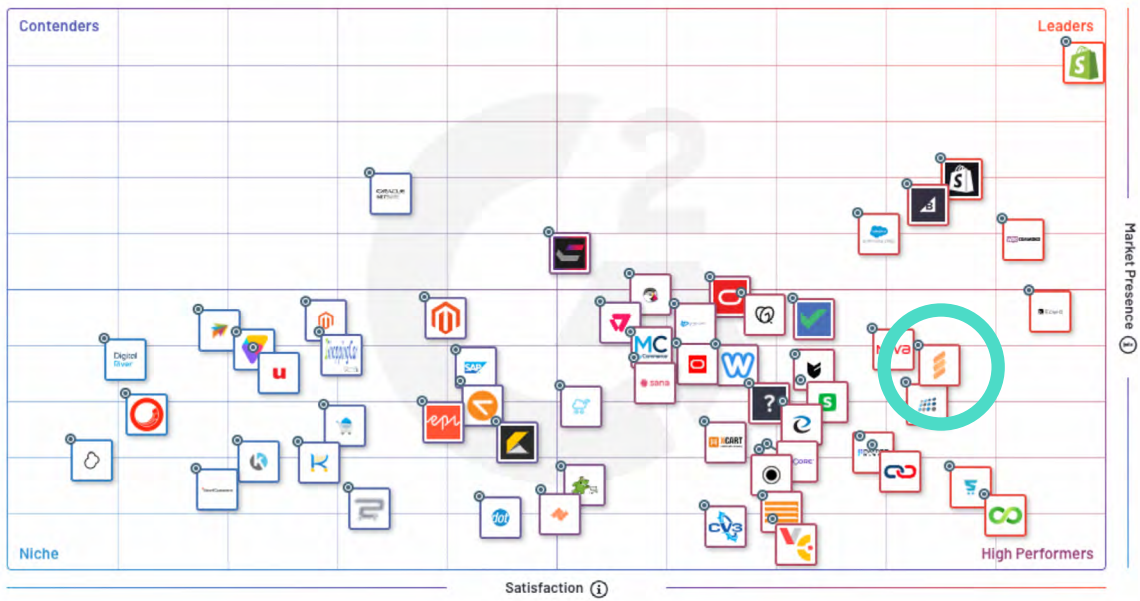
Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category.

3. Market Leaders

Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores.

4. High Performers

High Performing products have high customer Satisfaction scores and the opportunity to increase their Market Presence compared to the rest of the category. **This is where FastSpring is!**



FastSpring is a High Performer

High performers have high customer Satisfaction scores and the opportunity to increase their Market Presence compared to the rest of the category.

FastSpring Spotlight

FastSpring Rating

FastSpring has been named a **“High Performer”** based on high customer Satisfaction scores. FastSpring’s full-service ecommerce platform helps software companies of all sizes sell more, stay lean, and compete big. When companies selling software, SaaS, and digital products partner with FastSpring, they have all the ecommerce expertise and innovative technology they need to power their online store to drive more global conversions than ever before without requiring more internal budget or resources.

With FastSpring software companies can focus on what they do best—building great software.



Customers

5000+ Worldwide



Employees

100+



HQ Location

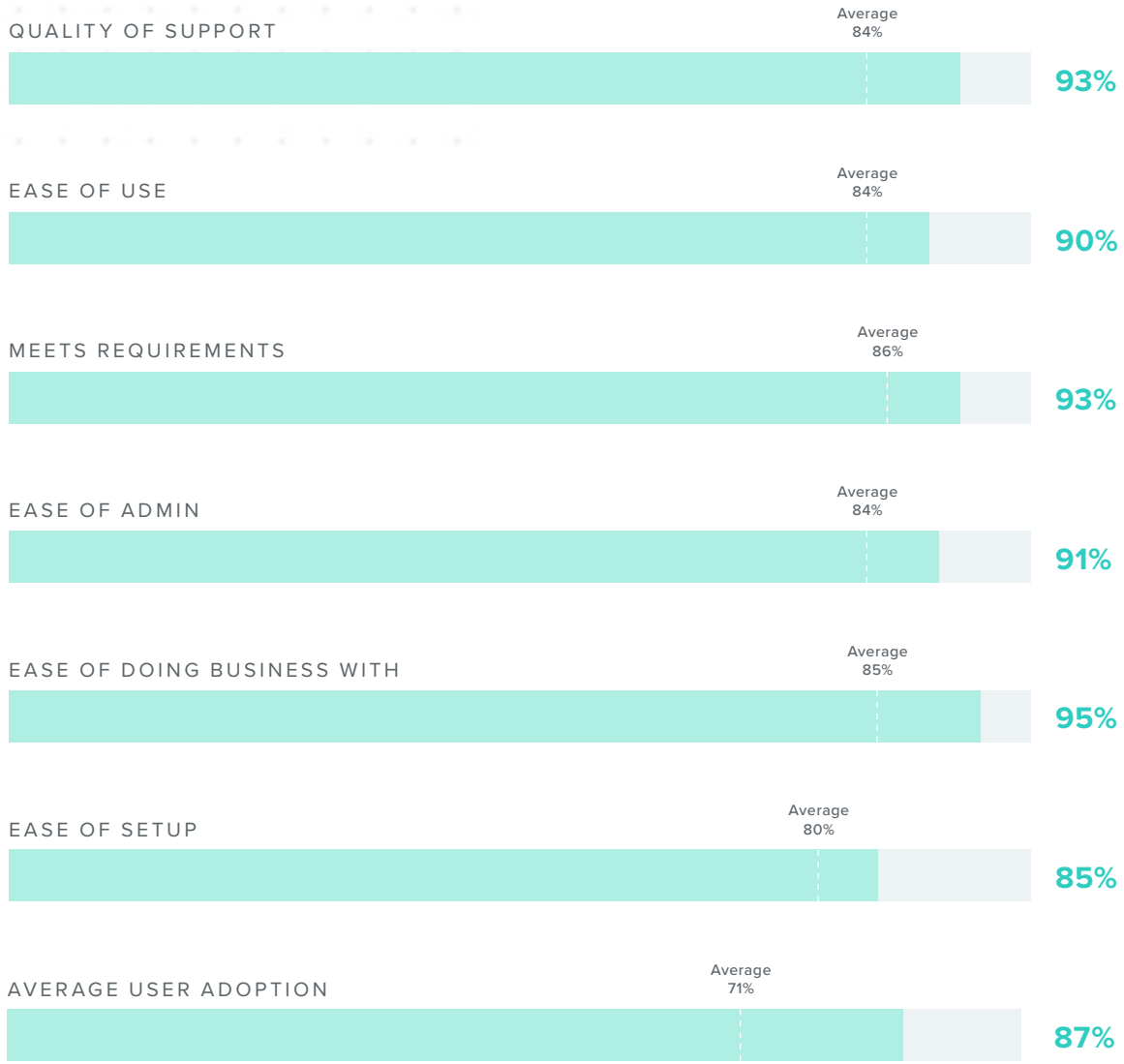
Santa Barbara, CA



Website

fastspring.com

Satisfaction Ratings



Estimated ROI (Payback Period)

5 months

Average 12 months



Average Months to Go Live

0.6 months

Average 3.4 months

Usability Index + NPS

A product's Usability score is calculated by a proprietary algorithm that factors in real-user Satisfaction Ratings for a number of use-related review questions. Software buyers can compare products in the Ecommerce Platform category according to their Usability scores to streamline the buying process and quickly identify the most usable products based on the experiences of their peers.

	EASE OF BUSINESS	LIKELY TO RECOMMEND	QUALITY OF SUPPORT	NET PROMOTER SCORE
FASTSPRING	95%	92%	93%	75
DIGITAL RIVER	73%	65%	63%	0
2CHECKOUT	87%	85%	86%	58
CLEVERBRIDGE	84%	85%	89%	40

“Thanks to FastSpring, we entered the international market and are successfully receiving payments from customers from over the world.”

PAUL MIT, CO-FOUNDER AND CHIEF GROWTH OFFICER, FLOWMAPP

Implementation Ratings

A product's Implementation score is calculated by a proprietary algorithm that factors in real-user satisfaction ratings for a number of implementation-related review questions. Software buyers can compare products in the ecommerce platform category according to their Implementation scores to streamline the buying process and quickly identify the most easily implemented products based on the experiences of their peers.

	EASE OF SETUP	AVG. MONTHS TO GO LIVE	USER ADOPTION	ESTIMATED ROI
FASTSPRING	85%	0.6 months	87%	5 months
DIGITAL RIVER	69%	3.2 months	50%	N/A
DIGITAL RIVER MYCOMMERCE	86%	0.9 months	71%	6 months
2CHECKOUT	84%	1.5 months	74%	8 months
CLEVERBRIDGE	87%	2.8 months	86%	N/A

“It’s easier to do business with us.”

“Since launching our FastSpring ecommerce store, we have seen a 40% increase in our conversion rate. There is no question that our partnership with FastSpring has enabled us to move quickly and has been a huge part of our success.”

FREDERIC LINFJÄRD, DIGITAL COMMERCIAL MANAGER, CAPTURE ONE

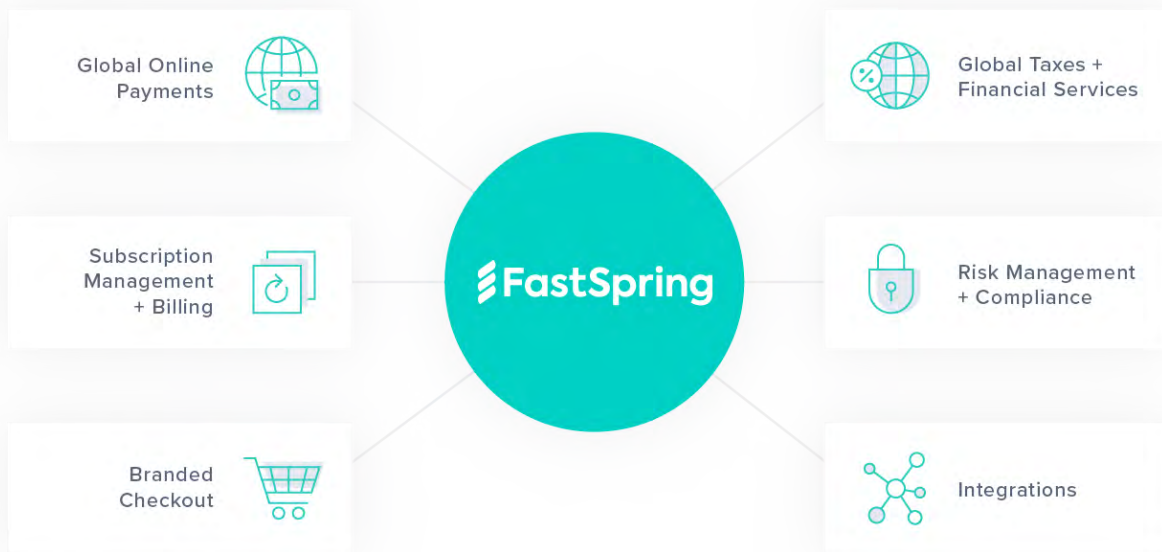
Head-to-Head Comparison of the Top 4 Ecommerce Platforms

FastSpring beats the competition in overall satisfaction.

	FASTSPRING	2CHECKOUT	CLEVERBRIDGE	DIGITAL RIVER
MEETS REQUIREMENTS	9.1	8.7	8.2	6.7
EASE OF USE	8.6	8.6	8.2	6.3
EASE OF SETUP	8.1	8.1	8.3	5.8
EASE OF ADMIN	8.8	8.4	8.8	5.3
QUALITY OF SUPPORT	9.1	8.4	8.9	5.4
EASE OF DOING BUSINESS WITH	9.2	8.3	8.3	6.2
PRODUCT DIRECTION	8.0	7.8	7.8	5.2

FastSpring is the Better Way to Grow

Everything you need to sell software, SaaS, and digital products worldwide
in one, easy-to-use platform



“FastSpring impressed me from the very beginning with their commitment to showing me how I can drive more sales from my website.”

EDUARD METZGER, FOUNDER, NOTEPLAN



About 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 www.fastspring.com.

Try FastSpring

Take our full-service ecommerce platform for a test drive to unlock 30% or more revenue growth for your company.

Get A Demo



Your Full-Service Ecommerce Partner

[Learn More](#)