

**Additional appendix for:  
Both sides of cloud: more standardized tools and more diverse data analytics**

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**BuiltWith Technology Descriptions**

Below is a list Product Development Technologies and Data Analytics Technologies used to create the cosine similarity measures.

| <b>Product Development Technology</b> | <b>Description</b>   |
|---------------------------------------|--|
| adobecoldfusion                       | coldfusion is an application server and software development framework used for the development of computer software in general, and dynamic web sites in particular.  |
| adobedreamweaver                      | based on the use of certain javascript functions, this page contains code generated, at least initially, by dreamweaver.   |
| ajaxlibrariesapi                      | the ajax libraries api is a content distribution network and loading architecture for the most popular, open source javascript libraries.  |
| akamai                                | akamai provides a distributed computing platform for global internet content and application delivery.   |
| akamaiedge                            | akamai's edge platform is one of the world's largest distributed computing platforms. it is a network of more than 95,000 secure servers equipped with proprietary software and deployed in 71 countries.  |
| alphassl                              | certificate provided by alphassl, a globalsign company.  |
| alternateprotocol                     | the server advertises alternate protocol options, most probably providing spdy support.  |
| amazonapigateway                      | create, publish, maintain, monitor, and secure apis at any scale.  |
| amazoncloudfront                      | amazon cloudfront is a web service for content delivery. it integrates with other amazon web services to give developers and businesses an easy way to distribute content to end users with low latency, high data transfer speeds, and no commitments.                    |
| amazons3cdn                           | amazon simple storage provides unlimited storage to developers and online businesses - saving costs and increase storage reliability.  |
| amazonssl                             | amazon supplied ssl certificate  |
| angular                               | angular version 4.2.*  |
| antdesign                             | react ui kit / design framework.   |
| apache                                | apache tomcat is an open-source software implementation of the java servlet and javaserver pages technologies.   |
| apollographql                         | app development framework.   |
| asp                                   | asp.net is a web application framework marketed by microsoft that programmers can use to build dynamic web sites, web applications and xml web services. it is part of microsoft's .net platform and is the successor to microsoft's active server pages (asp) technology. |
| authpassthrough                       | frontpage security module for apache.  |
| azureedge                             | content delivered via azure edge network   |
| bootstrapcdn                          | bootstrap cdn system - encompasses maxcdn, netdna and stackpath - donated to jsdelivr.   |
| bugbounty                             | the website has some form of responsible disclosure mechanism for the reporting of security vulnerabilities.   |
| bulma                                 | bulma is an open source css framework based on flexbox and built with sass.  |
| bunnycdngeneral                       | using content hosted at bunny cdn.   |
| cdnjs                                 | cloudflare's cdn with popular javascript frameworks available.   |
| centos                                | centos is an enterprise-class linux distribution derived from sources freely provided to the public by a prominent north american enterprise linux vendor. centos conforms fully with the upstream vendors redistribution policy and aims to be 100% binary compatible.    |
| classicasp                            | active server pages (asp) is a server-side scripting environment that you can use to create and run dynamic, interactive web server applications.  |

|                                |   |
|--------------------------------|---|
| cloudflare                     | automatically optimizes the delivery of your web pages so your visitors get the fastest page load times and best performance.   |
| cloudflarecdn                  | content owned by this site hosted on the cloudflare cdn.  |
| cloudflaressl                  | ssl solutions from cloudflare   |
| cloudinary                     | image management & delivery solution.   |
| codeigniter                    | codeigniter is a powerful php framework with a very small footprint.  |
| coldfusionmarkuplanguage(cfml) | cfml is the scripting language used by adobe coldfusion, bluedragon, railo, smithproject, coral web builder, ignitefusion.  |
| comodo                         | comodo positive ssl certificate.  |
| cpanelssl                      | cpanel certificate.   |
| dav                            | a set of extensions to the http protocol which allows users to collaboratively edit and manage files on remote web servers.   |
| ddosguard                      | ddos protection for your business.  |
| debian                         | debian is a free operating system (os) for your computer.   |
| digicert                       | certificate provided by digicert.   |
| digitaloceanspaces             | s3-compatible object storage with a built-in cdn.   |
| djangocsrft                    | django is a high-level python web framework that encourages rapid development and clean, pragmatic design. this metric displays sites that are using django + csrf.               |
| djangolanguage                 | this website is running the django framework and is setting a language cookie.  |
| encryptioneverywhere           | high value, low friction end-to-end security for web hosting partners from symantec.  |
| entrustssl                     | certificate provided by entrust.  |
| envoy                          | open source edge and service proxy.   |
| essentialssl                   | certificate provided by essentialssl, a comodo company.   |
| express                        | a web application framework for node node.js - expressjs.   |
| facebookcdn                    | this page has content that links to the facebook content delivery network.  |
| facebookdomainverification     | domain verification provides a way for you to claim ownership of your domain in facebook business manager.  |
| fastlycdn                      | links to fastly cdn based content.  |
| firebase                       | a scalable real time backend system for websites.   |
| flatsome                       | woocommerce responsive theme.   |
| gandistandardssl               | gandi hosting standard ssl certificate.   |
| gatsbyjs                       | modern website and web apps generator for react.  |
| geotrust                       | certificate provided by geotrust.   |
| githubhosting                  | this site is hosted on github infrastructure.   |
| globalsign                     | certificate provided by globalsign.   |
| godaddycdn                     | this site has content that links to godaddy cdn.  |
| godaddyssl                     | certificate provided by godaddy.  |
| googlecloudfunctions           | event-driven serverless compute platform.   |
| googlecloudstorage             | store objects of any size and manage access to their data on an individual or group basis within the google network.  |
| googlepagespeedmodule          | the pagespeed modules are open source server modules that optimize your site automatically.   |
| googlessl                      | uses ssl from google  |
| gstaticgooglestaticcontent     | google has off-loaded static content (javascript/images/css) to a different domain name in an effort to reduce bandwidth usage and increase network performance for the end user. |
| gumby                          | gumby 2 is a responsive css framework.  |
| herokussl                      | ssl certificate provided by heroku. the site is normally hosted on heroku for this to happen.   |
| herokuvegurproxy               | content from this page is being sent via the heroku vegur proxy.  |
| highwindscdn                   | cdn built to meet the delivery needs of even the largest media and entertainment companies.   |
| incapsulacdn                   | global cdn and optimizer.   |
| ionic                          | ionic framework is a open source mobile sdk for developing native and progressive web apps.   |
| javaee                         | java platform, enterprise edition (java ee) is the industry standard for developing portable, robust, scalable and secure server-side java applications.                          |

|                           |  |
|---------------------------|--|
| jquerycdn                 | the jquery amazon s3 content delivery network  |
| jsdelivr                  | a free cdn where javascript developers can host their files. encompasses maxcdn, and bootstrapcdn.   |
| laravel                   | a php mvc framework.   |
| letsencrypt               | let's encrypt is a free open certificate authority.  |
| limitermodules            | log byte and bandwidth limiter modules.  |
| lottiefiles               | open source animation file format providing lightweight, scalable animations .   |
| materializecss            | material design css framework  |
| materialui                | react components that implement google's material design.  |
| maxcdn                    | maxcdn's dynamic site acceleration optimizes content delivery and web applications by using edge locations. previously known as netdna.  |
| mediatemplessl            | the site is using ssl certificate from media temple hosting.   |
| meteor                    | meteor is an environment for building modern websites.   |
| microsoftazureblobstorage | windows azure blob storage is a service for storing large amounts of unstructured data that can be accessed from anywhere in the world via http or https.  |
| microsoftcdn              | content delivery network services from microsoft azure.  |
| microsoftssl              | the ssl certificate is connected with microsoft.   |
| modpagespeed              | mod_pagespeed is an open source apache module that automatically optimizes web pages and resources on them.  |
| modssl                    | this module provides strong cryptography for the apache 1.3 webserver via the secure sockets layer (ssl v2/v3) and transport layer security (tls v1) protocols   |
| next                      | react.js framework for static site generator apps. owned by vercel.  |
| nuxt                      | vue.js application framework.  |
| oneclickssl               | fully automated ssl secure site activation from gmo internet group.  |
| openresty                 | application server and framework system.   |
| openssl                   | the openssl project is a collaborative effort to develop a robust, commercial-grade, full-featured, and open source toolkit implementing the secure sockets layer (ssl v2/v3) and transport layer security (tls v1) protocols as well as a full-strength general purpose cryptography library. |
| optimole                  | real-time image processing and image cdn for wordpress.  |
| osscdn                    | open source software cdn from maxcdn.  |
| ovhanycast                | content hosted on an anycast load balanced ip address from ovh.  |
| ovhssl                    | ssl certificates from french based network provider ovh  |
| parallelsplekpanel        | host and manage websites and servers at any scale, includes virtualization software.   |
| parallelsssl              | ssl reseller program from parallels  |
| perl                      | perl is a general-purpose programming language originally developed for text manipulation and now used for a wide range of tasks including system administration, web development, network programming, gui development, and more.   |
| php                       | php is a widely used general-purpose scripting language that is especially suited for web development and can be embedded into html.   |
| placeholderit             | a quick and simple placeholder service.  |
| pubnub                    | api that allows you to build realtime apps in minutes.   |
| pure                      | a set of small, responsive css modules.  |
| pusher                    | pusher is a realtime service that complements your existing server architecture.   |
| python                    | python version 2.4.*   |
| quic                      | quick udp internet connections, pronounced quick is a transport layer network protocol developed by google.  |
| rackspacecdn              | rackspace cdn system.  |
| rapidssl                  | rapidssl certificate provider.   |
| rawgit                    | serves raw files from github with the right content type headers.  |
| reactonrails              | react on rails integrates rails with (server rendering of) facebook's react front-end framework.   |
| redhatenterpriselinux     | red hat enterprise linux (often abbreviated to rhel) is a linux distribution produced by red hat and targeted toward the commercial market, including mainframes.  |
| rubyonrails               | ruby on rails is an open source web framework that is optimized for programmer happiness and sustainable productivity. note that ruby on rails has two detection techniques and this is one of them.   |

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|-----------------------|---|
| sectigo               | ssl from sectigo formerly comodo.   |
| semanticui            | semantic empowers designers and developers by creating a language for sharing ui.   |
| sonatype              | devops automation nexus system.   |
| ssl                   | certificate provided by ssl.com   |
| stackoverflowcdn      | stackoverflow and family cdn.   |
| stackpath             | accelerates websites, apps, apis, streams and downloads.  |
| stackpathbootstrapcdn | stackpath's bootstrap cdn system - encompasses maxcdn and netdna.   |
| starfieldtechnologies | certificate provided by starfield technologies  |
| startssl              | certificate provided by startssl.   |
| startupframework      | design framework for web developers.  |
| stimulus              | javascript framework for augmenting html from basecamp.   |
| sucuricloudproxy      | sucuri firewall (cloudproxy) is a cloud-based waf and intrusion prevention system for web sites   |
| svelte                | ui interface builder system.  |
| symantec              | verisign/symantec ssl certificates.   |
| thawtssl              | certificated provided by thawte.  |
| total                 | a server side framework for node.js providing the ability to build web sites using js, html and css.  |
| twittercdn            | this page contains content sourced from the twitter cdn, either by the use of widgets or linking to image content on twimg.com currently hosted by akamai and amazon. |
| ubuntu                | ubuntu is a free, debian derived linux-based operating system, available with both community and professional support.  |
| unix                  | a *nix based operating system (undisclosed).  |
| unpkg                 | unpkg is a fast, global content delivery network for everything on npm.   |
| vimeocdn              | this page uses content from the vimeo cdn.  |
| yahooimagecdn         | the website contains links to yahoo image cdn.  |
| zencodercdn           | this page has content hosted on the zencoder cdn, owned by brightcove.  |

## **Analytics Technology**

## **Description**

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| 33across                               | a technology that connects users content and products into the social graph.   |
| 6sense                                 | lead generation funnel analytics tool.   |
| accessibe                              | website accessibility monitoring and auditing platform.  |
| activecampaign                         | marketing automation, email marketing and behavioral analysis.   |
| acton                                  | marketing automation software.   |
| acxiom                                 | technology and marketing services that enable marketers to manage audiences.   |
| adjust                                 | mobile app tracking system.  |
| adobeanalytics                         | marketing analytics platform from adobe.   |
| adobedynamictagmanagement              | satellite puts an end to tag and technology management, letting marketers and analysts manage their tools. previously known as search discovery satellite now adobe dtm.   |
| adobeexperienceplatformidentityservice | connects devices to people.  |
| adobelaunch                            | adobe experience platform tag management system.   |
| adobemarketingcloud                    | a complete set of marketing solutions from adobe.  |
| affiliatly                             | affiliate tracking software for ecommerce stores.  |
| agilecrm                               | agile is a fully-integrated sales & marketing suite for small businesses.  |
| ahoy                                   | first party analytics for rails.   |
| airbrake                               | airbrake collects errors generated by other applications, and aggregates the results for review.   |
| airpr                                  | prtech company provides analytics and insights for what's driving engagement.  |
| akamaiimpulse                          | multi-channel real time analytics package - rum system by akamai previously soasta.  |
| albacross                              | b2b digital marketing tool that allows you to try to identify the companies that are visiting your website.  |
| alexacertifiedsitemetrics              | alexa's certified program and pro metrics.   |
| alexametrics                           | the page has embedded alexa metrics.   |
| amazonadvertisingisizekadsuite         | campaign management analytics from amazon formerly mediamind.  |
| ambassador                             | referral marketing software.   |
| amplitude                              | mobile analytics platform.   |
| appsflyer                              | mobile attribution & marketing analytics platform  |
| atlasactiontags                        | work alongside the tracking of campaigns and track the conversion performance of your online media activity.   |
| attentive                              | personalized mobile messaging platform.  |
| augur                                  | device and consumer recognition javascript service.  |
| baiduanalytics                         | analytics tracking pixel from chinese language search engine baidu.  |
| bingconversiontracking                 | help optimize search ads campaigns.  |
| binguniversaleventtracking             | universal event tracking (uet) is a simple and powerful campaign measurement solution that allows you to track key conversion goals important to your business.            |
| bizable                                | multi-channel roi marketing analytics tool.  |
| bizoinsights                           | bizo insight tags are installed on a partner website to enable bizo to generate and/or record anonymous analytics about the partner's site visitors. acquired by linkedin. |
| boldcommerce                           | shopify app development and partner to help increase sales. previously shappify.   |
| bombora                                | advertising analytics and tracking service.  |
| branch                                 | mobile deep linking system to increase engagement and retention.   |
| braze                                  | braze is a lifecycle marketing platform formerly known as appboy.  |
| calltrackingmetrics                    | call tracking & analytics for advertising.   |
| capterra                               | software tracking system and badge.  |
| castle                                 | deep visibility into what users are doing on your website.   |
| chartbeat                              | live traffic monitoring of your website.   |
| claritas                               | custom audience segments & consumer insights for over 120 million households   |
| clearbit                               | sales and marketing workflow analytics.  |
| clearbitreveal                         | identifies anonymous visitors to websites.   |
| clevertap                              | behavioural analytics and engagement platform.   |
| clicktale                              | records visitors to the website and every action as they browse the site. creates movies to allow the website to understand how it gets used.                              |
| clicky                                 | clicky web analytics system, previously known as getclicky   |

|                              |  |
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| cloudflareinsights           | visitor analytics and threat monitoring.   |
| cloudflarerocketloader       | automatically optimizes your pages to minimize the number of network connections and ensure even third party resources won't slow down page rendering.   |
| cloudflarewebanalytics       | privacy-first web analytics from cloudflare.   |
| comscore                     | market research company that studies internet trends and behavior.   |
| convert                      | increase conversion and engagement of website visitors by personalizing content based on behavior. previously known as reedee.   |
| convertflow                  | lead generation and on-site retargeting  |
| crazyegg                     | crazy egg provides visualization of visits to your website.  |
| crimsonhexagon               | ai-powered consumer insights tracking platform.  |
| crosspixelmedia              | cross pixel is the leading provider of high performance audience data.   |
| customer                     | email people automatically based on what they do (or don't do) in your app.  |
| datadog                      | cloud monitoring as a service system.  |
| datalogix                    | leverages the power of purchase-based audience targeting to drive measurable online and offline sales  |
| demandbase                   | abm software for mid-market and enterprise b2b companies.  |
| digitalwindow                | digital window provides performance marketing solutions. providing customers with the tools and account management to get the most from their affiliate programmes   |
| dotomi                       | dotomi applies personalized media practices to anonymous, user-level marketing programs.   |
| doubleclickfloodlight        | floodlight is feature of doubleclick ads that allows advertisers to capture and report on the actions of users who visit their website after viewing or clicking on one of the advertiser's ads.   |
| dynatrace                    | dynatrace provides software intelligence for enterprise cloud ecosystems. dynatrace is an ai-powered, full stack and automated monitoring and analytics solution that provides insights into users, transactions, applications, and hybrid multi-cloud environments. |
| efficientfrontier            | unified performance marketing platform that optimizes across both search and display. now owned by adobe and includes everest tech.  |
| eloqua                       | marketing automation provider.   |
| engagio                      | account based marketing service.   |
| everesttechnologies          | performance testing and channel strategy provider for ecommerce.   |
| facebookconversiontracking   | conversion tracking functionality from facebook, allows a user to track advertisement clicks.  |
| facebookdomaininsights       | this website contains tracking information that allows admins to see facebook insights out of facebook to this domain.   |
| facebookpixel                | facebook pixel is facebook's conversion tracking system for ads on facebook to websites.   |
| facebookpixelforshopify      | facebook pixel specifically for shopify.   |
| facebookpixelviewcontent     | calls to facebook pixel 'viewcontent'  |
| facebooksignal               | journalists use signal to surface relevant trends, photos, videos and posts from facebook and instagram for use in their storytelling and reporting.   |
| facebooktagapi               | the javascript tag api can be used to track custom audience and conversion events.   |
| fastlycdn                    | real-time analytics and cdn platform. analyze your web and server traffic patterns in real-time.   |
| firstpromoter                | affiliate and referral tracking system.  |
| freshmarketer                | conversion optimization suite from freshworks.   |
| freshworkscrm                | ai-based lead scoring, phone, email, activity capture, and more.   |
| fullstory                    | fullstory lets product and support teams understand everything about the customer experience.  |
| g2crowdconversion            | conversion tracking for g2 crowd pages.  |
| gemiuspl                     | online research company based in poland  |
| globalsitetag                | google's primary tag for google measurement/conversion tracking, adwords and doubleclick.  |
| googleadwordsconversion      | adwords conversion tracking code.  |
| googleanalytics              | google analytics offers a host of compelling features and benefits for everyone from senior executives and advertising and marketing professionals to site owners and content developers.  |
| googlecallconversiontracking | use phone call conversion tracking to help you see how effectively your ads lead to phone calls from your website.   |

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| googlecontentexperiments       | content experiments helps you optimize for goals you have already defined in your google analytics account, and can help you decide which page designs, layouts and content are most effective.   |
| googleconversion               | this free tool in adwords can show you what happens after customers click your ad (for example, whether they purchased your product, called from a mobile phone or downloaded your app).  |
| googledoubleclickconversion    | doubleclick conversion tracking from google global site tag.  |
| googleoptimize360              | test different variations of a website and then tailor it to deliver a personalized experience that works best for each customer and for your business.   |
| googleuniversalanalytics       | the analytics.js javascript snippet is a new way to measure how users interact with your website. it is similar to the previous google tracking code, ga.js, but offers more flexibility for developers to customize their implementations. |
| gosquared                      | see who's reading, commenting, joining, or buying on your website right now.  |
| growsumo                       | reward customers and people for sending referrals.  |
| heap                           | heap automatically captures every user action in your web app and lets you measure it all.  |
| heatmapit                      | heatmap based tools from heatmap.it.  |
| hittailongtailkeywordmarketing | hittail claims they are the only product that reveals in real time which keywords people use to find the website.   |
| hotjar                         | a heatmap, survey, feedback and funnel application.   |
| hubspot                        | hubspot provides marketing information and leads via inbound marketing software.  |
| hubspotads                     | turn hubspot lists into ads targeting audiences and track the roi of your facebook and google ads automatically.  |
| hubspotanalytics               | measure the performance of all your marketing campaigns   |
| hubspotcalltoactions           | create personalized calls-to-action that are designed to convert and measure them.  |
| hubspotforms                   | marketing automation form feedback into hubspot tool.   |
| hubspotleadflows               | lead flows allow you to easily create and customize engaging lead capture forms.  |
| igodigital                     | analyzes individual shopper behavior and provides personalized product recommendations. now owned by exacttarget.   |
| improvely                      | conversion tracking, click fraud monitoring and a/b testing for online marketers and agencies.  |
| innocraftcloud                 | all in one analytics package from matomo.   |
| insightera                     | provides b2b customer acquisition with real-time inbound marketing. now marketo real-time personalization.  |
| inspectlet                     | record and watch everything your visitors do.   |
| invitemedia                    | automatically buy from multiple ad exchanges in real-time, all through the same interface.  |
| ipstack                        | ip to geolocation apis and global ip database services.   |
| jabmo                          | automated lead generation software based on website visitors. now known as jabmo.   |
| keenio                         | analytics backend-as-a-service lets developers build analytics features directly into apps.   |
| kenshoo                        | automates the whole process of creating and managing search-engine marketing campaigns.   |
| kickfire                       | ip address-to-company api and real time visitor intent discovery.   |
| kissmetrics                    | helps measure results and improve them with analytics from kissmetrics.   |
| klaviyo                        | customer lifecycle management platform for web apps and ecommerce.  |
| knowbe4                        | security awareness system.  |
| kochava                        | unified audience attribution and analytics platform.  |
| leadfeeder                     | leadfeeder shows you which companies are visiting your site.  |
| leadforensics                  | visibility of which companies have visited your site, when they visited, what they searched on and the pages they viewed.   |
| leadin                         | get insights into everyone who fills out a form on your site. from hubspot.   |
| leadinfo                       | identify b2b website visitors.  |
| leadlander                     | real time customer intelligence, a website marketing solution.  |
| leadworx                       | lead discovery tool.  |
| linkedininsights               | the linkedin insight tag is a piece of lightweight javascript code that you can add to your website to enable in-depth campaign reporting and unlock valuable insights about your website visitors and for conversion optimization of ads.  |
| loader                         | load testing tool for websites.   |

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|--------------------------------|---|
| loggly                         | cloud-based solution that tries to makes sense of log data coming from applications, platforms, and systems. owned by solarwinds.   |
| lotamecrowdcontrol             | data driven marketing advertising program provides social media sites with advance targeting  |
| luckyorange                    | lucky orange lets you see what people are doing on your website, in real time, and interact with them.  |
| madkudu                        | lead scoring and signup forms.  |
| mailitelite                    | email newsletters made easy signup form.  |
| mailmunch                      | email marketing service and customer acquisition app.   |
| marinsoftware                  | helps advertisers and agencies manage and grow their search campaigns .   |
| marketo                        | marketo provides sophisticated yet easy marketing automation software that helps marketing and sales work together to drive revenue and improve marketing accountability.   |
| marketorealtimepersonalization | allows for event tracking and dynamic customization of a webpage back to marketo.   |
| matomo                         | matomo is an open source web analytics software. it gives interesting reports on your website visitors, your popular pages, the search engines keywords they used, the language they speak and so much more. previously known as piwik web analytics. |
| matomocloud                    | cloud hosted version of matomo analytics.   |
| mautic                         | open source marketing automation software.  |
| mediamath                      | tools that enable and empower marketing professionals.  |
| microsoftadcenter              | clicks. leads. sales. pay only when someone clicks your ad.   |
| microsoftapplicationinsights   | gain insights through application performance management and instant analytics.   |
| microsoftclarity               | free-to-use analytics product for webmasters that shows how people are using your website.  |
| mixpanel                       | this is an analytic platform that is particularly optimized funnel/work-flow optimization.  |
| moat                           | moat advertising metrics system. owned by oracle.   |
| mouseflow                      | mouseflow records videos of your site visitors and generates heatmaps highlighting areas users are clicking, scrolling and ignoring.  |
| mutiny                         | personalization platform, engage your site visitors with a tailored experience.   |
| naveranalytics                 | korean based analytics service.   |
| netfactorvisitortracker        | lead generation software for your website.  |
| newrelic                       | new relic is a dashboard used to keep an eye on application health and availability while monitoring real user experience.  |
| oktost                         | social media management for b2b marketing.  |
| omnitureitecatalyst            | omniture sitecatalyst provides your website with actionable, real-time intelligence regarding online strategies and marketing initiatives.  |
| optimizely                     | optimizely empowers companies to deliver more relevant and effective digital experiences on websites and mobile through a/b testing and personalization.  |
| optimonk                       | retargeting platform, that tries to help increase the conversion rate.  |
| oribianalytics                 | web analytics and event tracking system.  |
| outfunnel                      | sales marketing automation platform for pipedrive.  |
| owneriq                        | enables advertisers, manufacturers and retailers to more precisely target their online message based on what consumers own.   |
| parse                          | parse.ly provides web analytics tools and apis built specifically for the needs of online content sites. its flagship product, parse.ly dash, provides historical, real-time, and predictive insights for the web's best publishers.                  |
| paypalmarketingsolutions       | get powerful marketing tools designed to help increase your sale. includes paypal credit, fast checkout and venmo accept options.   |
| pendo                          | pendo captures user behavior, gathers feedback, and provides contextual help.   |
| pingdomrum                     | real user monitoring gives insight into performance for actual users visiting the website.  |
| pinterestconversiontracking    | tag that allows you to track actions people take on your website after viewing your promoted pin.   |
| pipedrive                      | sales management tool small sales teams,  |
| plausibleanalytics             | lightweight and open source web analytics tool.   |
| poptin                         | create engaging web and mobile overlays to try to improve conversion rate.  |
| posthog                        | self hosted analytics tool.   |
| preact                         | preact is web software that takes the job of supporting customers to the next level. formally known as less neglect.  |

|                               |  |
|-------------------------------|--|
| profitwell                    | subscription and financial metrics in one place.   |
| proof                         | social proof on sales funnel to help increase conversions.   |
| ptengine                      | ptengine is a heatmap and web analytics platform.  |
| qualia                        | real-time insights platform to help improve conversion rates.  |
| qualified                     | conversational marketing software system.  |
| quantcastmeasurement          | provides quantcast with tracking information about your site which anyone can access and view demographic information.   |
| rapleaf                       | marketing automation tools with the necessary data to help brands keep their customers engaged. now towerdata.   |
| rdstation                     | digital marketing lead generation tool for websites, from brazil.  |
| redditconversiontracking      | conversion tracking system from reddit.  |
| reporturi                     | enable your users browsers to automatically report security threats.   |
| sailthruhorizon               | empowers marketers to turn data into insights and act on those findings quickly and automatically.   |
| salesforce                    | salesforce is a leading platform for cloud based web apps.   |
| salesforceaudiencestudio      | captures, connects and monetize consumer data - previous salesforce dmp and krux digital   |
| salesforcewebtlead            | with web-to-lead, you can gather information from your company's website and automatically generate up to 500 new leads a day.   |
| salesloft                     | sales engagement platform.   |
| salesmanago                   | polish based marketing automation software.  |
| segment                       | segment gives you the ability to instrument your web app for analytics once, and then send your data to any number of analytics services. previously known as segment.io                   |
| sendpulse                     | integrated marketing messaging platform.   |
| sessioncam                    | session replay, website heatmaps and web analytics.  |
| shareaholic                   | browser and website analytics tools.   |
| sharpspring                   | marketing automation for agencies and smbs.  |
| siftscience                   | sift science monitors a site's traffic in real time and alerts you instantly to fraudulent activity.   |
| signal                        | distributed data management platform helps share data the website creates with other platforms such as advertisers and audience analytics.   |
| smartlook                     | records screens of real users on your website.   |
| snowplow                      | open source analytics that you store yourself.   |
| statcounter                   | the website uses statcounter a free yet reliable invisible web tracker, highly configurable hit counter and real-time detailed web stats.  |
| steelhouse                    | behavioral commerce platform, real time onsite offers, dynamic retargeting and other technology features.  |
| sumo                          | sales and marketing strategies to reduce cart abandonment and increase average order value for ecommerce.  |
| survicate                     | visitors insights for lead generation & nurturing.   |
| tapfiliate                    | affiliate tracking software for ecommerce and saas   |
| tatari                        | tatari measures tv advertising and helps companies optimize their campaigns.   |
| tellapart                     | the best customers & prospects from the rest.  |
| terminus                      | account-based marketing software for b2b marketers.  |
| thriveleads                   | mailing list and conversion optimization wordpress plugin.   |
| tiktokconversiontrackingpixel | tiktok advertising conversion tracking pixel.  |
| toutapp                       | toutapp live feed tells you exactly what your leads are doing with your sales emails.  |
| trackalyzer                   | leadlander solution.   |
| trendemon                     | conversion optimization for content.   |
| triblio                       | a content marketing platform.  |
| trustpilot                    | trustpilot is an open, community-based platform for sharing real reviews of shopping experiences online.   |
| tvSquared                     | real-time tv attribution platform in the industry.   |
| twitteranalytics              | a tool that helps website owners understand how much traffic they receive from twitter and the effectiveness of twitter integrations on their sites. includes twitter conversion tracking. |
| twitterconversiontracking     | twitter ads conversion tracking code.  |

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| twitterwebsiteuniversaltag | a tool from twitter that makes it possible for advertisers to track website conversions and manage tailored audience campaigns.  |
| tyntracer                  | tyntracer, monitors and watches what is being copied from your website, such as your copyrighted content.  |
| veinteractive              | ve interactive is a data-driven solutions provider for shopping cart merchants.  |
| vero                       | send more targeted emails to your customers based on their personal behaviour.   |
| visistat                   | visistat is a suite of tools that measures the effectiveness of website performance and activity.  |
| visitorqueue               | website visitor tracking software  |
| visualiq                   | marketing attribution and optimization service.  |
| visualstudiotracking       | microsoft visual studio based tracking services.   |
| visualvisitor              | find out who is on your site and what they are looking at with this lead tool.   |
| visualwebsiteoptimizer     | vwo provides a/b, split and multivariate testing software.   |
| whoisvisiting              | lead generation from website visitors.   |
| wizrocket                  | wizrocket is a user behavior analysis & targeting tool.  |
| woopra                     | woopra is a real-time customer analytics service that provides solutions for sales, service, marketing and product teams.  |
| wootric                    | in-app nps scoring software.   |
| yahoodot                   | fives advertisers a simple way to measure and improve customer engagement across campaigns.  |
| yahooweanalytics           | yahoo! web analytics is an enterprise site analytics tool that provides real-time insight into visitor behavior on your website.                                       |
| yandexmetrika              | a free russian tool for increasing the conversion of the site. watch for key performance site, analyze visitor behavior, evaluate the impact of advertising campaigns. |
| zarget                     | conversion rate optimization and ab testing software.  |
| zohopagesense              | conversion optimization and personalization platform.  |
| zoominfo                   | b2b database provider and user analytics tracking.   |