Appendix F: Claimed Market Penetration vs Reality

This table shows the claimed number of sites upon which a vendor claims their product is installed on vs. the number estimated by a handful of data services which track the usage of technologies on the web as of November 6, 2021. As shown below, for the claims we could find, all but AudioEye severely overstate their market penetration. While it may be the case that some of their customers may not be accurately tracked (typically this would be the case because the customer's site is too small), there's little doubt that these vendors' claims are grossly overstated.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Data Source** | **AccessiBe** | **AudioEye** | **EqualWeb** | **UserWay** |
| BuiltWith | 34,733 | 77,596 | 5,871 | 152,916 |
| Wappalyzer | 11,600 | 31,100 | 1,800 | 30,600 |
| NerdyData | 12,423 | 21,386 | 2,172 | 35,234 |
| Web Tech Survey | 31,696 | 44,787 | 3,822 | 103,826 |
| PublicWWW | 14,519 | 40,174 | 3,403 | 110,954 |
|  |  |  |  |  |
| Min | 11,600 | 21,386 | 1,800 | 30,600 |
| Max | 34,733 | 77,596 | 5,871 | 152,916 |
| Average | 20,994 | 43,009 | 3,414 | 86,706 |
| Three Point Estimate | 21,718 | 45,169 | 3,554 | 88,390 |
|  |  |  |  |  |
| Claim made on their website | 107526 | 75000 | 16757\* | 1449440 |
| Claim: Percentage of Max | 32% | 103% | 35% | 11% |

\* In the case of EqualWeb, the term they use is "web pages". We have generously assumed an average of 500 pages per site, though the reality on the web is that the average website contains far fewer pages than 500. However, we provide this number to make up for the possibility that some of the sites may be quite large.