

# 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.

<b>Data Source</b>	<b>AccessiBe</b>	<b>AudioEye</b>	<b>EqualWeb</b>	<b>UserWay</b>
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.