

Universal Acceptance on E-Commerce Tools during Signup

“People from around the world can effectively use any domain name and any email address in any application for their personal and business use.”

Universal Acceptance Steering Group(UASG) - UASG.TECH

UASG & RADIX



Overview

- Goal
- Scope
- Sources
- Categories Tested
- Results
- Action Items
- Next Steps

Goal

- **Evaluate** the functionality and user experience of leading eCommerce platforms across different categories.
- **Determine** the acceptance and integration of new gTLDs (generic Top-Level Domains) in the signup and registration processes.
- **Identify** potential challenges and areas for improvement in the adoption of new gTLDs by top eCommerce tools.

Scope

- **Test the acceptance and integration** of **new short** TLDs (≤ 3 characters), **new long** TLDs (≥ 4 characters), and **IDN** TLD, .online, .space, .fun, .store, .tech, .website, .site, .press, .host, .uno, and .भारत.
- **Assess the signup flow** to ensure it supports and processes the mentioned TLDs correctly.
- **Identify and document** any issues or limitations encountered during the signup process with these TLDs.

Sources

The Elevate Project

- Identified key categories of eCommerce tools essential for setting up an online store.

Dataprovider.com

- Provided comprehensive data and insights for the evaluation of eCommerce platforms.

Number of Tools/Platforms Tested

- Number of Categories - 16
- Total Number of Tools/Websites Selected- 182
- Total Number of Tools/Websites where signup was not applicable - 37
- Net Websites Tested - 145

Categories and Top Tools with 90%+ Market Share

Category	Tools	Market Share
Analytics	Google Analytics, Adobe Analytics, Mixpanel	90%+
CRM	Salesforce, HubSpot, Zoho CRM	90%+
Delivery Services	DHL, UPS, FedEx	90%+
Ecommerce Website Builders	Shopify, WooCommerce, Wix	90%+
Email Services	Google, Microsoft, MailChimp, Constant Contact, SendGrid	90%+
Inventory Management	TradeGecko (QuickBooks Commerce), Zoho Inventory, Fishbowl Inventory	90%+

Category	Tools	Market Share
Livechat Software	LiveChat, Zendesk Chat, Intercom	90%+
Logo Maker	Canva, Looka, Tailor Brands	90%+
Payment Providers	PayPal, Stripe, Square	90%+
POS System	Square POS, Shopify POS, Lightspeed POS	90%+
Print on Demand	Printful, Printify, Teespring	90%+
Social Media Management	Hootsuite, Buffer, Sprout Social	90%+
Stock Image	Shutterstock, Getty Images, iStock	90%+
Trademarking Website	LegalZoom, Trademark Engine, Rocket Lawyer	90%+

Category	Tools	Market Share
Trustmarks	Trustpilot, BBB (Better Business Bureau), Norton Secured	90%+
Video Editing Software	Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve	90%+

Overall Result

Website Category	NEW LONG		NEW SHORT		IDN	
	YES	NO	Yes	No	YES.	NO.
Analytics	100.0	0.0	100.0	0.0	45.5	54.5
CRM	91.7	8.3	100.0	0.0	33.3	66.7
Delivery Services	100.0	0.0	100.0	0.0	17.6	82.4
Ecommerce Website builders	97.2	2.8	97.2	2.8	33.3	66.7
Email Services	97.9	2.1	100.0	0.0	33.3	66.7
Inventory Management	100.0	0.0	100.0	0.0	60.0	40.0

Overall Result

Website Category	NEW LONG		NEW SHORT		IDN	
	YES	NO	Yes	No	YES.	NO.
Livechat Software	95.3	4.7	93.8	6.3	50.0	50.0
Logo Maker	100.0	0.0	95.0	5.0	40.0	60.0
Payment Providers	100.0	0.0	100.0	0.0	40.0	60.0
POS system	100.0	0.0	100.0	0.0	50.0	50.0
Print on Demand	100.0	0.0	81.8	18.2	45.5	54.5
Social Media Management	96.3	3.8	90.0	10.0	50.0	50.0

Overall Result

Website Category	NEW LONG		NEW SHORT		IDN	
	YES	NO	Yes	No	YES.	NO.
Stock Image	100.0	0.0	100.0	0.0	53.8	46.2
Trademarking Website	100.0	0.0	100.0	0.0	0.0	100.0
Trustmarks	100.0	0.0	100.0	0.0	42.9	57.1
Video Editing Software	100.0	0.0	100.0	0.0	40.0	60.0
Stock Image	100.0	0.0	100.0	0.0	53.8	46.2
Trademarking Website	100.0	0.0	100.0	0.0	0.0	100.0

TLD Acceptance Rate

TLD	Yes	No	Acceptance Rate
online	145	0	100.00
space	143	2	98.62
fun	145	0	100.00
store	144	1	99.31
tech	145	0	100.00

TLD Acceptance Rate

TLD	Yes	No	Acceptance Rate
website	144	1	99.31
site	143	2	98.62
press	141	4	97.24
host	141	4	97.24
uno	136	9	93.79
IDN	57	88	39.31

Gaps

TLD	Website Category	Name
UNO	Livechat Software	Smartsupp
	Print on Demand	Gelato
	Print on Demand	Printify
	Print on Demand	JetPrint Fulfilment
	Print on Demand	Society6
	Logo Marker	Wix
	Social Media Management	Hootsuite
	Social Media Management	SocialPilot
	Ecommerce Website builders	Bigcommerce

Gaps

TLD	Website Category	Name
HOST	Social Media Management	Hootsuite
	Ecommerce Website builders	Bigcommerce
PRESS		
	Social Media Management	Hootsuite
	Ecommerce Website builders	Bigcommerce
SITE	Livechat Software	Zendesk
	Ecommerce Website builders	Bigcommerce

Gaps

TLD	Website Category	Name
Website	Social Media Management	Hootsuite
STORE	Livechat Software	Zendesk
SPACE	Livechat Software	Zendesk
	Ecommerce Website builders	Bigcommerce

Gaps

TLD	Website Category	Name
Website	Social Media Management	Hootsuite
STORE	Livechat Software	Zendesk
SPACE	Livechat Software	Zendesk
	Ecommerce Website builders	Bigcommerce

Gaps - .भारत.

Analytics	Facebook Pixel
	Shopify Analytics
	Wordpress Stats
	Pinterest Conversion Tag
	Hotjar
	Cloudflare Web Analytics
CRM	Klaviyo
	Brevo

Inventory Management	Zoho Inventory
	Sortly
Livechat Software	WhatsApp Business
	Facebook Messenger
	Freshchat
	Smartsupp

Delivery Services	UPS
	DPD
	FedEx
	USPS
	La Poste
	PostNL
	TNT
	Royal Mail
	Mondial Relay
	PostNord
	Chronopost
	Posten
	Aramex
	Correos

Gaps - .भारत.

Ecommerce Website builders	Shopify
	WooCommerce
	Prestashop
	OpenCart
	Magento
	Big Cartel
	WIX eCommerce
	Ecwid
	Bigcommerce
	ePages
	Webflow Ecommerce
	Squarespace Commerce

Email Services	Microsoft 365
	MailChimp
	Mailgun
	Brevo
	Amazon SES
	SendGrid
	Mailjet
	Constant Contact

Logo Maker	Canava
	Ucraft
	DesignHill
	Placeit
	Logomaker
	Adobe Express

Gaps - .भारत.

Payment Providers	Apple Pay
	Shopify Pay
	RazorPay
	Omise
	AliPay
	Western Union
POS system	Rain
Print on Demand	TeeLaunch
	Printify
	Apliiq
	Gooten
	Redbubble
	Society6

Social Media Management	Hootsuite
	Buffer
	SocialPilot
	Loomly
Stock Image	Sprinklr
	New Old Stock
	Getty Images
	Freeimages
	Burst
	iStock
Freepik	

Gaps - .भारत.

Trademarking Website	LegalZoom
	Rocket Lawyer
	Trademark Factory
Trustmarks	Authorize.Net
	Trusted Shops
	Webwinkel Keurmerk
	GeoTrust
Video Editing Software	Adobe Premiere Pro
	DaVinci Resolve
	Clipchamp

Next Steps

- UASG - Share a Report in the form of a PPT
- Report - Report gaps to UASG and reach out to tool owners/admins
- Out-Reach - We will try an outreach Via linkedin or common contacts to report these issues
- Phase 2 - Q4 Concentrate deep testing on Shopify and most used Shopify apps.

Shopify Tools and Third Party Platforms Test - 2024

UASG & RADIX

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Scope of Testing

To test the acceptance rate of Radix TLDs on commonly used shopify tools and websites for setting up a online store

- Websites categories we focused for testing:

1. Dropshipping
2. Email Marketing
3. Reviews/UGC
4. Loyalty/Rewards
5. Subscriptions
6. Customer Support
7. SEO
8. Shipping/Logistics
9. Print on Demand
10. SMS Marketing
11. Mobile App Builder
12. Logo Maker
13. Payment Providers
14. POS System
15. Social Media Management
16. Trustmarks

Websites Tested for sign up

- Oberlo
- Spocket
- Modalyst
- Shopify Email
- Privy
- Yotpo
- Judge.me
- Stamped.io
- Smile.io
- Stamped.io
- LoyaltyLion
- Recharge
- Bold Subscriptions
- PayWhirl
- Gorgias
- Re
- Plug in SEO
- SEMRush
- SEO Booster
- EasyShip
- Shippo
- Teespring
- Postscript
- Attentive
- SMSBump
- Vajro
- Tapcart
- Shopney
- Tailor Brands
- Square
- Square POS
- Shopify POS
- Lightspeed POS
- Buffer
- Sprout Social
- Norton Secured
- ShipStation

Sites With 100% Acceptance Rate

01

Website Category

- Subscriptions
- Shipping/Logistics
- Print on Demand
- Mobile App Builder
- POS System
- Social Media Management

02

Website Names

- PayWhirl
- ShipStation
- EasyShip
- Teespring
- Tapcart
- Lightspeed POS
- Buffer
- Sprout Social

Sites With 90% Acceptance Rate

Website Categories

Website Names

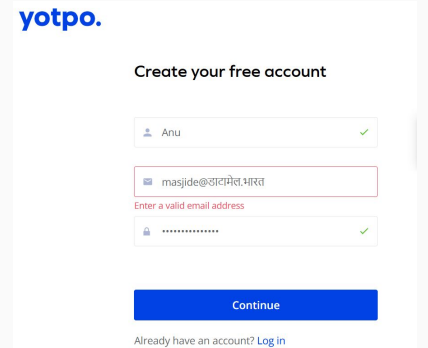
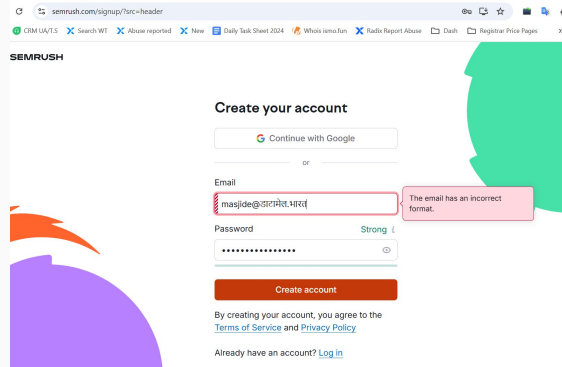
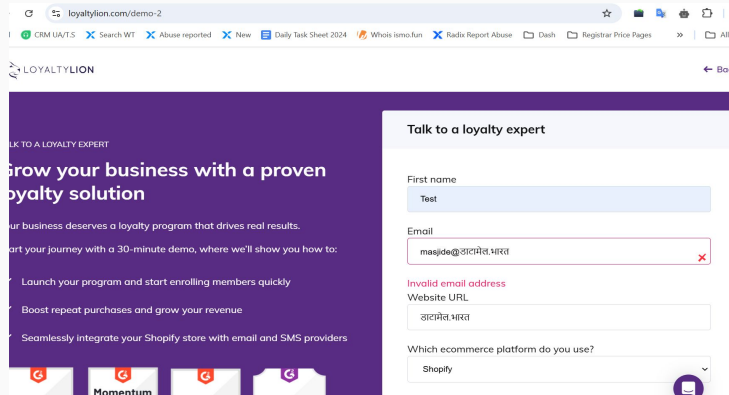
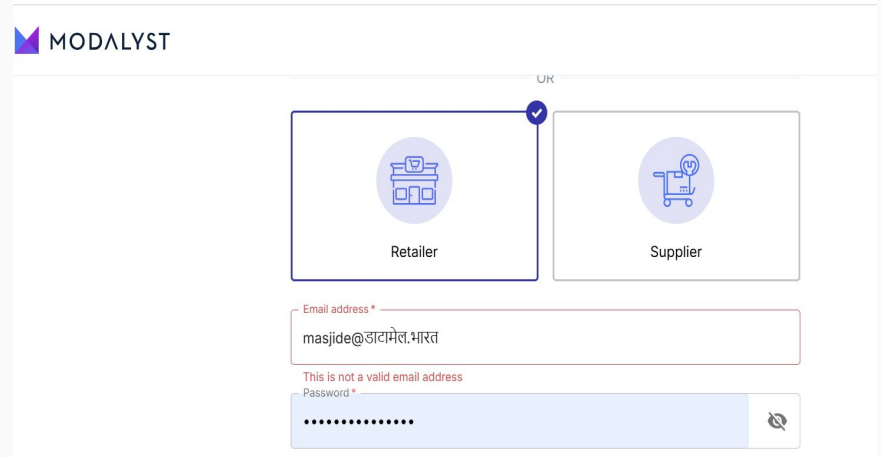
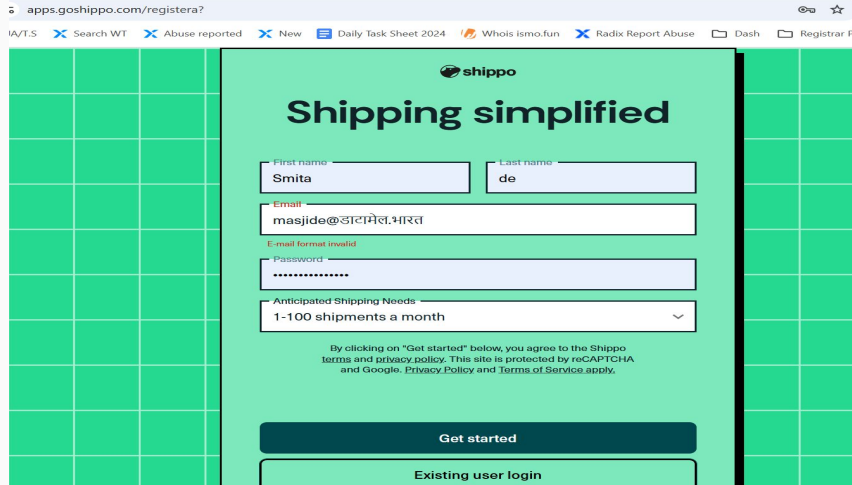
TLDs with error

1. Dropshipping
2. Email Marketing
3. Reviews/UGC
4. Loyalty/Rewards
5. Subscriptions
6. Customer Support
7. SEO
8. Shipping/Logistics
9. SMS Marketing
10. Mobile App Builder
11. Payment Providers
12. POS System

1. Spocket
2. Modalyst
3. Privy
4. Yotpo
5. Stamped.io
6. LoyaltyLion
7. Recharge
8. Bold Subscriptions
9. Gorgias
10. SEMRush
11. Shippo
12. Postscript
13. Attentive
14. SMSBump
15. Vajro
16. Square
17. Square POS

- IDN email:
masjide@डेटामेल.भारत

Screenshots of IDN Sign Up Error



Sites that could not be tested

Website Categories

Website Names

Reasons

1. Dropshipping
2. Email Marketing
3. Reviews/UGC
4. Loyalty/Rewards
5. Customer Support
6. SEO
7. SEO
8. Mobile App Builder
9. Logo Maker
10. POS System
11. Trustmarks

1. Oberlo
2. Shopify Email
3. Judge.me
4. Smile.io
5. Re
6. Plug in SEO
7. SEO Booster
8. Shopney
9. Tailor Brands
10. Shopify POS
11. Norton Secured

1. Need a Shopify account (Note: shopify sign up page is compatible with Radix TLDs)
2. Redirects to shopify login page
3. App based sign up
4. Sign up page not found
5. Email already taken pop up message
6. Redirects the subscription page

Results and Gaps for the Shopify Test

□ Complete Tests Raw Data:

<https://docs.google.com/spreadsheets/d/11C9-7YxwBEt5Y1Jmy32XjOVZ1AJtPy3J9ix0-LJLTW8/edit?usp=sharing>

□ Highlights:

- 100% Signup compatibility for emails on newShort and newLong TLDs for tools that could be tested
- 30.7% Signup compatibility for email on IDN for tools that could be tested
- 21% of websites are compatible with all Radix Tlds and IDNs
- 48% of websites rejected the IDN email, but accepted all Radix TLDs
- 29% of websites could not be tested due to app based sign up or the requirement of shopify account

Contact

- Please feel free to reach out to - aman@radix.email for any queries
- Contact the UASG: <https://uasg.tech/contact/>
- Meet the people of the UASG:
<https://uasg.tech/about/people/>
- Participate in UASG Discussions: <https://uasg.tech/subscribe>
- Report UA problems with other applications:
<https://uasg.tech/global-support-centre/>

Key Organizations Engaged with UASG



Thank you!