

Smartproxy Presents the eCommerce Maturity Index: A New Success Standard



Vilnius, Lithuania Sep 10, 2024 ([Issuewire.com](https://www.issuewire.com)) - Smartproxy, a leading provider of web data collection solutions, introduces the [eCommerce Maturity Index](#) (EMI), a pioneering tool designed to evaluate the progress of eCommerce businesses worldwide. This index offers insights drawn from analyzing over **5,000 eCommerce websites** across more than **40 countries**, evaluating **28 key criteria** that span the entire customer journey – from initial browsing to the final purchase decision.

The EMI reveals that **European countries are at the forefront**, with 7 of the top 10 excelling in transparency and pricing strategies. The region's focus on regulatory compliance, including the General Data Protection Regulation (GDPR), has resulted in higher consumer trust, **pushing engagement rates up by 15%** compared to last year.

North America is also making significant strides, particularly in review transparency. Platforms in this region have recorded a **35% increase in verified customer feedback**, which is increasingly shaping purchasing decisions. With **67% of consumers now prioritizing authenticity in online reviews**, this trend underscores the growing importance of transparent interactions.

The industry that stands out in the EMI, particularly in Europe with a **20% higher engagement**, is fashion. This success is largely attributed to the use of **advanced data collection techniques and dynamic pricing models**, which have optimized inventory management and personalized consumers' shopping experiences.

Commenting on the release of the index, Vytautas Savickas, CEO at Smartproxy, said, "*The eCommerce Maturity Index is an invaluable tool for businesses looking to understand their market position and identify areas for improvement. Our findings show that companies leading in transparency and dynamic pricing are setting the standard for success in eCommerce, with **many achieving up to 25% higher profit margins**. By leveraging these insights, companies can not only benchmark themselves against competitors but also drive strategic decisions for sustained growth and customer loyalty.*"

The eCommerce Maturity Index is more than just a ranking – it's a roadmap for eCommerce companies aiming to elevate their market presence. By identifying the strengths and weaknesses of their online operations, businesses can refine their strategies and secure their place in the rapidly evolving digital economy.

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