

THE ULTIMATE LIST

Top 20 Most Popular Software for eCommerce

**Data-backed list*

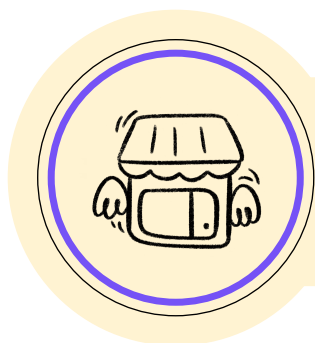
Before we dive in...

How did we generate this list?

Before we plunge into the top tools of the trade, let's take a look at how this list was generated specifically for the eCommerce industry.

Mine, a Data Privacy Management technology company, worked with thousands of eCommerce businesses through 2021 and 2022 using a comprehensive [data mapping](#) strategy to help those companies identify & analyze their SaaS tools. With the use of artificial intelligence, **Mine has helped those eCommerce companies to scan their IT stacks and discover up to 100% of the software they use, in order to reduce privacy risks.** We then compiled a list of the most popular services the AI technology has found.

This exclusive list, that's based on the data mapping of top eCommerce companies, cannot be found anywhere else on the internet. We hope you'll find it useful.























20 most popular SaaS tools

used by eCommerce companies in 2022

[CHECK OUR LIST](#) →

The Tech Stack of the Top 1,000+ eCommerce Companies

1.  PayPal
2.  Stripe
3.  Shopify
4.  Adobe
5.  Amazon
6.  Ebay
7.  Canva
8.  Zendesk
9.  Gorgias
10.  Drobox
11.  Wix
12.  Yotpo
13.  WordPress
14.  Grammarly
15.  SurveyMonkey
16.  WeTransfer
17.  Trello
18.  Mailchimp
19.  Qualtrics
20.  Mine PrivacyOps

Let's analyze
this list to
gain insights

*Sorted by popularity

The best ways to use tech in eCommerce

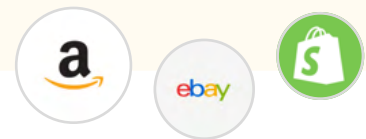


Online payments

The two most used SaaS tools identified in Mine's research were the online payment systems PayPal and Stripe. While PayPal was the clear leader as far as most-used tools, both operate in the same manner – allowing businesses and customers to exchange payments for goods and services bought online.

Store and website platforms

Application providers Amazon Web Services, eBay, and Shopify also made the list with their cloud-computing web services offerings on a subscription basis. Website platforms Wix and WordPress, when used as SaaS tools, can help users expand the functionality of the features on their sites.



Design technology

Two of the most notable names in digital design are also top SaaS tools for many. Canva is an Australian-based platform that allows users to create designs to be used and shared over the internet. Adobe is an application that is widely known for the handling of Portable Document Format (PDF) files.



Technical support

Connecting with customers is a top priority for eCommerce business owners. Two of the SaaS that are used most often for those purposes are Zendesk and Gorgias. The two customer support and service companies use artificial intelligence to help businesses elevate client care.

Review Management

Yotpo was a company born out of a negative experience buying a product online. Today, the company uses the latest in subscription cloud technology to help brands gain the trust and loyalty of customers and grow their businesses.



English spelling assistant

Written communications, whether it involves a website's landing page or an email to a company official, are taken more seriously when they are well crafted and accurate according to the English language. Grammarly is a SaaS that helps businesses with those written communications. With the use of AI, the platform offers editing, spelling, grammar, and sentence restructuring tools catered to a variety of segments including education and business.

Customer surveys

Subscription-based tech platforms SurveyMonkey and Qualtrics allow eCommerce business owners an opportunity to gather feedback from customers about their services or goods. With the results, owners can assess customer satisfaction and company culture as well as follow market trends.

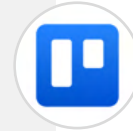


File sharing

Those working in eCommerce understand the importance of having software that can handle large files. High-quality images, marketing videos, and extensive graphics need a place to move from place to place with ease. File sharing is a crucial SaaS tool for those who work with those types of items. Two of the file-sharing SaaS tools that are most used by eCommerce officials are Dropbox and WeTransfer. Both services offer a cloud-based option that helps owners move files easily as well as store them in one central location.

Productivity Management

The use of technology has enabled employees, especially in eCommerce, to work from anywhere in the world. Productivity management company Trello helps those employees connect by providing an online visual software tool that includes business automation and integrated workflows.



Emailing services

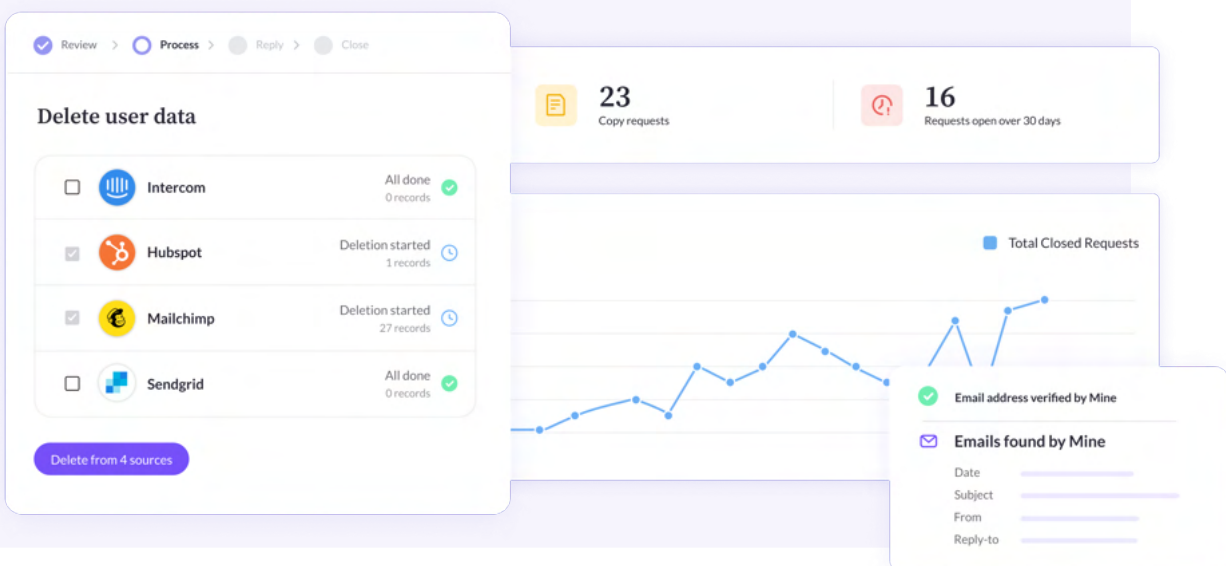
Ecommerce businesses that engage in email marketing campaigns and other forms of automated marketing use services like MailChimp. As one of Mine's top 20 SaaS tools, MailChimp currently works with 12 million businesses to help them with not only marketing processes but surveys, analytics, and audience management as well.



Data Privacy Management

Those running eCommerce businesses must focus on more than just selling a product or service. With a tremendous amount of sensitive data being sent back and forth online every minute, privacy issues must be addressed. Mine PrivacyOps offers automatic solutions to help businesses comply with General Data Protection Regulation (GDPR) and with other privacy laws.

One popular use-case of Mine's technology is to stay ahead of the curve and generate the mandatory Records of Processing Activity (ROPA) automatically through data mapping. Mine PrivacyOps offers a cloud-based data privacy infrastructure that allows business officials the opportunity to govern their data and make changes accordingly.



Last Tip

One simple habit for being proactive with SaaS

Advancement in technology and SaaS innovation has opened up a new world for those working hard to scale their eCommerce business and embrace the data intelligence that can help them get there more effectively and efficiently.

But working with SaaS tools and data sources also presents additional privacy & security risks. That is why it is imperative that businesses stay aware of the types of information these services hold and the compliance risk they pose. **Keeping track of your company's tools and data sources is a habit you should develop.**

Data Mapping is the most effective way to discover the SaaS tools and uncover hidden and unused sources automatically. The old way of doing so was using spreadsheets and manual inputs, but that's not the case anymore in 2022. [Get started and unlock your company's map in a few minutes.](#)

94

Data sources found

72

Sources containing PII

25

Coworkers connected

Data sources

Manage accounts

94 results

Filter

Data source	Intergration	PII source	Coworkers	Personal data categories
<div><div></div><div>Sendgrid</div></div>	<div><div></div><div>Enabled</div></div>	<div><div></div></div>	10	<div><div>Contact Info</div><div>Identifiers</div></div>
<div><div></div><div>Shopify</div></div>	<div><div></div><div>Disabled</div></div>	<div><div></div></div>	5	<div><div>Contact Info</div><div>Identifiers</div><div>Sensitive Info</div><div>Social</div><div>Location</div><div>User Content</div><div>Health</div><div>Financial Info</div></div>
<div><div></div><div>Paypal</div></div>	<div><div></div><div>Disabled</div></div>	<div><div></div></div>	4	<div><div>Contact Info</div><div>Identifiers</div><div>Sensitive Info</div><div>Social</div><div>Location</div><div>Health</div><div>Financial Info</div></div>
<div><div></div><div>Intercom</div></div>	<div><div></div><div>Disabled</div></div>	<div><div></div></div>	3	<div><div>Contact Info</div><div>Sensitive Info</div><div>Social</div><div>Location</div><div>User Content</div><div>Health</div><div>Financial Info</div></div>
<div><div></div><div>Hubspot</div></div>	<div><div></div><div>Disabled</div></div>	<div><div></div></div>	2	<div><div>Contact Info</div><div>Identifiers</div><div>Sensitive Info</div><div>Social</div><div>Location</div><div>User Content</div></div>
<div><div></div><div>Mixpanel</div></div>	<div><div></div><div>Enabled</div></div>	<div><div></div></div>	2	<div><div>Contact Info</div><div>Identifiers</div><div>Sensitive Info</div><div>Social</div><div>User Content</div><div>Health</div><div>Financial Info</div></div>



Conclusion

To sum up, no matter what type of online store you run, it's important to stay up-to-date on the latest technology. The 20 SaaS products listed above are some of the most popular among eCommerce businesses. If you want to be successful in 2022, make sure your company is using at least some of these tools.

For more tips, check out [Mine's blog](#).



Power your eCommerce company's privacy operations and increase trust. [Learn more here](#)