duda

ROI and Results Index Report for Website Builders

Summer 2020

Duda is the professional website builder you can call your own.

Our industry-leading white label web design platform is used by thousands of digital agencies, SaaS platforms, online publishers and freelance web professionals around the world to build beautiful, secure sites for customers at scale.

As the web design platform created for professionals, we understand that a business solution needs to deliver business results. Delivering a maximum return on investment (ROI) in a minimal amount of time is critical.

In a recent G2 report, **Duda ranked highest overall in the Results Index for Website Builders** (Summer 2020) beating out 19 competitors in head-to-head comparisons including WordPress.com, Wix and over a dozen others.

The following paper presents highlights from the G2 report.

Summary of Results

G2's Summer 2020 Website Builder Report is based on actual customer reviews in multiple categories critical to the success of digital marketing agencies and SaaS companies. These categories include:

- Estimated ROI
- Ability to meet customer requirements
- Customer likelihood to recommend
- Other factors, as defined by G2

Below is the overall results for the top 10 website builders in the report.

Vendor		Score
Duda		**8.93**
Squarespace		8.87
WordPress.com		8.74
PageCloud		8.66
Mailchimp		8.63
Adobe Spark		8.59
Wix		8.59
Google Sites		8.56
Sitejet		8.56
Hubspot Marketing Hub		8.53

● Likely to recommend ● Meets Requirements ● Estimated ROI ● Other Factors

Estimated ROI

One of the most important factors for digital marketing agencies and SaaS companies to consider when evaluating website builders for potential adoption and/or integration is the estimated return on investment (ROI).

G2 calculates "Estimated ROI" using a combination of "time to ROI" and "time to go live" as reported by real-world users.

Duda users reported a significantly lower than average time to ROI, outranking many top competitors.
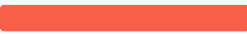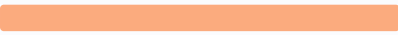
Time to ROI Based on G2 Results:

Vendor	Payback Period
duda **Duda**	6.2 months
Squarespace	8.12 months
WordPress.com	10.25 months
WiX Wix	11.11 months

Estimated ROI

Additionally, Duda fared well against the same top competitors in the "time to go live" sub-category of Estimated ROI.

Time to Go Live Based on G2 Results:

Vendor	Payback Period
Duda	0.63 months
Squarespace	0.93 months
Wix	1.01 months
WordPress.com	1.66 months

Why is Estimated ROI so important?

For digital marketing and SaaS companies that provide websites to small business owners, the website builder they choose to work with is a critical component of their operations.

A website forms the backbone of a small business's digital presence and most SMBs do not have the luxury to wait months for a site to show positive results. The faster a web professional can get a customer's website live and driving leads and sales the better.

Likelihood to Recommend

One of the best measures of any platform's quality is how likely it is that one professional will recommend it to another, which is why G2 includes this metric in its Website Builder Results Index.

As in the case with Estimated ROI, Likelihood to Recommend scores are based on independent, unbiased reviews by customers that have had hands-on experience with the product.

Likelihood to Recommend Scores Based on G2 Reviews:

duda	**Duda**	**9.2**
	Squarespace	8.8
	WordPress.com	8.7
WiX	Wix	8.5
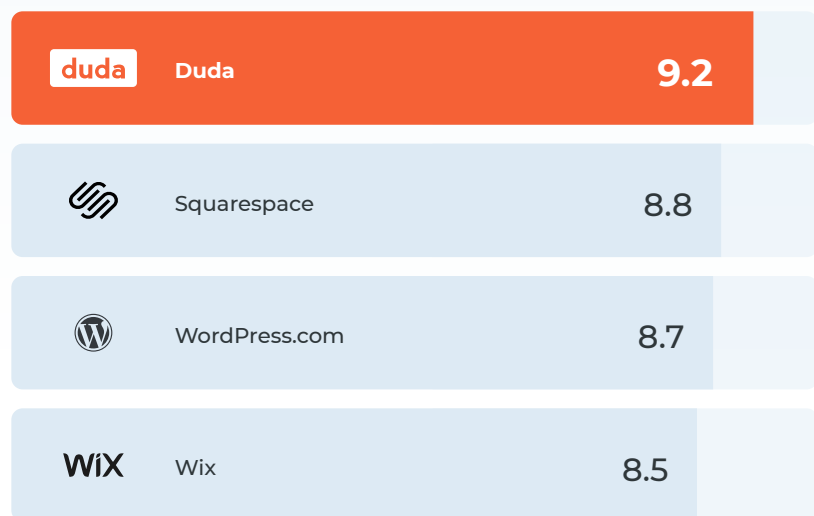
Scores on the chart above have been indexed to a 10-point scale for ease of comparison.
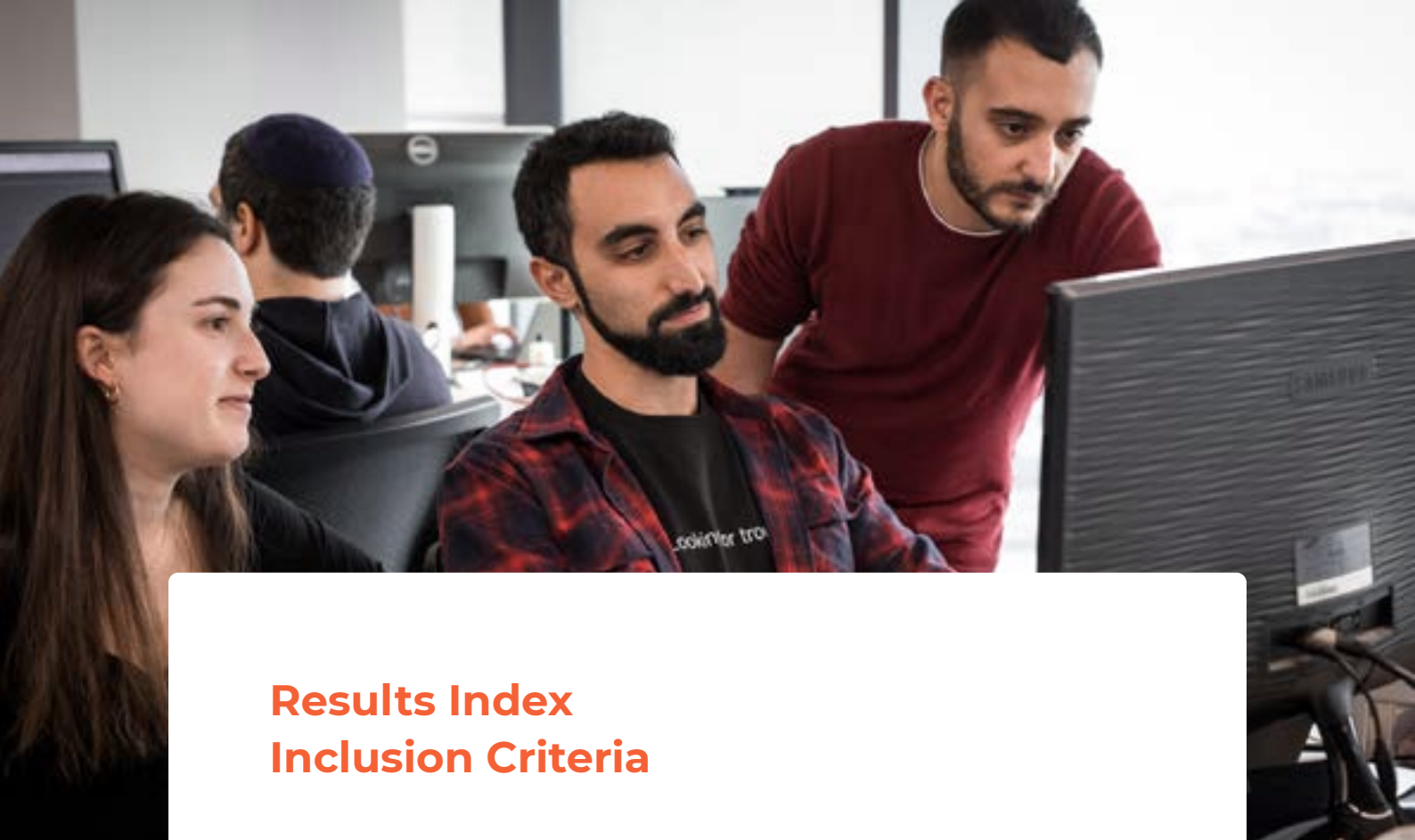
Results Index Inclusion Criteria

Products included in the Results Index for Website Builder | Summer 2020 have received a minimum of 10 reviews and 5 responses for each of the results-related questions featured in G2's survey by June 02, 2020. To qualify for inclusion, a solution needs to

- Offer a platform for creating a website
- Provide unique templates for site organization, navigation, and components
- Provide extensions for common website features
- Generate an accessible link or integrate with external hosting services

Source: **G2 Research Scoring Methodologies**

Methodology

G2 rates products and vendors based on reviews gathered from its user community, as well as data aggregated from online sources and social networks. Scores are calculated using G2's proprietary algorithm.

Results scores are affected by the following (in order of importance):

Customers' reported ease of doing business with the vendor based on reviews by G2 users

Customers' satisfaction with the product's quality of support based on reviews by G2 users

Customers' likelihood to recommend each product based on reviews by G2 users

The number of reviews received on G2; buyers trust a product with more reviews, and a greater number of reviews indicates a more representative and accurate reflection of the customer experience.

To view G2's report with the most recent data, please visit the **Website Builder page**.

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Learn more at **duda.co**.