

# ie Domain Registry (IEDR) eCommerce Survey



Identifiably Irish  
Ireland's Domain Registry

While 63% of Irish SMEs  
have a website

91% cannot  
process sales



62% cannot (in  
the first instance)  
take sales orders  
online

68% cannot process  
payments online



54% don't have  
responsive website  
designs for tablet or  
smartphone

66% don't have  
video content on  
their website



51% don't have the ability  
to interact directly with  
customers through social  
media or web chat

and only 4% have  
the capacity to run  
analytics on their  
website performance

