

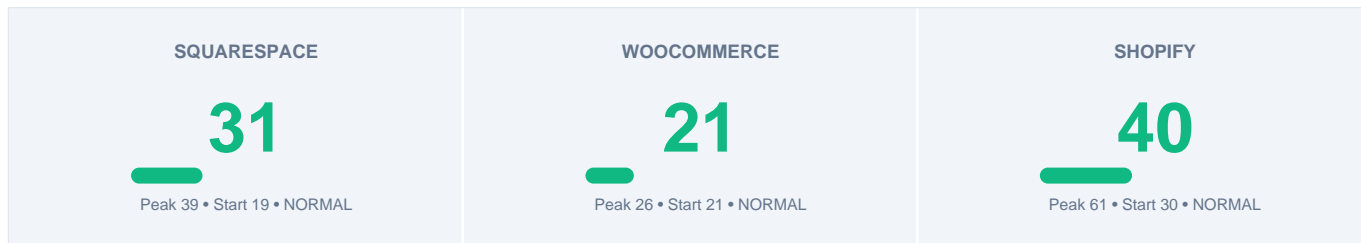
Quarterly Intelligence Report

Q2 2026 - 13 Weeks

Prepared for IONOS

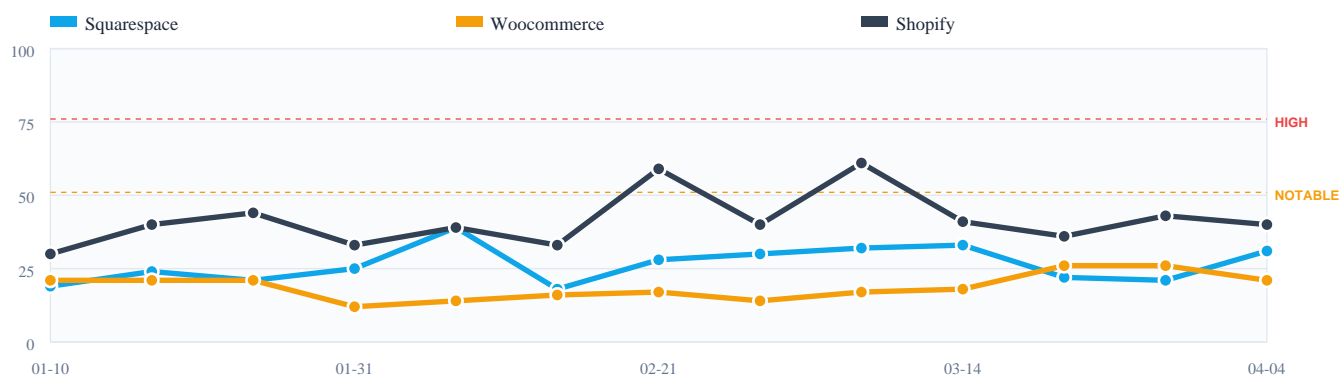
Competitors: Squarespace / Shopify / Woocommerce

The Quarter at a Glance



- Shopify peaked at 61 signal score on 2026-03-07 and maintained highest activity across 13 weeks
- Woocommerce increased hiring by 56% from 9 to 14 open positions during the quarter
- Squarespace signal scores ranged from 18 to 39 with peak activity on 2026-02-07

SIGNAL SCORE TRAJECTORY



HIRING MOVEMENT

COMPETITOR	START	END	CHANGE	ENG	SALES	MKT	PROD
Woocommerce	9	14	+56%	1	0	1	0
Shopify	23	28	+22%	6	2	4	0
Squarespace	11	16	+45%	2	0	0	1

PRICING CHANGES

Shopify — 2026-02-21

'Contact Sales' language detected on page

Competitor Details

SHOPIFY

40 /NORMAL

Start 30 • Peak 61

Shopify signal scores averaged 42 across 13 weeks with peaks of 61 on 2026-03-07 and 59 on 2026-02-21. They hired 12 new roles including 6 engineering and 4 marketing positions. Pricing page added 'Contact Sales' language on 2026-02-21.

IMPLICATION

Shopify is scaling enterprise sales efforts and engineering capacity. IONOS should prepare competitive responses for enterprise deals where Shopify now offers custom pricing.

WOOCOMMERCE

21 /NORMAL

Start 21 • Peak 26

Woocommerce signal scores averaged 20 with lowest activity in late January at 12 points. They increased hiring by 56% from 9 to 14 positions, adding 1 engineering and 1 marketing role.

IMPLICATION

Woocommerce's hiring surge despite lower signal activity suggests internal product development. IONOS should monitor for new feature releases in Q2 2026.

SQUARESPACE

31 /NORMAL

Start 19 • Peak 39

Squarespace signal scores averaged 26 with highest spike of 39 on 2026-02-07. They hired 5 new positions including 2 engineering and 1 product role, representing 45% growth.

IMPLICATION

Squarespace's product team expansion indicates new feature development. IONOS should track their product roadmap announcements for competitive feature gaps.

PREDICTION ACCURACY

ACCURACY	CONFIRMED	PENDING
N/A	0/0	6

Actions for Next Quarter

FOR SALES

Tell reps to prepare enterprise pricing comparison sheets against Shopify custom quotes by 2026-04-15

Based on Shopify's 'Contact Sales' pricing page change on 2026-02-21

FOR PRODUCT

Tell team to audit Woocommerce feature releases by 2026-04-30

Based on Woocommerce's 56% hiring increase including 1 engineering role

FOR COMPETITIVE

Tell analysts to monitor Squarespace product announcements weekly through 2026-05-31

Based on Squarespace's 1 new product hire and 45% team growth