On average, users of AWS Marketplace felt **2.4X better about their experience** compared to experiences purchasing from other sources across 10 different categories.

Areas where **AWS Marketplace outperformed other sources** used for cloud software and solutions in a survey* of 500 US IT decision-makers (ITDMs) and influencers:

- **Time to Value**: 2.7X better
- **Deployment Options**: 2.7X better
- **Spend Management**: 2.7X better

On average, users of AWS Marketplace **cut their time in half and saved over $2,000 in ITDM value** compared to experiences purchasing from other cloud software are solution sources.

*Survey method: Online respondents were asked to rank satisfaction on a scale from 1 to 5 when purchasing from AWS Marketplace and purchasing from other sources (not AWS Marketplace).
With a Net Promoter Score (NPS) of +59*, **AWS Marketplace is in the 100th percentile of NPS** in the software industry.

According to [delighted.com](http://delighted.com), a popular NPS benchmark site, the lowest NPS in software was +29, and the high was +55. AWS Marketplace has a higher NPS of other software solutions.

*Survey method: Online respondents were asked to rate the likelihood to recommend AWSMP on a 0 to 10 scale, with 10 being very likely to recommend. NPS is calculated as the difference between promoters and detractors with scores ranging from -100 to +100.

Source: From July 3 to August 18, 2020 Amazon Web Services Marketplace (AWSMP) commissioned an online survey with 500 IT decision-makers and influencers in the U.S. The survey offers a +/- 4% margin of error at the 95% confidence interval with a probabilistic sample.