SUPPLIER INTELLIGENCE

Who actually supplies this brand?

A buyer can recognise the same checkout on ten shops and still have the wrong software supplier on its shortlist.

THE RETAIL EXERCISE · FICTIONAL

10	3	7
shops initially counted	links still supported	links left open

A correction changes which founder the buyer would approach. A supplier with four supported shops enters the top three without adding a single shop.

What you can check

Start with the real payments disclosure on page 2. Follow the fictional ranking on page 3, then use the worksheet and reproduction command on page 4.

Joash Boyton, Research Lead · Acquiry Labs
13 November 2026 · Companion to the embedded payments provider map, edition 1.1

PUBLIC EVIDENCE

Read the relationship one role at a time.

Squarespace is the merchant-facing brand. Stripe describes the infrastructure it provides underneath the payments experience.

Brand Squarespace introduced its branded payments offering in 2023.

Supplier Stripe identifies Connect and Payments as infrastructure for Squarespace merchants.

Evidence The disclosure comes from a party to the relationship. A copy of that account has the same origin.

What belongs in a buyer memo?

“Stripe identifies a payments infrastructure relationship with Squarespace.” Put the source, date and role beside the statement so a reader can audit it.

What still needs separate evidence?

The merchant’s legal counterparty, exclusivity, customer-level revenue and the identity of a particular shop’s commerce software supplier. A visible checkout alone does not settle those questions.

Scope of the real example: the source supports an infrastructure role. The ten shops and all four suppliers on the next page are fictional.

Read Stripe’s case study · Inspect the Squarespace row · Open dataset edition 1.1

WORKED EXAMPLE · SYNTHETIC

One correction changes the third call.

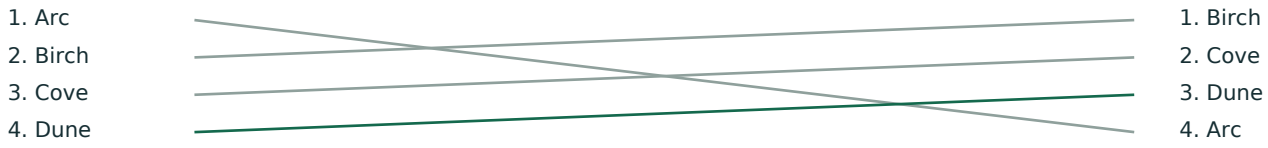
A buyer ranks commerce software suppliers by distinct supported shops. An analyst initially credits Arc for every shop showing a shared checkout. A correction establishes that the checkout identifies a payments provider. Three shops have separate records supporting Arc.

S01	S02	S03	S04	S05	S06	S07	S08	S09	S10

S01 to S03 retain independent support. S04 to S10 remain unresolved.

Fictional supplier	Initial count*	Corrected	Rank movement
Arc	10	3	1st to 4th
Birch	8	8	2nd to 1st
Cove	6	6	3rd to 2nd
Dune	4	4	4th to 3rd

*The initial count reproduces the analyst’s mistake. Other suppliers’ counts are stipulated in this exercise. Rank by count descending, then supplier name ascending.



What changes for the buyer?

On this criterion, the buyer calls Birch, Cove and Dune first. Arc remains a prospect. New shop-level evidence could move it back up.

VERIFICATION AND FIELD WORKSHEET

Check one supplier for yourself.

Ask	Record
Who made the disclosure?	Publisher, dated source and precise passage.
What exactly is supplied?	Name the service and the parties in their stated roles.
Is the evidence independent?	Trace copies to the first disclosure. Record the separate source, if one exists.
What happens if it is withdrawn?	Recheck each affected shop. Preserve surviving evidence. Reorder the complete shortlist.

Reproduce the retail result

In the public teaching kit, run python verify.py from the extracted folder. It reads retail-input.json, calculates both rankings and compares them with expected-output.json. Python 3 is sufficient.

Interpret the result

The demonstration tests a counting decision on supplied evidence. Establishing which company actually supplies a particular merchant takes dated, role-specific research. This example measures neither real lead conversion nor real supplier market share.

Suggested citation: Acquiry Labs. Who actually supplies this brand? Research lead Joash Boyton. Research edition 1.0, 13 November 2026. Companion dataset: Embedded payments provider map, edition 1.1.

Versioned dataset and downloads · Primary vendor disclosure