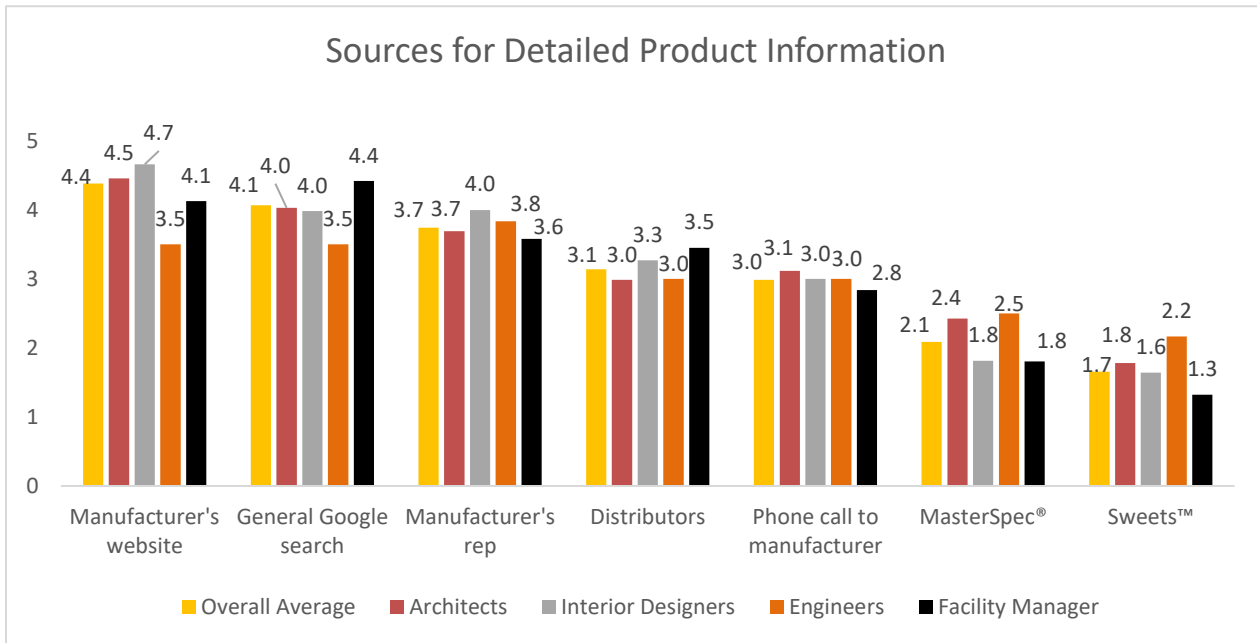
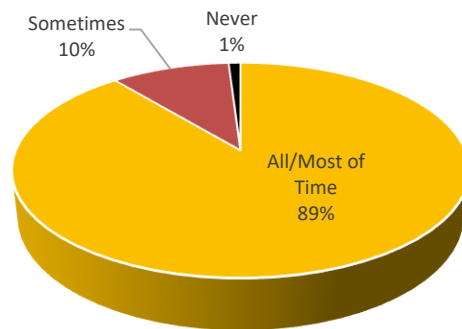


**Building professionals use manufacturers' websites most often as a source for detailed product information.**

How often do you use the following sources to get detailed product information?



Use Manufacturer's Websites



**TAKE AWAY:** Since building professionals most often use a manufacturer's website to get detailed product information, their website should contain the most current and accurate product information. In addition, manufacturers should make sure the specific product information is easy locate and download.



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## Purpose:

To learn how often professionals use different sources to get detailed product information.

## Methodology:

AIM surveyed architects, interior designers and facility managers. The survey was conducted on-line in January, 2020. Overall response was 176 completed surveys.

## Conclusion:

A manufacturer's website and their overall "web" presence are the most important tools for disseminating product information and keeping their brand in front of buyers and/or influencers. The majority (89%) of building professionals are using manufacturers' websites all or most of the time to get the product information they need for their projects. The second most important source of product information is a general Google/web search. This means manufacturers should continuously focus on maximizing their SEO (Search Engine Optimization) to make sure their target market sees their product information. Ideally a manufacturer should be in the "top" position when professionals search for their product or related topic. A well designed and implemented web strategy can increase a manufacturer's success in the market. In addition to a manufacturer's web presence, their reps and distributors are often used as a key source of product information. Manufacturers need to make sure their sales channel has the most current information and that they are getting product information out to the marketplace.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=176. AIM is a business-to-business marketing communications company, ©March, 2020. For additional information including a more in-depth analysis, contact AIM or visit our website. Phone 847-358-8558, Email [inquiries@a-i-m.com](mailto:inquiries@a-i-m.com). Website: [www.a-i-m.com](http://www.a-i-m.com). Thank you.