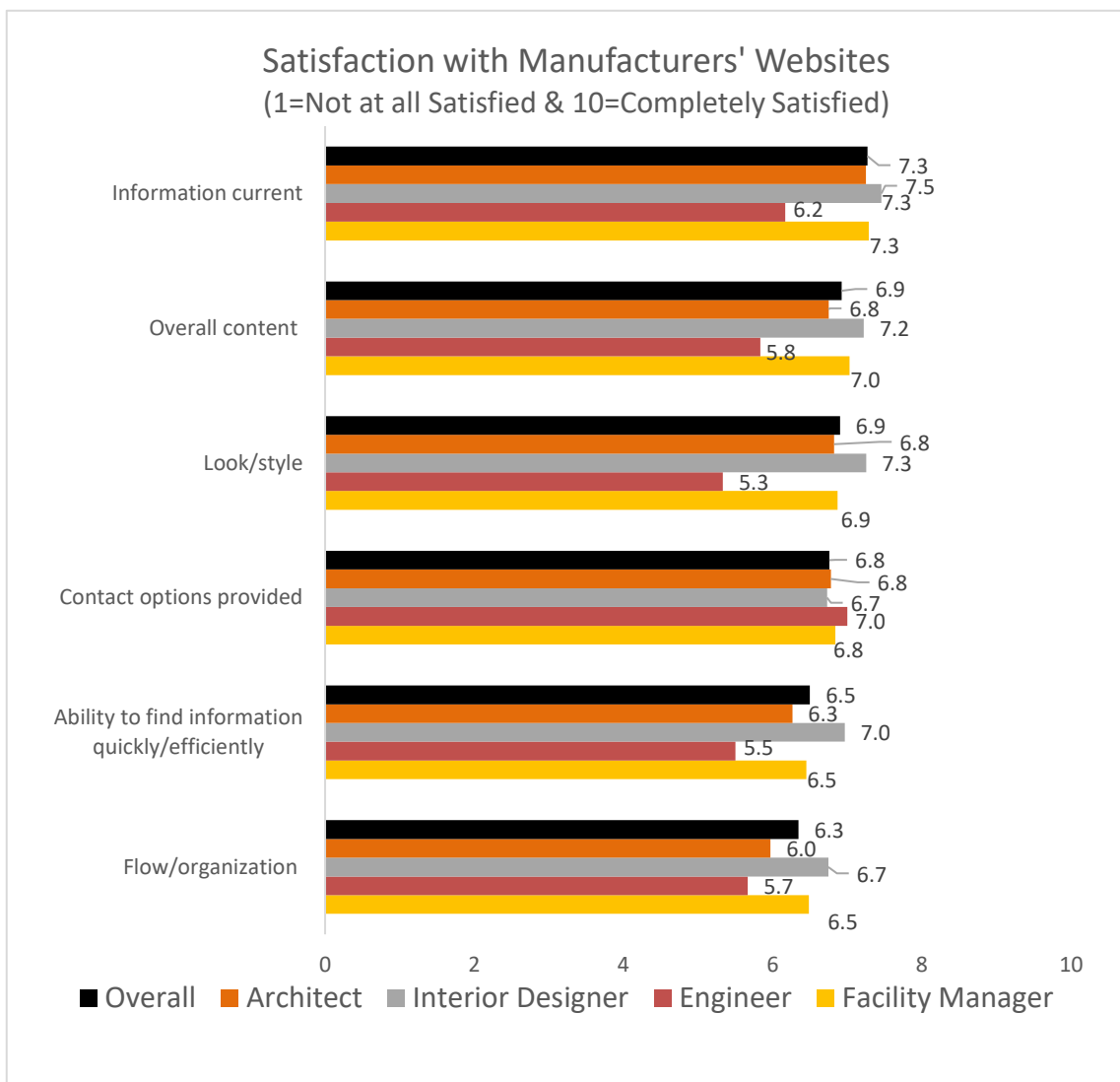


Building professionals are most satisfied with the up-to-date information and content found on manufacturers' websites; but, websites could improve on the overall flow and ability for professionals to find information they need quickly.

Overall, how satisfied are you with product manufacturers' websites in the following areas?



TAKE AWAY: Overall, building professionals are fairly satisfied with manufacturers' websites. They are most satisfied with the currency of information and the content provided. Of course, there is always room for manufacturers to improve—starting with the ability to find information quickly and improving the general flow of their websites.



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Purpose:

To measure building professionals' satisfaction with various aspects of manufacturers' websites.

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 can be the most important tool for disseminating product information and often the first interface a buyer or influencer has with the company. Overall, on a ten-point scale where one equals not at all satisfied and ten equals completely satisfied, building professionals rated manufacturers' websites a 6.8. Interior designers were most satisfied (7.1) and engineers were the least satisfied (5.8). While manufacturers' websites are often designed to serve a variety of audiences, manufacturers may need to have "sections" or subsets of their websites tailored to a specific audience. This would help professionals get the type of information they need quickly and improve the overall flow of information. More and more large manufacturers are segmenting their websites to target specific audiences like commercial verses consumer or designers verses distributors. Since only 2% of the building professionals surveyed were completely satisfied with manufacturers' websites, companies should continuously review and update their websites. To improve their websites, manufacturers should make an effort to get feedback from building professionals to identify where their website can be improved to get professionals the content they need quickly and efficiently.

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, ©April, 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. Website: www.a-i-m.com. Thank you.