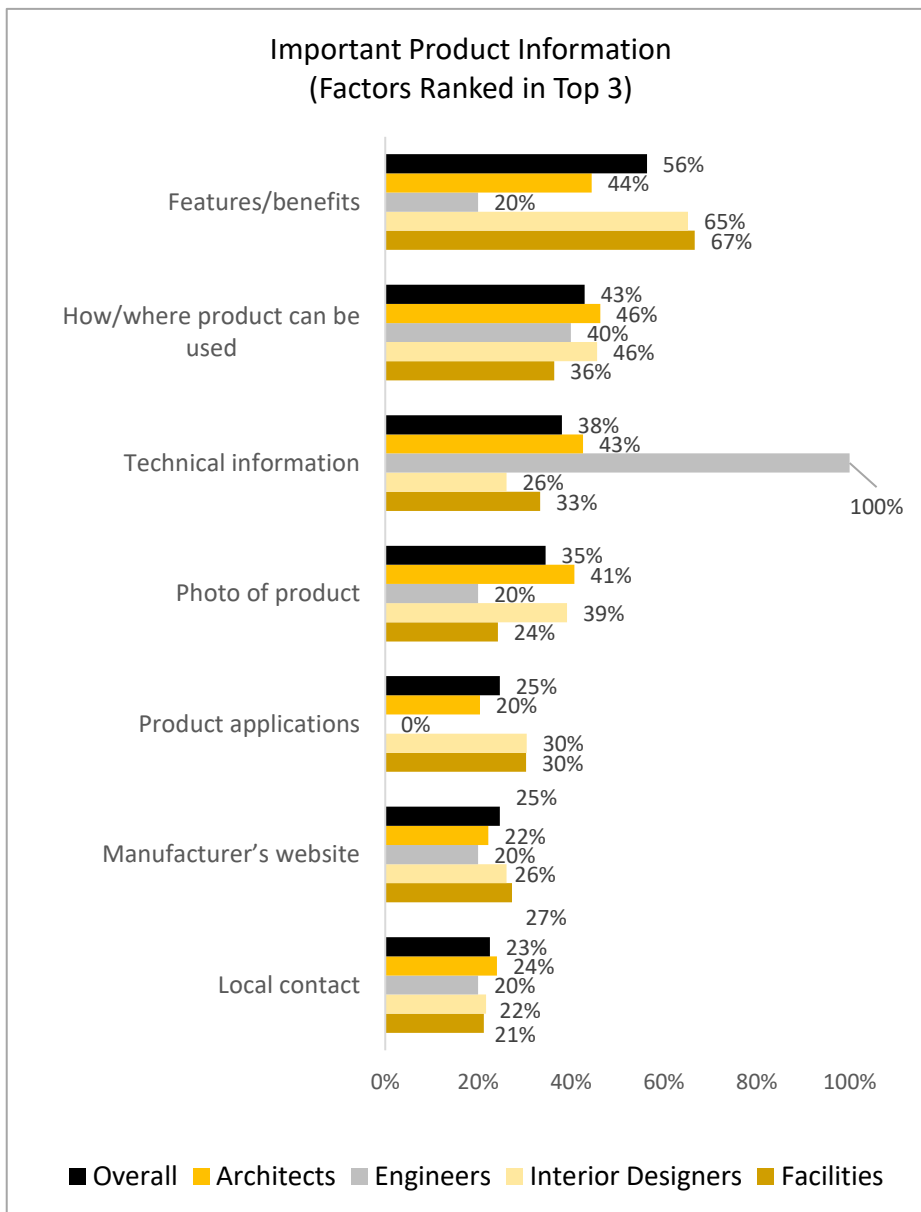


Building professionals need a variety of information on products/materials and the type of information needed can vary based on their job function.

When a manufacturer introduces a new product, service or material, what product information is most important to you?



TAKE AWAY: Building professionals often need a variety of information on products they may be considering. The specific information they need can vary based on their job function. Manufacturers should make sure they make product information easy to find and tailor the information to the specific audience they are trying to reach.



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Purpose:

To evaluate what type of product information building professionals are most often looking for on new products, services or materials.

Methodology:

AIM surveyed architects, interior designers, engineers and facility managers. The survey was conducted on-line in August, 2020. Overall response was 142 completed surveys.

Conclusion:

According to this research, building professionals need to know the features and benefits of a product and more specifics on how and where that product can be used. Ideally, the more information a manufacturer can provide and the more specifics the better. In fact, for engineers manufacturers need to make the technical information front and center, whereas more architects and interior designers would like a photo or image of a product. Building professionals also like to see actual examples of where a product was used and documentation on how a product performed over time. Case studies are a great way to demonstrate a product's use and performance in a particular application. Some of the other types of information building professionals requested were specs, samples and pricing. With many building professionals still working remotely, a local contact or rep information is also important. A manufacturer's website is one of the key sources building professionals use for product information. Therefore, manufacturers need to make sure they keep their websites current, relevant and easy to use.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=142. AIM is a business-to-business marketing communications company, ©August, 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.