

# 2017 NAED TECHNOLOGY BENCHMARKING SURVEY

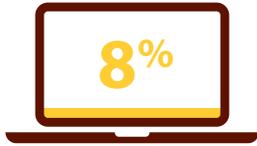
**Average percentage of customers accessing a distributor's website in a typical month.**



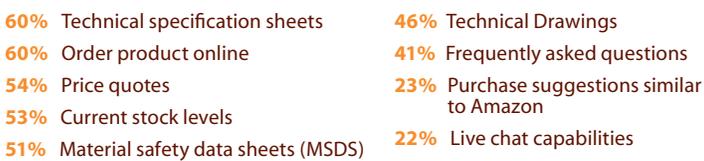
**Average percentage of customers placing orders on a distributor's website in a typical month.**



**Average percentage of a distributor's total sales entered online in a typical month.**



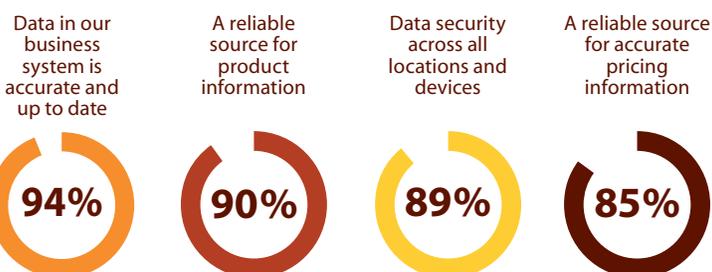
**Which of the following does your company's website provide?\***



**What types of activities can be performed on your company's website?\***



**The following issues are most important to distributors.\***



**Does your company supervise or regulate the license, distribution or management of approved apps to employees?**



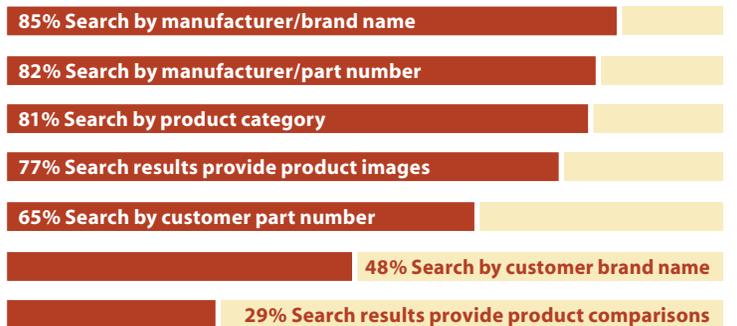
**In the past year, has your company been hacked, experienced an unauthorized online intrusion, or another type of data breach?**



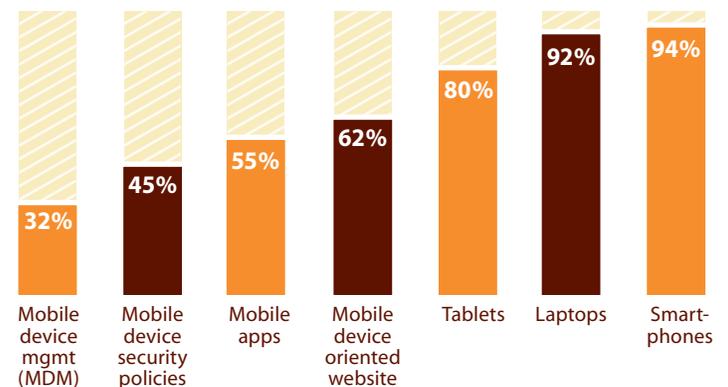
**The following functionalities are currently available.\***



**For distributors with a website search feature, the following specific search functionalities are available.\***



**Which mobile technologies do distributors use today?\***



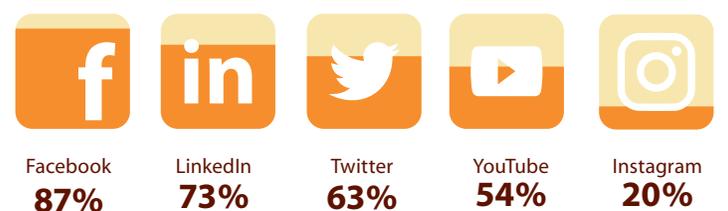
**For distributors employing mobile apps, what types are offered?\***



**What is your company's primary source of pricing information?\***



**Which social networking sites does your company use?\***



\*Multiple responses allowed for all questions in this category, so percentages will not equal 100.