

2014 NAED Technology Benchmarking Survey

Website functionality



Percentage of customers that access your company's website in a typical month



Percentage of customers placing orders on your website in a typical month



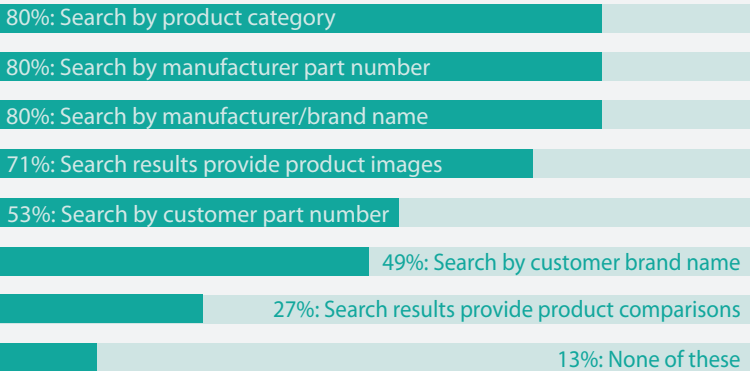
Percentage of your company's total sales that are entered online in a typical month



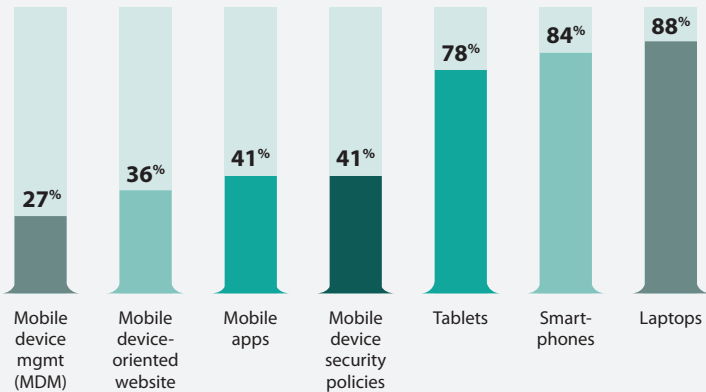
The following functionalities are currently available*



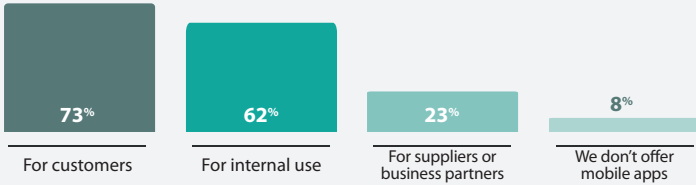
The following search functionalities are currently available on the respondents' websites.*



Which mobile technologies do distributors use today?*



Percentages of companies with mobile apps*



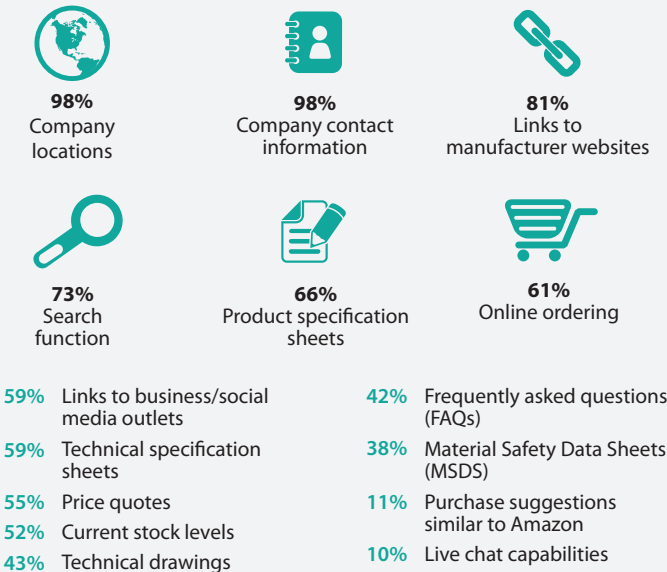
What is your company's primary source of pricing information?



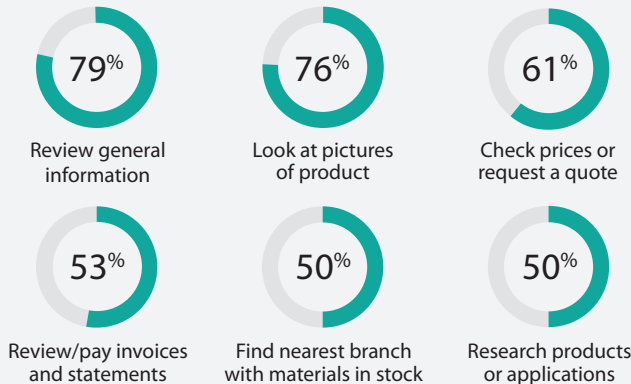
The following issues are most important to distributors*



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



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



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