

EXPERIENCE & INTENT BENCHMARK™

Real Website Visitors | Real Situations | No Panels

THERE IS NO
GOOD OR
BAD WITHOUT
BENCHMARKS

iPerceptions offers the industry's largest comparative experience and intent database with over 20 million standardized data points. With 15+ industries, 6 site objectives and the ability to segment by intent, overall experience and task completion, iPerceptions provides a robust foundation to shed light on how your site compares to others.

+14 YRS

DIGITAL CUSTOMER
EXPERIENCE

+700M

SURVEY INVITATIONS
/ YEAR

20M+

VISITOR INTENT
DATA POINTS/ YEAR

80+

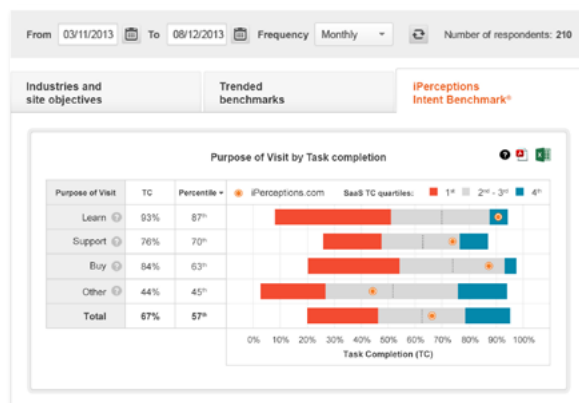
COUNTRIES
COLLECTING

32+

SUPPORTED
LANGUAGES

IPERCEPTIONS INTENT BENCHMARK™

When it comes to measuring the performance of your website it's essential that your metrics align to your ultimate business objective. iPerceptions Intent Benchmark compares your website's purpose of visit by task completion against sites with the same business objective to provide greater context to measure your site's effectiveness.

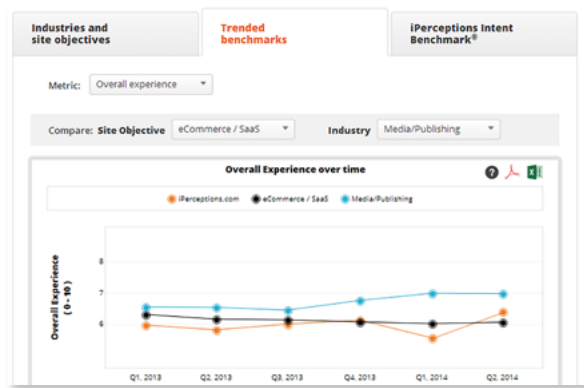
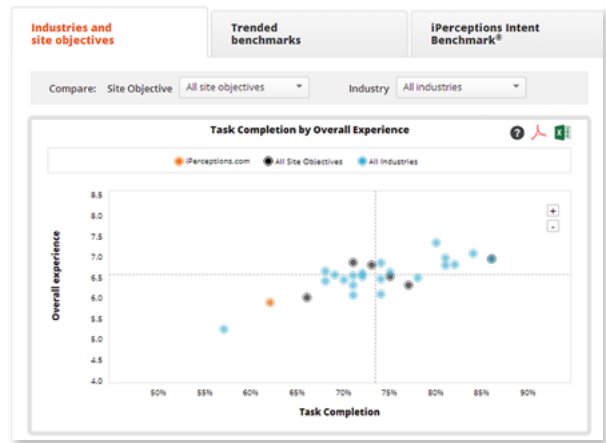


iPerceptions' Experience & Intent Benchmark™ is supported by interactive reporting available in the SaaS Active Research Platform. The benchmark includes Active Research survey results from real website visitors in the context of real situations.

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SITE OBJECTIVES AND INDUSTRIES

In addition to benchmarking your results to your respective site objective and industry, iPerceptions provides the flexibility to compare your performance to any or all of our 15+ industries and 6 site objectives via interactive reporting available in the SaaS Active Research Platform.



TRENDED BENCHMARKS

Provide context to your results with quarterly trending of your task completion and overall experience scores relative to any or all site objectives and industries. Export graphs to PDF to easily share with colleagues or export the data to Excel for more advanced analysis.

6 OBJECTIVES

Community
Corporate information

Commerce / SaaS
Media

Product information
Service information

15+ INDUSTRIES

Automotive
Business Services
Consumer electronics
Consumer Goods and Services
Education

Entertainment & Gaming
Finances, Insurances & Real Estate
Food/Beverage services
Government
Health care

Hospitality / Tourism
Information Technology
Media / Publishing
Retail
Telecom

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