

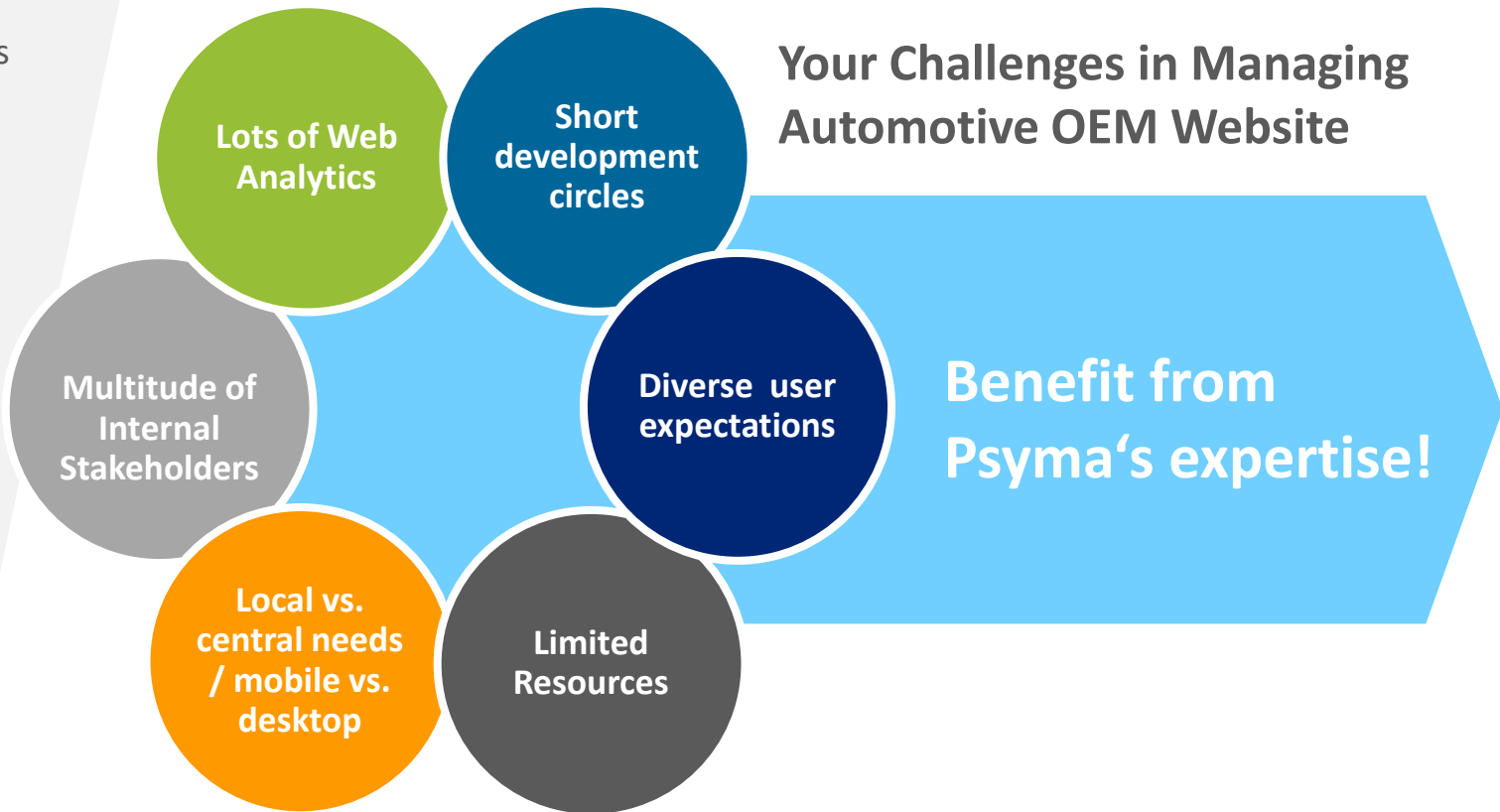
Psyma Automotive Website Benchmarking



Partner up with Psyma's digital experts and gain user-driven insights for targeted optimization of your website.

- ✓ Detailed results for your own website
- ✓ Benchmarks & Best Practices
- ✓ SWOT analysis & recommendations
- ✓ Discussion & networking

- **Independent expertise**
Unbiased results with a fresh look at challenges at hand
- **User centered approach**
Representative sampling of website users with specific needs for information & content
- **Proven concept**
Actionable insights through solid KPIs covering user requirements & satisfaction



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User-insights paired with Psyma's expertise in Website Benchmarking

User Survey	Questionnaire	Sample Size & Field work	Actionable reporting
<ul style="list-style-type: none">● Onsite survey with your actual website visitors● Feedback from users with a real motivation (and motives) to visit	<ul style="list-style-type: none">● Proven, standardized, questionnaire● User Profile, Purchase Funnel, Visit Success & Satisfaction● Optional exclusive, tailored questions	<ul style="list-style-type: none">● Large sample size for meaningful results & analysis of sub-groups● One-off field work per year or continuous tracking	<ul style="list-style-type: none">● Coverage of all relevant use cases (depth of visit, main purpose, devices)● Insights both for localization / market specific issues & centrally managed features.
➔ High-quality feedback from actual users	➔ Reliable measurement, actionable outcomes	➔ Representative sampling, valid results	➔ Relevant for all stakeholders



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