

Psyma Corporate Website Benchmarking

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

- ✓ Detailed results for your Corporate Website
- ✓ Comparison with Psyma Best Practice Index
- ✓ SWOT analysis & recommendations
- ✓ Integration of additional Touchpoints possible



Independent expertise

Unbiased results with a fresh look at challenges at hand



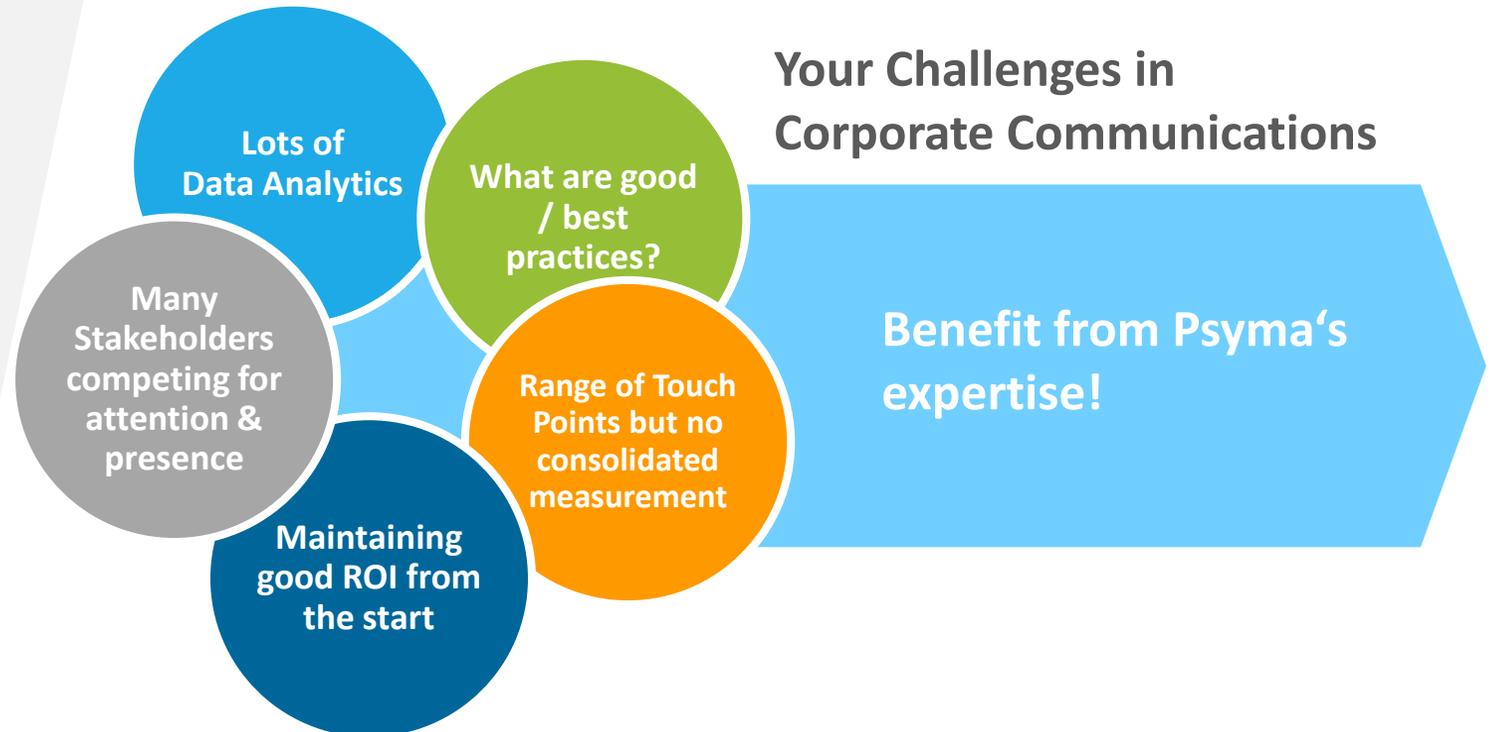
User centered approach

Representative sampling of Corporate 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 insights	Proven concept	Psyma BPI	Flexibility
<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">● Standardized, proven questionnaire● User Profile, KPI-based satisfaction, Brand Perception● Desktop & Mobile	<ul style="list-style-type: none">● Comparison with Psyma Best Practice Index● Cross-industry KPIs from global Corporate Websites● KPIs: Satisfaction, Visit Success, Recommendation, User Experience	<ul style="list-style-type: none">● Flexible field time between Q1-Q4● Integration of additional Touchpoints possible● Exclusive, individual questions possible
→ High-quality feedback from actual users	→ Representative sampling, valid results	→ Best Practice as the Benchmark	→ Tailor to your research needs



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