WHY WEB ACCESSIBILITY MATTERS TO YOUR BUSINESS

An accessible website drives discoverability and customer engagement while reducing legal compliance risk, brand risk, and poor user experience.

✓ **LEGAL COMPLIANCE**

Stay compliant with laws such as the Americans with Disabilities Act (ADA), and protect your business from lawsuits.

✓ **BRAND REPUTATION**

Reduce your brand risk and **improve reputation** by supporting diversity, equity, and inclusion initiatives.

✓ **CUSTOMER SATISFACTION**

Accessible content **improves engagement**, making it more user-friendly for people with and without disabilities.

✓ **BRAND DISCOVERABILITY**

Accessible websites are easier for search engines and voice experiences to index, **boosting discoverability and SEO.**

Digital *accessibility* | ◯ audioeye™

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WHY WEB ACCESSIBILITY MATTERS

Demand for Web Accessibility

1 in 4

adults in the United States live with some form of disability

$13 trillion

combined annual income of people with disabilities, plus their friends and family

75%

of people with disabilities use computers on a regular basis

2 out of 3

people with disabilities rely on accessibility tools + assistive technology

Sources: Return on Disability, Forrester Research, CDC, WHO (2020)

Web Accessibility & Compliance Made Easy

AudioEye provides accessible and compliant websites at a fraction of the cost of testing platforms and consulting services:

• Providing industry-leading automated fixes built right in

• U.S.-based accessibility experts audit your content and build custom fixes to make your site more accessible

• Active Monitoring finds issues and fixes content in real time for every user
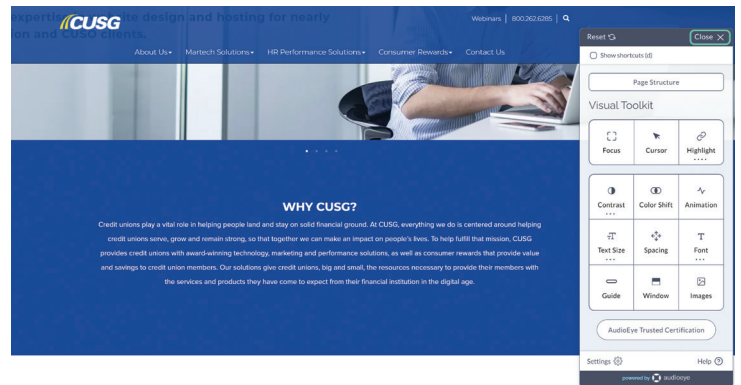
Learn more about easy accessible solutions by calling 800.262.6285, emailing Info@CUSG.com or visiting cusg.com/martech/accessibility

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