

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**.



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

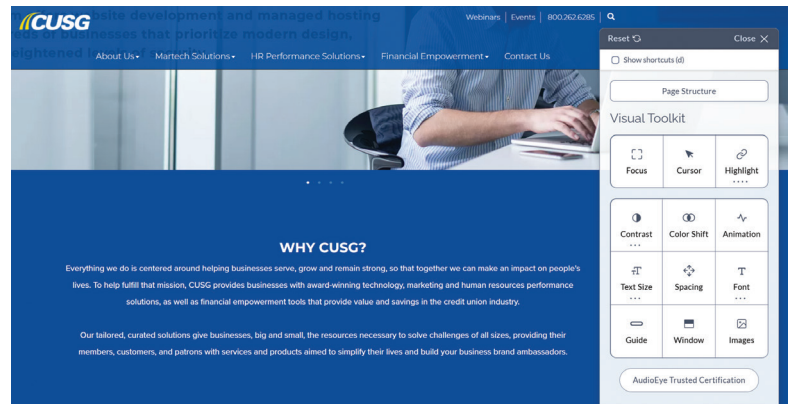
people with disabilities rely on accessibility tools + assistive technology

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