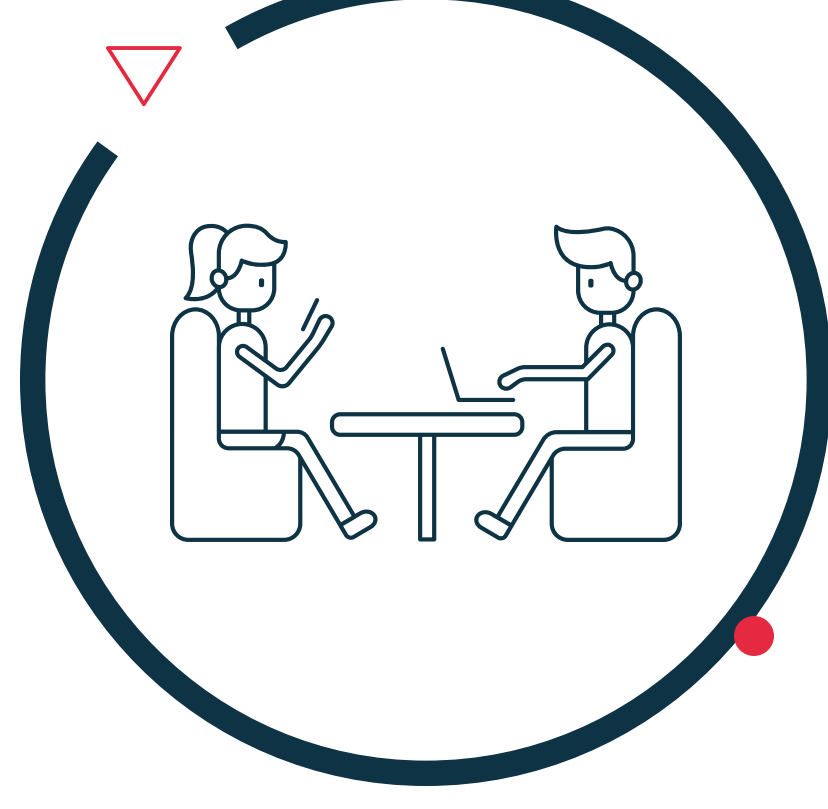


3 STATS THAT PROVE USER EXPERIENCE MATTERS MORE THAN YOU THINK

User experience plays a vital role in either the success or failure of your marketing efforts.



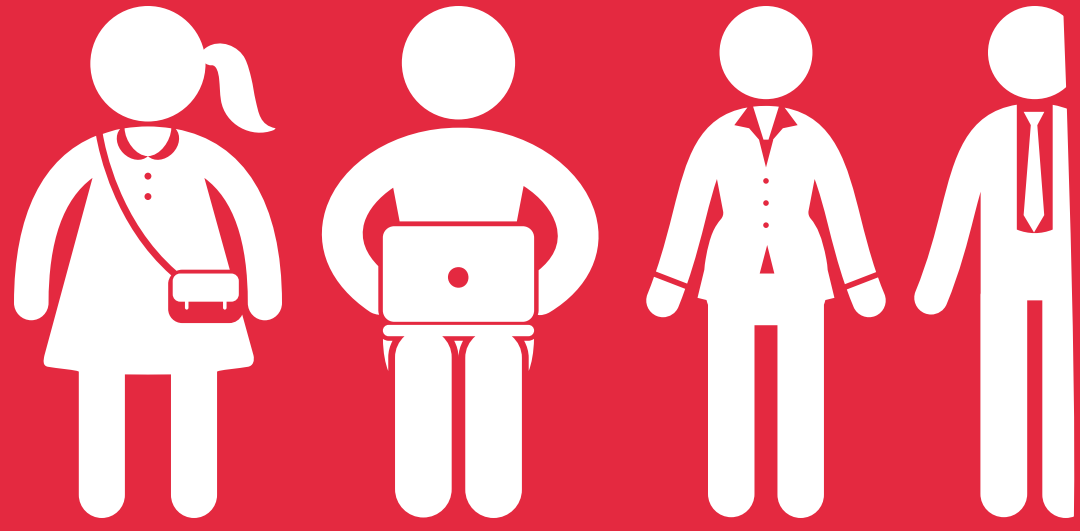
WHY YOU NEED AN EXCEPTIONAL USER EXPERIENCE

Whether it's a website, mobile app or social media...

If your users aren't receiving a positive experience each time they interact with your brand, it will be difficult to retain loyal customers.

STATISTIC #1

According to a whitepaper published by Dynatrace (formerly Compuware), "88% of online consumers are less likely to return to a site after a bad experience."



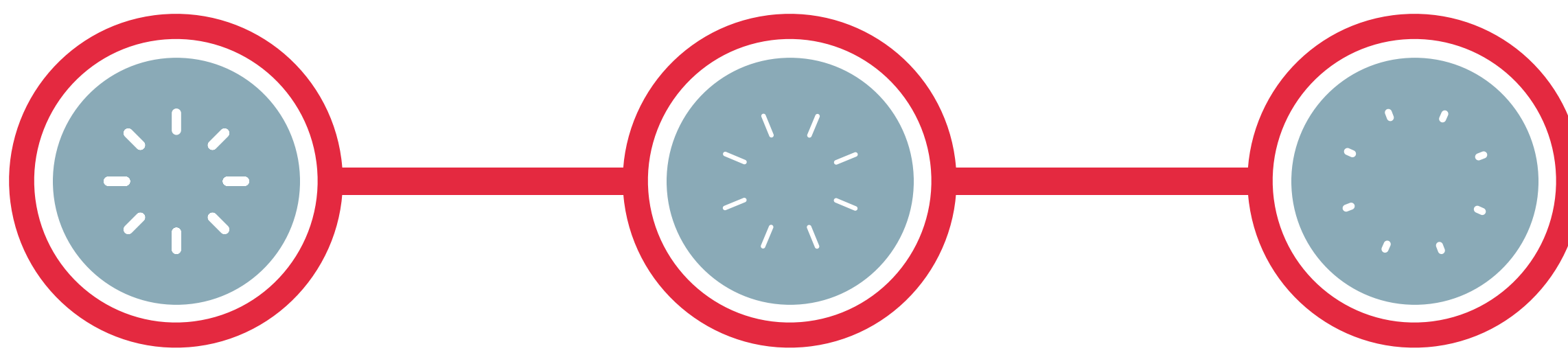
Once a customer associates your brand with an unsatisfactory experience, it can be hard to come back from that. Therefore, it's worth putting in the effort and investment required to get it right the first time.

First impressions are critical in many aspects of life, and the user experience you deliver to first-time visitors to your site is no exception.

STATISTIC #2

According to Invisionapp.com, "Every dollar invested in UX brings \$100 in return." This same article states that the average ROI for a good user experience design and strategy is 9,900%.

WHY DOES THIS HAPPEN?



POINT 1

You give them a memorable experience

POINT 2

They tend to associate your brand with positive feelings

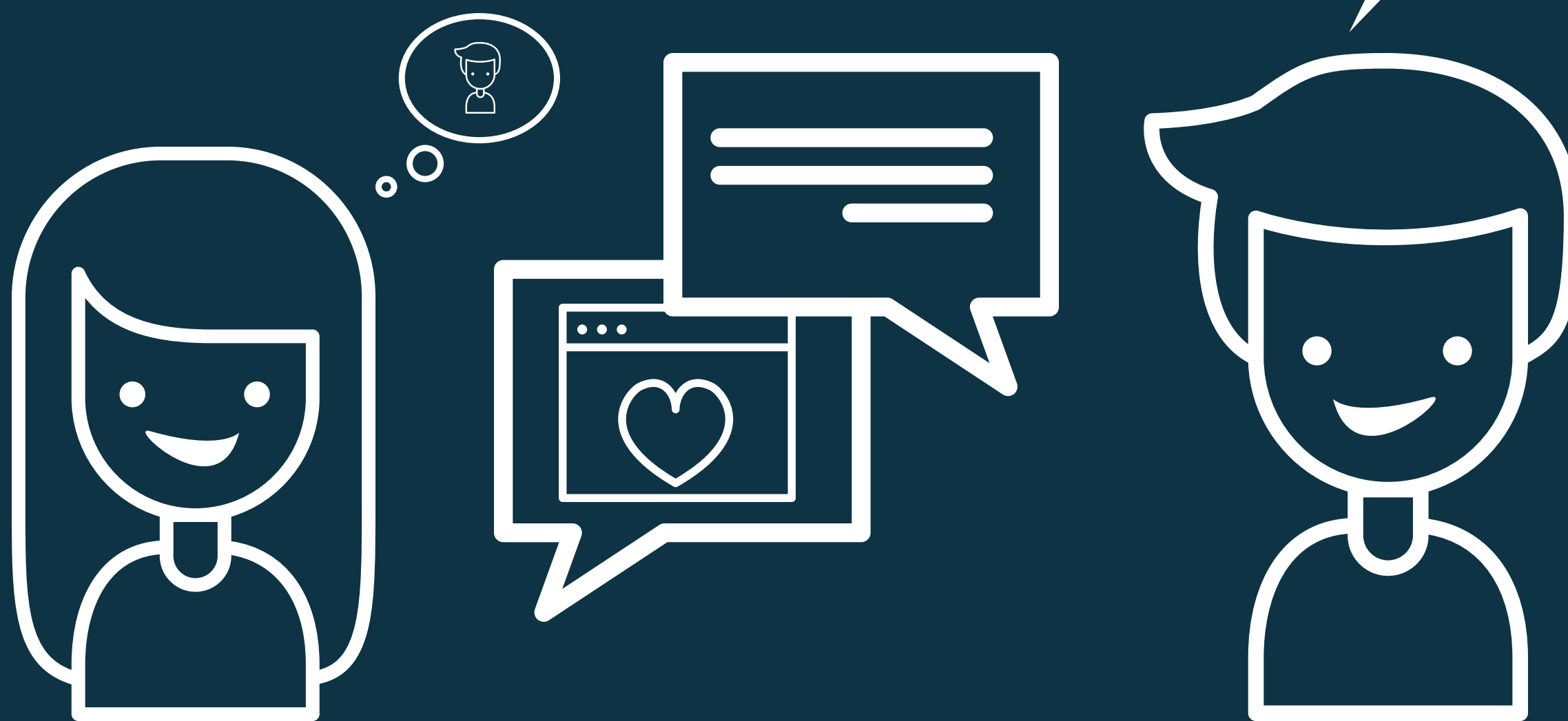
POINT 3

They keep coming back when they need your product or service

STATISTIC #3

Multiple studies (including one from Harvard Business Review) have concluded that satisfied customers are much more likely to recommend products/services to their friends via word of mouth.

Specifically, "23% of customers who had a good customer experience told 10+ people."



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