



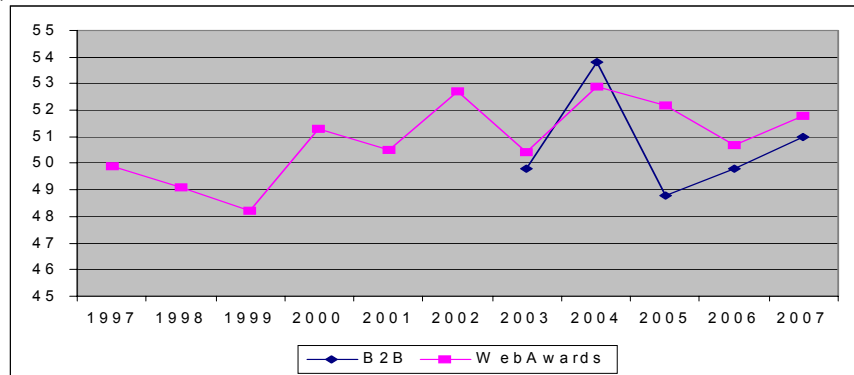
WebAward Internet Standards Assessment Report

2008 B2B Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	B2B	WebAwards
1997		49.9
1998		49.1
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003	49.8	50.4
2004	53.8	52.9
2005	48.8	52.2
2006	49.8	50.7
2007	51	51.8

Score out of a possible 70 points

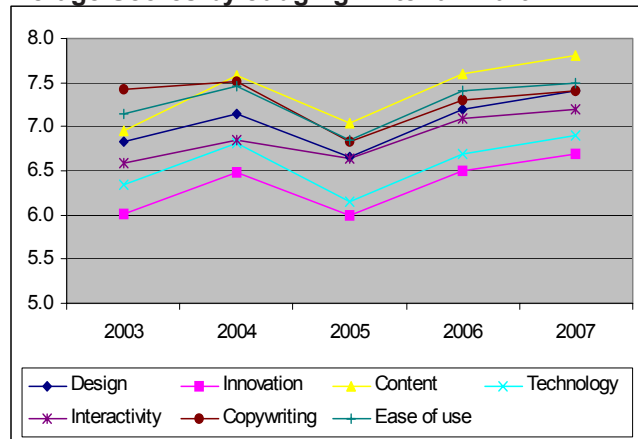


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.8	7.2	6.7	7.2	7.4
Innovation	6.0	6.5	6.0	6.5	6.7
Content	6.9	7.6	7.0	7.6	7.8
Technology	6.4	6.8	6.2	6.7	6.9
Interactivity	6.6	6.8	6.6	7.1	7.2
Copywriting	7.4	7.5	6.8	7.3	7.4
Ease of use	7.1	7.5	6.8	7.4	7.5

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

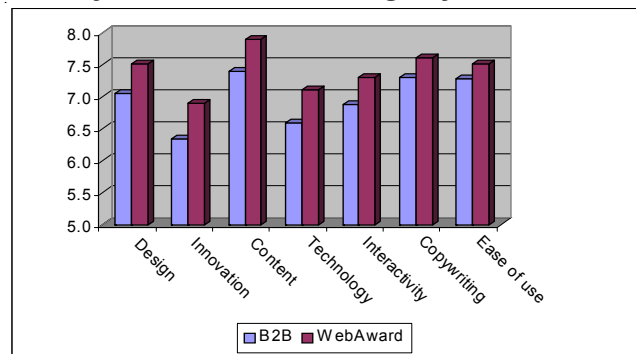


Analysis

B2B, or business-to-business, Web sites joined the WebAwards in 2003. The B2B industry as a whole lagged the overall ISAR index four out of the five years analyzed despite a handful of B2B sites that excelled in the category. B2B sites underperformed the 5-year criteria benchmark averages in all areas. They score strongest in content, copywriting, and ease of use while their lowest scores are in innovation and technology.

It is important to remember that B2B professionals are consumers and are attracted to the same user experiences as consumer sites. The best B2B Web sites are more than just online product brochures. They are sophisticated sales tools that use multimedia embedded into the Web pages to build a relationship with potential and existing customers.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	IQ Interactive	UPS Whiteboard
2006	Luckie and Company	Bottlerocket Post
2005	WORX Multimedia GmbH	Signity - Inspiration, Innovation, Information
2004	Universal Studios CPG	Universal Studios Consumer Products Group
2003	Veer	Veer web site

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to www.webaward.org