



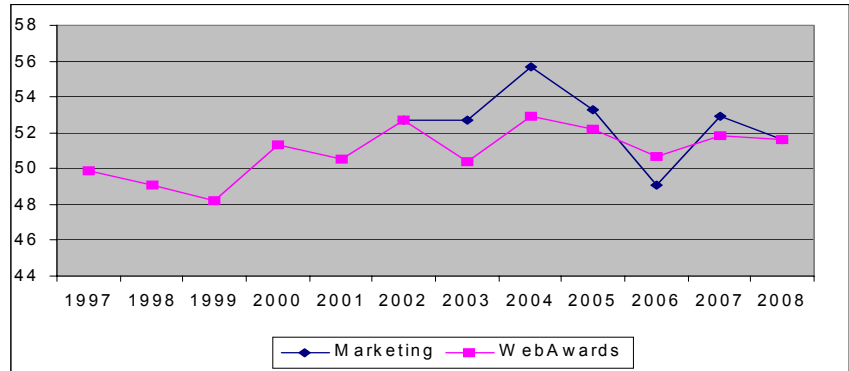
# WebAward Internet Standards Assessment Report

## 2009 Marketing Industry Benchmark Results

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

Year	Market	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002	52.7	52.7
2003	52.7	50.4
2004	55.7	52.9
2005	53.3	52.2
2006	49.1	50.7
2007	52.9	51.8
2008	51.6	51.6

*Score out of a possible 70 points*

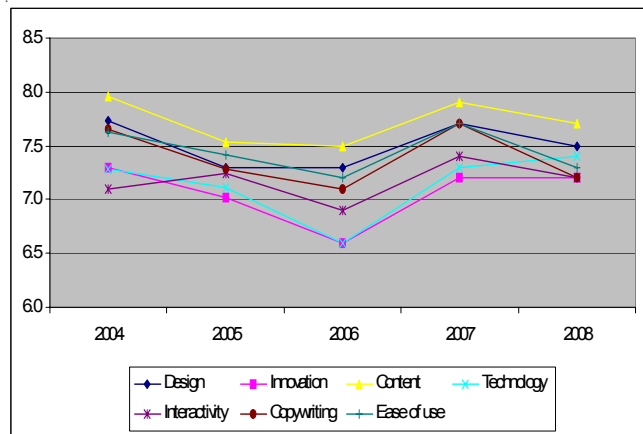


### Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.7	7.3	7.3	7.7	7.5
Innovation	7.3	7.0	6.6	7.2	7.2
Content	8.0	7.5	7.5	7.9	7.7
Technology	7.3	7.1	6.6	7.3	7.4
Interactivity	7.1	7.2	6.9	7.4	7.2
Copywriting	7.7	7.3	7.1	7.7	7.2
Ease of use	7.6	7.4	7.2	7.7	7.3

*Score out of a possible 10 points*

### Average Scores by Judging Criteria Chart

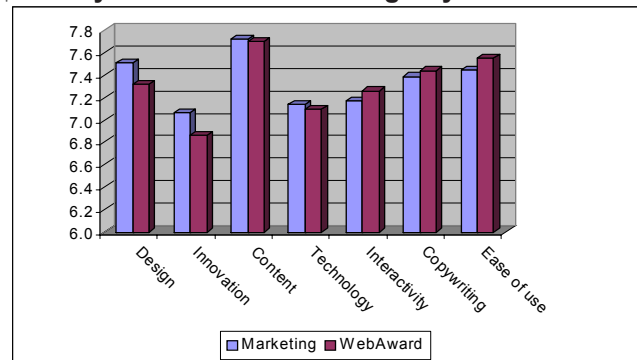


### Analysis

The marketing category joined the WebAwards in 2002. In 2008, they matched the ISAR Index exactly. Prior to last year, they have outperformed the ISAR index in all years except 2006. Marketing Web sites outperformed the 5-year criteria benchmark average for innovation, design, and technology while matching the index for content. It narrowly missed the benchmark in copywriting and ease of use. As an industry, marketing sites are best at content and design.

Marketing Web sites are substantive and appealing. They understand the need to engage the user and create a brand experience that matches offline efforts to win the loyalty of consumers. The Best sites are using multimedia to create a dynamic user experience.

### Industry vs ISAR 5-Year Average By Criteria



### Best of Industry Winners

Year	Winner	Web site
2008	TYS Creative	Ensemble HD Home Cinema System by Epson
2007	Hanson Dodge Lime	Product Launch
2006	Rare Method	Silvertip Resort
2005	Nurun   Ant Farm Interactive	Nurun   Ant Farm Interactive Website
2004	Vérité, Inc.	Symantec Client Security 2.0 Channel Launch Kit
2003	Zugara	The Getaway
2002	Disc Marketing, Inc.	Disc Marketing Corporate Website

### 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](http://www.webaward.org)