

Is Accessibility Just a Compliance Checkbox to You?

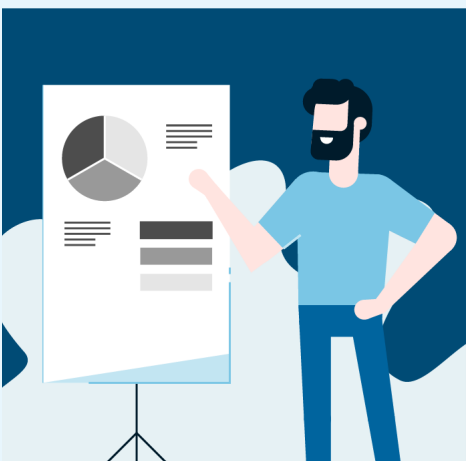
Is Your Site Accessible?



46% of QA professionals don't know if their websites are accessible.

Source: uTest QA Professionals

Retailers Beware



71% of shoppers with disabilities will click away from your website if it is too difficult to use.

81% of these consumers will pay more money for the same item on a competitor's website if that site is more accessible.

Source: Click-Away Pound Survey 2016

Make Accessibility Your Priority



67% of organizations view accessibility as a priority, yet only 39% know they employ an accessibility expert.

Source: uTest QA Professionals

Accessibility Impacts Your Business In Many Ways

\$6 TRILLION

global purchase power of the disabled community

Source: W3C

61 MILLION

Americans have disabilities that impact major life activities

Source: CDC

2,258

federal website accessibility lawsuits filed in 2018

Source: ADA Title III

3X

increase in the number of lawsuits filed in 2017

Source: ADA Title III



The one argument for accessibility that doesn't get made nearly often enough is how extraordinarily better it makes some people's lives."

Steve Krug

Don't Leave Accessibility Up To Chance



APPLAUSE^o

We equip your team with the information it needs to fix compliance issues and help developers embrace accessible design for the future.

[Our Accessibility Solution](#)