



## CASE STUDY

# UserWay Enhances Web Accessibility & Performance For Natural Intelligence

Greater Inclusivity & Boosted Site Metrics are the Winning Combination



+3.5%

### WCAG 2.1 Issues Fixed

1245

A Issues

2675

AA Issues

771

AAA Issues

The UserWay partnership has led to the **optimal combination** of web accessibility and end-user results for Natural Intelligence and the brands it serves.

## Natural Intelligence Background

Natural Intelligence, founded in 2009, is a global leader in intent marketing with the vision of simplifying customer decision-making. The company's leading brands, Top10.com and BestMoney.com, connect millions of consumers with services and products that match their needs and interests.

50 million consumer decisions are made annually on the company's websites worldwide.

## The Challenge

The Natural Intelligence product team, responsible for consumer-facing products, is 60 employees strong. It comprises product management, product design and operations, quality assurance, and content management. From the top down, the product and leadership teams recognized the critical importance of building websites inclusive of all people.

Historically, the company has continually made a concerted effort to make its company website and client websites accessible. Yet, searching for a dual web accessibility and performance solution yielded disappointing results. Natural Intelligence was unable to find a provider that could meet their high standards. This changed when the company decided to partner with UserWay.



“Our advanced technology platforms enable us to increase our scale, continually serve more consumers and brands, and offer a personalized experience.

**- Tomer Fuss**

Chief Product Officer, Natural Intelligence

## The UserWay Solution

After thorough research, the Natural Intelligence team discovered that Userway’s AI-powered Widget 4.0 was the best solution for their unique accessibility and compliance challenges.

Tomer Fuss, the Chief Product Officer of Natural Intelligence, shares that the company has “fallen in love with the UserWay Widget and the UserWay team.”

In just the first few months of working with UserWay, Natural Intelligence saw marked improvements on its company website, including increases in earnings per click (EPC), earnings per visit (EPV), and click-through rates (CTRs) while significantly decreasing bounce rates. Additionally, the company is seeing substantial improvements to client websites relating to increased inclusivity, significantly broadening respective user bases and elevating credibility.

**"Our team is passionate about creating a match between consumers and the most convenient services or products for their needs. UserWay’s AI-powered technology has empowered Natural Intelligence, and our clients to achieve this at a higher level than ever before," says Tomer Fuss.**

## Some Of the Key Results and Values are As Follows:



**+1.0%**

Click-rate increase



**0.5%**

Decrease in bounce rates



**+2.4%**

Increase in EPC



**+3.5%**

Uptick in EPV



Expanded reach for Natural Intelligence, and its clients



Enhanced company image through greater inclusivity

## More On How UserWay's AI-Powered Widget Benefits Natural Intelligence:

### **Boosted Website Metrics**

UserWay's AI-Powered Widget has increased click rates, earnings per click, and earnings per visit, while significantly decreasing bounce rates for Natural Intelligence.

### **Simplified Integration**

Integrating UserWay's AI-powered widget onto the Natural Intelligence site only took a single line of code.

### **Cost Efficiency**

UserWay's AI technology is comparatively faster and more efficient than the competition, tested by Natural Intelligence and the manual, in-house approach to compliance and accessibility.

### **All-Inclusive, Continual Support**

Natural Intelligence and its clients continue to rely on UserWay's exceptional and personable 24/7 customer service and support.

### **User-Triggered Accessibility Functions**

UserWay places the power in the hands of its users with user-triggered text formatting, color contrast, link highlighting, and many more functions.

### **Fluid Content Updates**

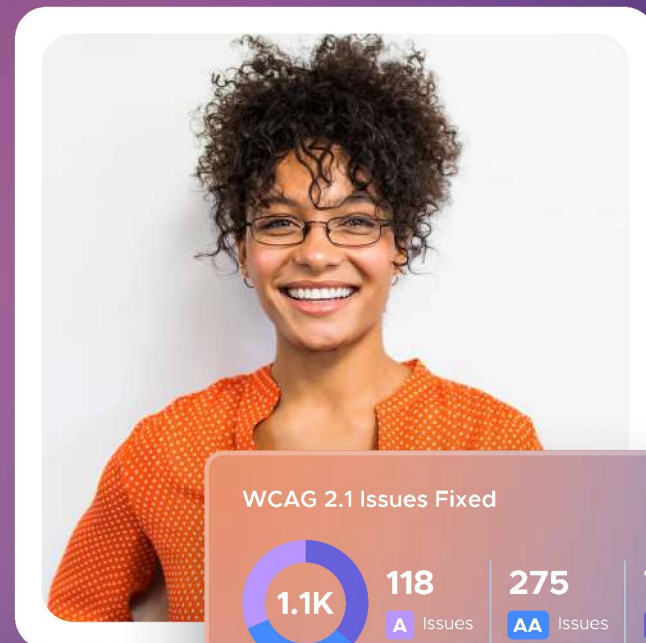
Natural Intelligence and its clients now experience error-free automated compliance support for all website content revisions.

## Results: Enhanced Performance For Natural Intelligence & Its Comparison Websites

As an industry leader in intent marketing, Natural Intelligence operates comparison websites that drive high-value customer acquisition for top brands. In this way, the company consistently captures high-value users at a massive scale, giving its customers the confidence to make informed purchasing decisions. The company has long understood that digital accessibility is critical. But finding the right solution remained elusive until its partnership with UserWay. As a result of the partnership, Natural Intelligence is thrilled with the enhanced credibility and performance metrics for its website and the comparison websites it supports.

*"We didn't expect the results we're seeing from this type of AI accessibility solution. What a pleasant surprise! It goes without saying that we'll continue relying on UserWay as it's now a crucial piece of our growth strategy."*

**- Tomer Fuss**  
Chief Product Officer, Natural Intelligence



WCAG 2.1 Issues Fixed



## Ready to find out how UserWay can help your company improve web accessibility and performance metrics?

**Book a slot** with one of our accessibility solution experts to see how seamless and empowering accessibility can be.