

# American Marketing Association: Website

Objective                      Compare new AMA website versus old

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Data Source                      Website interviews

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Question                      *“Why do you prefer the AMA website versus other sites for marketing professionals?”*

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VERBATIMS  
information  
good  
easy

ThoughtScan Frequency  
106  
57  
50

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ThoughtTalk                      *“Highly relevant information; authoritative and unbiased.”*  
*“Comprehensive information. Easy navigation.”*  
*“Good up-to-date information.”*

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Results                      The new MarketingPower.com site was significantly preferred versus the old site. The AMA realized that finding comprehensive information easily was key and has expanded the new site to meet visitor needs.  
[www.wallacewashburn.com](http://www.wallacewashburn.com)