

What is a Gomez Benchmark?

Gomez has created, maintained, and published a series of Web Experience benchmarks since the company's inception in 1997. Gomez benchmarks generally involve the collection of various web experience metrics from a number of web properties in a given category, such as Top U.S. Online Banking Sites. Gomez benchmark results are collected using Gomez measurement infrastructure deployed at various locations around the world.

Currently, Gomez publishes benchmarks in more than 25 industry verticals including Online Retail, Travel, Banking, General News, Government, and many other industries. Gomez benchmarks target key web properties in the United States and in international markets including Australia, China, Germany, Japan, and the United Kingdom.

Who builds and maintains Gomez Benchmarks?

Gomez has a dedicated team of Benchmark Analysts responsible for building and maintaining all of our benchmarks in the US and internationally. The Benchmark Analysts reside in the Professional Services Organization and apply many of the same best practices for performance management as our consulting and training teams.

Why do tests in the same benchmark have different number of steps?

Gomez Benchmarks follow a standard methodology that is applied similarly across companies on the Benchmark. Since companies design their applications differently, one application may require 3 steps to complete the business process, while another application may require 5 steps. Our objective is to monitor the business process – regardless of the number of steps required.

Who maintains End-User Accounts?

End-user accounts are set up and maintained either by the Gomez Benchmark team or by a third-party vendor hired by Gomez. Gomez creates and maintains “dummy” accounts for most of our benchmarks. However, Gomez works with an independent, third-party to acquire and maintain actual end-user accounts used by our financial services benchmarks. Approximately three to six weeks is needed to set up a new end-user account.

When the end-user account is maintained by our third-party, each end-user account is “owned” by an actual account holder who conducts transactions using the Gomez Benchmark Account to keep it active and current. When an end-user account is locked out for any reason, the Gomez Benchmark team works directly with our vendor, who in turn works with the account holder to unlock the account. If need be, Gomez will also work closely with the company on the Benchmark if a persistent problem occurs with account lock out (when it appears that the Gomez account or monitoring nodes may be blocked by the company, for instance).

How does one get access to Gomez Benchmark Data?

Gomez makes benchmark results publicly available on a dedicated benchmarking microsite (<http://benchmarks.gomez.com>). From time to time, Gomez has also created specialized properties to showcase

benchmark results, such as Merchant Madness (<http://www.merchant-madness.com>), a recent promotion in the Online Retail industry.

Gomez benchmark results are also featured in a number of media publications. Gomez benchmarks regularly appear in Internet Retailer, American Banker, Card and Technology, and Betting Business (UK). Gomez benchmark results have also been featured in USA Today, The Wall Street Journal, China Internet Weekly, and dozens of other mainstream and technology publications.

Additionally, Gomez customers have the option of purchasing access to object-level detail from one or many Benchmarks, which would be available in their GPN accounts in real time.

How can I get access to my Gomez Benchmark Scripts?

Gomez makes “mirror” scripts available to our customers for the scripts we use to monitor their application. User account information is stripped from the script before it is sent to the customer. Should you want a mirror copy of the Benchmark script for your application, submit a case request to servicedesk@gomez.com. Gomez only provides mirror scripts to a company for their application.

Why won't Gomez provide mirror scripts for other applications, other than my application?

Gomez customers and benchmark participants develop proprietary code, in part, to optimize the performance the site. Gomez scripts often include unique logic to work properly with the application. Due to the proprietary nature of our customers' Web applications, the broad Gomez policy is not to share customer scripts nor those that are created through the benchmark practice without consent of the firm (as can happen with 3rd party vendors).

When does Gomez change benchmark scripts?

Gomez changes benchmarks scripts when:

- 1. A transaction begins to fail due to a site change.*
- 2. A benchmark participant notifies Gomez of a pending site change that may affect the scripts.*
- 3. A transaction begins to fail due to improperly defined script logic.*
- 4. The Benchmark methodology is changed, requiring scripts to change.*

Gomez evaluates each script failure as well as any customer request to change a script and determines whether a script change is needed based on whether the existing script no longer aligns with the Methodology. If the script and Methodology are not in alignment, the script is updated. Gomez has the final decision-making responsibility for script changes. If you request a script change and one is not possible, Gomez will provide you with an explanation for what changes we were not able to make and why.

What should I do if I have a question about my script?

Should you have a question about the benchmark script used for your account, please submit it to servicedesk@gomez.com. Please indicate the nature of your question (methodology, data validation). If your question pertains to the methodology used, please provide a summary of the steps you feel should be included or of the specific question regarding the methodology providing examples where possible. The

Gomez Benchmark team will review your request and provide you with our summary of what, if any, changes we will make to the script based on your request.

Gomez will review all Benchmark participant's requests regarding scripts. We decided what changes to make based on the Methodology only. We reserve the right to refuse to make a change to the script if that change is not in alignment with the methodology of cannot be applied equitably across the Benchmark.

What should I do if I know I am changing my site in a way that may affect the benchmark script?

If you are planning a site change that may affect the benchmark script, please submit a case request to servicedesk@gomez.com and provide a detailed summary of the new business process. servicedesk@gomez.com can provide you with a Business Process Worksheet template to capture your request. The Gomez team will review the request and compare it to the methodology for the benchmark. We decided what changes to make based on the Methodology only. We reserve the right to refuse to make a change to the script if that change is not in alignment with the methodology of cannot be applied equitably across the Benchmark.

Who do I contact if I have a question about the Gomez Benchmark Data?

All requests about Benchmarks should be submitted to servicedesk@gomez.com. Customer requests about Benchmarks will be referred to the Benchmark team, and a Benchmark Analyst will be in contact with you regarding the request. Our ability to respond will depend on the number of open cases and the severity/priority of the case. Generally speaking, we address data quality issues, then script questions, then all other general questions and requests (such as requests for mirror scripts).

What process is followed to ensure data quality?

Gomez reviews the Benchmark data during normal business hours, Monday through Friday. In the event that our analysis of the Benchmark data uncovers an issue with a script, a node, or any other issue that is not truly representative of the end-user experience, the Benchmark team will work with our Quality of Service (QoS) team to "reclassify" the data and, essentially, remove it from the data set. Additionally, the Gomez QoS team is constantly monitoring and analyzing the quality of the Gomez data. The QoS team will periodically make data reclassifications to eliminate data that is not reflective of the end-user experience. Some of the data reclassifications handled by the QoS team effects Benchmark data.

We make every effort to reclassify data prior to publishing, but that is not always possible. Gomez does republish data after a data reclassification to benchmarks.gomez.com.