

Business Case for Digital Accessibility

Maintaining an accessible digital presence is essential. Accessibility ensures inclusive experiences for all customers, protects your organization from legal risk, and offers a number of additional business advantages.

Accessibility by the Numbers



1.3 Billion
People living with disabilities globally¹

105 Million
Friends & family with a connection to disability²

\$6 Trillion
Global spending power of people with disabilities³

11,000+
ADA lawsuits filed in Federal Court in 2019⁴

\$25,000
Potential cost to fight an ADA lawsuit⁵

Benefits of Digital Accessibility

1 Improve Usability

Accessibility often enhances functionality, layout, flow, style, and design – this increases usability and significantly improves the experience for everyone.

2 Increase Customer Engagement

When people can effectively engage with your content, they spend more time on your site and are more likely to return. Brands that offer a superior CX bring in 5.7x more revenue than competitors who lag behind.⁶

3 Limit Legal Risk

Digital accessibility is mandatory - failure to comply with jurisdictional requirements (e.g., ADA, AODA, Section 508) can result in demand letters, lawsuits, and/or penalties. WCAG 2.1 AA conformance ensures your digital properties are accessible and in compliance with the law.

4 Support Aging Population

The population of people 80 years or over is projected to triple to 426 million by 2050⁷. Without digital accessibility, many will be unable to access essential information, products, and services.

5 Deliver Inclusive Experiences

Creating content that meets digital accessibility standards doesn't just make you compliant – it extends your brand to serve communities you may have been inadvertently excluding.

6 Improve SEO

A handful of WCAG success criteria align with SEO best practices, which can help your website rank higher in Google.

7 Lower Operating Costs

Technology updates & redesigns that include accessibility have demonstrated reduced costs for maintenance and service.⁸

Ready to make your web, mobile, and product experiences fully accessible and compliant with global regulations? Let's talk.

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