

The State of Digital Accessibility in B2B Tech

2024-2025 fact sheet

For business-to-business technology (B2B tech) vendors, documented product accessibility is increasingly becoming a sales requirement. In fact, our [Sixth Annual State of Digital Accessibility Report](#) revealed that **74%** of professionals—and **81%** of senior leaders—say their organization requires proof of accessibility when purchasing digital products.

But how are product vendors addressing accessibility to meet this rising market demand? What benefits are they observing as a result? And how does your commitment to accessibility compare? As part of our research, we surveyed enterprise professionals at B2B tech companies in North America and Europe about their approaches to digital accessibility.

We've summarized key findings in this fact sheet.

Accessible products win—and keep—clients.

As more buyers prioritize accessible products, it's no surprise that B2B tech companies connect digital accessibility to their success in acquiring new clients—and keeping existing clients.

85%

of B2B tech professionals say digital accessibility helped improve customer acquisition.

87%

say digital accessibility helped improve customer satisfaction.

82%

say digital accessibility helped improve customer retention.

Accessibility is a competitive differentiator.

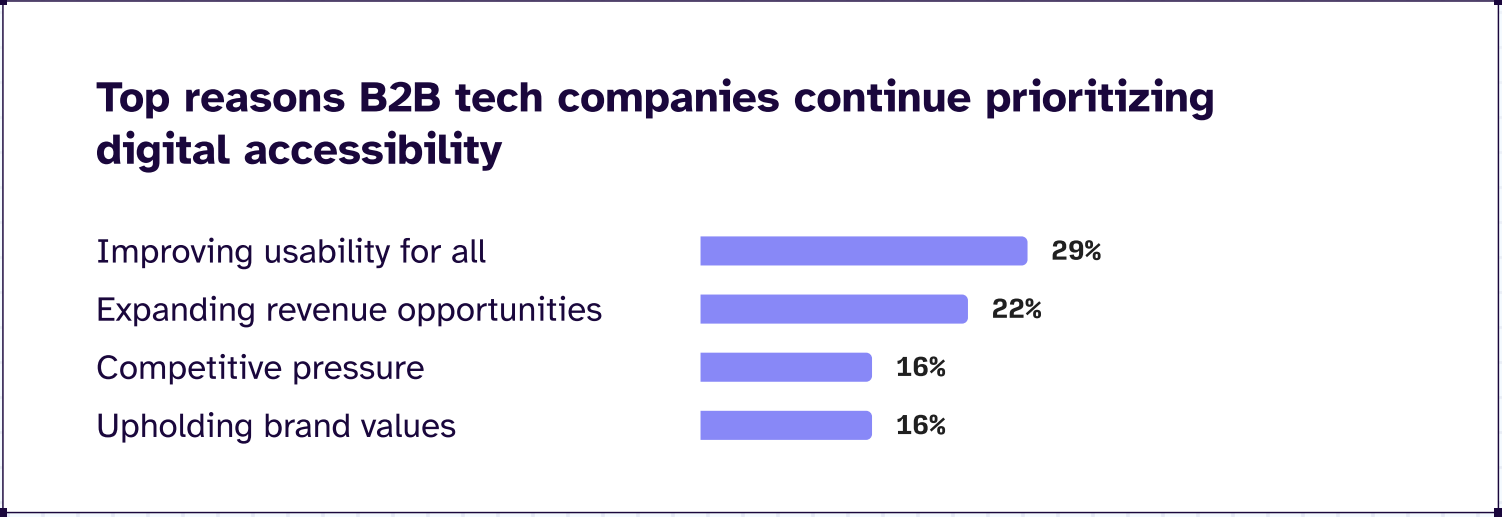
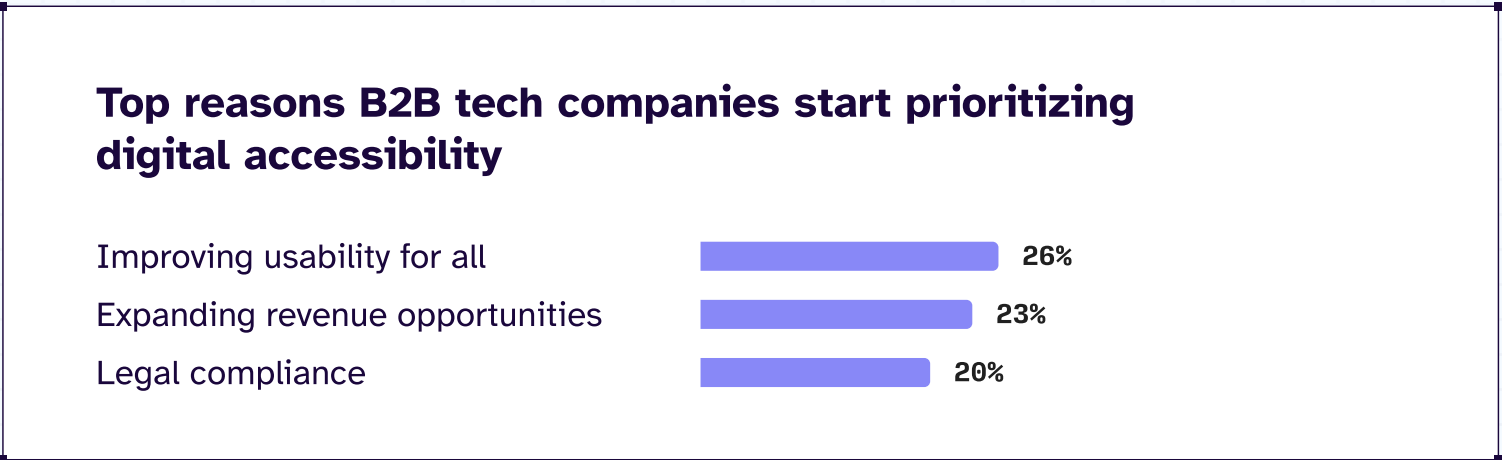
More than a box to check during B2B sales cycles, product accessibility helps tech vendors outperform their competitors in a crowded market—improving their bottom lines.



Usability and revenue opportunities prove key motivators for accessibility programs.

Given the benefits of digital accessibility, it follows that accessibility is a widespread priority for B2B tech companies: **62%** of professionals say executives are “highly supportive” of digital accessibility and **66%** say their organization plans to maintain or increase its accessibility budget in the next 12 months.

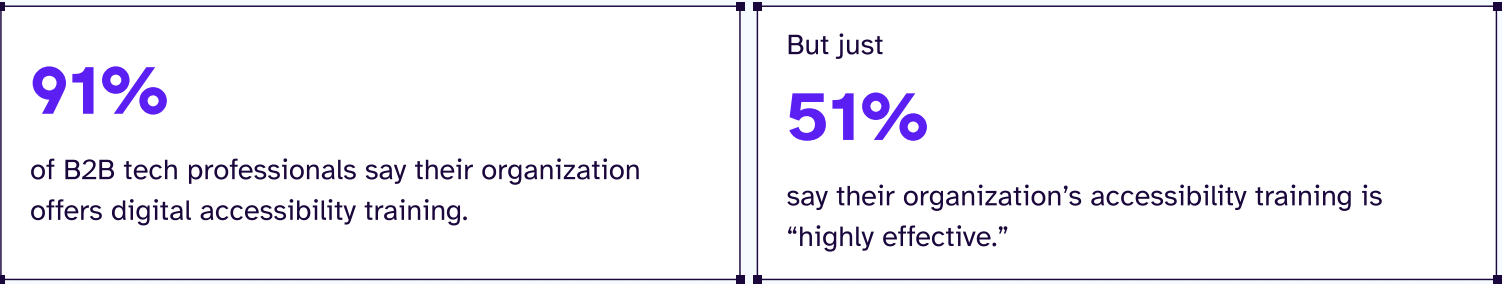
But adoption of accessibility isn’t just tied to better business outcomes—organizations want to ensure that their products are usable for everyone.



Internal education is a top priority in tech, but teams may face gaps in training quality.

To create accessible products that are usable for all, B2B tech vendors understand the importance of internal education. When asked about their top priorities regarding digital accessibility, professionals say their top focus is "building internal knowledge and expertise."

But while most B2B tech professionals say their organization has some form of digital accessibility training in place, far fewer consider this training "highly effective."



Third-party expertise will bridge the knowledge gap.

As B2B tech companies focus on upskilling their internal teams, they're enlisting support from third-party accessibility experts—and intend to continue doing so.



Accelerate digital product accessibility with a trusted partner.



The data is clear: Accessible digital products deliver better user experiences and unlock market share. With over 25 years of experience, Level Access provides the advanced technology and industry-leading expertise B2B tech vendors need to achieve their accessibility goals.

Our team will audit your product's accessibility, work with you to address issues, and deliver the documentation you need to meet your buyers' requirements. And with our suite of tools for designers and developers, you can seamlessly embed accessibility into your software development life cycle for sustainable progress.

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