

Engaging first-time visitors to increase repeat traffic.

NASDAQ OMX is the world's largest exchange company delivering trading, exchange technology and public company services across six continents. The NASDAQ Stock Market lists approximately 3,700 companies including business leaders in technology, retail, communications, financial services, transportation and biotechnology.

Services

- Interactive

Industry

- Financial Services

Website

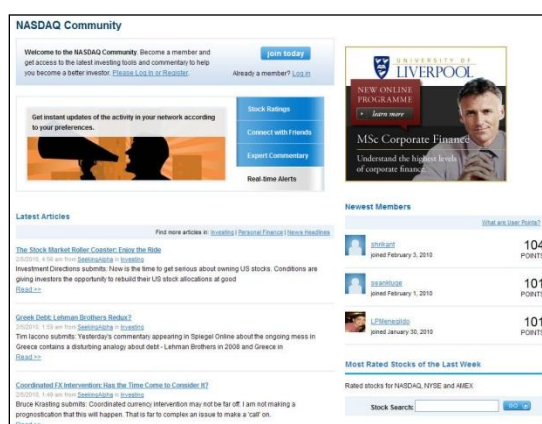
www.NASDAQ.com

Environment

- Ektron CMS

Project Included

- Social networking
- Activity walls
- Content ranking
- Tag clouds



Challenge

NASDAQ.com wanted to increase repeat traffic, advertising revenue, and audience engagement while improving customer loyalty and providing a more personalized experience. The NASDAQ brand drove first-time visitors to the site but needed a more engaging experience for them to return. Vice President and General Manager for NASDAQ.com, Bruce Hashim, stated, "We want our users to have a successful experience on the site, where they discover something relevant that was unexpected, engaging and delightful. We thought that a community would enable our audience to engage with us and one another."

Findings from focus group sessions revealed that visitors to the site were looking for better information on companies, "Consumer Reports" style stock ratings, tools to improve investment skills, and a personalized page that aggregated relevant information.

Solution

The solution was to build the NASDAQ Community, which introduced key social media components including social networking, activity walls, content ranking, and tag clouds, to name a few. The new site would foster a greater sense of community, allowing registered NASDAQ.com users the ability to interact with one another, join networks of similar interests, and have access to trusted providers of investment information.

To build the NASDAQ Community, it was determined that the social media tools and flexible content management features in Ektron's CMS400.NET provided a cost-effective overall platform to support the new community. With some additional development, a social media solution was created with Ektron's CMS at the core. ASP.NET web controls allow for the personalization of content, and the new Ektron notifications system updates the user's activities. The framework is flexible so that additional social media components can be added in the future.

Results

Within the first six weeks, 3,000 members registered to join the new NASDAQ Community. Popular features include the ability to rate stocks, a digital dashboard that allows members to personalize their content, My Network for following contributors and other members, and My Articles for viewing articles according to user-defined criteria. Integrating community features are helping drive traffic to other areas of NASDAQ.com, which NASDAQ believes will provide an engaging experience and increase repeat traffic.