

GLOBALEDGEMARKETS.COM

GEM

Case Study

NICE Systems - nice.com



Overview

NICE Ltd. is an Israeli-HQ'ed global company specializing in telephone voice-recording technologies, data security, surveillance, and Robotic Process Automation (RPA), as well as systems that analyze recorded data. NICE has over 6,500 employees and a presence in more than 150 countries. Since 1986, NICE has been the recognized leader in these fields, providing solutions that turn both structured and unstructured data into valuable and actionable information.

The NICE logo is displayed in a bold, black, sans-serif font. Three blue squares are placed between the letters "I", "C", and "E".

NICE

Transforming
EXPERIENCES
to be
Extraordinary
and **TRUSTED**

GLOBALEDGEMARKETS.COM



Challenge

NICE was looking to grow attendance and engagement for their annual conferences, particularly Interactions 2013-14. GlobalEdgeMarkets (formerly Social2B) strategized to create promotions that dramatically increased traffic referral and registrations.

What We Did & Results

GlobalEdgeMarkets developed strategies and executed tactics to launch NICE Interactions 2013 SMM deliverables (Social Media, PR, Content, Influencer Marketing) paving the road to success. The dramatic increase in traffic referral and registrations was driven by our team’s SMM efforts, initial SEO efforts, and website integration efforts starting mid-January, 2013.

Below is the breakdown of NICE SEO and SMM efforts:

| | Dec.30 Jan.05 | Jan.06 Jan.12 | Jan.13 Jan.19 | Jan.20 Jan.26 | Jan.27 Feb.02 | Feb.03 Feb.09 | Feb.10 Feb.16 | Feb.17 Feb.23 | Feb.24 Mar.02 | Mar.03 Mar.09 | Mar.10 Mar.16 | Mar.17 Mar.23 | Mar.24 Mar.30 | Mar.31 Apr.06 | Apr.07 Apr.13 | Apr.14 Apr.20 | Apr.22 | Apr.23 | Apr.24 | Apr.25 |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--------|--------|--------|--------|
| The traffic driven to interactions.com | | | | | | | | | | | | | | | | | | | | |
| Directly from SM channels | - | - | 2 | 4 | 5 | 18 | 16 | 16 | 29 | 17 | 50 | 46 | 32 | 55 | 47 | 56 | 22 | 12 | 3 | 1 |
| From nice.com | - | - | 129 | 107 | 132 | 228 | 193 | 212 | 365 | 314 | 443 | 653 | 465 | 438 | 536 | 1107 | 159 | 85 | 54 | 43 |
| From newsletters* | - | - | - | - | - | - | - | - | - | 169 | 141 | 392 | 282 | 265 | 370 | 437 | 49 | 28 | 37 | 26 |
| Unique Page views of the Reg. Page* | - | - | - | - | - | - | 284 | 742 | 2,741 | 1,108 | 1,405 | 2,069 | 1,281 | 1,179 | 1,292 | 1,461 | 67 | 32 | 24 | 21 |
| Visitors to the site | - | - | 334 | 243 | 285 | 827 | 708 | 831 | 1,557 | 1,288 | 1,383 | 1,954 | 1,431 | 1,438 | 1,768 | 2,582 | 588 | 346 | 236 | 148 |



What We Did & Results

NICE could see a clear correlation between website traffic (nice.com), Social Media engagement/mentions, and registrations. This allowed the team to focus on conversions and amplify all digital and social engagement areas before, during, and after the significant event.

NOTES:

- S2B started to analyze detailed social media metrics as of March 3rd, 2013 (based on the budget).
- We see a clear correlation between website traffic, Social Media engagement, and registrations.
- We see a clear correlation between Social Media mentions (LinkedIn, Facebook, Twitter) and registrations.
- Our CTR strategy will give greater visibility to the generation of leads via social media channels.
- CTR may be adapted to multiple touch points- not just social media.

| | Dec.30 Jan.05 | Jan.06 Jan.12 | Jan.13 Jan.19 | Jan.20 Jan.26 | Jan.27 Feb.02 | Feb.03 Feb.09 | Feb.10 Feb.16 | Feb.17 Feb.23 | Feb.24 Mar.02 | Mar.03 Mar.09 | Mar.10 Mar.16 | Mar.17 Mar.23 | Mar.24 Mar.30 | Mar.31 Apr.06 | Apr.07 Apr.13 | Apr.14 Apr.20 | Apr.22 | Apr.23 | Apr.24 | Apr.25 |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|--------|--------|--------|
| The traffic driven to nice.com | | | | | | | | | | | | | | | | | | | | |
| Directly from SM channels | 175 | 244 | 242 | 311 | 353 | 293 | 367 | 366 | 319 | 351 | 304 | 363 | 284 | 325 | 517 | 411 | 64 | 114 | 87 | 77 |
| Visitors to the site | 18,284 | 22,024 | 24,289 | 24,791 | 26,766 | 25,664 | 25,828 | 25,203 | 25,767 | 26,098 | 25,627 | 21,078 | 18,232 | 19,476 | 22,876 | 22,682 | 4,375 | 4,631 | 4,630 | 4,486 |
| Engagement on the social media channels | | | | | | | | | | | | | | | | | | | | |
| Twitter Followers (total) | | | | | | | | | 152 | 168 | 181 | 190 | 209 | 240 | 308 | 312 | 336 | 344 | 345 | |
| Retweets | | | | | | | | | 9 | 18 | 18 | 17 | 39 | 63 | 71 | 8 | 29 | 19 | 7 | |
| Mentions of @ | | | | | | | | | 10 | 16 | 9 | 16 | 33 | 54 | 41 | 27 | 87 | 56 | 41 | |
| Mentions of #NICEinteractions | 507 (all time) | | | | | | | | | | | | | | | | | | | |
| Facebook Likes (total) | | | | | | | | | 46 | 51 | 74 | 78 | 83 | 103 | 119 | 126 | 138 | 141 | 142 | |
| Linked In Group Members (total) | | | | | | | | | 53 | 64 | 106 | 113 | 113 | 127 | 138 | 141 | 147 | 150 | 150 | |
| REGISTRATIONS FOR THE EVENT | 19 | 15 | 30 | 12 | 22 | 42 | 43 | 66 | 330 | 82 | 111 | 207 | 119 | 110 | 104 | 66 | Total 1456 | | | |

GLOBALEDGEMARKETS.COM



Contact Us

Want to Take on The Global Market Expansion with Confidence?
Contact Us Now. We Are Ready When You Are.

[Book a call with our team of experts](#)

info@globaledgemarkets.com

www.globaledgemarkets.com