

CASE STUDY

Q4



Electronic Arts Increases IR Site Engagement by 65-70%

EA has seen tremendous results since launching their IR website, including:

Visitors are spending **65%** more time on the homepage and **71%** more time on financial results.

Homepage click through rates have risen to **46%**.

Over 50% of site visitors downloaded the content provided.

Month over month growth in visitors is over **6%**.



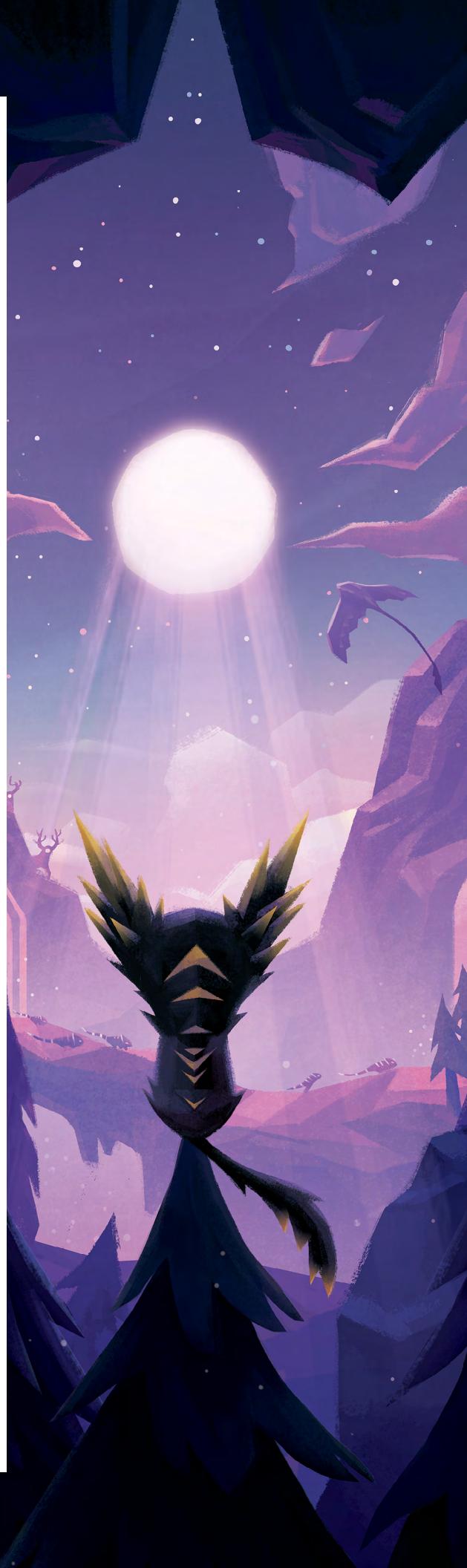
Inspiring the World to Play

"We inspire the world to play." That's the mission of **Electronic Arts Inc** (EA), one of the largest video game companies in the world. "Striving to bring imagination, original ideas, and excitement to everything they do," EA is a global leader in digital interactive entertainment. Their portfolio of critically acclaimed, high-quality brands include The Sims™, Madden NFL, EA SPORTS™ FIFA, and Apex Legends. Most recently, EA has been building deeper relationships with players, by keeping games fresh with new content and live services. This has fundamentally changed their business model, generating year-round revenue, independent of game launches.

Senior Manager of Investor Relations, Erin Rheaume, is responsible for EA's IR site, and is the one who initiated and oversaw its redesign. According to Erin, EA's old IR site was "outdated, clunky, and hard to navigate." It also "lacked branding" and was "disconnected from their corporate website." Describing the old site as "boring," she said that it didn't represent EA's playful and vibrant brand. And ultimately, the site was unable to scale with the increasing amount of featured content EA envisioned for their site.

For EA, a site redesign presented a real opportunity to improve their investor and analyst engagement, by leveraging their IR website for effectively communicating their brand to the investment community — especially as the first destination for new investors. Prior to EA, Erin had worked at an agency, which gave her exposure to many different vendors, including Q4. Based on positive experiences, she was confident that Q4 would take "a customized approach," to create a site that was built on best practices and tailored to look and feel like EA.

"I had a chance to collaborate with a few different providers in the past, including Q4, on building IR sites. One of the things that I appreciated about Q4 was their stand-out customer service. When I came to EA, I had strong opinions for our new website and absolute confidence that Q4 could help me execute on that vision."



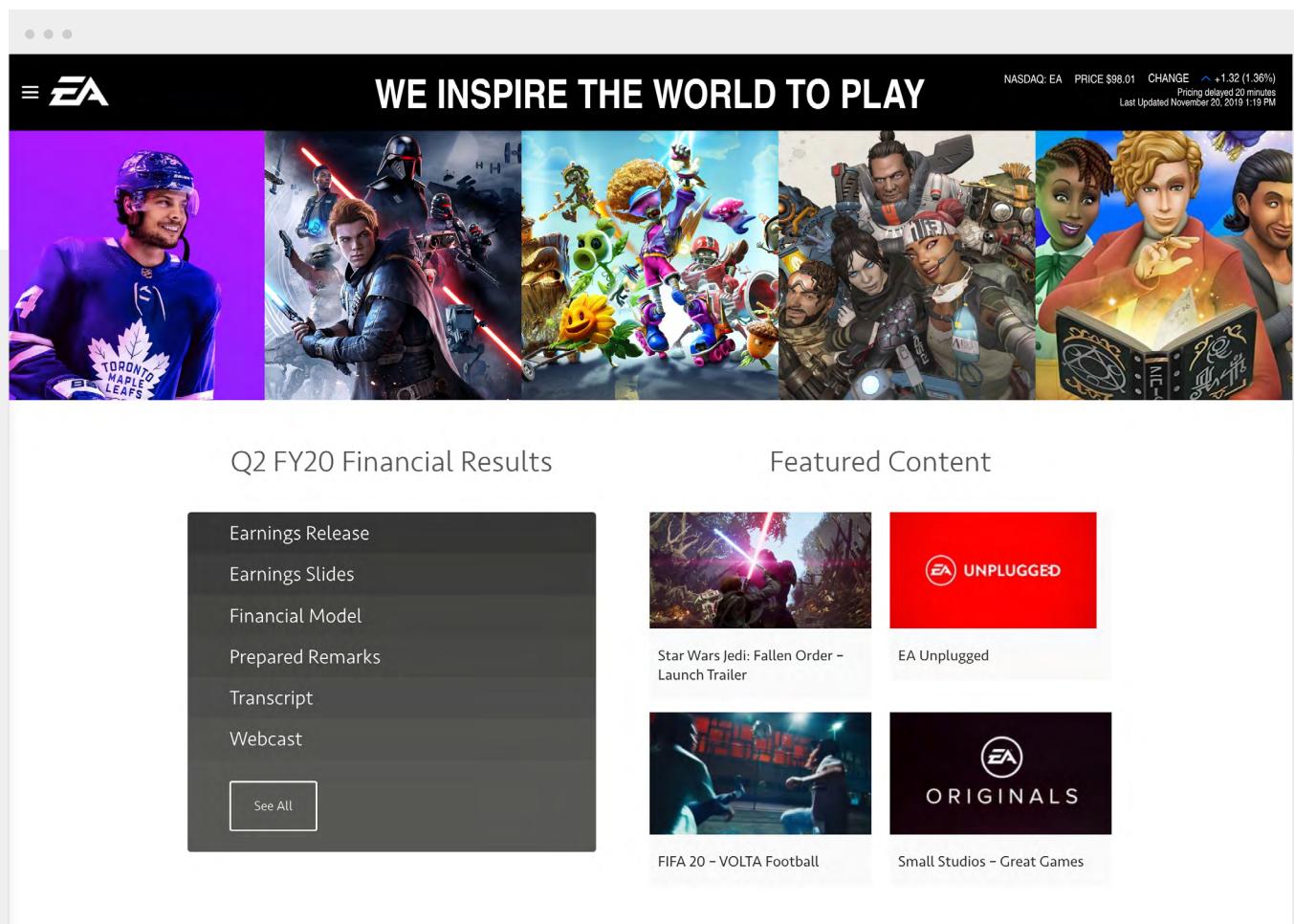
EA's key goals were to create an informative and intuitive website for the investment community, with their landing page as the critical gateway to their content. In addition to increasing EA's overall transparency, they wanted to infuse the site with their brand's colorful and bold personality.

Leveraging IR Website Design Best Practices

Erin had a vivid and fleshed-out vision for what she wanted in an IR site, and had benchmarked what she considered to be best practices in other sites.

Her first priority was building a homepage with useful information, which was both clear and easy to navigate: "People are inundated with information, the website needed to be intuitive." Their homepage also needed to be engaging, as the investment community's first impression of EA and the portal to the rest of the site.

This helped increase EA's transparency and enabled Investors to see all key information at a glance, with the option to take a deeper dive into the information in a single click — without scrolling or having to "dig to find what they needed." Under quick links, investors can click through to practical supplemental information like EA's accounting FAQs and ESG practices. "We were doing all of this work in ESG, but didn't post it anywhere on our previous site. Now investors can find it."



The screenshot shows the EA Investor Relations website. At the top, there's a navigation bar with three dots on the left, the EA logo, and a search bar on the right. Below the navigation is a banner with the slogan "WE INSPIRE THE WORLD TO PLAY" and five images from various EA games: NHL, Star Wars Jedi: Fallen Order,植物大战僵尸, Apex Legends, and Disney's Frozen. To the right of the banner is a stock market tickers showing "NASDAQ: EA PRICE \$98.01 CHANGE +1.32 (1.36%) Pricing delayed 20 minutes Last Updated November 20, 2019 1:19 PM".

Q2 FY20 Financial Results

- Earnings Release
- Earnings Slides
- Financial Model
- Prepared Remarks
- Transcript
- Webcast

[See All](#)

Featured Content

-  Star Wars Jedi: Fallen Order - Launch Trailer
-  EA Unplugged
-  FIFA 20 - VOLTA Football
-  EA Originals

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Erin Rheaume

Senior Manager
Investor Relations, EA



According to Erin: "When you land on our homepage, the first thing you see is our most recent financial highlights. This is helpful because that's what most people are looking for first and foremost. Scrolling down further, visitors see the latest news, the next earnings dates with dial-in information, and press releases. If visitors are interested in viewing more, they can even see earnings dates for the whole year. You don't have to search, it's all right there."

The new site design has truly captured visitors, helping to increase engagement on each page and across the site. For example, since launch, the amount of time visitors spend on the homepage has increased by almost 65% and **the time spent on the financial information page has gone up by 71%**.

One of Erin's favorite parts of the new site is its historical earnings section. Describing it as "a thing of beauty," she explains: "when you look at our recent quarter within the context of past earnings,

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Erin Rheaume
Senior Manager
Investor Relations, EA

it's logically laid out. You see everything you need at a glance. It's wonderful." For investors, "going back and looking at the numbers over the past few quarters, and in that order, is really helpful. And isn't that what we all want, a helpful website?"

Engaging the Investment Community with a Playful Brand

In addition to being functional and intuitive with easily accessible information, EA needed their IR site to reflect their brand personality. "We are a games company with the mission to inspire play. There should be a little bit of play in everything we do."

The screenshot shows the EA Investor Relations website. At the top, there's a header with stock information: "NASDAQ: EA PRICE \$98.12 CHANGE +0.00 (0.00%) Pricing delayed 20 minutes Last Updated November 20, 2019 4:00 PM" and the EA logo. Below the header is a large banner with the tagline "WE INSPIRE THE WORLD TO PLAY" and an image from the game Star Wars: Jedi Fallen Order. The banner features several characters from the game, including a Jedi with a blue lightsaber and a Sith with a red lightsaber. Below the banner, there's a section titled "Quarterly Results" with a table. The table has three columns: "2019" (highlighted in blue), "2018" (in grey), and "2017" (in light grey). The rows include links to "Earnings Release", "Prepared Remarks", "Earnings Slides", "Webcast", "Financial Model", "Transcript", and "SEC Filings", each with links for Q1, Q2, Q3, and Q4.

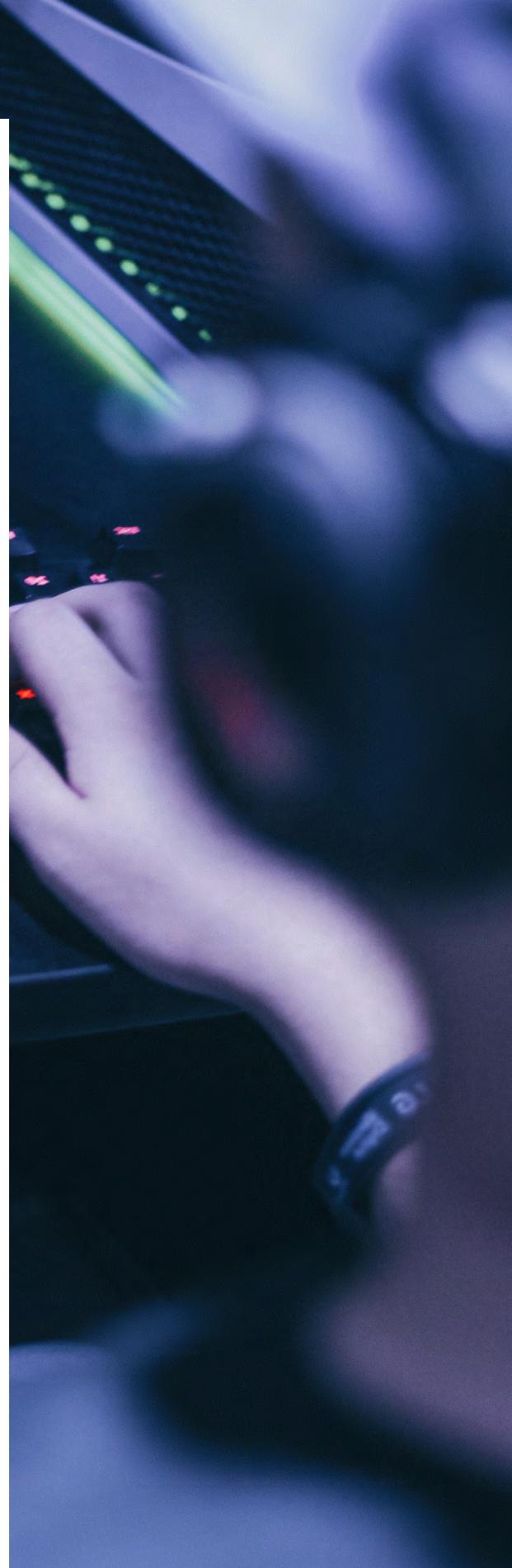
	2019	2018	2017
Earnings Release	Q1 Q2 Q3 Q4	Q1 Q2 Q3 Q4	
Prepared Remarks	Q1 Q2 Q3 Q4	Q1 Q2 Q3 Q4	
Earnings Slides	Q1 Q2 Q3 Q4	Q1 Q2 Q3 Q4	
Webcast	Q1 Q2 Q3 Q4	Q1 Q2 Q3 Q4	
Financial Model	Q1 Q2 Q3 Q4	Q1 Q2 Q3 Q4	
Transcript	Q1 Q2 Q3 Q4	Q1 Q2 Q3 Q4	
SEC Filings	Q1 Q2 Q3 Q4	Q1 Q2 Q3 Q4	

Their IR site needed "to be fluid" with the strong branding of their corporate site. Erin explains, "before the redesign our site looked like a different company." She says that now the site "feels like something we own. Q4 was able to make it feel authentic to EA."

While always conforming to RegFD, EA's site engages audiences with their brand's highly creative and original personality. Incorporating the brand's bold font and vibrant colors, the homepage's top banner confidently stands out with a colorful roster of video games image. Erin keeps the banner fresh, by regularly updating it with new photos and linking them to original content. The Sims image, for example, takes visitors to a tongue-in-cheek article about "how to cheat" to win the game. During Halloween, a playful time of year for the company, you can find animated, friendly bats flapping around the homepage.

EA is also now able to engage investors and analysts with a robust section of featured content. According to Erin: "If you poke around the site, you find extremely useful content, with a dose of whimsy." For example, with the tremendous buzz they regularly get around launching Apex Legends, they've featured back-story videos on how a character became a legend. "This kind of context is important, if investors really want to understand our brand."

They also feature video interviews across the EA team on key issues, industry trends, and product releases. "It's important for investors to see the people and resources behind our games and educate them about the process of creation." A recent piece of featured content, which garnered particular attention, was a video interview with EA's game developers. Several sell-side analysts reached out to EA to say how much they enjoyed the interview. "People are watching our videos and reading the content and understanding our brand more. It's strategic content that encourages visitors to dig deeper if they're curious."



Making a Measurable Impact with the Investment Community

Since launching their IR site with Q4, EA has seen an impressive **46% click through rate from their homepage to their quarterly earnings.** The month over month growth in visitors is over 6%, totaling nearly **170,000 new users to date.** And visitors are spending more time on the site and over half are downloading the available content.

As "a great first point of contact for investors," EA's site is now an engaging and comprehensive hub of investor information. "We are constantly sending investors to our site. They appreciate how intuitive and informative it is." In addition to positive feedback from external audiences like investors and analysts, EA's internal team also regularly leverages the site to access past filings and earnings information for the next fiscal year.

Erin concludes: "our IR site goes above and beyond to be informative and helpful." EA's site is successful because it "thinks about their stakeholders and what's most important to them." She explains: "Investors are busy, so it's critical to make information as easily accessible as possible. All of our filings, along with our current and upcoming earnings are available directly from our homepage. Q4 did all of that for me (and more)."

Learn how to improve your investor relations website engagement by [visiting our site](#).

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About Q4 Inc.

Q4 is a leading global provider of cloud-based investor relations, with the mission of partnering with customers to achieve their strategic IR objectives. With best-in-class customer experience and an innovative suite of IR technology, Q4 is a trusted partner to over 1,200 of the world's largest brands. With our comprehensive portfolio of IR communications and intelligence solutions, supported by an industry-leading customer experience model, we empower our customers to build impactful and strategic IR programs. Q4 has offices in New York, Toronto, Copenhagen, and London. To learn more, visit: www.q4inc.com.

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