

Company: ELEKS, Tallinn, Estonia

Nomination Submitted by: ELEKS Ltd.

Company Description: ELEKS is a global leader in software engineering and technology consulting. For over 30 years, we have addressed complex technology and business challenges, delivering bespoke software solutions that drive the business growth of our clients across various industries. The company's presence spans three continents, with over 2000 engineers and a track record of more than 1000 successful projects.

Nomination Category: Website Categories

Nomination Sub Category: Industry - Computer Software

Nomination Title: ELEKS.COM: Reimagining the Digital Brand Experience of a Global Software Development Provider

1. When was this site or blog first published?

The website was published in August, 2024

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

Total 196 words used.

In 2024, ELEKS launched a fully redesigned website to strengthen its brand as a top-tier software engineering and consulting provider. Built entirely in-house, the website reflects ELEKS' values and vision while prioritizing user experience, performance, and lead generation.

The site features a human-centric design informed by user research and optimized through continuous SEO and analytics-driven improvements. A flexible design system ensures visual consistency and enables quick updates across campaigns and devices.

Key interactive tools showcase ELEKS' AI expertise:

- **Service Recommender:** Matches users with solutions through a simple three-question flow.
- **AI Solutions Advisor:** Delivers recommendations of tailored AI solutions, industry ROI benchmarks, and implementation roadmaps.

The content highlights ELEKS' services, industries, expert blog, and client success stories in both text and video. Personalization based on user location and behavior enhances engagement, while CRM integration supports efficient lead tracking.

Technical upgrades include improved performance, WCAG 2.2 accessibility, multilingual support, enhanced security, and seamless content management. Analytics tools like Google Analytics and Hotjar support data-driven refinement.

As a result, ELEKS achieved a **25% increase in monthly website traffic** and a **0.33% rise in conversion rate** compared to 2023, demonstrating the site's impact on visibility and lead generation.

3. List the appropriate creative and production credits for this entry:

Attachments/Videos/Links:

[ELEKS.COM: Reimagining the Digital Brand Experience of a Global Software Development Provider](#)

[REDACTED FOR PUBLICATION]

