

Material+



MarCom Awards 2023 Website Submission: MIAX Corporate Website

Prepared by Material



MarCom Awards 2023

The logo for miax, featuring the word "miax" in a lowercase, sans-serif font with a registered trademark symbol (®) to the upper right. Above the text is a horizontal line.**Entry Title**

MIAX Corporate Website

Client

MIAX / Miami International Holdings, Inc.

Agency/Credit

Material

Entry URL

www.miaxglobal.com

Category

Web-Based: Website

Subcategory

Corporation

Overview

Material partnered with Miami International Holdings, Inc. (“MIAX”) to transform its enterprise website to match its recently updated brand identity.

Opportunity

In years prior, Material worked closely with MIAX to develop a streamlined and sophisticated brand identity focused on fulfilling corporate strategy and facilitating growth.

As a result of the new sophisticated branding, MIAX tasked Material with transforming its enterprise website. The goal was to ensure the company’s website aligned with the brand’s identity as a tech-forward disruptor evolving the trade of trade.

Material worked with MIAX to completely overhaul the enterprise website, which officially launched in May 2023.

Client Solution

In an effort to give MIAX a website that felt fresh and innovative, while still telling the MIAX story and giving website visitors a seamless user experience, Material was involved in every step of the process for the website transformation. Our work with MIAX included six core phases:

- Discovery & Strategy
- Site Organization & IA
- UX/UI Design
- Technical Definition
- Content Development
- Technical Build

Client Success

The corporate website transformation successfully elevated the MIAX flagship web property to both reflect the breadth of MIAX’s market offerings and make it easier for clients and partners to do business with them.

The website upgrade included:

- New brand identity
- New photography, film and copy to help boost the presence of the new brand.
- Improved targeted User Experience (UX)
- Improved technology capabilities
- Higher engagement and site visits



Only the best traders can profit from a complex market like MIAX. Our 24/7 trading platform is built for the most sophisticated traders. Our state-of-the-art technology and our deep liquidity allow us to execute your trades at the best price and in the shortest time possible. Our 24/7 trading platform is built for the most sophisticated traders. Our state-of-the-art technology and our deep liquidity allow us to execute your trades at the best price and in the shortest time possible.

About MIAX Exchanges & Products

Market Share

Volume: 100% (MIAX) 0% (Other)

Product	Volume	Revenue
U.S. Options	100%	100%
U.S. Equities	100%	100%
U.S. Futures	100%	100%
International	100%	100%

MIAX in the News

- MIAX Completes Acquisition of Ledge from FTX Options
- Financial Industry Regulator's Report Shows MIAX's Market Share is Growing
- MIAX's New Options Market Attracts Institutional Investors

U.S. Options

U.S. Equities

U.S. Futures

International

See All Markets

spikes

SPIKES® Volatility Products

SPIKES Performance & Data

SPIKES Options (SPKE) 17.56

MIAX Global Exchange Group

Learn more about MIAX Options and Equities

News & Perspectives

- MIAX Completes Acquisition of Ledge from FTX Options
- Financial Industry Regulator's Report Shows MIAX's Market Share is Growing
- MIAX's New Options Market Attracts Institutional Investors

MIAX Markets

MIAX offers access to multiple assets and geographies.

U.S. Options

General Information

Market Data & Technology

A global marketplace built for today's trader

Evolving the trade of trade

The MIAX advantage

Proprietary technology

Our History of Growth

2012

MIAX Ranked as Best Fully-Electronic Options Exchange

miax

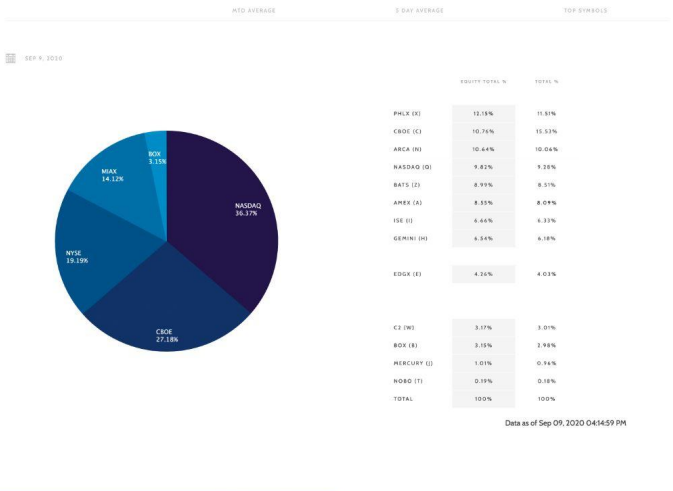
Our leadership

Thomas R. Gallagher

Chairman and CEO

The Website: Old versus New

[Click here to experience the new website](#)



Over the past decade, MIAX[®] has grown from a single options exchange to a global trading company that provides access to U.S. and international capital markets. Currently the fourteenth largest derivatives exchange group in the world, our exchanges, unique products and market data services offer members new opportunities to improve their trading strategies. MIAX operates fully electronic exchanges built on award-winning technology platforms and provides superior customer service to meet the unique needs of our customers.

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Click to watch how we're telling the brand's story



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Thank You