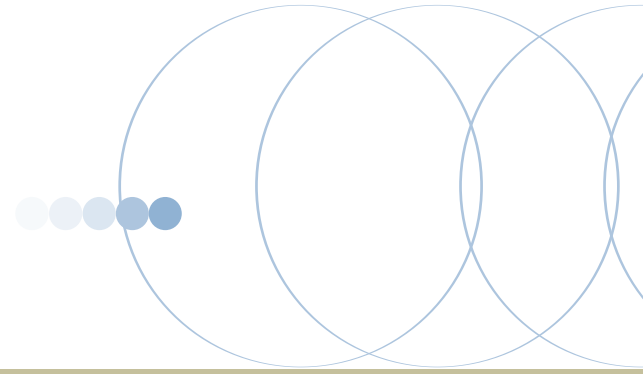


CASE STUDY



NetTracker provides actionable web analytics with real-time reporting, ad analysis, visitor segmentation data, and more.

Fairchild Semiconductor International Chooses Unica NetTracker® for a Scalable, Flexible Web Analytics Solution

OBJECTIVES

- Measure the success of offline ad campaigns
- Track web visitor behavior to determine viewer patterns and enhance site content
- Enable offices across the country to easily access web reports

RESULTS

- Obtained measurable, actionable analysis on offline ad campaigns
- Greatly improved insight into content and visitor segmentation analysis
- Implemented nationwide centralized web reporting for more targeted field marketing programs

ABOUT FAIRCHILD

Fairchild Semiconductor International is one of the largest and most well known independent semiconductor companies focused solely on high performance multi-market products. Fairchild designs, develops and markets analog, discrete, logic, interface, opto-electronic and non-volatile memory semiconductors. Multi-market products are the building block components for virtually all electronic devices, from sophisticated computers and Internet hardware to telecommunication equipment to household appliances. Approximately 10,000 Fairchild products are sold to over 50,000 customers worldwide.

THE CHALLENGE

Marketing Communications

To analyze web site traffic for each line of semiconductor chip; to analyze the success of ad campaigns that draw visitors to the web site.

Web Development

To perform web site user studies to determine how to continue site development and to intelligently add a new section to the site in the near future; to discover viewer patterns and analyze which features keep visitors the longest, draw the most attention, work well and suit the needs of the majority of viewers based on the browser used, etc.

Web Administration

To analyze the performance of the site, for 404 errors, broken links, etc.

The Fairchild Enterprise

To view reports across the country, from Maine to California.

THE SOLUTION

Ad Campaign Analysis

Annette Rangel, marketing communications manager for the West Coast Analog and Discrete lines uses data obtained from Unica NetTracker to track the success of ad campaigns. By using a unique URL within each print ad, Rangel tracks the number of visitors attributable to that ad via their entry page. Using NetTracker's clickstream analysis and custom reports, Rangel can also view how many of these visitors complete an online form to receive literature. NetTracker provides Rangel with a measurement of the success of her ad campaign in not only driving visitors to the site, but in completing a desired action.

Larry Chasse, web developer/content manager, interface and logic group, uses NetTracker to track print ad campaigns in a different way for EnSigna' web. "If we place an ad on a certain day and traffic increases on that date and the dates following, we can measure the success of the ad in getting traffic to the site."

Content Analysis/Visitor Segmentation Analysis

Marketing Communications also tracks each web page within their specific product lines: how visitors are referred to the pages, when visitors are coming, and how many visitors hit the site. Dan Page, software engineer for Fairchild Semiconductor, customizes reports to automate drilling down into each web page for each product line. "Our main criteria in selecting a web site tracking solution was flexibility. We wanted to be able to drill down to specific pages easily. We wanted to use custom reporting as well to get at the data we need," says Page. "We looked at

other leading software but it wasn't flexible at all, and if we could get the information we needed, it was very difficult."

Chasse also uses NetTracker to make sure that the customers they are targeting are coming to their web site. To measure the site's effectiveness, Chasse uses NetTracker to view specifically who is coming and if they are from the industries he is targeting. Esther Wilson, web administrator at Fairchild Semiconductor adds, "We are also doing a user study of the site right now—to see how long people stay and what they are interested in. We need this information to develop the site and to add a new, planned section. We use NetTracker to find out what visitors like and what is working well to then determine how to develop the new section."

Web Site Development Analysis

Chasse also uses NetTracker for web site development, "To see which browsers and platforms visitors are using to be sure that our web site is best suited to their needs. NetTracker has really decreased the amount of time necessary to get this kind of information." Wilson adds, "When we redesign the site we want to make sure visitors can read the code we will use. We use NetTracker to determine which version of HTML code to use."

Wilson, Page and Chasse all use NetTracker for tracking broken links on the site and page errors. "We had thousands of broken links in October. NetTracker showed us that our site really needed work," says Wilson.

Referrer Analysis

Chasse also uses NetTracker to track how visitors enter from a search engine like Yahoo! or AltaVista. He tracks whether links to the home page or farther into the site are more successful in drawing and keeping traffic. He also creates custom reports to track which URLs are referring certain companies to the site.

The Extras

NetTracker's web based reports can be viewed via a unique URL from anywhere by Fairchild employees coast to coast. "NetTracker has a great interface. I really like the graphical representation as well to give profiles to my manager. The more I've used NetTracker, the more I've learned. I'm really impressed so far," says Chasse.

"NetTracker is very easy to use. I easily figured out how to create the custom reports I

needed for Marketing Communications," adds Wilson. "Everyone at Fairchild Semiconductor who has used NetTracker loves it," summarizes Page.

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