

Customer Success Story

Altera Video Demonstration

Situation Analysis

Altera Corporation is the pioneer of programmable logic solutions, enabling system and semiconductor companies to rapidly and cost effectively innovate, differentiate, and win in their markets. Altera offers FPGAs, CPLDs, and structured ASICs in combination with software tools, intellectual property, and customer support to provide high-value programmable solutions to approximately 14,000 customers worldwide. Over the past several years, Altera has built an extensive educational library of audio webcasts on their web site covering complex technical topics to support their clients and prospective customers. In 2007, Altera produced and delivered 14 on-demand audio programs via the AccelaCast platform.

Altera has consistently been on the forefront of innovation, so naturally they began to think about producing an online video program knowing that it would help continue their history of innovation and help them break through the clutter of a competitive and crowded marketplace. Based on the positive experience they already had with Accela Communications, they chose to work with us to deliver a 4-minute video program utilizing the AccelaCast inBanner production, delivery and reporting platform. The program was geared toward a very specific customer base of engineers and was titled, "Plug and Play Signal Integrity for High Performance FPGAs with Transceivers."



The reporting tools that Accela provides allowed Altera to easily measure viewers and registrations on a real-time basis to track the success of their program.

Program Goals & Parameters

Altera's first full-fledged video program was a test of the medium, so they did some research by viewing as many relevant programs as they could and by talking to customers, media suppliers and peer companies to solicit input. Based on this feedback, they came to the conclusion that they



The screenshot shows the Altera website interface. At the top, there is a navigation bar with links for Home, Products, Support, End Markets, Technology Center, Education & Events, Corporate, and Buy On-Line. Below this is a search bar and a list of products including Cyclone III, Cyclone II, Stratix III, Stratix II, Stratix, Stratix II GX, Stratix GX, and Arria GX. The main content area features a video player titled "Plug & Play Signal Integrity Demo Video" with a "Play Video" button. To the right of the video player, there are "Related Links" such as "Download the ADCE White Paper" and "Sign Up for E-mail Updates".

wanted to produce a very technical-oriented video featuring an engineer in a lab setting of no more than 5 minutes in length. In addition, they put some thought into what kind of content would translate well in a visual medium and came up with the idea to show a how-to, laboratory based demonstration of a differentiating technology called "Plug and Play Signal Integrity." The "Plug and Play" topic and how-to format would lend credibility and engage viewers.

One of the benefits of delivering video programs through the AccelaCast platform is the ability to embed the program in multiple locations and extend ROI. This flexibility enabled Altera to leverage the video production in multiple venues – in multiple pages on their web site, in email newsletters, email promotions, and in banner ads on publisher web sites such as EDN.com.

Measurement & Tracking

For Altera, it was very important to be able to measure the results through the AccelaCast reporting platform. Before the program was launched, Altera defined two success metrics: number of views and number of registrations for more information after the program was completed. Metrics such as registration capture, total unique and repeat viewers, and average viewing length were tracked. A classification filter within AccelaWorks, the back-end web response management system, allowed Altera to measure the number of registrants by country in order to assess the audience demographics and distribute registrant profiles appropriately for follow-up. The reporting tools that Accela provides allowed Altera to easily measure viewers and registrations on a real-time basis to track the success of their program.

Results

Key Statistics

- Total unique viewers = 6,514
- Total views including repeats = 6,529
- Total voluntary information requests = 345 or 5.5% of all viewers
- Total view time = 296 hours
- Average view time for registered viewers was 4:04 or 95% of the program
- Average view time for all viewers was 2:43 or 63% of the program
- Average click through rate (CTR) for the inBanner program = 2.02%

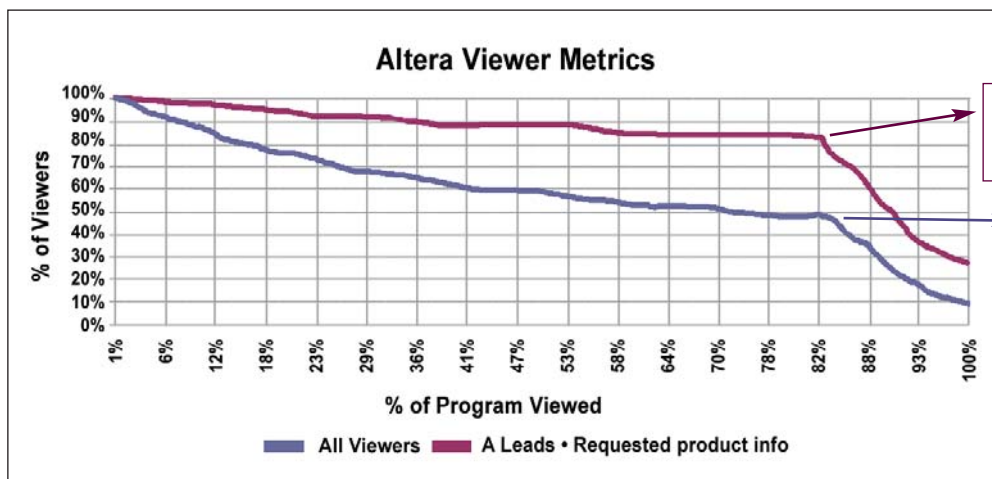
Reports - Executive Summary							
Back to Report Home Page ? Help for this page							
Program:	Plug and Play Signal Integrity for High-Performance FPGAs with Transceivers						
Time Report Generated:	01/11/2008 01:34 PM						
Report Type:	Executive Summary						
Report Time Range:	All Available Days						
Record Classification:	All Records						
Source:	All Sources						
Recent activity may not be included in this report. For minimum delay during data collection tests, first close all browser windows and log on to AccelaWorks before starting a test run.							
	Unique Registered Users	Records Including Repeats	Unique Viewers	Average Viewtime per Unique Viewer (m:s)	Views Including Repeats	Average Viewtime per view (m:s)	Total Viewtime (hours)
Views			6,514	2:43	6,725	2:38	296
Records	6,264	6,529	5,806	2:45	5,999	2:40	267
A	345	359	314	4:04	324	3:55	21
Internal	34	74	33	5:13	63	2:54	3
Unclassified		1			1	3:49	0
Unregistered Viewers	5,885	6,095	5,459	2:39	5,611	2:35	242
Download Data (MS Excel)							

Client Feedback

“Our first video project with Accela Communications really exceeded our expectations – with nearly 300 hours of viewing time, the viewer response and engagement metrics are above and beyond what we hoped for. We’ve also had 345 voluntary information requests thus far, which is an indication of how deeply people are engaged in the program.”

Furthermore, the AccelaCast technology enabled us to distribute the program in multiple venues, such as our web site, in email promotions and on publisher web sites. Being able to leverage the media and extend it compounds the effectiveness of our message, as well as our return on investment.”

Bob Siller
Manager, Online Marketing
Altera



Client Feedback

“The production process for this program went very smoothly. We provided our video content to Accela Communications and they took care of building the program with all of the integration details, in a very professional and responsive manner. It’s obvious that they take pride in their work and the delivery platform they have built is the best in the industry. The investment in our first major video project has been well worth it, and we’re already planning more programs with Accela Communications.”

Andrea Palomo
Senior Online Marketing Specialist
Altera



Contact Us

To learn more about how to create and measure your own online video program, please contact:

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