



CASE STUDY

**BIOTECH COMPANY
UTILIZES VERISIGN
TRUST™ SEAL TO HELP
INCREASE SITE TRAFFIC
BY 41%**





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SwitchGear Genomics is a leading provider of materials designed for studying regulatory elements in the human genome. Founded in 2005, the business offers more than 30,000 products used by pharmaceutical companies and university laboratories to conduct research and produce biologics such as vaccines and insulin. SwitchGear Genomics is headquartered in Menlo Park, California.

CHALLENGE: EXPAND MARKETING EFFORTS BY DRIVING MORE PEOPLE TO COMPANY WEB SITE

As Director of Marketing at SwitchGear Genomics, Rini Mukherjee Saxena is in charge of driving sales of the company’s specialized biotechnology products. “We only sell to pharmaceutical and academic research labs, so our market is large but fairly narrow,” she says. “Given that fact, it’s even more important that our marketing efforts are targeted and highly effective.”

Saxena had been focusing on email marketing, but she wanted to try a different approach to draw more people to the SwitchGear Genomics web site. “Our email marketing campaigns have been successful, but I noticed that the results from our last few blasts had been a little flat,” she says. “Instead of driving people to our online catalog, I decided to focus on drawing people to the corporate site where they could learn more about the quality of our products and research before buying.”

To drive more traffic to the SwitchGear Genomics web site, Saxena began looking for a solution that would not only make the URL stand out in search engine rankings, but also give people an instantly recognizable signal that the company is legitimate and trustworthy.

SOLUTION: SEAL-IN-SEARCH SHOWS VISITORS THAT SITE IS SAFE AND LEGITIMATE BEFORE THEY CLICK

Saxena began looking for a solution based on the advice of the company’s marketing consultant, and her search quickly led her to the VeriSign Trust Seal. “Our consultant recommended that we use a security seal, but since we don’t sell any products at our corporate site, we didn’t need an SSL Certificate,” says Saxena. “When I discovered the VeriSign Trust Seal offers several key security and trust-building features without SSL, it seemed like the perfect fit for our site.”

As Saxena points out, the Seal-in-Search feature played the biggest role in her decision to select the VeriSign Trust Seal. “With Seal-in-Search, people who use the AVG antivirus client will see the VeriSign seal next to our web site in search engine result pages,” she says. “Having the VeriSign seal next to our URL is a definite attention-grabber, and it shows potential visitors that we’ve been vetted by VeriSign, a well-known name in online security.”

SUMMARY

Industry:

- Biotechnology

Business Profile:

- Small business with a non-ecommerce site in highly competitive, specialized industry

Key Challenges:

- Drive more visitors to corporate web site to learn about products and research
- Help web site stand out in search engine results pages
- Provide visitors with highly recognizable signal that web site is safe and trustworthy

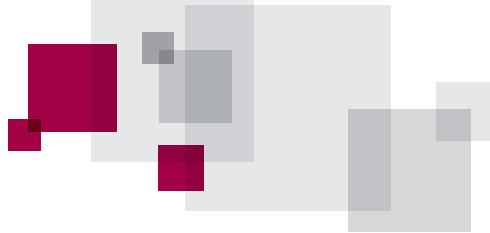
Solution:

- VeriSign Trust™ Seal

Results:

- Improved number of site visits by 41%
- Boosted number of page views by 62%
- Increased average amount of time spent on site by 26%





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The fact that the VeriSign Trust Seal offers daily malware scans was also important to Saxena and her team. “If people visit a site and get infected by a virus or spyware, they probably won’t come back again,” she says. “With the VeriSign seal, our users can check and see for themselves that our site is malware-free. That’s crucial to helping visitors feel safe and building trust in our site.”

RESULTS: INCREASING TRAFFIC AND PAGE VIEWS WHILE IMPROVING COMPETITIVE ADVANTAGE

After displaying the VeriSign Trust Seal on its web site, SwitchGear Genomics has experienced a significant increase in traffic along with a range of other benefits. “I did a before-and-after comparison of our traffic and the VeriSign seal has helped increase site visits by 41 percent,” says Saxena. “Not only that, but our page views have gone up by 62 percent. Initially I wasn’t sure if we were going to see a big change in our numbers, but the VeriSign seal has definitely had a positive impact on the amount of people coming to the site.”¹



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— Rini Mukherjee Saxena,
Director of Marketing,
SwitchGear Genomics

The VeriSign Trust Seal has also helped increase the amount of time visitors spend at the SwitchGear Genomics site. “Since we installed the VeriSign seal, the average number of minutes people spend browsing our site has gone up 26 percent, and our bounce rate has dropped by eight percent,” Saxena says. “The more people read about our products and research, the more likely they are to click over to our online catalog, so we’ve been very pleased that people are spending more time exploring what we have to offer.”

In addition to improving the company’s traffic and other online metrics, Saxena believes the VeriSign Trust Seal has given SwitchGear Genomics an advantage over its competitors. “When it comes to building trust online, the biotech industry is lagging behind other companies,” she says. “By using the VeriSign seal, we’ve been able to get in front of our competitors and visibly set ourselves apart from other companies. That certainly gives us an advantage.”

FUTURE: RELYING ON VERISIGN TRUST SEAL TO ATTRACT EVEN MORE VISITORS

In the future, SwitchGear Genomics will continue to depend on VeriSign Trust Seal to improve site traffic and increase the time visitors spend at the company’s site. “We don’t have any big changes in store for the look or feel of the site, but we do plan on adding even more information about our products,” Saxena says. “We’ve been happy with the results we’ve seen so far, and we’re confident that the VeriSign seal will continue to help us get more people to the site and drive more interaction with all of the information we have to share.”

ABOUT VERISIGN

VeriSign is the trusted provider of Internet infrastructure services for the digital world. Billions of times each day, companies and consumers rely on our Internet infrastructure to communicate and conduct commerce with confidence.

Visit us at www.Verisign.com for more information.

1. Results based on customer’s study comparing the number of transactions conducted prior to and after displaying the VeriSign Trust Seal for 90 days.

