

BRAND PROTECTION REPORT

# LithoSystems Inc.

Chip Manufacturing Equipment & Process Solutions

THREAT LEVEL

▲ MINOR

Unchanged from prior week

<p>THREAT LEVEL</p> <p><b>Minor</b></p> <p>Unchanged</p>	<p>REGRESSION FAILURES</p> <p><b>3 / 20</b></p> <p>New — first baseline</p>	<p>VISITORS</p> <p><b>7,842</b></p> <p>↑ 4.2% from 7,524</p>	<p>CONVERSIONS</p> <p><b>312</b></p> <p>4.0% rate ↑ from 3.7%</p>
<p>QUESTIONS</p> <p><b>524</b></p> <p>↓ 3.8% from 545</p>	<p>SUCCESS RATE</p> <p><b>91.5%</b></p> <p>↑ 2.8 pts from 88.7%</p>	<p>GAP VISITORS</p> <p><b>28</b></p> <p>↓ 33.3% from 42</p>	<p>POSITIVE SENTIMENT</p> <p><b>2.3%</b></p> <p>↓ 0.9 pts from 3.2%</p>

## 01 Executive Summary

This week marks a positive recovery for lithosystems.com after the prior week's traffic softness. Non-bot visitors rose 4.2% to 7,842, led by organic search growth of 6.1% to 3,891 visitors. Conversions reached 312 (4.0% rate), up from 296 last week. The advertising channel stabilized at 2,103 visitors after last week's decline when the SEMICON pre-show campaign concluded.

AI assistant answer quality improved meaningfully, with the success rate climbing to 91.5% from 88.7%. Gap visitors fell from 42 to 28. However, 11 reviewer-flagged inaccuracies persist — most notably a cluster of 5 incorrect answers around Gen 3 / Gen 4 process kit compatibility delivered to a single engaged visitor session. This is a material product safety issue: the assistant incorrectly stated that Gen 3 process kits are usable in Gen 4 etch chambers. Part number recognition continues to be a gap, with the assistant failing to identify several valid LithoSystems part numbers that appear on the product website.

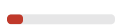
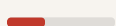



The first regression testing baseline was established this week with 20 reference questions. Three tests failed (scores below 0.5): an EUV light source replacement flow (0.152), a ProLine vs. MaxLine pricing comparison (0.348), and a Gen 4 process kit O-ring specification question (0.371). These establish clear areas to watch for improvement.

Strong buying signals were observed across the week, with 25+ visitors requesting quotes for EUV scanners, etch chambers, deposition systems, and syringe orders. Several visitors also asked about order status, indicating active customers returning for support. Top enterprise domains include tsmc.com (43 visitors), intel.com (38), imec.be (29), samsung.com (31), and applied-materials.com (24).

## 02 Regression Testing

This week marks the first regression testing run for lithosystems.com, establishing a baseline of 20 reference questions. The average score was 0.712 with 17 tests passing and 3 failing. The lowest-scoring test (0.152) involved an EUV light source replacement scenario where the assistant asked a clarifying question instead of presenting replacement schedules, part options, and service contacts. Two other failures involved etch chamber pricing and Gen 4 O-ring specifications — both cases where the assistant provided less detail than expected.

### FAILING & NEAR-FAILING TESTS

QUESTION	SCORE	TAGS	ISSUE	STATUS
EUV light source replacement schedule & options	 0.152	#Repeatability	Only asked a clarifying question; omitted replacement schedule, part options, and service contact details	FAIL
Compare ProLine vs. MaxLine etch chamber pricing	 0.348	—	Provided inconsistent pricing; omitted MaxLine-HT and ProLine-350 tier specifics	FAIL
Gen 4 process kit O-ring spec sheet	 0.371	—	Omitted maintenance cycle, torque specs, and part numbers from reference answer	FAIL
PN 235948 (50mm ceramic focus ring)	 0.540	—	Added potentially inaccurate details; contradicted catalog availability	WATCH
PN 298471 (300mm edge exclusion kit)	 0.580	—	Introduced a different product page link and potential spec inaccuracies	WATCH

### SCORE DISTRIBUTION

0.9 – 1.0	0.7 – 0.9	0.5 – 0.7	0.3 – 0.5	0.0 – 0.3
5	9	3	2	1

## 03 AI Assistant Conversations

Of the 524 non-noise questions analyzed this week (from 298 unique visitors), 91.5% received solid, useful answers — an improvement from 88.7% last week. Reviewer-flagged inaccuracies totaled 11 (down from 18), while content gaps and incomplete answers totaled 4. The most concerning inaccuracy pattern centers on Gen 3/Gen 4 process kit compatibility: a single engaged visitor received 5 consecutive answers with the incorrect claim that Gen 3 process kits are interchangeable with Gen 4 etch chambers. They are not, and this constitutes a material product safety and equipment damage risk.

Part number recognition remains a recurring gap. The assistant failed to identify valid LithoSystems part numbers (PN 184729, PN 293847) that appear clearly on the website, generating visitor frustration — one visitor received a thumbs-down after being told their part number was "unknown." Additionally, the assistant recommended a seal cutter instead of actual vacuum-piercing tools, and provided incorrect accessory compatibility for the WH-200-04 wafer rack.

▲ MATERIAL ACCURACY ISSUE – PROCESS KIT COMPATIBILITY

The assistant incorrectly stated that Gen 3 process kits are compatible with Gen 4 etch chamber hardware. Reviewer confirmed: **Gen 3 kits cannot be used in Gen 4 chambers.** A cluster of 5 inaccurate answers around this topic was delivered to a single engaged visitor. This should be addressed immediately via a Skills update or knowledge base correction.

High-intent buying signals were strong this week, with 25+ visitors requesting quotes, pricing, or order assistance for lithography systems, etch chambers, and deposition platforms. Multiple visitors also inquired about order status, suggesting active customers returning to the site for support.

## 04 Reviewer-Flagged Inaccuracies

QUESTION	ISSUE	DEPT
Gen 3 kits with Gen 4 etch chambers?	Claimed backward compatibility; <b>Gen 3 process kits cannot be used in Gen 4 chambers</b>	CON
10mm filtered nozzle tip PN?	Fabricated PN 847392; no such filtered tip exists in this configuration	CON
Minimum flow rate for ProLine 300?	Said 0.8 L/min; spec sheet states 0.5 L/min (10% accuracy spec)	CON / LP
Does PN 184729 have calibration certs?	Said unaware of PN; it is clearly listed on the product page 🙅	CON
Nested seal ring options	Only showed standard seals; should show all nested seal configurations	CON
Carriers for flip-cap wafer containers	WH-carrier recommendation was not appropriate for this container type	CON
Lids for WH-200-04 rack	Listed lid accessories not compatible with this rack model	CON / LS
Deposition chamber unstructured consumables	Should have redirected to Consumables / Spares pages	CON / LS / HST
Tips to pierce vacuum foil seal	Recommended seal cutter instead of actual vacuum-piercing tools	CON
Inert gas purge reservoirs	Reviewer flagged but Navu verified answer was correct — no inert-purge options currently exist	CON

## 05 Negative Sentiment Interactions

CONTEXT	ASSESSMENT
Asked about calibration certs for PN 184729 — told part was unknown 🙅	Legitimate frustration — valid part number exists on website with full specifications
Typed "3" twice, then asked about gas flow and pressure sensors 🙅	Visitor may have expected conversational handoff to a human applications engineer
Asked about "fab automation" — received irrelevant cleanroom HVAC answer 🙅 (also gave 👍 to lithography question)	Mixed experience — strong lithography answer, irrelevant automation answer
"not super helpful. i know the system specs. i need to know what advantages it would confer over the ASML platform"	Visitor wanted competitive comparison; AI correctly avoids competitor comparisons but visitor left unsatisfied — opportunity for competitive positioning content

## 06 High-Intent Buying Signals

VISITOR SIGNAL	PRODUCT INTEREST
"Need a quote for EUV scanner for 3nm node process"	EUV Lithography System

VISITOR SIGNAL	PRODUCT INTEREST
"Quote for MaxLine etch chamber and ProLine CVD system"	MaxLine + ProLine Integration
"Budgeting for a wafer handling system for our 300mm fab"	WH-300 Wafer Handling System
"Quote for KryoStar immersion system fitted with ProLine CVD"	KryoStar + ProLine Integration
"Give me a deal when buying all etch consumables together"	Bulk Consumable Order
"How much does the PCS-500 process control unit cost"	PCS-500 Process Control
"Quote for 500g of PN 79284 focus ring material"	Ceramic Focus Ring (Bulk)
"Quote for Course ID EUV-ADV-2026 SSET"	Advanced EUV Training Course

**Note:** At least 8 visitors this week asked about order status or shipment tracking (e.g., "ETA on order 4829183", "has my order shipped"). The AI correctly directs these to the contact page, but this volume suggests an opportunity for self-service order tracking on the website.

## 07 Traffic Analysis

Website traffic showed encouraging recovery this week. Non-bot visitors rose 4.2% to 7,842 after last week's softness following the SEMICON pre-show campaign conclusion. Organic search was the standout performer, growing 6.1% to 3,891 visitors — a strong signal of healthy SEO performance. The advertising channel stabilized at 2,103 visitors (up 3.8%). Conversions grew to 312 (+5.4%), with the conversion rate improving to 4.0%. Bot traffic climbed further to 18,456 (up 41.2% from 13,071 last week), now representing 70.2% of all traffic — worth monitoring for performance and cost impact. The LLM channel grew notably to 108 visitors (up 22.7% from 88), with a 6.5% conversion rate — the strongest among non-email channels.

### CHANNEL PERFORMANCE

CHANNEL	VISITORS	Δ VS LAST	CONVERSIONS	CONV RATE	AVG ACTIVITY	QUESTIONS
Organic Search	3,891	↑ 6.1%	148	3.8%	204.3s	312
Advertising	2,103	↑ 3.8%	112	5.3%	158.2s	198
Direct	987	↑ 5.2%	78	7.9%	162.4s	52
Home-Search	338	↓ 4.1%	24	7.1%	192.1s	34
Referral	342	↑ 1.2%	21	6.1%	279.4s	28
Home-Direct	284	↓ 12.3%	16	5.6%	188.7s	19
LLM	108	↑ 22.7%	7	6.5%	224.8s	18
Email	89	↓ 5.3%	9	10.1%	268.3s	2

### TOPIC DISTRIBUTION

Lithography Systems		127 (24.2%)	Knowledge Center		44 (8.4%)
Process Equipment		98 (18.7%)	Technical Specs		42 (8.0%)
Spare Parts & Consumables		82 (15.6%)	Workflow Integration		38 (7.3%)
Contact Information		54 (10.3%)	Training Programs		18 (3.4%)

### TOP ENTERPRISE DOMAINS

DOMAIN	VISITORS	CONVERSIONS	KNOWN EMAILS
tsmc.com	43	3	chen.li@tsmc.com
intel.com	38	2	r.patel@intel.com
samsung.com	31	1	—
imec.be	29	3	—
applied-materials.com	24	2	—
mit.edu	19	1	—
stanford.edu	17	1	—
tokyo-electron.com	16	2	—

DOMAIN	VISITORS	CONVERSIONS	KNOWN EMAILS
asml.com	14	1	—
micron.com	13	1	—

### TOP CAMPAIGNS

CAMPAIGN	VISITORS	CONVERSIONS	CONV RATE
Wafer Processing KC	1,124	2	0.2%
LithoSystems (Brand)	847	19	2.2%
LithoSystems (Generic)	312	17	5.4%
LithoSystems Brand	143	19	13.3%
Webinar Ad   March 2026	187	0	0.0%
Application Notes & FAQs	142	1	0.7%
Advanced Etch Webinar	134	2	1.5%
EUV Lithography (organic)	158	7	4.4%
Deposition Equipment	128	10	7.8%

**Note:** The LP – Process Integration App Notes campaign is new this week with 72 visitors, suggesting a new content campaign was recently launched. Several display campaigns (ARW, HST Evergreen, Benchtop) continue to show zero conversions.

## 08 Content Changes This Week

The content index remained stable at 7,234 total resources (up slightly from 7,228). There were 89 additions, 342 changes, 3 removals, and 1 new failure. The additions were dominated by new training course pages (EUV-ADV-26.03, CVD-PROC-26.07, and several LH-BAO / VB-BAO sessions for 2026) and new job postings on the careers portal. Changes include updates to the homepage, webinar landing pages, the IMEC partnership press release, and the Fab Solutions acquisition press release.

### CONTENT INDEX SUMMARY

METRIC	THIS WEEK	LAST WEEK	CHANGE
Total Resources	7,234	7,228	+6
Active Resources	7,218	7,214	+4
Additions	89	94	-5
Changes	342	342	0
Removals	3	2	+1
Failed	5	5	0

### NOTABLE ADDITIONS

Training course pages: EUV-ADV-26.03, CVD-PROC-26.07, and multiple LH-BAO / VB-BAO sessions

Process Integration Application Note (new content)

ProLine 350 hero banner video (new product video content)

New job postings: Optical Engineer, Field Service Engineer – Pacific Northwest

### NOTABLE REMOVALS

Photoresist Selection Guide (Knowledge Center article)

200mL Solvent Reservoir

PolyCoat II variant

Flow Standard (PN 193847)

## 09 Additional Insights & Recommendations

### ORDER STATUS INQUIRIES — SUPPORT GAP

At least 8 visitors this week asked the AI about order status, tracking, or shipping (e.g., "ETA on order 4829183", "has my order shipped", "where is my delivery"). The assistant correctly directs these visitors to the contact page, but this volume suggests an opportunity to either integrate order-tracking capabilities or provide more prominent self-service order status tools on the website. Known customers include contacts at [fab.ops@globalfoundries.com](mailto:fab.ops@globalfoundries.com) and [procurement@tower-semi.com](mailto:procurement@tower-semi.com).

### BOT TRAFFIC CONTINUES TO SURGE

Bot visitors grew to 18,456 (up 41.2% from 13,071), now comprising 70.2% of all traffic. While this does not appear to be impacting site performance currently, the trend should be monitored closely. Direct-channel bots remain the largest category at 8,932.

### LLM REFERRAL CHANNEL GROWING

The LLM referral channel grew 22.7% to 108 visitors with 7 conversions (6.5% conversion rate) — among the highest conversion rates of any channel. This indicates AI search platforms (ChatGPT, Perplexity, etc.) are increasingly directing qualified traffic to lithosystems.com. Consider optimizing key product and application note landing pages for AI search visibility.

#### COMPETITIVE COMPARISON DEMAND

A visitor specifically asked the AI assistant to compare LithoSystems' scanner platform against a competitor's, stating "not super helpful. I need to know what advantages it would confer over the ASML platform." While the AI appropriately avoids direct competitor comparisons, this signals demand for competitive positioning content that could be developed for the website or sales enablement materials.

#### IMMEDIATE ACTION REQUIRED: PROCESS KIT COMPATIBILITY

##### ACTION ITEM

The Gen 3 / Gen 4 process kit compatibility inaccuracy must be corrected before the next reporting period. Recommended remediation: add a Skills-level correction or update the relevant product knowledge pages to explicitly state that Gen 3 kits are *not* compatible with Gen 4 chamber hardware. Verify that regression question #3 (Gen 4 O-ring spec sheet) also captures the compatibility constraint in its reference answer.