

## Introducing the Integrated Digital Marketing Ecosystem



### PRODUCT OVERVIEW

#### **BUSINESS CHALLENGES**

The digital media world is changing the rules of marketing. While online marketing tools have taken great strides, they can struggle to keep pace with consumers. Everything is typically measured independently without a unified means of viewing how figures stack up together.

For every channel you market through there is always one more tool for you to gather customer data from. You use one reporting tool to gather email response information, another for site search and another for ad serving. But what about a more holistic approach—the higher-level view?

#### **INTRODUCING OMNITURE GENESIS™**

Omniture Genesis automates the integration of all your digital marketing tools into one central location and provides powerful tools for extending or creating custom integration solutions. Your applications, data and processes will become more effective by being integrated into an analytics-empowered digital marketing ecosystem.

#### **A Unified View of Marketing Mix Performance**

Omniture Genesis saves you time previously spent connecting your marketing applications together. Once connected, you enjoy consolidated measurement and reporting in one standard view.

Through Omniture Genesis you can combine common marketing application metrics with others deeper within the conversion funnel allowing you to measure the full value of your email, served ads, behavioral targeting, multivariate optimization and more!

#### **Partners You Can Trust**

Within Genesis, choose from the showcase of Accredited Application Partners and simply “plug” them into your Omniture platform. Omniture Genesis then easily guides you through interactive best-practice “wizards” that automate the integration to your specific marketing environment.

#### **Simplified Online Measurement**

Don't worry about having to re-tag thousands, if not millions, of individual Web pages. The Genesis Open Transaction Framework (OTF) enables Accredited Application Partners to leverage the Omniture data collection infrastructure. This infrastructure includes an information map that touches all site pages, simplifies management through a single point, and has access to business-specific customer attributes.

#### **The Genesis Sum is Greater Than Its Parts**

The integration of the Omniture platform with industry-best applications creates a digital marketing ecosystem with automated marketing processes, such as automated email remarketing that identify and target the most meaningful customer segments and behaviors, then takes the most relevant actions to engage them. This dynamic enables all of your digital marketing applications to deliver greater value than they do operating separately!

#### **The Advantage of Genesis Platform Edition**

Hundreds of companies across retail, media, high-tech and travel industries use Omniture through an embedded industry platform solution. Platform partners have a more automated integration with Omniture and can access new features such as auto-tagging of site content, powerful customer segmentation, and delivery of turnkey packaged Omniture SiteCatalyst report suites. Online business operators benefit from shortened implementation of Omniture's online business optimization capabilities for their expanding customer bases.

## Announced Genesis Application Partners Include:

### AD SERVING/NETWORKS



### COMMUNITY RANKINGS AND REVIEWS



### CONTENT MANAGEMENT



### CONTENT OPTIMIZATION/MULTIVARIATE TESTING



### CRM/SFA



### EMAIL MARKETING



### PLATFORM



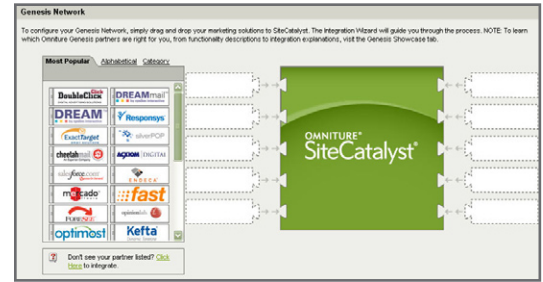
### SEARCH MARKETING



### SITE SEARCH/CONTENT GUIDANCE

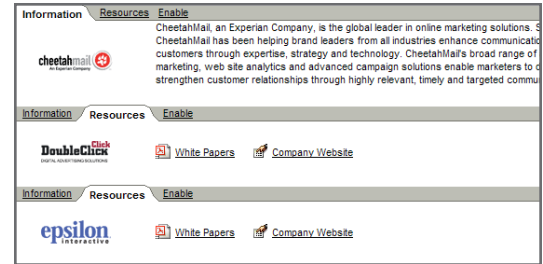


### USER EXPERIENCE/USABILITY IMPROVEMENT



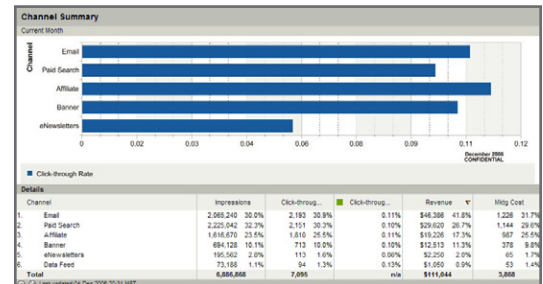
### PLUG AND PLAY INTERFACE

State of the art user experience to visually map your online marketing ecosystem



### ACCREDITED APPLICATION PARTNER NETWORK

An in-product catalog of accredited marketing application providers



### ONLINE MARKETING PERFORMANCE DASHBOARDS

Provide a holistic view of performance across the online marketing mix

## THE LEADER IN ONLINE BUSINESS OPTIMIZATION

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**ABOUT OMNITURE** Omniture, Inc. is a leading provider of online business optimization software, enabling customers to manage and enhance online, offline and multi-channel business initiatives. Omniture's software, which it hosts and delivers to its customers as an on-demand subscription service, enables customers to capture, store and analyze information generated by their Web sites and other sources and to gain critical business insights into the performance and efficiency of marketing and sales initiatives and other business processes. In addition, Omniture offers a range of professional services that complement its online services, including implementation, best practices, consulting, customer support and user training through Omniture University™. Omniture's more than 2,000 customers include eBay, AOL, Wal-Mart, Gannett, Microsoft, Neiman Marcus, Oracle, Countrywide Financial, General Motors, Sony and HP. [www.omniture.com](http://www.omniture.com)

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