

Real-Time, High-Performance Analytics & Reporting

PRODUCT OVERVIEW

MARKET LEADERSHIP

Omniture is a leading provider of online business optimization software. Omniture's software, delivered to customers through hosted, on-demand services, offers an easier and more flexible way to manage online, multi-channel and off-line business initiatives without costly investments in IT infrastructure. As a result, companies can more fully leverage the Internet to increase revenues, improve customer service, operational efficiency, and maintain a competitive edge.

Omniture's Online Business Optimization Platform™ includes Omniture SiteCatalyst®, Omniture DataWarehouse, Omniture Discover™ and Omniture SearchCenter™—all delivered on an open, flexible, highly secure and scalable computing architecture.

Business Challenges

Companies are constantly striving to optimize their online businesses, and are increasingly expecting their employees to focus efforts on adding business value rather than spending time accessing data, constructing queries, and formatting reports.

Furthermore, it is essential that information be easily shared, as typically there are multiple people involved in decision-making. Most companies are turning their organizations into more collaborative and efficient decision-making entities.

When the analysis and reporting for large volumes of real-time data are automatically created and delivered, people can more easily collaborate to make faster and better informed business decisions for their online, cross-channel and offline business initiatives.



Omniture's biggest advantage is SiteCatalyst's ability to drill deeply into data using an intuitive and industry-leading interface.

JUPITERRESEARCH

"WEB ANALYTICS VENDORS" CONSTELLATION REPORT

FIVE KEY BENEFITS:

Real-time Interactive Reporting

Omniture SiteCatalyst provides real-time, interactive reporting to optimize the effectiveness of a company's Web site and multi-channel business initiatives. Real-time dashboards and event-triggered alerts offer rapid insight into key performance indicators and mission critical data.

Comprehensive and Easily Configured

Whether the online model is eCommerce, lead generation, subscription, ad sales, or support, SiteCatalyst provides a comprehensive set of ready-to-use reports that deliver the critical insight needed for improving online success. SiteCatalyst reports, dashboards and alerts can be easily configured to identify and measure the unique factors that affect business initiatives.

Proven Usability and Adoption

The artful application of usability best practices in SiteCatalyst ensures rapid user adoption from the most casual user to the most demanding analytics expert. SiteCatalyst enjoys rapid adoption and more consistent use because any user familiar with a standard Web browser and equipped with a login and password can navigate the interface and evaluate customer behavior and visitor interaction with ease.

SiteCatalyst also supports performance driven analysis and enables users to achieve greater online effectiveness by defining targets for key performance indicators, better manage performance relative to business objectives and goals, and communicate performance benchmarks throughout the team.

Accelerated Time-to-Value

"Out-of-the-box," SiteCatalyst provides the ability to prioritize investments and decrease expenses associated with customer support, off-line sales and support by forecasting the potential return on a campaign or impact of a site change.

The on-demand deployment of SiteCatalyst offers freedom from the complications associated with software solutions that must be installed and maintained. When visitors view Web pages, SiteCatalyst securely captures the required information automatically and instantly makes it available for analysis and action.

Enterprise Class

SiteCatalyst is being used by many of the largest sites on the Internet. With SiteCatalyst, they understand how visitors interact with their site through a flexible, enterprise-class architecture that quickly lets them identify and measure the factors that uniquely affect their online success and boost visitor satisfaction. These companies have increased marketing ROI, and achieved competitive advantage through their online channel by effectively using SiteCatalyst.

SiteCatalyst at a Glance

Intuitive in design, SiteCatalyst provides in-depth analysis of visitor interactions with a Web site. Standard and easily configured reports can be accessed in real-time, or downloaded in a variety of formats at any time.

SUPERIOR USABILITY

Friendly, browser-based interface that is easy to learn and understand.

MULTI-SITE GROUPING

Aggregate data across several Web sites or analyze each site individually.

VISITOR SEGMENTATION

Understand exactly how different types of visitors behave on a site. Leverage every click and event to create visitor segments based on any criteria.

ACTION ALERTS

Automatic notification of event triggers, such as reaching key metrics or falling below expectations.

MULTIVARIATE TESTING FRAMEWORK

Go beyond traditional A/B testing, and optimize the effectiveness of critical pages by analyzing multiple variables simultaneously.

DATA SOURCES

Set-up and schedule third-party data for automatic import.

CROSS-CATEGORY ANALYSIS

Deep multi-placement analysis for merchandisers.

1-CLICK SEGMENTATION

Click the filter icon to instantly segment all visible reports.

CUSTOM INSIGHT™

SiteCatalyst can track anything that can be identified. This built-in adaptability gives precise answers to unique questions.



1 OPTIMUM PATH™ CLICKMAP

Examine click-stream, page view, and custom metrics data superimposed on the actual pages of the site.

2 FALL-OUT REPORTING

Define any path, process, or group of milestones to instantly identify and quantify how visitors enter, stay, and leave the site or process.

3 CUSTOM DATE RANGES

Select custom date ranges such as the 4-5-4 retail calendar.

4 CONFIGURABLE DASHBOARDS

Combine the most important key performance indicators onto one page for at-a-glance insight.

5 OPTIMUM PATH™

Analyze and optimize visitor and revenue flow through the Web site from page to page.

6 CONVERSIONS

View funnel graphs of buyer conversions or customize these diagrams to get a deeper view of the trail to success.

7 DYNAMIC EXCEL CLIENT

A powerful yet user-friendly integration, Excel is a natural extension of SiteCatalyst.

8 PERFORMANCE TARGETS

Manage key performance indicators, assign accountability and measure achievement against goals.

9 CAMPAIGN MANAGEMENT

Track the performance of each campaign or creative element.

10 CALENDAR EVENTS

Include off-line events to "explain" sudden peaks, or communicate up-coming product and campaign launches.

FOR MORE INFORMATION:

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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 on-demand, 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 provided through Omniture University. Omniture's customers include eBay, AOL, Wal-Mart, Gannett, Microsoft, Oracle, GM and HP. www.omniture.com.

A LEADER IN ONLINE BUSINESS OPTIMIZATION SERVICES

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