

## Real-Time, High-Performance Analytics & Reporting

### PRODUCT OVERVIEW

#### ACCELERATE ONLINE BUSINESS

As a leading provider of online business optimization software, Omniture delivers solutions through hosted, on-demand services. This allows for 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 and Web 2.0 technologies to increase revenues, improve customer service and operational efficiency, and maintain a competitive edge.

#### Business Challenges

Internet driven business has become more dynamic, complex and fast paced. It's a world of constant change and pressure. As more buyers use the Web, online marketers are increasingly asking the following questions:

- ? **What are the most important customer segments of our business?**
- ? **Are Rich Internet Applications and site search increasing profit?**
- ? **Do blogs and social networking drive more business success?**

Omniture SiteCatalyst 13 answers these questions and more—providing customers with the tools and information they need to take the best action.

#### NEW FEATURES

SiteCatalyst 13 introduces new tools designed to increase the productivity and effectiveness of online business professionals. The highlights include two industry firsts--

#### Web 2.0 Business Optimizations

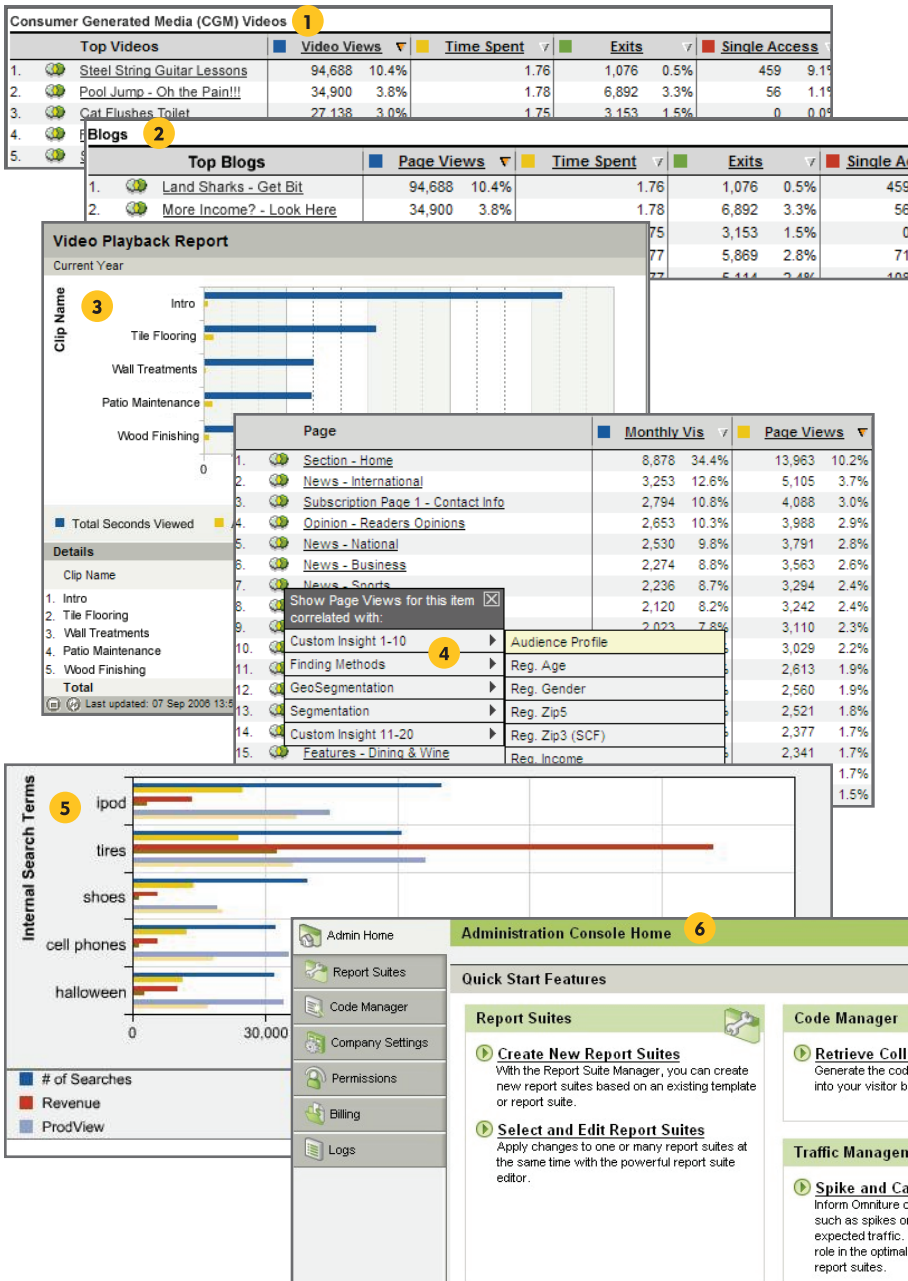
With SiteCatalyst 13, Omniture is introducing five new business optimizations that will help companies better understand their customers and increase the relevancy and effectiveness of Web 2.0 marketing campaigns. Business Optimizations introduced include:

- **Social Networking.** Social Networking Optimization allows companies to correlate advertising, subscriptions, memberships and revenue with user generated content—such as videos, reviews, rating and forums.
- **Blog Value.** With Blog Value Optimization, companies can understand the value of blog contribution to business goals including revenue, orders and repeat frequency.
- **Rich Internet Application (RIA).** RIA Optimization helps take the guesswork out of RIA management and provide a more accurate accounting of ROI.
- **Dynamic Site Search.** Dynamic Site Search Optimization prioritizes site search results based on business goals—popularity, conversion, profit, etc.
- **Visitor Interaction Profiling™ (VIP).** VIP helps companies enrich customer profiles to identify and analyze important customer segments—delivering more targeted messages, products and services.

#### Online Business Administration Console™

The Online Business Administration Console, a graphical, self-service configuration and management tool, is designed to meet the requirements of the most dynamic Web analytics environments. It allows customers to:

- Create, configure and manage report suites;
- Manage user access and permissions for individuals, groups and functions by roles and entitlements ;
- Deploy and manage multiple currencies and languages;
- Automatically generate data collection code by application type, including Web pages, wireless devices and RIA; and provides
- Open access to external provisioning systems through a Web Services API and software developer kit to automate all administrative functionality.



## HARNESS WEB 2.0 TECHNOLOGY

- 1 INFLUENCE OPTIMIZATION CONSUMER GENERATED MEDIA (CGM)**  
Determine the contribution of content to overall site success
- 2 MOST POPULAR BLOG ARTICLES**  
Understand most popular blogs by site contribution—Optimize by promoting top performing blogs
- 3 MICRO LEVEL RIA ANALYTICS**  
Analyze the use of your RIAs down to the micro level. For example, video percent playback or application feature use.
- 4 VISITOR INTERACTION PROFILING (VIP)**  
Analyze the key performance indicators of your site based on visitor profile. Armed with this information web managers can target initiatives to a specific audience.
- 5 OPTIMIZE INTERNAL SEARCH**  
Analyze what internal search terms are driving conversion. Armed with this valuable data you can realign your search results for highest value.
- 6 OMNITURE ADMINISTRATION CONSOLE (BUILT ON WEB SERVICES API)**  
Intuitive drag and drop interface that enables faster navigation and increased productivity

## SELF-SERVICE ADMINISTRATION

## A LEADER IN ONLINE BUSINESS OPTIMIZATION SERVICES

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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](http://www.omniture.com).