

Marketing Intelligence for the CMO



SERVICES OVERVIEW

Omniture is extending its industry-leading integrated online campaign measurement capabilities to deliver plug-and-play executive dashboard frameworks that consolidate critical marketing campaign metrics and provide comprehensive insight into their impact on business performance.

BUSINESS CHALLENGES

With the dramatic growth of digital marketing, traditional marketing performance measurement approaches are no longer sufficient. To be successful, marketing executives need dynamic, real-time and highly customizable dashboards that can automatically collect and report on marketing performance data from multiple online and offline channels.

THE SOLUTION

Omniture CMO Dashboards, offered through Omniture Consulting, provide the ability to measure performance at every stage of the marketing funnel through integrations with the Omniture Online Marketing Suite and collaboration with an extensive agency and technology partner ecosystem. With CMO Dashboards, marketing executives gain the industry's most comprehensive view of cross-channel campaign metrics and performance, with features that:

- » Measure and monitor emerging channels such as mobile, video and social media
- » Make information readily accessible to other C-level executives within the organization
- » Provide closed-loop measurement that goes beyond measuring activity to demonstrating revenue and brand impact across channels

FORRESTER

“Marketers have traditionally been slow to prove the value of their marketing investments and provide data and measurement to support their budgets. To avoid that going forward, marketers need to refocus on marketing measurement and start planning a dashboard that will help them show the value of marketing and use their budgets more efficiently.”

FORRESTER RESEARCH

BENEFITS

- » **Executive Insights**
Gives C-level executives an integrated view of key marketing campaign metrics and their impact on business performance.
- » **Multichannel Visibility**
Extends measurement beyond response rates to measure response values and brand impact across online and offline marketing channels.
- » **Rapid Deployment**
Quickly deploy dashboards using prebuilt integrations as reporting needs change.
- » **Customize Presentation**
Easily brand and enhance dashboards using a growing catalog of available components.

OVERVIEW OF SERVICE FEATURES

Consulting-driven Dashboards

Omniture Consulting provides business services to create CMO Dashboards in collaboration with certified consulting partners who employ expertise in dashboard design, customization and deployment.

Key Business Requirements (KBR) Assessment

Omniture Consulting accelerates customer success by understanding a company's KBRs. Omniture consultants leverage deep knowledge of Omniture solutions, combined with industry best practices and reporting strategies to create effective CMO Dashboards.

Pre-built Integrations

Omniture Consulting utilizes standardized, tested and documented integrations with leading Genesis online marketing application partners, including email, social networking, brand health, paid search, display advertising, audience measurement and more.

Dashboards for All Industries

Omniture and its approved partners create dashboards for retail, financial services, travel, media, automotive, high tech and CPG, based on industry best practices.

OMNITURE—THE LEADER IN ONLINE BUSINESS OPTIMIZATION

More than 5,200 companies around the world rely on The Omniture Online Marketing Suite to optimize customer interactions—creating more personalized, relevant customer experiences while also maximizing the return on their marketing spend. The Omniture Online Marketing Suite offers superior usability, supports multiple languages and currencies, and is delivered securely via an on-demand infrastructure that is designed to scale with customer needs.

Powered by an Open Business Analytics Platform, the suite is supported by world-class services and a rich ecosystem of partners, developers and agencies. Omniture Client Services include ClientCare, with flexible support options and global access; Omniture Consulting, with a world-class implementation methodology and industry best practices; Omniture Education with on-demand and in-class certification programs.

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