

# Marketing 2.0

Staying Ahead of the Curve







March 15, 2007

Thank you for joining us.

The Web continues to change the way we live and work, creating an endless number of new ways to reach and engage customers. At Omniiture, we are committed to helping you “Stay Ahead of the Curve” to take full advantage of these new opportunities to drive your business success.

Web analytics has become the foundation of an online business optimization platform that is essential for navigating the journey to Marketing 2.0. At this conference, we have brought together experts who will share their insights, experience and best practices for harnessing new approaches and technologies, offering practical advice on how to take the next steps forward.

We are excited you are here and hope that you will fully participate in our sessions, networking events and partner showcase as we learn from one another and together shape the future.

Welcome to Omniiture Summit 2007—enjoy the ride!

Sincerely,



**Josh James**  
CEO & Co-founder



# Agenda | TUESDAY & WEDNESDAY

TUESDAY, MARCH 13TH					
7:00am–8:30pm	Registration and Conference Services				
8:00am–5:00pm	Omniture University				
7:00pm–10:00pm	Welcome Reception in the Partner Showcase				
WEDNESDAY, MARCH 14TH					
7:00am–1:00pm	Registration				
7:00am–6:00pm	Conference Services				
7:30am–8:45am	Breakfast in Partner Showcase				
9:00am–10:30am	General Session: LOCATION: Imperial Ballroom				
10:30am–11:00am	Break				
11:00am–12:30pm	General Session LOCATION: Imperial Ballroom				
12:30pm–2:00pm	Birds-of-a-Feather Lunch: Network with fellow attendees in your vertical industry market LOCATION: Imperial Ballroom				
1:00pm–6:00pm	HOT Labs, Omniture University Certification Labs & Partner Showcase Open LOCATION: Venezia (HOTlabs), Murano (OU) & Grand Ballroom (Partner Showcase)				
2:00pm–3:30pm	Breakout Sessions: Increase Business Results Using Industry Best Practices:				
	Media LOCATION: Imperial A/B	Retail LOCATION: Imperial C	Travel & Hospitality LOCATION: Imperial D	B2B LOCATION: Envoy	Finance LOCATION: Envoy
3:30pm–4:00pm	Break				
4:00pm–4:50pm	Breakout Sessions: Maximize Omniture Technology				
	SiteCatalyst: Web Analytics Fundamentals—Hit the Ground Running LOCATION: Imperial A/B	SiteCatalyst: Measuring and Optimizing Campaign & Ad Effectiveness LOCATION: Imperial C	Discover 2.0: Multi-Dimensional Analysis LOCATION: Imperial D	SearchCenter: Using the Power of Analytics in Search Marketing LOCATION: Envoy	Welcome to Automated Uplift—On-site Behavioral Targeting from Omniture LOCATION: Savoy
5:00pm–5:50pm	Breakout Sessions: Maximize Omniture Technology				
	360° Marketing: Closed-Loop Multi-Channel Marketing Measurement LOCATION: Imperial A/B	SiteCatalyst: Essential Power Strategies LOCATION: Imperial C	Discover 2.0: Multi-Dimensional Analysis LOCATION: Imperial D	SearchCenter: Advanced Strategies for Optimizing Paid Search Marketing LOCATION: Envoy	Welcome to Automated Uplift—On-site Behavioral Targeting from Omniture LOCATION: Savoy
6:00pm–7:30pm	Closing Reception/Partner Showcase				
7:30pm–11:00pm	Party at "The Depot" Dinner and Entertainment				

THURSDAY, MARCH 15TH						
7:00am–1:00pm	Registration					
7:00am–6:00pm	Conference Services					
9:00am–11:00am	General Session: LOCATION: Imperial Ballroom					
11:00am–11:30am	Break					
11:30pm–4:00pm	HOT Labs and Omniture University Open LOCATION: Venezia (HOTlabs) & Murano (OU)					
11:30pm–4:00pm	Omniture Touch Clarity Spotlight Session. Continuous presentations and one-on-ones LOCATION: Sussex (3rd Floor)					
11:30am–12:30pm Marketing Integration Work Shops						
	Increase Closed Loop Remarketing ROI with Email Integration  LOCATION: Imperial A/B	Optimize Navigation and Search Terms with Site Search Integration  LOCATION: Imperial C	Enrich Your Customer Understanding With User Feedback Integration  LOCATION: Imperial D	Increase Online Ad Performance with Ad Serving Integration  LOCATION: Envoy	Integrating Organic and Paid Search Strategy to Drive Results on a Global Scale  LOCATION: Savoy	Monetization: From Behavior to Action to ROI  LOCATION: Murano
12:30pm–2:00pm	Networking Lunch					
2:00pm–3:30pm Harnessing Web 2.0						
	Enhance Your Customer's Experience Using Rich Internet Applications  LOCATION: Imperial A/B	Connect with Your Audience thru Social Networking & Blogs  LOCATION: Imperial C	Convert Search Results into Profits with Dynamic Site Search  LOCATION: Imperial D	Take Customer Engagement to a New Level with Visitor Interaction Profiling  LOCATION: Envoy	Integrate Online, Offline and Multi-channel Data  LOCATION: Savoy	
3:30pm–4:00pm	Break					
4:00pm–5:30pm	Closing Session: Brett Error, CTO, Omniture "Shaping the Future Vision—Product Roadmap"					
FRIDAY, MARCH 16TH						
All Day	Skiing at Snowbird					

EXPERIENCE THE TECHNOLOGY OF MARKETING 2.0  
The Omniture Online Business Optimization Platform

OMNITURE<sup>®</sup>  
SiteCatalyst<sup>®</sup>

OMNITURE<sup>®</sup>  
Discover<sup>™</sup>

OMNITURE<sup>®</sup>  
SearchCenter<sup>™</sup>

OMNITURE<sup>®</sup>  
Genesis<sup>™</sup>

OMNITURE<sup>®</sup>  
TouchClarity<sup>™</sup>

OMNITURE<sup>®</sup>



**A LEADER IN ONLINE BUSINESS OPTIMIZATION**

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**Summit Keynotes:**

Marketing 2.0 is a journey that requires power, speed and flexibility to Stay Ahead of the Curve. This includes the tools and technology we use as well as the knowledge and experience we need. We hope the keynote sessions presented at this conference will help you navigate your journey, pass the competition, seize new opportunities and accelerate business success.

Welcome to Omniture Summit 2007—enjoy the ride!



# General Session | INDUSTRY KEYNOTES



## **JOSH JAMES:** *Staying Ahead of the Curve—Omniture's Vision for the Future*



A pioneer in the online marketing and Web analytics industry, Josh James is CEO and co-founder of Omniture. Under James' tenure, Omniture has seen repeated years with more than 100 percent increases in revenue growth.

Marketing 2.0 is a new approach for exceeding customer expectations and driving competitive advantage in the era of Web 2.0. The Omniture Summit 2007 theme "Marketing 2.0—Staying Ahead of the Curve," addresses the need to stay out in front of emerging technology, trends & market opportunities. Josh will kick off Omniture Summit 2007 with a look at Omniture's progress, products and vision for shaping the future.



## **TIM O'REILLY:** *Why Does Web 2.0 Matter? What it is and Why it's Important to Business*



The founder and CEO of O'Reilly Media, Inc., thought by many to be the best computer book publisher in the world, and an activist for open standards.

The bursting of the dot-com bubble in the fall of 2001 marked a turning point for the Web. Yet far from having "crashed," the Web is more important than ever, its resurgence spurred by exciting new applications and sites that share common principles and practices, dubbed "Web 2.0" by O'Reilly Media. In his keynote, Tim explores the definition of Web 2.0, its design patterns, business models and characteristics—demonstrating its importance to business today.



## **ANNE HOLLAND:** *Practical Marketing Strategies in the Era of Web 2.0*



President and Founder of MarketingSherpa, a research firm publishing Benchmark Guides, Buyer's Guides, and How-to Reports, plus a 500+ marketing Case Study Library read by more than 237,000 marketing professionals every week.

Marketers are trying to understand the most effective strategies for reaching customers using popular marketing tactics such as email, search (both PPC & SEO), and affiliate marketing. Based on MarketingSherpa's most recent research, Anne will share practical advice, best practices and "how-to's" for taking marketing to a new level of excellence in the era of Web 2.0.



## **MEGAN BURNS:** *Measuring Rich Internet Applications*



A Senior Analyst at Forrester, Megan's areas of research and expertise focus on how Web analytics can help companies better understand their customers to deliver a more engaging online experience across multiple channels.

The use of Rich Internet applications (RIAs) is exploding and Megan will discuss the best measurement techniques for evaluating RIAs that will help companies prove and improve and their value.

**SCOTT OLRICH: Marketing Application Integration: Web Analytics & Email Marketing****Responsys**

Chief Marketing Officer for Responsys, a leading global provider of on-demand marketing solutions that empower companies to market more effectively through email, direct mail, and mobile channels.

Marketers are trying to understand how to make email more relevant to their customers. Integration with Web analytics is critical to this process. In his presentation, Scott will highlight newly-developed campaign automation technologies that enable B2B and B2C marketers to increase marketing performance through more relevant dialogue and higher conversion.

**SHANE ATCHISON: Monetization: From Behavior to Action to ROI**The logo for ZAAZ, featuring a stylized diamond shape composed of four triangles in black, orange, and yellow, followed by the letters "ZAAZ" in a bold, black, sans-serif font.

Chief Executive Officer for ZAAZ, a Web business consultancy implementing data-driven business initiatives for clients across the U.S, and authors of the upcoming book Actionable Web Analytics.

Companies can realize tremendous benefit by enabling people to take action on their data. In this presentation, ZAAZ will share their proven process for using data insights to monetize, prioritize and optimize site performance.

**ANDY WILSON: The Power of an Online Business Optimization Platform**The logo for Meredith Corporation, featuring a stylized "M" in black and orange, followed by the word "Meredith" in a bold, black, sans-serif font, and "CORPORATION" in a smaller, black, sans-serif font below it.

General Manager of New Media Marketing and Services at Meredith Corporation (NYSE:MDP), one of the nation's leading media and marketing companies.

Multiple analytic solutions and online applications can create complexity for companies. Power lies in the ability to leverage a single platform that utilizes a common set of information, integrates their marketing applications, and standardizes reporting tools. In his presentation, Andy will discuss how Meredith has benefited from this approach and share results they have achieved using the Omniture Online Business Optimization Platform.

THE OMNITURE  
**SUMMIT**  
2007



THANK YOU TO OUR OMNITURE CUSTOMER SPEAKERS

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## Breakout Session Takeaways

**Learnings** from more than 20 market-leading customer case studies spanning: Retail, B2B, Finance, Travel & Hospitality and Media

**Best practices** for your specific industry on what to measure, how to measure it and the best actions to take to drive your success


**Powertips and techniques** for campaign management and analysis using classifications, segmentation and multi-dimensional analysis, tracking and more, to capture the value of every interaction and understand your online customer

**How to's** for integrating your marketing applications including: email, site search, CRM, search marketing, ad serving, user experience and more

**Shortcuts** for making changes to reports, users and data collection to increase your site administration productivity and speed

**Models** for building and distributing insightful dashboards

**Deep dives** with product management (experts only please) to apply advanced product features to your critical business problems

 **hotLabs** Hot Labs are open the entire conference, staffed with Omniture experts and powered with PCs (or bring your own laptop) to access your SiteCatalyst environment and implement new ideas before you get back to your office.



## Breakouts | INCREASE RESULTS USING INDUSTRY BEST PRACTICES

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### Wednesday, March 14<sup>th</sup>

As Web analytics and online marketing experts, members of the Omniture Best Practices and Implementation Consulting Groups help companies realize the full potential of their Omniture solution. In these sessions, vertical industry consultants will make recommendations for using Omniture to exploit the latest industry-specific trends to increase your ecommerce and marketing success.

2:00pm-3:30pm

#### **Vertical Industry Trends, Metrics, and Best Practices that will Optimize Your Business: Media**

**LOCATION:** Imperial A/B

*Presenters:*

*Omniture: Bibhash Das and Mark Stringham*

*Customer: Washington Post/Newsweek*

2:00pm-3:30pm

#### **Vertical Industry Trends, Metrics, and Best Practices that will Optimize Your Business: Retail**

**LOCATION:** Imperial C

*Presenters:*

*Omniture: Josh Dahmer and Alex Hill*

*Customer: Kolo*

2:00pm-3:30pm

#### **Vertical Industry Trends, Metrics, and Best Practices that will Optimize Your Business: Travel & Hospitality**

**LOCATION:** Imperial D

*Presenters:*

*Omniture: By David Kirschner*

*Customer: Harrah's*

2:00pm-3:30pm

#### **Vertical Industry Trends, Metrics, and Best Practices that will Optimize Your Business: B2B (Auto, High Tech, Manufacturing, Pharmaceutical)**

**LOCATION:** Envoy

*Presenters: Brent Dykes and Caleb Silvey*

*Customer: Microsoft*

2:00pm-3:30pm

#### **Vertical Industry Trends, Metrics, and Best Practices that will Optimize Your Business: Finance**

**LOCATION:** Savoy

*Presenters:*

*Omniture: Adam Greco and Don Bennion*

*Customer: Ameriprise*

**Wednesday, March 14<sup>th</sup>**

4:00pm–4:50pm

**SiteCatalyst: Web Analytics Fundamentals—Hit the Ground Running****LOCATION:** Imperial A/B**Presenters:***Omniture: Matt Belkin*

This session is a must if you're new to Web analytics. Learn the fundamental building blocks of a successful Web analytics program and what you need to hit-the-ground-running with your Omniture solution. Learn that the business optimization process begins with measuring metrics and KPIs and ends with increasing ROI and driving innovation. Understand if you have the organizational readiness and critical success factors for a successful Omniture deployment.

4:00pm–4:50pm

**SiteCatalyst: Hitting the Mark—Measuring and Optimizing Campaign & Advertising Effectiveness****LOCATION:** Imperial C**Presenters:***Omniture: Nathan Walker and Doug Keyes**Customer: Home Décor Products*

In this session, you will learn how to close-the-loop in campaigns using Omniture's SiteCatalyst. We will discuss how campaigns are created, tracked and measured against the conversion events that are most important to you and your business. Learn how to classify and group campaign data in ways that will enable you to truly measure the results of your marketing investments.

4:00pm–4:50pm

**Discover 2: Precision Targeting through Visual Multi-Dimensional Analysis****LOCATION:** Imperial D**Presenters:***Omniture: Shawn Jones and Bob Hart**Customer: Overstock.com*

Learn how Discover 2.0's unlimited real-time segmentation,

advanced 3-D business visualizations, and massively parallel computing infrastructure will take you to a new dimension of customer analytics. Specifically, learn how to quickly identify new high-value visitor segments, create targeted remarketing campaigns, visualize complex non-linear pathing, and uncover hidden business opportunities.

4:00pm–4:50pm

**SearchCenter: Using the Power of Analytics in Search Marketing****LOCATION:** Envoy**Presenters:***Omniture: Tiffany Feltenberger**Customers: Baby Universe*

Are you utilizing the most effective form of analysis for your search marketing campaigns? In this session you'll learn how to increase return on ad-spend and your overall campaign effectiveness. Find out how to divide your campaigns and devise actionable, effective marketing strategies within your different market segments.

4:00pm–4:50pm

**Welcome to Automated Uplift: On-site Behavioral Targeting from Omniture****LOCATION:** Savoy**Presenters:***Omniture: by Paul Phillips*

On-site Behavioral Targeting was ranked by Forrester in a recent survey with marketing executives as the #1 area of planned Web marketing technology investment for 2007. As an Omniture customer, your site is already tagged for the opportunity to achieve significant conversion and revenue uplift. In this session, we will discuss how on-site behavioral targeting is automating on-site optimization. Join us and learn specific strategies, best practices and case studies on how the Omniture Touch Clarity solution is helping leading companies consistently achieve 40-200% uplift in online conversion rates, revenue and profitability.



## Breakouts | MAXIMIZE OMNITURE TECHNOLOGY

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### Wednesday, March 14<sup>th</sup>

5:00pm–5:50pm

**SiteCatalyst: 360° Marketing:**

**Closed-Loop Multi-Channel Marketing Measurement**

**LOCATION:** Imperial A/B

*Presenters:*

*Omniture: Mikel Chertudi and Chad Sollis*

Marketers are continually striving to make their budget dollars count. This session will help you know where to spend your marketing budget (i.e. trade shows, keywords, email vendors, Web sites, etc.) from an ROI perspective. You will learn how to more effectively use meaningful metrics such as cost-per-customer, sales-per-customer and other complex sales metrics. Learn how to tie your multi-channel marketing metrics with CRM or SFA (i.e. Salesforce.com) using Omniture Data Sources and custom variables, which will enable closed-loop marketing for more meaningful ROI measurement.

5:00pm–5:50pm

**SiteCatalyst: Essential Power Strategies**

**LOCATION:** Imperial C

*Presenters:*

*Omniture: Doug Moore*

Enhance your investment in Omniture by exploring essential strategies for getting the most out of SiteCatalyst. This session will focus on new ways to view, interpret and take action on your online campaign and testing data. Among the strategies to be discussed are 1) flexibly creating custom reporting metrics using derived mathematical equations; 2) properly classifying and reporting on campaign (meta) performance data using Omniture's SAINT tool; 3) learning how to effectively implement A/B testing methodologies.

5:00pm–5:50pm

**Discover 2: Precision Targeting through Visual Multi-Dimensional Analysis (Repeat)**

**LOCATION:** Imperial D

*Presenters:*

*Omniture: Shawn Jones and Bob Hart*

*Customer: HowStuffWorks*

Learn how Discover 2.0's unlimited real-time segmentation, advanced 3-D business visualizations, and massively parallel computing infrastructure will take you to a new dimension of customer analytics. Specifically, learn how to quickly identify new high-value visitor segments, create targeted remarketing campaigns, visualize complex non-linear pathing, and uncover hidden business opportunities.

5:00pm–5:50pm

**SearchCenter: Advanced Strategies for Optimizing Paid Search Marketing**

**LOCATION:** Envoy

*Presenters:*

*Omniture: Christopher Knoch*

*Customer: SEMPO–Gord Hotchkiss*

Web analytics and SEM optimization come together through the native integration between SiteCatalyst and SearchCenter. Learn how to base your search marketing investment on true ROI conversion metrics versus general visitor activity. Attendees will walk away with ideas on how to build the ideal business rules to automate SEM campaigns.

5:00pm–5:50pm

**Welcome to Automated Uplift: On-site Behavioral Targeting from Omniture**

**LOCATION:** Savoy

*Presented:*

*Omniture: Brent Hieggelke*

On-site Behavioral Targeting was ranked by Forrester in a recent survey with marketing executives as the #1 area of planned Web marketing technology investment for 2007. As an Omniture customer, your site is already tagged for the opportunity to achieve significant conversion and revenue uplift. In this session, we will discuss how on-site behavioral targeting is automating on-site optimization. Join us and learn specific strategies, best practices and case studies on how the Omniture Touch Clarity solution is helping leading companies consistently achieve 40-200% uplift in online conversion rates, revenue and profitability.

**WE WANT YOUR FEEDBACK!!!**

Take the Omniture Summit 2007 evaluation survey now at:

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



After completion, receive a travel-size wireless mouse at the conference services desk.  
(open 12pm Thursday)



## Breakouts | MARKETING INTEGRATION WORKSHOPS

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### Thursday, March 15<sup>th</sup>

11:15am–12:15pm

#### **Increase Closed Loop Remarketing ROI with Email Integration**

**LOCATION:** Imperial A/B

*Presenters:*

*Omniture: James Hodges*

*Partner: Responsys*

Leveraging online behavior to drive relevancy and immediacy in email campaigns is quickly becoming one of the most powerful email tactics to date. During this session attendees will learn industry trends, and gain real-world examples and insight into the world of email remarketing. Attendees will also learn that by integrating email marketing with Web analytics through Omniture Genesis, marketers can:

- » Perform sophisticated remarketing to customer segments such as users who abandon shopping carts and forms, view products and more
- » Measure closed-loop ROI by automatic tagging and measurement of results
- » Measure how email communications influence site behavior vs. other forms of marketing spend

11:15am–12:15pm

#### **Improve Site Navigation and Optimize Search Terms with Site Search Integration**

**LOCATION:** Imperial C

*Presenters:*

*Omniture: Dan Roden and Brian Olesen*

*Customer: Home Depot*

Forrester Research indicates that consumers use site search functionality more than any other function on a Web site. Across the enterprise, search solutions help people find, analyze, and understand information in ways never before possible. Users locate information quickly and easily, and discover new products and content that was previously hidden. Learn that by integrating site search with Web analytics through Omniture Genesis, marketers can:

- » Enhance search algorithms using behavioral data based on pre-defined “success” events
- » Improve site navigation and optimize search terms with behavioral data
- » Measure site search as it relates to overall marketing activities within one interface

11:15am–12:15pm

### Enrich Your Customer Understanding with User Feedback Integration

**LOCATION:** Imperial D

*Presenters:*

*Omniture: David Kirschner*

*Customer: Sprint*

Many of your customers have an opinion and are eager to share it with you. In this session, you will hear from industry experts on how best to integrate consumer feedback into a meaningful and actionable data set. Learn that by integrating user surveys with Web analytics through Omniture Genesis marketers can:

- » Enrich customer profile information for a more complete voice of customer
- » Analyze the relationship between attitudinal and behavioral data
- » Include visitor ratings and comments within Web analytics reporting

11:15am–12:15pm

### Increase Online Advertising Performance with Ad Serving Integration

**LOCATION:** Envoy

*Presenters:*

*Omniture: Aaron Watson and Alan Winters*

*Customer: Hyatt*

As today's online marketers race to improve their return on advertising spend in a competitive online world, they are continually seeking ways to more easily use sophisticated ad serving technologies, streamline processes, and enhance measurement. Learn that by integrating ad serving with Web analytics through Omniture Genesis marketers can:

- » Understand the full value of creative and offers at the campaign, ad, site and placement level
- » Measure the value of latent conversion using view-through metrics
- » Target ads to behavior indicating interest in a particular product or service 11:15am–12:15pm

11:15am–12:15pm

### Integrating Organic and Paid Search Strategy to Drive Results on a Global Scale

**LOCATION:** Savoy

*Presenters:*

*Omniture: Tim Lott and Jim Phillips*

*Partner: SEMDirector*

Global enterprises have unique needs, constraints, and opportunities when it comes to leveraging Web analytics data. Data and key performance indicators alone are not enough. This session will discuss how some of the world's leading enterprises are leveraging Omniture SiteCatalyst and SearchCenter to drive business decisions and online marketing strategies. Marketers can apply lessons learned from large enterprises to navigate through their own organizations, and implement search marketing processes, and data organization strategies to improve the performance of both paid and organic search marketing.

Three case studies will be high-lighted in this session

11:15am–12:15pm

### Monetization: From Behavior to Action to ROI

**LOCATION:** Murano

*Presenters:*

*Omniture: Ron Brien*

*Customer: Shane Atchison and Jason Burby*

As a follow-up to the opening session keynote, ZAAZ proven process to monetize, prioritize and optimize site performance. You will walk away with a new outlook on visitor behavior and opportunities on your site from the experts who have done this with dozens of global brands such as Ford and Microsoft. This is a session about how to use insight gained from SiteCatalyst to truly impact your business.



## Breakouts | HARNESSING WEB 2.0

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### Thursday, March 15<sup>th</sup>

2:00pm–3:30pm

#### **Enhance Your Customer's Experience through Rich Internet Applications**

**LOCATION:** Imperial A/B

*Presenters:*

*Omniture: Stephen Hammond*

*Customer: Scripps Network*

Are you using the latest strategies to measure and optimize Flash and AJAX applications? This session combines Omniture best practice strategies for implementation, analysis, and testing, with real-world examples from two of the Internet's leading interactive companies, Scripps Networks and Nike. We will discuss lessons learned, share examples and provide an actionable framework you can use to improve the value of your Rich Internet Applications.

2:00pm–3:30pm

#### **Connect with Your Audience through Social Networking & Blogs**

**LOCATION:** Imperial C

*Presenters:*

*Omniture: Marianne Llewellyn*

*Customer: Bazaarvoice*

Social networking and blogs are methods for increasing visitor engagement. During this session you will learn about leveraging a powerful marketing tool that can help you attract, and more importantly, hold the attention of your target customer. Learn how to tie results of these emerging interaction channels to business value.

2:00pm–3:30pm

#### **Convert Your Customer's Search Results into Profits with Dynamic Site Search**

**LOCATION:** Imperial C

*Presenters:*

*Omniture: Caleb Silvey*

*Customer: Home Depot*

Forrester Research indicates that consumers use site search more than any other function on a Web site. In this session, gain insight from detailed examples that illustrate the best ways to maximize site search to drive actionable business value and increase your bottom line.

2:00pm–3:30pm

#### **Take Customer Engagement to a New Level with Visitor Interaction Profiling**

**LOCATION:** Envoy

*Presenters:*

*Omniture: James Hodge and Brian Jensen*

*Customer: The Generation Network*

In today's competitive environment, understanding the online customer is key to business success. At this session, Omniture experts will demonstrate the importance of creating visitor interaction profiles with both anonymous and opt-in data. Learn how to leverage interaction profiles to drive relevance online and within various marketing campaigns for an enhanced customer experience.

2:00pm–3:30pm

#### **Integrate Offline, Online and Multi-channel Data:**

**LOCATION:** Savoy

*Presenters:*

*Omniture: Bret Gundersen*

*Customer: Sun Microsystems*

Learn how to use our Data Sources to relate offline data to an online activity. Find out how coupons can be used to track car sales, how tracking numbers can be used to drive customer loyalty, and how order numbers can be used to track products returns.



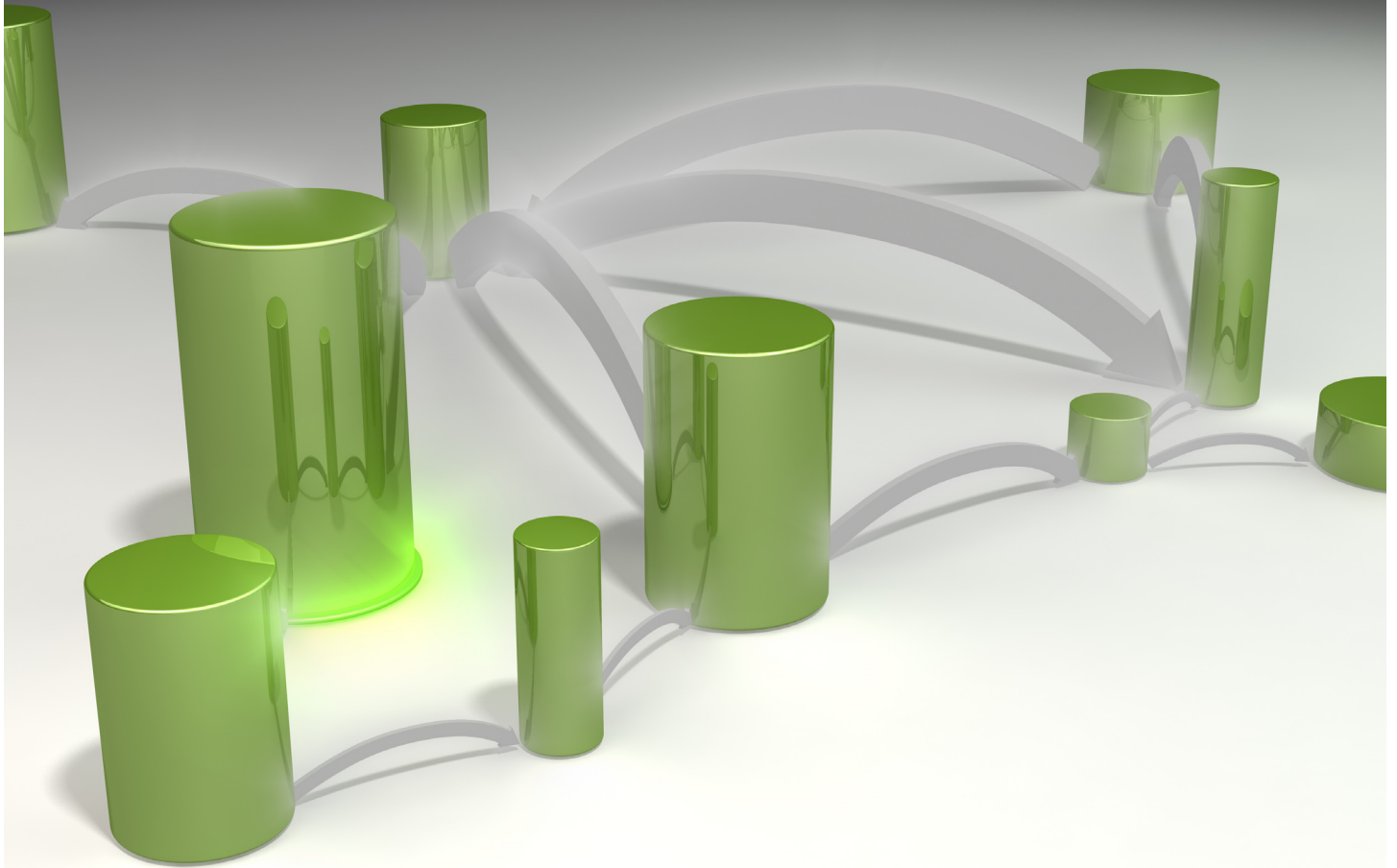
## Next Dimension of Online Customer Analytics

[on-lahyn kústmer anne líttiks]

*noun*

Breakthrough on-demand technology designed for companies to visually explore unprecedented amounts of customer interaction data in real-time to uncover new business opportunities, devise new customer acquisition strategies and drive more revenue from online marketing campaigns.

OMNITURE®  
Discover™ 2



Stop by the Omniture booth in the Partner Showcase to learn how Omniture Discover 2 can optimize your business

## Partner Showcase

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### Tuesday, March 13th

7:00pm–10:00pm Welcome Reception

### Wednesday, March 14th

7:30am–8:45am Breakfast

10:15am–10:45am Break

1:00pm–6:00pm Partner Showcase

6:00pm–7:30pm Partner Showcase Closing Reception

Through the Partner Showcase, Omniture provides an opportunity to meet with the industry's leading marketing services and consulting companies.

Learn how these partner solutions and services can enhance your Omniture investment.



### **USE YOUR PARTNER PASSPORT TO WIN A 46" SONY BRAVIA FLAT PANEL**

Full details can be found inside your partner passport located in the back pocket of this conference guide.



# Partner Showcase

## GLOBAL HARDWARE SPONSOR



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## SHOWCASE SPONSORS





## Partner Showcase


**acceleration**  helps its customers get the most from their online marketing investments by getting technology, people and processes to work in harmony. The company's key areas of expertise are email marketing, online analytics and ad operations. Acceleration serves more than 200 customers across a broad spectrum of industries.

**ACXION** | DIGITAL is a leading provider of integrated digital marketing solutions for Global 2000 enterprises including Marriott, Gap, Inc., and Hewlett-Packard. The Company creates and executes campaigns across multiple media channels including personalized e-mail, targeted Web sites, banner and other Web advertisements, search engines, and direct mail (print).


**Advertising.com** is the largest, most experienced network in the industry. We reach over 85% of the Internet universe, that's more unique visitors than any other online property. We harness this extensive reach via our comprehensive suite of online marketing solutions, including display advertising, search marketing, affiliate placements & video advertising.


**Baynote**  revolutionary Content Guidance uses the "Wisdom of Community" to increase Web site conversion rates by an average of 25%. Offered as a Web 2 service, Baynote increases e-commerce, online marketing, and support conversions by delivering product recommendations, targeted content suggestions, and socially-driven search results that redefine the user experience in real-time.

**Bazaarvoice**  provides hosted, fully managed customer ratings and reviews for your site. Clients such as CompUSA, Golfsmith and Petco have achieved higher conversion, order value, search visibility, and email click through without complex IT work or additional headcount.

**COMMERCE360**  provides on-demand online marketing services and expertise to companies who have the opportunity for significant online revenue, but lack the resources to get it done. ANALYSIS. INSIGHT. ACTION. We work with clients to develop online marketing strategy and then take responsibility for execution and deliver measurable results.

**DoubleClick**  ad management products and services enable marketers, agencies and publishers to work together successfully and profit from their digital marketing investments. Our focus on innovation, reliability and insight enables clients to improve productivity and results in the online marketing space. Since 1996, DoubleClick has empowered digital advertising leaders to deliver on the promise of the rich possibilities of our medium.

**ENDECA**  enables companies to drive value from their Omniture analytics. Using the Endeca Information Access Platform, companies leverage Omniture to refine search strategies, build dynamic navigation, and construct targeted content and merchandising. Organizations like ABN AMRO, Boeing, GM, Time Inc., Walmart.com and Hyatt rely on Endeca to power business-critical applications.

**ExactTarget**  is the market leader in on-demand email software solutions for permission-based email marketing. More than 5,000 organizations worldwide, including Anthem Blue Cross and Blue Shield, The Home Depot, Scotts Miracle-Gro Company, Delta Faucet, CareerBuilder.com and Encyclopedia Britannica, rely on ExactTarget email solutions to strengthen their customer relationships and to control email throughout the enterprise. ExactTarget is a recognized business and technology leader. ExactTarget debuted at #56 on the 2006 "Inc. 500" list of the nation's fastest growing private companies. To learn more, go to <http://www.exacttarget.com>



# Partner Showcase

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ForeSee Results is the leader in measuring online customer satisfaction and converting satisfaction data into user-driven Web strategies. ForeSee Results' proprietary methodology, based on the American Customer Satisfaction Index (ACSI), provides a comprehensive view of customer satisfaction with the Web site experience that encompasses the drivers of satisfaction and projects their impact on desired future behavior. It is the only methodology with academic and scientific evidence that shows the impact of customer satisfaction on financial results. ForeSee Results, a privately held company, is located in Ann Arbor, Michigan ([www.ForeSeeResults.com](http://www.ForeSeeResults.com)).



HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling \$94.1 billion for the four fiscal quarters ended Jan. 31, 2007. As Web sites become increasingly mission critical, quality and compliance are increasingly important and challenging to maintain.

**MAXAMINE™** High Performance Site Analytics solutions provide fast, flexible, efficient and comprehensive management of Web site quality and compliance with over a hundred reports to choose from right out of the box.



MarketLive is the leading global e-commerce application platform and services provider that grows online sales for retailers. MarketLive offers an extensible e-commerce application platform combined with Intelligent Selling®, an essential online selling methodology that increases acquisition, conversion and retention. Since 1995 MarketLive has powered hundreds of Web sites that drive online retail sales for leading catalogers, retailers, and brand manufacturers including Frontgate, The Shopping Channel, Shari's Berries, Norm Thompson, Keds, and Sur la Table.

**Mercado** is the leading e-commerce search & merchandising solution specialist for multichannel retail and B2B organizations.



By enabling a superior buying experience and equipping business managers with a powerful platform on which to execute merchandising strategies, online businesses can aggressively grow revenue and foster customer loyalty. Sears Holdings Corp., Guess?, Inc., Williams-Sonoma Inc., OfficeMax, Macy's, ShopNBC, Delightful Deliveries, and Organize.com are some of the companies benefiting from Mercado's solutions.

**NUMERIC analytics** provides next generation online analytics consulting and products. Our expertise is helping clients create a data-driven online marketing organization. Our strategic approach includes roadmap development and a comprehensive strategy for disseminating information throughout the organization. Our training programs educate users about how to attain actionable information that drives ROI.




Customer-centric brands demand business solutions to convert continuous customer feedback to actionable business intelligence. **OpinionLab** is the online Customer Voice leader offering business solutions to support brand intelligence, user experience optimization and advertising tracking. Our Voice of Customer solutions are essential to placing your brand in the hands of your customer.





provides technical infrastructure and connectivity network resources necessary to design, develop and host Interactive Voice Response (IVR) and multi-channel customer relationship services (CRM), eCommerce Web services, Enhanced Communications and Alerting services, high-capacity Voice Message Broadcasting, and Call Center Technology solutions, such as Virtual ACD, Predictive Dialing and Business Intelligence/Analytics.


## Partner Showcase


**Responsys** is a leading global provider of on-demand marketing solutions that empower businesses to market more effectively through email, direct mail, and mobile channels. Since 1998, Responsys' hosted solutions have served as proven alternatives to expensive, on-premise marketing software, helping companies across industries improve the efficiency, effectiveness, and profitability of global marketing operations. Responsys leverages proven methodologies, current best practices, and open technology to offer marketer-centric products and services designed to drive the fastest return on investment (ROI) in the marketing industry. For more information, visit <http://www.responsys.com>.


 **SEM Director** is the leader in search marketing automation software. The SEM Director Marketing Action Platform™ provides global organizations with robust search marketing automation solutions for paid search advertising and organic search engine optimization across the enterprise and throughout the channel. SEM Director's growing customer list includes some of the world's best known brands in high tech manufacturing, electronics, media & publishing and consumer packaged goods. For more information, visit [www.semdirector.com](http://www.semdirector.com) or call 858.397.1500.


 Founded in 1997, is a leading Web analytics consultancy located just north of San Francisco. Semphonic's clients have included some of world's largest, most complicated and sophisticated Web sites such as Charles Schwab, AOL, WebMD, Intuit, Cybertrader, and American Express. Semphonic's mission has been to deliver analytic consulting that drives Web channel success.

 **silverPOP** A leading provider of permission-based email marketing solutions, makes sophisticated segmenting and re-marketing simpler through integration with Omniture SiteCatalyst. With an easy to-use and yet sophisticated application, Silverpop is the only company ranked by JupiterResearch in the top five enterprise-oriented ESPs each of the last four years.

 **stratigent** Working with enterprise clients in numerous industries has provided **Stratigent** with exposure to the toughest Web analytics issues. Stratigent's teams of analysts possess deep expertise in the following disciplines: Web analytics strategy and best practices, multi-variable testing, Web analytics training, and multi-channel data analysis.

 **VIGNETTE** For more than ten years **Vignette** has been helping organizations improve their online interactions with their customers. We invented Web content management. We helped some of the Web's biggest brands establish their first online presence. And as the Web has evolved to become a highly interactive, experience-rich and evermore personalized environment, we consistently have been at the forefront.

 Established in 1999, **YourAmigo** is a global SEO specialist with offices in USA, Europe and Asia. YourAmigo's unique, scalable SEO technology service, Spider Linker™, delivers advanced SEO capabilities with high rankings for large Web sites far beyond traditional SEO—all without changing your Web site and with a positive ROI.

 **ZAAZ** helps the world's most powerful brands grow and thrive online with performance-driven design, analytics, and optimization services. As a full service interactive agency, ZAAZ provides Web strategy, design, development, user experience, analytics, and optimization to Global 1000 companies including Microsoft, Sony, Ford Motor, Converse, and others.



# Partner Integration

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## “Plug and Play” Online Marketing

[pluhg and pley on-lahyn mahr-ki-ting]

*noun*

A new capability for marketers to more quickly and easily integrate their marketing environment.

Pre-configured wizards connect to a framework that enables automated integration with Omniture, the largest and fastest growing on-demand Web analytics solution in the market.

To learn more about “Plug and Play” Online Marketing, visit [www.omniture.com/genesis](http://www.omniture.com/genesis)

## Introducing Omniture Genesis™

Omniture Genesis is a plug-and-play application designed to reduce complexity and increase marketing ROI by automating the integration of marketing tools into the Omniture Online Business Optimization platform.

Omniture has partnered with an extensive list of leading and Accredited Application Partners to provide unparalleled online marketing value to its customers.

## Fun & Networking

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Wednesday, March 14th

**7:30PM–11:00PM**



### Party @ The Depot

400 West South Temple

The Depot is the original 'House of Blues' in Salt Lake City, and has become the city's premier venue for live music and shows.  
[www.depotslc.com](http://www.depotslc.com)



Frank Caliendo

Our special guest performer is comedian Frank Caliendo, one of Jay Leno's favorite comedians and a regular on the FOX NFL Pre-game Show Segment.  
[www.frankcaliendo.com](http://www.frankcaliendo.com)

Busses leave Grand America starting at seven thirty and will run continuously until eleven in the evening.

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Friday, March 16th

**8:00AM–5:00PM**



### Skiing at Snowbird

#1 in the USA. Snowbird has been named the No. 1 ski resort in the United States by SKIING Magazine for four years running. Come and enjoy 'The Greatest Snow on Earth.'

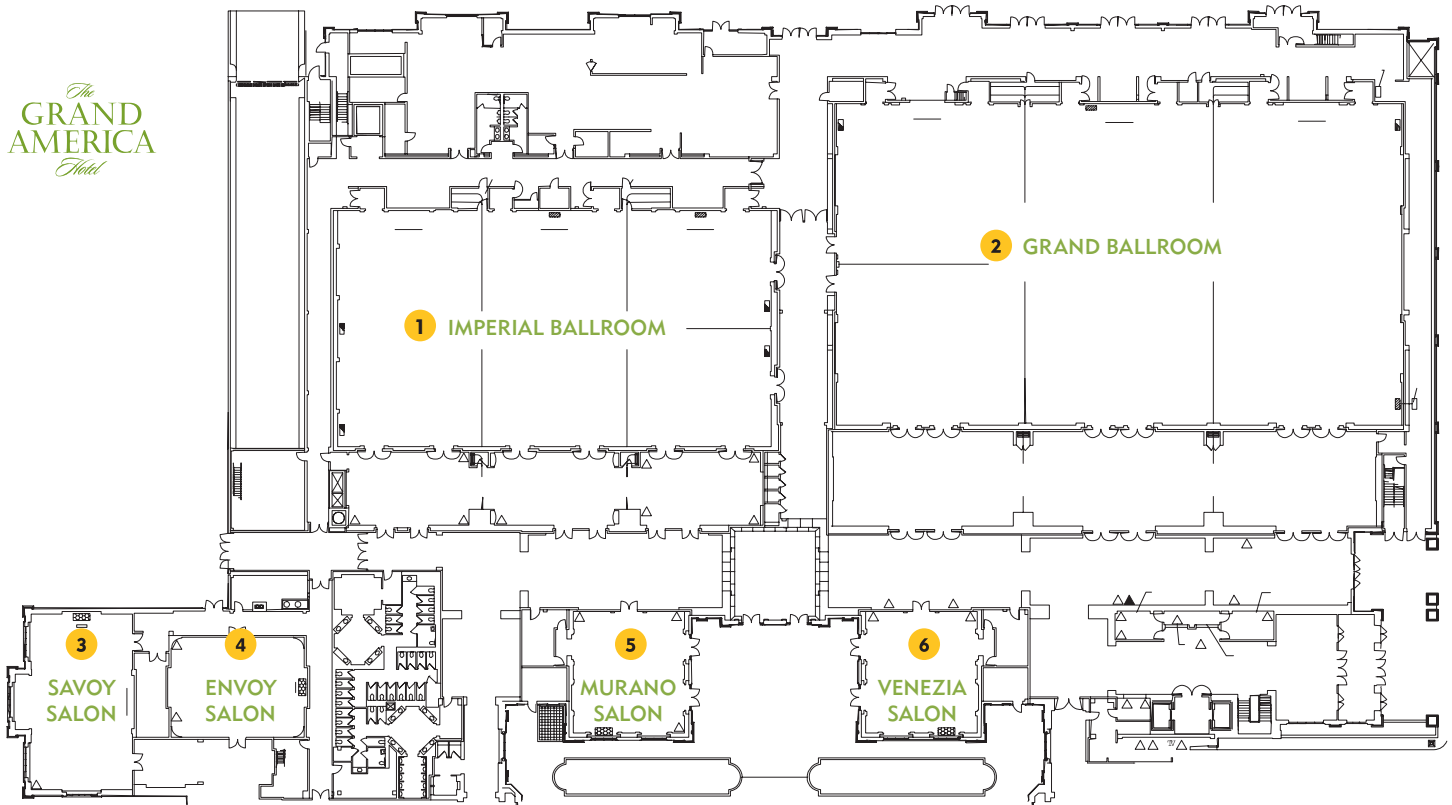
Skiing is included with your conference pass. Discounts for rentals will be provided.

Buses start at eight thirty in the morning and will run every thirty minutes until five in the evening.



# Maps

*The*  
**GRAND AMERICA**  
*Hotel*



- 1 Imperial Ballroom:** General Sessions, Breakout Sessions
- 2 Grand Ballroom:** Partner Showcase
- 3 Savoy Salon:** Breakout Sessions
- 4 Envoy:** Breakout Sessions
- 5 Murano Salon:** Omniture University Certification Lab
- 6 Venezia:** HOT Labs

# Helpful Information

## CONFERENCE SERVICES DESK

Tue 7:00am to 9:00pm  
 Wed 7:00am to 7:30pm  
 Thu 7:00am to 7:30pm  
 Fri 7:00am to 12:00pm

## REGISTRATION DESK

Tue 7:00am to 9:00pm  
 Wed 7:00am to 7:30pm  
 Thu 7:00am to 12:00pm

## WE WANT YOUR FEEDBACK

Tell us about your experience at Summit by completing our survey: [www.omniture.com/summitsurvey](http://www.omniture.com/summitsurvey)

Receive a travel sized wireless mouse.



## BECOME AN OMNITURE CERTIFIED PROFESSIONAL

Be among the first Omniture users to earn the industry's first & only Web analytics and online business optimization certification. Certification testing will be offered during the conference in the Murano Salon.

For more information stop by the Omniture University kiosk in the partner showcase.

## ACCESSING THE WIRELESS NETWORK

- » Right click the network connection icon in the notification area, and then click 'View Available Wireless Networks'
- » In 'Connect' to 'Wireless Network,' under 'Available Networks,' click the wireless network 'Summit07'
- » A network key is required for Wired Equivalent Privacy (WEP). In the Network Key field, type the WEP Key 'omniture\*2007'
- » Click 'Connect'
- » To configure additional wireless network connection settings, or if you are having difficulty making a connection to the Summit07 wireless network, please contact Conference Services for assistance.

**SSID:** Summit07

**WEP KEY:** omniture\*2007

SPECIAL THANKS TO:



GLOBAL HARDWARE SPONSOR

