

Leveraging combined Omniture and Adobe solutions to maximize investment in digital content and marketing

The past decade has experienced significant shifts in the media and marketing landscape. Traditional marketing channels, although still strong, are now competing for budget with an entirely new set of online marketing channels. Consumer behavior is also dramatically different than it was a decade ago. Driven by consumers' desire to spend more time online, content publishers, media companies, and enterprises are transitioning from traditional forms of media to the web—and the pressure to measure, optimize, and monetize online experiences is growing.

Adding to the sea of change, web visitors expect much richer and more engaging experiences, including those that are more dynamic, social, relevant, and personalized. Due to the users' demand for more engaging experiences, they also expect more video, as evidenced by the growing popularity of main online video portals.

Omniture® SiteCatalyst and Test&Target extensions for Adobe® Creative Suite® 5 software allow businesses to measure and optimize the digital assets they create with Adobe products and make it easier to measure the performance of online content, beginning in the creative workflow. The currently available Adobe Flash® Professional CS5 and Dreamweaver® CS5 extensions and upcoming Flash Builder™ 4 extensions provide visual aids that allow easy configuration of SiteCatalyst and Test&Target—dramatically shortening implementation times. Companies can now move beyond a try-it-and-see approach to create engaging campaigns that become more relevant as consumer preferences are measured and applied to marketing efforts.

Measurement and optimization, now possible during content creation

The shift to rich Internet content, advertising, and applications offers marketers improved opportunities to engage customers and create stronger brand loyalty. At the same time, rapid adoption of new online platforms, advertising formats, and customer devices has led to increased complexity. The integrated product suites from Adobe and Omniture greatly simplify creating and optimizing content and campaigns. By combining these solutions, businesses have the opportunity to optimize online experiences across virtually any platform or device when creating content.

With the addition of the Omniture Online Marketing Suite, Adobe solutions now deliver even greater value to business managers, company executives, and web managers looking to drive new revenues and maximize the impact of their online marketing efforts. For designers, developers, and online marketers, an integrated workflow—with measurement and optimization capabilities embedded in the creation tools—streamlines the creation and delivery of relevant content and applications. This means advertisers and advertising agencies, publishers, and e-tailers can realize greater ROI from their digital media investments and improve end-user experiences.

Breaking down the silos between content creation and online marketing creates an environment of collaboration where designers, developers, and marketers can embrace a cohesive design, measurement, and optimization strategy for online initiatives. Realized through meaningful product integrations, Adobe and Omniture are empowering companies to move beyond building campaigns based only on intuition and instead use in-depth analytics and web optimization solutions to continually create effective campaigns that are at once engaging, personalized, and highly relevant to targeted consumers.

Free extensions, powerful functionality

Adobe and Omniture have developed Omniture SiteCatalyst and Test&Target extensions for CS5. With the combined solutions, designers and developers have the tools on hand to create rich content that can be measured and easily adapted to changing customer demands. The extensions are available for Adobe Flash Professional CS5 and Dreamweaver CS5 and will be available for Flash Builder 4 software in the near future. The extensions provide built-in, visual tools within the Adobe applications that enable easy configuration and automatic content tagging within SiteCatalyst and Test&Target—accelerating implementation times and reducing the amount of time required to evaluate and determine ROI on marketing initiatives.

Omniture technologies are integrated into the following products and services to enable an integrated design-through-optimization workflow and offer web professionals and marketers actionable, real-time intelligence about their online businesses:

Extensions for Omniture SiteCatalyst for Adobe Flash Professional CS5 and Flash Builder 4

Omniture SiteCatalyst, a solution that provides marketers with actionable, real-time intelligence about online strategies and marketing initiatives, is now integrated with Adobe Flash Professional CS5 and will soon be integrated with Flash Builder 4. The Omniture SiteCatalyst extension for Adobe Flash Professional CS5, and the upcoming availability of the extension for Adobe Flash Builder 4, allow users to measure, analyze, and optimize integrated data from online initiatives, leading to informed decisions and improved marketing ROI. The SiteCatalyst extensions also make tagging content an integral part of the content-creation process and offer a streamlined workflow that allows designers, developers, and marketers to embrace a cohesive design, measurement, and optimization strategy for online initiatives.

Key features of the Omniture SiteCatalyst extensions include the ability to work with a specific library of variables relevant to projects and to map custom tracking variables into easily understandable terminology—all within the authoring environment of Adobe Flash Professional CS5. The SiteCatalyst extension for Flash Builder 4 will enable developers to quickly and visually deploy tracking within existing workflows. Developers also can create and implement easy-to-use analytics libraries within applications developed in Flex®.

Extensions for Omniture Test&Target for Adobe Flash Professional CS5 and Adobe Dreamweaver CS5

Determining which ad, promotion, or landing page will work best is a difficult task. Adding to the challenge, content is often rolled out to production without the ability to efficiently test multiple versions. As a result, content is delivered that is not appealing or relevant to consumers. Omniture Test&Target allows marketers to continually make their online content and offers more relevant—yielding greater conversion rates.

Now integrated with Adobe Flash Professional CS5 and Adobe Dreamweaver CS5, Test&Target allows businesses to optimize the ROI of marketing campaigns and to provide more relevant, engaging customer experiences. The Omniture Test&Target extensions for Adobe Flash Professional and Dreamweaver allow marketers to employ testing and targeting strategies to determine which videos, web pages, promotions, or digital assets perform best with audiences and deliver relevant content. They also enable organizations to gain efficiencies such as creating containers for dynamic content as an integral part of the content-creation process.

With the Test&Target extension for Flash Professional CS5, organizations can optimize rich-media content to improve conversion and acquisition. Conversion optimization, ROI measurement, and A/B and multivariate testing can be implemented visually in Flash Professional CS5 without duplicating work within Test&Target, saving valuable time. Once the content and interfaces are implemented, marketers can edit and update them directly in Test&Target.

The Test&Target extension for Dreamweaver CS5 makes it easier to optimize online experiences to increase conversion and measure ROI. Users can implement Test&Target tests directly in the Dreamweaver CS5 creative workflow without manual coding or work duplication.

SiteCatalyst and Test&Target extensions can be downloaded directly from within Adobe Creative Suite 5 free of charge for existing customers who have licensed the Adobe and Omniture products. The extensions can be installed in minutes from within Adobe Creative Suite 5 applications to make it easier to measure and optimize the performance of online content, beginning with the creative workflow.

SiteCatalyst NetAverages provides insight into Internet and mobile usage trends

In addition to the extensions for SiteCatalyst and Test&Target, SiteCatalyst NetAverages from Omniture, available through Adobe CS Live, provides web usage data early in the creative process when designing for web and mobile. SiteCatalyst NetAverages is an online service that provides insight into current Internet usage trends and helps reduce guesswork in the creative process by providing anonymous, non-personal aggregate Internet data such as browser type, operating system, mobile device profiles, and screen resolution.

An integrated approach to marketing, measurement, and optimization

Today, optimizing website performance and impact cannot be approached as an afterthought. Instead, successful strategies have to offer designers and developers the opportunity to continually create, test, refine, and deliver website content in real time—and then offer the flexibility to instantly begin the process all over again as needed.

Leveraging solutions from Adobe and Omniture, companies are well positioned to create and deliver visually rich, engaging content optimized to appeal to each customer's unique interests. Beyond a critical short-term boost in revenues, this strategy goes a long way in building loyal customer relationships and transforming the quality and frequency of services accessed by customers.

For more information

Solution details:

www.omniture.com/en/products/online_marketing_suite



Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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