OMNITURE®
Genesis™

OMNITURE®

Introducing "Plug and Play" Online Marketing

PRODUCT OVERVIEW

MARKET LEADERSHIP

Omniture is a leading provider of online business optimization solutions. 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, Omniture Genesis™ and Omniture SearchCenter™—all delivered on an open, flexible, highly secure and scalable computing architecture.

Business Challenges

The rapidly advancing digital media world has changed the rules of marketing, creating new opportunities for businesses to compete. As more people adopt online research and purchasing habits, many companies are employing multi-channel marketing strategies and applications (i.e. email, site search, ad serving, etc.) to better engage their customers.

Marketers have long been comparing apples to oranges when it comes to tying together different online campaigns, applications and performance. To date, there has been no standard way to measure the sum of the parts. Campaigns have all been measured independently without a unified means of viewing how they stack up together. Business leaders are required to sift through disparate reporting systems to make strategic decisions.

With advertisers increasing their spending on the Internet, up by 30% to $12.6 billion (Interactive Advertising Bureau), understanding the value of marketing efforts has never been more important. And with the cost of investing in new Web 2.0 applications—RSS feeds, blogs, social networking, etc.—marketers are under even more pressure to prove return on investment for their online marketing spend.

INTRODUCING OMNITURE GENESIS™

Omniture Genesis—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 Genesis guides marketers through interactive, best-practice "wizards" that automate the integration of the marketing environment into one standard view. This will not only save time previously spent trying to manually connect these programs, but will also help marketers consolidate measurement and reporting, identify and target the most meaningful customer segments, as well as take the most relevant actions to optimize customer engagement and loyalty.

Omniture has partnered with the leading technology providers across many categories to provide unparalleled online marketing value to its customers. With the extensive and growing list of Accredited Application Partner integrations, marketers will merely need to choose from a list of their existing vendors.

For marketers not yet using additional technologies, Omniture Genesis includes a Partner Showcase with information about vendors, applications and the benefits of integration.

FIVE KEY FEATURES/ATTRIBUTES

- **Interactive Drag and Drop Interface**—State of the art user experiece to visually map your online marketing ecosystem
- **Wizard-Based Integration**—Easy to use, pre-built integrations that automate proven best practices without the need for IT involvement
- **Online Marketing Performance Dashboards**—Cross channel, cross application dashboards that provide you with a holistic view needed to measure performance and optimize campaigns across the marketing mix
- **Bi-Directional Information Exchange & Exchange**—Automated synchronization between Omniture and accredited partner solutions ensure your entire online marketing ecosystem is working in harmony
- **Accredited Partner Network**—In-product catalog of Accredited Application Partners available to help you quickly plan your online marketing initiatives around proven solutions

ACCREDITED APPLICATION PARTNERS CURRENTLY INCLUDE:

AD SERVING

DoubleClick

BEHAVIORAL TARGETING & OPTIMIZATION

Kefta, Offermatica, optimost, TouchClarity

CRM

salesforce.com

EMAIL

ACXIOM DIGITAL, cheetahmail, epsilon interactive, ExactTarget email solutions, Responsys, silverPOP

SEARCH MARKETING

Ask.com, Enhance Interactive, Google, LookSmart, miva, msn, searchfeed.com, YAHOO! SEARCH MARKETING

SITE SEARCH

ENDECA, fast, mercado software

USER EXPERIENCE

FORESEE RESULTS, opinionlab

OTHER

Advertising.com, allurent, Bazaarvoice, MAXAMINE, youramigo Search Engine Solutions

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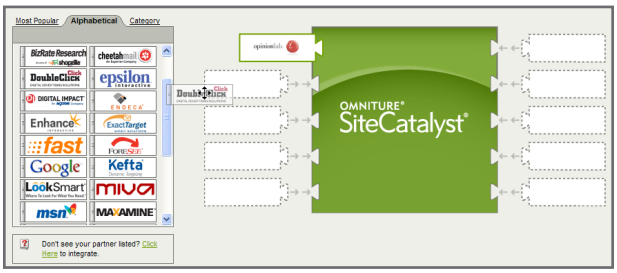

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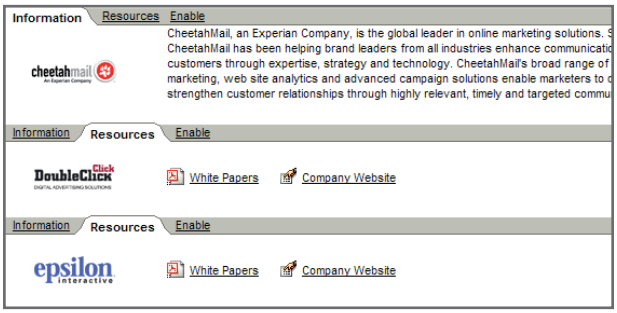

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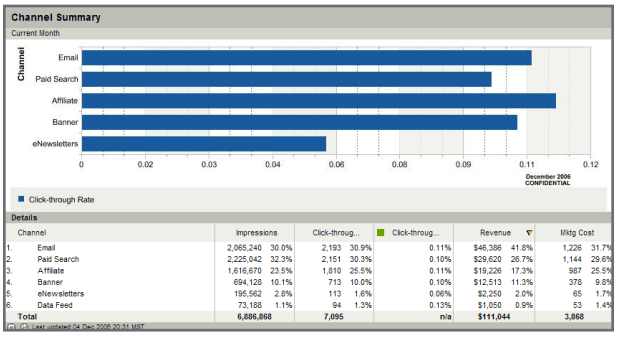

1 **PLUG AND PLAY INTERFACE**
State of the art user experience to visually map your online marketing ecosystem

2 **ACCREDITED APPLICATION PARTNER NETWORK**
An in-product catalog of accredited marketing application providers

3 **ONLINE MARKETING PERFORMANCE DASHBOARDS**
Provide a holistic view of performance across the online marketing mix

A LEADER IN ONLINE BUSINESS OPTIMIZATION SERVICES

OMNITURE®

WEB: www.omniture.com
EMAIL: sales@omniture.com

AMERICAS:
550 East Timpanogos Circle
Orem, Utah 84097
1.877.722.7088 **TEL**
1.801.722.7001 **FAX**

EMEA OFFICE:
Quatro House
Lyon Way
Frimley, GU16 7ER
United Kingdom
+44.870 734 5678 **TEL**
+44.870 734 5679 **FAX**

APAC OFFICE:
W22F Shibuya MarkCity
1-12-1 Dogenzaka Shibuya
Tokyo, Japan 150-0043
+81.03.4360.5385 **TEL**

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.

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