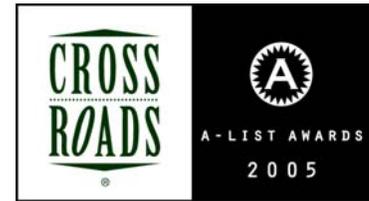


Omniture

Orem, UT

SiteCatalyst

➤ Web analytics



CUSTOMERS AT WORK

Web boutiques, a midsized business and a major corporation served as references for Omniture. Common strategic objectives included:

- Top-line growth via the web channel while minimizing ad spend
- Online customer retention and lifecycle maximization
- Rapid, trouble-free implementation

WHY OMNITURE?

Omniture accelerates returns on online marketing investment by replacing guesswork with the ability to compare approaches, test segmentation hunches, and get the facts about online market conditions as they develop. These facts are presented with an easy-to-use interface that promotes rapid adoption among everyday business users in an enterprise, therefore maximizing opportunities to act on findings. This comprehensive, real-time view of customer behavior allows on-the-fly optimization of website processes, in-depth 1:1 marketing understanding such as customer lifetime value, and the ability to integrate this rich source of customer information with existing enterprise systems such as data warehouses. Omniture ensures end-user success and enterprise adoption in three ways. First, SiteCatalyst is delivered as an Internet Service for easy implementation. Second, a personalized user interface drives essential intelligence to the right person. Finally, success with the product suite is supported by professional services in best practices for online marketing and by training delivered through Omniture University.

COMPANY INFO

Omniture is a private company with about 260 employees.

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www.omniture.com

BUSINESS IMPACT

Near-term value: SiteCatalyst delivers dramatic results quickly. One large company had a payback period of seven days. A midsized business reduced its cost of online sales by 80 percent. Most customers tackle site design first, using traffic analysis to understand what's really happening online. They can test their hypotheses about layouts, creative, messages or shopping cart flows with a side-by-side compare tool that provides hard information about the merits of a proposed change. SiteCatalyst metrics have enabled Omniture customers to become sophisticated merchants, driving sales around seasonal or other industry-specific patterns. Customers are delighted with the new capabilities for ad-hoc tagging of marketing campaigns and joining this to data in the warehouse. SiteCatalyst now enables marketers to test the hunch of the moment by creating and monitoring segments on the fly. Several reference customers use the tool on a minute-by-minute basis to drive revenue while controlling ad cost.

Enterprise innovation: One Omniture customer has used the new Omniture reporting interface to drive a culture change in marketing. Marketers in this large business are now willing and able to innovate: they can easily test their hunches and quickly refine them based on the facts. Another customer used the SiteCatalyst segmentation engine to reinvent its business. The online boutique began life as a product company, and has transformed itself into a lifestyle company, selling a vastly wider range of products to its core customers.

Technology gains: A business service delivered over the Web, Omniture was implemented quickly and operates smoothly.

SUCCESS FACTORS

Project strategy: Start with an open mind. Be prepared to abandon your assumptions about what works online.

Resources: SiteCatalyst is very affordable. If you are new to driving revenue online, customers recommend Omniture's professional services for knowledge transfer of best practices in Web marketing.

Skills: Customers' success with Omniture Site Catalyst is in direct proportion to their marketing savvy. If you know what hypotheses you want to test, SiteCatalyst will set your marketing creativity free. For broad adoption, customers recommend a regular diet of brief training sessions, with each lesson focused on using SiteCatalyst to enable marketing decisions via a certain online technique.

Fit: Customers enthusiastically recommend Omniture SiteCatalyst as an essential tool for Web merchants who want predictable results.

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ABOUT THE 12th ANNUAL CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven IT products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.