



## Omniture Investor Fact Sheet



### CORPORATE OVERVIEW

#### COMPANY SUMMARY

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 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, General Motors and Hewlett-Packard.

<b>Founded :</b>	1996
<b>URL:</b>	<a href="http://www.omniture.com">www.omniture.com</a>
<b>NASDAQ Ticker:</b>	<b>OMTR</b>
<b>Corporate Headquarters:</b>	550 East Timpanogos Circle Orem, UT 84097
<b>Telephone:</b>	801.722.7000
<b>Fax:</b>	801.722.7001

#### COMPANY FACTS

<b>Initial Public Offering:</b>	June 28, 2006. Our sole book-running manager for our initial public offering of common stock was Morgan Stanley & Co. and Credit Suisse Securities (USA) acted as co-lead manager. Deutsche Bank Securities; and J.P. Morgan Securities acted as co-managers.				
<b>URL:</b>	<a href="http://www.omniture.com">www.omniture.com</a>				
<b>Revenue (USD):</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>1H06</b>
	3.7M	8.6M	20.5M	42.8M	35.3M
<b>Employees (as of June 30, 2006):</b>	324				
<b>Captured Customer Data (1H06)</b>	600B Transactions				
<b>Customers:</b>	<p>During the second quarter of 2006, Omniture added over 200 customers, bringing the total to over 1,300. New, renewed and expanded customer relationships secured included Avis Europe, Comcast, Encyclopedia Britannica, Expedia, Hearst Communications, Lenovo, Salesforce.com, Washington Post and WhitePages.</p> <p>Omniture's customers represent some of the largest and most well-respected enterprise brands, including:</p> <ul style="list-style-type: none"> <li>• Three of the top five Fortune-ranked companies</li> <li>• Nine of the top 10 automotive Web sites</li> <li>• The world's largest corporation and retailer</li> <li>• The Internet's largest e-commerce site</li> <li>• The Internet's largest advertiser</li> </ul>				
<b>Fiscal Year End:</b>	<b>December 31</b>				
<b>Transfer Agent:</b>	American Stock Transfer & Trust Company, 59 Maiden Lane New York, New York 10038 (212) 936-5100				
<b>Independent Auditors:</b>	Ernst & Young, LLP				
<b>Legal Counsel:</b>	Wilson Sonsini Goodrich & Rosati, Professional Corporation				

## PRODUCTS

### Omniture SiteCatalyst®

Omniture SiteCatalyst provides organizations with actionable, real-time intelligence regarding their online strategies and marketing initiatives. Omniture SiteCatalyst helps organizations quickly identify and understand the most profitable paths through their Web sites, where visitors are dropping off, what's driving critical success events, and how different segments of visitors interact with the Web site.

### Omniture Discover™

Omniture Discover is a free-form data intelligence tool that allows users to instantly segment large volumes of Web data from any angle, across any time period, at any level of detail.

### Omniture DataWarehouse

Omniture Data Warehouse allows organizations to generate targeted re-marketing lists based on specific segments of visitors' online behavior. Omniture Data Warehouse also integrates detailed click-stream data feeds with internal data systems as well as performs complex data mining queries on historical click-stream data.

### Omniture SearchCenter™

Omniture SearchCenter combines click and cost data from multiple search engines with visitor, lead, customer, order, or sales data from an organizations site into one easy-to-use interface. Omniture SearchCenter also automates the bidding process based on user-defined bid thresholds. SearchCenter helps marketers target the right audience, measure and achieve tangible ROI all in one easy-to-use solution. The combination of Web analytics and search marketing also provides insight into which keywords drive the highest value across multiple sessions.

### International Capabilities

Omniture products support over 100 international currencies and are available in the following languages:

- English
- Chinese
- French
- German
- Japanese

## SERVICES

- Implementation Services
- Best Practice Consulting
- Omniture University™
- Customer Service & Support

## MANAGEMENT

Joshua G. James  
John R. Pestana

Chief Executive Officer, Co-founder  
Executive Vice President, Customer Success,  
Co-founder

Christopher C. Harrington  
Brett M. Error

President, Worldwide Sales  
Chief Technology Officer & Executive Vice  
President, Products

Michael S. Herring

Chief Financial Officer and Executive  
Vice President

Michael J. Dodd  
Gail M. Ennis  
Shawn J. Lindquist

Senior Vice President, Corporate Development  
Senior Vice President, Marketing  
Chief Legal Officer, Senior Vice President  
and Secretary

John F. Mellor  
Neil M. Weston

Senior Vice President, Business Development  
General Manager, EMEA and Senior  
Vice President

# OMTR

## FOR MORE INFORMATION:

### Investor Relations Contact:

**EMAIL:** IR@omniture.com

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**A LEADER IN ONLINE BUSINESS OPTIMIZATION SERVICES**

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