OMNITURE®
Discover™ 2

OMNITURE®

A New Dimension in Customer Analytics

MARKET LEADERSHIP

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

Business Challenges

A key obstacle facing companies today is their inability to measure, segment and digest hundreds of millions of customer transactions fast enough to implement competitive strategies. Business success will depend greatly on access to timely, relevant information about online customers, campaign performance and emerging business trends. Companies need the speed, power and flexibility of real-time data exploration, and a platform that provides business people across the organization with accurate, up-to-date information. They need to be able to parse the data into meaningful segments and scenarios to gain deeper insight into online customer engagement.

Because Discover provides direct access to granular data from any angle and at any level using business visualizations, customers no longer have to make trade-offs between response time and level of granularity—now they can have both. With Omniture Discover, companies can create an unlimited number of previously undefined customer segments to uncover new business opportunities, devise new customer acquisition strategies and drive more revenue from online marketing campaigns.

KEY BENEFITS

Single unified customer analytics suite: Discover is an integral component of the Omniture Online Business Optimization Platform™ and is seamlessly integrated with Omniture SiteCatalyst® Web analytics, providing the industry's most complete, real-time customer analytics suite. The suite empowers all levels of business users—from executives using dashboards, to managers using operational reporting, to analysts performing free-form data exploration and segmentation—to have an integrated view of data so they can make more accurate, timely and insightful decisions to increase their online business. Omniture Discover eliminates the inconsistencies, discrepancies, frustrations and duplication of efforts that can arise from un-integrated products.

Results-oriented user experience: Discover builds off of the familiar SiteCatalyst interface to make it easy for users to find and leverage the full range of features it provides. Discover offers a powerful yet uncluttered workspace environment that reduces distraction and simplifies the analytical process so users can spend more time analyzing and less time processing the data. The design approach also makes the power of Discover easily accessible to mainstream business users through familiar functionality such as drag and drop, cross tab reports, drilldown icons, and a tabbed user interface to navigate, filter and segment customer information by any dimension.

Greater accountability, measurability and ROI: Omniture Discover enables experienced business analysis professionals to analyze and segment hundreds of millions of rows of Web and customer transaction data in real time—providing the ability to explore new business insights, unlock hidden business value and make timely changes to online advertising campaigns and site design to optimize customer engagement and conversion. With Discover, companies can monitor and measure virtually every program scenario by customer segment, and quickly reallocate dollars and efforts for an instant increase in ROI.

"I think maximizing the value of existing segments with Discover 2.0 comes down to one word: granularity. To make big changes, we need to isolate the little ones, and understand what drives them."
HOWSTUFFWORKS

Discover at a Glance

Discover provides a vehicle for deeper levels of under-
standing and analysis with instant viewing of click-stream
data from any angle for previously undefined segments.
Armed with this information, decision makers have the
necessary insight to accurately assess and optimize their
online programs and deliver greater profitability.
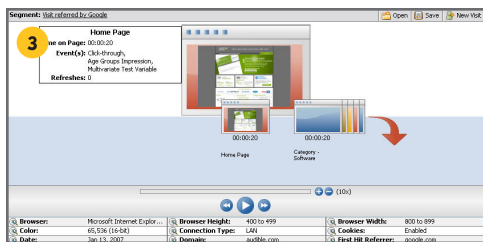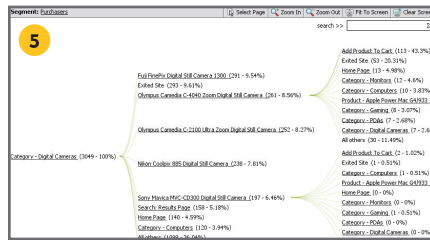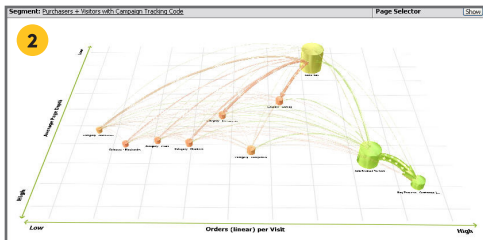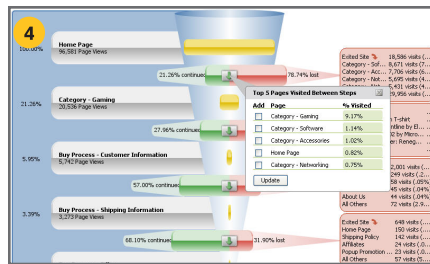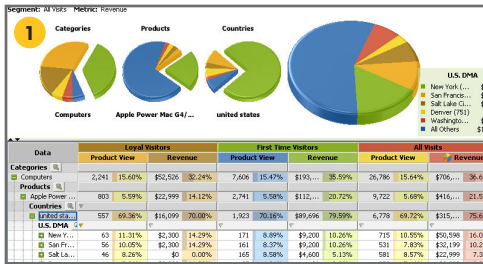
DISCOVER AT A GLANCE:

1 **UNLIMITED REAL-TIME SEGMENTATION**
enables users to create and simultaneously
compare several customer segments and key
performance metrics to quickly identify new
valuable segments and increase the value of
existing segments.

2 **MULTI-DIMENSIONAL SITE ANALYSIS**
allows users to visualize complex non-linear
site navigation by customer segment using
color, size, position, movement and volume
to improve site design, navigation, content
layout and customer conversion.

3 **VIRTUAL FOCUS GROUP** provides a deep
understanding of the unique experience of
individual customers and the Web site, facili-
tating improved customer experience, and
the ability to create focus group segments
based on desired attributes.

4 **ADVANCED FALLOUT ANALYSIS** allows
users to dynamically build and analyze the
effectiveness of online processes to improve
conversion and understand multi-session
conversion across various different content
groups.

5 **DYNAMIC PATH FLOW** provides interactive
exploration of unique paths customers follow
through the Web site to optimize campaign
conversion, content placement and site navi-
gation.

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.