

Analyst Day 09

Welcome to Omniture's 2009 Analyst Meeting

Mike Look

Vice President, Investor Relations

OMNITURE®
— — —

Agenda

Welcome - Mike Look, VP of Investor Relations

Lead the Change - Josh James, President and CEO

Omniure Online Marketing Suite - Aseem Chandra, SVP, Product Marketing

Break

Product Demos - Matt Belkin, SVP, Emerging Business

Dollar Thrifty Automotive Group, Inc. - Charlie Coniglio, VP, eCommerce

Company Financials - Mike Herring, CFO and EVP

Q & A

Forward-looking Statements

This presentation contains certain statements that we believe may constitute "forward-looking statements" within the meaning of Section 21E of the Securities Exchange Act of 1934 and Section 27A of the Securities Act of 1933, including, but not limited to, statements regarding our business strategy, including improvements to and defensibility of our products and services and our competitive position in the marketplace, our leadership in the market for online business optimization services, and expectations regarding certain GAAP and non-GAAP financial measures, continuing customer demand and the market for our services, the anticipated success of and results of our new products and services and integration efforts relating to the acquisitions we have completed to date, the benefits of our products and services and recent acquisitions and strategic partnerships to customers, partners and stockholders, the extent to which our installed customer base will accept our new or acquired products and services and our strategy will be successful, and the impact of recent acquisitions and strategic partner relationships on our business. These statements are based on current expectations and assumptions regarding future events and business performance and involve certain risks and uncertainties that could cause actual results to differ materially, including, but not limited to, risks associated with current uncertainty in and deterioration of global economic conditions, which could negatively impact the demand for our products and services and other related matters and could result in reductions in spending by our customers for our products and services and changes in customers' subscription and renewal patterns, the potential that we or our customers or partners may not realize the benefits we currently expect from our recent acquisitions and strategic partner relationships, risks that the expected financial effect of our recent acquisitions and strategic partner relationships may not be realized, risks inherent in the integration and combination of complex products and technologies from our acquisitions and strategic partner relationships, our ability to continue to attract new customers and sell additional services to our existing customers, including our SiteCatalyst service and the new combined offerings from our acquisitions, the significant capital requirements of our business model that make it more difficult to achieve positive cash flow and profitability if we continue to grow rapidly, our ability to develop or acquire new products and services, our ability to raise capital in the future, particularly in light of the ongoing financial crisis affecting the banking system and financial and capital markets and the going concern threats to investment banks and other financial institutions that have resulted in a tightening in the credit markets, reduced liquidity in many financial markets and increased volatility in the equity and debt markets, risks associated with our acquisition and strategic partner strategy and disruptions in our business, operations and financial results as a result of acquisitions and strategic partner relationships, the ability of our expanding sales organization to become productive, possible fluctuations in our operating results and rate of growth, the continued growth of the market for on-demand, online business optimization services, changes in the competitive dynamics of our markets, including the potential for increased pressure on the pricing of our products and services in light of the ongoing economic crisis, the inaccurate assessment of changes in our markets, errors, interruptions or delays in our services or other performance problems with our services, our ability to hire, retain and motivate our employees and manage our growth, our ability to effectively expand our sales and marketing capabilities, our ability to develop and maintain strategic partner relationships with third parties with respect to either technology integration or channel development and respond to potential changes in the financial stability and solvency of our strategic partners that may result from the economic crisis, our ability to expand our international operations and to profitably sell our services to customers located outside the United States and to manage the associated fluctuations in currency exchange rates, our ability to implement and maintain proper and effective internal controls, the adoption of laws or regulations, or interpretations of existing law, that could limit our ability to collect and use Internet user information, and the blocking or erasing of "cookies"; and such other risks as identified in Omniture's quarterly report on Form 10-Q for the period ended September 30, 2008, and from time to time in other reports filed by Omniture with the U.S. Securities and Exchange Commission. These reports are available on our Web site at www.omtr.com. Omniture undertakes no duty to update any forward-looking statement to conform the statement to actual results or changes in the company's expectations.

Use of Non-GAAP Financial information

To supplement the company's condensed consolidated financial statements presented on a GAAP basis, we report certain non-GAAP financial measures. Generally, a non-GAAP financial measure is a numerical measure of a company's performance, financial position or cash flows that either excludes or includes amounts that are not normally excluded or included in the most directly comparable measure calculated and presented in accordance with generally accepted accounting principles in the United States of America, or GAAP. Non-GAAP financial measures should not be considered as a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP. These non-GAAP financial measures do not reflect a comprehensive system of accounting, differ from GAAP measures with the same captions and may differ from non-GAAP financial measures with the same or similar captions that are used by other companies.

While these non-GAAP measures are not a substitute for GAAP results, we believe they provide a basis for evaluating the company's operating results because they are helpful in understanding our past financial performance and our future results and facilitate comparisons of results between periods. We believe the calculation of non-GAAP revenue, which reflects the revenue excluded from the GAAP results due to purchase accounting adjustments to reduce deferred revenue to its fair value, provides a meaningful comparison to our historic GAAP revenue. We also believe the calculation of net income and loss, calculated without acquisition-related accounting adjustments to deferred revenue, stock-based compensation expense, the amortization of certain intangible assets, imputed interest expense and certain acquisition-related expenses and non-cash tax adjustments, provides a meaningful comparison to our net loss figures. We also believe that adjusted EBITDA, which we calculate as loss from operations on a GAAP basis less depreciation and amortization, stock-based compensation and acquisition-related adjustments to deferred revenue, is an indicator of the company's financial results and cash flows and is useful to investors in evaluating operating performance. Our management regularly uses these non-GAAP financial measures internally to understand, manage and evaluate our business and make operating decisions. These non-GAAP measures have been reconciled to the nearest GAAP measure as required under the rules and regulations promulgated by the U.S. Securities and Exchange Commission. A reconciliation of these non-GAAP measures are included in the attached presentation materials and on the Investor Relations section of our corporate Web site at www.omtr.com. Please note that the non-GAAP financial information that Omniture provides also may be different from the non-GAAP information provided by other companies.

Analyst Day 09

Welcome to Summit 2009

Lead The Change

Josh James
CEO and Co-Founder

OMNITURE®
— — —



The World Is Changing

Digital Lifestyle Will Continue to Change

MOBILE



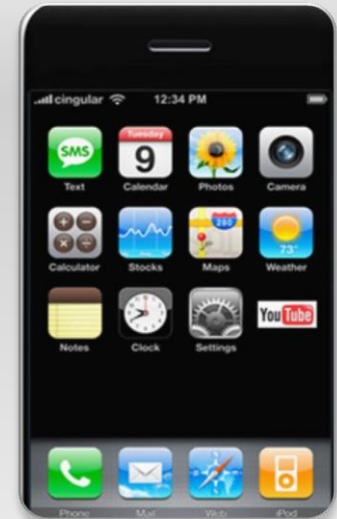
VIDEO



SOCIAL MEDIA



WIDGETS/ APPS



Interactive Media is Expected to Grow 27% CAGR to \$59B in 2012

Interactive Marketing by Shar VanBoskirk, Forrester Research, June, 2008

You Are Leading This Transformation

Interactive Marketer



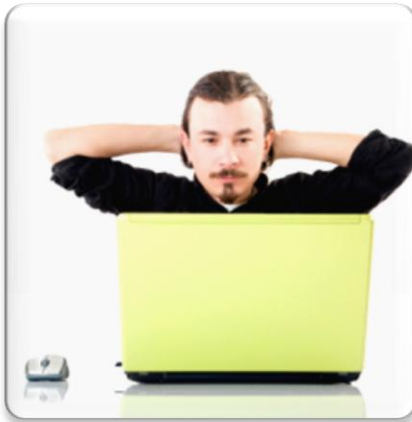
Search Marketer



Marketing VP



Web Analyst



Business Analyst



Developer



Analyst Day 09

Transformation at Omniture



Omniture is the **largest**
technology company
focused on **CMOs**
and **marketers**

Omniture Optimizes Ad Spend & Conversion

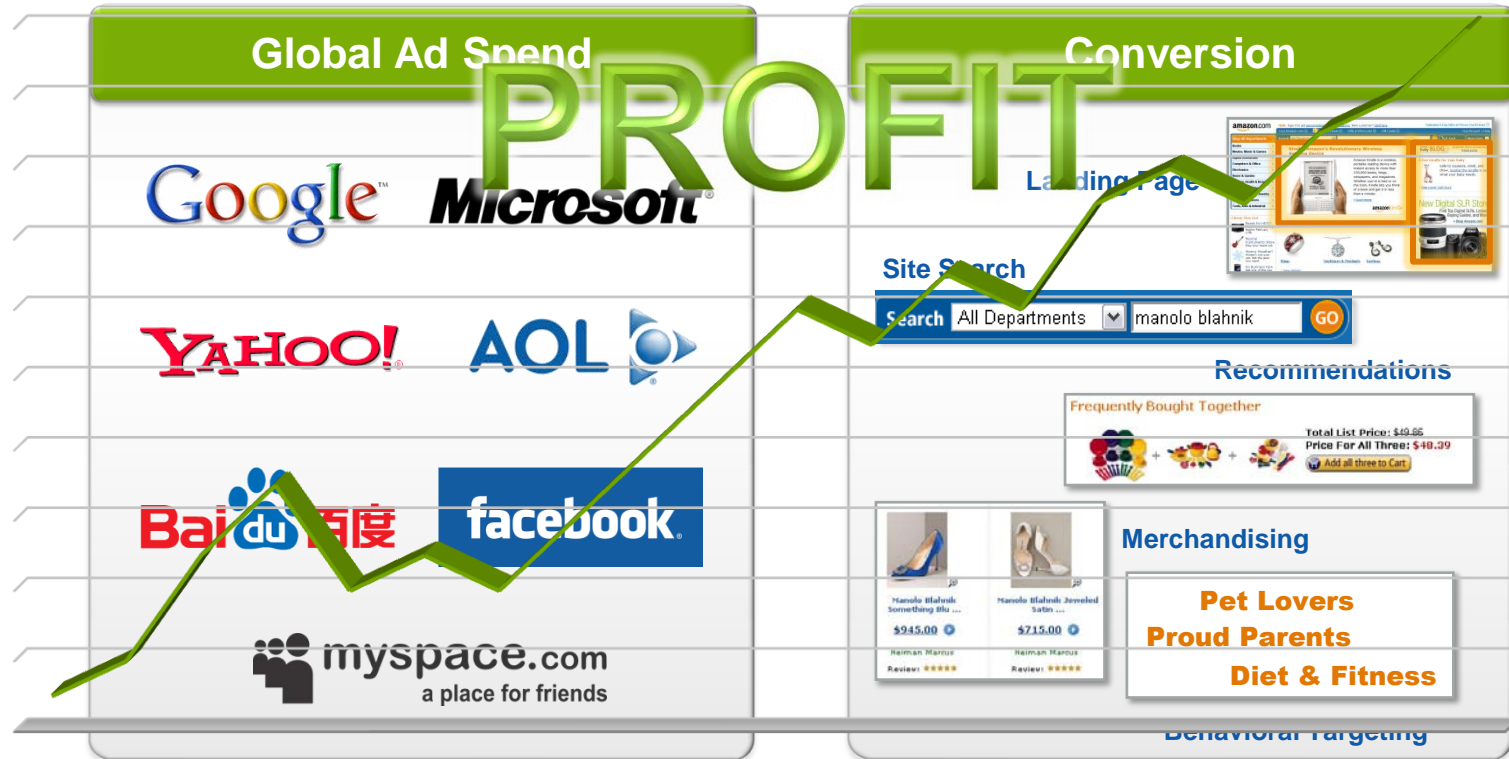
Global Ad Spend

Logos for Google, Microsoft, Yahoo!, AOL, Baidu, Facebook, and Myspace.com are displayed, representing the global advertising ecosystem.

Conversion

A screenshot of an Amazon.com landing page is shown, illustrating conversion optimization elements. The page includes a search bar with the text "manolo blahnik", a "GO" button, and a "Recommendations" section. Below the search bar, there are product recommendations for "Manolo Blahnik Something Blue" and "Manolo Blahnik Zorolet Satin". The page also features a "Merchandising" section with a box containing "Pet Lovers", "Proud Parents", and "Diet & Fitness", and a "Behavioral Targeting" section.

Convert Traffic to Customers



Omniture

The Leader in Online Business Optimization

COMPANY

\$309M Revenue (non-GAAP) in 2008,
Generating Cash

LEADERSHIP

5,100 Customers; Presence in 15 Countries

INFRASTRUCTURE

Over 17,000 Servers in Global Data Centers



All non-GAAP numbers have been adjusted to exclude certain items. A reconciliation of non-GAAP adjustments to GAAP results are included on the Investor Relations section of our corporate Web site at www.omtr.com.

We Value Our Relationships with Customers

Industry Leaders Run on Omniture

MEDIA	5 of Top 10 Media Companies
RETAIL	6 of Top 10 Retailers
FINANCE	4 of Top 5 Banks
TRAVEL	4 of Top 5 Travel Companies
TELECOM	23 of the Wired 40
MANUFACTURING	7 of the Top 10 Consumer Products Companies
TECHNOLOGY	6 of the Top 10 Business Week IT-100
AUTOMOTIVE	11 of Top 15 Automotive Companies

Omniture Helps Customers Lead *With Innovative Products*



Engineering

Acquisitions

Omniture Helps Customers Lead *With World-Class Services*



Industry Best Practices

Implementation & Deployment
Business & Outsourcing Services

Thought-leading

Courseware Catalog & Certification
Customized Content & Delivery

Personalized & Proactive

24x7 Global Technical Support
Personalized Account Management

Omniure Partner Ecosystem

For more information, please go to:

www.omniure.com/en/products/marketing_integration/genesis

Analyst Day 09

The Next Wave

Each New Channel Enriches Your View of the Customer



Web



Mobile



Social

1,000,000,000,000

Transactions per **QUARTER**

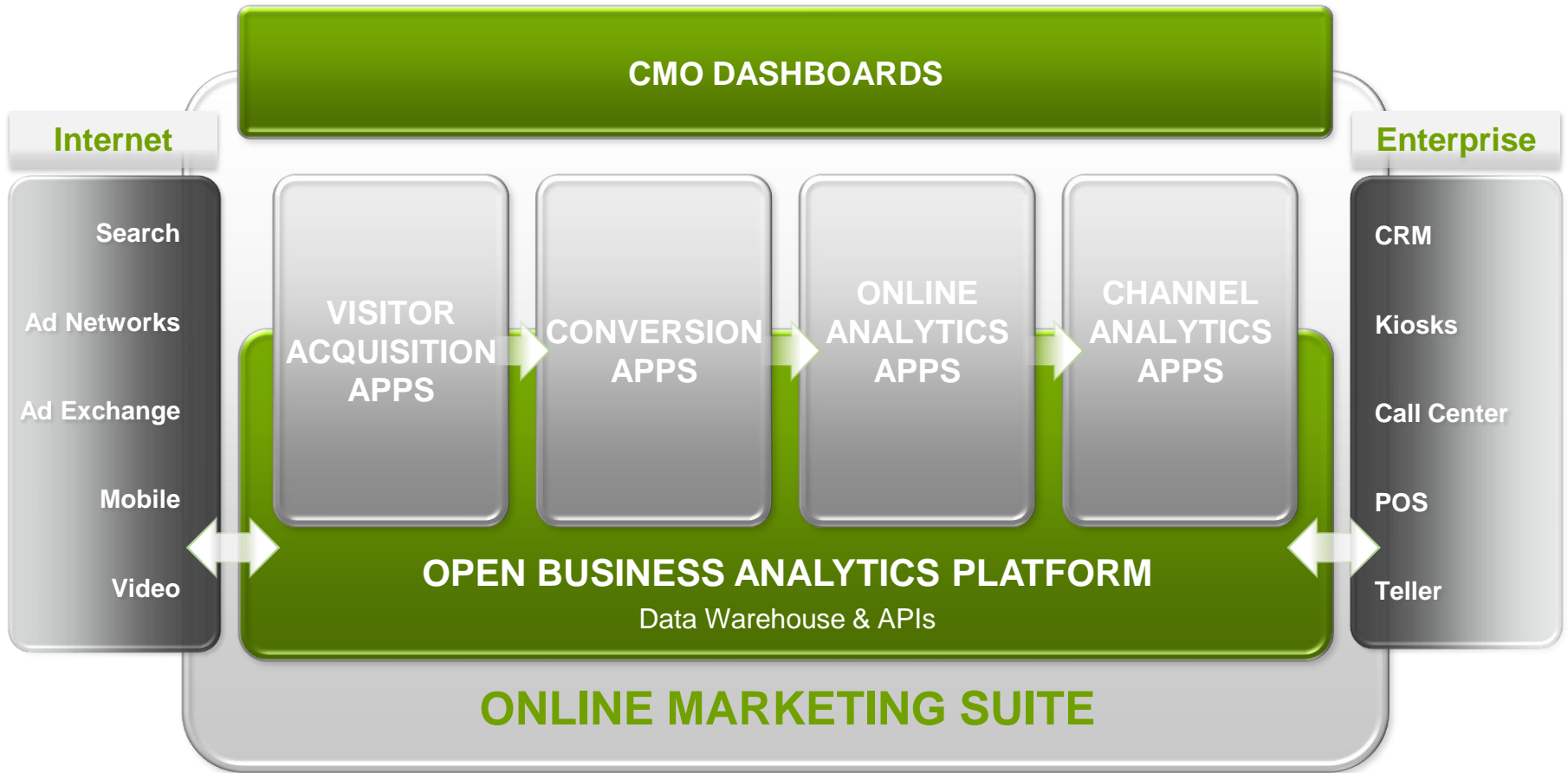
Tap The Green Gold



OMNITURE®

OnlineMarketing Suite™

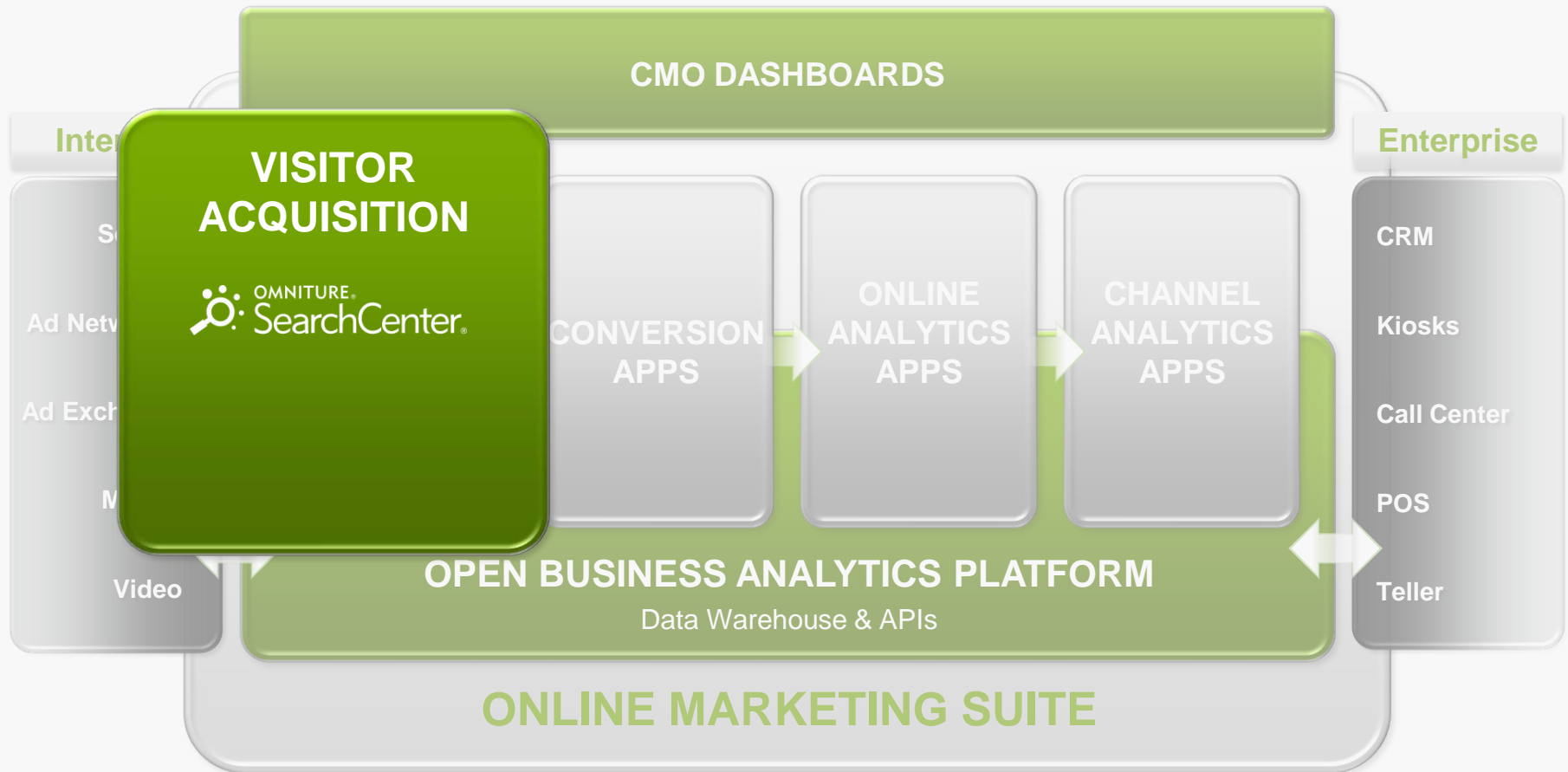
Omniture Online Marketing Suite



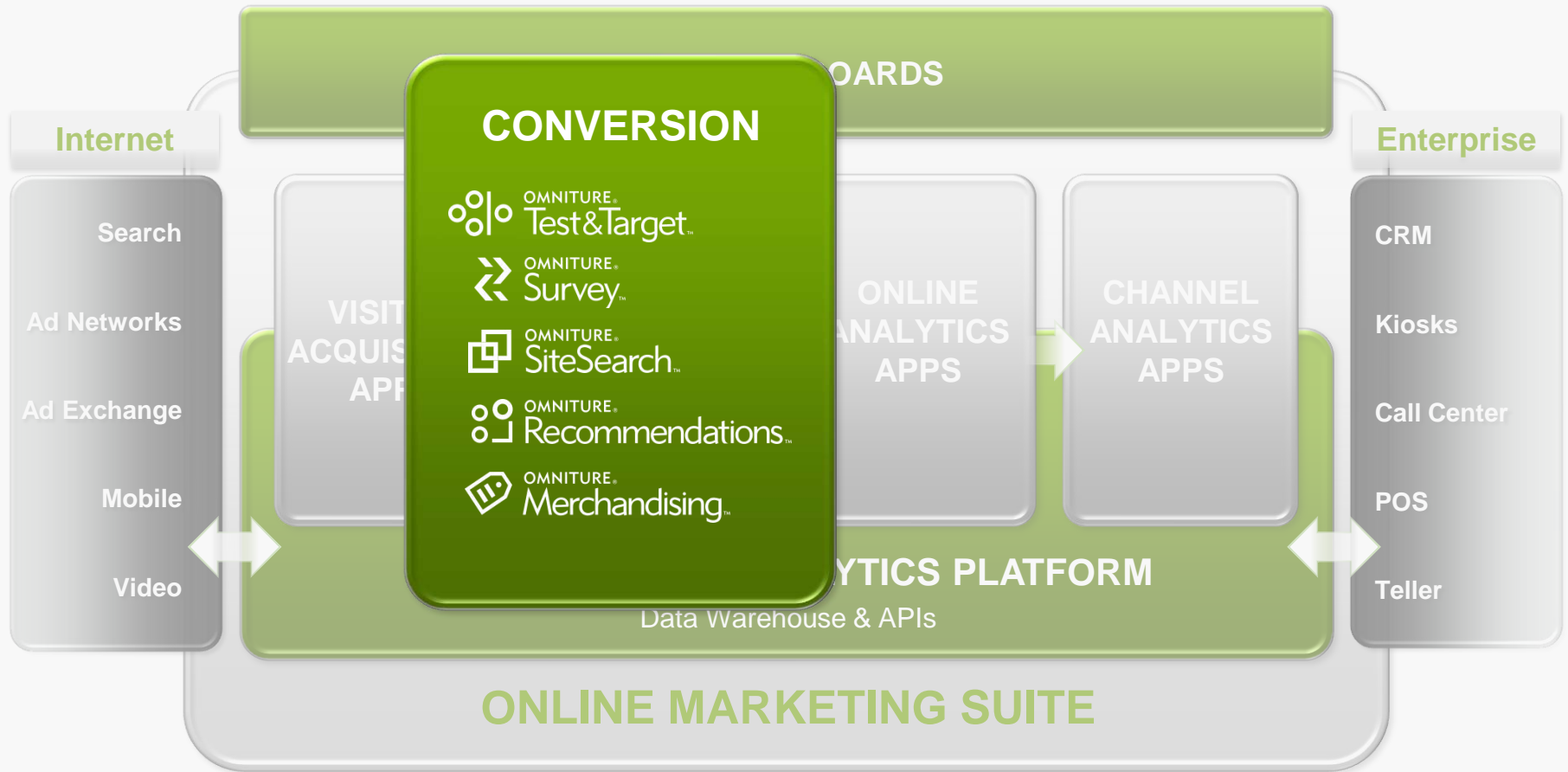
Omniture Online Marketing Suite



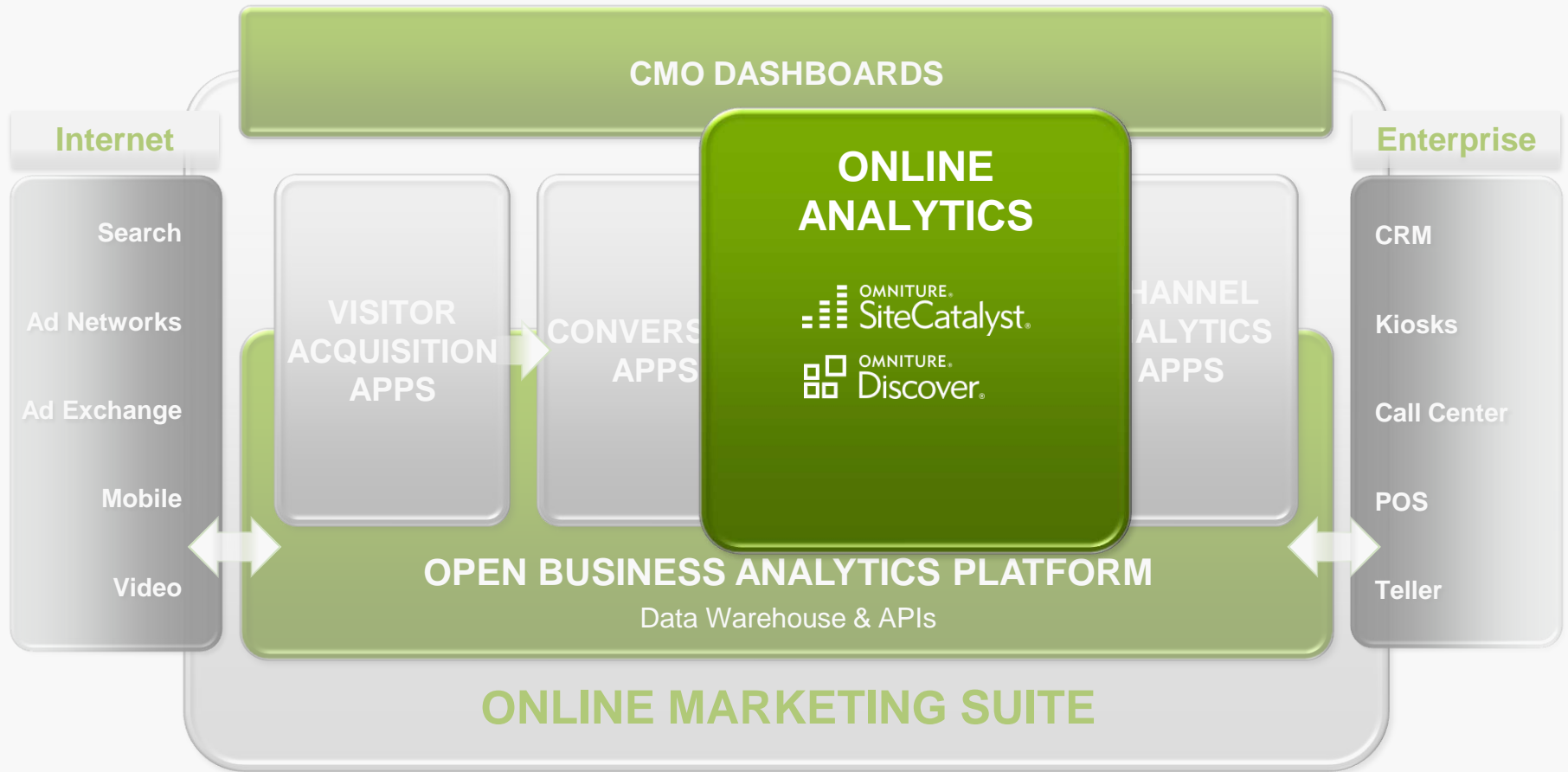
Omniture Online Marketing Suite



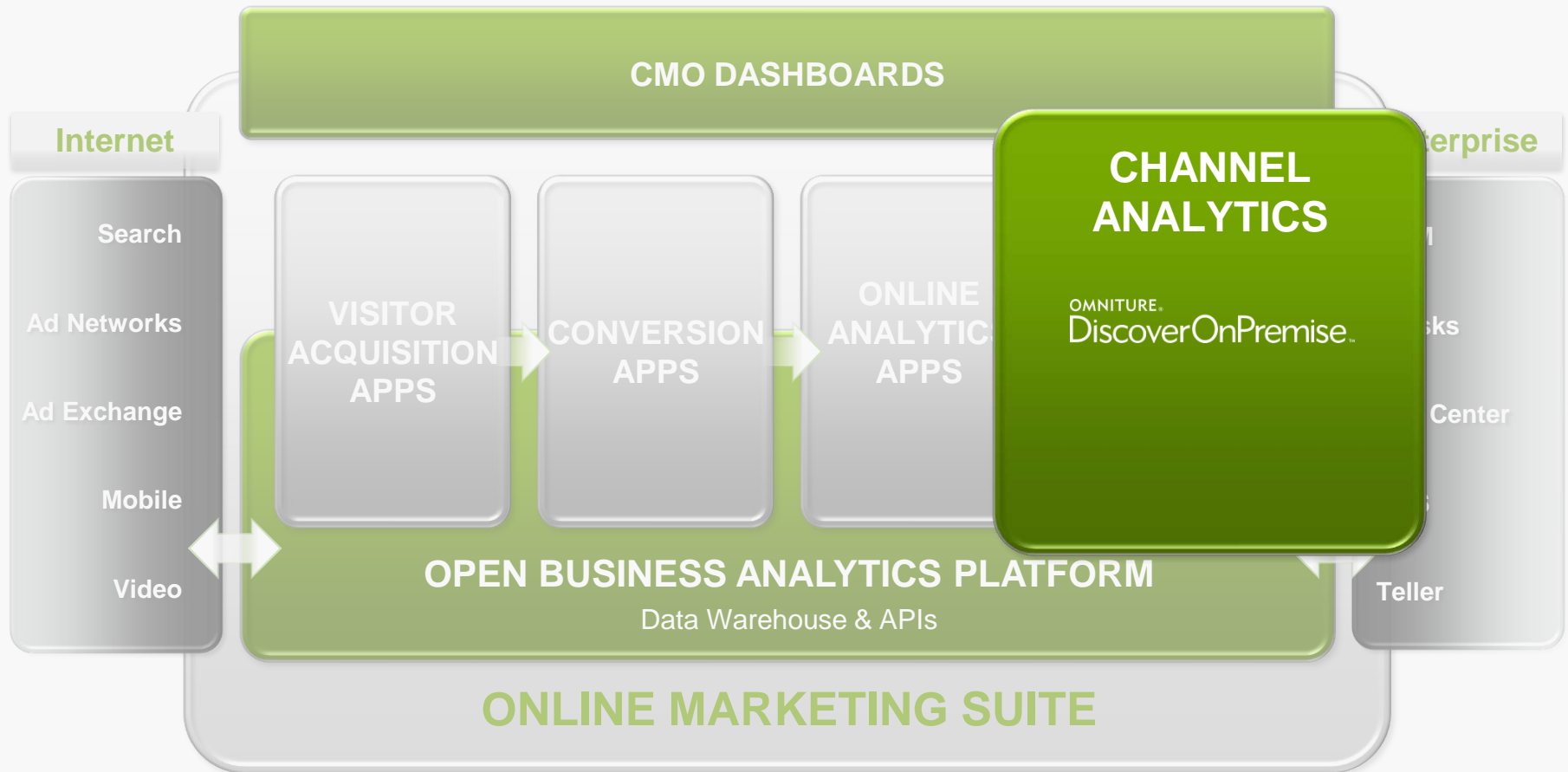
Omniture Online Marketing Suite



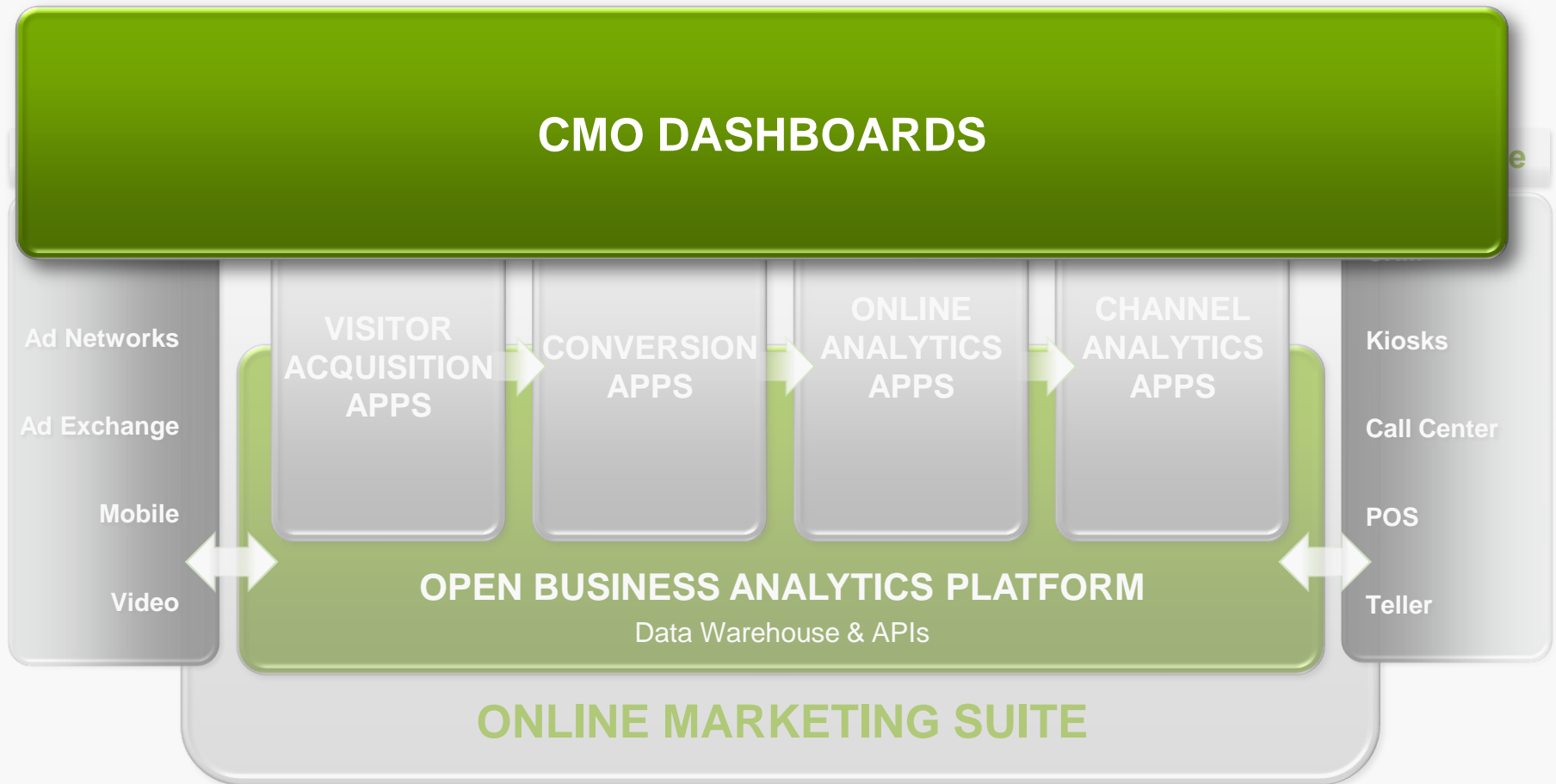
Omniture Online Marketing Suite



Omniture Online Marketing Suite



Omniture Online Marketing Suite



New Product Announcement



- Amazon-like product and content recommendations
- Target visitors on any channel: web, email or mobile
- Increase revenue via up-sell and cross-sell suggestions

Currently in Beta, General Availability in March 2009

Recent Product Innovations

For Retailers



OMNITURE®
Merchandising™

Personalize Online Shopping
Experience for Visitors

Optimize Conversion

OMNITURE®

DiscoverOnPremise™
for Retail

Visual Analysis of Customer Trends
Across All Interaction Channels

Maximize Revenue

New Developer Initiative

Proven Genesis Technology Available to Developers

developer.omniture.com

The screenshot shows the Omniture Developer website interface. At the top, there is a green header with the Omniture logo and the word "DEVELOPER" followed by "beta" in a smaller font. Below the header is a navigation bar with links for HOME, GETTING STARTED, DOCUMENTATION, CODE GALLERY, BLOG, and FORUM. The main content area is divided into two columns. The left column is titled "APIs & Web Services Documentation" and contains four items: "Omniture Administration" (Administer the Omniture Platform), "Data Warehouse" (Request reports that display advanced data relationships), "SiteCatalyst Reporting" (Customize to meet your reporting requirements), and "SiteCatalyst Data Insertion" (Integrate without Javascript tagging). The right column is titled "Getting Started" and features a large graphic with the numbers 1, 2, and 3. Step 1 is "Review the Prerequisites", step 2 is "Enable Web Services", and step 3 is "Test and Authenticate". A "Learn More >" button is located at the end of the graphic.

CONNECT

Omniture developer tools & documentation

COLLABORATE

With the Omniture developer community

INNOVATE

And share new applications built on Omniture

Omniture Developer Connection

Connect, Collaborate, Innovate



Yahoo Widget



Web Services



Geo Visitor App



Commerce
GeoSegmentation Data

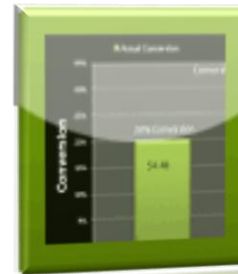


Integrate Stats

OMNITURE®



WordPress Plugin



Conversion Event
Calculator



iGoogle Gadget

CMO Dashboard

- CMO's are recognizing the opportunity with cross-channel marketing campaigns
- More campaigns are now integrated across online and offline: Mobile, video, social media, television, radio, print
- Marketing organizations are under pressure to measure cross-channel interaction and attribution, and deliver results
- Marketers use multiple agencies and internal groups to bring together campaign results across channels

**Omniture is bringing all this together
into a single, customizable dashboard.
One of the most requested products, EVER!**

Transforming Omniture

Developing Omniture's Optimization Platform

OMNITURE.
SiteCatalyst.

OMNITURE.
Discover.

OMNITURE.
DataWarehouse.

OMNITURE.
SearchCenter.

OMNITURE.
Genesis.

OMNITURE.
SiteSearch.

OMNITURE.
Test&Target.

OMNITURE.
Survey.

OMNITURE.
Publish.

ExactTarget, ACXION, bluehornet, dialog, eCircle, smartfocusdigital, epsilon, Knorice, silverPOP, thindata, loyaltylab, rocketseed, optivo, Sapient, Responsys, StrongMail, Emailvision, contactlab, zeta, click2, Email Marketing, ALTERIAN, REP, BRONTO, Right Now, komunik, SubscriberMail, MERKLE, ReturnPath, Yesmail, GoldLasso, neolane, WhatCounts, RedEye, marketbright, searchfeed, LookSmart, StoreFront, acumium, insidesales.com, Ask, Search Marketing, conchango, Auspient, CRM/SFA, miu, Baidu, Microsoft, ezrez, DM IN SITE, RIGHT NOW, Google, Gadhare, YAHOO!, ECOMMERCEPARTNERS.NET, demandware, ChannelNet, TIC GLOBAL, macrovision, elasticpath, DEVIX, richfx, Presodie, e-Commerce Platform, MeZine Inc., SAKOTECH, hybris software, enigmmedia, Salmon, gsi commerce, marketlive, vcommerce, SOLIDCACTUS, scene7, POINT & SHOP, amazon enterprise solutions, JUICEMETRO, perceptions, VENTURA, vanda, synacor, snow valley, FRUITION, FORESEE, Usability Sciences, Baynte, Fredhopper, ENDECA, LEOtrace, Celebros, Site Search, fast, BOB FIELDS, contentmetrics, CrownPeak, double click, mercada, SLI SYSTEMS, VIGNETTE, expresso, Sapient, Display Advertising, avenue a, razorfish, INTERWOVEN, marketbright, AKQA, R/GA, VIA STUDIOS, Content Management, MODERN MEDIA, G2, media logic, Carat, Clickability, SOLTIDION, Consulting & Strategy, bgt, MEDIASURFACE, Tribal 008, straligent, COMMERCE360, macnica, ZAAZ, digitaria, agency.com, acceleration, gear interactive, DIGITAS, COVARIQ

The Americas

AMERICAS

EMEA

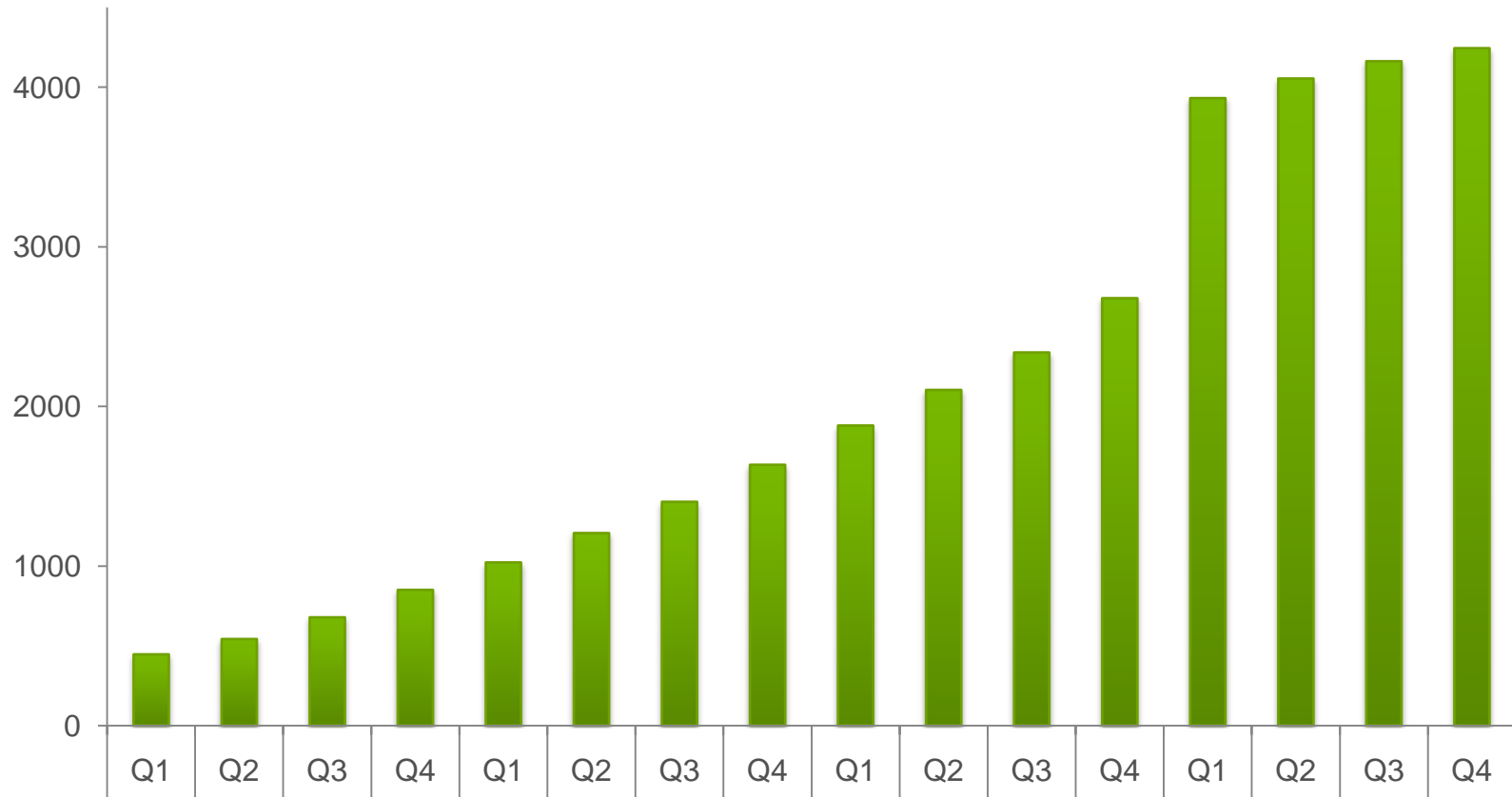
EMEA

Asia Pacific

APAC

Industry's Largest Customer Base

Number of Customers on Platform



Transaction Volume

Collecting the Essential Data

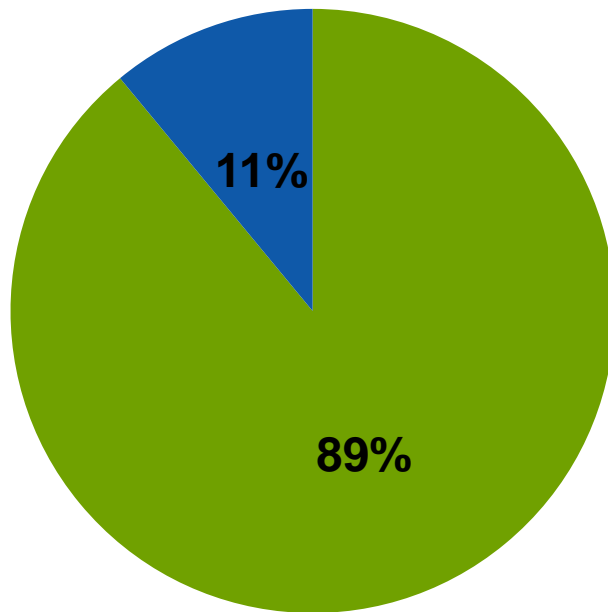
Total Transactions Captured (billions)



Geographical Mix

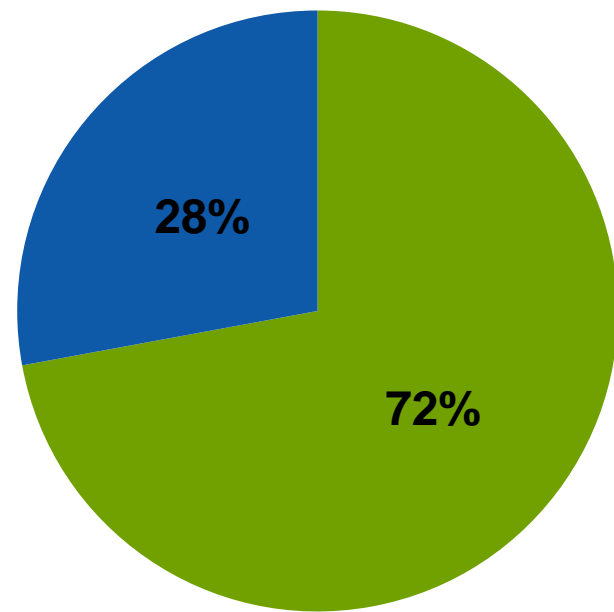
Expanding the Footprint

FY2005



■ United States ■ International

FY2008



■ United States ■ International

Global Presence

14 International Offices

Americas: Orem, UT; San Diego, CA; Herndon, VA; San Francisco, CA

EMEA: London, UK; Paris, France; Munich, Germany; Copenhagen, Denmark; Stockholm, Sweden

APAC: Tokyo, Japan; Beijing, China; Seoul, Korea; Singapore; Sydney, Australia



Support for More Than 100 International Currencies



Products Available in 7 Languages

English, French | Français, German | Deutsch, Chinese | 中文, Japanese | 日本語, Korean | 한국어, Spanish | Español

Products Sold

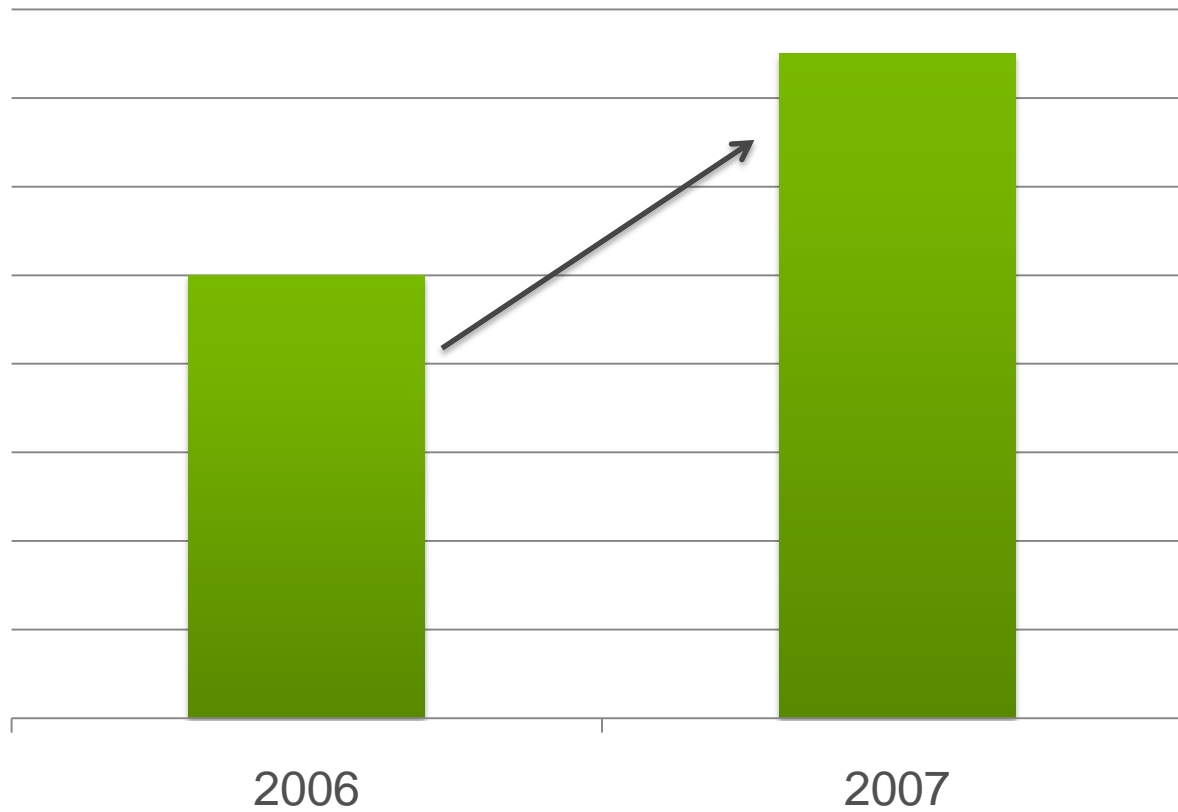
Providing the Right Products and Solutions

Year	# Products per Customer
2005	1.04
2006	1.18
2007	1.30
2008	1.35

Contract Value

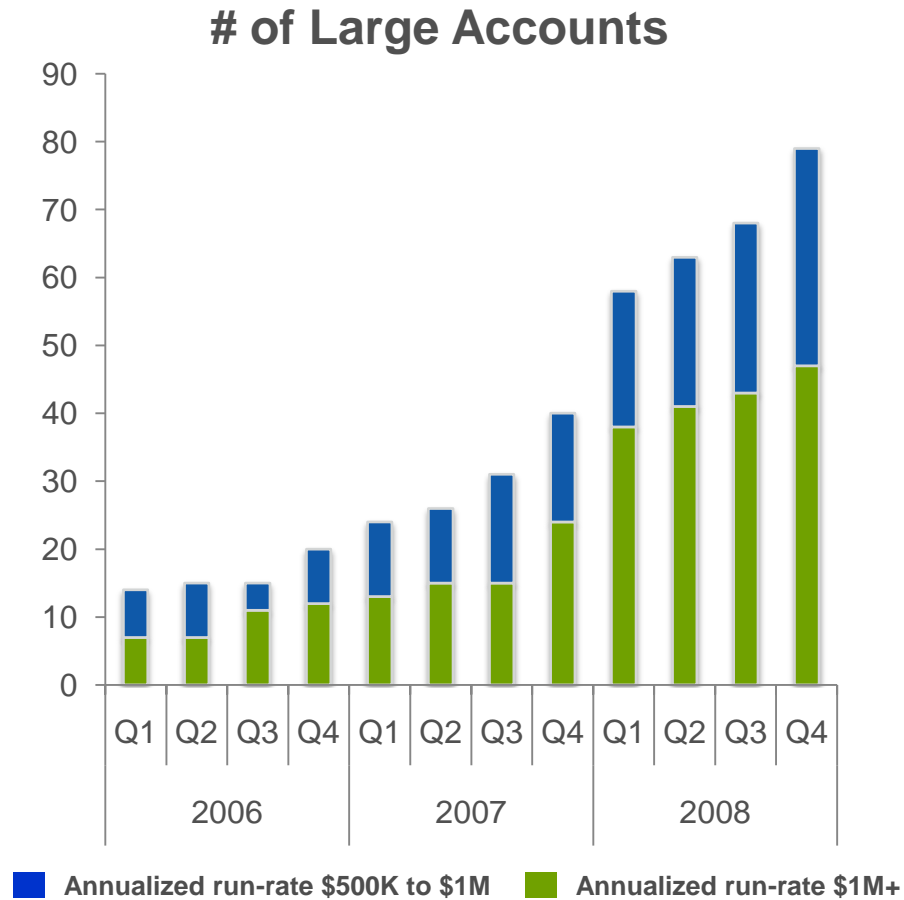
Providing Value to Our Customers

ACV for New Deals up 50%+



Growth of Large Accounts

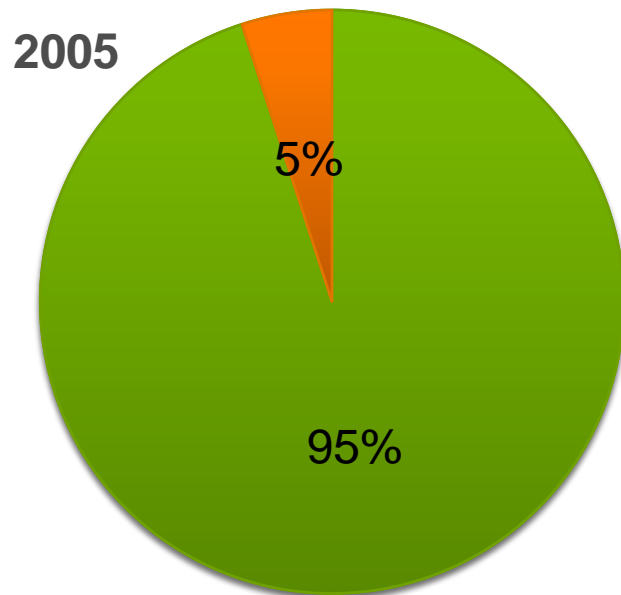
Providing Value to Our Customers



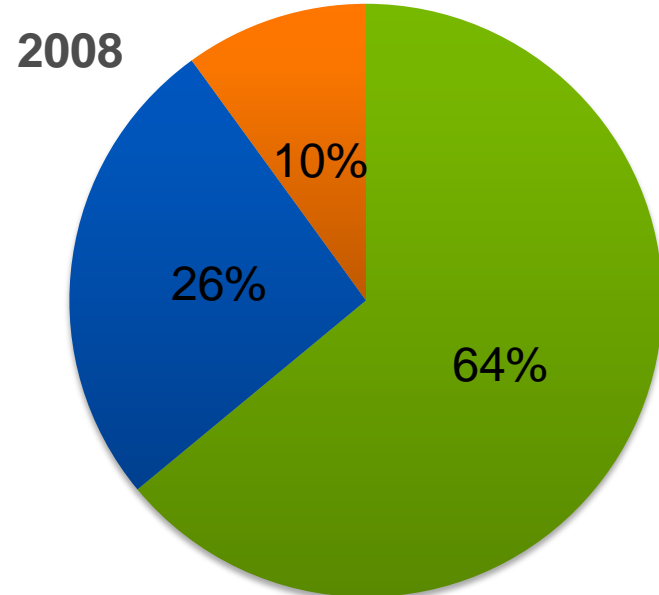
Product Mix

Customers Are Moving To Optimization

- 50% of our new sales are for optimization products
- Optimization revenue is growing



\$43 MM Revenue

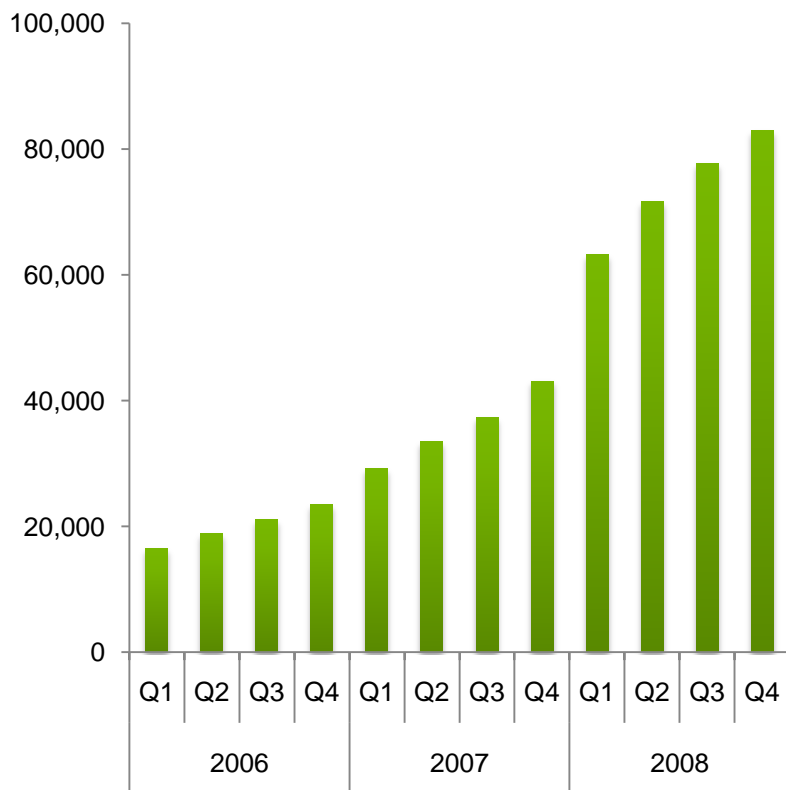


\$296 MM Revenue

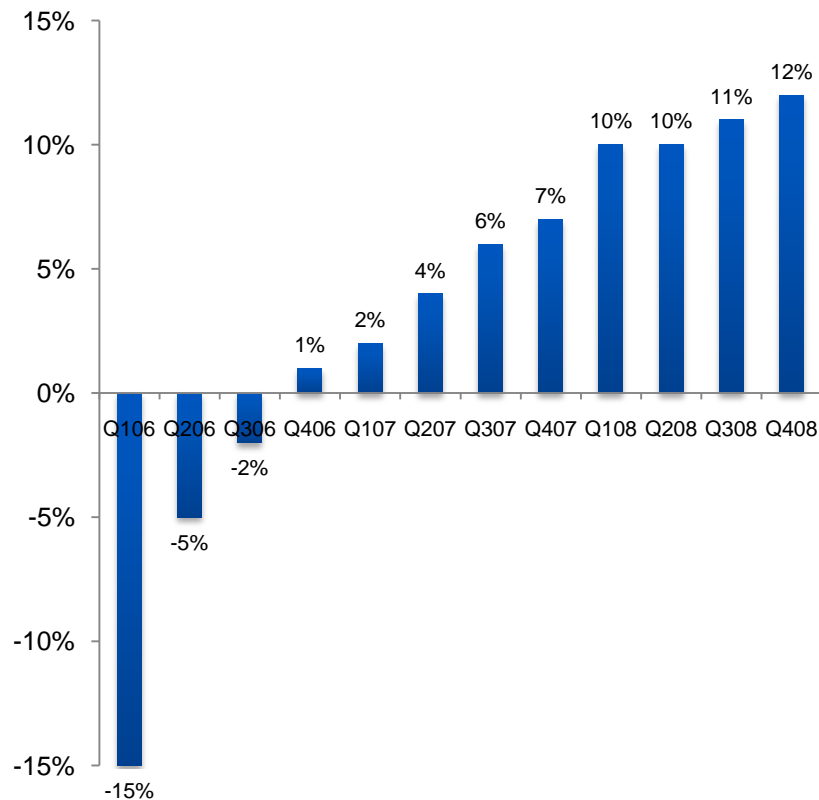
■ SiteCatalyst ■ Professional Services ■ Non-SiteCatalyst Products

Strong Revenue Growth with Consistent Improvements in Profitability

GAAP Revenues (\$MM)



Profitability (non-GAAP)



All non-GAAP numbers have been adjusted to exclude certain items. A reconciliation of non-GAAP adjustments to GAAP results are included on the Investor Relations section of our corporate Web site at www.omtr.com.

Together, We Lead the Change



Your Ability to Listen and Optimize Every Customer Interaction Is Your Game Changer

Analyst Day 09

Omniure Online Marketing Suite Overview

Aseem Chandra

Senior Vice President, Product Marketing

OMNITURE®
— — —

Product Strategy

1. Marketer Challenges

2. New Products & Innovation
3. Integrated Online Marketing Flows
4. Open Analytics Platform
5. Emerging Trends - Mobile, Video

Challenges That Marketers Face Today

Then



Now

Project Messages

**Consumers
Shaping Brands**

Participate in Conversation

View Data in Silos

**Proliferating
Channels**

Cross-Channel View

Acquire Leads or Traffic

**Marketing
Accountability**

Optimize the Experience

Focus on Creative

**Marketing
Skills**

Creative and Analytical

More Marketing Users on Omniture

Interactive Marketer



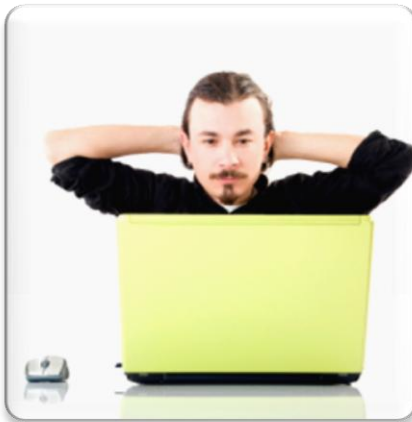
Search Marketer



Marketing VP



Web Analyst



Business Analyst



Developer



Product Strategy

1. Marketer Challenges

2. New Product Innovation

3. Integrated Marketing Flows

4. Open Analytics Platform

5. Emerging Trends (Mobile, Video)

Promote Relevant Choices to Cross-Sell



MOST POPULAR

E-MAILED BLOGGED SEARCHED

1. [A Portrait of Change: In First Family, a Nation's Many Faces](#)
2. [Transcript: Barack Obama's Inaugural Address](#)
3. [Well: Your Nest Is Empty? Enjoy Each Other](#)
4. [Op-Ed Columnist: Exit the Boy King](#)
5. [Wines of The Times: South African Wines Step Onto the Stage](#)
6. [Basics: In 'Geek Chic' and Obama, New Hope for Lifting Women in Science](#)
7. [Radical in the White House](#)
8. [Banks Foreclose on Builders With Perfect Records](#)
9. [Stanley Fish: The Last Professor](#)
10. [Editorial:](#)

[Go to Complete List »](#)

Key Capabilities

- Automate Recommendations
- Marketer Managed Algorithms
- Any Marketing Channel
- Built-in Testing
- Enriched By Online Analytics

Best Sellers



[Air Jordan Men's AJF 6 Basketball Shoe](#)



[New Era 5950 Change Fitted Cap](#)



[Nike Women's Shox Turbo + VIII](#)



[adidas Men's Rod Laver Mid Tennis Shoe](#)



[Under Armour Women's Illusion Running Shoe](#)

Beta at StubHub, eCampus, Northern Tool, MOMA, FinishLine, Gear.com

Personalize Online Shopping Experience



Key Capabilities

- Commerce Merchandising Console™
- Intuitive Shopping Interfaces
- Built-in Shopper Vocabulary
- Metrics Driven Merchandising™
- Social Merchandising

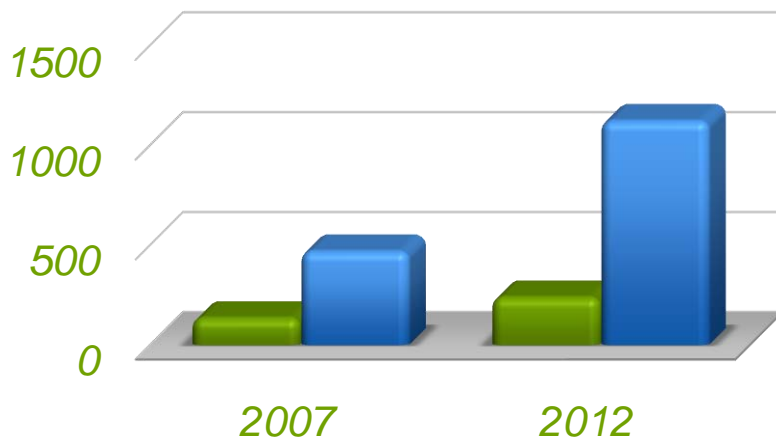
Execute merchandising strategies that optimize marketing effectiveness.
Increase conversions and Average Order Value.

Visual Analysis of Cross-Channel Trends

OMNITURE®

DiscoverOnPremise™ For Retail

Online retail sales remain healthy at **\$136B**
Store sales influenced by online research is **\$471B**



■ *Online Retail Sales*

■ *Web-Influenced Retail Store Sales*

Key Capabilities

- Optimize retailing lifecycle
- Pre-built analytic workspaces
- Visually intuitive trends discovery
- Unlimited customer segmentation
- SKU-level analytics

Source: Multi-Channel Retailing Report, eMarketer, 2008

Source: The State of Retailing Online 2008: Profitability, Economy, and Multichannel Report, Forrester Research

Fifty percent of online retailers report that their online customers are active in at least one other channel

Testing & Targeting Now a 'Must Have' Capability



Results - All Traffic

Select date: Last two months
Time period: Time period
remember report settings
show

Metrics Filter | Week Day Filter | Extreme Order Filter | Segment Filter

Show	Id
<input checked="" type="radio"/>	All
<input type="radio"/>	branded query
<input type="radio"/>	from Google
<input type="radio"/>	from Yahoo

Results - Individual Segment

Select date: Last two months
Time period: Time period
remember report settings
show

Exclude Extreme Orders [2]

Pool [2]

Green - element contribution is significant and confidence level is above 90%
Orange - element contribution is significant but confidence level is below 90%
Grey - element contribution is not significant

Filter values: segment is 'branded query'
Note: Report data may be delayed by up to 1 minute. Audit data is only available for 4 weeks. We recommend using the audit report API to automatically retrieve data on a weekly basis.

Pool [2]	Elements	Winning Alternatives	Lift	Influence	Confidence
<input type="checkbox"/>	Home hero	Short green (2)	9.70%	60.73%	98.49%
<input checked="" type="checkbox"/>	Home left	Phones 120 Off (3)	--	--	--
<input type="checkbox"/>	Home middle	Promo text (1)	3.05%	20.94%	93.02%
Total			12.76%		

Key Capabilities

- On Site, Visual Interface
- Active Visitor Profiler
- A/B and Multivariate Testing
- Automate Segmentation & Targeting
- Built-In Statistical Reporting
- Relevant Content Delivery

With a small investment in training, readily available software, an organization can build a 'test and learn' capability

Smart Business Experiments, Thomas Davenport, Harvard Business Review, February 2009

Combine Attitudinal and Behavioral Data



Key Capabilities

- Measure Brand Perception
- Improve Survey Design
- Establish a Dialogue
- Engage All Audiences
- Enrich Customer Persona

Companies are increasingly turning to online surveys to measure satisfaction regarding products and services

Jupiter Research Report, June 2007

Search is Primary Navigation on Most Sites



Key Capabilities

- Analytics Driven Search
- Relevant Results
- Targeted Presentation
- Spotlight Content
- Keyword Reporting

50% of visitors who convert to buyer used search to find the product

Fast Research

Product Strategy

1. Marketer Challenges
2. New Product Innovation
- 3. Integrated Marketing Flows**
4. Open Analytics Platform
5. Emerging Trends (Mobile, Video)

Optimize Landing Pages, Ads & Keywords

SearchCenter Integrated with Test&Target



Other Examples of Recent Integrations



Leverage SiteCatalyst data to immediately provide recommendations in new implementations.



Test recommendations to determine best outcomes and maximize cross-sell and up-sell opportunity



Trigger survey based on conversion and behavioral metrics, combine attitudinal and behavioral data



Product Strategy

1. Marketer Challenges
2. New Product Innovation
3. Integrated Marketing Flows
- 4. Open Analytics Platform**
5. Emerging Trends (Mobile, Video)

Open Business Analytics Platform APIs

Administrative API

- **SiteCatalyst Admin API** Administer users and access privileges on Omniture platform

Data Export & Reporting APIs

- **Reporting API** Access SiteCatalyst core report data to build custom reports
- **Data Warehouse API** - Submit Data Warehouse report requests via SOAP
- **Discover API** Submit Discover report requests via SOAP
- **SearchCenter API** allows a search engine to integrate with SearchCenter

Data Import APIs

- **SAINT API** SiteCatalyst® Attribute Importing and Naming Tool (SAINT) bulk-import additional data attributes or dimensions related to website activity
- **Data Sources API** Import data into SiteCatalyst® for reporting and optimization
- **Data Insertion API** Replaces JavaScript beacons on Web pages to capture data. Server-side data collection gathers data based on Web browser requests and Web server responses



New Developer Initiative

Proven Genesis Technology Available to Developers

developer.omniture.com

The screenshot shows the Omniture Developer website interface. At the top, there is a green header with the Omniture logo and the text "DEVELOPER beta". Below the header is a navigation menu with links for HOME, GETTING STARTED, DOCUMENTATION, CODE GALLERY, BLOG, and FORUM. The main content area is divided into two columns. The left column is titled "APIs & Web Services Documentation" and contains four items: "Omniture Administration" (Administer the Omniture Platform), "Data Warehouse" (Request reports that display advanced data relationships), "SiteCatalyst Reporting" (Customize to meet your reporting requirements), and "SiteCatalyst Data Insertion" (Integrate without Javascript tagging). The right column is titled "Getting Started" and features a large graphic with the numbers 1, 2, and 3. Step 1 is "Review the Prerequisites", step 2 is "Enable Web Services", and step 3 is "Test and Authenticate". A "Learn More >" button is located at the end of the graphic.

CONNECT

Omniture developer tools & documentation

COLLABORATE

With the Omniture developer community

INNOVATE

And share new applications built on Omniture

Product Strategy

1. Marketer Challenges
2. New Product Innovation
3. Integrated Marketing Flows
4. Open Analytics Platform
- 5. Emerging Trends (Mobile, Video)**

Emerging Trends – Analytics on The Go



SiteCatalyst on Mobile Devices

SiteCatalyst for iPhone

- Released in Aug 2008
- Downloads 7,000+

SiteCatalyst for Android

- Released in Dec 2008
- Downloads 700+

App Measurement for iPhone

- SDK for iPhone Announced in January '09
- Designed for Native iPhone Applications

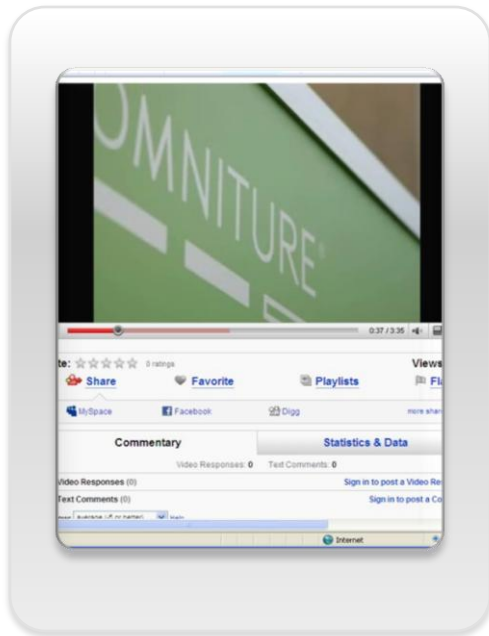
More Users Rely On Omniture Every Day

Emerging Trends – Mobile and Video

Mobile Analytics in SiteCatalyst

Reports

- Mobile Devices
- Device Manufacturer
- Screen Size
- Screen Width
- Screen Height
- Cookie Support
- Image Support
- Screen Color Depths
- Video Format Support
- Audio Format Support



Video Analytics in SiteCatalyst

Reports

- Video Views
- Video Visits
- Videos
- Next Video Flow
- Previous Video Flow
- Daily Unique Video Visitors
- Video Segments Viewed
- Time Spent on Video
- Video Players
- Videos by Player
- Video Details by Player

Product Strategy

1. Marketer Challenges
2. New Product Innovation
3. Integrated Marketing Flows
4. Open Analytics Platform
5. Emerging Trends (Mobile, Video)

Analyst Day 09

Omniture Online Marketing Suite Demo

Matt Belkin

Senior Vice President, Emerging Business

OMNITURE®
— — —

Analyst Day 09

Financial Overview

Mike Herring

Chief Financial Officer and Executive Vice President

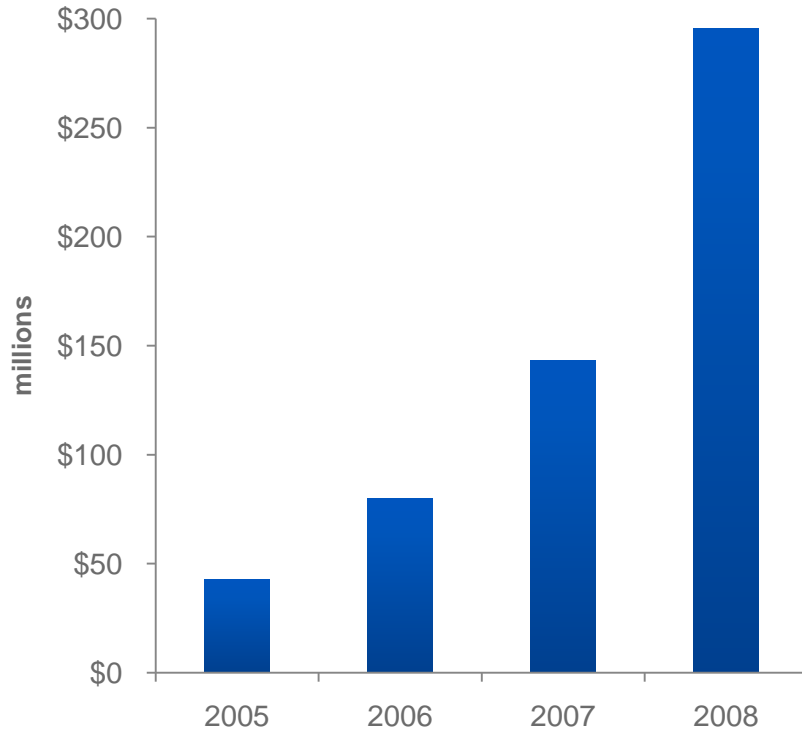
Fiscal 2008 Financial Highlights

- Record Fiscal 2008 revenues:
 - GAAP: \$296M / non-GAAP: \$309M
 - 107% (GAAP) and 113% (non-GAAP) Revenue Growth
- Significantly improved profitability
 - 348% Operating Income Growth (non-GAAP)
 - 11% Operating Margin (non-GAAP)
- Solid Balance Sheet
 - \$100M+ Cash and Investments including \$25M from WPP in Q109
 - \$50M Credit Facility from Wells Fargo
- Successfully completed and integrated the acquisitions of Visual Sciences and Mercado
- Business model transitioned from single product footprint expansion as driver of growth to multi-product penetration and revenue per customer as increasingly important drivers

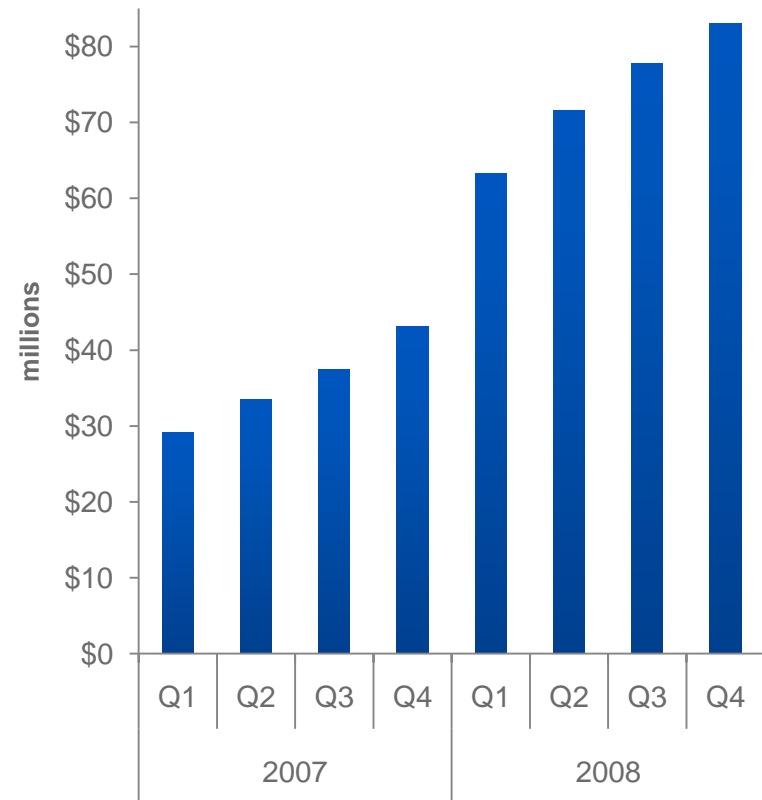
All non-GAAP numbers have been adjusted to exclude certain items. A reconciliation of non-GAAP adjustments to GAAP results are included on the Investor Relations section of our corporate Web site at www.omtr.com.

Revenue Growth

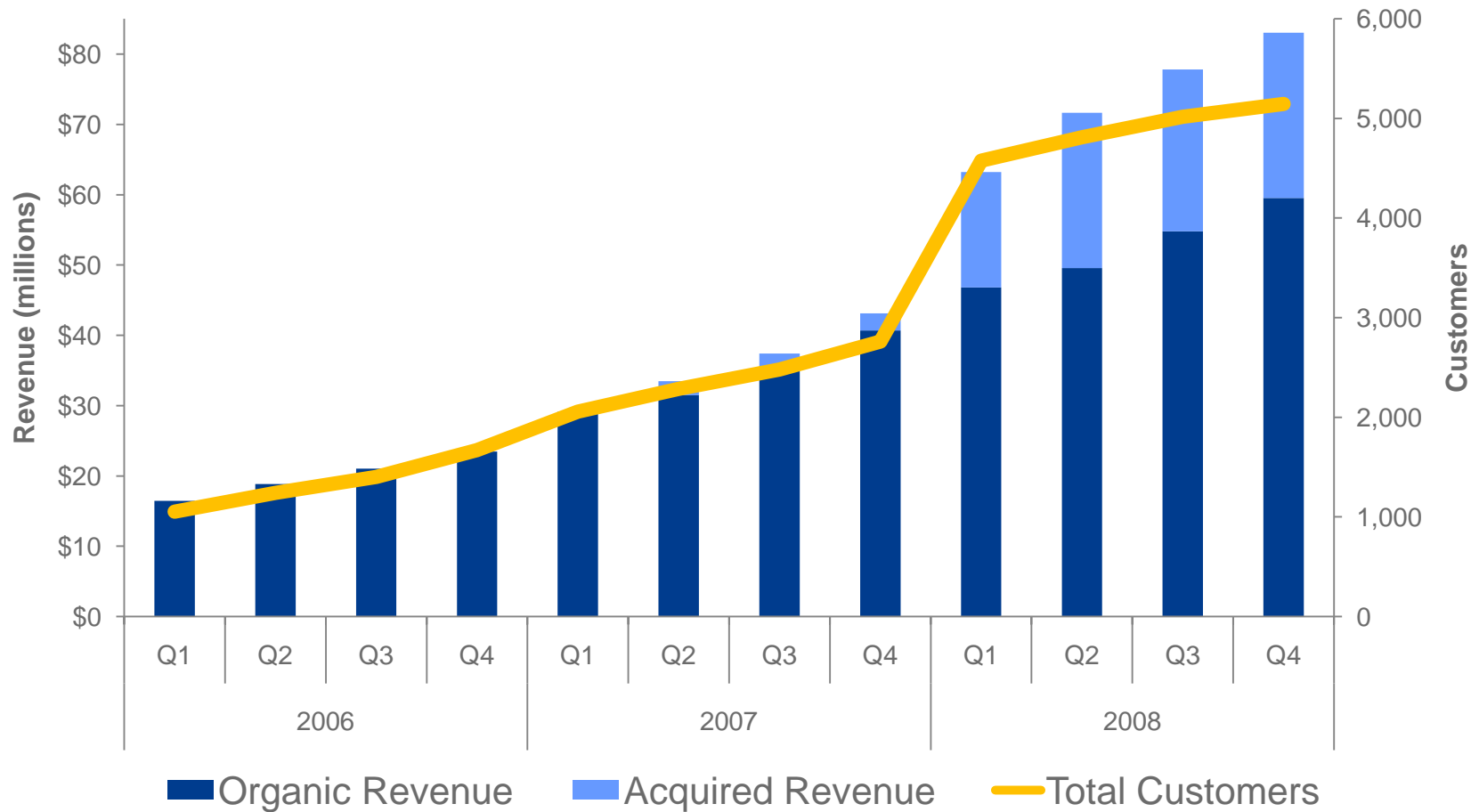
Annual



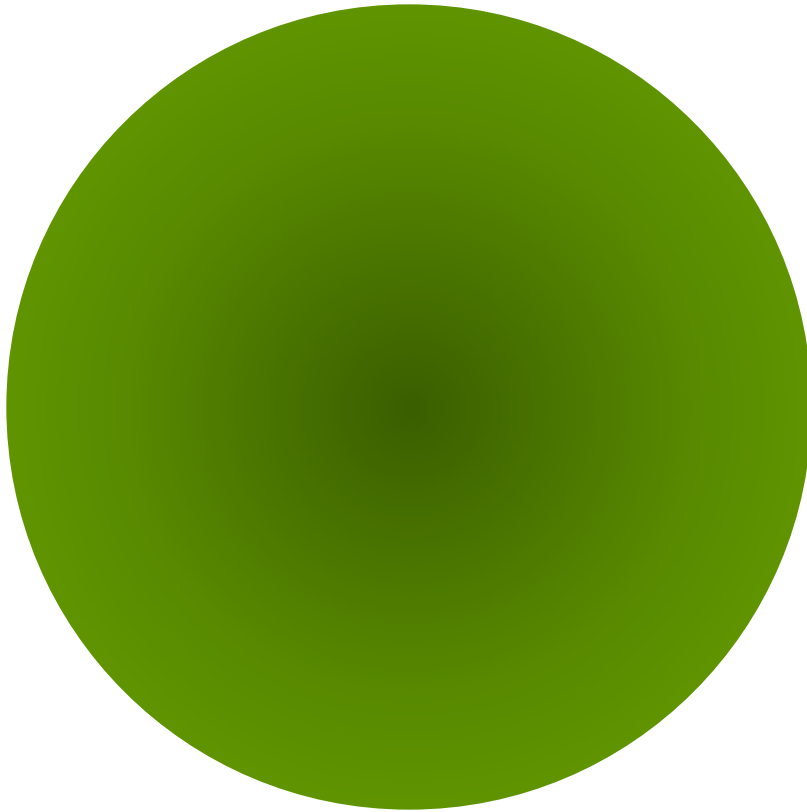
Quarterly



Revenue vs. Customers



Customer Segmentation

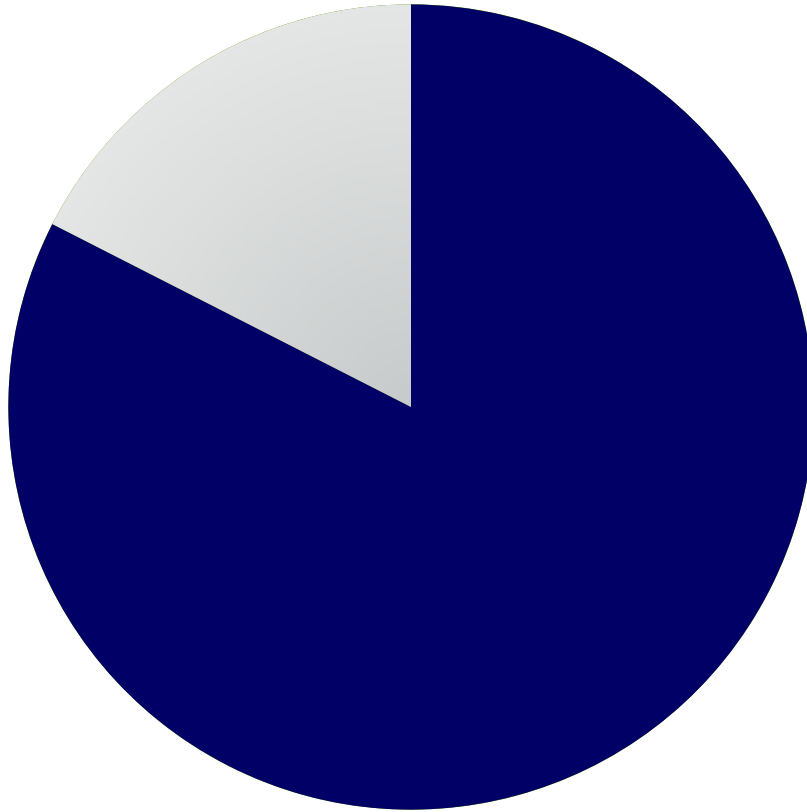


Total Customers:

- ~ 5100+ Customers
- 100% Revenue
- ~ 90% Nominal Retention

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Customer Segmentation

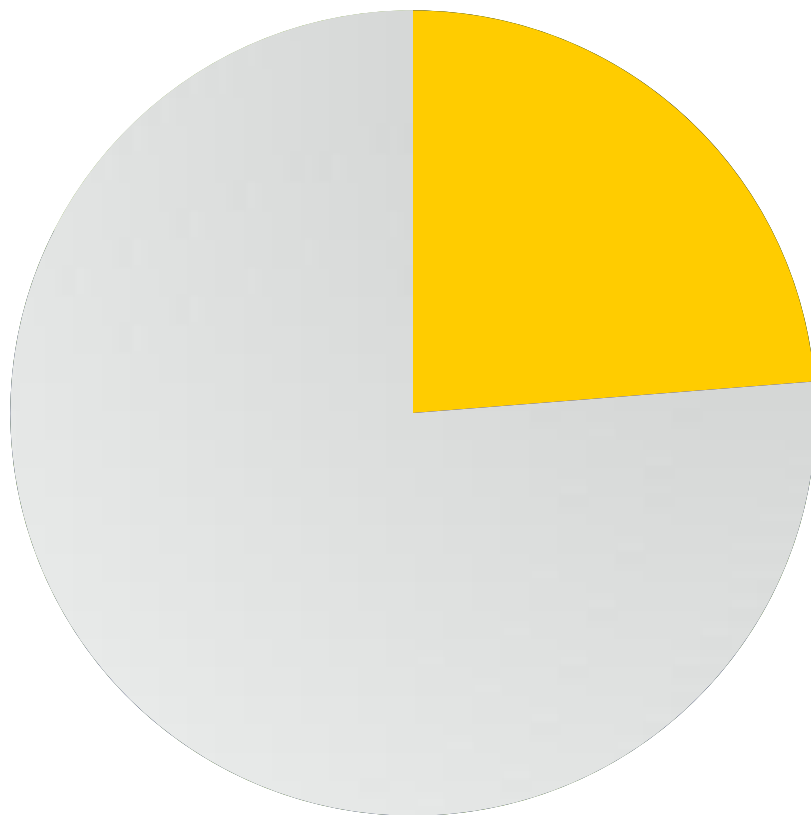


Platform Customers:

- ~ 4200 Customers
- 95% Revenue
- 92% Nominal Retention
- 1.35 products per customer
- Average Account: ~\$75K / year

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Customer Segmentation



Enterprise Customers:

- ~ 1900 Customers
- 77% Revenue
- 95+% Nominal Retention
- Average Account: ~\$136K / year

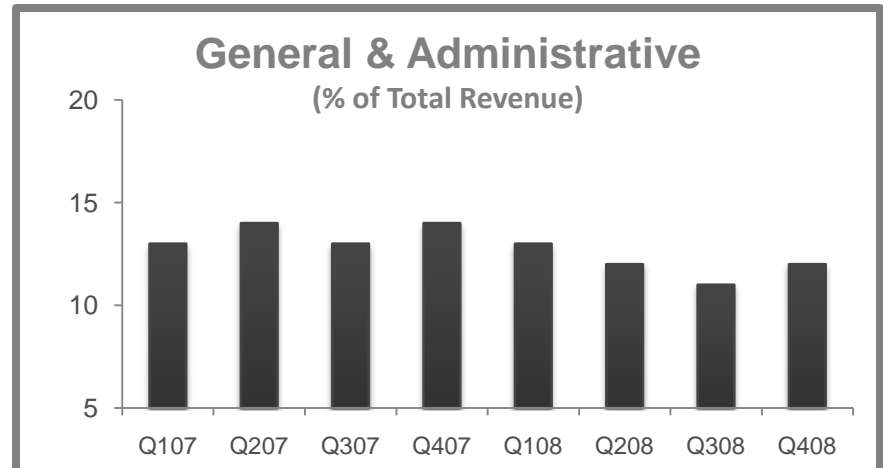
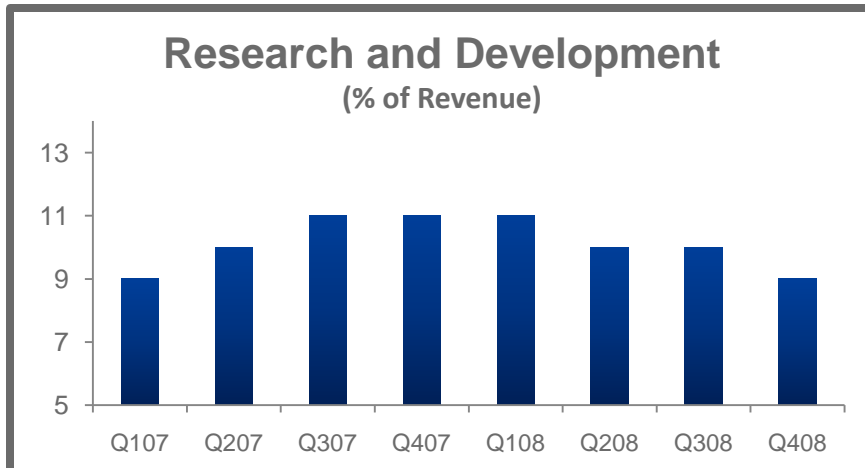
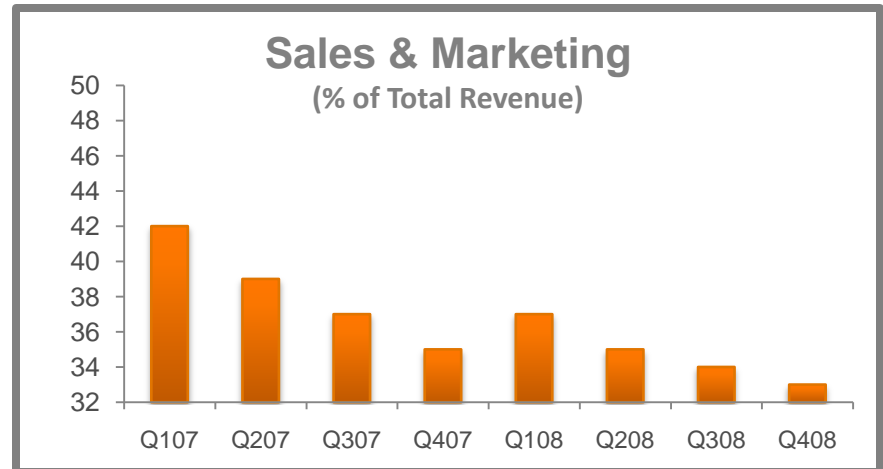
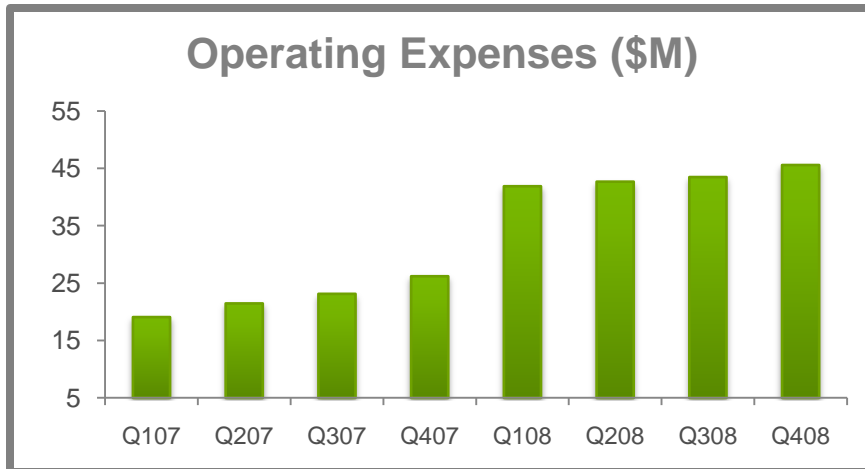
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Non-GAAP Margin (% of Revenue)

	2008
Gross Margin	67
Sales & Marketing	34
Research & Development	10
General & Administration	12
Operating Margin	11

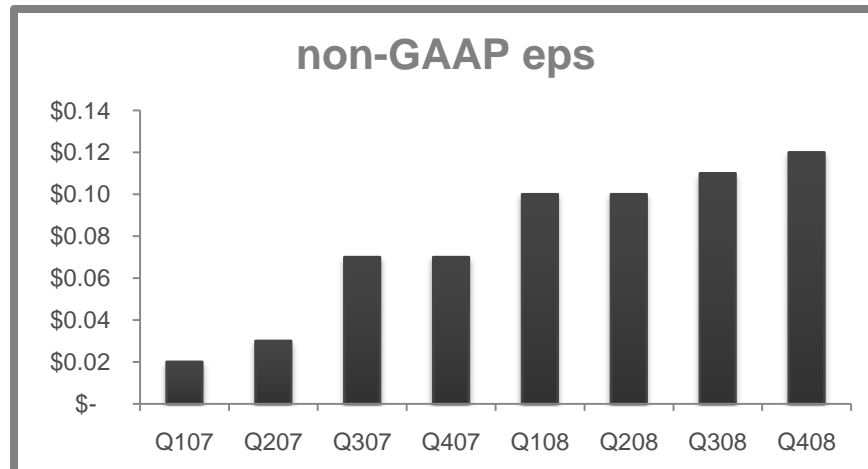
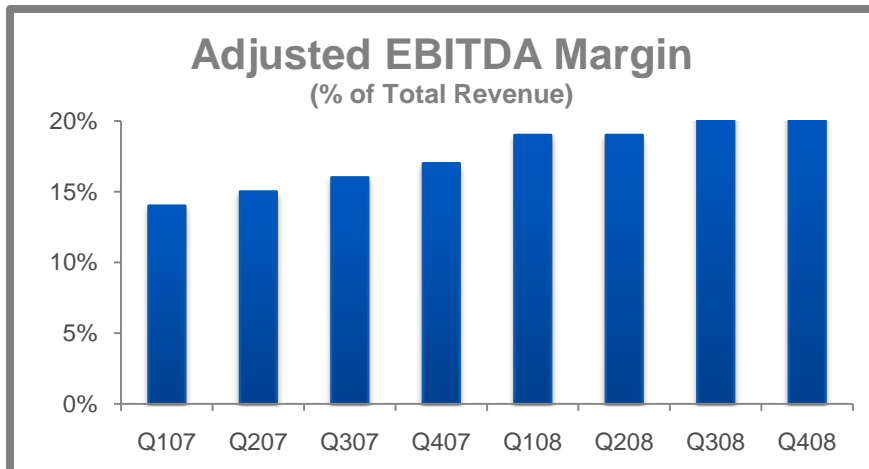
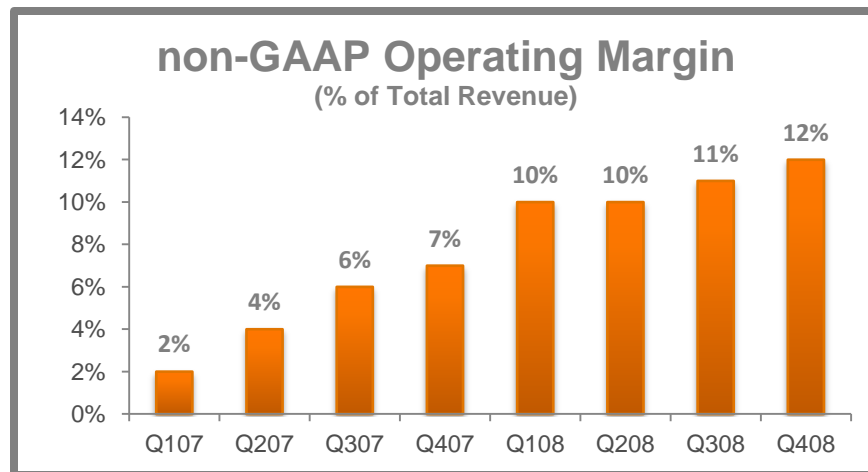
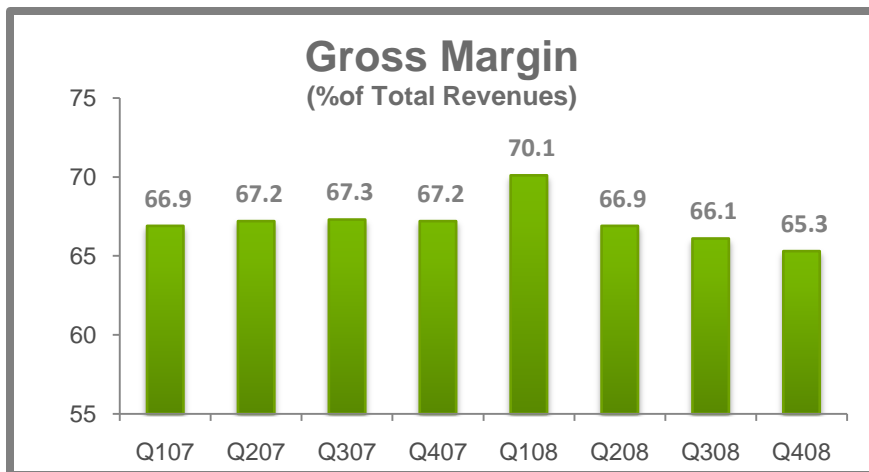
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Operating Expenses (non-GAAP)



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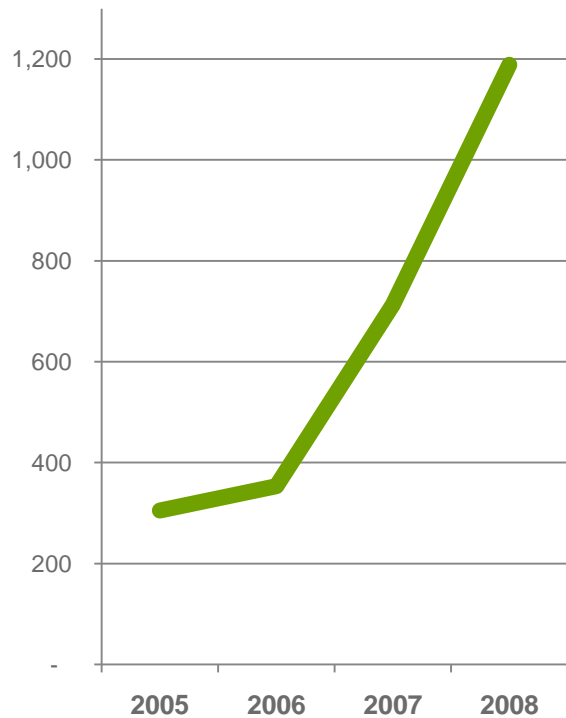
Leverage of Financial model (non-GAAP)



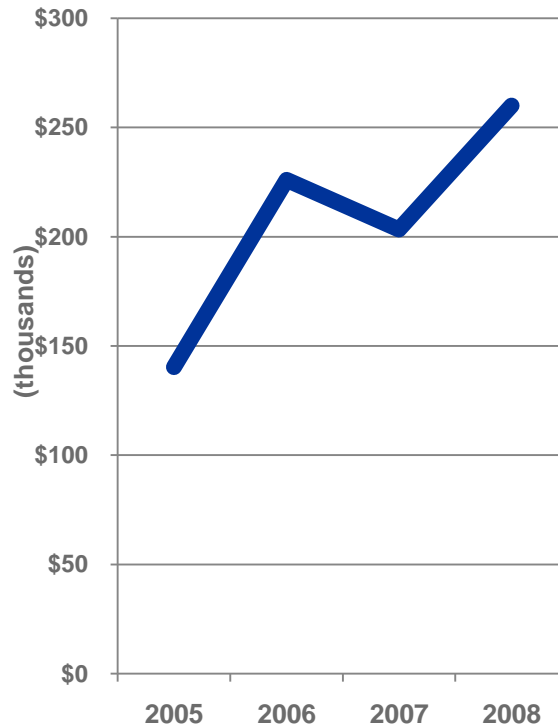
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Productivity

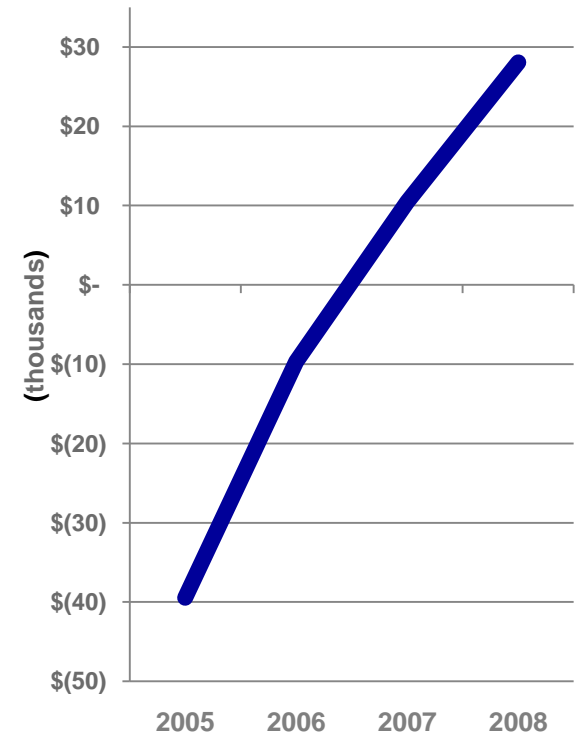
Headcount



Revenue (non-GAAP) per Head



Operating Income (non-GAAP) per Head



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Balance Sheet Metrics

	12/31/2008
Cash and Investments	\$95M
Accounts Receivable	\$107M
Net DSO (days)	54
Property and Equipment	\$61M
Deferred Revenue	\$112M
Total Assets	\$842M

Strong Progress Towards Target Model

	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Revenue Growth (non-GAAP)	108%	86%	82%	113%
Gross Margin (non-GAAP)	57%	62%	67%	67%
Operating Margin (non-GAAP)	(28%)	(4%)	5%	11%
CAPEX (% of Revenue)*	44%	19%	16%	17%
FCF (% of Revenue)	(55%)	(14%)	4%	7%

* CAPEX amount shown includes operating lease obligation amounts.

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Analyst Day 09