OMNITURE®
SiteCatalyst®

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Actionable Web Analytics

Omniture SiteCatalyst® provides marketers with actionable, real-time intelligence about online strategies and marketing initiatives. SiteCatalyst helps marketers quickly identify the most profitable paths through their Web site, determine where visitors are navigating away from their site, and identify critical success metrics for online marketing campaigns. SiteCatalyst is part of the Omniture Online Marketing Suite of applications for online business optimization.

BUSINESS CHALLENGES
Organizations are constantly challenged to meet the dynamic demands of a successful online business. They need to be able to make better strategic decisions based on multi-channel data sources, as well as immediate operational decisions driven by real-time Web analysis data. Real-time information is critical to quantifying and visually representing the effectiveness of marketing initiatives across online marketing channels—and must be easily shared with all stakeholders.

THE SOLUTION
SiteCatalyst is the industry-leading product that addresses these challenges by providing marketers with the following benefits.

» One place to measure, analyze, and optimize integrated data from all online initiatives across multiple marketing channels
» A comprehensive set of ready-to-use reports that deliver critical insight for improving online success
» Personalized dashboards, alerts, and bookmarks that deliver quick snapshots of key performance indicators (KPIs) for online marketing initiatives
» Extensive set of standalone site metrics that can also be used to develop calculated metrics
» ClickMap graphic overlay that measures traffic, commerce, and success metrics to visually display the most relevant elements on each page of your Web site

SCRIPPS NETWORKS

"Omniture delivers powerful solutions to help us effectively measure and optimize all of our online offerings."

DIRECTOR OF ONLINE ANALYTICS, SCRIPPS NETWORKS

BENEFITS:

» **Optimize Video Performance**
With video becoming an important online medium, SiteCatalyst offers you the most advanced video measurement and reports you can find.

» **Mobilize Your Marketing**
Accurately identify mobile visitors and their device capabilities to deliver the right mobile experience.

» **Measure Web 2.0 Effectiveness**
Increase the relevancy and effectiveness of the latest Web 2.0 tools by optimizing: social networking, consumer reviews, blogs and more.

» **Improve Conversions**
Gain critical insight with conversion reports showing detailed information on purchasing metrics, customer loyalty, campaigns, visitor profiles and more.

» **Instant Decision Making**
Set up automatic notification of event triggers when your key metrics exceed or fall below expectations.

KEY FEATURES

Pre-Built Reporting and Analytics
» Boardroom-ready downloadable reports in PDF, Excel, Word, and HTML formats
» Extensive collection of ready-to-use, popular reports including Page Summary, Next Page Flow, Fallout/Form Abandonment, Geo-segmentation, Conversion Funnel, Cross Sell, and more
» Custom reporting, which enables you to measure any event that occurs on your site
» Drill-down reporting to answer complex web analytics questions
» Robust calendaring function for quick and easy selection of both preset and user-defined date ranges.
» Report-suite-level calculated metrics, giving all users or specific users access to the same KPIs

Mobile Analytics
» Improved visitor identification for accurate profile of mobile audiences
» Mobile-specific collection enhancements for accurate data capture from a variety of mobile devices
» Mobile device reporting from extensive library of device profiles to uniquely identify specific mobile device types and manufacturers
» Geo-location and carrier identification for more accurate mobile marketing campaigns specific to countries and carriers
» Mobile bookmarks and dashboards access via mobile Web login.
» Mobile email report delivery in mobile-friendly format for easy reading on mobile devices

Innovative Work Flow
» Flatter navigation, offering fewer clicks to your destination
» Product search—easily find reports, features, and Help from anywhere in the product
» Publishing Lists to easily manage recipients of scheduled reports across thousands of report suites
» Lockable dates to prevent rolling periods in scheduled reports
» Omniture University self-paced training video modules, user manuals, and white papers for self-paced learning
» A Knowledge Base of thousands of questions already asked by other SiteCatalyst users

Video & Web 2.0 Optimization
» Eleven video optimization reports
» ActionSource™ method for natively tracking Flash applications used with the ActionScript programming language (Adobe Flash and Flex)
» Eliminate dependencies on JavaScript for Flash tracking through the use of native ActionScript analytics
» Full support for popular media players including Windows Media Player, QuickTime, and RealPlayer
» Only one server call per video, minimizing network chatter
» Video engagement and milestone tracking built into reports
» Ability to find sweet-spots for ad placement by seeing the most viewed video sections
» Class-based implementation for Flash and Flex video players, allowing for easier, faster deployment

Advanced Segmentation
» Segment data from a report suite and create a new suite to hold the data
» Geosegmentation reports to understand the geographic dynamics of Web audience
» Create real-time segmentation of all online data and define an unlimited number of visitor segmentation rules
» Create real-time segmentation of all online data with an unlimited number of visitor segmentation rules

Flexible Data Integration
» Data Sources Manager to integrate multi-channel or offline data with data collected on the Web site
» SOAP-based open standards Web services API for real-time reporting
» Integrate Web analytics data with in-house reporting tools
» Data Extract and Excel Client options that enable you to export SiteCatalyst data into Excel

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OMNITURE—THE LEADER IN ONLINE BUSINESS OPTIMIZATION

More than 5,100 companies around the world rely on The Omniture Online Marketing Suite to optimize customer interactions—creating more personalized, relevant customer experiences while also maximizing the return on their marketing spend. The Omniture Online Marketing Suite offers superior usability, supports multiple languages and currencies, and is delivered securely via an on-demand infrastructure that is designed to scale with customer needs.

Powered by an Open Business Analytics Platform, the suite is supported by world-class services and a rich ecosystem of partners, developers and agencies. Omniture Client Services include ClientCare, with flexible support options and global access; Omniture Consulting, with a world-class implementation methodology and industry best practices; Omniture Education with on-demand and in-class certification programs.

OMNITURE®

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