



## 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 as an on-demand subscription service, 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 through Omniture University™. Omniture's 2,500 customers include eBay, AOL, Wal-Mart, Gannett, Microsoft, Neiman Marcus, Oracle, Countrywide Financial, General Motors, Sony and HP.

<b>Founded:</b>	1996
<b>Corporate:</b>	<a href="http://www.omniture.com">www.omniture.com</a>
<b>Investor Relations:</b>	<a href="http://www.omtr.com">www.omtr.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>Revenue (USD):</b>	<table border="1"> <thead> <tr> <th>2002</th> <th>2003</th> <th>2004</th> <th>2005</th> <th>2006</th> </tr> </thead> <tbody> <tr> <td>3.7M</td> <td>8.7M</td> <td>20.6M</td> <td>42.8M</td> <td>79.7M</td> </tr> <tr> <th colspan="2">Q107</th> <th colspan="3">Q207</th> </tr> <tr> <td colspan="2">29.2M</td> <td colspan="3">33.5M</td> </tr> </tbody> </table>	2002	2003	2004	2005	2006	3.7M	8.7M	20.6M	42.8M	79.7M	Q107		Q207			29.2M		33.5M		
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3.7M	8.7M	20.6M	42.8M	79.7M																	
Q107		Q207																			
29.2M		33.5M																			
<b>Employees (as of June 30, 2007):</b>	531																				
<b>Captured Customer Data (2006)</b>	1.4 Trillion Transactions																				
<b>Captured Customer Data (2007, through June 30)</b>	1 Trillion Transactions																				
<b>Customers:</b>	<p>During the second quarter of 2007, Omniture added over 300 new customers, bringing the total to approximately 2,500. New customer relationships secured included American Honda Motor Company, Avid Technology, bizjournals, Delta Air Lines, Drugstore.com, Hickory Farms, Jenny Craig, Inc., KeyBank, Make-A-Wish Foundation, New York Magazine, Philly.com, ProFlowers, Carphone Warehouse, El Pais, Internet Property Finder Limited, ITV, Nikkei, Serve Media BV, Siemens AG Medical, British Sky Broadcasting Group, and FD Mediagroup.</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																				

## MANAGEMENT

<b>Joshua G. James</b>	Chief Executive Officer, Co-founder
<b>John R. Pestana</b>	Executive Vice President, Customer Success, Co-founder
<b>Christopher C. Harrington</b>	President, Worldwide Sales
<b>Brett M. Error</b>	Chief Technology Officer & Executive Vice President, Products
<b>Michael S. Herring</b>	Chief Financial Officer and Executive, Vice President
<b>Michael J. Dodd</b>	Senior Vice President, Corporate Development
<b>Gail M. Ennis</b>	Senior Vice President, Marketing
<b>Shawn J. Lindquist</b>	Chief Legal Officer, Senior Vice President and Secretary
<b>John F. Mellor</b>	Senior Vice President, Business Development
<b>Neil M. Weston</b>	General Manager, EMEA and Senior Vice President

## SERVICES

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

### International Capabilities

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

- English
- Chinese
- French
- German
- Japanese

# OMTR

## 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 Genesis™

Omniture Genesis is a solution designed for business users to automate the integration of marketing applications into the Omniture Online Business Optimization Platform. Using an intuitive "Plug and Play" interface, Omniture Genesis reduces the complexity of measuring online marketing campaigns and increases results by providing one standard view across all marketing initiatives. There are currently over 50 Accredited Application Partners in Genesis covering behavioral targeting, campaign management, community ratings and reviews, content management, content optimization/multivariate testing, CRM/SFA, email marketing, search engine optimization, search marketing, site search/content guidance, and user experience/usability improvement.

### Omniture TouchClarity™

Omniture TouchClarity provides on-site behavioral targeting through a unique, sophisticated combination of real-time predictive modeling, data mining and machine learning. This allows companies to target each Web visitor individually in order to offer the most relevant products or promotion. Hundreds of variables are analyzed for predictive insight ranging from the time of day, and day of week to the referring URL, search criteria, frequency of the previous visits and complete on-site click-stream. Real-time reports show the exact revenue lift that result from the targeting versus a control group.

### 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.

### 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.

FOR MORE INFORMATION:

OMNITURE®



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