



OMNITURE Analyst Meeting

Omniture Summit
Grand America Hotel
March 4, 2008

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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 competitive position, continuing customer demand for our services, our leadership in the market for on-demand, online business optimization services, including web analytics, the strength of our business in 2008, and expectations regarding certain financial measures, including GAAP and non-GAAP revenue, GAAP and non-GAAP net income and loss, gross margin and operating margin, CAPEX, free cash flow and adjusted EBITDA, the anticipated benefits of our pending acquisitions for us and our customers, expectations regarding the market for our services, and the anticipated success of and results of our integration efforts relating to the acquisitions we have completed to date, our business strategies for 2008, including those related to sales and marketing, technology development, and international operations. 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 changes in the demand for our services, the potential that we or our customers may not realize the benefits we currently expect from our recent acquisitions, risks that the expected financial effect of our recent acquisitions may not be realized, risks associated with the operation of our business or our industry in general, risks inherent in the integration and combination of complex products and technologies from our acquisitions, our ability to continue to attract new customers and sell additional services to our existing customers, the continued adoption by customers of our SiteCatalyst service and other product and service offerings, including 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, risks associated with our acquisition strategy and disruptions in our business and operations as a result of acquisitions, 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, 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 relationships with third parties with respect to either technology integration or channel development, our ability to expand the sales of our services to customers located outside the United States, 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-K for the period ended December 31, 2007 and from time to time in other reports filed by Omniture with the U.S. Securities Exchange Commission, which 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.

We believe that, while these non-GAAP measures are not a substitute for GAAP results, they provide a basis for evaluating the Company's operating results because they helpful in understanding our past financial performance and our future results and facilitate comparisons of results between periods. Omniture adopted SFAS 123R on January 1, 2006, using the prospective method. Results of prior periods have not been restated to conform with the 2006 presentation. We also recorded deferred compensation in 2005 related to the granting of options which is being amortized in subsequent periods. We believe the calculation of revenues, calculated without acquisition-related accounting adjustments to deferred revenue, provides a meaningful indicator of the Company's on-going revenues and financial performance. We believe the calculation of net income and loss and earnings and loss per share, calculated without acquisition-related accounting adjustments to deferred revenue, stock-based compensation expense, the amortization of certain intangible assets, imputed interest expense and non-recurring acquisition related expenses, provides a meaningful comparison to our net loss and loss per share figures reported for 2005 and prior years. 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 the acquisition-related adjustment 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. 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. These non-GAAP measures have been reconciled to the nearest GAAP measure as required under SEC rules. The note that the non-GAAP financial information that Omniture provides also may be different from the non-GAAP information provided by other companies.



Welcome and Overview

Josh James
CEO and Co-Founder

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Agenda

- Josh James, CEO and Co-Founder - Welcome
- Brett Error, CTO - Product Overview and Network Infrastructures
- John Mellor, EVP, Business Dev. & Corp. Strategy – Omniture Ecosystem
- Gail Ennis, SVP, Marketing - Corporate Marketing
- Break
- Steve Wellen, SVP WW Client Services – Customer Testimonials
- Chris Harrington, President, WW Sales and Services – Sales Update
- Neil Weston, SVP and GM EMEA - Geographical Expansion in EMEA
- Mike Dodd, SVP, Corporate Development – Acquisition Integration Update
- Mike Herring, CFO – Company Financials
- Q & A

Welcome to Omniture Summit

Largest Gathering of Online Marketing Professionals



Salt Lake City
Sydney
Paris
Copenhagen
London
Munich
Tokyo

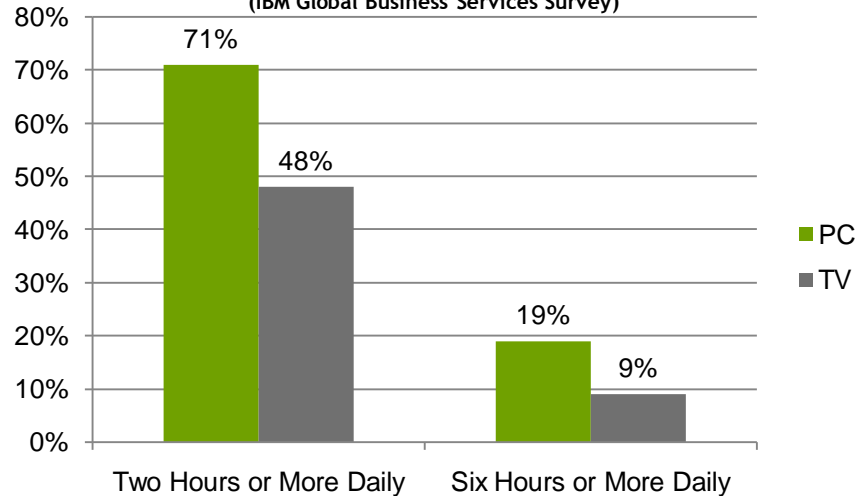


- Over **30%** of the Worldwide Marketing Spend In the Room Today
- **Over 700** Companies, More Than **1,000** Globally
- **Over 2,000** Attendees. More than **3,000** Globally

Online Growth Continues “Up and to the Right”

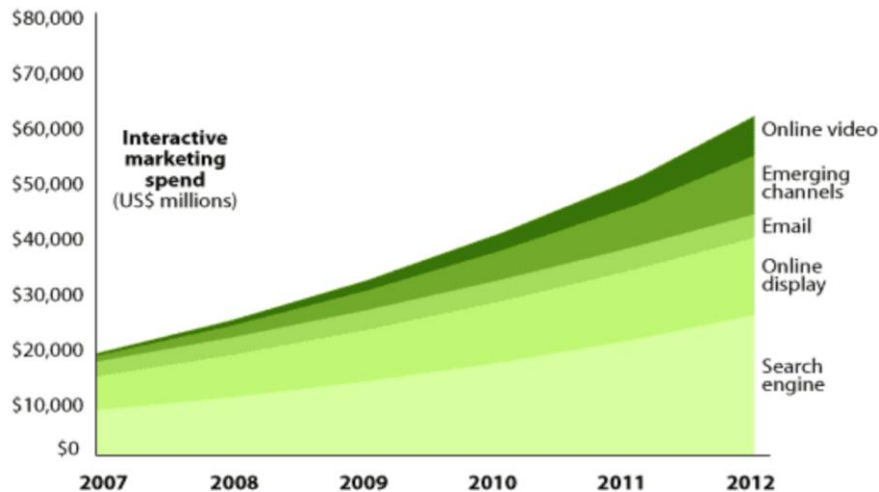
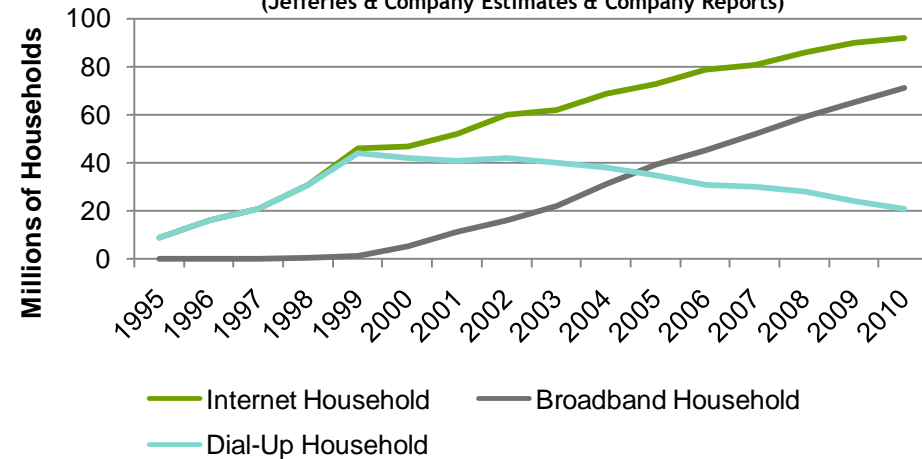
Time Spent Consuming Media

(IBM Global Business Services Survey)



Internet Household Data & Projections

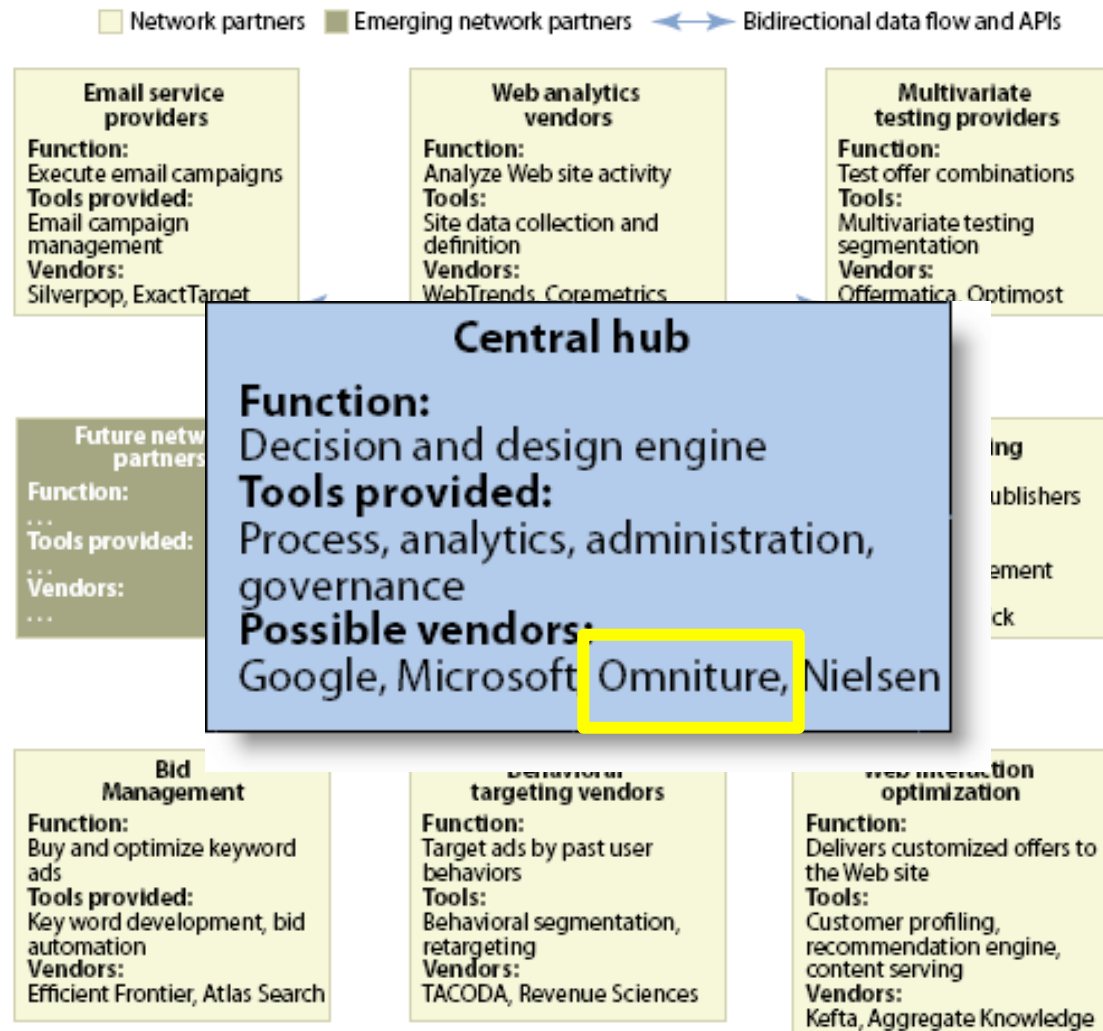
(Jefferies & Company Estimates & Company Reports)



Industry Projections for e-Commerce and the Online Advertising

- Offline to Online Ad Spending
- E-commerce projections
- Projected Internet Growth

The Central Hub

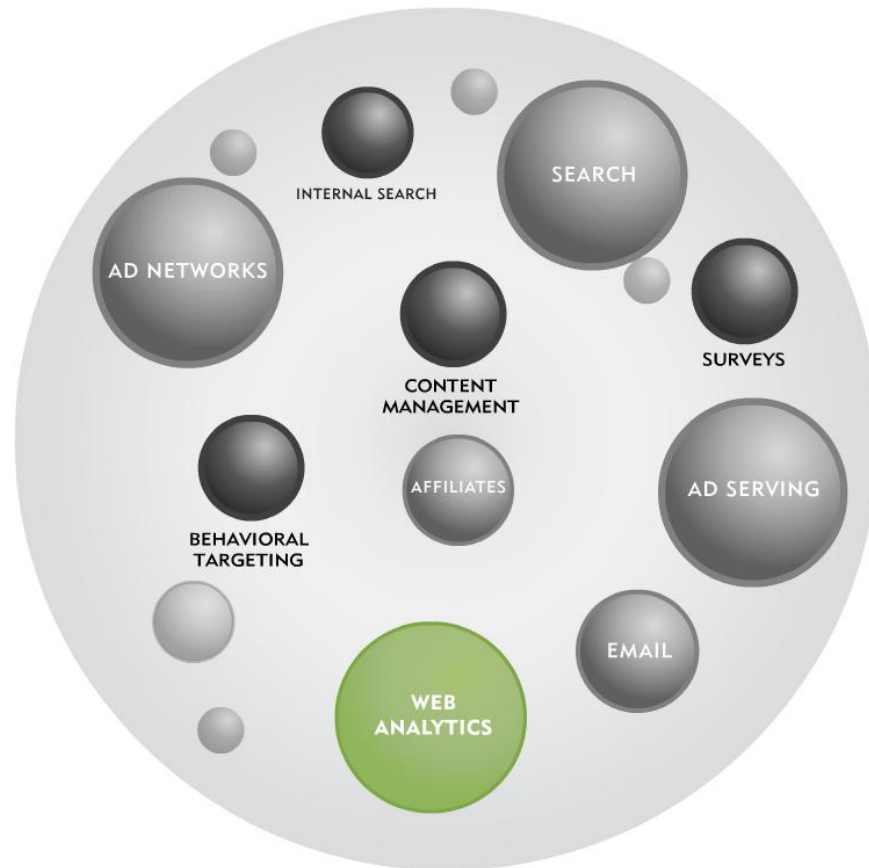


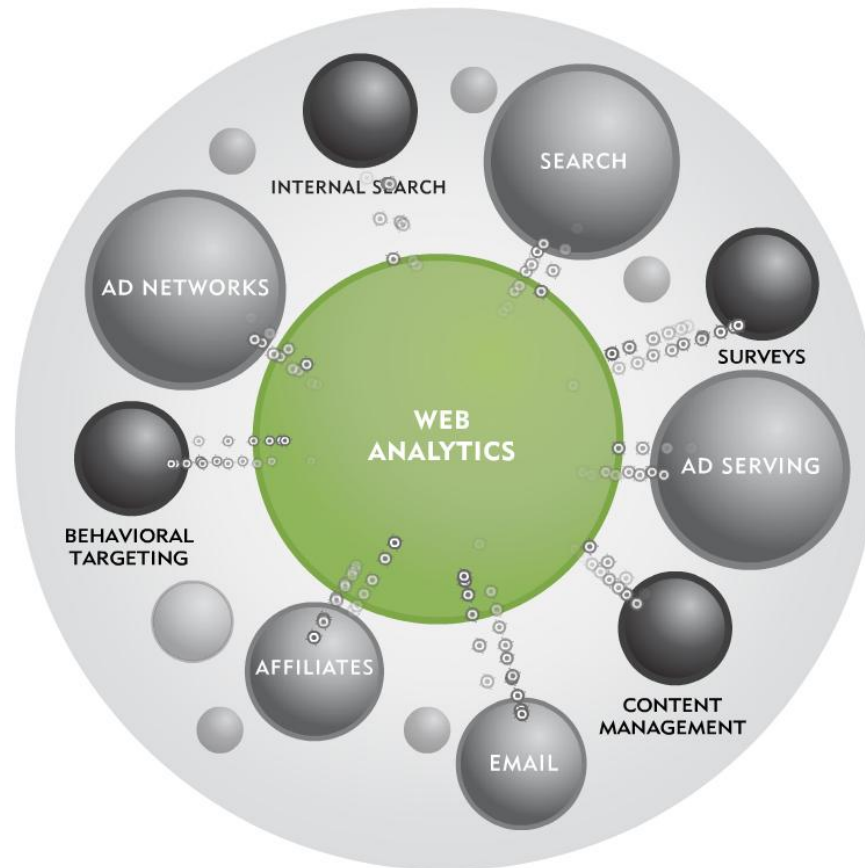
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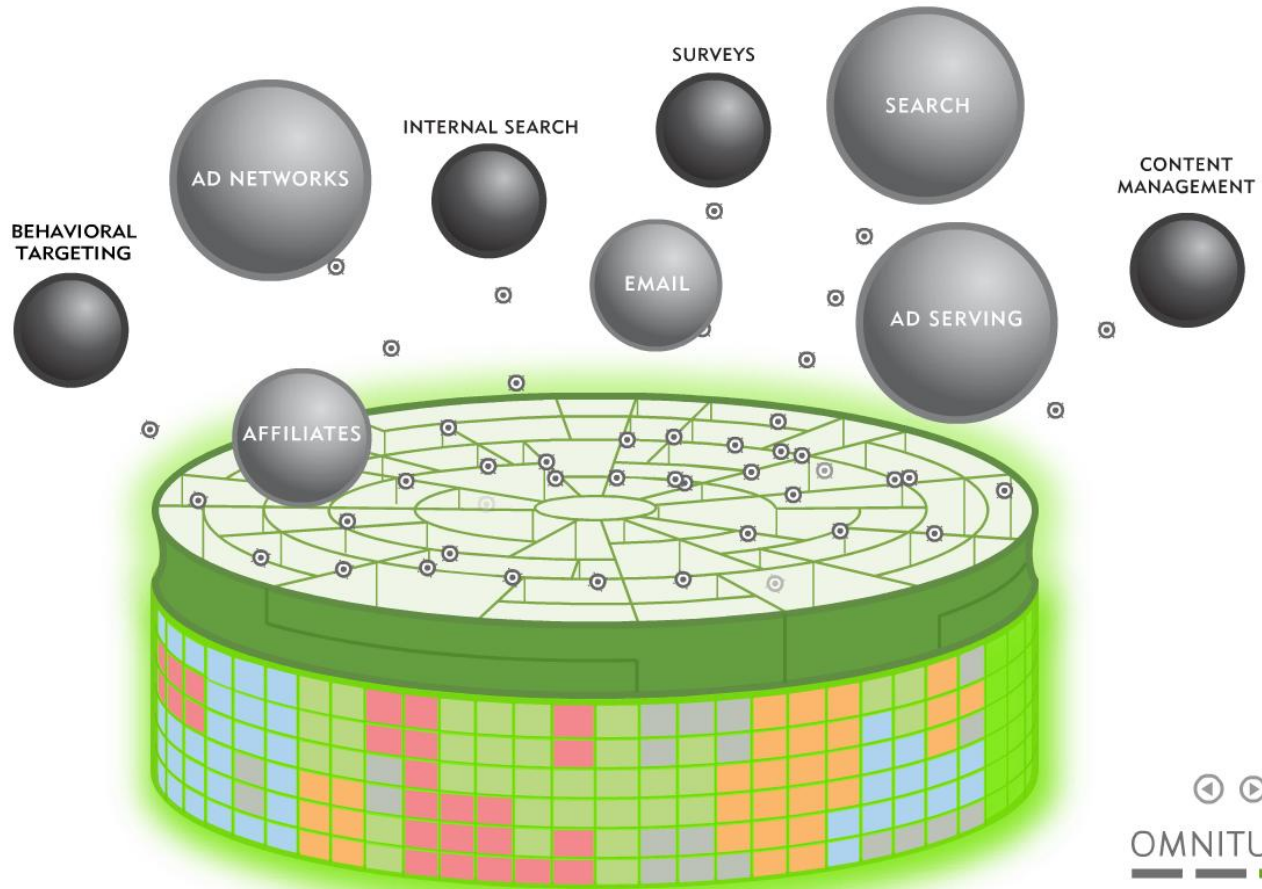
Source: Forrester Research, Inc.

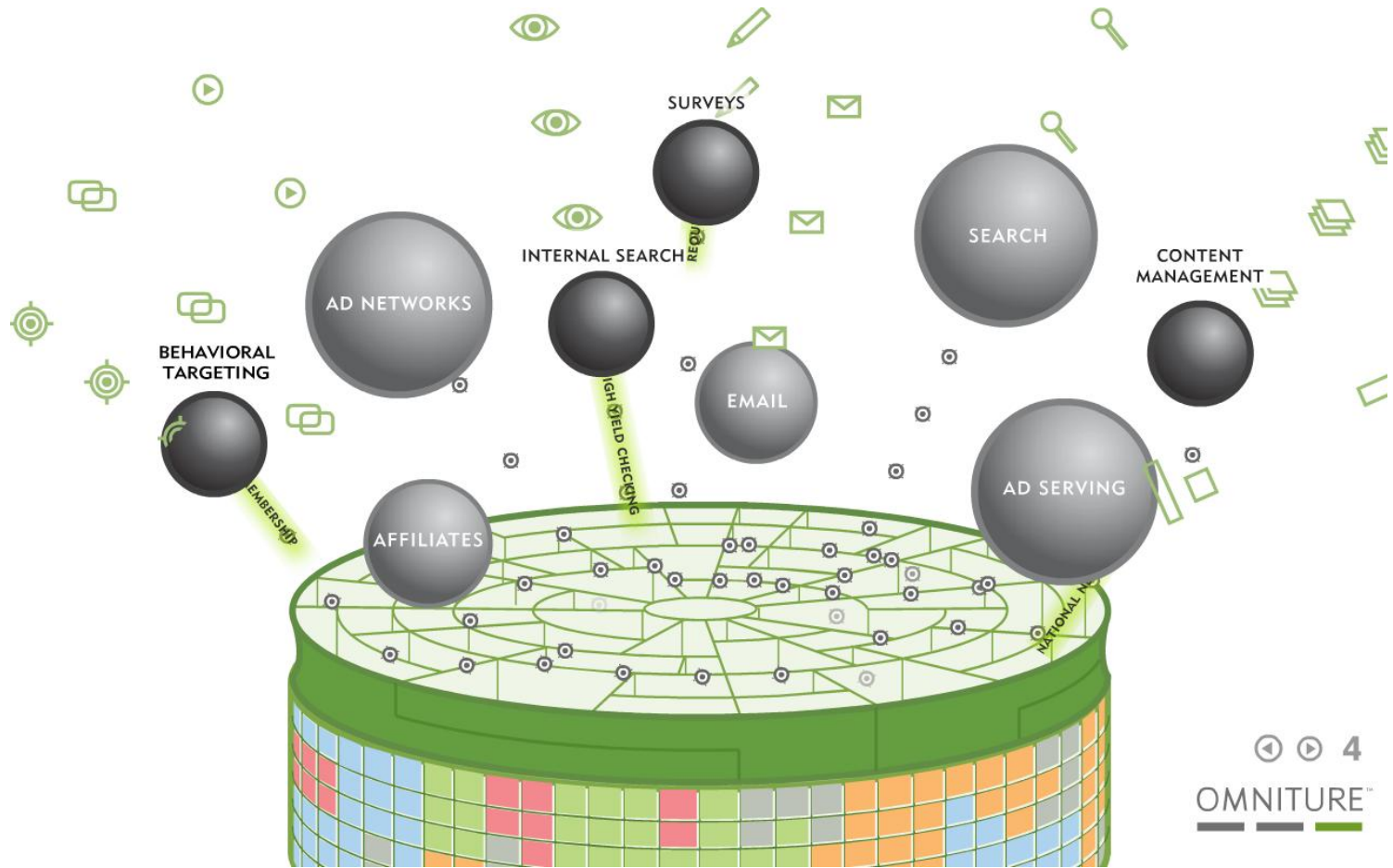
Omniture Partner Ecosystem







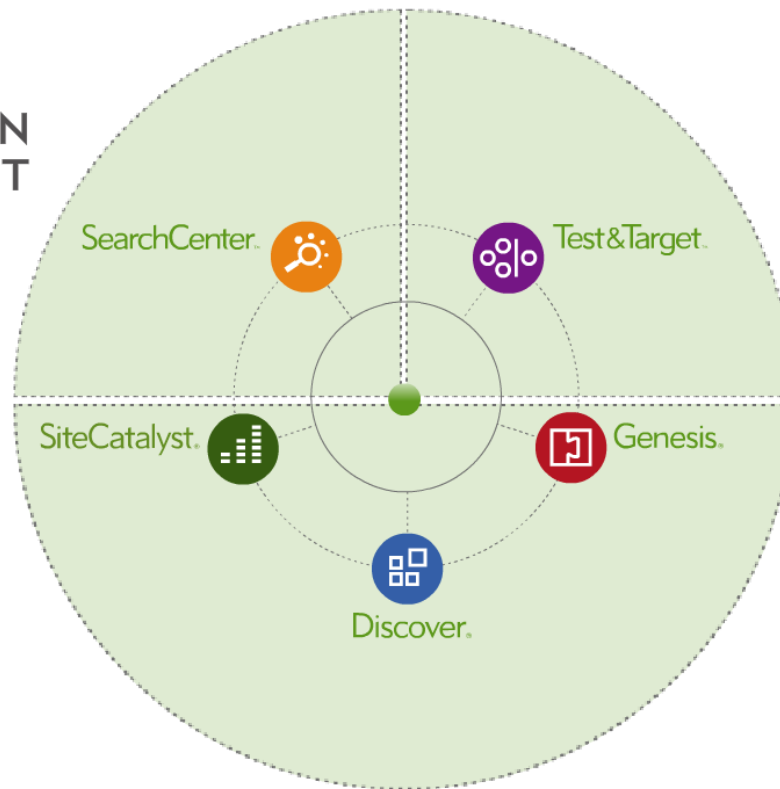




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CAMPAIGN
MANAGEMENT

CONVERSION



REPORTING & ANALYTICS



Online Business Optimization Platform



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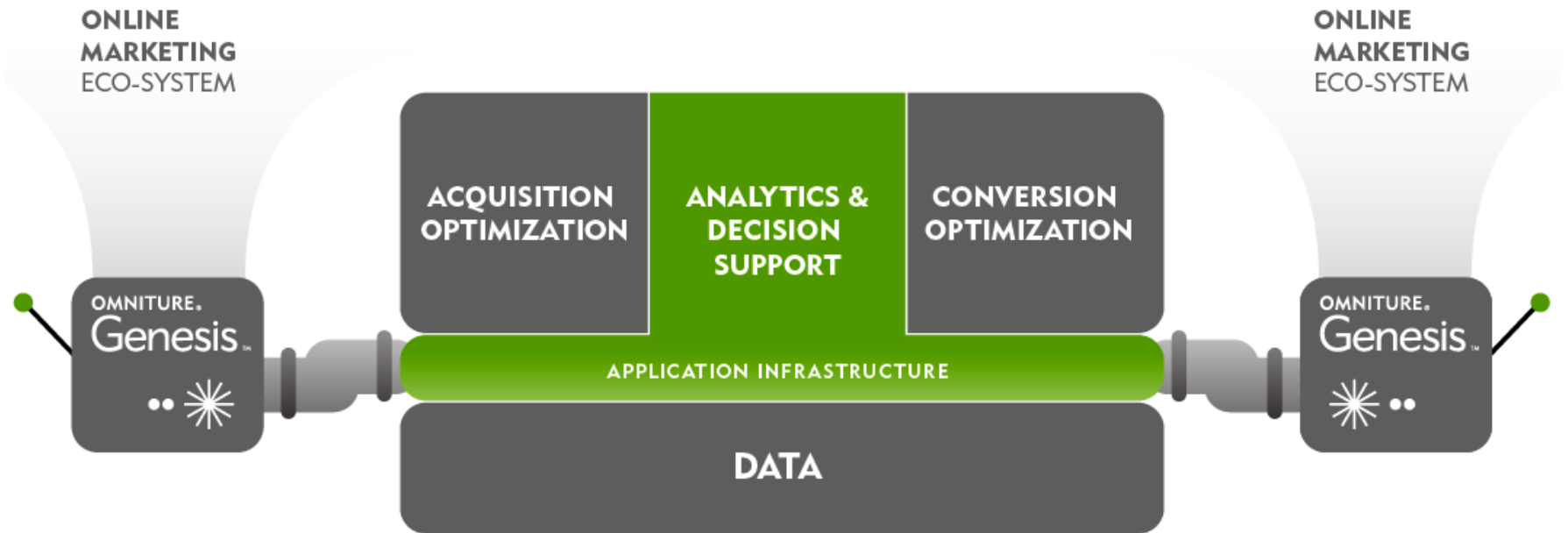


Product Overview and Network Infrastructures

Brett Error
Chief Technology Officer/ EVP Products

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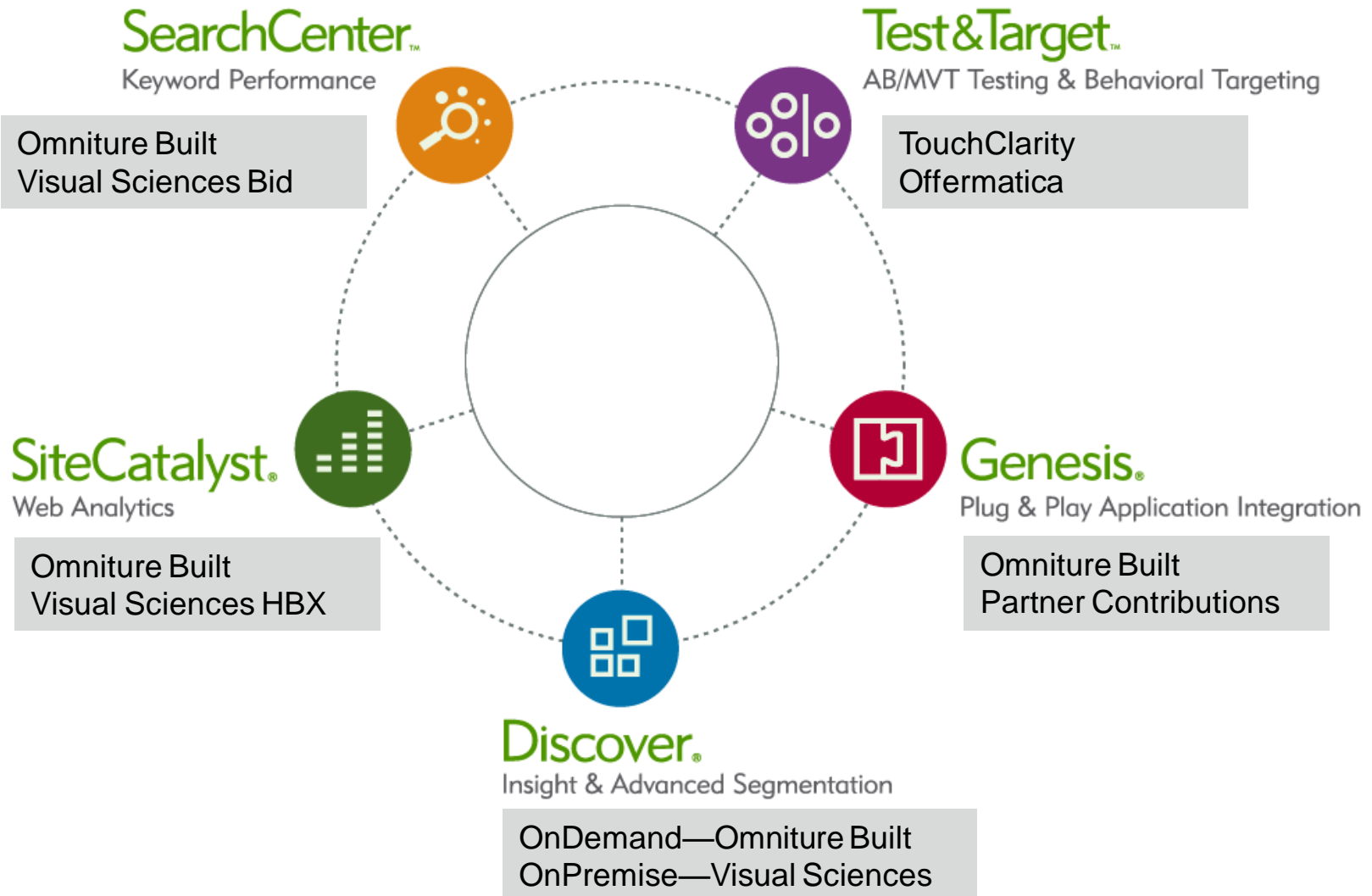
Business Optimization Platform



The Omniture Suite



Acquired Technology Integrations



Product Users



Test&Target Maturity Curve

1 Discreet Testing
(either A/B or MTV)

2 Targeted testing, typically
to source or campaign

3 Ongoing content
delivery based on
user behavior

Scale of Operations

- Over 12,000 servers, 15,000 total devices
- Over 2.5 Petabytes of data under management
- 7 data centers
- Nearly 12 billion transactions per day





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Omniure Ecosystem

John Mellor
EVP, Business Development and
Corporate Strategy

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Omniture Ecosystem

Application and Technology Partners

- Integrate with Omniture products, via Omniture Genesis

Platform Partners

- Pre-integrate Omniture products within platforms via Omniture Genesis

Value-Added Resellers

- Primary business model is reselling Omniture products

Professional Services Partners

- Resources and expertise to implement and provide best practices related to Omniture products (agencies and consultancies)

Ecosystem Strategy

Build a partner ecosystem that:

- Adds value to our customers' Omniture experience
 - Data leverage (e.g. does $1 + 1 = 3$)
- Generates and / or accelerates leads and sales
 - Eliminate partner / integration objections
 - Joint marketing and channel development
- Ensure our position as the premier online business optimization platform
 - Flexible and easy integration with any online marketing vehicle's platform and / or data

Omniture Partner Ecosystem



Omniture Partner Program

OMNITURE[®]

Member

OMNITURE[®]

Select Partner

OMNITURE[®]

Premier Partner

OMNITURE[®]

Strategic Partner



ACCREDITED

Omniture Partner Program

PROGRAM BENEFITS				
ALL PARTNERS				
Enablement Benefits	Strategic	Premier	Select	Member
Welcome Kit	✓	✓	✓	✓
Partner Portal Access	✓	✓	✓	✓
Partner Newsletter	✓	✓	✓	✓
OMTR University Tech Education Discounts	30%	25%	15%	
OMTR Product Sales Training	On-Site	On-site	Webinar	
OMTR Partner Manager	✓	✓		
Partner Advisory Board	✓	Eligible		
Development Benefits (If Applicable)	Strategic	Premier	Select	Member
OMTR Testing Kit (Limited Use)	✓	✓	✓	✓
Development Kit	✓	✓	✓	✓
Partner Tech Support (Email)	✓	✓	✓	✓
OMTR Partner Tech Manager	✓	✓	Eligible	
Marketing Benefits	Strategic	Premier	Select	Member
Omniture.com Partner Showcase	✓	✓	✓	✓
Partner Program Logo	✓	✓	✓	✓
Marketing Templates & Collateral	✓	✓	✓	
Genesis Showcase Entry (if applicable)	✓	✓	✓	
Genesis Network Entry (if applicable)	✓	✓	✓	
Co-Marketing Fund (CMF)	✓	✓	✓	
Joint-Marketing Opportunity	✓	✓	Eligible	
Press Release	Joint	Joint Eligible	Approved	
OMTR Summit Sponsorship Discount	10%	5%		
OMTR Partner Marketing Manager	✓	✓		
Sales Benefits	Strategic	Premier	Select	Member
Lead Registration	✓	✓	✓	✓
Partner Sales Incentives	✓	✓	✓	
OMTR Account Exec Mapping	✓	✓	Eligible	
OMTR Alliance Sales Manager	✓	✓		
OMTR Sales Team Brown Bag Sponsorship Opportunity	✓	Eligible		
OMTR Sales Team Kickoff (SKO) Sponsorship Opportunity	✓	Eligible		
Support Benefits	Strategic	Premier	Select	Member
OMTR LiveSupport	3 Supported	2 Supported	Email	Email

Omniture Genesis

The first 'plug and-play,' marketing integration platform designed to...



Measure results and take the right actions



Automate integration to reduce complexity



Improve campaign performance and boost conversion



Integrate Silo'd Marketing Apps



Improve Campaign Performance

Limited Perspective

Details

Campaign Name	Impressions	HTML Opens	TotalClicks	Bounce
1. Email: Exact: New Computer Sale	476,834 37.7%	3,310 36.4%	541 37.7%	16 41.8%
2. Email: Exact: Games Galore	435,854 34.4%	3,505 39.5%	480 32.5%	12 32.1%
3. Email: Exact: Mobile Technology	100,976 8.0%	542 6.0%	121 8.4%	3 7.5%
4. Email: Exact: Dare to Compare	92,596 7.3%	515 5.7%	117 8.2%	3 9.3%
5. Email: Exact: Holiday Sale	96,044 7.6%	575 6.3%	123 8.6%	3 6.8%
6. Email: Exact: Live In A Wireless World	48,492 3.8%	513 5.6%	52 3.6%	1 1.7%
7. Email: Exact: Free Flat Screen Monitor	13,432 1.1%	42 0.5%	14 1.0%	0 0.7%
Total	1,263,428	9,082	1,434	38

Meaningful View

Click-through Rate	Revenue	Orders	Order Conversion Rate	Avg Order Value
0.11%	\$10,246 31.0%	15 34.9%	2.77%	\$683.09
0.11%	\$9,854 29.9%	13 30.2%	2.78%	\$757.97
0.12%	\$3,980 12.1%	3 7.0%	2.48%	\$1,326.55
0.13%	\$3,890 11.8%	3 7.0%	2.56%	\$1,296.55
0.13%	\$2,734 8.3%	8 18.6%	6.50%	\$341.79
0.11%	\$2,300 7.0%	1 2.3%	1.92%	\$2,299.91
0.10%	\$0 0.0%	0 0.0%	0.00%	\$#DIV/0!
n/a	\$33,003	43	n/a	n/a

Optimize Budget Across Channels and Offers

Details

Media Tactic by Media Source		ROI	Cost per Won Opportunity	Cost per Opportunity	Cost per Response	Sales per Won Opportunity
1.	Email	\$60.02	\$1,006.66	\$475.76	\$5.13	\$61,422.26
1.	Technology ROI	\$200.92	\$635.71	\$278.13	\$6.63	\$128,362.21
2.	Software Integration	\$78.99	\$781.20	\$314.09	\$5.53	\$62,488.11
3.	ROI Alerts	\$76.22	\$702.48	\$416.48	\$4.90	\$54,243.95
4.	Implementation.com	\$49.88	\$1,699.50	\$685.76	\$4.84	\$86,473.17
5.	ROI.com	\$31.61	\$1,490.87	\$463.38	\$5.30	\$48,615.91
Show all for Email...						
2.	Banner	\$35.77	\$1,631.98	\$853.55	\$2.80	\$60,005.64
1.	SoftwareReviews.com	\$401.30	\$240.50	\$169.76	\$10.71	\$96,753.00
2.	Digital Integration	\$193.62	\$312.00	\$312.00	\$0.50	\$60,722.00
3.	SoftwareUpdates.com	\$30.41	\$1,354.63	\$665.00	\$4.83	\$42,546.59
4.	ROI Alerts	\$17.58	\$402.89	\$278.92	\$1.01	\$7,484.67
5.	Software News	\$12.61	\$3,635.43	\$1,017.92	\$1.83	\$49,460.57
Show all for Banner...						
3.	Direct Mail	\$25.68	\$1,950.38	\$1,160.94	\$56.75	\$52,038.60

Independently Impressive...



TOGETHER, EXTRAORDINARY.





OMNITURE®

Genesis™

Genesis™



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2008 Marketing Strategy

Gail Ennis
Sr. VP, Marketing

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Drivers of 2008 Marketing Strategy

- Revenue Growth
- Expanded Product Portfolio
- Impact of Social Media
- Internationalization of the Business
- Growing Ecosystem of Partners

2008 Marketing Strategy: Five Key Initiatives

- Audience Marketing
- Expand Leadership Brand Awareness
- Scale Demand Generation
- Leverage Partner Ecosystem
- Continue to Build World-Class Team

Audience Marketing: Broader & Deeper



Jennifer
CMO/Agency

- Age: 42
- Income: \$202,000
- Experience: 20 years
- Degree: MBA



Mark
Online Marketer

- Age: 34
- Income: \$105,000
- Experience: 10 years online marketing/ 2 yrs WA
- Degree: BA, Business



David
Web Analyst

- Age: 31
- Income: \$80,000
- Experience: 8 years
- WA Experience: 3 yrs
- Degree: BA, Comp. Science

Expand Leadership Brand Awareness: Roll Out Multi-Level Campaigns

- Corporate Brand
- Targeted Audience
- Product & Industry Acknowledgement
- Emerging Technology



75% of the Fast 50 are Omniture Customers

We canvassed the experts, analyzed the products, and crunched the numbers. From visionary upstarts to storied stalwarts, here are the companies that dazzle with new ideas—and prove beyond a doubt how business is a force for change. We call them the Fast 50. Including Apple, Facebook, Google, GE, Microsoft, Omniture, Toyota



Expand Leadership Brand Awareness: Focus on Market Influencers

Bloggers

Lot's of them

Market Analysts



Market Influencers



Media



Scale Demand Generation: New Prospects – From Machine to Tornado



**CAMPAIGN
TOUCHES
RESPONSES**

**NEW
OPPORTUNITIES**

**NEW QUALIED
OPPORTUNITIES**

CLOSED DEALS

Through a combination of workshops, tradeshow, media buys, webinars and audience-based marketing, we will target new prospects.

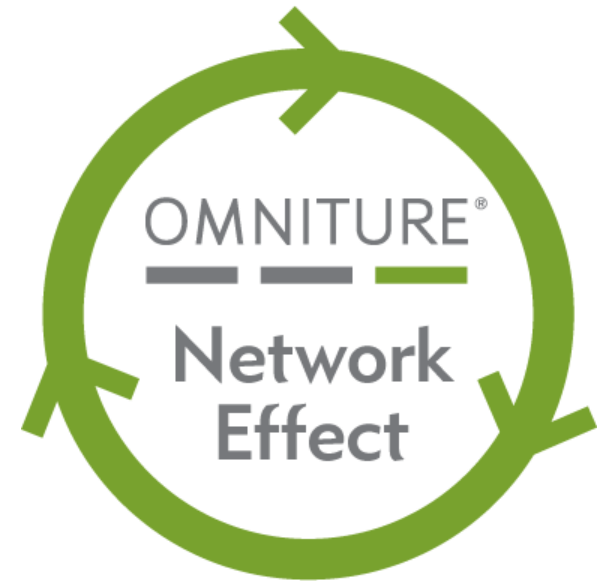
Leverage Partner Ecosystem: Enable the Network Effect

Push (Partner Enablement)

- Worldwide Program Structure
- CMF/MDF Programs
- Self-Service Portal

Pull (Partner Go-to-Market Programs)

- Omniture & Industry Events
- ROI Seminar Series



Continue to Build World Class Team

VP Audience

TouchClarity,
Web Trends

SVP Product
Marketing

Oracle

VP Corporate

Enterprise 1B

Dir., Demand

Generations
Network

Dir., Field &
Partner

Oracle, Ariba,
BEA Systems

VP EMEA

Oracle, Siebel

Dir., Japan

Adobe,
BEA Systems

Dir., A/P

Enterprise 1B



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Customer Testimonials

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Worldwide Sales & Client Services

Chris Harrington
President, Worldwide Sales and Services

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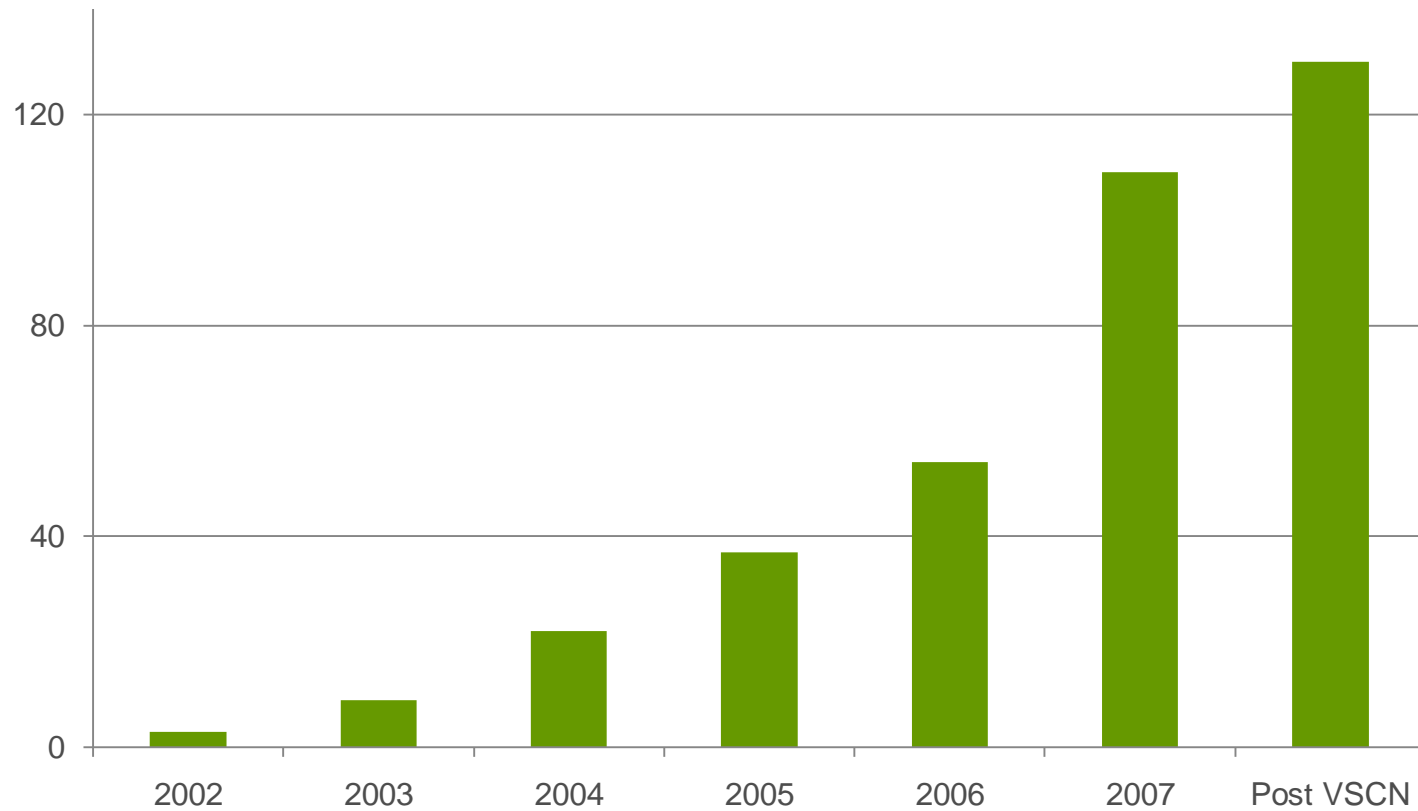
Agenda

- Organization
- Results
- Commissions
- Investment
- Coverage

Sales Organization

- North America Sales
 - Named
 - Enterprise
 - Mid-Market
- EMEA
- APAC
- Japan
- Channel

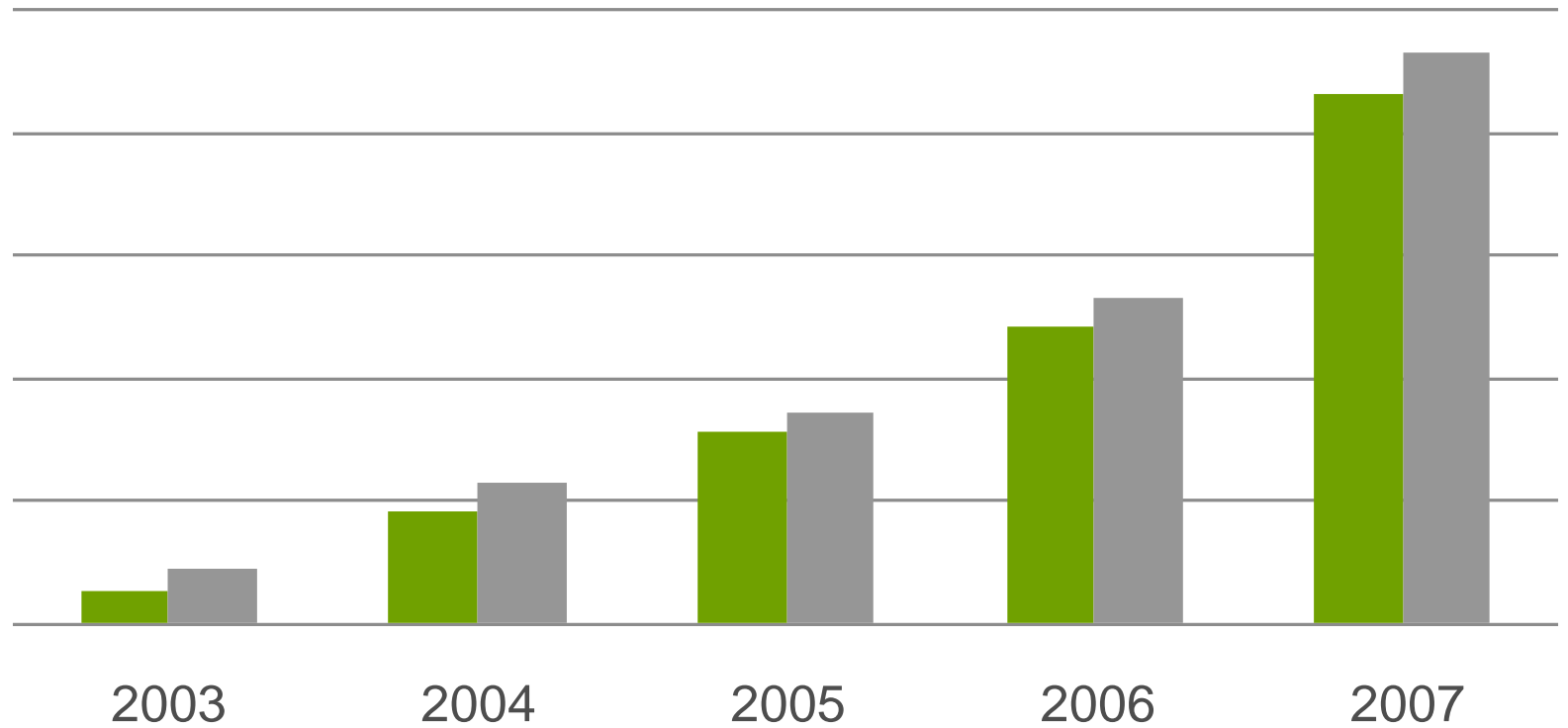
Quota Bearing Sales Reps



2007 Investments

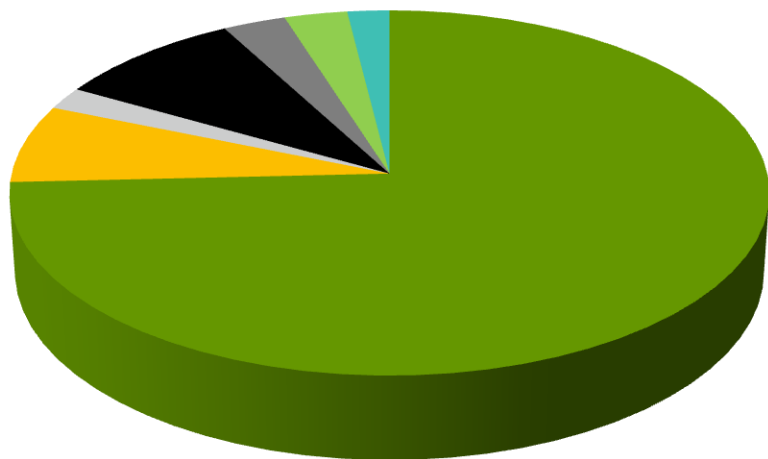
- Increased QBSRs by 102%
- Increased EMEA Headcount by 681%
- Increased Japan, APAC & Channel Partners by 232%
- Increased Client Services Team by 103%

The Results

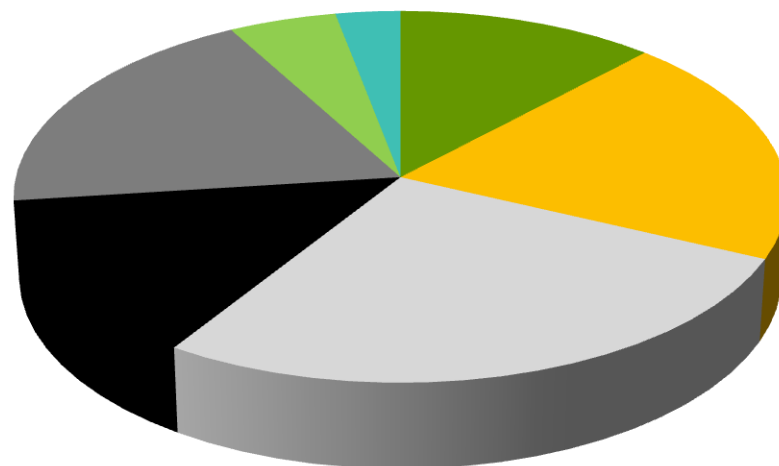


2007 Cross-Sell / Up-Sell Mix

New Customers



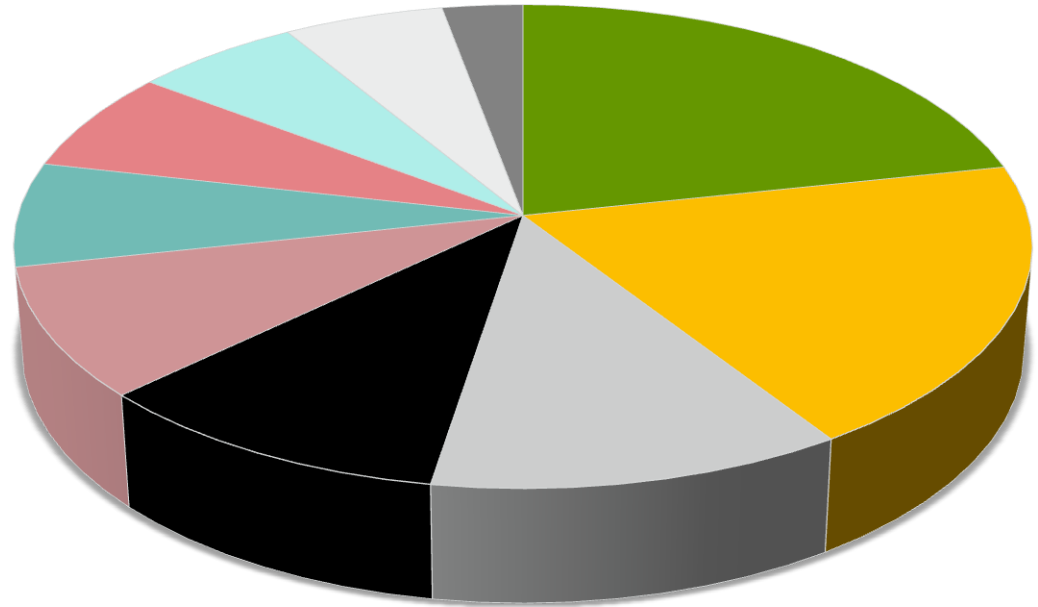
Existing Customers



Analytics Services Test & Target SearchCenter Discover Education Genesis

Top 10 Vertical Markets

- Retail
- Media
- Travel
- Financial Services
- Hi Tech
- Agency or Consultant
- Entertainment
- Telecommunications
- Business Services
- Portal



Sales Commission Approach

- Quota – The incremental value that is added to the subscription base. This does not include renewals.
 - Example: If a 24 month contract for \$10,000 per month (\$240,000 total contract value or TCV) is secured, only \$120,000 (or the annual contract value or ACV) will relieve quota.
- Commissions for renewals are paid at ~30% of the initial rate.
- Commissions are earned on a variable scale based upon the achievement of key Omniture objectives:
 - Payment of contract value in advance.
 - Term of contract
 - Profitability of contract

2008 Global Coverage Model

- Previously exclusively geographic and key account coverage in the mid-market and enterprise.
- We are now increasing coverage to include overlay teams for Search, Test and Target and Discover OnPremise.
- Continued aggressive channel partner growth.
- Continued new market growth in international markets.

Neil Weston

- SVP & GM of EMEA
- Omniture 2 1/2 Years
- SVP & President of EMEA for Siebel for 7 Years
- MD of Australasia for Oracle for 7 Years

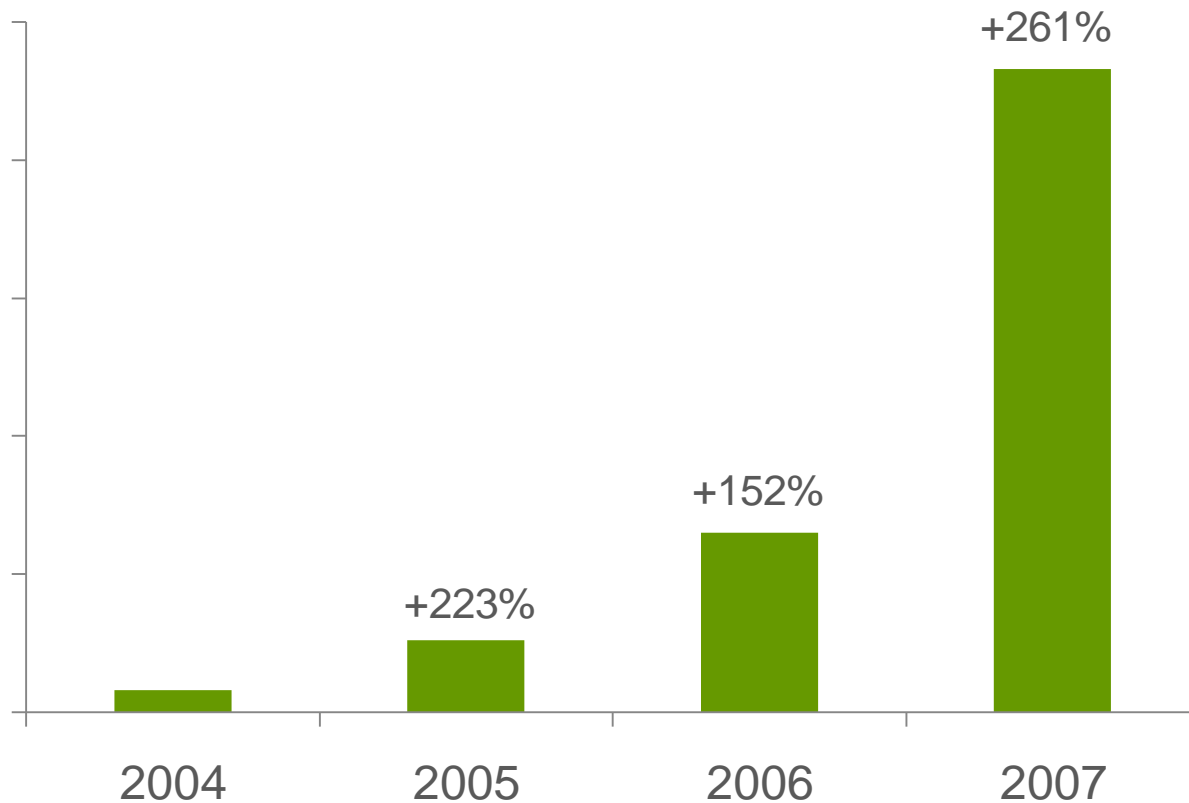


Geographic Expansion Success Story: EMEA

Neil Weston
Sr. VP & General Manager, EMEA

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EMEA non-GAAP Revenue (2004 to 2007)

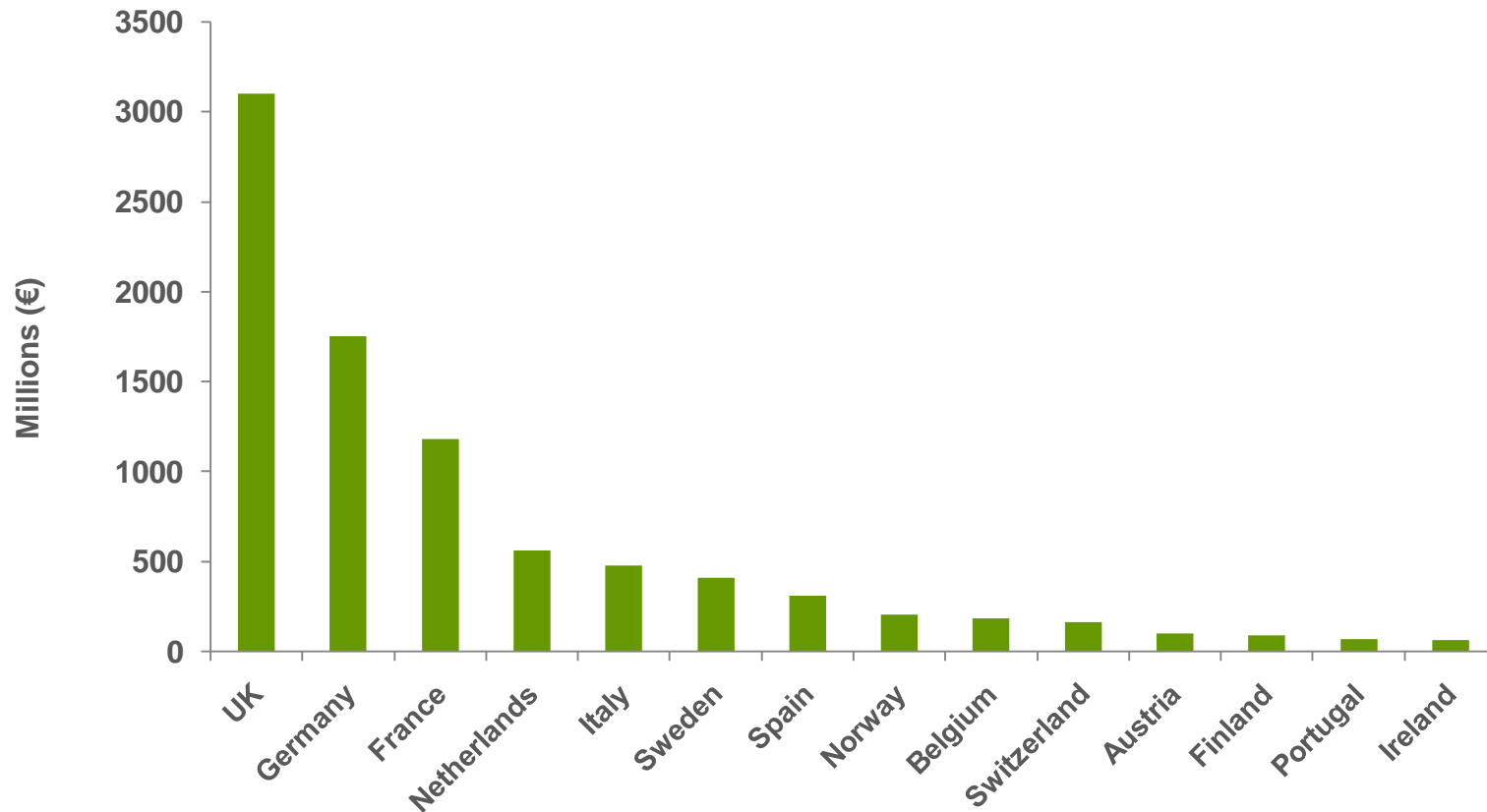


All non-GAAP numbers have been adjusted to exclude certain items. A reconciliation of specific adjustments to GAAP results for this quarter is included in the GAAP to non-GAAP slide, included at the end of this presentation. A reconciliation of non-GAAP adjustments to GAAP results are also included on the Investor Relations section of our corporate Web site at www.omtr.com.

Geographical Expansion



European Ad Spend



Source: IAB Europe/Pricewaterhouse Cooper

Opportunity Distribution - EMEA

Region	No. of Sites (Alexa)	2006 Ad Spend (Bn)
Nordics & Benelux	2,182	1.665 €
Austria, Switzerland, Germany	2,744	2.013 €
France, Italy, Spain	2,657	2.038 €
UK & SA	3,089	3.161 €
New Territories	6,495	0.516 €

Source: Alexa Internet Inc. and IAB

What's in EMEA

Group	Description
EMEA Distribution	In Major Geographies <ul style="list-style-type: none">▪ Sales▪ PreSales▪ Services (excluding Live Support) and including:<ul style="list-style-type: none">○ Training○ Implementation○ Business Consulting/Strategy○ Account Management○ Engineering Services▪ Marketing▪ ADM▪ Channel
EMEA NetOps	In Copenhagen & London
EMEA F&A and in addition Legal, HR
EMEA Development	Omniure Targeting team, Eastern Europe development (OFFM)

2007 EMEA Highlights

Accomplishment	Description
Market Position	Broke away from the pack to establish Omniture as the clear leader in EMEA.
Hiring	EMEA QBSRs: +125%; Post VSCN: nearly 3x vs. 2006
Instadia Integration	Revenue retained; 70+ new customers in Nordics
Customers Growth	2006: >200; 2007: >700 Post VSCN: ~1,000
Organic Customer Growth	> 300
Financial Consolidation	Accounts auditable and consolidated for all EMEA entities
Channel Penetration	From 12 to 52 active EMEA partners. Plus 10 new Genesis partners. +85 Omniture Certified Professionals

2008 Strategy

EMEA Geographic

Build on resources in established countries

Place Channel/Direct Sales resource and presales resources in new territories

Vertical focus where critical mass

Build post sales infrastructure with language and product skills across EMEA

Product

Establish dedicated Optimization Suite team. Team to be aligned vertically (revenue based sites vs. non revenue based).

Focus on Search – to end customers and via agencies

D2 penetration into top customer accounts with focused effort



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Corporate Development

Mike Dodd
Sr. VP, Corporate Development

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Corporate Development Description

Agenda

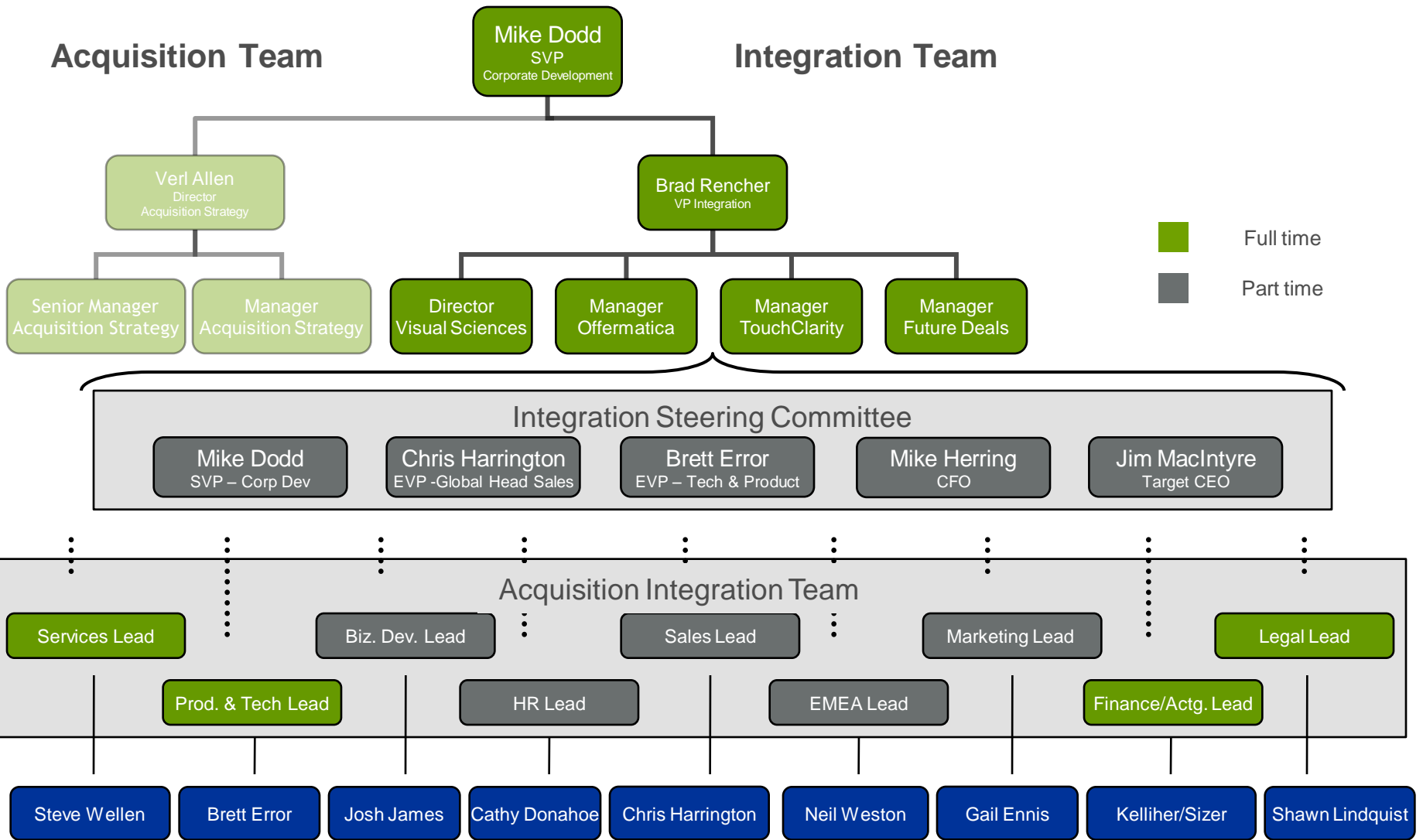
- 1) Defining Omniture's Corporate Development
- 2) The Corporate Development Team
- 3) Overview of Omniture's Acquisition Strategy
- 4) Themes of Omniture's Integration Playbook
- 5) Visual Sciences Integration Update
- 6) Offermatica Integration Update

What is Corporate Development?

Focused on Two Things:

1. The Deal:
 - Strategy and identify acquisition candidates
 - Negotiate to purchase candidate at an attractive valuation to Omniture
 - Get the deal closed
2. The Integration – make it work!
 - Pre-Close planning and Post-Close execution
 - Typically 12 to 18 month efforts

Corporate Development Organization Chart

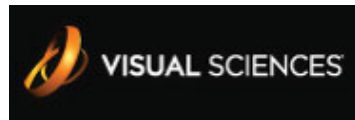


Omniture's Acquisition Strategy

Expand International Footprint:



Consolidation:



Adjacent Marketing Technologies and Solutions:



Themes of Omniture's Integration Playbook

- Pre-close planning is essential – the more the better!
- Set the financial and operating metrics first
- Getting the organizational design correct is critical
- No ambiguity with Personnel on Day 1
- Every detail counts
- Omniture brand on Day 1
- “Omniturize”...culture to bleed green!
- First 90 days are critical for stability
- Integration Team War Room

Visual Sciences Integration Update

- Migration from an HBX customer's perspective:
 - Communication: broadcast contact, Customer Outreach Team
 - Offer: Omniture's migration offer for HBX customers
 - Contract : Service order execution
 - Deployment: Technical Migration Team
 - Training and Success
- Progress to date:
 - We have contacted the entire VSCN customer base
 - Roughly 40% of VSCN customers have expressed strong interest to migrate
 - Several customers have signed migration SO's and are in the migration process
- We leveraged the team leaders on the VS team, elevating them to owning their business function.

Offermatica Integration Update

- Meaningful demand in marketplace for testing and targeting solution – solid market momentum entering 2008
- Offermatica and Touch Clarity merged into a combined solution set
- Strong Customer Momentum
 - Solid Q4 2007: Dell, Alaska Airlines, Readers Digest, US Auto Parts, Public Storage, RedDoor, GotVmail, Corporate Express
 - Solid pipeline of prospects
- Testing & Targeting overlay sales team in place and executing
- Relocated to OMTR's new San Francisco office

Conclusion

- Substantial effort and investment is being made in Omniture's integration efforts.
- It will become a core competency of the company.
- We have made significant strides in the pace and execution of our integrations over the last year.
- We are realistic...we still have a lot of work to do!



2008 Analyst Meeting

Financial Summary

Mike Herring
Chief Financial Officer and EVP

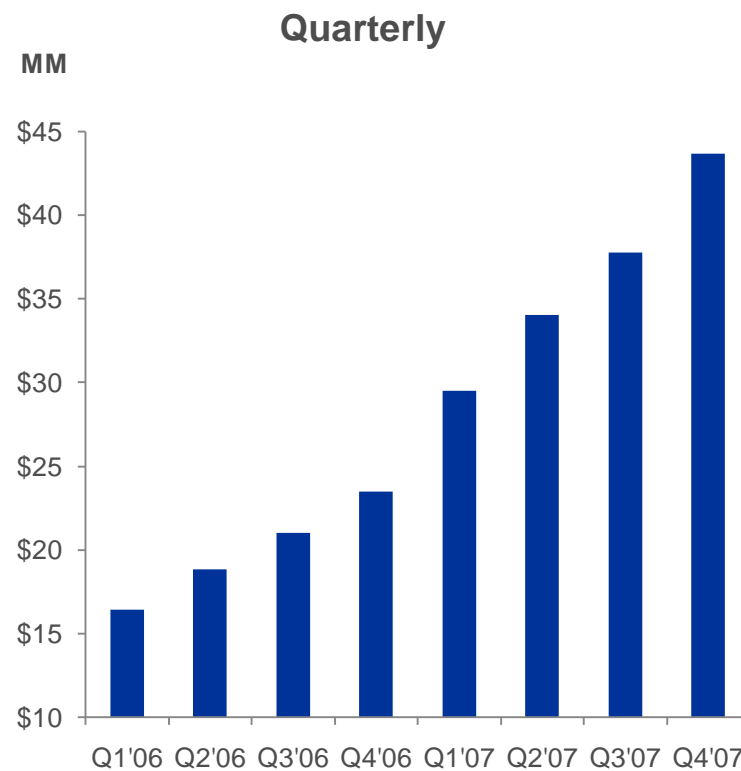
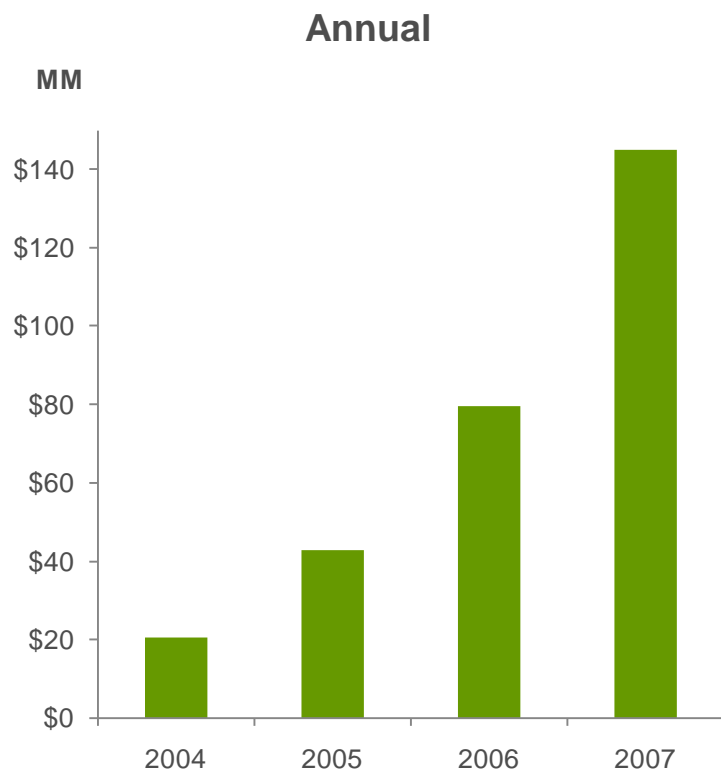
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2007 Financial Highlights

- Exceeded FY2007 revenue objectives
 - Record non-GAAP revenues of \$145M
 - Growth of 82% year/year
- Improved non-GAAP Operating Income by 318%
- Successfully completed 3 acquisitions: Instadia, Touch Clarity and Offermatica (Visual Sciences completed on Jan. 17, 2008)
- Successfully completed follow-on offering in June.
- Solid Balance Sheet
- Demonstrated significant progress toward Long-term “Target Model”

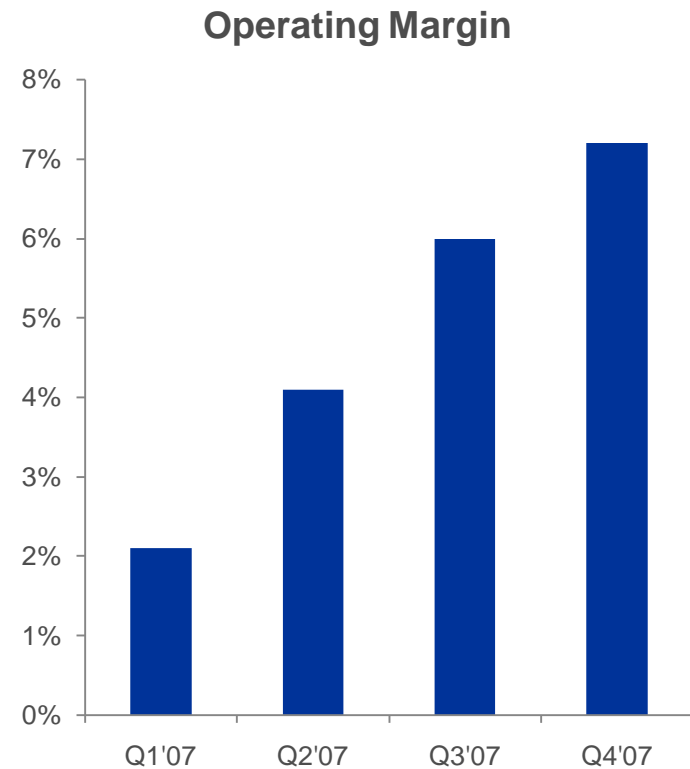
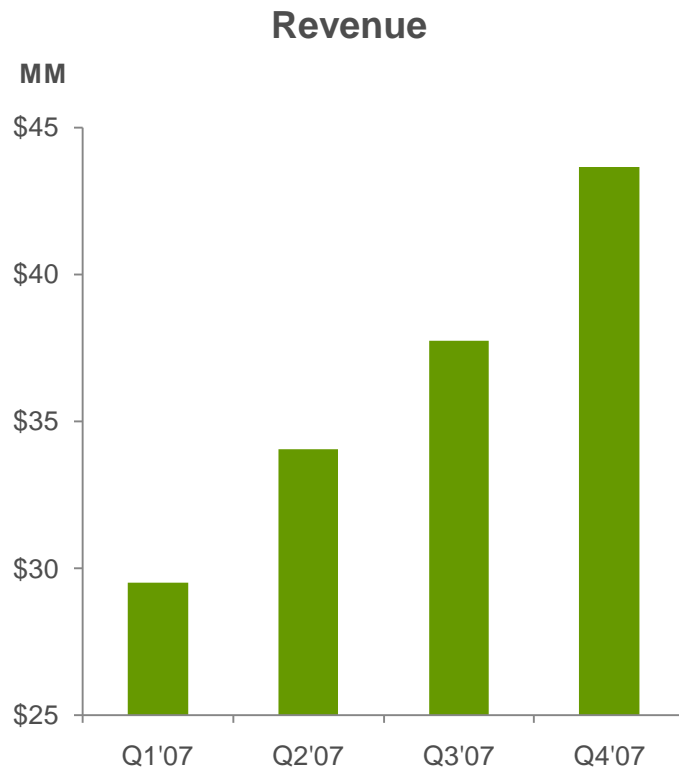
All non-GAAP numbers have been adjusted to exclude certain items. A reconciliation of specific adjustments to GAAP results for this quarter is included in the GAAP to non-GAAP slide, included at the end of this presentation. A reconciliation of non-GAAP adjustments to GAAP results are also included on the Investor Relations section of our corporate Web site at www.omtr.com.

Revenue Growth (non-GAAP)



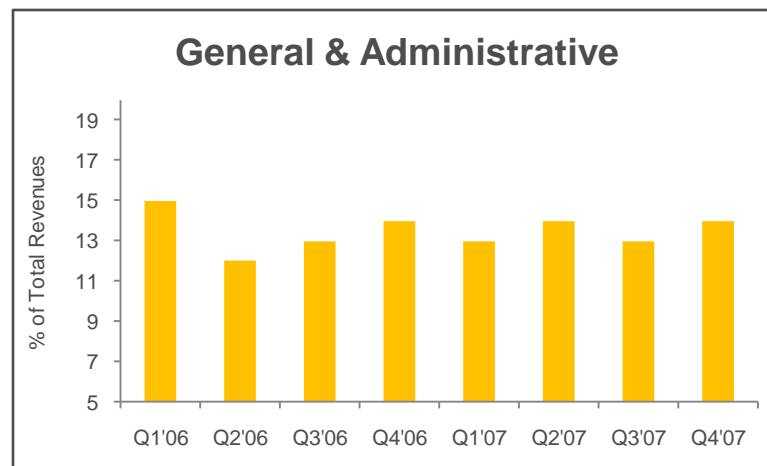
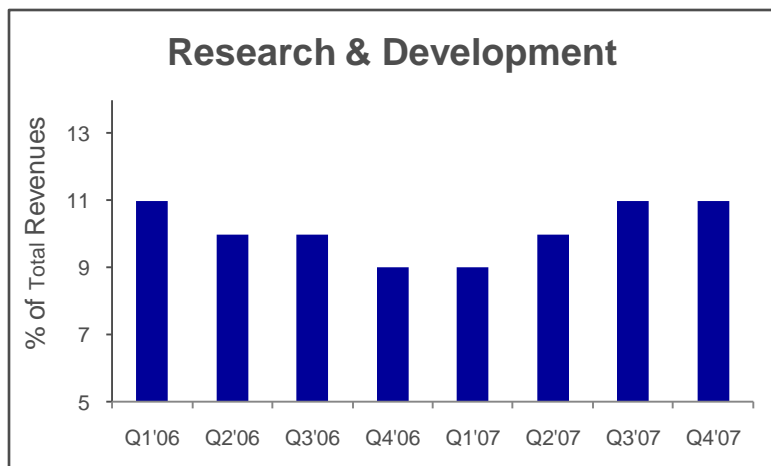
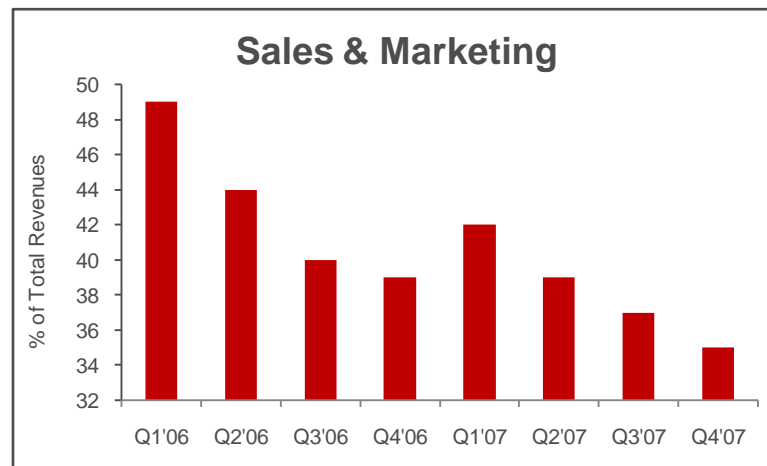
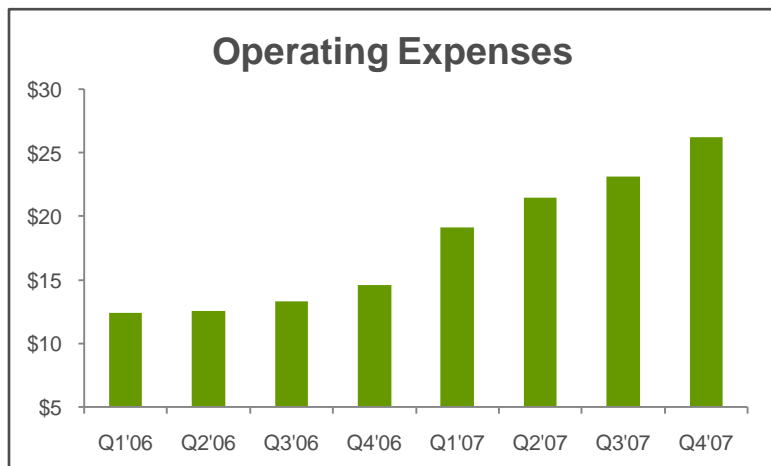
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2007 Revenue and Profitability (non-GAAP)



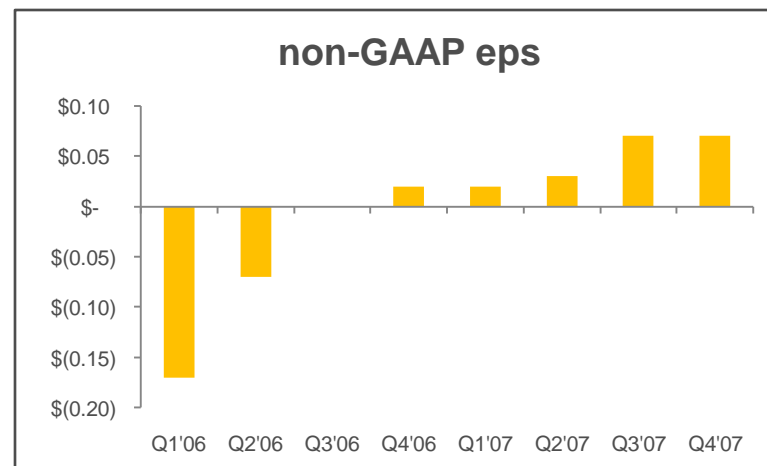
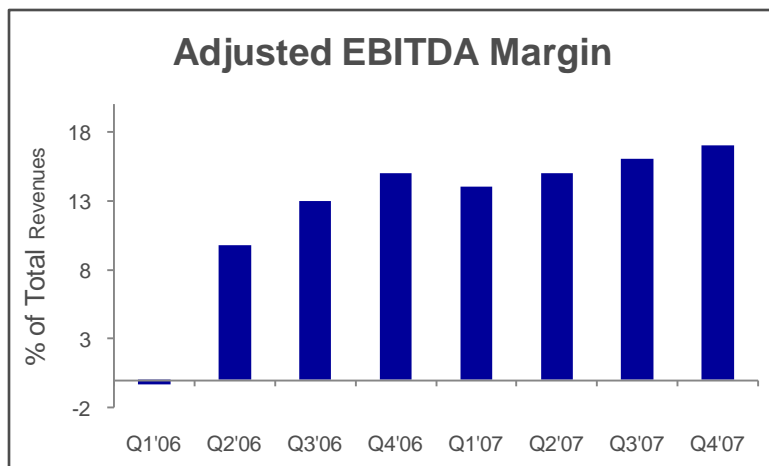
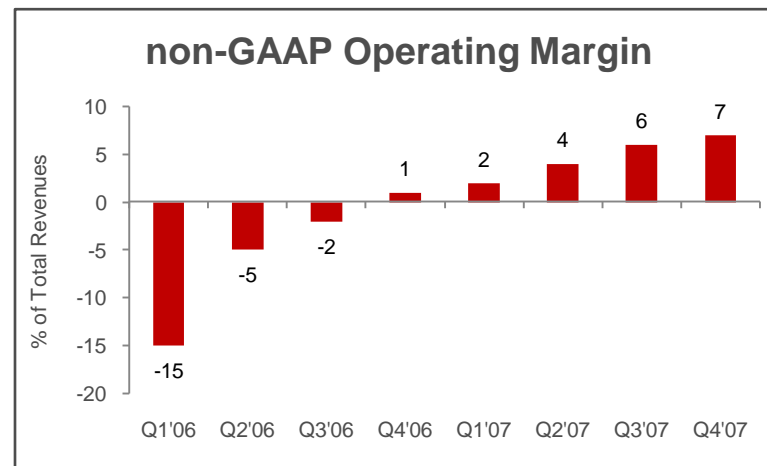
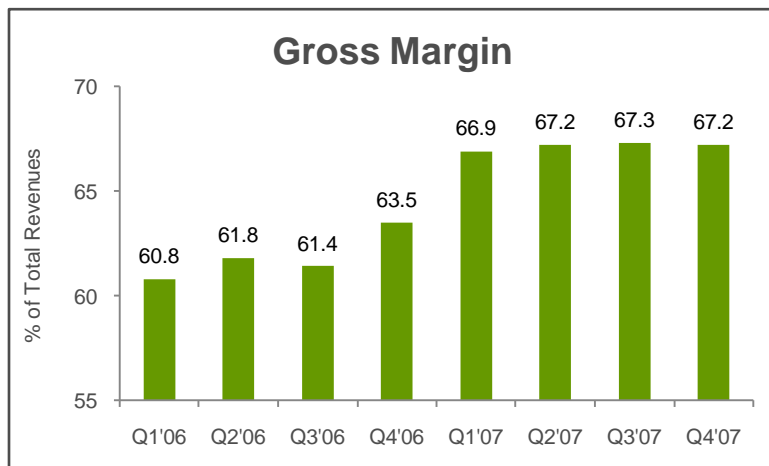
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Operating Expenses (non-GAAP)



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Leverage of Financial Model (non-GAAP)



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Solid Balance Sheet

(\$ Millions)	FY06	FY07
Cash & Investments	68,287	134,689
Accounts Receivable	24,126	51,971
Deferred Revenues	24,055	43,856
Stockholders' Equity	86,425	291,075

Strong Progress towards Target Model

	<u>2005</u>	<u>2006</u>	<u>2007</u>	Target Model	
				<u>“High” Growth</u>	<u>“Medium” Growth</u>
Revenue Growth	108%	86%	82%	50%	30%
Gross Margin	57%	62%	67%	70%	75%
Operating Margin	(28%)	(4%)	5%	20%	25%
CAPEX (% of Revenue)*	44%	19%	16%	12%	8%
FCF(% of Revenue)	(55%)	(14%)	4%	18%	25%

* CAPEX amount shown includes operating lease obligation amounts.

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OMNITURE Analyst Meeting

Omniture Summit
Grand America Hotel
March 4, 2008

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