

## A New Dimension in Advanced Analytics



### PRODUCT OVERVIEW

#### MARKET LEADERSHIP

Omniture is a leading provider of online business optimization solutions. 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 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 Discover OnPremise™, Omniture SiteSearch™, Omniture Publish™, Omniture Genesis™, Omniture SearchCenter™, and Omniture Test&Target—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 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

**Real-time Advanced Analytics & Segmentation:** Discover provides the industry's most complete, real-time advanced analytics and segmentation solution, empowering 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. The result is a comprehensive view of customers that enables users to make more accurate, timely and insightful decisions—improving the performance of their business.

#### Groundbreaking visualizations that make sense of complex data:

Discover offers interactive data visualizations as a unique and powerful approach to analyzing large volumes of complex data. This approach enables business users to quickly expose non-linear relationships in the data, creating the opportunity to gain insights that are truly unique and drive competitive advantage. This design approach simplifies the analytical process, making the power of Discover easily accessible to mainstream business users and analysts alike.

#### 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.

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"I think maximizing the value of existing segments with Discover 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 understanding 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, facilitating 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 navigation.

## CONTROLLED EXPERIMENTATION

allows users to test new campaigns, business processes, pages and promotions before making significant investments, eliminating costly mistakes and enabling true optimization of revenue and return.

## FLEXIBLE & ACCURATE DATA COLLECTION

options are available, including tagging Web pages or ads, collection directly from the Web servers, network sniffing or data extraction from data warehouses.

## THE LEADER IN ONLINE BUSINESS OPTIMIZATION

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**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 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 more than 2,000 customers include eBay, AOL, Wal-Mart, Gannett, Microsoft, Neiman Marcus, Oracle, Countrywide Financial, General Motors, Sony and HP. [www.omniture.com](http://www.omniture.com)

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