

## Advanced Analytics for Deeper Segmentation and Insight

### PRODUCT OVERVIEW

#### MARKET LEADERSHIP

Omniture is a leading provider of online business optimization software. 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 more 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™ and Omniture SearchCenter™—all delivered on an open, flexible, highly secure and scalable computing architecture.

#### Business Challenges

Companies are increasingly using the Internet to identify market trends and better understand their customers' needs in order to optimize sales, marketing, pricing, product development, supply chain and inventory management. Effectively leveraging the power of the Internet requires analyzing huge volumes of online and offline data at a granular level. For example, companies must understand what features buyers prefer and identify trends according to multiple variables—such as behavior related to geographic location—then use that information to modify product planning.

Until now, this capability has only been available to a limited number of statistical analysts and PhDs who use complex application interfaces and expensive computing resources. As a result, all too often, those involved in decision-making don't have access to time sensitive information and questions go unanswered.

Omniture Discover provides the speed, flexibility and power for free-form exploration of data at any level of detail, across any time period, and from any angle. It gives analysts as much sophistication as they want and need, while at the same time maintaining an easy-to-use and understand interface for typical business users.

#### FIVE KEY BENEFITS

##### Dig Deeper, Learn More

Omniture Discover allows users to analyze any level of detail for any time period, right down to the activity of an individual unique visitor. This powerful solution also provides deep-level analysis, advanced analytics and instant understanding of visitors' preferences and behaviors through real-time, visual exploration of the relationships and interdependencies driving online success. Discover provides a virtually unlimited ability to correlate or filter data based on any metric, including those uniquely defined by each company.

##### Uncover Hidden Opportunities

Omniture Discover allows users to quickly answer deep and probing questions, identify and explore new profitable relationships and focus efforts on value-added analysis. Discover helps uncover the segmentation data needed to identify unknown or untapped customer segments, and effectively remarket to those segments. Discover takes the power of A/B comparison to the next level by allowing users to freeze their analysis midstream and instantly compare and contrast one segment against any other segment across multiple different success factors.

##### Designed for Usability

Analysts and business users can visually create new visitor segments and modify reports by leveraging a user interface similar to their SiteCatalyst experience. Using SiteCatalyst reports as a starting point, users can easily refine and segment these reports to almost any level of granularity to answer their specific needs.

Advanced analysis in Discover allows users to create complex visitor segments and reports without having to be experts in query languages or query tools by using an intuitive interface. Discover allows users to define queries for any arbitrary time period without degrading response times.

##### Real-Time Responsiveness

Discover provides instantaneous access to granular data, which is required to optimize online business initiatives. Through real-time exploration of data, this revolutionary solution helps identify and optimize processes based upon the specific needs, behaviors and preferences of the target audience.

##### Free-Form Exploration

In addition to its ability to create unlimited numbers of on-the-fly visitor segments—and analyze those segments from any angle, across any time period and at any level of detail—Omniture Discover enables users to instantly run one or multiple reports to validate new concepts and ideas. The analysis can then be modified to see the immediate impact of changes on that segment. Omniture Discover offers a free-flow interface that allows the user to build report segments with the flexibility not available on pre-packaged reports. Create custom fall-out reports based on specific visitor segments.

# 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.

The screenshot displays the Omniture Discover interface with several key components:
 

- Navigation:** Top menu bar with options like New, Open, Save, Print, Download, Extract Customer IDs, Display, Compare Mode, Update Mode, and Help.
- Selected Reports:** A list of reports including Products, Fall-out, Entry Page, and Keywords.
- Segment Filter:** A filter set for 'Visit' with products like 'Apple Power Mac G4/933 OR' and 'Apple PowerBook G4 550'.
- Date Filter:** A date range selector set to 'From: 9/1/05' to '10/25/05'.
- Checkpoints Analysis:** A funnel chart showing conversion steps from 'Add Product To Cart' (46.35% Lost) to 'Buy Process - Order Confirmation' (8.86% Lost).
- Products:** A table listing products such as 'Apple Power Mac G4/933' and 'Sony VAIO GBX550 Notebook' with their respective revenue and visitor counts.
- Search Engines:** A pie chart showing traffic sources like Google (41.56%), MSN (27.62%), and AOL.com Search (8.33%).
- Keywords:** A table showing search terms like 'computers' and 'electronics' with associated visits, revenue, and orders.

The Calculated Metrics Manager tool allows users to define custom metrics. It features:
 

- Name:** A text field for naming the metric.
- Metric Type:** Radio buttons for Numeric (#), Percent (%), and Currency (\$).
- Standard Metrics:** A list of pre-defined metrics such as 'Total Billing Information', 'Total COGS', and 'Total Cart Additions'.
- Formula:** A text area where users can enter mathematical formulas, with an example showing '[Revenue] / [Orders]'.

The Segment Filter Builder tool is used to create advanced segments. It includes:
 

- Title:** A field for naming the segment.
- Components:** A list of events (Orders, Other Revenue, Post Value) and containers (Page View, Visit, Visitor) to be included in the segment.
- Canvas:** A visual workspace where filters are applied, such as 'Visitor' containing 'Orders' with the condition 'Visit Number equals 1' and 'Products contains Apple Power Mac G4/933'.

- DISTRIBUTE AND SHARE YOUR INSIGHTS**  
Download to Excel, e-mail the analysis, or create a SiteCatalyst ASI segment.
- EXTRACT CUSTOMER IDS**  
Quickly create remarketing lists based on newly discovered visitor segments.
- A/B COMPARE**  
Freeze analysis, filter, modify and compare.
- N-DIMENSIONAL ANALYSIS**  
Refine analysis by instantly drilling down on as many different dimensional attributes as necessary.
- CUSTOM DATE RANGES**  
Analyze any arbitrary time period.
- FALL OUT REPORTS**  
Create custom fall-out reports based on specific visitor segments.
- 1-CLICK SEGMENTATION**  
Click the filter icon to instantly segment all visible reports.
- USER-DEFINED CALCULATED METRICS**  
Enrich the analysis with customer-defined calculated metrics.
- ADVANCED SEGMENT BUILDER**  
Graphically create advanced segments based on Page View, Visit, or Visitor containers and events.

## FOR MORE INFORMATION:

**AMERICAS** 1.877.722.7088  
**EMEA** +44.845.226.1205  
**APAC** +81.03.4360.5385

**WEB** [www.omniture.com](http://www.omniture.com)  
**EMAIL** [sales@omniture.com](mailto:sales@omniture.com)

**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 on-demand, 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 provided through Omniture University. Omniture's customers include eBay, AOL, Wal-Mart, Gannett, Microsoft, Oracle, GM and HP. [www.omniture.com](http://www.omniture.com).



**A LEADER IN ONLINE BUSINESS OPTIMIZATION SERVICES**  
 550 East Timpanogos Circle  
 Orem, Utah 84097

© JUNE 2006 Omniture, Inc.  
 Omniture and the Omniture and SiteCatalyst logos are trademarks of Omniture. All other trademarks and logos are the property of their respective owners. All rights reserved.