## OMNITURE. Discover...

# OMNITURE®

## 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<sup>™</sup> includes Omniture SiteCatalyst®, Omniture DataWarehouse, Omniture Discover<sup>™</sup> and Omniture SearchCenter<sup>™</sup>—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-touse 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 valueadded 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

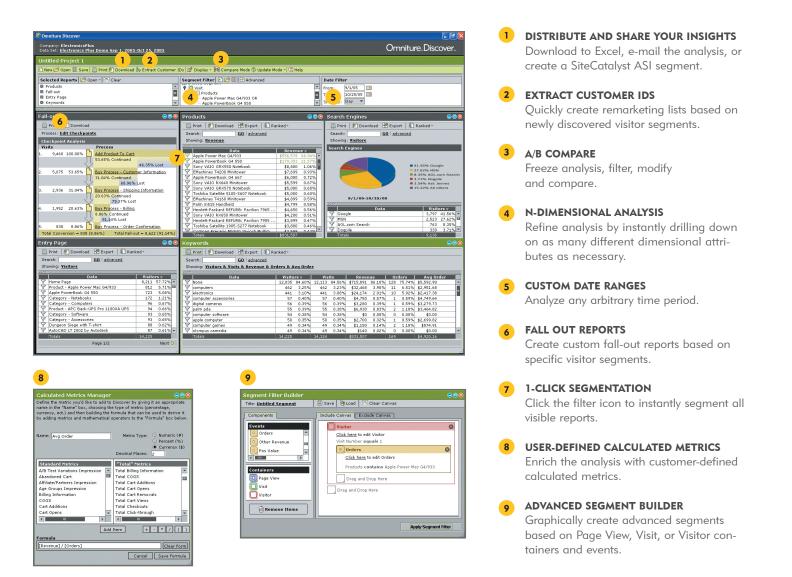
Discover provides instantaneous access to granular data, which is required to optimize online business initiatives. Through real-time exploration of data, this revolutionary solution helps identify and optimize processes based upon the specific needs, behaviors and preferences of the target audience.

#### 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.



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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 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.

#### A LEADER IN ONLINE BUSINESS OPTIMIZATION SERVICES

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