

## Personalize Targeting to Individuals



### PRODUCT OVERVIEW

Omniture Test&Target 1:1 empowers online marketers to personalize the presentation of content and offers that a visitor may find most relevant and compelling—increasing the likelihood of engagement and conversion. With Test&Target 1:1, marketers can automatically target individual site visitors rather than pre-defined visitor segments. Test&Target 1:1 is part of the Omniture Online Marketing Suite of applications for online business optimization.

#### BUSINESS CHALLENGES

With large volumes of anonymous online traffic, marketers find it difficult to determine which content or offers are relevant to individuals. Instead, marketers rely on broader segments or personas, losing out on the opportunity to match offers to individual preferences. In addition, progressing individuals through the conversion funnel requires marketers to present relevant content across multiple online interactions. Personalizing content and offers specifically to individuals helps accomplish this goal and, in turn, increases returns on visitor acquisition spend by improving conversion.

#### THE SOLUTION

Omniture Test&Target 1:1 is the innovative leader in personalized targeting and solves these challenges by providing the following benefits:

- » Measurable increase in revenue to businesses by targeting and personalizing content to individual online visitors
- » Self-learning algorithms that minimize the investment required to target individuals with personalized content and offers
- » Facilitation of visitor progress into the conversion process by better engaging them early on with relevant content
- » Fully-automated targeting that allows marketers to focus on creating compelling content and offers rather than on segmentation and targeting
- » Customizable content serving can be optimized to any of several key performance indicators, including revenue, conversion and click-through rate.

#### BENEFITS

- » **Target Individuals Real-time**  
Low maintenance algorithmic approach targets individuals, rather than customer segments.
- » **Self-learning Algorithms**  
Constantly evolve, update profiles, and self-test to maximize targeting accuracy.
- » **Enhanced Profiles**  
Based upon personalized variables that create a rich portrait of an individual's current interests.
- » **Concurrent Control Groups**  
Validate targeting accuracy with statistical significance to demonstrate revenue uplift.
- » **Real-time Campaign Insights**  
Measure campaign outcomes as soon as they are set up, in the Test&Target 1:1 interface or through SiteCatalyst reports.

#### AMERITRADE

“Test&Target 1:1 seamlessly automates the process of responding intelligently to individual visitor’s preferences and needs with relevant content and offers.”

ERIK LIKNESS, GROUP MANAGER, MARKETING RESEARCH, TD AMERITRADE

## KEY FEATURES

### Individual Visitor Targeting

- » Individual visitor and click scoring allows targeted offers to be served based on a visitor's unique and current interests
- » Each visitor is assigned a unique visitor ID, which is stored in a cookie on their machine, and associated with an anonymous profile
- » Leverage 100's of profile variables to target individuals
- » Import external customer profiles in real time for heightened relevance
- » Offline Customer Variables may also be included to provide additional targeting accuracy
- » Site behavior variables considered: Customer/Prospect, New/Return visitor, Previous visit patterns, Previous/Current Product interests, Searches, Previous online purchases, Previous Campaign Exposure/Responses
- » Temporal variables considered: Time of day, Day of week, Recency, Frequency
- » Environmental variables considered: IP address, Country of origin, Time zone, OS, Browser type, screen resolution
- » Referrer variables considered: Referring domain, Campaign ID, Affiliate, PPC, Natural search, Direct/Bookmark

### Self-Learning Targeting Engine

- » System quickly learns associations between various events and differences between predicted and observed response behavior
- » Cause and effect response modeling enables high response values
- » Constant performance measurement against concurrent control groups
- » Visitor profiles are built and updated in real-time to represent each visitor and the audience at large
- » Constant self-testing adapts targeting to maximize conversion success
- » Automatic reduction of serving representation of low-performing creative
- » Intelligent altering of variable weighting based on time and other degradation factors

### Real-time Campaign Insights

- » Campaigns can be monitored and measured almost as soon as they are set up on your site.
- » All metrics are available for both targeted and control groups, in order to measure incremental value
- » Real-time metrics include: campaign impressions, responses, acquisitions, generated revenue
- » Metrics are reported by: content container, campaign, campaign option
- » Tracking from click-through to an online conversion is reported for both same-session and post-session acquisitions
- » Existing Omniture SiteCatalyst tags can be leveraged to track user behavior across the site—removing the need for a separate library include on all pages
- » All SiteCatalyst-tracked information and events can be automatically passed through to the Test&Target 1:1 system

### Dynamic Content Serving System

- » Maximize returns from on-page "content containers"
- » Each container can be assigned a metric to be maximized against: Click-through, Revenue, Sales, Profit
- » Serving criteria, business rules and % constraints can be specified per container
- » Online management tool preview functionality renders campaign options in their planned location prior to going live
- » Quality assurance can be performed using the Test&Target 1:1 pre-live environment
- » Default content is displayed if a response from Test&Target 1:1 is not received within a specified period of time.
- » Multiple files formats, such as standard GIF, JPEG, Flash, JavaScript-mediated, may be served within the same content container
- » Dynamic or orchestrated campaign presentation—content shown in containers can be coordinated to show campaigns that all relate to the same theme

## OMNITURE—THE LEADER IN ONLINE BUSINESS OPTIMIZATION

More than 5,100 companies around the world rely on The Omniture Online Marketing Suite to optimize customer interactions—creating more personalized, relevant customer experiences while also maximizing the return on their marketing spend. The Omniture Online Marketing Suite offers superior usability, supports multiple languages and currencies, and is delivered securely via an on-demand infrastructure that is designed to scale with customer needs.

Powered by an Open Business Analytics Platform, the suite is supported by world-class services and a rich ecosystem of partners, developers and agencies. Omniture Client Services include ClientCare, with flexible support options and global access; Omniture Consulting, with a world-class implementation methodology and industry best practices; Omniture Education with on-demand and in-class certification programs.

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