

Real-Time, High-Performance Analytics & Reporting



PRODUCT OVERVIEW

Omniure SiteCatalyst is the foundational product for the Omniure Online Business Optimization Platform. It provides you with actionable, real-time intelligence regarding your online strategies and marketing initiatives. Omniure SiteCatalyst also helps you quickly identify and understand the most profitable paths through your Web site, where visitors are dropping off, what's driving critical success events, and how different segments of visitors interact with your Web site.

BUSINESS CHALLENGES

Today, the margin of error is thin. It's easy for your clients, consumers and visitors to click away to another site or online function that is easier to use, or more interesting and relevant to them. How do you compete with that?

You have to increase the value of your online efforts to your visitors and to you. And, you have to do it in a way that maintains or lowers costs, while also maintaining or lowering time invested and increasing your return on investment.

To do that you need:

- » Real-time data to make timely decisions.
- » A quick snapshot of the key performance indicators (KPIs) for your online efforts in a reader-friendly dashboard.
- » Automatic alerts anytime a KPI moves to a dangerous or impressive level.
- » One place to measure, analyze and optimize all of your online and multi-channel initiatives.

SIX KEY BENEFITS

Real-time Interactive Reporting

Omniure SiteCatalyst provides real-time, interactive reports designed to help you optimize the effectiveness of your Web site and multi-channel projects. Dashboards reflecting real-time information and event-triggered alerts offer timely insight into KPIs and other critical data.

Comprehensive and Easily Configured

Whether your online model is ecommerce, lead generation, subscription, ad sales, or support, SiteCatalyst provides a full set of ready-to-use reports that deliver the critical insight needed for improving your specific online success. SiteCatalyst reports, dashboards and alerts are made to be easily configured to identify and measure the factors that uniquely affect your business.

When visitors view your Web pages, SiteCatalyst securely and automatically captures their information and instantly makes it available for your analysis and action.

Simple Usability and Adoption

SiteCatalyst is easy to use. Whether you're the most casual user or detailed analytics expert, it's important that you're able to simply accomplish what you're using SiteCatalyst for.

We've listened closely to feedback from our clients and kept a close eye on industry best practices for usability. If you're familiar with a standard Web browser and equipped with a login and password, you will be able to evaluate customer behavior and visitor interaction with ease—from day one.

Accelerated Time-to-Value

We have reduced the time-to-value curve with SiteCatalyst. From the beginning, SiteCatalyst helps you know the best ways to invest (or stop investing) your resources to focus your efforts on the campaigns, programs and changes that have the greatest impact.

On-Demand

Because SiteCatalyst is hosted and updated on-demand, you don't have to worry about complications with software that must be installed and maintained.

Scalability

SiteCatalyst is used by many of the largest organizations and sites on the Internet. We processed 2.2 trillion transactions in 2007 through our seven data centers. Our infrastructure has been designed to grow with you.

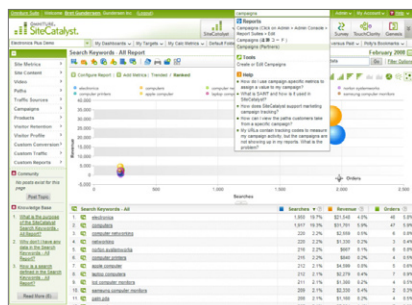
THE LATEST...

The most recent enhancement to SiteCatalyst (version 14) include:

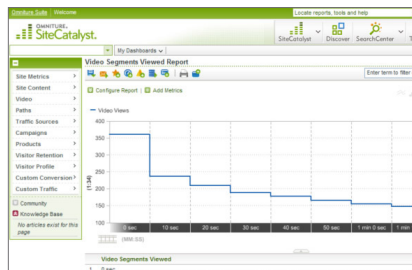
- » The most comprehensive video effectiveness and engagement reporting available
- » One-minute distribution of boardroom-ready reports and dashboards, analyzing hundreds of Web sites to potentially thousands of users in your organization
- » Updated, more efficient interface with one-click navigation and search
- » Contextual help for quick answers on every page
- » Access to the world's elite Web analysts and marketers through our customer community portal
- » Scheduled distribution of Excel workbooks, containing custom analysis of live SiteCatalyst data
- » A new Web Services API for integration with in-house reporting tools, or to power "top content" widgets on your site
- » Native measurement support for Adobe's Flex 1-3 and Flash 6-9 applications

SITECATALYST AT A GLANCE

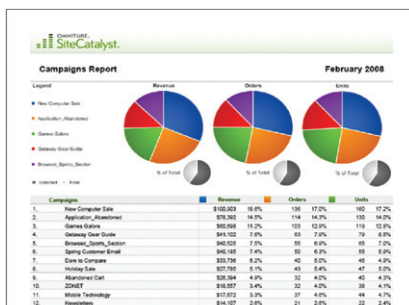
SiteCatalyst provides in-depth analysis of your Web site visitors. Basic reports can be accessed or downloaded in a variety of formats at any time.



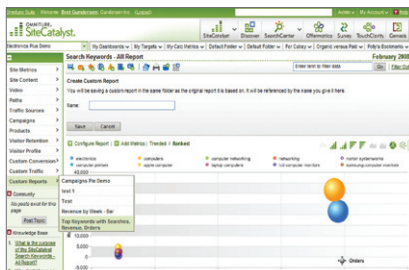
Efficient navigation quickly puts the most relevant reports at your business' fingertips, including Contextual Knowledge Base articles and bubble help.



SiteCatalyst provides nine different reports for video optimization.



Speedy delivery—send a good-looking report across hundreds of report suites in less than a minute.



Easily build and customize reports that everyone in your organization can use.

SUPERIOR USABILITY

Our friendly, browser-based interface is easy to learn and understand. The flat navigation and superior search gets you where you need in minimal clicks.

MULTI-SITE GROUPING

Gather data across several Web sites or analyze each one individually.

VISITOR SEGMENTATION

Understand exactly how different types of visitors behave. With a single click on the filter icon, create visitor segments based on any events or clicks.

ACTION ALERTS

Automatic notification of event triggers when key metrics exceed or fall below expectations.

DATA SOURCES

Set-up and schedule third-party data for automatic import.

CROSS-CATEGORY ANALYSIS

Deep multi-placement analysis for merchandisers.

VIDEO MEASUREMENT AND REPORTING

With video becoming an important online medium, SiteCatalyst offers you the most advanced video measurement and reports you can find.

WEB 2.0 OPTIMIZATION

Increase the relevancy and effectiveness of the latest Web 2.0 tools by optimizing: social networking, consumer reviews, blogs and more.

THE LEADER IN ONLINE BUSINESS OPTIMIZATION

AMERICAS

+ 1.877.722.7088 TEL
+ 1.801.722.7001 FAX

EMEA

+44 (0)20 7380 4400 TEL
+44 (0)20 7380 440 FAX

FRANCE

+33 1 70 37 53 56 TEL
+44 207 900 2725 FAX

GERMANY

+49 (0) 899 0405 408 TEL
+49 (0) 899 5464 252 FAX

NORDICS & BENELUX

+ 45.36 98 89 50 TEL
+ 45.36 98 89 51 FAX

JAPAN

+ 81.03.4360.5385 TEL

APAC

+ 612 8211 2707 TEL

SWEDEN

+ 46 8 601 30 91 TEL

KOREA

+ 82.2.2008.3228 TEL

HONG KONG

+852 2168 0873 TEL

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

WEB: omniture.com
EMAIL: sales@omniture.com

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