

Automated Bid Management and Analytics

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 Challenge:

Consumers and businesses now rely on Internet search engines to help them research and buy products and services. To stay competitive and protect their brands, companies today are spending significant portions of their budget on search engine marketing (SEM).

With thousands and even millions of keywords across multiple search engines, paid and natural search is complex, making it difficult to manage and measure. Marketers are overwhelmed and currently rely on tools that aren't designed for the purpose of managing and measuring these programs. They lack the automation needed for optimum success and efficiency.

Omniture SearchCenter is specially designed for search marketers. It automates the bid management process and provides native integration with the powerful analytics of Omniture SiteCatalyst—so the true ROI of search marketing can be understood, managed and optimized.



Over the next five years, paid search inclusion is projected to grow to 40 percent of total online ad spending with total revenue growing to nearly 19 billion in 2010.

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US PAID SEARCH FORECAST 2005 – 2010

FIVE KEY BENEFITS

Know if Keywords are Delivering Real Business Impact

Measuring impressions and clicks doesn't provide enough information to understand the real business impact of your search marketing investment. Because of its native integration with Omniture SiteCatalyst, marketers can use SearchCenter to go beyond the click and measure the end-to-end conversion process. With this information, marketers can determine if their keywords are truly delivering increased revenue, profitability and lifetime value, and can better understand how to improve results.

Reduce Complexity with a Single Interface and Dashboard

Learning to effectively use the differing interfaces of the popular search engines can be very time consuming and costly. Omniture SearchCenter simplifies this process by providing a single way to interact with the leading search engines including: Google, Yahoo!, Enhance, SearchFeed, Miva, MSN and others, and then delivers one central dashboard to analyze and compare the ROI performance of all keywords.

Increase Productivity thru Automated Keyword Management

Search marketing is time consuming and error-prone because marketers are using stand-alone spreadsheets and manual processes for managing very large volumes of keyword data. Omniture SearchCenter is designed to provide a point-and-click interface for making individual or mass changes to bidding strategies, campaigns, ad groups and keywords. An interface with Excel further automates the uploading and downloading of data with the click of a button, letting search marketers have the best of both worlds.

Increase Effectiveness Using Automated Bid Management

With more data available, a highly competitive environment, and a rapidly changing industry, automated bidding strategies are essential for successful search engine marketing. Omniture SearchCenter lets customers define bidding rules and alerts based on key metrics and can automatically adjust bid strategies based on performance to help ensure a competitive advantage.

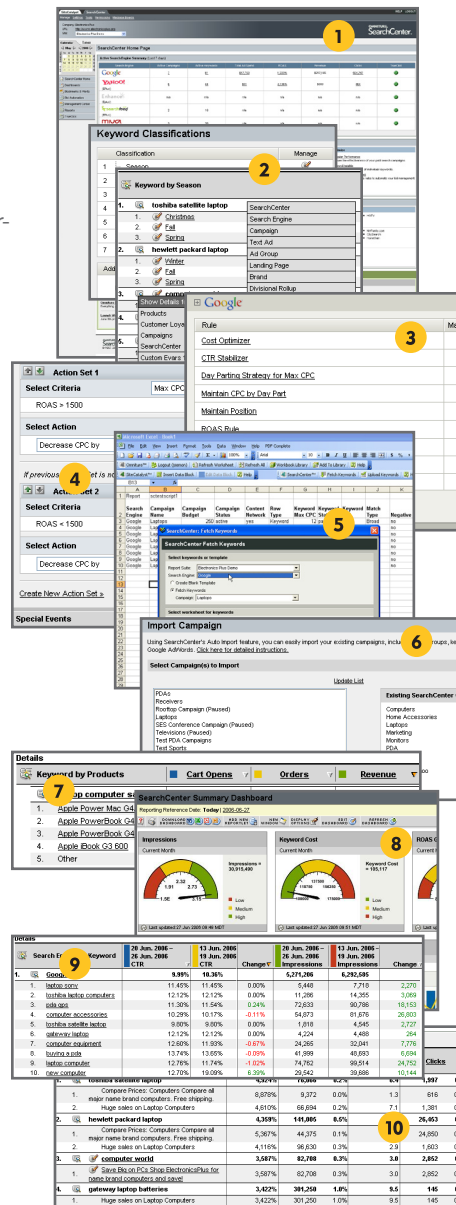
Enhance Success with Keyword Targeting

Sophisticated search marketers are continuously looking for ways to better target their market segments with the most relevant keywords. Omniture SearchCenter enables them to pin-point the keywords most relevant to their segments by measuring keyword performance against demographic, geographic, behavioral and other desired profiling information.

SearchCenter at a Glance

Omniiture SearchCenter combines the industry's leading Web analytics solution and robust bid management to help marketers intelligently optimize keyword campaigns based on single visits, as well as multi-session visitor behavior.

- 1 SINGLE INTUITIVE USER INTERFACE**
One interface for integrated keyword success metrics and conversion related Web analytics to maximize keyword marketing performance across search engines.
- 2 KEYWORD CLASSIFIER - PATENT PENDING**
Categorize keywords into groups by characteristics to provide a more holistic perspective.
- 3 LIBRARY OF BEST-PRACTICE BIDDING STRATEGIES**
Effective strategies for maximizing results from the marketing budget.
- 4 RULE BUILDER - PATENT PENDING**
Create custom rules for unique bidding strategies.
- 5 ONELIST™ WITH EXCEL - PATENT PENDING**
The SEM industry's first fully integrated Excel client.



- 6 ONE-CLICK AUTO-IMPORT**
Automatically migrate keywords from major search engines and painlessly import them with one-click from one interface.
- 7 INTEGRATED WEB ANALYTICS**
Sophisticated bid management and Web analytics combined.
- 8 REAL-TIME REPORTING, DASHBOARDS, AND ALERTS**
Real-time reports, shared dashboards, and automated alerts on bid conditions.
- 9 TRUECLICK™ - PATENT PENDING**
Companies can defend their brands, phrases, and keywords from competitors with TrueClick.
- 10 ADMATCH™ - PATENT PENDING**
Associate a keyword response with the precise text ad that was served.

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ABOUT OMNIITURE Omniiture, Inc., is a leading provider of online business optimization software, enabling customers to manage and enhance online, offline and multi-channel business initiatives. Omniiture'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, Omniiture offers a range of professional services that complement its online services, including implementation, best practices, consulting, customer support and user training provided through Omniiture University. Omniiture's customers include eBay, AOL, Wal-Mart, Gannett, Microsoft, Oracle, GM and HP. www.omniiture.com.

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