

Omniure Prepares Businesses for the Future of Interactive Marketing

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As mentioned in the report by Forrester Research titled “US Interactive Marketing Forecast, 2009 to 2014,” interactive marketing spend will trend up from 12% today to 22% in the next five years. Dollars will shift from traditional marketing and advertising channels into social media, email and mobile marketing.

BUSINESS CHALLENGE

If marketing opportunity is shifting away from traditional media like TV and radio to online avenues, how can businesses be sure that their money is efficiently and strategically spent? Simply moving dollars from mass media to search marketing and online display advertising does not in itself breed success. Without a strategy and solutions with which to measure success, businesses are simply moving dollars from one medium to the other with no advantage gained.

At the same time, consumers are demanding more from businesses. They want relevance and customization. Online and digital avenues have been the natural meeting point for customers to get exactly what they want, immediately, and for businesses to be able to offer them, faster than ever.

Below are Omniure webinars, product and features guides, and customer success stories that will help you capitalize on the shift of marketing dollars from traditional media to online and digital strategies.

INTERACTIVE WILL CANNIBALIZE TRADITIONAL MEDIA

More strategic marketing organizations. Forrester predicts that CMOs will begin to buy their own technology and focus on interactive solutions like Web analytics and email marketing.

US Auto Parts is a company that has bought their own interactive solutions. They were able to integrate Experian CheetahMail with Omniure Genesis™ and Omniure SiteCatalyst®. Through the integration of these solutions, they multiplied their revenue per email by 50 times.

Read more about US Auto Parts’ investment:
[US Auto Parts Network Revs Up Email Campaigns with Omniure Genesis](#)

“Interactive marketing will near \$55 billion and represent 21% of all marketing spend in 2014 as marketers shift dollars away from traditional media...”

FORRESTER RESEARCH

BENEFITS:

- » **Invest in Interactive Solutions**—Incorporate interactive solutions in your online marketing that will measure and optimize all activity on your Web site.
- » **Embrace Search Marketing**—Make more informed marketing decisions with Omniure SearchCenter, a solution which automates your search marketing.
- » **Improve Email Marketing**—Make sure your email is relevant and stands out from all other emails your customers are receiving by measuring and optimizing with Omniure Genesis.
- » **Measure Social Media Effectiveness**—Optimize social media by employing solutions that allow you to measure your social media efforts.
- » **Mobilize Your Marketing**—Understand how your customers are interacting with mobile applications and mobile Web sites and how this is impacting key business metrics such as conversion.

SEARCH MARKETING STILL LEADS INTERACTIVE SPEND

Smarter, bigger search programs. 80% of marketers embrace paid search and SEO, according to Forrester. Search marketing and programs are becoming more sophisticated. Per Forrester, Dollar Thrifty invested in Omniture SearchCenter in order to make more informed search marketing decisions.

Delta found success combining Omniture SearchCenter® and Omniture SiteCatalyst through the Omniture Online Marketing Suite. Delta was able to test the relationship between paid search, natural search, and on-site activity. This led to a boost in Web site visits for Delta.

See how Delta broadened their view of search marketing:
[Delta.com Performance Soars with Omniture SearchCenter](#)

EMAIL MARKETING CONTINUES HEALTHY GROWTH

A current email renaissance. Email marketing this year is in high use as marketers see this as an economical way to reach customers. Forrester points out that email marketing is overtaking direct mail as a smarter way to communicate with customers.

Take a look at this webinar featuring MarketingSherpa research analyst Stefan Tornquist who shares recent research on email relevance. Also, Dale and Thomas Popcorn reviews how they used Omniture Genesis to send automated, relevant emails to customers.

See the webinar:
[Email Relevance](#)

SOCIAL MEDIA FIXES ITSELF IN THE INTERACTIVE MARKETING MIX

More companies embrace social media. Forrester points out that 64 percent of marketers already build social media applications and 22 percent more will by the end of 2009. This creates a need to measure user activity with your brand on social networking sites.

Omniture SiteCatalyst offers a feature called Social Networking Optimization. With this feature, you will be able to understand the value and longevity of content as well as a number of other benefits.

Learn more about these key features:
[Omniture SiteCatalyst: Social Network Optimization](#)

MOBILE MARKETING MATTERS POST-RECESSION

Strategic mobile application development. Everyone is taking part these days in developing mobile applications. The iPhone alone has more than 35,000 apps. With the increase of applications, an opportunity will arise for marketers to use this means to reach customers.

While reaching customers with mobile apps, you'll also want to measure the channels driving viewers to the application and how your customers are engaging. Omniture SiteCatalyst will enable you to do this as well as track conversion rates of your visitors.

Read more about Omniture SiteCatalyst app measurement:
[Mobilize Your Marketing-Mobile App Measurement](#)

See how uLocate uses Omniture SiteCatalyst to improve their WHERE application, and to provide a richer customer experience: [Smart Marketing for Smart Phone: Measuring Customers, Smart Phones, and App Usage](#)

OMNITURE—THE LEADER IN ONLINE BUSINESS OPTIMIZATION

More than 5,000 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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