



Adobe® Online Marketing Suite, powered by Omniture®

ADOBE® ONLINE MARKETING SUITE

Powered by Omniture®

“With the Adobe Online Marketing Suite, we can optimize every digital campaign and leverage our learning across technology.”

Scottrade

The Adobe® Online Marketing Suite, powered by Omniture® is a collection of products that provide insight into the performance of online marketing initiatives, empowers organizations to make informed decisions, and ensures the success of online marketing programs.

Business challenges

Consumers today can interact with businesses across multiple channels and devices. And it is up to businesses to figure out how to best attract, engage, and retain customers in a world where the reach and quality of experiences directly impact success. With limited marketing budgets and virtually unlimited ways to spend it—mobile, social media, video, traditional online campaigns, and others—marketing executives need to know that their investment is optimizing consumers' experiences and delivering the greatest return on their marketing spend. And if it isn't generating the greatest return, marketers need the insight and agility to quickly adjust their strategies.

Given the complexity of online marketing, savvy marketers are adopting comprehensive, data-driven programs to understand what's working and what's not when it comes to engaging consumers and increasing sales. Online marketing goals must map clearly to overarching business objectives, and marketing executives are expected to demonstrate the success of their programs using solid metrics. In this environment, gleaming insight in real time across channels is essential.

Solution

With the Adobe Online Marketing Suite, businesses have an integrated collection of products that provide insight into the performance of online marketing initiatives, empower organizations to make informed decisions, and ensure the success of online marketing programs. The result is that marketers realize significantly greater returns from their program dollars and engage the right consumers with the most relevant message.

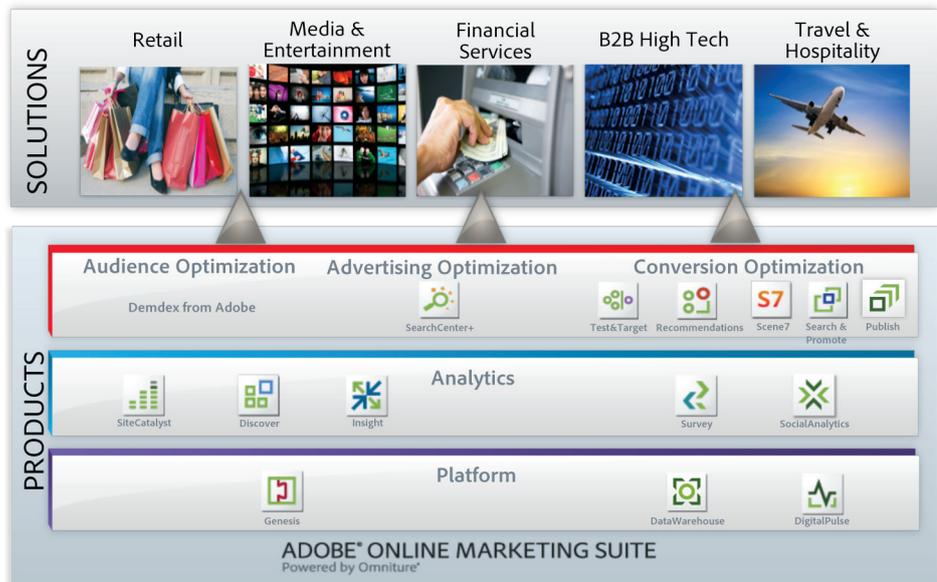
To optimize online marketing:

- Align online marketing initiatives with key business objectives
- Bring together data from multiple systems into one integrated platform
- Gain real-time insights into customer behavior across marketing channels
- Enable advertisers to monetize and share data and empower publishers to maximize ad inventory
- Optimize ad spend to determine the best allocation of advertising budgets
- Leverage insights to deliver relevant online consumer experiences that drive conversion

A platform for success

The Adobe Online Marketing Suite is a flexible, integrated platform that collects and manages data across online and enterprise systems. Adobe processes more than five trillion transactions per year for its Online Marketing Suite customers, capturing details about every click, download, purchase, and interaction conducted on the web, mobile, social media, digital video, and other channels. Using these details, the Online Marketing Suite can help publishers quickly identify audiences that match the profiles that advertisers are demanding and maximize the value of digital assets.

Businesses can choose to build custom, integrated solutions that link to data from enterprise systems such as email, ad serving, surveys, and customer relationship management to expand the impact of their online marketing ecosystem. Adobe also has more than 200 integration partners across over 30 digital marketing categories that offer prebuilt integrations or connectors.



The Adobe Online Marketing Suite increases ROI from online marketing programs with actionable, real-time data and insights that drive successful online initiatives.

Measure everything, maximize ROI

Businesses have to make sense of huge volumes of complex data captured online and from enterprise systems. Through real-time segmentation, dashboards, and reports, managers can use the Online Marketing Suite to gain a complete picture of how consumers are interacting with the business. Marketers can also better understand the impact of one channel over another or how multiple channels combine—for instance, traditional online, social media, and in store—to shape customer demand and experiences and drive purchases.

The insights and resulting strategies can be analyzed and shared easily across teams to enable managers at every level to clearly understand the impact of all marketing programs.

Optimize every digital interaction

The Adobe Online Marketing Suite can support critical business goals and automate essential online initiatives, empowering marketers to make better decisions and execute on them faster.

Audience optimization—Enables advertisers and publishers to maximize their online ad investment. Through audience optimization capabilities in the Online Marketing Suite, publishers can quickly identify audiences that match the profiles that advertisers are demanding and maximize the value of their digital assets.

Advertising optimization—Maximizes the impact of a company's advertising spend across and within channels, including mobile, social media, traditional web, and in store, to yield the greatest returns.

Conversion optimization—Enables businesses to deliver relevant and engaging digital content that boosts key performance metrics, whether it is a customer purchase, engagement, download, form completion, or other desired outcome.

Taking action

Learn how the Adobe Online Marketing Suite can help businesses maximize returns from online marketing programs.

For more information, visit www.omniture.com or call 877.722.7088 to reach our North American offices. Check the website for the international office nearest you.

For more information
www.omniture.com



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