

More Time for More Strategy: Automated Bid Management and Analytics



PRODUCT OVERVIEW

SearchCenter is one of the products available through the Omniture Online Business Optimization Platform. SearchCenter is designed to save you time and help you refine your Search Engine Marketing (SEM) strategy.

SearchCenter forecasts and optimizes SEM results, automates keyword bidding and combines multiple search engines in one easy-to-use interface. Automated bid strategies and alerts help you evaluate and respond to changing bid conditions. Omniture SearchCenter helps you target the right audience, optimize your landing pages and measure and achieve tangible ROI—all in one solution.

BUSINESS CHALLENGE

With the growing popularity of keyword searches by consumers, you are faced with spending significant portions of your budget on SEM to stay in front of your audience. The challenge becomes more complicated when you try to manage thousands, and even millions, of keywords across multiple search engines with tools that aren't designed for that purpose; things get more complex when you try to integrate your SEM with a non-integrated analytics application.

SearchCenter automates the bid management process and provides native integration with the powerful analytics of Omniture SiteCatalyst—so you can understand, manage and optimize the true ROI of search marketing.

KEY BENEFITS FOR SEARCH MARKETERS

Keywords That Deliver Real 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, you can use SearchCenter to measure the end-to-end conversion process. With this information, you can determine if your keywords are actually delivering increased revenue, profitability and lifetime value, as well as better understand how to improve results.

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 all 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.

Automated Keyword Management

Rather than using stand-alone spreadsheets and manual processes for managing very large volumes of keyword data, Omniture SearchCenter provides a point-and-click interface that simplifies and streamlines the management process. Make individual or mass changes to bidding strategies, campaigns, ad groups and keywords. An interface with Excel further automates the uploading and downloading of your data with the click of a button.

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 you define bidding rules and alerts based on key metrics that will automatically adjust bid strategies based on performance.

Keyword Targeting

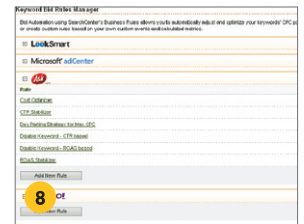
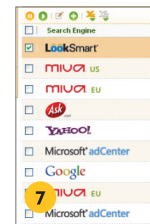
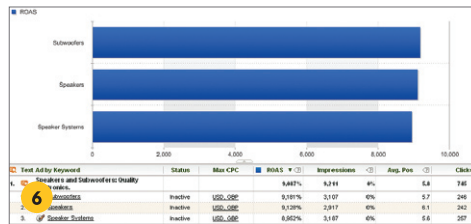
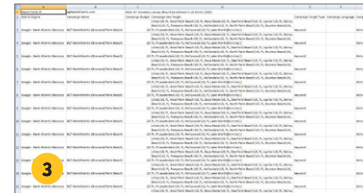
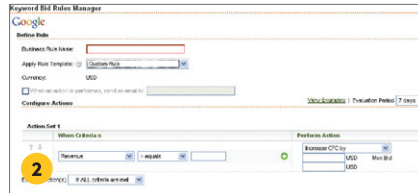
Omniture SearchCenter enables you to pin-point the keywords most relevant to your segments by measuring keyword performance against demographic, geographic, behavioral and other desired profiling information.

“Paid search spending will rise from \$8.9 billion in 2007 to \$18.5 billion in 2012 at a compound annual growth rate (CAGR) of 15 percent.” JUPITERRESEARCH » US PAID SEARCH FORECAST 2007–2012

THE LATEST...

The most recent enhancements to SearchCenter (version 3.0) include:

- » Campaign Budget Optimization, which self-manages and optimizes the bids for your entire campaign budget and forecasts possible returns and outcomes for future budgets and campaigns.
- » Offline Data Integration allows you to build calculated metrics and bidding strategies on information from your sources outside of Omniture such as call centers, ad serving results or other analytics info.
- » Enhancements to the Knowledge Base with help on every page as well as access to elite Web analysts and marketers through our community portals.
- » Upgraded Search Engine integration using the latest Search Engine APIs as well as additional support for Miva EU.
- » New and updated reporting features help guide you to appropriate information and ultimately, actionable strategies.
- » Shorter and easier navigation as well as search that allows you to locate help and tools from any page.



TIME SAVERS:

- 1 CAMPAIGN BUDGET OPTIMIZATION**
An algorithmic biddings system.
 - 2 KEYWORD BIDDING RULES**
A rules-based bidding system. Create unique bidding strategies.
 - 3 ONELIST™ WITH EXCEL**
The SEM Industry's first fully integrated Excel client.
 - 4 IMPORT CAMPAIGNS**
Automatically migrate keywords from major search engines and painlessly import them with one click from one interface.
- INTUITIVE BID MANAGEMENT**
One-stop shop for bid management including bulk campaign, ad group, and keyword changes.
- OFFLINE DATA INTEGRATION**
base bidding strategies on information from your sources outside of Omniture (call centers, ad serving results, etc).
- REFINED MANAGEMENT LISTS**
Advanced filtering capabilities to pinpoint the lists you're looking for.

STRATEGY BUILDERS:

- 5 ORGANIC & PAID KEYWORD AWARENESS**
See your paid and organic keywords together.
 - 6 ADMATCH™**
Associate a keyword response with the precise text ad that is served.
 - 7 SEARCH ENGINE EXPANSION**
Enjoy the most complete environment for your SEM efforts.
 - 8 BEST PRACTICE BIDDING RULE LIBRARY**
Effective strategies for maximizing results from the marketing budget.
- INTERNAL SEARCH REPORTING**
See what's being searched on your site. Let that info guide your paid listing.
- GEO REPORTING**
Increase geographic targeting by knowing where your searchers are coming from.
- DEMOGRAPHIC REPORTING**
Understand your visitors' profile.

THE LEADER IN ONLINE BUSINESS OPTIMIZATION

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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

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