

Award-Winning Web Site Search



PRODUCT OVERVIEW

MARKET LEADERSHIP

Omniture is a leading provider of online business optimization solutions. 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 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™, Omniture Genesis™, Omniture SearchCenter™, Omniture Offermatica™ and Omniture TouchClarity™—all delivered on an open, flexible, highly secure and scalable computing architecture.

BUSINESS CHALLENGES

Businesses rely on their Web site as an important source of information for their customers. And yet, while the amount of information on the site continues to grow, the amount of time that consumers and businesses are willing to spend to find what they need is shrinking. Marketers understand this trend and, as a result, have invested significant time and money to create a positive experience for their visitors.

People don't want to learn a Web site's unique structure by spending time navigating through numerous links and pages. Instead, many visitors use site search, the search box on a site, as their primary form of navigation. When a visitor searches, the response has to be relevant and presented in an intuitive manner. If this doesn't happen, visitors quickly leave for the competition. To satisfy visitors and gain measurable business value, Web sites need to deliver the right answer to the question being asked, quickly and easily.

POWERFUL SITE SEARCH THAT DELIVERS RESULTS

Omniture Site Search is an award-winning solution that includes a powerful search engine and enables marketers to target results to visitors, manage relevancy and ranking and use the behavior of Web site visitors to automatically boost results based on category, date, popularity and more.

Omniture Site Search maximizes the impact to the business, whether the objective is to increase revenues, improve customer satisfaction or reduce costs.

KEY BENEFITS

Improves the Quality of Web Visits

Not all searches are clearly stated questions. In fact over 90% of visitors will use four words or less when using site search. Additionally, searches often include misspelled keywords. Fundamental to providing the visitor with the appropriate set of results is a good understanding of the underlying meaning of the keyword. Omniture Site Search lets visitors use their own words, providing support for synonyms, hyponyms, acronyms, sound-alike matching, foreign languages and can automatically complete the keyword avoiding common spelling mistakes.

Enhance the Site Experience

Providing accurate results in a text-based list is not intuitive for visitors. A product can have numerous options or configurations, and a search can result in a number of pages or documents from various areas on the site, including spec sheets, documents and answers to commonly-asked questions. Omniture Site Search enables organizations to tailor the presentation of the results to match the context of the search, giving the visitor a more intuitive experience.

Enhance Customer Loyalty through Promotions

While visitors want to find exactly what they are looking for, they may be interested in related products, services or information. Omniture Site Search provides the organization with the ability to place relevant and related products, services and information alongside the search results, improving the ability to upsell and cross-sell.

Site Search at a Glance

Omniture Site Search connects Web site visitors with the information, products or services they seek—quickly and easily. This flexible solution enables marketers to directly target results to visitors, manage relevancy and ranking and use visitor behavior to automatically boost results based on category, date, popularity and more. Visitors have access to the organization's most relevant, accurate and up-to-date information and products, ensuring maximum impact to the business.

GUIDED SEARCH

Omniture Site Search's dynamic refinement guides visitors to exactly what they want by narrowing searches on-the-fly based on relevant criteria.

ANALYTICS-DRIVEN SEARCH RESULTS

Organizations can leverage Web analytics data to automatically influence search results based on visitor behavior, delivering the results that are most likely to convert or the best answer to a visitor's question.

TARGETED PRESENTATIONS

The search results displayed can be tailored to match the type, results or context of the search. If visitors are looking for an answer to a support question, they will get it. If they want to read a recent article published on the site, they will find it.

KEYWORD-BASED CONTENT

Marketers can include a message within the search results based upon search keywords. This allows marketers the opportunity to message directly to the visitor, enhancing up-sell and cross-sell opportunities.

GEOGRAPHIC SEARCH

"Is this event near me?"

"Where is the closest customer service center?"

These are common questions that visitors ask. Now, you can help them find the answers with site searches based on postal codes, area codes, cities, states, longitude and latitude.

RELATED CONTENT

Present related products or services in the context of the search results, providing the visitor with additional opportunities to engage and convert.

AUTO COMPLETE AND "DID YOU MEAN?"

Guide visitors to a successful search by anticipating and suggesting keywords as they type. Avoiding common spelling mistakes while demonstrating the breadth of content on the site ensures that the visitor will find what they are looking for.

MULTIPLE RESULT SETS

Web sites have multiple offerings—content, support, forums, downloads and more. Multiple result sets let visitors know about them, with a search-result layout more user-friendly than one crowded list.

VERSATILE AND INCREMENTAL INDEXING

Site Search supports a broad range of file types, including HTML, Adobe PDF and Microsoft Office formats for a myriad of data-crawling and index-building options. On-demand, scheduled and incremental indexing capabilities for rapid crawling and site updates, ensure searches and indexes reflect the latest content and leads to visitor satisfaction.

KEYWORD REPORTING

Weekly reports provide actionable intelligence on what visitors are looking for, including top keywords and failed searches. Understanding the needs of visitors, and responding effectively, is important to building satisfied customers who keep coming back.

"Enabling our visitors to tell us what their interests are, and then letting them know when we have something that matches their interest keeps our clients and prospective clients engaged with us and coming back."

SOTHEBY'S

"Site Search 5.0's new 'related products and content' feature allows us to do a better job of merchandising our search content. It's a great way to not only drive up average order value, but also to show customers the full breadth of our product lines."

**JAY ALLEN, CATALOG AND WEB MARKETING MANAGER
AT CUTTER & BUCK.**

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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