

# Vignette® and Omniture

Product Datasheet

## Leverage Visitor Insights to Create Profitable Online Experiences

Today's Web users have high expectations. The Web 2.0 phenomenon has fueled a demand for online experiences that are personalized, community-centric and available across multiple channels and devices—anytime and anywhere.

Now, more than ever, an organization's Web site is its number-one marketing, community and loyalty-building tool. Organizations not only have to provide a rich, fulfilling online experience but also continuously measure and improve it.

## Meet these growing demands

An integrated suite built on Vignette's core products—including Vignette Content Management, Vignette Portal and Vignette Collaboration—allows organizations to integrate social networking, personalization, analytics, e-commerce, device recognition and other enterprise-class Web applications. These enable organizations to make stronger, more profitable customer connections.

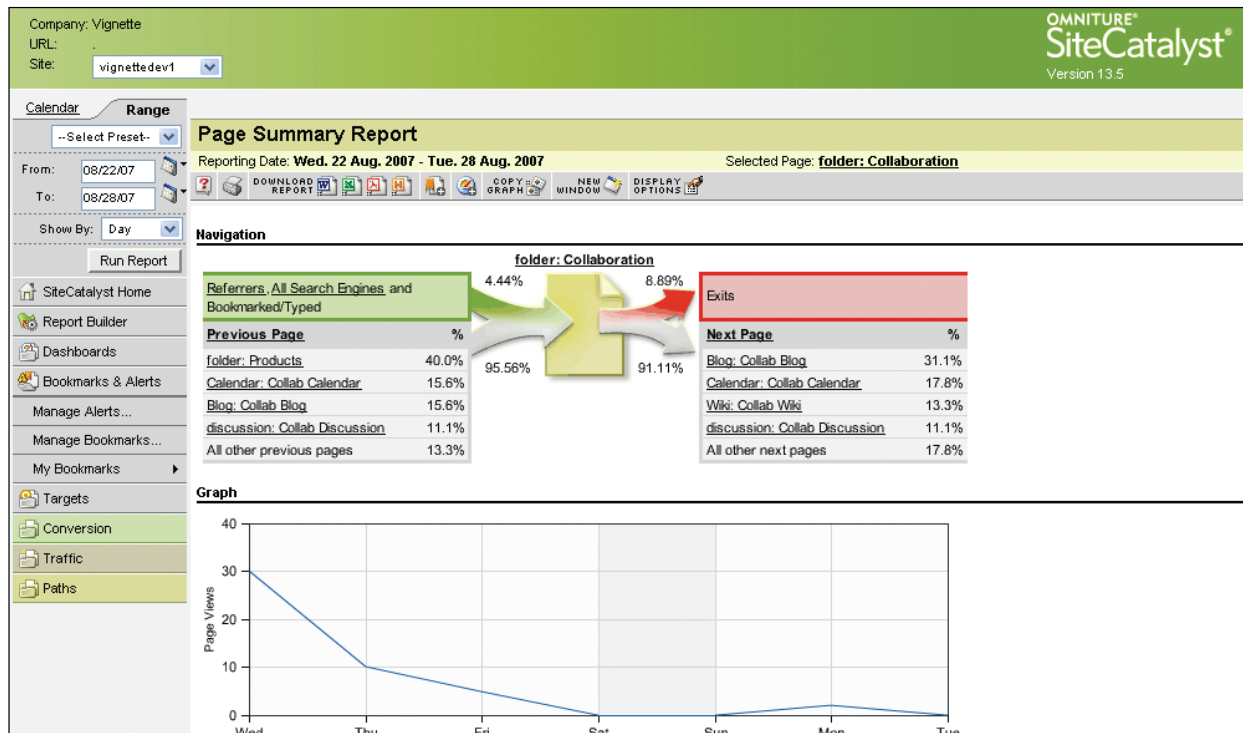
## The inside edge: robust analytics means more opportunity for success

As companies struggle to improve their online businesses through the use of emerging technology, they are challenged optimize the effectiveness of Web site components such as blogs, rich media, social networking and more.

A successful analytics program provides organizations with actionable, real-time intelligence regarding their online strategies and marketing initiatives. This visibility helps organizations quickly identify and understand the most profitable paths through their Web sites, where visitors are dropping off, what's driving critical success events and how different segments of visitors interact with the Web site.

As more buyers use the Web, online organizations are increasingly asking the following questions:

- How do I increase revenue from my Home Page?
- How do I increase the number of leads to my site?
- How responsive is my repeat customer segment to personalized merchandising suggestions?



- How do I evaluate and optimize the efficiency of keyword buys?
- How do I decrease my customer acquisition cost?
- How do I decrease my online support costs? How do I improve product planning, pricing and promotion?

Vignette and Omniture help you answer these questions and more—providing organizations with the tools and information needed to take the best action.

## Optimize your online user experience with Omniture and Vignette

Vignette provides the platform you need to deliver highly interactive, rich, online customer experiences. Omniture helps you to measure and fine tune the effectiveness of those experiences. For any organization that places a strategic value on the quality of its online presence, Vignette and Omniture are an effective combination.

Vignette has taken Omniture's analytics one step further by creating a Best Practices Integration Guide that enables organizations to measure the success of Web site and portal initiatives by analyzing content and portlet interactions ensuring the most valuable content is being delivered to the right person at the right time.

Organizations can gain deeper insight to how content is being used and consumed by enabling usage reporting for various Vignette managed objects like content instances, content types, portlets, portlet types, wikis and blogs both on Web sites and within portals.

- Create quality online interactions and measure their effectiveness
- Easily identify and promote high value content
- Determine where content is performing best online (reports on most popular content by site, channel, content type, or taxonomy)

- Find the most popular portlet or portlet type within your Vignette Portal deployment
- Measure visitor segmentation (location, languages, time zones, connection types, etc.)
- Measure the effectiveness and trends of online interactions

By continually evaluating and refining content offerings, organizations can improve the user experience impacting loyalty and satisfaction for customers, employees, partners and suppliers.

## Find Out More About Vignette and Omniture Web Analytics

Vignette and Omniture Web Analytics are part of Vignette's Web Experience Platform, an integrated family of enterprise content management products. With these products, Vignette's customers improve their content-driven business processes and deliver any content, to both internal and external audiences, anytime, anywhere and to any device making the Web experience relevant, social and multi-channel. For more information about Vignette's products, solutions and their demonstrated value to organizations in virtually every industry, please visit [www.vignette.com](http://www.vignette.com) or call +1 888 608 9900.