

HEAR HOW these industry experts have improved online business success;

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NEIL WESTON	GM Omniture EMEA

have improved their online business success.

Please Note: Not all speakers will be present at every event. Please visit the website at www.omniture.com/summit07 to view the actual programme for each venue and the up-to-date speaker list.

MUNICH 19th April	LONDON 24th April	PARIS 26th April	COPENHAGEN 10th May
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Use the power of web analytics to ensure business success in the era of web 2.0

OMNITURE EUROPEAN SUMMIT SERIES 2007

Marketing 2.0

Staying Ahead of the Curve

REGISTER NOW

omniture.com/summit07

JOIN US AND DISCOVER HOW TO...

- **Increase** website leads and revenue by employing industry best practices
- Make your **repeat customers** even **more responsive** by tailoring content and promoting special offers
- **Minimise customer acquisition costs** and reduce your online support costs
- Evaluate and optimise the efficiency of keyword buys focusing on those that provide the highest return
- **Maximise** the benefits of your **Omniture applications** with practical tips from experienced uses
- **Manage** your **multi-channel campaigns** more effectively
- **Harness** the technology of **Web 2.0** to build a site for the new era of social networking

MUNICH
19th April

LONDON
24th April

PARIS
26th April

COPENHAGEN
10th May

OMNITURE EXPERTS - RAMP UP THE BENEFITS WITH ADVANCED USER TIPS

Omniture's range of web analytical tools offer immediate benefits starting at day one but there are also numerous advanced tips and techniques for maximizing return. These events will demonstrate how experienced customers can get the most from their investment.

We'll demonstrate;

- >> Best practices for your specific industry on what to measure, how to measure it and the best actions to take to drive your success
- >> Powertips and techniques for campaign management and analysis using classifications, segmentation and multi-dimensional analysis, tracking and more, to capture the value of every interaction and understand your online customer
- >> How to integrate your marketing applications including: email, site search, CRM, search marketing, ad serving, user experience and more
- >> Models for building and distributing insightful dashboards
- >> And more

LEARN FROM INDUSTRY EXPERTS

Why not come along to one of the summits where you'll discover how current users are making best use of the technology?

Learning from other users of Web analytics is one of the best ways to be inspired. That is why each event will feature customer presentations on how they have been successful in improving their online business and communication using Web analytics. And, how you can use that understanding to improve your business-increasing profits, lowering acquisition costs and a providing a better user experience.

What's more, the opportunity to quiz current users and the brief demonstrations of our products will give you a real understanding of what we can do - all in a relaxed atmosphere away from the office.

SHARE IDEAS WITH OTHER WEB MARKETING EXPERTS

This is your opportunity to network with your peers, hear what's working for them and share new ideas. We've built plenty of time into the day for you to meet other delegates, including drinks and some entertainment each evening.

THREE NEW EUROPEAN PRODUCT LAUNCHES IN ONE DAY

"The Omniture Summit is the conference to go to for learning how to increase success and implement best practices through the Omniture product. Not only do you learn about new ways to drive revenue, you also get to experience the power of having so many industry people attend to discuss trends and network."

SENIOR ONLINE ANALYST,
SYMANTEC

We will be holding the European launch of three new products at the events;

- >> **OMNITURE DISCOVER 2.0** is a breakthrough in on-demand customer analytics. Enabling you to visually explore large amounts of online customer interaction data in real-time, Discover helps you uncover new business opportunities, devise new customer acquisition strategies and drive more revenue from online marketing campaigns.
- >> **OMNITURE GENESIS** is a brand new "Plug and Play" solution that reduces the complexity of measuring multi-channel online marketing campaigns. We will also be showcasing some of the 30 companies who have achieved Accredited Application Partner status and achieved plug and play integration to SiteCatalyst through Omniture Genesis.
- >> **OMNITURE BEHAVIORAL TARGETING WITH TOUCH CLARITY.** Having recently acquired Touch Clarity, the leader in onsite behavioral targeting, we think all Omniture users will be excited to see how easily you can increase your online results by automating the targeting of onsite marketing and content to your website visitors.

FAQ's

We've been using traditional web analytical tools for years? What will I learn?

The era of web 2.0 has created a complex new environment that requires a shift in marketing approach to more fully engage the online customer. At summit, we'll show you how to;

- >> Connect with your audience through social networking and blogs
- >> Enhance your customers' experience through rich internet applications
- >> Convert your customers' search results into profits with dynamic site search
- >> Take customer engagement to the next level with visitor interaction profiling
- >> Combine online and offline data for marketing effectiveness

I've been an Omniture customer for two years. How will these summits help me?

We have several sessions designed for online marketing experts who have a desire to increase their understanding of the latest Omniture applications. Many sessions are geared towards delivering tips and ideas to advanced users.

I don't manage site traffic in my company, but I'm concerned with the overall results. Will the conference be beneficial to me?

Each summit includes marketing topics in addition to the user-focused sessions. It will be beneficial for anybody concerned about overall online marketing success.

I'm not very technical. Will I still be able to understand everything?

Each summit is designed to benefit both novices and experts. Just choose the course track that is most appropriate for your skills, and you're sure to leave with additional understanding and knowledge.

What is the registration fee?

The registration fee for London is £125.00, an exceptional value for a conference with 15 separate breakout tracks

The registration fees for Paris, Munich or Copenhagen have been waived for existing Omniture customers and partners. This includes users of Instadia ClientStep or Touch Clarity. The fee for all others is €175.00.

Where and when is each event taking place?

MUNICH - Thursday 19th April - www.omniture.com/summit07/munich

LONDON - Tuesday 24th April - www.omniture.com/summit07/london

PARIS - Thursday 26th April - www.omniture.com/summit07/paris

COPENHAGEN - Thursday 10th May - www.omniture.com/summit07/copenhagen

How do I register?

Visit www.omniture.com/summit07 and find the event that best suits you (not all venues have the same content or speakers) then simply register online or call the Registration Hotline on +44 (0)1462 490609

But don't wait too long; space is limited and available on a first-come first served basis.