Omniture on Omniture
Learn Best Practices from the Omniture Marketing Team

Mikel Chertudi
VP, Demand & Interactive Marketing
Omniture

Suresh Vittal
Principal Analyst
Forrester
Agenda

1. The Need for the Online Marketing Suite

2. Omniture Marketing Strategy

3. Omniture on Omniture – A Single Customer View

4. Take Away Summary
Online Marketing Suite

1. Unified Data Model
2. Process tools and metadata repository
3. Centralized Optimization Engine
4. Standards-based architecture
Marketers say they want a more integrated marketing suite . . .

“Please indicate your level of agreement with the following statement: Marketing needs a more comprehensive and integrated application suite in order to improve its effectiveness”

Of our respondents, 80% from financial services, 80% from media & consumer oriented services, and 84% from manufacturing want a more comprehensive suite.

Base: 224 direct and database marketing professionals

Source: Q3 2008 Global Direct Marketing Technology Benchmark Online Survey
Lack of standards impede effectiveness

Multiple vendor relationships are managed in an ad-hoc manner
Measurement processes are inconsistent

Source: Flickr.com Miguel A Lopes “Migufu”
Data and analytics silos prevent broader visibility

Source: Flickr.com Bob Jagendorf
Customer data comes from many channels

- Discuss
- Browse
- Use
- Redeem
- Purchase

15% off in-store purchase

Brand site

Multi-channel customer view

Database

Dashboard

Registration

Sentiment

Discover

Email opens

Media impressions

Site hits

June 2008 “Creating A Multichannel View Of Your Customer”
Unified data delivers strategic improvements

• Creating compelling customer experiences
• Improving effectiveness of marketing measurement
• Identifying new business opportunities
Creating an operational view of the customer takes effort
Marketers should take four steps to ensure data integration success

1. Identify the killer use cases
2. Audit the data sources and internal resources
3. Assess and acquire technology and analytics capabilities
4. Conduct surgical strikes
1. The best scenarios use multichannel data to deliver incremental business value

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Business value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test direct mail creative and offers on the Web site</td>
<td>A testing environment that supports many different offer/creative version tests at a relatively low cost and delivers instantaneous feedback</td>
</tr>
<tr>
<td>Use multichannel triggers to drive email campaigns</td>
<td>Improve relevance and effectiveness of existing email programs</td>
</tr>
<tr>
<td>Create a decision system for online customers, not just prospects</td>
<td>Extend interaction optimization beyond prospecting to drive retention and cross-sell programs to existing customers</td>
</tr>
<tr>
<td>Develop a multichannel response attribution system</td>
<td>Allow marketers to understand the role that each channel/media (email, search, direct mail, etc.) plays in driving customer response</td>
</tr>
</tbody>
</table>
2. Data audit helps marketers understand the sources that drive multichannel scenarios

• List data sources associated with selected scenarios
• Identify the fields that matter
• Track the owners of the data sources
• Understand the issues associated with the data source
Firms need a wide range of tools and skills to succeed

<table>
<thead>
<tr>
<th>Tools/skills</th>
<th>What it means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer data integration</td>
<td>Tools that help firms collect and organize data from multiple sources</td>
</tr>
<tr>
<td>Data quality and profiling</td>
<td>Tools that help firms assess and manage the data from multiple sources</td>
</tr>
<tr>
<td>Data modeling</td>
<td>Skills associated with structuring and organizing data by describing the relationships between the different entities</td>
</tr>
<tr>
<td>Information analysis skills</td>
<td>Skills associated with understanding, analyzing, and interpreting data to extract business value</td>
</tr>
</tbody>
</table>
3. Assess organizational readiness and capabilities

To what extent do you agree with the following statements? Please respond 0 = do not agree, 1 = agree, and 2 = strongly agree

<table>
<thead>
<tr>
<th>Organization</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>We have a viable business case that supports our initiative.</td>
<td></td>
</tr>
<tr>
<td>We have identified, publicized, and agreed on the discrete benefits that this project delivers.</td>
<td></td>
</tr>
<tr>
<td>Our marketing leadership supports our initiative.</td>
<td></td>
</tr>
<tr>
<td>We have the business analysis skills needed to support our initiative.</td>
<td></td>
</tr>
<tr>
<td>We have the budgets required to acquire the skills internally or from our marketing service providers.</td>
<td></td>
</tr>
<tr>
<td>We have the project and process management skills needed to ensure delivery.</td>
<td></td>
</tr>
</tbody>
</table>

Total

<table>
<thead>
<tr>
<th>9 to 12</th>
<th>Your organization is supportive of your initiative.</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 to 8</td>
<td>You have a good idea of the business justification but need to round out your business skills portfolio before embarking on this initiative.</td>
</tr>
<tr>
<td>Less than 5</td>
<td>Your organization is unprepared. You must consider building up your business case and hiring the right skills first.</td>
</tr>
</tbody>
</table>
Assess data and technology readiness

To what extent do you agree with the following statements?
Please respond 0 = do not agree, 1 = agree, and 2 = strongly agree

**Data and technology**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>We own and manage all our online data sources.</td>
<td></td>
</tr>
<tr>
<td>We have successfully identified the owners of all data sources.</td>
<td></td>
</tr>
<tr>
<td>We have completed a comprehensive data audit.</td>
<td></td>
</tr>
<tr>
<td>We have a specified group of service providers (including IT) that support all our data needs.</td>
<td></td>
</tr>
<tr>
<td>Our service providers (including IT) have the project and process management skills needed to support us.</td>
<td></td>
</tr>
<tr>
<td>Our service providers (including IT) have the requisite data cleansing and modeling skills needed to support our initiative.</td>
<td></td>
</tr>
<tr>
<td>Our service providers (including IT) have a proven track record of executing similar projects.</td>
<td></td>
</tr>
</tbody>
</table>

**Total**

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 to 14</td>
<td>Your technology and data competencies are strong.</td>
</tr>
<tr>
<td>6 to 10</td>
<td>You are aware of the challenges ahead but need to improve technology and data competencies.</td>
</tr>
<tr>
<td>Less than 5</td>
<td>You are unprepared to tackle this initiative. Revamp your data and technology skills.</td>
</tr>
</tbody>
</table>
4. Marketers should focus on no more than two scenarios

- Focus on known data sources
- Make existing programs smarter
Unifying customer data is an iterative process
Thank you

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Agenda

1. The Need for the Online Marketing Suite

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4. Take Away Summary
Omniture Online Marketing Strategy

- People
- Programs
- Practices
- Process & Technology

- Operations
- Site: A/B, MVT, & Targeting, Site Search
- Search & Media
- eMail, Direct Mail, Tele
- Nurturing Automation
## Model & Accountability Matrix

<table>
<thead>
<tr>
<th>Program</th>
<th>People</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Ops</td>
<td>Chad, Matt</td>
<td>SAL (Sales Accepted Leads)</td>
</tr>
<tr>
<td>Promotional Offers</td>
<td>Wes, Mike</td>
<td>Increase Click Thru &amp; Lead Conversion</td>
</tr>
<tr>
<td>Omniture.com</td>
<td>Chad, Jeff</td>
<td>SAL</td>
</tr>
<tr>
<td>Search</td>
<td>Ben</td>
<td>SAL</td>
</tr>
<tr>
<td>Online Media</td>
<td>Ben</td>
<td>SAL</td>
</tr>
<tr>
<td>Events</td>
<td>Stuart</td>
<td>SAL</td>
</tr>
<tr>
<td>Named Prospects &amp; Customers</td>
<td>Scott, Jason, Laura</td>
<td>SAL</td>
</tr>
<tr>
<td>Nurturing</td>
<td>Scott</td>
<td>SAL</td>
</tr>
</tbody>
</table>

Establish Accountability Matrix for Every Team Member
Create “One Version” Truth – Attribution

Multiple marketing apps not “synched” (tracking codes, collection tags, cookie expiration, overwriting) double counting across:

• Web analytics
• Ad Servers
• Bid Management
• Email Service Providers
• CRM
• Campaign management

Standardize Tracking to Prevent Inconsistent Measurement
Track Marketing Objectives Separately – Attribution

Objectives: Acquire Visitors

Issues: Attracting visitors to your site (search, display, e-mail, etc.)

Examples: Remarketing (which remarketing e-mail)

Re-Market Visitors / Cross-Sell Customers

Track acquisition, conversion, re-marketing separately to prevent overwriting (costs, effectiveness)
Create Relevant Customer Engagement
Omniture Audience Profiles

- **Survey**
- **Market Analysis**

Mark
Online Marketer

Jennifer
Marketing Exec

David
Web Analyst
Mark – Digital Marketer
As Search Marketing Director, Mark plans and executes go-to-market strategies for the online and interactive channels. Mark plays a key role in the design of the website with a few objectives constantly in mind - represent the brand, move the lead/conversion needle, prove ROI. Using a variety of channels, including banners, email offers and search marketing, Mark is responsible for casting a broad, yet targeted net to attract new visitors to the site. Once on the site, Mark is responsible for getting them to provide contact info for additional content, which means that the lead gen process needs to be very relevant. Recently Mark has been charged with lowering the cost of converting leads. He is exploring how to use tactics like targeted email to stay top of mind, rather than having existing prospects deplete his search marketing budget to find their way back to the site. Regardless of the marketing initiative, Mark is responsible for reporting results and make decisions based on the facts, although he is constantly getting pressure to do what his boss the VP of marketing “feels.” In fact he is often frustrated that executive suggestions take priority over his other projects, regardless of their “business sense.”

For the past 10 years Mark has been focused on his career and still certainly is, but he’s experiencing more life balance tension with the recent birth of his second daughter. Balancing his desire to be the best dad possible with paying the mortgage on their new home has Mark consistently thinking about driving results professionally while having quality time at home with the family. Overall, Mark would describe himself as a happy guy who’s confident in his career growth prospects as an online marketer - it is the wave of today and the future after all. He and his wife are both educated, have money in the bank, and have started to build a nice investment portfolio for the future. His ideal Saturday is a lazy breakfast with fresh OJ, quickly taking care of a few “honey-do’s” like mowing the lawn and then taking the family to a nearby park - both he and his wife towing a child behind their mountain bikes.

Mark is an avid reader and likes to read before bed to decompress. It doesn’t really matter what he’s reading as long as it’s not forced email! On his nightstand, next to his iPod full of 90’s alternative music, Mark currently has a dog-eared copy of Seth Godin’s most recent book and stacks of a few of his favorite magazines, Fast Company, Harvard Business Review, and Cycle World. He would love to subscribe to others but knows they would just get a quick flip through and recycled. After the kids are put to bed is when he’s able to watch a bit of TV. Mark doesn’t spend much time with local or national news at night since he gets most of his news via his iPhone. Rather, Mark navigates recorded programs on TiVo like a pro selecting unviewed episodes of The Office. On the weekends, he catches a bit of sporting action on ESPN or Speed. At work, Mark knows he must remain well connected with the online marketing world and chooses a variety of online media outlets, including MarketingSherpa, ClickZ, DM News, btoobonline.com, iMedia, MarketingProfs, Marketing Experiments Journal, and SEMPO.

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Mark: Marketing Do’s and Don’ts

Key Theme: How to...

DO NOT: Source - MarketingSherpa / Three Deep Marketing

Mark has strong preferences around marketing communication methods.

Don’t #1. First, the number one rule: Don’t call! You’re doing yourself a disservice if you think you’ll get Mark to do business with a phone call. This is his least preferred means of contact. In fact, over 70% of Mark’s peers feel exactly the same way.

Don’t #2. Mark and 63% of his peers also don’t want to get invited to a large group seminar presentation and demonstration. These are impersonal and he knows that he’ll be getting a sales pitch.

Don’t #3. Mark and 57% of his peers also don’t want the face to face sales meeting and demo!

Where does that leave us?!??!

DO: Source - MarketingSherpa / Three Deep Marketing

Do #1. Today, most online marketers like Mark prefer web-based presentations and pitches. Mark and 87% of his peers would prefer to learn more via a link to a web site with relevant expertise information. Relevance of course is all about illustrating an understanding of what his problems are. First on the list is determining payback on dollars spent.

Do #2. Mark and 86% of his peers are also receptive to email - to receive and share information

Do #3. In our on-demand world, online marketers like Mark and 75% of his peers prefer to learn more about a product or service offering via on-demand web based “How To...” seminars that can be accessed from any computer. Co-present with a well known and respected online marketing practitioner and soften the sales pitch, and you have a winning recipe.

Do #4. When making a marketing technology buying decision, Mark and his peers are most likely to consider return on investment, value based discussion vs. features and functions, and customer success stories.

Create Unique Customer Segments and Build Profiles
Agenda

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“Interactive marketing is the ability to address the customer, remember what the customer says and address the customer again in a way that illustrates that we remember what the customer has told us.”

John Deighton, HBS
Automate Visitor Acquisitions

Create Scenario

- Scenario Name: Portfolio Optimization Rules
- Search Engine: Google
- Campaign: 06 Analytics

How often would you like to perform this optimization?
- One Time
- Daily
- Weekly
- Monthly

How much would you like to spend with this optimization?
- Campaign Budget Default
- Current Ad Spend
- Set Daily Budget

Which metric would you like to optimize?
- Clicks (search center)
- Impressions
- Revenue
- ROAS

Would you like to review the optimizations before applying the changes?
- Yes
- No, run automatically

Deactivate poorly performing keywords

Totals: January 2009
- Monthly Budget: $62,000.00
- Daily Budget: $2,000.00
- Ad Spend: $41,358.28
- Clicks: 5,671
- Impressions: 996,126
- Revenue: $0.00
- ROAS: 0
Paid Search

Are Bid Management Tools Dead? - Search Engine Watch (SEW)
Are bid management tools still useful, or have they outlived their purpose?
searchenginewatch.com/3626132 - 56k - Cached - Similar pages

Making the Case for Portfolio Based Bid Management Tools - Search ...
Jun 6, 2007 ... Eric Enge has long been a fan of bid management solutions. Using Travelzoo as his example, he shows you why he prefers portfolio based bid ...
searchenginewatch.com/3926064 - 53k - Cached - Similar pages

Video results for bid management

Bid Management Software Reviews
Sep 27, 2008 ... Bid management, in internet marketing terms, is the process of optimizing pay per click search engine bids, for the rank and maximum amount ...
www.mikes-marketing-tools.com/directory/bid-management.html - 21k - Cached - Similar pages

BidRank automated pay per click bid management
Building an Actionable Profile

Demographic Profile
- Customer Status: Prospect: Anonymous
- Contact Info
  - Title
  - Department
  - Company
  - Website
  - Goals / Objectives
  - Industry
  - Competitor

Behavioral Profile
- Source: Google
- Tactic: Paid Search
- Keyword: Bid Management
- Pages Viewed: Home Page
- Geo from IP: USA, TX, Dallas
- Product Theme Viewed: SearchCenter
- Product Content
Target Search Results

Demographic Profile
- **Customer Status:** Prospect: Anonymous
- **Contact Info**
- **Title:** Search Marketer
- **Department**
- **Company**
- **Website**
- **Goals / Objectives**
- **Industry**
- **Competitor**

Behavioral Profile
- **Source:** Google
- **Tactic:** Paid Search
- **Keyword:** Bid Management
- **Site Keyword:** Search Engine Marketing
- **Pages Viewed:** Search Results, Home Page
- **Geo from IP:** USA, TX, Dallas
- **Product Theme Viewed:** SearchCenter
- **Product Content**
Marketers Easily Create Pages
Completes Conversion Event – Lead Form

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- Product Content

DOWNLOAD NOW:
Data sheet
Changing online business by helping customers answer critical questions

SearchCenter: Automated Bid Management and Analytics

Fill out the form to the right to download
SearchCenter saves you time by forecasting and optimizing SEM results, automating keyword bidding and combining multiple search engines in one easy-to-use interface. Automated bid strategies and alerts help you evaluate and respond to changing bid conditions.

With the use of Omniture SearchCenter you will target the right audience, optimize your landing pages and measure and achieve tangible ROI—all in one solution.

Key benefits of Omniture SearchCenter include:

1. Keywords that deliver real impact—because of its native integration with Omniture SiteCatalyst, use analytics data with SearchCenter to measure the end-to-end conversion process according to your specifications.
Test Landing Pages (i.e. form)

<table>
<thead>
<tr>
<th>Conversion Rate</th>
<th>Lift</th>
<th>Confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.39% (22)</td>
<td>---</td>
<td>--</td>
</tr>
<tr>
<td>2.15% (20)</td>
<td>-9.97%</td>
<td>--</td>
</tr>
<tr>
<td>1.38% (13)</td>
<td>-42.41%</td>
<td>--</td>
</tr>
<tr>
<td>2.92% (28)</td>
<td>21.97%</td>
<td>--</td>
</tr>
</tbody>
</table>

| 2.21% (83) | 0.00% | --          |

**Recipe** | **Visitors** | **Conversion Rate** | **Lift** | **Confidence** |
---|---|---|---|---|
Right: Labels In | CONTROL | 24.51% (520) | 2.39% (22) | --- | -- |
Right: Labels Out | 24.75% (528) | 2.15% (20) | -9.97% | -- |
Bottom: Labels In | 26.15% (644) | 1.38% (13) | -42.41% | -- |
Bottom: Labels Out | 25.53% (560) | 2.92% (28) | 21.97% | -- |

Campaign | 100.00% (3,753) | 2.21% (83) | 0.00% | -- |
Drag & Drop SFA/CRM Integration
### Demographic Profile

- **Customer Status:** Prospect – Known
- **Contact Info:** Mark Smith
- **Title:** Search Marketer
- **Department:** Search Marketing
- **Company:** ABC Inc
- **Website:** abc-inc.com
- **Goals:** Generate Leads
- **Industry:** High Tech

### Behavioral Profile

- **Source:** Google
- **Tactic:** Paid Search
- **Keyword:** Bid Management
- **Site Keyword:** Search Engine Marketing
- **Pages Viewed:** Search Results, Home Page
- **Geo from IP:** USA, TX, Dallas
- **Product Theme Viewed:** SearchCenter
- **Product Content:** SearchCenter Product Overview

---

## Contact Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Mark Smith</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Name</td>
<td>ABC Inc (USA)</td>
</tr>
<tr>
<td>Title</td>
<td>Search Marketer</td>
</tr>
<tr>
<td>Department</td>
<td>Search Marketing</td>
</tr>
<tr>
<td>Company</td>
<td>ABC Inc</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.abc-inc.com">http://www.abc-inc.com</a></td>
</tr>
<tr>
<td>Mailing Address</td>
<td>TX 02118 USA</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:mssmith@abc-inc.com">mssmith@abc-inc.com</a></td>
</tr>
<tr>
<td>Phone</td>
<td>214-489-9722</td>
</tr>
<tr>
<td>Fax</td>
<td></td>
</tr>
</tbody>
</table>

### Contact Profile Information

<table>
<thead>
<tr>
<th>Contact Job Function</th>
<th>Search Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Job Rank</td>
<td>Director</td>
</tr>
<tr>
<td>Website Type</td>
<td>Content/Media</td>
</tr>
<tr>
<td>Omniture Relationship</td>
<td>Just browsing</td>
</tr>
<tr>
<td>Website Objective</td>
<td>Generate leads</td>
</tr>
</tbody>
</table>

### Last Marketing Activity Information

<table>
<thead>
<tr>
<th>Date</th>
<th>User</th>
<th>Action</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/14/2009</td>
<td></td>
<td>Marketing API</td>
<td>Created</td>
</tr>
</tbody>
</table>

### Campaign History

<table>
<thead>
<tr>
<th>Action</th>
<th>Campaign Name</th>
<th>Start Date</th>
<th>Type</th>
<th>Status</th>
<th>Responded</th>
<th>Member Status Updates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MQL ED Data Sheet SearchCenter</td>
<td>9/1/2008</td>
<td>MQL</td>
<td>Responded</td>
<td>Yes</td>
<td>2/14/2009 4:11 PM</td>
</tr>
<tr>
<td>Edit</td>
<td>MQL Natural Search (All Other Engines)</td>
<td>1/1/2008</td>
<td>Website SEO</td>
<td>Responded</td>
<td>Yes</td>
<td>2/14/2009 4:11 PM</td>
</tr>
</tbody>
</table>
Built Proprietary Lead Profiling

Demographic Profile
- Customer Status: Prospect – Known
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- Title: Search Marketer
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- Product Theme Viewed: SearchCenter
- Product Content: SearchCenter Product Overview
Timely & Thorough Follow Up

Nurture Period

2 Years
1 EM/Month
1 Call/Month
1 VM/Month

Response Period

24 Hrs
1st Dial 5-15 min
5 Dial Attempts
1 VM
1 automated, personalized email

2 Weeks
3 Dials/Day
1 EM every 3 days
1 VM every 3 days
1 Direct Mail

Powered by:

Salesforce
insidesales.com
Eloqua
Hi Mark,

I noticed you were on the site a little while ago and downloaded our Omniture SearchCenter Product Overview. I also thought you may be interested in a recent study by Forrester on Search Marketing & Analytics complimentary for you to download.

We’ve helped many of our high tech customers similar to ABC-Inc generate leads more efficiently and effectively by automating search marketing bid management with our SearchCenter Product. We know that when you’re on the hook to drive more leads and sales through www.abc-inc.com via the search engines, you could spare more time to focus on the strategy instead of pulling manual reports from the search engines and try to link it with your back-end CRM data. To that end, we’ve also integrated search marketing so that it links with your custom CRM metrics to enable automated bid rules based on metrics deeper in the pipeline beyond the lead such as closed deals and revenue.

I’ve included the link to the Omniture SearchCenter product tour and will call you shortly.

If you don’t mind, as I come across relevant information to your job, I’ll send it your way. Please contact me with an immediate questions at 888 722 7228.

Chris Swallow
Omniture

If you find that my emails aren’t of value to you (hopefully this isn’t the case), you may unsubscribe to my personal mailing list.
## Nurturing Example: Months 1-12

### High Tech / Search Marketing Example (1 of 7 Verticals)

<table>
<thead>
<tr>
<th>Month</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Month 1</td>
<td>MarketingSherpa SEM Best Practices</td>
</tr>
<tr>
<td>Month 2</td>
<td>Forrester Report for Site Targeting based on SEO</td>
</tr>
<tr>
<td>Month 3</td>
<td>In-Touch Experts-On-Demand High-Tech Lead Gen Webinar</td>
</tr>
<tr>
<td>Month 4</td>
<td>MarketingExperiments Webinar - Search Landing Page Optimization</td>
</tr>
<tr>
<td>Month 5</td>
<td>Complimentary Lead Gen Site Assessment via Omniture Digital</td>
</tr>
<tr>
<td>Month 6</td>
<td>Invitation to Local User Group</td>
</tr>
<tr>
<td>Month 7</td>
<td>3rd party article on pertinent technology via e-mail</td>
</tr>
<tr>
<td>Month 8</td>
<td>Discount to SMX East</td>
</tr>
<tr>
<td>Month 9</td>
<td>Search Marketing Readiness Survey</td>
</tr>
<tr>
<td>Month 10</td>
<td>Forrester Report – 3 SEM Metrics not Effectively Used</td>
</tr>
<tr>
<td>Month 11</td>
<td>Link to High-Tech Customer Success Story for Search Marketing</td>
</tr>
<tr>
<td>Month 12</td>
<td>Link to 10, 45 second demos of Search Marketing Automation</td>
</tr>
</tbody>
</table>
Auto-Serve Relevant Content

Demographic Profile
- Customer Status: Prospect – Known
- Contact Info- Mark Smith
- Title: Search Marketer
- Department: Search Marketing
- Company: ABC Inc
- Website: abc-inc.com
- Goals: Generate Leads
- Industry: High Tech

Behavioral Profile
- Source: Google
- Tactic: Paid Search
- Keyword: Bid Management
- Site Keyword: Search Engine Marketing
- Pages Viewed: Search Results, Home Page
- Geo from IP: USA, TX, Dallas
- Product Theme Viewed: SearchCenter
- Product Content: SearchCenter Product Overview

Best practice guides
- 7 Advanced Steps to Search Engine Marketing
- Search Engine Marketing: Maximizing Profit with Web Analytics

Case studies
- JetBlue
- LifeMed Media
- Notrefamille.com

On-demand webinars
- 7 Advanced Steps to Effective Search Marketing
Trigger Site Surveys Based on Profile

Demographic Profile
- Customer Status: Prospect – Known
- Contact Info: Mark Smith
- Title: Search Marketer
- Department: Search Marketing
- Company: ABC Inc
- Website: abc-inc.com
- Goals: Generate Leads
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- Keyword: Bid Management
- Site Keyword: Search Engine Marketing
- Pages Viewed: Search Results, Home Page
- Geo from IP: USA, TX, Dallas
- Product Theme Viewed: SearchCenter
- Product Content: SearchCenter Product Overview
Externally Targeted Ads

Demographic Profile
- Customer Status: Prospect – Known
- Contact Info: Mark Smith
- Title: Search Marketer
- Department: Search Marketing
- Company: ABC Inc
- Website: abc-inc.com
- Goals: Generate Leads
- Industry: High Tech

Behavioral Profile
- Source: Google
- Tactic: Paid Search
- Keyword: Bid Management
- Site Keyword: Search Engine Marketing
- Pages Viewed: Search Results, Home Page
- Geo from IP: USA, TX, Dallas
- Product Theme Viewed: SearchCenter
- Product Content: SearchCenter Product Overview
Testing Offers on Omniture.com

Demographic Profile
- **Customer Status:** Prospect – Known
- **Contact Info:** Mark Smith
- **Title:** Search Marketer
- **Department:** Search Marketing
- **Company:** ABC Inc
- **Website:** abc-inc.com
- **Goals:** Generate Leads
- **Industry:** High Tech

Behavioral Profile
- **Source:** ClickZ, Google
- **Tactic:** Banners, Paid Search
- **Keyword:** Bid Management
- **Site Keyword:** Search Engine Marketing
- **Pages Viewed:** Search Results, Home Page
- **Geo from IP:** USA, TX, Dallas
- **Product Theme Viewed:** (2) SearchCenter
- **Product Content:** SearchCenter Product Overview
Creative Treatment Testing

SEM Insights into B2B Buyers
Using Search to Understand Your Sales Cycle
- Discovering the objective of B2B searchers
- What is “satisficing”?
- Visual scanning patterns

Baseline +9%

SEM Insights into B2B Buyers
Using Search to Understand Your Sales Cycle
ON-DEMAND WEBINAR
- Discovering the objective of B2B searchers
- What is “satisficing”?
- Visual scanning patterns

Baseline

3 Proven Approaches to Delivering Targeted Content
You’ll learn about the latest research, insight, and examples to make your website more relevant.

Baseline +24%
Background Color Testing

WINNER FOR 4 Months
Conversion Rate: 0.33%
Impressions: 15,205

Conversion Rate: 0.29%
Impressions: 15,203
Lift: -11.99%
Call to Action Testing

Original Control

+ 400%
Title Testing (Webinars)

How Much Can A/B and Multivariate Testing Increase Engagement?

- How to start A/B testing today
- Moving to multivariate testing
- How Dell and Stamps.com increased conversion

Conversion: 1.14%
Lift: 40%
Impressions: 22,250
Responses: 254

Using Testing to Provide Relevant Web Site Content

- How to start A/B testing today
- Moving to multivariate testing
- How Dell and Stamps.com increased conversion

Conversion: 0.82%
Impressions: 22,250
Responses: 182
Ensure that testing is statistically significant: I’ll send you a spreadsheet.
Find Segments for Targeting

Demographic Segments:
- Titles: Managers vs. CMOs
- Function: Search vs. Email
- Verticals: Retail vs. High Tech
- GEO: EMEA vs. Americas

Behavioral Segments:
- Visitors: Anonymous vs. Customers
- Customers: SiteCatalyst vs SearchCenter

Discover Demographic & Behavioral Segments, then target and test varying promotions
When is lead measurement not sufficient?

DMA Direct Marketing Rule – Campaign Success

- **Offer** – 40%
  - product tours, white papers
  - Webinars, software trials
- **Audience/List** – 40%
  - keywords, banners, email publishers
  - in-house list segments
- **Creative** 20%
  - layout, imagery
  - calls to action

Employ Direct Marketing Rule: Campaign Success 40/40/20
Measure Beyond Leads - Offer Test Example

Guide

DOWNLOAD NOW
COMPLIMENTARY GUIDE
“8 Critical Success Factors for Lead Generation”
Learn how to develop high-volume, high-quality lead programs for your company.

Webinar

REGISTER NOW
ONLINE WEBINAR
“8 Critical Success Factors for Lead Generation”
WHEN: April 26th | 2:00pm EST*

*Archive Available Post Event
Web to Lead Conversion

Guide converted
42% more leads

Guide: 27%
Webinar: 19%

DOWNLOAD NOW
“8 Critical Success Factors for Lead Generation”
Learn how to develop high-volume, high-quality lead programs for your company.

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Lead to Pipeline Conversion

Webinar:

- **155% conversion** lead to opportunity
- **80% conversion** opportunity to deal
- **2X increase** average selling price

2.42% Webinar

0.95% Guide
Ensure you’re measuring the correct metrics for success
Customer Acquisition Channels

- Search Marketing
- E-Mail
- Display
- Print / Direct Mail
- Analytics

Ad Impressions

AUDIENCE PROFILING

ACQUISITION CHANNELS
Customer Acquisition Channels Report

<table>
<thead>
<tr>
<th>CLS: Media Tactic</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Banner</td>
<td></td>
</tr>
<tr>
<td>2. Email</td>
<td></td>
</tr>
<tr>
<td>3. Website - Direct</td>
<td></td>
</tr>
<tr>
<td>4. Website - SEO</td>
<td></td>
</tr>
<tr>
<td>5. Newsletter</td>
<td></td>
</tr>
<tr>
<td>6. Paid Search</td>
<td></td>
</tr>
<tr>
<td>7. Public Relations</td>
<td></td>
</tr>
<tr>
<td>8. Text Link</td>
<td></td>
</tr>
<tr>
<td>9. Print Ad</td>
<td></td>
</tr>
<tr>
<td>10. N/A</td>
<td></td>
</tr>
<tr>
<td>11. Trade Show</td>
<td></td>
</tr>
</tbody>
</table>

The table shows various customer acquisition channels and their corresponding impressions. The channels are ranked from 1 to 12, with Banner being the most prominent. The data includes metrics such as Closed Sales, ACV, Campaign Cost, and Midg All ROI, indicating the performance of each channel.
Conversion Tactics

• A/B, MVT Testing
• Targeting
• Site Search
• Publish Content
• Analytics
Conversion Report

Indicates which site promotions better convert leads to sales-ready opportunities
Lead & Customer Initiatives

- Sales Force Automation
- Lead Management
- Marketing Automation
- Multi-Channel Analytics

Leads

Customers

AUDIENCE PROFILING

ACQUISITION CHANNELS

WEBSITE

SHOPPING CART

LEAD FORM

LEADS

CUSTOMERS
Deep Lead & Customer Initiative Reporting

<table>
<thead>
<tr>
<th>CLS Campaign Origination</th>
<th>Opportunities</th>
<th>Won Deals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual Sciences</td>
<td>16</td>
<td>11</td>
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<tr>
<td>Business Development</td>
<td>127</td>
<td>160</td>
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<tr>
<td>Instadia</td>
<td>1,730</td>
<td>822</td>
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<tr>
<td>Channel</td>
<td>1,022</td>
<td>684</td>
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<tr>
<td>Sales</td>
<td>5,294</td>
<td>3,863</td>
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<tr>
<td>None</td>
<td>9,969</td>
<td>2,824</td>
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<tr>
<td>Marketing</td>
<td>13,369</td>
<td>7,150</td>
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</table>

<table>
<thead>
<tr>
<th>CLS Campaign Mec.</th>
<th>Open Oppurtu.</th>
<th>Won Deals</th>
<th>ACV</th>
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<tbody>
<tr>
<td>Conference Email</td>
<td>0</td>
<td>0</td>
<td>$0</td>
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<tr>
<td>Omniture.com</td>
<td>0</td>
<td>0</td>
<td>$0</td>
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<tr>
<td>Trade Show Dinner</td>
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<td>$0</td>
</tr>
<tr>
<td>N/A</td>
<td>2</td>
<td>4</td>
<td>$0</td>
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<tr>
<td>Other</td>
<td>0</td>
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<td>$0</td>
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<tr>
<td>Public Relations</td>
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<td>$0</td>
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<td>Direct Mail</td>
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<td>0</td>
<td>$0</td>
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<tr>
<td>Trade Show Banner</td>
<td>2</td>
<td>0</td>
<td>$0</td>
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<tr>
<td>Product Tour</td>
<td>0</td>
<td>0</td>
<td>$0</td>
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<tr>
<td>Print Ad</td>
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<td>6</td>
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<td>Inbound Call</td>
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<td>17</td>
<td>$0</td>
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<tr>
<td>Text Link</td>
<td>12</td>
<td>19</td>
<td>$0</td>
</tr>
<tr>
<td>Tradeshow Print Pr</td>
<td>13</td>
<td>3</td>
<td>$0</td>
</tr>
<tr>
<td>Advertorial</td>
<td>0</td>
<td>0</td>
<td>$0</td>
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<tr>
<td>Data Append</td>
<td>105</td>
<td>245</td>
<td>$0</td>
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<tr>
<td>Referral (Word of M)</td>
<td>540</td>
<td>692</td>
<td>$21,79</td>
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<tr>
<td>Banner</td>
<td>150</td>
<td>270</td>
<td>$0</td>
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<tr>
<td>Database Marketing</td>
<td>90</td>
<td>109</td>
<td>$0</td>
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<tr>
<td>Unknown - Author</td>
<td>1,070</td>
<td>1,117</td>
<td>$31,24</td>
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<tr>
<td>Business Develop.</td>
<td>70</td>
<td>117</td>
<td>$91,86</td>
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<table>
<thead>
<tr>
<th>Opportunity Creator Role</th>
<th>Opportunities</th>
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<tbody>
<tr>
<td>Partner Marketing</td>
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<tr>
<td>Enterprise Account Manager</td>
<td>15</td>
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<tr>
<td>AE - EMFA Central</td>
<td>106</td>
</tr>
<tr>
<td>Country Manager Sweden</td>
<td>1</td>
</tr>
<tr>
<td>AE Director - Japan</td>
<td>25</td>
</tr>
<tr>
<td>AE - EMEA</td>
<td>99</td>
</tr>
<tr>
<td>Director of Sales Nordilux</td>
<td>10</td>
</tr>
<tr>
<td>Sales Exec Sweden</td>
<td>17</td>
</tr>
<tr>
<td>HBX Migration Account Ma</td>
<td>3</td>
</tr>
<tr>
<td>Sales Exec – Discover OnP</td>
<td>30</td>
</tr>
<tr>
<td>AE – North America Ent Wc</td>
<td>177</td>
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<tr>
<td>Legal/Finance</td>
<td>219</td>
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<tr>
<td>Business Development Ma</td>
<td>70</td>
</tr>
<tr>
<td>Sales Exec Nordilux</td>
<td>366</td>
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<tr>
<td>Super User</td>
<td>243</td>
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<tr>
<td>AE – Japan</td>
<td>211</td>
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<tr>
<td>Manager – HBX Migration</td>
<td>0</td>
</tr>
<tr>
<td>AE Director – APAC</td>
<td>59</td>
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<tr>
<td>Channel Sales Mgr – North</td>
<td>40</td>
</tr>
<tr>
<td>AE – EMEA South</td>
<td>67</td>
</tr>
<tr>
<td>AE – North America Ent Ea</td>
<td>498</td>
</tr>
<tr>
<td>HBX Migration Account Ma</td>
<td>11</td>
</tr>
<tr>
<td>Visual Sciences Migration</td>
<td>9</td>
</tr>
<tr>
<td>ADM Manager – EMEA</td>
<td>89</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Opportunity Primary Prod.</th>
<th>Accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>SiteCatalyst</td>
<td>2,185</td>
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<tr>
<td>None</td>
<td>2,074</td>
</tr>
<tr>
<td>Omniture University</td>
<td>238</td>
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<tr>
<td>Discover OnPremise</td>
<td>98</td>
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<tr>
<td>Implementation</td>
<td>160</td>
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<tr>
<td>SearchCenter</td>
<td>283</td>
</tr>
<tr>
<td>One to One Targeting</td>
<td>151</td>
</tr>
<tr>
<td>D2</td>
<td>92</td>
</tr>
<tr>
<td>HBX</td>
<td>18</td>
</tr>
<tr>
<td>Genesis</td>
<td>68</td>
</tr>
<tr>
<td>Best Practices</td>
<td>157</td>
</tr>
<tr>
<td>Test &amp; Target</td>
<td>284</td>
</tr>
<tr>
<td>Primary Product Interest</td>
<td>0</td>
</tr>
</tbody>
</table>

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Online Marketing Suite

Enables insight-driven marketing to create and automate unique, relevant, & personalized customer interactions to optimize ad spend and conversion
1. Establish Accountability Matrix for Every Team Member

2. Standardize Tracking to Prevent Inconsistent Measurement

3. Track acquisition, conversion, re-marketing separately to prevent overwriting (costs, effectiveness)

4. Create Unique Customer Segments and Build Profiles

5. Ensure that testing is statistically significant: I’ll send you a spreadsheet.

6. Discover Demographic & Behavioral Segments, then target and test varying promotions

7. Employ Direct Marketing Rule: Campaign Success 40/40/20

8. Ensure you’re measuring the correct metrics for success
Questions & Answers

Thank You

Mikel Chertudi
mchertudi@omniture.com
Appendix

• Omniture Marketing Campaign Structure
• Lead Scoring
• Waterfall Metrics
Appendix – Marketing Campaign Structure
## 2009 Marketing Campaigns

### Analytics Campaign: Insight-Driven Marketing

<table>
<thead>
<tr>
<th>Products</th>
<th>Retail</th>
<th>Media</th>
<th>High Tech</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>SiteCatalyst</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Discover</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>DOP</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Genesis</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
</tbody>
</table>

### Visitor Acquisition Campaign: Increase the Quantity & Quality of Visitors

<table>
<thead>
<tr>
<th>Products</th>
<th>Retail</th>
<th>Media</th>
<th>High Tech</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>SearchCenter</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Email (Genesis)</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Ad Serving (Genesis)</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
</tr>
</tbody>
</table>
2009 Marketing Campaigns

Conversion Campaign: Increasing Conversion through Improved Relevance

<table>
<thead>
<tr>
<th>Products</th>
<th>Retail</th>
<th>Media</th>
<th>High Tech</th>
<th>General</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test&amp;Target</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Merchandising</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recommendations</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site Search</td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Survey</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Online Marketing Suite Campaign:

<table>
<thead>
<tr>
<th>Products</th>
<th>Retail</th>
<th>Media</th>
<th>High Tech</th>
<th>General</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>
Marketing Activity Hierarchy

**Campaign**
- Core themes that communicate go-to-market strategy
- Needs “for” and needs “to”

**Program**
- Effort to bring campaign messages to variety of audiences

**Tactic**
- Execution elements of program portfolio

**Playbook**
- Policies & procedures used to regulate marketing
### Campaign Components

<table>
<thead>
<tr>
<th>Marketing Function</th>
<th>Programs</th>
<th>Coordinated Tactics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Corporate Marketing Programs</strong></td>
<td>Press&lt;br&gt;Customer Marketing&lt;br&gt;Social Media&lt;br&gt;Analyst Relations</td>
<td>Press Releases&lt;br&gt;Success Stories&lt;br&gt;Internal Blogs&lt;br&gt;External Blogs&lt;br&gt;Analyst Mtgs/Reports</td>
</tr>
<tr>
<td><strong>Demand Marketing Programs</strong></td>
<td>Offers&lt;br&gt;Media&lt;br&gt;Search&lt;br&gt;On-Site&lt;br&gt;Enterprise &amp; Cross Sell&lt;br&gt;Nurturing</td>
<td>Guides, Surveys, Webinars, Analyst Reports&lt;br&gt;3rd-Party eMail, Newsletters, Banners&lt;br&gt;Paid Search&lt;br&gt;SEO&lt;br&gt;Onsite Targeting, Testing&lt;br&gt;Landing Pages&lt;br&gt;House List – Prospect email&lt;br&gt;House List – Direct Mail&lt;br&gt;Phone Script Development</td>
</tr>
<tr>
<td><strong>Partner &amp; Event Marketing</strong></td>
<td>Tradeshows&lt;br&gt;Seminars</td>
<td>Tradeshows&lt;br&gt;Customer Events&lt;br&gt;Seminar Series&lt;br&gt;Partner Events</td>
</tr>
<tr>
<td><strong>Product Marketing</strong></td>
<td>Sales Training &amp; Collateral</td>
<td>Product Overviews, Feature Spotlights&lt;br&gt;Product Tours&lt;br&gt;Product Vignettes</td>
</tr>
<tr>
<td><strong>Sales</strong></td>
<td>Account Development Team&lt;br&gt;Account Team Leads</td>
<td>Follow Up Phone Calls/Voice Mails&lt;br&gt;Automated Voice Mails</td>
</tr>
</tbody>
</table>
## Product Mapping to the Buying Cycle

<table>
<thead>
<tr>
<th>Demand Type</th>
<th>Key Characteristics</th>
<th>Key Requirement</th>
<th>Omniture Product &amp; Offer Creation</th>
<th>Buy Cycle Stage</th>
<th>Knowledge Source &amp; Depth</th>
<th>Buy Cycle Decision Milestone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New Concept</strong></td>
<td>• Disruptive product • No budgetary line item • Requires issue creation</td>
<td>Market Leadership</td>
<td>• Test&amp;Target</td>
<td>1 – 6</td>
<td>Minimal</td>
<td>Break Status Quo</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Detailed</td>
<td>• Maintain Status Quo • Select a vendor</td>
</tr>
<tr>
<td><strong>New Paradigm</strong></td>
<td>• Retools existing process • Solves current problem better • Replaces current line item</td>
<td>Process / Solution Change</td>
<td>• SearchCenter • Discover on Premise • Merchandising / SiteSearch</td>
<td>3 – 6</td>
<td>Moderate</td>
<td>Re-evaluate Solution</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Moderate</td>
<td>• Maintain Status Quo • Upgrade / bolt on • Replace incumbent</td>
</tr>
<tr>
<td><strong>Established Market</strong></td>
<td>• Necessary product/service • Highly contested market • Trying to steal market share</td>
<td>Competitive Positioning</td>
<td>• SiteCatalyst • Discover • Publish • Survey</td>
<td>5 – 6</td>
<td>Detailed</td>
<td>Incentive (Value or Cost)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Minimal</td>
<td>• Maintain status Quo • Replace Incumbent</td>
</tr>
</tbody>
</table>

* B2B Buy Cycle Stages

1. **Loosening of the Status Quo**
2. **Committing to Change**
3. **Exploring Possible Solutions**
4. **Committing to a Solution**
5. **Justifying the Decision**
6. **Making the Selection**
## Adaptive Planning Model for Sales & Marketing

<table>
<thead>
<tr>
<th>Department</th>
<th>New Concept</th>
<th>New Paradigm</th>
<th>Established Market</th>
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</thead>
<tbody>
<tr>
<td>Marketing</td>
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<td></td>
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</tr>
<tr>
<td>Message Foundation</td>
<td>Change</td>
<td>Disruption</td>
<td>Vendor</td>
</tr>
<tr>
<td>Resource Skew</td>
<td>80/20</td>
<td>75/25</td>
<td>65/35</td>
</tr>
<tr>
<td>Lead Profile</td>
<td>Interest</td>
<td>Need</td>
<td>Ready</td>
</tr>
<tr>
<td>Lead Level/BANT</td>
<td>L1/L2_A__</td>
<td>L2/L3_AN__</td>
<td>L4/L5 BANT</td>
</tr>
<tr>
<td>Knowledge</td>
<td>Business</td>
<td>Environments</td>
<td>Competitors</td>
</tr>
<tr>
<td>Sales</td>
<td></td>
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<td>Sales Style</td>
<td>Transactions</td>
<td>Products</td>
<td>Solutions</td>
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<tr>
<td>Processes</td>
<td>Customer Facing</td>
<td>Opportunity</td>
<td>Account</td>
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<tr>
<td>Skills</td>
<td>Prospecting</td>
<td>Relationship</td>
<td>Consultative</td>
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<tr>
<td>Knowledge</td>
<td>Features</td>
<td>Vertical</td>
<td>Client</td>
</tr>
<tr>
<td>Tools</td>
<td>Content</td>
<td>References</td>
<td>Justification</td>
</tr>
</tbody>
</table>
What to Talk About? – Activity Profile

<table>
<thead>
<tr>
<th>Prospect Activity Profile</th>
<th>Powered by Omniture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospect Name:</td>
<td>Dave Smith</td>
</tr>
<tr>
<td>Account:</td>
<td>D&amp;J Water Toys</td>
</tr>
<tr>
<td>Prospect Score:</td>
<td>B+</td>
</tr>
</tbody>
</table>

### Visit Overview
- Date of 1st visit: 5/6/2007
- Date of last visit: 5/13/2007
- Days since last visit: 2

### Visit Detail
- Total number of visits: 6
- Unique days visited: 4
- Pages viewed: 26
- Total time on site: 1 hour 17 minutes

### Activity Overview
- Most viewed pages:
  - Fish Finders (23 minutes)
  - Boat Covers (17 minutes)
  - Hull Repair (13 minutes)
- Downloads:
  - 2007 Buyers Guide (5/9/07)
  - Hull Repair White Paper (5/21/07)
- Internal Search Terms:
  - Mast accessories (2)
  - Warranty (1)
  - Return Policy (1)
- Campaign Source:
  - Yahoo! Natural Search: boat covers marine (5/9/07)
  - Google Paid Search: low-cost boat supplies (5/10/07)
  - Banner Ad: May Promotion 1347 (5/12/07)
- Events Completed:
  - Registered for Webinar (5/8/07)
  - Signed up for Newsletter (5/13/07)
- Products Viewed:
  - SKU 143526 (2)
  - SKU 832451 (1)
  - SKU 413250 (1)

### Page Activity Detail
- 5/8/07
  - Visit (11:17 am)
- 5/10/07
  - Page 1: Home Page
  - Page 2: Fish Finders
  - Page 3: Download 07 Buyers Guide
  - Page 4: Browser education
  - Page 5: Register for Webinar
- 5/12/07
  - Visit 2 (3:45 pm)
- 5/13/07
Visitor Notifications

Email sent to the inside sales rep within 5 minutes of a triggering event, including:

- Web visit
- Completed a product tour or High value content
- Webinar or Event registration
Appendix – Waterfall Metrics
Waterfall Metrics

- Lead/Response
- Marketing Qualified Lead (MQL)
- Sales Accepted Lead (SAL)
- Sales Qualified Lead (SQL)