

StrongMail® Partnership Profile

Centralized Email Marketing for Greater Relevance and Results



Enable One-to-One Marketing with StrongMail and Omniture

Leverage real-time web analytics data to create customer-centric email campaigns

“Uniting email response data with website activity is a surefire way to improve the relevancy and effectiveness of email marketing campaigns, and integration with Omniture not only makes that possible, but easy.”

SAM CECE, CHIEF EXECUTIVE OFFICER, STRONGMAIL SYSTEMS

PARTNERSHIP HIGHLIGHTS

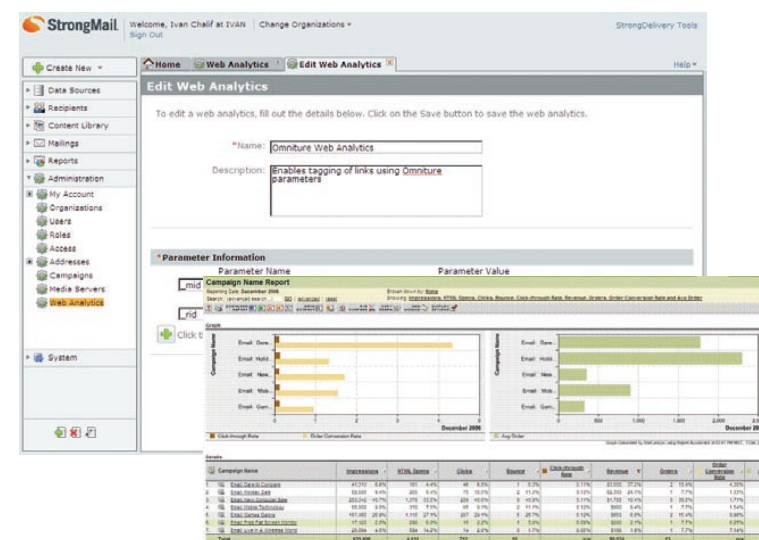
As the category leader in commercial-grade, on-premise solutions for marketing and transactional email, StrongMail enables the centralization of all promotional and event-triggered email on a single, complete platform that is built from the ground up to meet the unique needs of email marketers.

Omniture SiteCatalyst™ integration with StrongMail Message Studio™ provides email marketers with a powerful tool for launching highly targeted campaigns and reaching new audiences. Together, Omniture and StrongMail offer interactive functionality that allows marketers to create compelling messages and offers based on a better understanding of their target audiences.

This joint offering enables businesses to:

- » Launch optimally-timed email marketing campaigns based on visitor demographics, behavior and preferences
- » View consolidated data to assess the effectiveness of email content, promotions and overall marketing efforts from a single reporting interface
- » Measure the impact of email marketing campaigns from click tracking to purchase and beyond

The StrongMail and Omniture integrated offering allows marketers to respond strategically to the wealth of customer insights gained from combining email marketing and web analytics data. Marketers are able to measure email campaign ROI, improve overall campaign relevance and ultimately deliver superior customer experiences.



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ABOUT STRONGMAIL

StrongMail Systems provides businesses with commercial-grade, on-premise solutions for marketing and transactional email. StrongMail integrates its proven email delivery, tracking and campaign management software on high-performance servers optimized for maximum deliverability. In addition to providing superior control, security and integration, StrongMail's in-house approach offers companies a powerful and cost-effective alternative to homegrown or outsourced solutions. StrongMail complements its technology solutions with a suite of technical and deliverability services to assist its customers with technical set-up, ongoing maintenance and delivery support to ensure the reliable delivery of highly relevant one-to-one communications.

StrongMail's technology solutions include: StrongMail Email Marketing Server, StrongMail Transactional Email Server, StrongMail Email Integration Server, StrongMail Email Delivery Server and StrongDelivery Tools. Whether you need to replace your MTA to improve email deliverability, supercharge a legacy CRM system or manage email marketing campaigns, StrongMail offers a solution to fit your needs.

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 on-demand, enables customers to capture, store and analyze information generated by their Web sites and other sources and 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 provided through Omniture University™.

KEY JOINT SOLUTION FEATURES

- » Consolidated email and marketing performance data
- » Highly effective, pre-configured customer segments
- » Highly automated, easy-to-use technology
- » Real-time assessment of email marketing campaign content effectiveness
- » Remarketing capabilities based on subscriber behavior and performance data

HOW TO WORK WITH STRONGMAIL AND OMNITURE

- » Purchase Web Analytics tracking module for Message Studio 4.1 or later
- » Configure Web Analytics tracking module
- » Assign Omniture tracking tags to links in email
- » Message Studio automatically exports high-level campaign metrics and segmentation information to Omniture SiteCatalyst nightly for unified reporting and remarketing purposes
- » Omniture SiteCatalyst exports remarketing segment information to Message Studio to enable advanced remarketing

METRIC-DRIVEN STRATEGIES

- » Measure email marketing campaign performance
- » Compare ROI across marketing programs
- » Integrate timed up-sell and cross-sell offers into transaction confirmations
- » Identify new business opportunities from customer behavior
- » Improve business results and customer experiences through shopping cart abandonment programs and other strategic remarketing efforts

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