

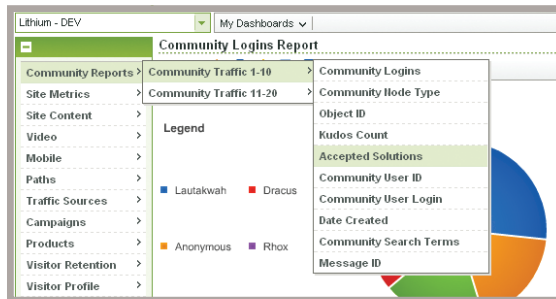
Lithium and Adobe Site Catalyst Incorporating Social Media into Web Analytics

Lithium

Partnership Overview

The Omniture Business unit of Adobe is a leading provider of online business optimization software. Adobe SiteCatalyst, the foundational product for the Adobe Online Business Optimization Platform, provides customers with actionable, real-time intelligence regarding online strategies and marketing initiatives.

Lithium's integration with Adobe SiteCatalyst provided by Omniture lets Lithium customers easily perform integrated Web analytics across corporate and community content by augmenting Adobe SiteCatalyst with detailed community user



and session information. Rich, socially-driven data enhances enterprise customer intelligence, allows analysts to measure the impact of social media on key business drivers such as customer acquisition and average purchase value, and ultimately drives more integrated online strategies and decision-making.

Integration Benefits

Lithium's integration is the first Genesis-accredited integration by a community platform vendor, and delivers value to marketers, community managers, and customer support executives:

- Marketers can, for the first time, get a holistic view of customer behavior across the company's Web presence, including communities. With this information, marketers can discover and act on key insights, such as how community content influences online buying behavior, or how community-related demographics relate to behavior on other areas of the Web site.
- Community managers can conduct more granular analytics using SiteCatalyst, giving them insights on how to optimize community organization and features to serve the community's most important members.
- Customer support executives can gain further insights on how community content affects retention and satisfaction, and on which community content is most useful to particular customer segments. and hones in on the needs and insights of your strongest advocates so you can keep them excited and engaged.

Lithium augments Adobe SiteCatalyst with socially-driven demographics and activity metrics.

