

# Lithium and Omniture

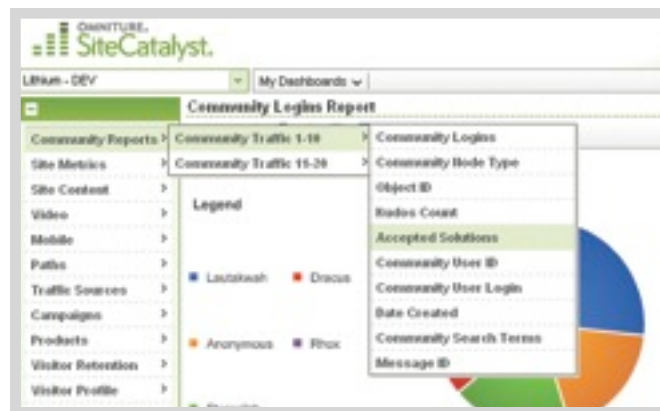
## Incorporating Social Media into Web Analytics



### Partnership Overview

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

Lithium's integration with Omniture Genesis lets Lithium customers easily perform integrated Web analytics across corporate and community content by augmenting Omniture SiteCatalyst with detailed community user and session information. Rich, socially-driven data enhances enterprise



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

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.

**Lithium Technologies, Inc.**

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### How It Works

Lithium delivers community data to SiteCatalyst via Omniture Genesis, which automates the integration of external data sources with the Omniture platform. Customers decide which pieces of community data they want to pull into SiteCatalyst, and which Omniture variables that data then populates. Data available from Lithium includes a user's community rank, whether the user has read highly rated customer-created content, whether the user has posted or rated a message, and dozens of other behavioral factors related to the user's interaction with the site. From there, analysts can use Lithium-generated demographics and activity metrics to refine and enrich customer segmentation and behavior analysis.

### About Lithium Technologies

Lithium is the leading provider of Social CRM solutions to power enterprise customer networks. Working with market leaders such as Best Buy, Sony, AT&T, Research In Motion Limited (RIM), Univision, and PayPal, Lithium is delivering the next generation of customer relationships by unlocking the value of the social customer network. Lithium solutions combine the power of online customer communities with the broader social web and traditional CRM business processes to inspire customers to innovate, promote, and support on the company's behalf. As a result, businesses measurably improve their marketing and sales, accelerate innovation, and increase customer satisfaction. Lithium's platform is proven in high-volume, growth environments and provides the security, analytics, APIs, and multi-language support that enterprises demand. Founded in 2001, Lithium is privately held with headquarters in Emeryville, California. For more information, visit [lithium.com](http://lithium.com).

### To Learn More

For additional information about Lithium's integration with Omniture, please contact your Lithium Sales consultant, send an email to [omniture@lithium.com](mailto:omniture@lithium.com), or visit [www.lithium.com](http://www.lithium.com)

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