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Omniture and Facebook Join Forces to Optimize Social Media for Marketers

Companies will collaborate to expand Omniture's Online Marketing Suite for Facebook Advertisers

SALT LAKE CITY, Omniture Summit 2010 — March 3, 2010 — [Omniture](#), an [Adobe](#) company (NASDAQ:ADBE) and a leading provider of online business optimization software, and [Facebook](#)®, today announced that they will provide online marketers with solutions to optimize Facebook as a marketing channel. This partnership builds on the Facebook analytics and Facebook application analytics capabilities Omniture announced last year.

As the industry moves beyond marketing that 'interrupts' the consumer's online experience, companies are increasingly seeking ways to join the conversation and have more relevant interactions with their customers. This alliance can help companies more easily integrate Facebook as a marketing channel in order to connect to and have relevant conversations with Facebook's more than 400 million active users. As a result, companies will be able to better understand and optimize the impact and ROI of their Facebook investments. Marketers will then be able to incorporate Facebook as an integral part of their unified, multi-channel marketing mix – an approach increasingly used by marketers today for marketing planning, budgeting and execution.

Initially the two companies will focus on the most fundamental needs of online marketers today: the ability to automate Facebook media buying and access analytics that measure customer engagement on Facebook.

Facebook Media Buying

Marketers see an opportunity to engage interested customers on Facebook and promote the most relevant content, promotions, products and services. With this solution, Omniture customers can now utilize Omniture [SearchCenter](#) Plus, which is the combination of the company's search engine marketing management application with new functionality for purchasing Facebook Ads. Omniture customers can now more easily ramp their ad spend on Facebook and compare Facebook ad campaign metrics alongside other media channels.

Facebook Analytics and Optimization

Marketers see the opportunity to build and reward customer loyalty on Facebook. To help in these efforts, Omniture customers can now generate reports specifically designed to understand ad effectiveness for some of the unique elements of Facebook such as Facebook Pages and [applications](#).

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Omniture customers are already utilizing both Facebook and Omniture to build awareness, customer loyalty and generate revenue. For example, Electronic Arts has invested in social gaming as a means to become a leader in cross-platform social entertainment.

"Facebook can be a powerful channel to reach and engage interested customers," said Randall Reeves, senior manager, customer insights and analytics, Electronic Arts. "As evidenced by our recent acquisition of social gaming company [Playfish](#), we consider the social networking arena a valuable part of our business. As we coordinate our social entertainment strategy across multiple channels, we anticipate leveraging Facebook even more in the future, especially as Facebook and Omniture work together to provide the integrations and tools necessary to help us measure and optimize our efforts more effectively."

"It is evident that marketing is undergoing a significant transformation as more digital innovations and channels emerge. Accordingly, more and more of our customers' customers are using Facebook," said Josh James, senior vice president and general manager, Omniture Business Unit. "With this collaboration between two market leaders, Facebook and Omniture will provide the new tools online marketers need to connect with the right customer at the right time in the world of social media."

"Working with us, Omniture has been able to develop a rich and immersive set of tools that will help our clients better understand the value of their Facebook advertising campaigns," said Dan Rose, Facebook's vice president of business development and monetization. "By creating a single dashboard to plan, deliver and measure campaigns, Omniture can make advertising on Facebook easier and ultimately increase ROI for clients."

Omniture and Facebook will continue to expand this partnership as marketers increasingly utilize this channel to optimize visitor acquisition, conversion and retention. For more information, please contact your Omniture account manager.

About Omniture, an Adobe company

Omniture, a business unit of Adobe Systems Incorporated, is a leading provider of online business optimization software for managing and enhancing online, offline and multi-channel business initiatives. Hosted and delivered via on-demand subscription service and on-premise solution, Omniture software enables customers to capture, store and analyze information generated by their Web sites and other sources, providing business insights into the performance and efficiency of marketing and sales initiatives and other business processes. For more information, visit www.omniture.com.

About Adobe Systems Incorporated

Adobe revolutionizes how the world engages with ideas and information – anytime, anywhere and through any medium. For more information, visit www.adobe.com.

About Facebook

Founded in February 2004, Facebook's mission is to give people the power to share and make the world more open and connected. Anyone can sign up for Facebook and interact with the people they know in a trusted environment. Facebook is a privately held company and is headquartered in Palo Alto, Calif.

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