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FOR IMMEDIATE RELEASE

Adobe SocialAnalytics, Powered by Omniture, Delivers Marketers Ability to Monitor, Measure and Monetize Social Media

An Integrated Part of the Adobe Online Marketing Suite, Adobe SocialAnalytics Adds a Social Dimension to the Entire Suite, Turning Data and Sentiment from the Social Web into Actionable Insight to Guide Media Strategy Across Channels and Positively Impact ROI

SALT LAKE CITY, Adobe Omniture Summit 2011 — March 9, 2011 — [Adobe Systems Incorporated](#) (Nasdaq:ADBE) today introduced Adobe® SocialAnalytics, a new product within the [Adobe Online Marketing Suite](#), powered by Omniture®, enabling marketers to monitor, measure and monetize social media. Adobe customers now have a single application that aggregates all relevant activity from social networks and online communities and identifies how that activity impacts key business metrics and brand perception, ultimately guiding social activity across channels and driving ROI. Adobe SocialAnalytics will be previewed at [Adobe Omniture Summit 2011](#).

"The social Web is the largest focus group on the planet and marketers are striving to figure out how best to listen and participate," said Brad Rencher, vice president and general manager, Omniture Business Unit, Adobe. "What marketers have been missing is a solution that helps them identify the most relevant voices and activities, tie social activity to brand and business impact and then take action to optimize that impact. Adobe SocialAnalytics can inform how a company participates on the social Web, removing guesswork and replacing it with strategies or experimentation built on insight."

With Adobe SocialAnalytics, customers can monitor and measure popular platforms, including Facebook, YouTube, Twitter, blogs, forums and any place where social conversations are occurring to see their valuable social data in context with all of their online initiatives. This helps marketers get quick answers to business questions such as: What is social media's impact on my business? How are our social initiatives and conversations driving conversion of revenue? Who are the social influencers for my business? When positive social sentiment peaks, does our Web traffic peak or are our conversion metrics positively impacted?

Adobe SocialAnalytics augments the company's existing, innovative social measurement and optimization capabilities, including:

[Facebook Measurement](#)

Marketers can utilize Adobe SocialAnalytics to understand the effectiveness for some of the unique elements of Facebook such as Facebook Pages, fan demographics, likes and shares, etc. Seeing this data in context with the actual conversations occurring on Facebook can deliver insights into how best to engage your customers on Facebook.

[Facebook App Measurement](#) and [Mobile App Measurement](#)

Using Adobe SocialAnalytics, marketers can view their app usage data in context with other social activity. This helps marketers further identify the effectiveness of their social and mobile app strategy and how this strategy affects or is affected by other social activities.

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[Viral Video Measurement](#)

With viral video measurement, customers get insight into the performance of viral video campaigns across video sharing sites and are able to further refine how they use video across the social Web.

[Twitter Measurement](#)

This capability allows online marketers to measure brand activity on the popular microblogging site. Within the context of Adobe SocialAnalytics, marketers can see how spikes in Twitter activity affect other channels, including site visits and other onsite behavior.

Availability

Adobe SocialAnalytics is currently in beta and will be generally available in Q3 of 2011. For more information, please contact your account manager.

About the Adobe Online Marketing Suite

The Adobe Online Marketing Suite, powered by Omniture, offers an integrated and open platform for online business optimization, a strategy for using customer insight to drive innovation throughout the business and enhance marketing efficiency. The Suite consists of integrated applications to collect and unleash the power of customer insight to optimize customer acquisition, conversion and retention efforts as well as the creation and distribution of content. For example, using the Suite, marketers can identify the most effective marketing strategies and ad placements as well as create relevant, personalized and consistent customer experiences across digital marketing channels, such as onsite, display, e-mail, social, video and mobile. The Suite enables marketers to make quick adjustments, automate certain customer interactions and better maximize marketing ROI, which, ultimately, can positively impact the bottom line.

About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

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