

Integrate Online and Offline Analytics

“Our clients’ marketing programs are driven from rich customer insights that can be gleaned only when you integrate both offline and online data sources; Omniture is the gold standard in the online industry, providing real-time customer intelligence.”

PATRICK DINEEN, VICE PRESIDENT, QUAERO CLIENT DEVELOPMENT

PARTNERSHIP HIGHLIGHTS

Marketers must be able to access and use all available data—no matter the channel—to determine their customers’ true interests and then use those insights to inform all online and offline interaction efforts.

CSG’s Quaero and Omniture have partnered to help marketers achieve greater relevance and revenue through integrated online and offline marketing segmentation capabilities. By combining the customer strategy and analytics services of CSG’s Quaero with Omniture’s online optimization suite, marketers gain a complete, comprehensive customer view that can be used to inform and improve both online and offline marketing. The Quaero Team has developed a solution that quickly sources online data directly from Omniture SiteCatalyst and merges that data with available offline sources.

CSG’s Quaero also partners with Omniture to quickly analyze large volumes of rapidly evolving data in real-time using the Omniture Discover on Premise solution. The Quaero team helps clients understand their customer behavior among varied dimensions by consolidating online and offline data and providing a visualization of their marketing programs. This, in turn, allows marketers to maximize their marketing programs and align them to their business objectives.

Leverage integrated customer data and insights to maximize online revenue

The screenshot shows the Quaero website homepage. The top navigation bar includes 'HOME', 'SIX DIMENSIONS', 'SERVICES', 'INSIGHT', 'CLIENTS', and 'ABOUT'. A search bar is located on the right. The main content area features a red background with a lightbulb icon and the text 'The Quaero Story: Six Dimensions'. Below this, it states 'It's a simple but powerful principle: Customer intelligence should drive business decisions.' and 'We examine all the ways you interact with customers. And use insight to improve the customer experience and accelerate customer value.' A button says 'Learn more about our innovative approach.' To the right is a diagram of a hand holding a pen pointing to a flowchart. The footer includes 'Our Clients' with logos for ERY, LUSTRA, VMware, WELLS FARGO, WOLVERINE, and YANKEE CANDLE, and 'News & Events' with links to 'CSG Systems Reports First Quarter 2009 Results' and 'It's 1 Media: Don't Automate Your Way Out of a Good Customer Experience'.

Increase messaging relevance and revenue across channels through integrated analytics

ABOUT QUAERO

Quaero, a CSG solution, uses customer intelligence to help clients shift from traditional campaign-driven marketing to real-time, multichannel customer interaction. Quaero experts blend strategy and analytics with performance management and technology to establish dialogues that improve the customer experience while increasing overall customer value. Headquartered in Charlotte, NC, the Quaero solutions group provides marketing services to category-leading clients within the Financial Services, Pharmaceutical/Healthcare, Travel and Leisure, Media, Consumer and High Tech.

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™.

JOINT SOLUTION FEATURES

- » An online data extraction and multichannel integration engine
- » Delivery of integrated online and offline segmentations and models directly within Omniture Discover to drive insights across channels
- » Integration of email and Web for better understanding of customers' behavior beyond clicks and opens.

ONLINE & OFFLINE MARKETING INTEGRATION STRATEGIES BY INDUSTRY

Here are some industry-specific examples of how the CSG's Quaero/Omniture solution can enhance marketing communications:

- » Travel & Hospitality: Identify potential upcoming trips and significantly enhance current segmentations based on browsing behavior
- » Retail: Develop a much better understanding of customer's preferences for more robust needs & behavioral-based segmentation
- » Finance & Insurance: Track online behavior to better identify timely cross-sell opportunities & pre-movers
- » Content & Service Web Sites: Harness online behavior and developing targetable segments commands for increased advertiser CPMs



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