Omniture® and Emailvision —

Dynamic Remarketing Segments for More Accurate Target Marketing

Combining behavioral information from SiteCatalyst® with Emailvision e-mail marketing creates a powerful tool for targeting audiences that are otherwise untapped. Delivering relevant email messages to these market segments can result in entirely new revenue opportunities, driving increased conversion and revenue among new and existing email campaigns. For example, delivering relevant email messages based on products that were viewed during a visit or products that were left in an abandoned shopping cart can have dramatic impact on revenue with minimal impact on cost since this is simply leveraging visitors your site is already getting. This increase in marketing efficiency is one of the key benefits of integrating SiteCatalyst with Emailvision. Additionally, this integration will automatically synchronize Emailvision e-mail metrics with SiteCatalyst data for closed-loop reporting and remarketing.

Key Benefits Include:

- Consolidate e-mail marketing and analytics data into one reporting interface
- Optimize e-mail campaigns by conversion and contribution to revenue and site success
- Remarket to key visitors and market segments based on dynamic marketing segments spanning current and historical data (up to 90 days prior to activation)

Dynamic Marketing Segments Include:

- **Purchase Profiles -** Increase repeat orders and average order value through campaigns targeted by visitor purchase patterns
- **Product/Content View Behavioral Profile –** Reach prospective customers through marketing segments based on product views and content access profiling
- **Cart Abandonment Profile –** Help visitors convert to customers through fine tuned campaigns specifically designed for those who are hesitant to complete carts

Integration Procedure and Prerequisites:

Using a “plug and play” wizard, intuitive step-by-step processes will walk you through points of system synchronization and initialize the integration.

Omniture Prerequisites:	**Emailvision Prerequisites:**
○ Omniture Data Warehouse™ ○ JavaScript Plug-in to capture campaign elements ○ Available and configured SiteCatalyst variables	○ EmailVision Customer ○ Customer profile configured for Omniture integration.

Pricing:

Omniture:	**Emailvision:**
○ There are fees associated with this integration. Please contact your account representative for pricing details.	○ One time setup fee: € 2,000 ○ Recurring monthly maintenance fee: € 500

For further details, see the remainder of this document or contact Omniture or Emailvision.

What You Should Know Before Activating This Integration

Before activating this integration, review the following items against your deployments of Omniture SiteCatalyst® and Emailvision . Doing so will ensure the appropriate best practices or pre-requisites are in place prior to activation thus resulting in an optimal and successful integration.

Omniture SiteCatalyst:

- **Report Suite Specific.** Be advised this integration is report suite specific. Ensure you have selected the desired report suite prior to activating the integration.
- **Authorized Representative.** Be advised this integration will incur fees as described above. By activating this integration, you represent you are an authorized representative of your company and you agree to pay the fees, as described above, associated with this integration.
- **Current Customer of Emailvision.** This integration requires you to be a customer of both Omniture and Emailvision. If you are not currently a customer of Emailvision, you will not have the information necessary to complete the integration wizard (visit the Genesis Showcase to learn more about Emailvision). If you are currently a customer of Emailvision, you will need your Emailvision Account ID, in order to complete the integration wizard.
- **Omniture Data Warehouse™.** This integration requires the Omniture Data Warehouse to be enabled in order to generate remarketing segments. If you have not enabled the Omniture Data Warehouse, contact Omniture LiveSupport for details.
- **Visitor ID.** If you're not currently following the best practice of capturing a "Visitor ID" within a Custom Commerce Variable (eVar), you'll want to do so prior to activating the integration. Otherwise, the integration system will be unable to generate remarketing segments. Ideally, this Visitor ID should be the same Visitor ID used by Emailvision (if not, see "Recipient ID" below).
- **Recipient ID.** If you use a different Visitor ID than Emailvision, you must identify a separate eVar in which to capture the Emailvision Visitor ID, sometimes called the "Recipient ID," and select it when prompted by the integration wizard.
- **External Tracking.** If you're not currently following the best practice of enabling external tracking for each e-mail campaign you send, you must do so to ensure a successful integration. See the Emailvision section below for details.
- **SiteCatalyst Plug-In.** If you haven't already done so, you must install the SiteCatalyst plug-in below (simply copy these few lines of code and add them to the SiteCatalyst code on your pages). This plug-in will enable SiteCatalyst to automatically identify and capture incoming traffic resulting from Emailvision-produced e-mail campaigns appropriately.
- **SiteCatalyst Plug-In:**

```
/*
 * Plugin: getQueryParam 2.3
 */
s.getQueryParam=new Function("p","d","u",""
+"var
s=this,v='',i,t;d=d?d:'';u=u?u:(s.pageURL?s.pageURL:s.wd.locati"
+"on);if(u=='f')u=s.gtfs().location;while(p){i=p.indexOf(',');i=i
<0?p"
+".length:i;t=s.p_gpv(p.substring(0,i),u+'');if(t){t=t.indexOf('#
')>-"
+"1?t.substring(0,t.indexOf('#')):t;}if(t)v+=v?d+t:t;p=p.substrin
g(i="
+"=p.length?i:i+1)}return v");
s.p_gpv=new Function("k","u",""
+"var s=this,v='',i=u.indexOf('?'),q;if(k&&i>-
1){q=u.substring(i+1);v"
```

```
+"=s.pt(q,'&','p_gvf',k)}return v");
s.p_gvf=new Function("t","k",""
+"if(t){var
s=this,i=t.indexOf('='),p=i<0?t:t.substring(0,i),v=i<0?'T"
+"rue':t.substring(i+1);if(p.toLowerCase()==k.toLowerCase())retur
n s."
+"epa(v)}return ''");
/*in the s_doPlugins function

s.campaign=s.getQueryParam("emv_mid");
//places query param value from emv_mid in campaign variable

s.eVar2=s.getQueryParam("emv_rid");
 //places query param value from emv_rid in eVar2 variable
```

NOTE: The plug-in above assumes certain Custom Commerce Variables (eVars) are available. If the variables specified in the plug-in above are not available within your SiteCatalyst deployment, simply replace them with those that are available.

- **Privacy Compliance.** You should understand that by enabling "Visitor ID" tracking, this feature may track personally identifiable information of your site visitors. This has privacy implications requiring the implementation of appropriate procedures by your organization, such as providing notice to, and consent of, your site visitors.

Emailvision :

- **Omniture Enabled.** Being Omniture enabled will automatically append the Campaign ID and Member ID required for tracking to the end of every tracked URL. If you are not enabled, contact your EmailVision Account Manager who can walk you through the required steps.

- **Track Links.** In order for SiteCatalyst to recognize clickthroughs performed by recipients of your email you need to explicitly activate links tracking during the message creation process.

- **Authorized Representative.** Be advised this integration will incur fees. By signing the Emailvision "Statement of Work" for this integration, you represent you are an authorized representative of your company and you agree to pay the fees, as described above, associated with this integration.

- **Current Customer of Omniture.** This integration requires you to be a customer of both Omniture and Emailvision. If you are not currently a customer of Omniture, you will not have the information necessary to complete the integration wizard. If you are currently a customer of Emailvision, you will need your Account ID (This Account ID can be found in Campaign Commander in the manage account section at the Top of the main frame) in order to complete the integration wizard.

- **Privacy Compliance.** You should understand that by enabling "Member ID" tracking, this feature may track personally identifiable information of your site visitors. This has privacy implications requiring the implementation of appropriate procedures by your organization, such as providing notice to, and consent of, your site visitors.

Configuring the Omniture/Emailvision Integration

SiteCatalyst® / Emailvision – An Overview

Omniture SiteCatalyst® provides organizations with actionable, real-time intelligence regarding their online strategies and marketing initiatives. Emailvision with more than 1000 email marketing clients, allows marketers to manage all aspects of their email marketing campaigns including design, planning, delivery, split testing and analytics. The Web-based interface allows marketers to enjoy advanced features for response optimization and automation with minimal requirements for technical knowledge and investment.

Emailvision's seamless integration with Omniture through Genesis helps customers more easily integrate their Campaign Commander™ email campaign data with Omniture's online business optimization software and create more targeted and relevant email campaigns.

Setup

Before you can configure the integration for your **Emailvision** account, you will need to have the following in place:

- Plug-in (see page 2) to automatically identify and capture incoming traffic resulting from Emailvision-produced e-mail campaigns
- Know which E-mail address you wish to use to receive notification concerning the integrated operations.
- Know your Account ID (the unique identifier assigned to your organization by Emailvision.
- Identify the custom variable within SiteCatalyst that holds your campaign information. This is commonly the "Tracking Code" for many organizations; however it may be something different in your organization.
- Identify the custom variable within SiteCatalyst that holds your Visitor ID (or Recipient ID) information.
- Determine which events into which you would like to place your email event data. Depending upon your reporting needs, you may want to use five or more events. You may want to rename those Events appropriately.

Configure SiteCatalyst

The following procedures assume that you are a licensed SiteCatalyst user and that you have opened SiteCatalyst to the home page.

1. Log into SiteCatalyst
2. Choose the Genesis tab or icon

You will see the power of Genesis in the following screen. The options or choices presented to you may differ from those shown here.

Figure 1: Opening screen in Genesis (example)

As you have not yet activated any of your partners, the resource icons exist in the directory to the left. Do you notice the link in the upper left-hand corner labeled “Genesis Showcase”? If you click on that, you can get more information about some of the Partners.

Take the following steps to activate with **Emailvision**.

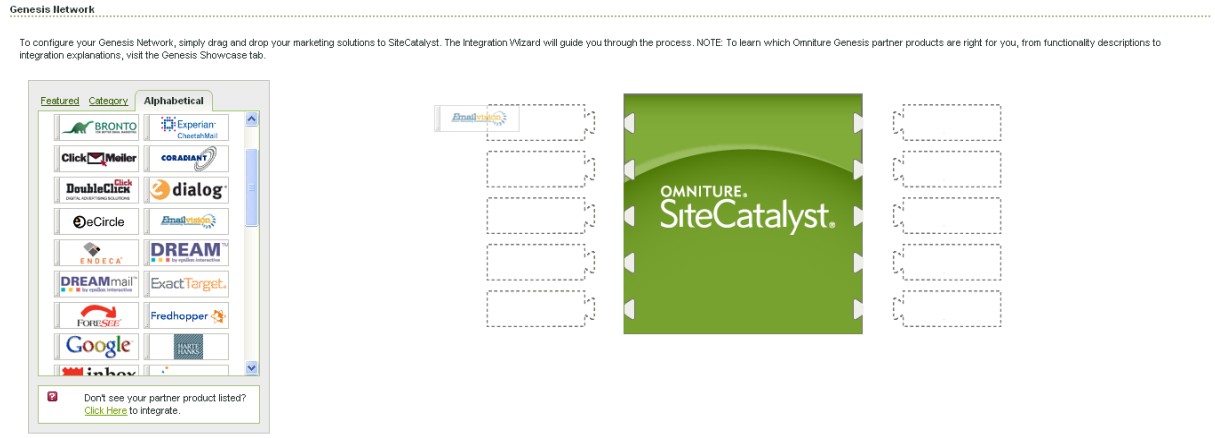
1. With your mouse cursor changing to the 4-pointed arrows, hover over the appropriate icon in the list on the left side of your screen.

2. Left click your mouse and hold in the mouse button while dragging the icon to an empty outlined area to the right; see Figure 2, below. This will plug the **Emailvision** icon into SiteCatalyst and begin the integration process.

3. In Figure 3, below, **Emailvision** has been dropped into the upper left hand outline, but the dashed lines indicate that integration has not been accomplished.

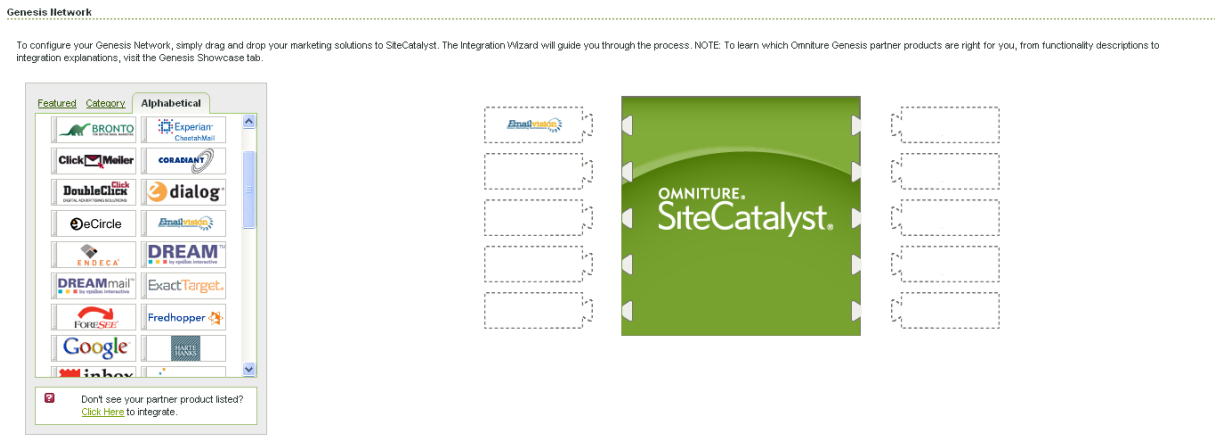
4. When Integration is complete, not only does the Icon appear firmly locked in place but it appears in the table at the bottom of the screen in the Genesis list. From the list you have link options to Edit or to Deactivate the **Emailvision** application.

Figure 2: Dragging the **Emailvision** icon into place (example)



When the icon clicks into place, it will stay in place but the outline remains dotted and unconnected, as shown below by example in Figure 3.

Figure 3: Icon dropped to begin Activation (example)



5. As soon as the **Emailvision** icon is dropped into place, a series of popups will appear. Complete the information and confirmation steps in these popups to activate your new Integration.

Activate an Emailvision Integration

Create an integration to import the relevant information from **Emailvision**.

The following information, steps and screens will walk you through your activation process.

The first popup, shown below in Figure 5, starts off with a question and then answers that question as follows:

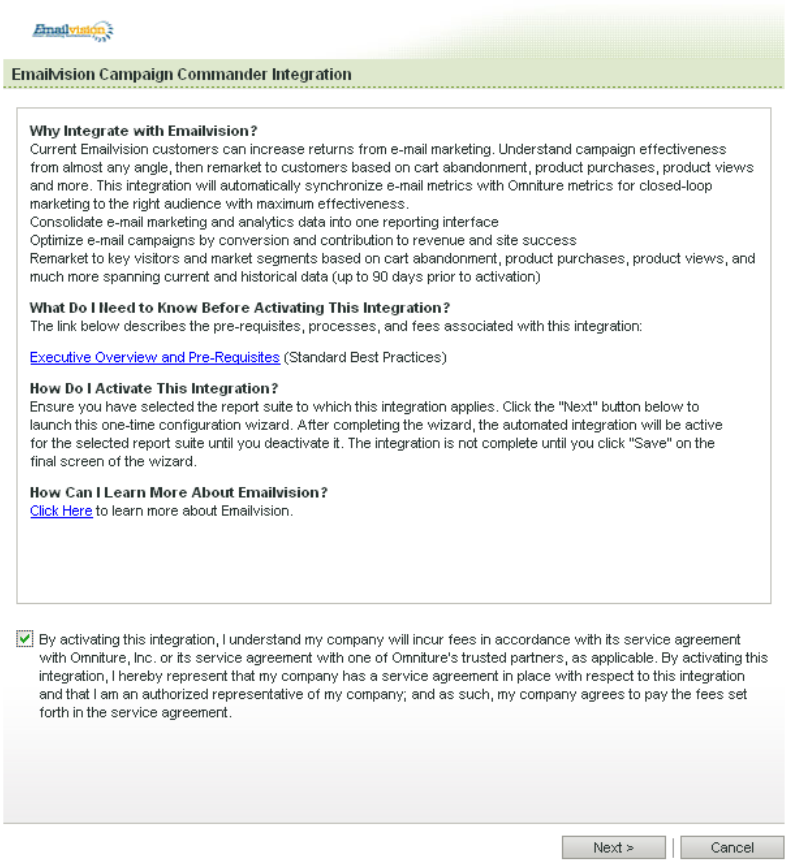
WHY INTEGRATE WITH EMAILVISION?

Current Emailvision customers can increase returns from e-mail marketing. Understand campaign effectiveness from almost any angle, then remarket to customers based on cart abandonment, product purchases, product views and more. This integration will automatically synchronize e-mail metrics with Omniture metrics for closed-loop marketing to the right audience with maximum effectiveness.

- Consolidate e-mail marketing and analytics data into one reporting interface
- Optimize e-mail campaigns by conversion and contribution to revenue and site success
- Remarket to key visitors and market segments based on cart abandonment, product purchases, product views, and much more spanning current and historical data (up to 90 days prior to activation)

The preceding information was taken from top part of the following screen. Further information is provided in Figure 5, below.

Figure 4: Prepare for the Integration Wizard



1. Read and understand all the information, both on the popup and at the links.
    a. Click on the link for "Executive Overview with Pre-Requisites" and be sure you understand and can agree with them.
    b. Click on the link for "Fees Associated with This Integration."
    c. If you need more information about the application before proceeding, click on "Click Here" to learn more about **Emailvision**.
2. To proceed with activation, click in the Acceptance check box, then click on the **Next >** button. (The text from that statement is repeated in the Caution note placed below this figure.) If you are not ready to proceed at this time, click the **Cancel** button in the lower right-hand corner.

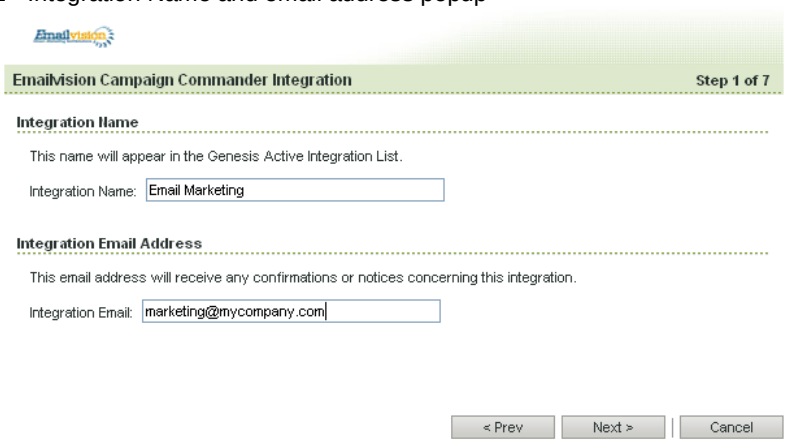
Your next popup screen is labeled Step 1 of 7. From here you are performing the actual integration procedures.

CAUTION: Do NOT check this box and then click the **Next>** button until you are in full agreement with the terms discussed above and with the following statement which appears next to the checkbox:

"By activating the integration, I understand my company may incur fees as described above (see *Fees Associated with This Integration*). As an authorized representative of my company, I agree to the accompanying terms and to pay any applicable fees associated with this integration."

INTEGRATION PROCEDURES

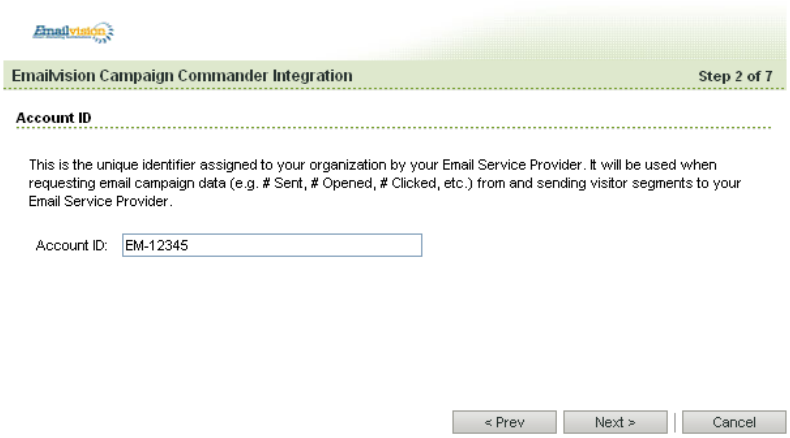
Figure 5: Step 1 - Integration Name and email address popup



Screen Step 1 of 7

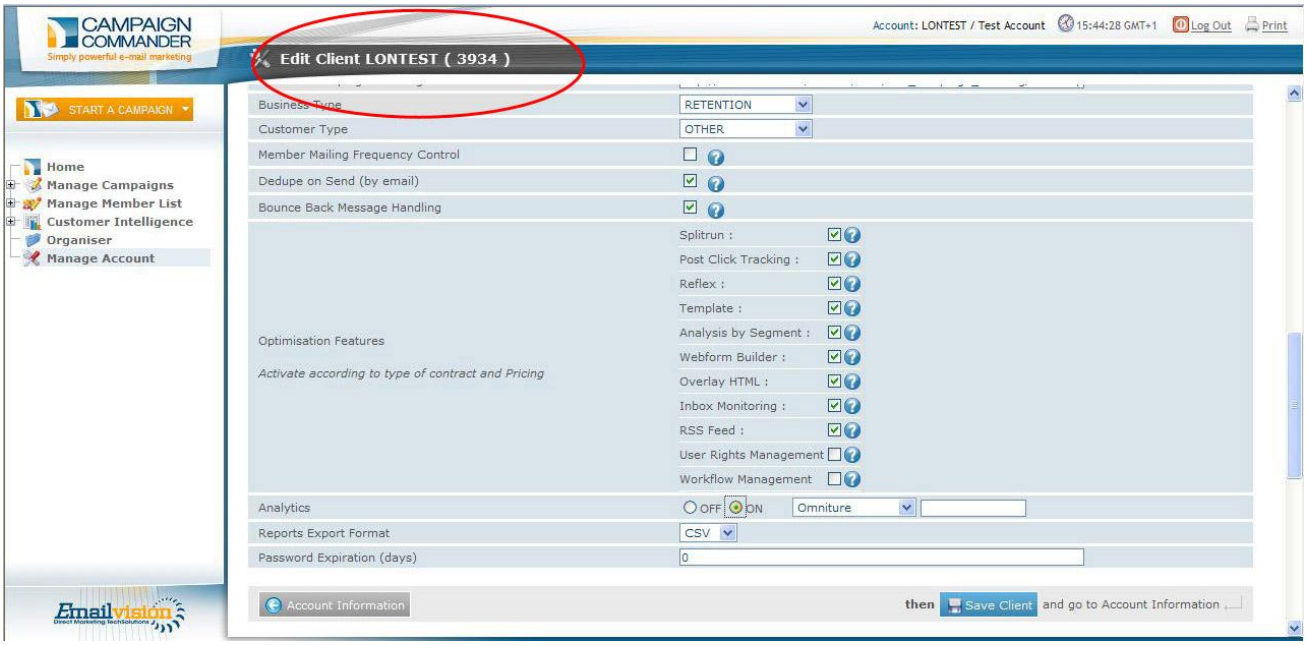
1. Specify the name your system will apply to this **Emailvision** integration.
2. Enter the email address where you wish to receive confirmations or notices concerning this integration.
3. Click the **Next >** button to continue.

Figure 6: Step 2 - **Emailvision** Account ID



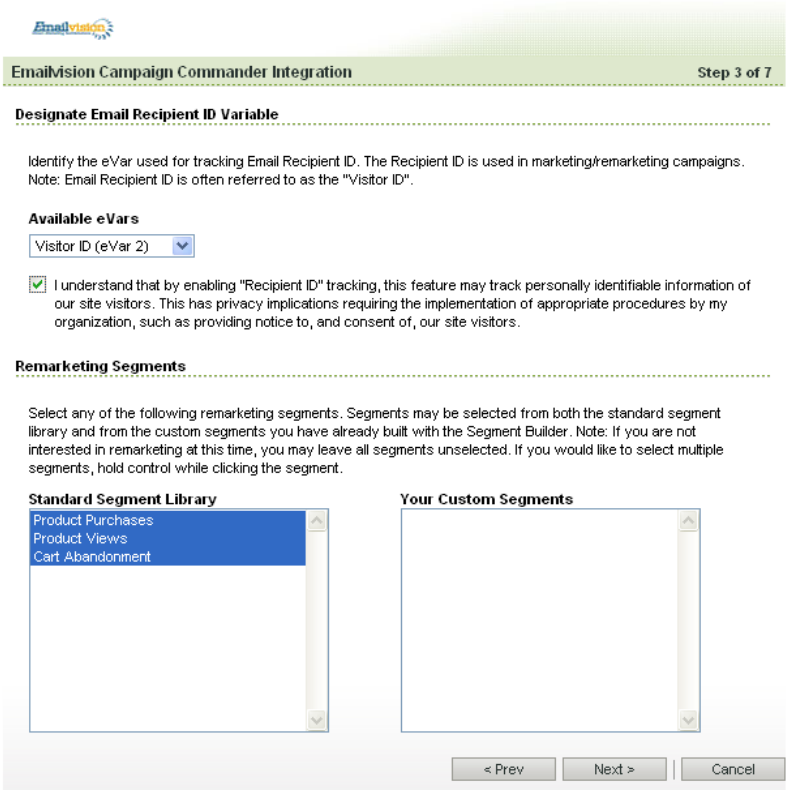
Screen Step 2 of 7

4. Specify your Account ID for this **Emailvision** account. This Account ID can be found in Campaign Commander in the manage account section at the Top of the main frame.



5. Click the **Next>** button to proceed.

Figure 7: Designate Visitor ID Variable



Screen Step 3 of 7

Here you will match Visitor IDs with an appropriate SiteCatalyst eVar.

6. Use the drop-down box to identify which SiteCatalyst eVar will be used for tracking the **Emailvision Visitor ID**.

7. Check the box confirming that you agree with and understand the statement: “I understand that by enabling "Visitor ID" tracking, this feature may track personally identifiable information of our site visitors. This has privacy implications requiring the implementation of appropriate procedures by my organization, such as providing notice to, and consent of, our site visitors.”

8. Should you wish to participate in the Remarketing Segments program, check the box beside each one you wish to have.

9. Click on the **Next >** button.

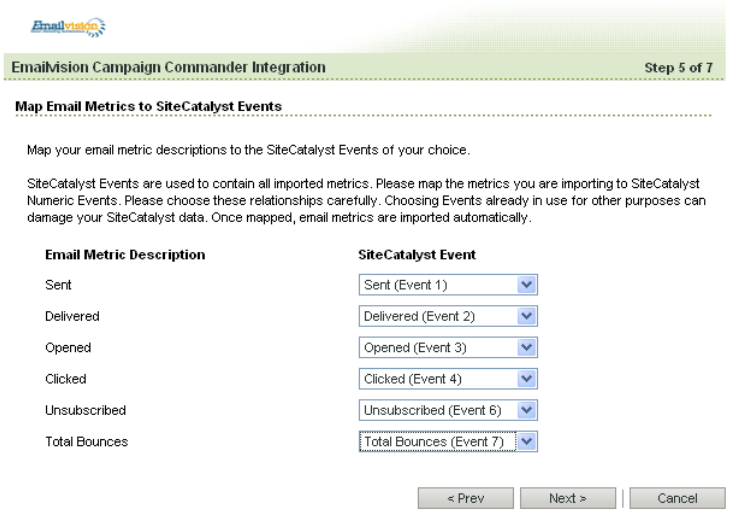
Figure 8: Designate E-mail Message ID Variable

Screen Step 4 of 7

10. Use the drop-down box to identify and specify which eVar will be used for tracking the E-Mail Message ID.

11. Click on the **Next >** button.

Figure 9: Map E-mail Metrics to SiteCatalyst Events

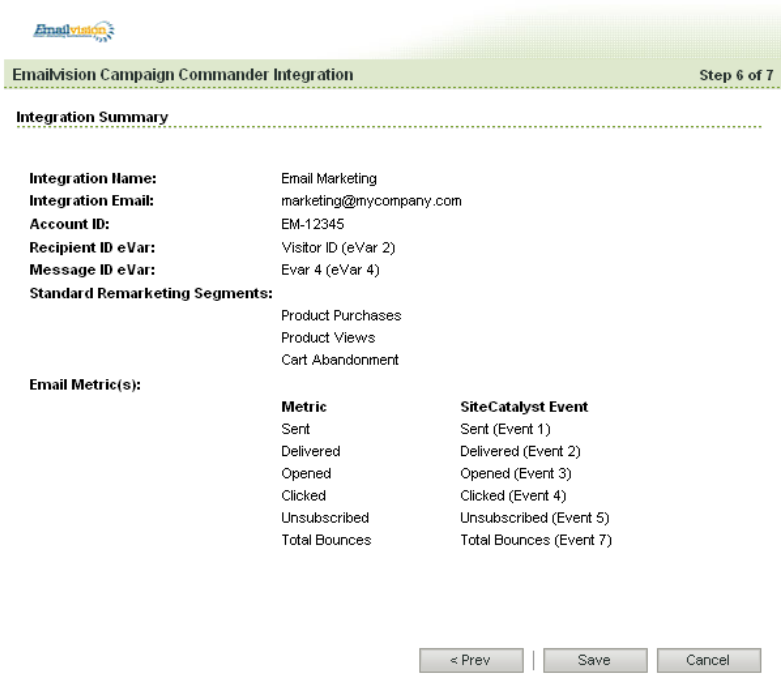


Screen Step 5 of 7

12. Click in the checkbox for each E-Mail Metric you wish to map to an established SiteCatalyst Event.

13. Use the drop-down box to identify and specify which SiteCatalyst Event should be mapped to the chosen E-mail Metric.

Figure 10: Integration Summary

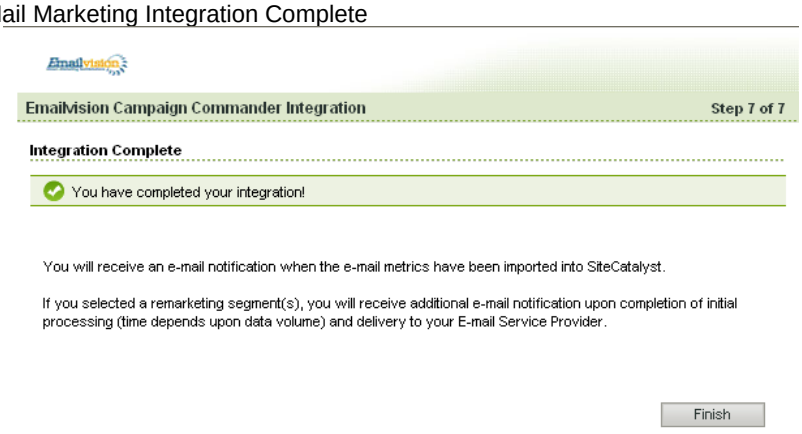


Screen Step 6 of 7

This screen confirms your integration configuration. If there is anything you have entered that you need to change, do it now by clicking the **<Back** button until you reach the affected screen.

14. Click the **Save** button to finish your **Emailvision** Integration process.

Figure 11: E-Mail Marketing Integration Complete

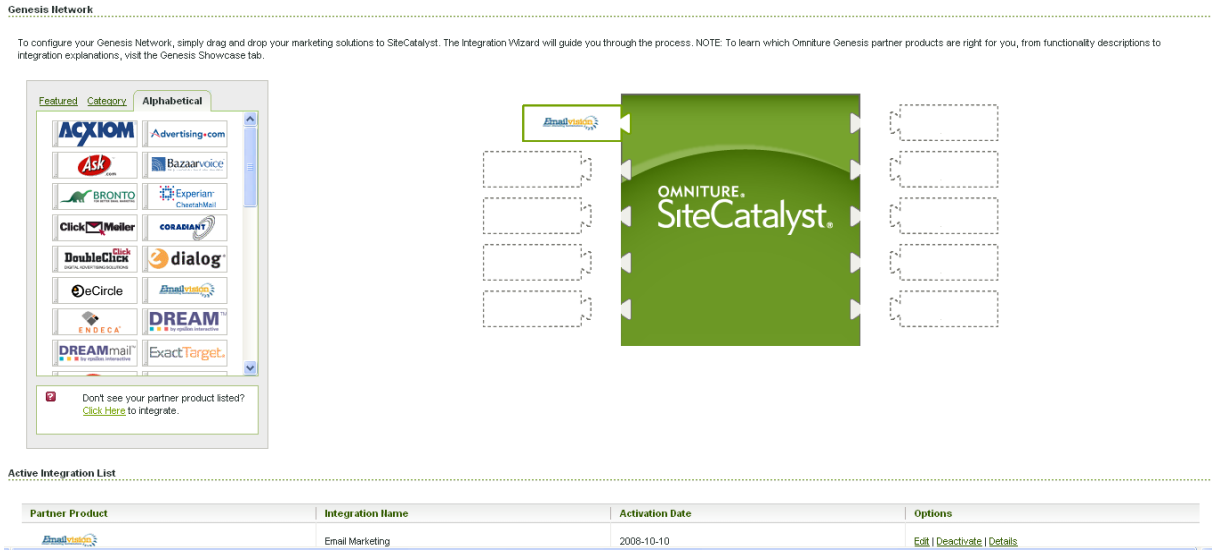


Screen Step 7 of 7

Confirms that all of your steps have been completely and correctly performed. Also informs that “You will receive an e-mail notification when the e-mail metrics have been imported into SiteCatalyst.
“If you selected a remarketing segment(s) you will receive an additional e-mail notification upon completion of initial processing ... and delivery to your E-mail Service provider.”

15. Click the **Close** button to accept the confirmation.

Figure 12: Fully Integrated with SiteCatalyst (example)

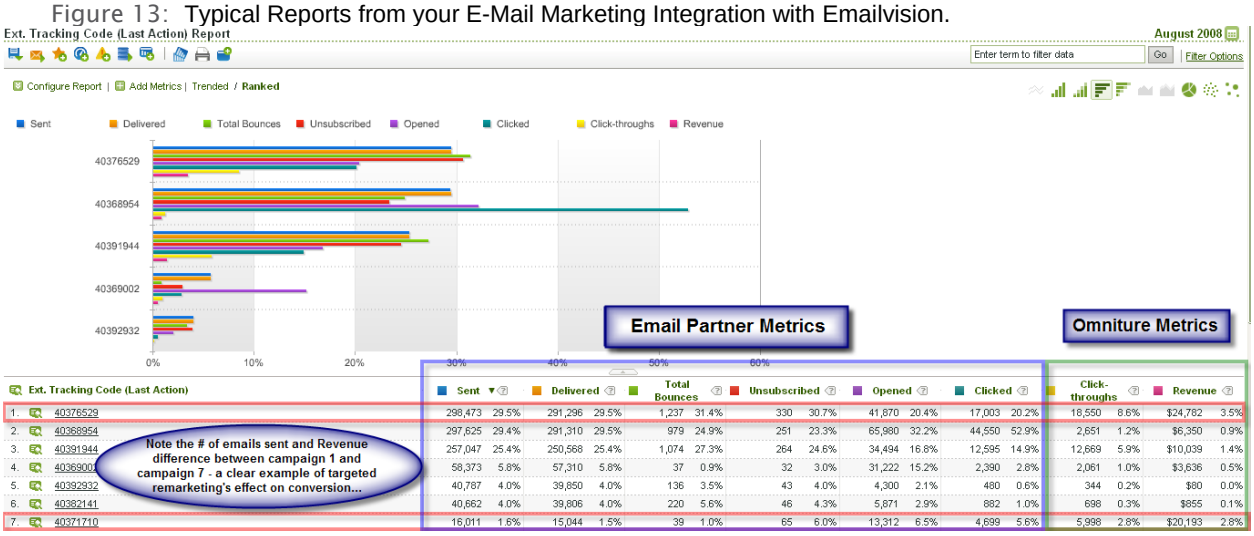


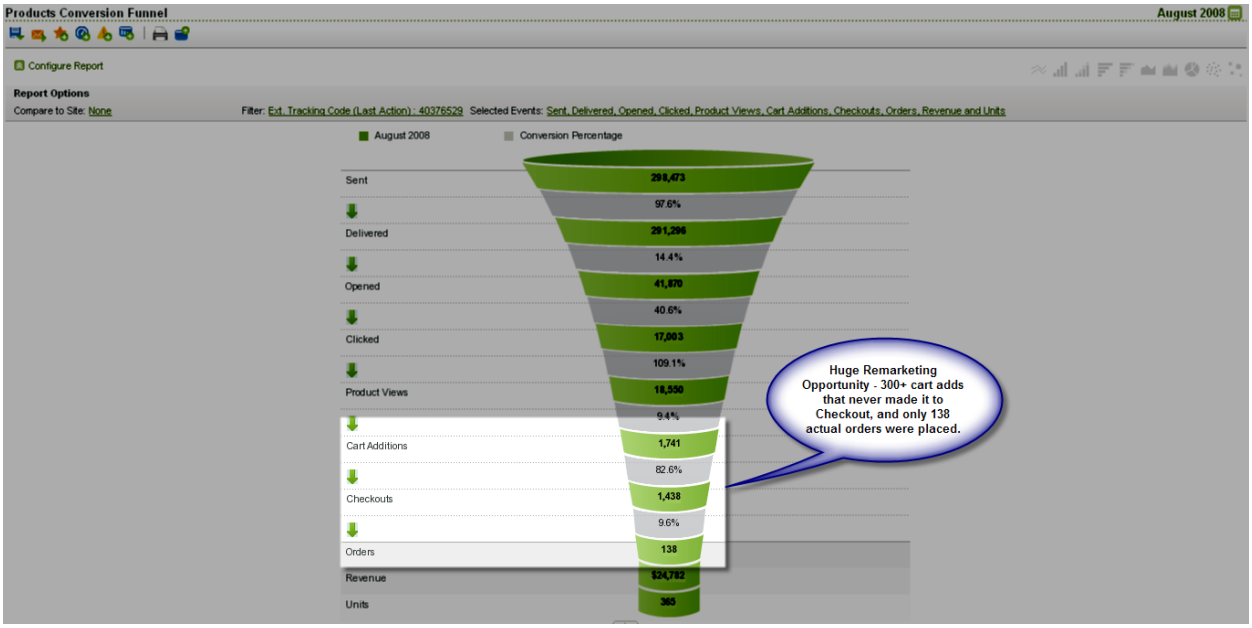
At the SiteCatalyst Genesis screen, you will find the **Emailvision** icon locked into place, again confirming that the integration process was completed satisfactorily.

The integration process is now complete. You should see **Emailvision** listed at the bottom of the Genesis screen. To edit or to deactivate **Emailvision**, click on the appropriate link in the list.

Integrated Reporting within SiteCatalyst

Figure 13: Typical Reports from your E-Mail Marketing Integration with Emailvision.





The reports in Figure 13, above, presents information only available with an E-Mail Marketing Integration, such as with Emailvision.

Configuring Campaign Commander for SiteCatalyst Integration

Once the Genesis wizard is completed there is a 24-48 hours delay before Omniture activates all the backend integration processes.

SiteCatalyst integration activation overview:

As an overview here are the different steps involved in the Campaign Commander™ / SiteCatalyst integration process:

- Activation of Omniture as analytic solution in Campaign Commander.
- Creation of a tracked message.
- Settings of the analytics parameters when finalizing a campaign.

We assume that the Omniture JavaScript s_code.js has been modified on the your server (in order to track campaign ID and Member ID in the Omniture infrastructure).

Once the integration is completed, you can test it by:

- Posting the campaign, opening one of the mails and clicking on the tracked link.
- Verifying that your tracked link includes the campaign ID and Member ID parameters.
- Verifying in Omniture SiteCatalyst that your parameters have been recorded in your SiteCatalyst report suite.

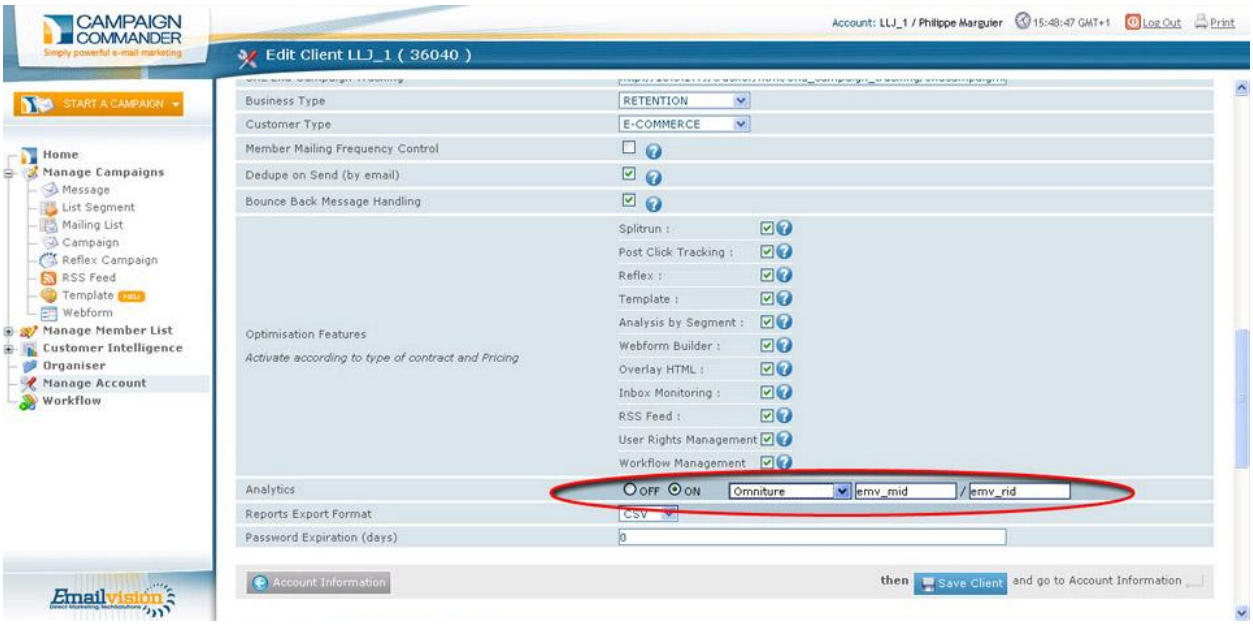
Important prerequisite:

Analytics tracking will be available only for tracked links.
You need to explicitly activate links tracking during the message creation process.

:

SiteCatalyst integration activation in Campaign Commander:

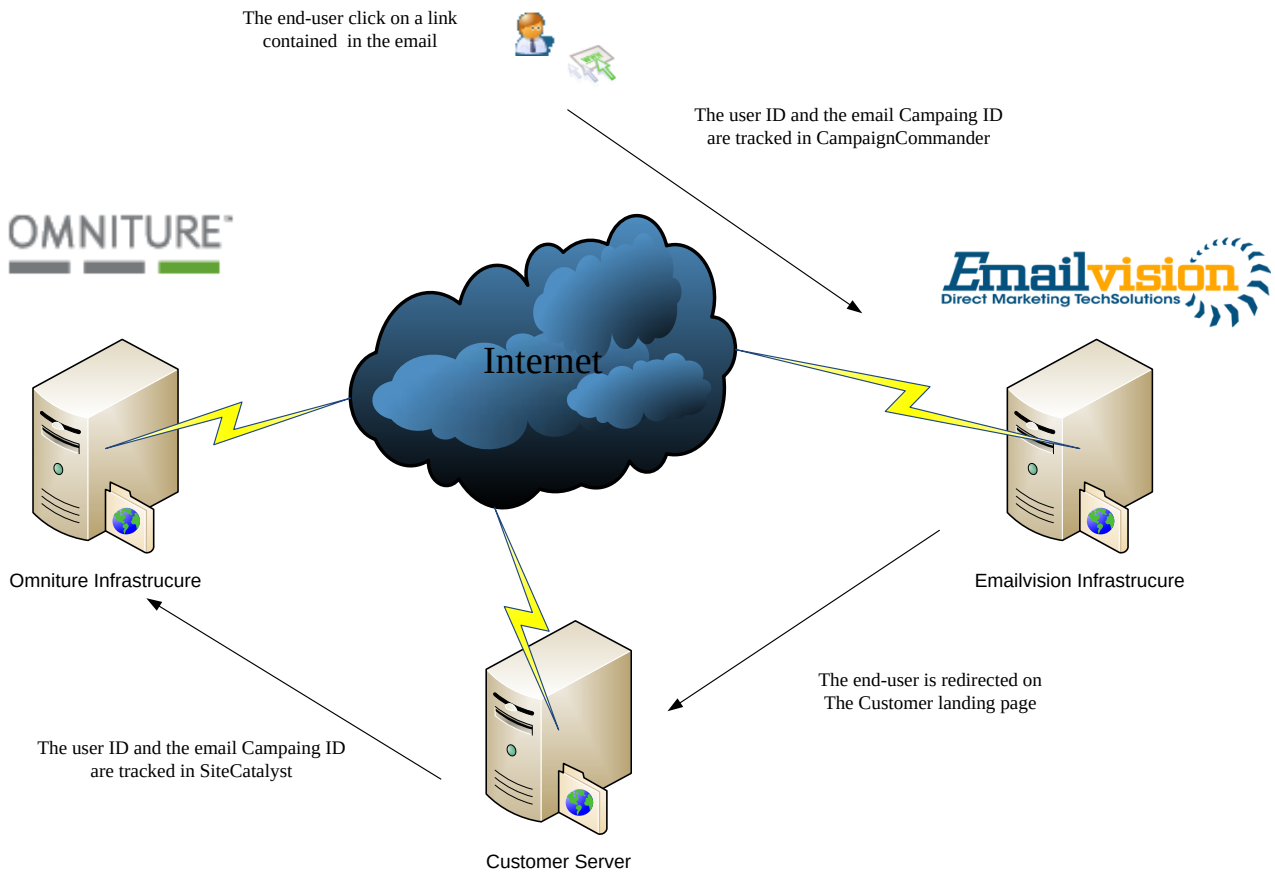
In the “Manage Account” section of Campaign Commander, you need to set the “Analytics” on, and select Omniture.



This will activate the Omniture backend integration process for Campaign Commander.

Once this is set, the Campaign ID & Member ID will be automatically included as a parameter in all the tracked URLs of e-mails sent using Campaign Commander.

The Campaign ID & Member ID which are displayed in the screen are the default strings.
We recommend that you do not change these values without first notifying your Omniture Account representative.



For example:

In one of your e-mail message you have an HTML link this one:

http://www.customer.com/index.html

The following tracked URL will be automatically generated when an end-customer click on the link:

http://www.customer.com/index.html?**emv_mid=12345&emv_rid=1112234**

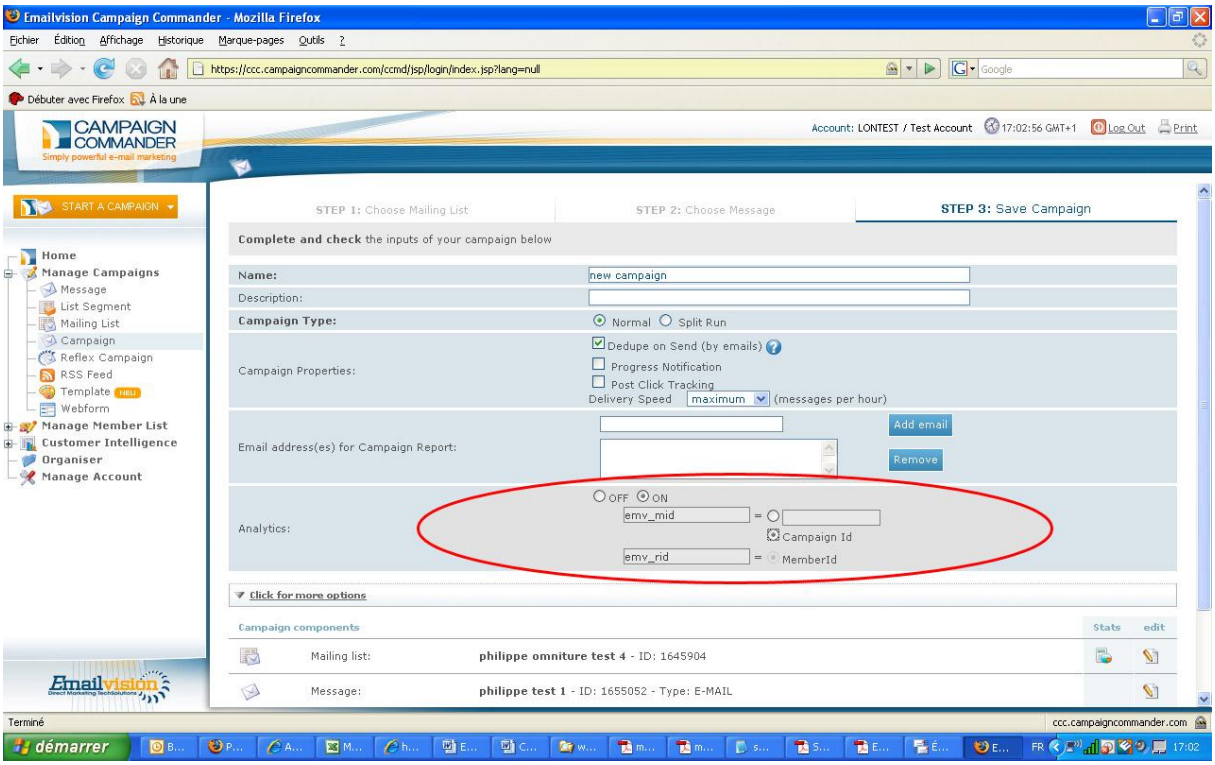
Where:

12345 is the Campaign ID
&
1112234 is the Member ID

When the end-user reaches your server, these 2 parameters will be detected by your specific Omniture JavaScript s_code.js. The s_code.js will then populate the Omniture Tracking code with the Campaign ID and your specific Evar with the Member ID.

In order to modify your Omniture JavaScript code, you are advised to contact your Omniture Account Representative or Implementation Consultant.

Settings of the analytics parameters when finalizing a campaign



Campaign creation includes the following steps:

- STEP 1: Choosing Mailing List
- STEP 2: Choosing Message
- STEP 3: Saving Campaign

In step 2 make sure you select a message where links are tracked.

In step 3 when saving the campaign, activate the Analytics and select Campaign ID for the emv_mid parameter.

The Campaign ID & Member ID which are displayed in the screen are the default strings.
We recommend that you do not change these values without first notifying your Omniture Account representative.

Integration testing

Now that you have completed your integration, you need to test it by following the different steps:

- Post a test campaign
- Open on of the test mail
- Click on the tracked link included in the test mail

Your browser will load a URL similar to this one:

http://www.customer.com//ndex.html?emv_mid=12345&emv_rid=1112234

Since the s_code.js has been modified it can extract the 2 parameters:

- emv_mid

And

- emv_rid

If everything is setup correctly you should see data in the Omniture SiteCatalyst interface.