

Bronto Partnership Profile

Email marketing solutions that product results

OMNITURE®

ABOUT BRONTO

Bronto Software is an industry-leading email marketing service provider based in Durham, NC. Since its founding in 2002, Bronto has simplified email marketing for businesses and organizations by offering a powerful, easy-to-use, email marketing solution together with industry-leading client services. The exceptional deliverability, detailed analytics and robust feature set of the Bronto application enables marketers in retail and other industries to easily and effectively implement email marketing that results in a positive ROI and business growth.

Most importantly, Bronto is comprised of real people that are accessible, personal and professional. We pride ourselves on our Stevie-nominated client service team. We care about your success. And, we're dedicated to helping your business prosper. Don't just take our word for it, our client retention rate averages over 94%. And 97% of our clients would recommend us to a colleague.

Our mission is simple: Provide proactive service and support combined with a powerful, easy to use solution to help you create relevant, and profitable, relationship email marketing.



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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™.



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KEY JOINT SOLUTION FEATURES

- » Create relevant campaigns based on behavior
- » Remarket to key market segments
- » Closed-loop measurement of email campaigns
- » Full analysis of your post-click marketing

HOW TO WORK WITH BRONTO AND OMNITURE

- » Enable tagging of the email campaigns you launch from Bronto Software
- » Omniture identifies recipients who click through to your landing page and tracks subsequent behavior through your site.
- » Conversion and behavioral data is sent back to Bronto for closed-loop campaign measurement and further remarketing.
- » Create automated email programs in Bronto that can be triggered by Omniture data.
- » Personalize your email messages according to visitor interests and behavior, at the individual or segment level.

METRICS DRIVEN STRATEGIES

- » Sophisticated remarketing to target segments
- » Form and abandonment rescue programs
- » Measure email campaign effectiveness on site behavior
- » Behavioral segmentation by browser history