

What if

What if you could get all the information about your website and online campaigns in ways that you want? **In a language you can understand?** Ready to run, and simple to operate?

The breakthrough is here.

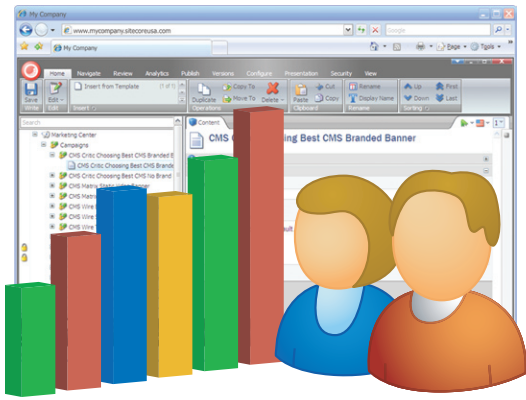
Welcome to the Online Marketing Suite from Sitecore.

Sitecore Online Marketing Suite



sitecore®

Sitecore Online Marketing Suite



A breakthrough solution to increase Marketing ROI. Rich Analytics and Marketing Automation integrated with Web CMS—effortlessly.

Sitecore's Online Marketing Suite unifies web content management, analytics and marketing automation for faster conversions. You'll be able to easily track and understand the impact of your online campaigns, develop profiles, personalize content dynamically and take action with analytics immediately. This breakthrough solution enables your team to get better results without the complexity, time and costs of multiple third party tools.

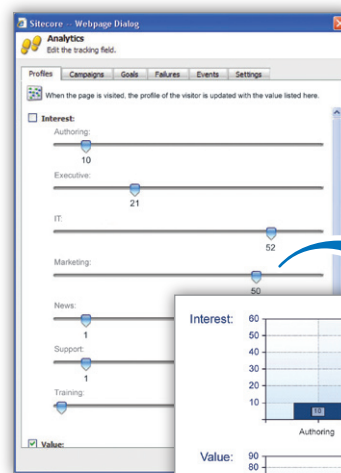
Visitor Experience Analytics

Do you have an integrated understanding of who your visitors are and what they want to accomplish? Who is on your site? Would you like to be able to quickly understand the profiles of your visitors based on their user behavior and browsing interests?

Sitecore now makes **content profiling** a natural extension of what your content editors do when developing new content. The feedback is immediate, and gives you the ability to adjust content profiles rapidly, evolving as you learn about your visitors and their behavior.

Visitor Profiling. What are the first time visitors doing? Which pathways are they using to get to the most popular content? How did your different audience segments behave?

You'll know the sources they came from, what they searched for on and off site, the goals they reached and content they consumed—all critical in understanding conversions and building online success. With **insightful reports out of the box** that can be adjusted with simple check boxes, you have instant insight and control.



For the marketer, visitor segmentation and content profiling has never been easier.

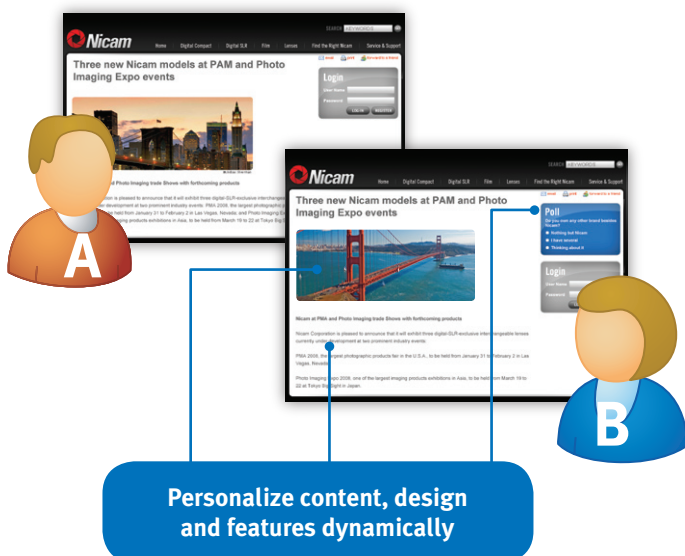


Real-Time Site Personalization

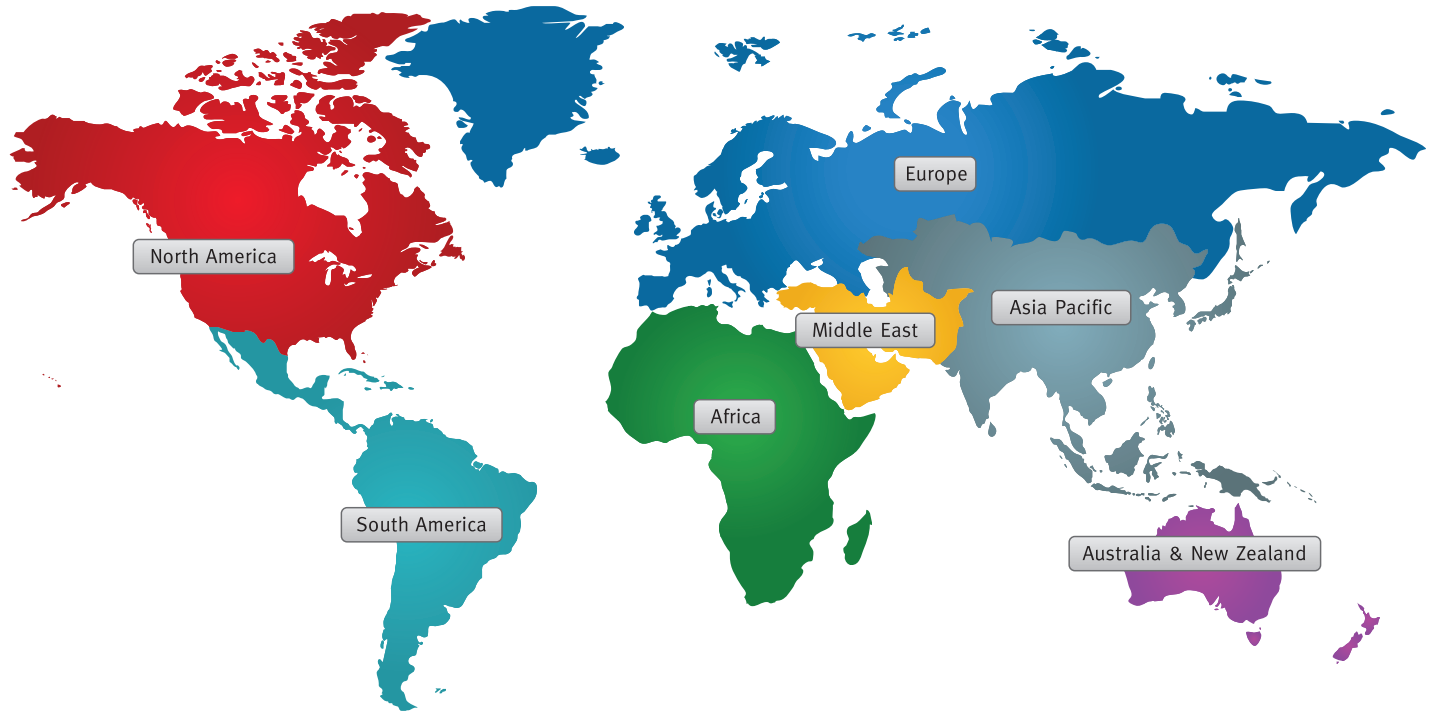
Can you adjust your site real time to the profiles of your visitors to achieve higher conversions? Would you like your websites to actually adjust the content real time as a profiled visitor progresses through your site, providing **true dynamic and targeted user experiences**? Would you like to be able to control those experiences just like you manage content on your site today?

With Sitecore's Online Marketing Suite, this isn't an expensive, complex process with a room full of experts coding for weeks and months; it's simple check boxes, slider bars and intuitive rules wizards. **Multivariate and A/B split testing is configurable out of the box**, as well as native content profiling dialogs that allow you to capture rich insights on what your customers are interested in, and who they are.

As you build detailed profiles of your online visitors, you can verify and tune with the use of **polls and surveys**, building a deeper understanding of each and every visitor.



Sitecore around the World



Sitecore's mix of powerful marketing and business features, rich development support and scalability make it the ideal solution for leading websites. From entry level to the largest enterprise class organizations, creating and continuing to provide your visitors a compelling web experience has never been as easy or as exciting. Sitecore is being used by dozens of the world's largest organizations, managing sites that serve and delight millions of users.

Sitecore's Web Content Management System (CMS) and portal software solutions enable companies to deliver compelling web experiences. Sitecore's award-winning CMS software makes it easy for businesses to create and keep up-to-date dynamic, full featured websites of all types. Sitecore's industry leading flexibility and scalability allows companies to better leverage their content to improve customer experience and drive business growth. Thousands of public and private organizations, including national governments and Fortune 500 companies, utilize Sitecore solutions for their websites. These organizations have created, and now manage, over 20,000 dynamic websites with Sitecore including Microsoft, Sara Lee, Siemens, Toshiba, Omni Hotels, Computer Associates, Experian, and the Atlanta Falcons. Sitecore has offices and representatives in more than 50 countries around the world.



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