

# Measure Audience Sentiment



## PRODUCT OVERVIEW

Omniture Survey™ helps organizations easily design, create and implement online surveys to measure audience sentiment. Surveys are an essential method used to determine brand perception, customer satisfaction, employee motivation, and partner engagement. Better understanding of audience sentiment leads to engaging interactions, focused product development, and enhanced brand perceptions. Omniture Survey is part of the Omniture Online Business Optimization Suite.

### BUSINESS CHALLENGES

Organizations are continually gathering information about how customers use their products and services or would like to see the product developed. Attitudes towards products and services continually evolve as markets change. The Internet allows customers to compare products, prices and promotions, and move easily from one site to the next. In addition, Web 2.0 technologies allow customers, partners, and employees to have an amplified voice. Online surveys provide a cost-effective way to quickly gather information from customers, respond to customer actions, and establish an ongoing dialog with the ecosystem of brand influencers.

### THE SOLUTION

Omniture Survey enables organizations to accurately measure audience opinions, attitudes, and motivation in real-time, and take immediate action based on responses. It allows organizations to:

- » Define and launch a survey without any technical or consultant assistance
- » Present non-intrusive online surveys in response to customer actions such as shopping cart abandonment or subscription cancellation
- » Manage complex survey flows with advanced branching capabilities
- » Better understand customer perception with embedded product ratings

### BENEFITS:

- » **Measure Brand Perception**  
Understand how your customers perceive the different elements of your brand.
- » **Improve Survey Design**  
Real-time survey results provide the insight to immediately enhance survey design to achieve desired outcomes.
- » **Establish a Dialogue**  
Increase interaction and engagement by providing audiences with an opportunity to express their opinions.
- » **Enrich Customer Profiles**  
View survey responses with Web analytics data for a better understanding of customer persona.
- » **Engage All Audiences**  
Improve employee motivation and strengthen partner engagement by acting upon perception measurements across all brand influencers.

## KEY FEATURES

### Sophisticated Survey Creation

- » Use different question types and branching options to create a more robust and accurate response
- » Allow customers to take a variety of paths and expand on their responses through branching survey, providing a fuller customer perspective
- » Use different question types to present your questions in the most effective manner possible

### Multiple Start Options

- » Embed surveys for quick responses or separate surveys into a dedicated non-intrusive overlay
- » Customize individual surveys to use in a variety of subtle ways throughout the site so your customers do not feel inundated

### Instant Customer Feedback

- » Immediately enhance survey design and effectiveness through real-time reporting insight
- » Generate immediate visitor responses on a variety of topics throughout site pages

### Flexible Launch Controls

- » Time boxed surveys offer non-intrusive online surveys in response to customer actions
- » Capture extensive feedback on every customer or just random snapshots by controlling the frequency of survey launches

### Integrated Response Tracking

- » Know who participated, who left and where they left
- » Strengthen customer personas by using demographic data to drive targeted remarketing campaigns
- » Forward survey status across Web site domains to avoid showing the same survey to a visitor multiple times

### Response Correlation

- » Export survey responses to MS Excel and correlate with behavior and demographics to influence business decisions

## OMNITURE—THE LEADER IN ONLINE BUSINESS OPTIMIZATION

Over 4,500 companies around the world rely on the Omniture Online Business Optimization suite of products and services to better understand customer needs, boost the power of online marketing and achieve higher ROI across multi-channel business initiatives. Omniture products offer superior usability, support multiple languages and currencies, and are delivered securely via an on-demand infrastructure that is designed to scale with customer needs.

Powered by the industry's leading Web analytics platform, the suite is supported by world-class services and a rich ecosystem of partners, developers and agencies. Omniture Client Services include Client Care™, with flexible support options and global access; Omniture Consulting, with a world-class implementation methodology and industry best practices; Omniture University™ with on-demand and in-class certification programs. Omniture Genesis™ is an accreditation program for partners that integrate their products and services with Omniture.

OMNITURE®

WEB: [omniture.com](http://omniture.com)

EMAIL: [sales@omniture.com](mailto:sales@omniture.com)

#### AMERICAS

+ 1.877.722.7088 TEL  
+ 1.801.722.7001 FAX

#### EMEA

+44 (0)20 7380 4400 TEL  
+44 (0)20 7380 4401 FAX

#### FRANCE

+33 (0) 1 70 37 53 56 TEL  
+44 (0) 1 77 72 56 38 FAX

#### GERMANY

+49 (0) 899 0405 408 TEL  
+49 (0) 899 5464 252 FAX

#### NORDICS & BENELUX

+ 45 (0) 36 98 89 50 TEL  
+ 45 (0) 36 98 89 51 FAX

#### JAPAN

+ 81.03.6418.6600 TEL

#### APAC

+ 612 8211 2707 TEL

#### SWEDEN

+ 46 (0) 8 601 30 91 TEL

#### KOREA

+ 82.2.2008.3228 TEL

#### HONG KONG

+ 852 2168 0873 TEL