

StormPost and the Adobe® Digital Marketing Suite

Automated multichannel remarketing and messaging optimization



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www.datranmedia.com/stormpost/

Everything your customers do online can be used to deepen your communication with them, whether via your website or Facebook fan page. By combining data from Adobe with StormPost's advanced segmenting and lifecycle messaging capabilities, you can automate integrated multichannel marketing communications based on browsing based interests, as well as leverage Adobe Test&Target™ to drive content relevance.

Partnership highlights

Engagement and revenue

- Send automated, individualized upsell offers based on cart abandonments
- Make exclusive offers to highest value customers
- Segment recent shoppers to send details on the latest products of interest to them
- Identify consumer interest segments for advertising strategies and targeted articles

Automation

- Automatically import browsing activity data directly from Adobe, such as search criteria and page views, to identify consumer interests
- Track website traffic generated via email communications based on tags automatically appended to email URLs

Enhanced reporting and analytics

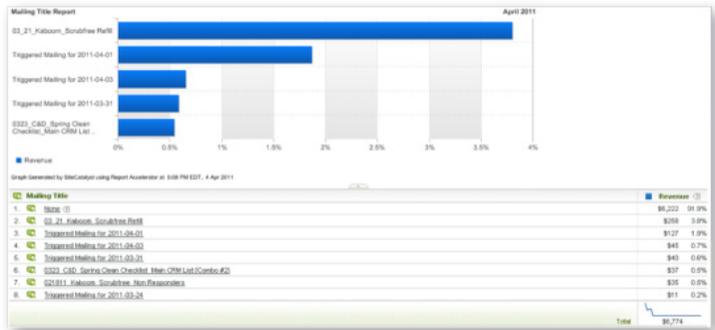
- Review enhanced reporting and mailing statistics within SiteCatalyst®
- Build audience and target segments within StormPost using site data provided by Adobe
- Leverage StormPost's proprietary Audience Measurement tool for analyzing audience and web data of an email campaign

How to work with StormPost and Adobe

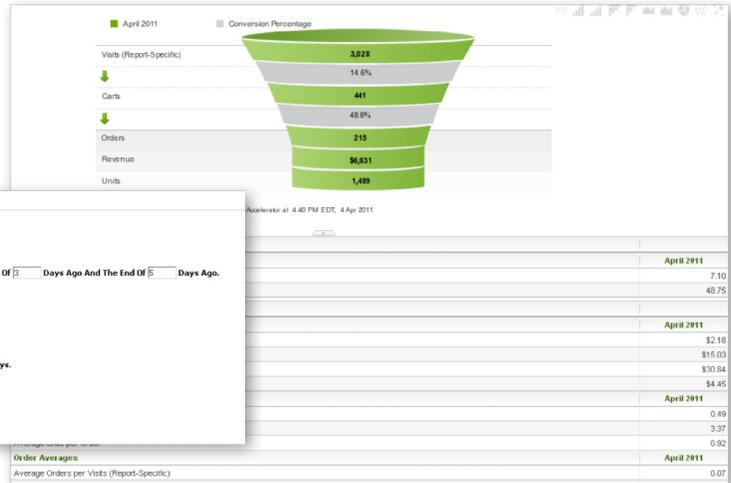
StormPost integration steps

- Log in to StormPost
- Click the Settings tab
- Click the AppExchange link
- Click the Adobe Genesis™ logo
- Click Get Started (Important: Copy the Adobe Genesis integration accountID)
- Click the Enable button

Use the returned Adobe Genesis integration accountID to configure StormPost as a partner from within Adobe Genesis. The two systems automatically initialize and begin secure data transfers one day after the completion of these setup steps.



Example revenue by campaign, mailing, and A/B split tests



Example funnel and revenue reporting



Targeting or triggered communications

Integrated metrics

The Adobe Digital Marketing Suite and StormPost are tightly integrated and require just a few steps to enable.

The integration uses the following Adobe SiteCatalyst® eVars and events to track contact activity within the Adobe Digital Marketing Suite.

Message ID and Recipient ID are required; other eVars can be custom appended.

StormPost metric	Adobe metric mapping (and type)	Description
Message ID	Message ID (eVar)	Email Campaign Identifier
Recipient ID	Recipient ID (eVar)	Unique identifier, which maps to email address

Use cases for integration

- Interest-based retargeting: browse, abandon, purchase, and page view remarketing
- Content and ad targeting based on online interests
- Enhanced web analytic reporting, which includes email scheduled, delivered, and other performance metrics such as campaign revenue

About StormPost

The StormPost Digital Communication Platform helps marketers efficiently manage the customer lifecycle through the delivery of highly relevant and timely messaging across multichannel touchpoints, including email, social, and mobile. The award-winning platform gives marketers a comprehensive and actionable understanding of their customers through unmatched audience measurement, reporting, and marketing strategy. The StormPost Digital Communication Platform delivers insight into the campaigns and channels that are truly influencing consumers and driving conversions, and it provides the strategy and tools needed to intelligently and proactively communicate with consumers across channels. The result: Marketers can "listen," respond, and engage with their customers in more meaningful ways in real time, leading to increased loyalty, conversions, and higher returns on marketing investment.

For more information, visit www.datranmedia.com/stormpost.

About the Digital Marketing Suite

The Adobe Digital Marketing Suite offers an integrated and open platform for online business optimization, a strategy for using customer insight to drive innovation throughout the business and enhance marketing efficiency. The Suite consists of integrated applications to collect and unleash the power of customer insight to optimize customer acquisition, conversion and retention efforts as well as the creation and distribution of content. For example, using the Suite, marketers can identify the most effective marketing strategies and ad placements as well as create relevant, personalized and consistent customer experiences across digital marketing channels, such as onsite, display, e-mail, social, video and mobile. The Suite enables marketers to make quick adjustments, automate certain customer interactions and better maximize marketing ROI, which, ultimately, can positively impact the bottom line.

About Adobe

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Adobe

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