As a marketing executive, you do some very heavy lifting when it comes to driving business performance. The increasing influence of new media and digital technology is reshaping marketing practices and offering new opportunities to engage with consumers. Every day, you are confronted with petabytes of customer data that, if leveraged wisely, could inform your marketing strategy in a very positive way.

More information, however, seldom translates to more revenue without the right tools, because the key element is not the data itself, but the ability to understand it. Without this insight, you cannot personalize content or deliver tailored customer service.

One of the biggest challenges for marketers today is the ability to capitalize on opportunities and generate true value from marketing programs. Another hurdle is balancing marketing spend with technology acquisition. Yet, the capability to analyze results can be nearly impossible for many CMOs and brand marketers, particularly when you consider how difficult it is to achieve even a mediocre return on investment across multiple print, digital, and emerging channels.

Increase your marketing performance in the human information era

Autonomy’s Marketing Performance Suite provides marketing professionals with a single solution to attract, engage, convert, and retain customers in real time. Powered by Autonomy’s Intelligent Data Operating Layer (IDOL), the suite automatically recognizes concepts, patterns, and ideas in unstructured, human information so you can deliver contextualized, multichannel experiences that result in increased customer engagement, conversions, and revenue.

Autonomy’s Marketing Performance Suite provides a range of capabilities that enable you to:
- Manage and deliver engaging multichannel customer experiences across the web, call center, mobile, print, social media, and augmented reality channels
- Use quantifiable data to help attract and convert customers
- Understand your customers and the market by revealing actionable insights in conversations occurring across social media, call center, and other digital channels

With Autonomy’s Marketing Performance Suite, you can take advantage of three core market offerings that can help you meet a range of business goals. The suite includes the following:
- **Customer experience management (CEM)** – Manage and deliver multichannel customer experiences with web content management (WCM), rich media management, and augmented reality solutions.
- **Marketing optimization** – Use quantifiable data to attract and convert customers with online advertising optimization and multivariate testing (MVT) solutions.
- **Real-time analytics** – Get actionable insight from conversations occurring across channels with social media and call center analytics solution.
Take a meaning-based, multichannel approach with your customers

The premise is as fundamental as marketing itself: the more you know about your customers, the more effectively you can serve them. Our meaning-based Marketing Performance Suite enables you to make this happen. Underlying the suite, our innovative IDOL technology identifies patterns that naturally occur in text, audio, and video and extracts the meaning from every interaction you have with your customers—even those in human-friendly formats like web pages, social content, phone call recordings, photos, and video.

Meaning-based, multichannel capabilities allow you to easily link channels, such as the contact center and the web, to form a comprehensive view of the customer while providing experiences that are consistent and integrated. Rich media and video assets can be easily managed and shared across multiple marketing and customer experience initiatives. Analysis from one channel can be used to deliver an optimized experience within another—ensuring cohesive, meaningful customer interactions.

A proven solution, Autonomy’s Marketing Performance Suite is at work every day helping some of the world’s largest organizations deliver results across every facet of the marketing spectrum.

Detect and act on opportunities in real time with an executive dashboard

HP’s innovative Executive Scorecard for Information Technology professionals has been extended to meet your needs as a marketer. The Scorecard offers a cloud-based dashboard to track multiple key performance indicators, including customer satisfaction, lead conversion, online advertising effectiveness, social impact, and SEO ranking. HP Software and Autonomy offer this as a consulting service that leverages best practices, methodology, and software.

Engage customers using a multichannel, interactive platform

Studies reveal that customer experience is the single largest influencer on buying decisions, which means it’s time to shift the focus from just features and price to providing a differentiating experience. Today’s customers expect to do business where and when it is convenient for them, and this makes the one-size-fits-all experience obsolete. It isn’t enough to deploy numerous technologies across different channels and devices; today’s customers demand a seamless, consistent level of service.

Autonomy’s Marketing Performance Suite provides customer experience management capabilities that enable you to manage the consistent delivery of dynamic, targeted, and personalized content, as well as offers, products, and interactions across all customer-facing channels. Now, you can control the consistency of your brand across websites, social media platforms, mobile apps, augmented reality, print, and contact centers.

Autonomy’s Marketing Performance Suite helps you create optimized customer experiences across channels by enabling you to:

• Correlate website content with activity within social networks in near real time. For example, within minutes of launching a product or initiating a campaign, you can present associated activity and emerging trends within social networks
• Integrate social media content, rich media, and augmented reality to enrich customer interactions
• Create and deploy personalized communications that are consistent across print and electronic channels
• Arm your call center agents with an arsenal of information such as targeted scripts, recommendations, knowledgebase articles, documents, and relevant links

Optimize your customer web experiences

Autonomy’s Marketing Performance Suite provides web content management capabilities to help you build engaging experiences across the web, email, mobile, and print. The suite delivers analytics tools to help you capture and analyze customer intelligence so you can quickly and effectively deliver compelling, personalized content.

Our web content management capabilities enable you to:

• Easily build sites without IT involvement using a simple WYSIWYG interface
• Optimize the visitor experience by capturing and analyzing all customer interaction data, including clickstreams, social media, and online behavior
• Deliver targeted content and site navigation to key customer segments
• Manage the entire customer shopping experience using a single platform by leveraging our integration with multichannel commerce solutions, such as Hybris
• Administer all online marketing initiatives from a single interface—author and target content, design websites, deploy applications, publish content to multiple channels, perform analytics, manage rich media, incorporate social media, and conduct multivariate testing

“Autonomy has assisted us in direct, two-way communication with our customers and made it possible to implement customer-oriented initiatives far more quickly and responsively.”

—head of online marketing & development, major telecommunications company
Create engaging content with rich media
Deeply integrated within Autonomy’s Marketing Performance Suite, our rich media management solution helps you create innovative rich media campaigns. Our advanced rich media capabilities automatically tag and organize product images, offers, promotions, video demonstrations, ads, and other digital assets in a single repository for ease of retrieval. This means you can reduce costs by automating the production and distribution of media content that is properly branded and approved.

Transform the way you reach customers with augmented reality
Autonomy’s Marketing Performance Suite makes it possible for you to leverage Aurasma, the groundbreaking augmented reality technology that lets you present dynamic, personalized experiences in the mobile channel. Aurasma empowers smartphones to augment the device’s view of the world with rich interactive digital content such as videos, 3D animations, and games. For instance, billboard advertising for a movie can launch the movie’s trailer. Products on shelves can recommend related items. Interactions with print, products, and direct mail can become digital, and therefore measurable, allowing you to understand “off-line” engagement and optimize your marketing activities accordingly. With over 10,000 partners and 4 million downloads to date, Aurasma is helping leading brands engage with their fans and customers in a highly engaging, interactive manner.

Manage call center interactions for greater effectiveness
Autonomy’s Marketing Performance Suite provides contact center management capabilities to allow supervisors to understand, measure, improve, and track performance, and manage all contact center data, through a centralized system. Call logging and intelligent archiving support your compliance and quality monitoring strategies. Your users can monitor a wide range of metrics such as customer satisfaction levels, first-call resolution, handle times, and effective scheduling—all from a single interface. Tools such as performance assessments and real-time agent assistance allow you to improve first-contact resolution, up-sell/cross-sell, and customer satisfaction.

Attract the highest value traffic and convert customers more effectively
One of the most valuable aspects of online marketing is its ability to track customer activity, because unlike other channels, visitors leave digital footprints. But making proper sense of the petabytes of data, and arriving at the correct conclusion, remains as challenging as ever. Marketers are spending lots of money to attract visitors, but ROI on campaigns is still very poor and online conversion for most large websites remains under 2.5 percent.

Now, you can optimize your marketing offerings with Autonomy’s Marketing Performance Suite. The suite delivers an end-to-end platform based on data analysis for visitor attraction, conversion optimization, and segmentation to help you turn prospects into customers. You can optimize your marketing spend using insights gained from all customer data, including tweets, blogs, videos, phone calls, clickstreams, and web visits.

The marketing optimization capabilities within our Marketing Performance Suite allow you to:
- Improve the performance of online advertising campaigns through a comprehensive bid management and optimization system, including sophisticated bidding algorithms for social advertising such as Facebook
- Test multiple combinations of content, design, layout, pricing, offers, and recommendations and target winning creatives to dynamically-discovered segments
- Identify and proactively deliver the most persuasive content for each segment through automatic segmentation and targetings

Attract the right customers with online advertising management
Online advertising, comprised of pay-per-click and natural search, is a proven source of inbound web traffic and lead generation. Autonomy’s Marketing Performance Suite delivers online advertising management to enable you to use virtually any and all data sources to provide you with superior conceptual keyword recommendations. Marketers can leverage real-time data sources—social media, customer feedback, web comments, phone calls to the contact center—to define the best bid strategies and improve elements of the campaign to attract the highest value audience. The solution helps you determine the most effective bid and match type across all engines and automatically place and refine bids based on performance.

Achieve the best conversion rates with effective testing and segmentation
Conversion depends not only on a campaign’s ability to attract the right customer, but its ability to elicit action on the website. Autonomy’s multivariate testing solution can test virtually limitless combinations of copy, offers, layouts, and additional factors to help you determine the winning creative across different segments. It incorporates a wide range of user and behavior data to automatically detect and target content to new customer segments in real time, resulting in increased revenue by audience.

Take real-time analytics to the next level
As a marketer, understanding the needs of your customers is essential to making informed, data-driven business decisions that improve your ability to retain customers and grasp new opportunities for increased revenue. But this can be challenging when customers interact across so many channels and in so many ways. They may send a 140-character tweet, post a video on YouTube, phone your call center, fill out a survey, or interact with your website via a mobile device. But if you can understand and track this multichannel activity, and relate it to what is happening in other channels, you can leverage this important market intelligence to increase your competitive advantage.

Within the Marketing Performance Suite, Autonomy’s real-time analytics market offering empowers you to discover insights and seize business opportunities by understanding 100 percent of customer interactions across all marketing channels in real time.
Autonomy’s real-time analytics analyzes customer interaction data the moment the interactions take place so you can immediately act on these insights before they become outdated. You can anticipate your customers’ needs, optimize their experiences across all channels, and monetize interactions to keep your business operating at its full potential.

Autonomy’s Marketing Performance Suite delivers real-time analytics capabilities, enabling you to:

- Process and understand customer interactions in numerous formats across all touch points and channels, including call center, mobile, email, chat, web, and social media
- Aggregate data from all social media data sources to automatically identify emerging trends and prevailing sentiments
- Organize and understand audio data so that you can take advantage of the rich insights in phone conversations

The confidence, insight, and agility to perform better

HP packages its software to meet the needs of customers, recognizing that everyone's starting place and journey may be different. And we’re proud to have a portfolio that is open and flexible, enabling you to run our software in diverse environments—on your infrastructure or in the cloud, easily integrating to your systems and data sources, all while taking advantage of some of the most innovative computer science and mathematics breakthroughs covered by over 2,000 patents and patents pending. All of our performance suites are integrated with real-time engines for actionable intelligence, including Vertica, IDOL, Logger, and Runtime Service Model. And, our suites are backed by the strength of HP’s professional services, support, education, and global partners.

Autonomy’s Marketing Performance Suite is one of four HP Software Performance Suites, which include:

**IT Performance Suite**
- Service and portfolio management
- Application lifecycle management
- Cloud automation
- Business service management

**Legal & Compliance Performance Suite**
- Archiving and compliance
- eDiscovery
- Enterprise content management
- Data protection

**Marketing Performance Suite**
- Customer experience management
- Marketing optimization
- Multichannel analytics

About Autonomy

Autonomy, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy's powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a unique tool for companies seeking to get the most out of their data. Autonomy's product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Please visit [autonomy.com](http://autonomy.com) to find out more.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world’s largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems.

More information about HP (NYSE: HPQ) is available [at hp.com](http://hp.com).