

## Interwoven to Boost E-Marketing Capabilities With Optimost

Adam Sarner

Acquiring Optimost will enable Interwoven to add marketing-friendly multivariable testing and Web optimization techniques to its content management offerings.

## NEWS ANALYSIS

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### Event

On 17 October 2007, content management provider Interwoven announced plans to acquire Optimost, a software and service provider of multivariable testing and optimization solutions. Under the terms of the agreement, Interwoven will pay approximately \$52 million in cash for all outstanding shares of Optimost and assume certain existing employee stock options.

### Analysis

Through its acquisition of Optimost, Interwoven will be able to add marketing-friendly, multivariable testing functions such as content targeting, digital asset management, content classification and tagging capabilities to its Web content management solutions. Interwoven should build on this acquisition by seeking tighter integration with a Web analytics company. This would enable users to compare the content testing results from Optimost to sophisticated customer behavior results of particular interest to marketing departments, such as levels of customer engagement. In addition, Interwoven will need to show how and when Optimost will integrate into Interwoven's content solutions.

The acquisition would align Optimost to the content management market. Companies such as Optimost, Offermatica, Widemile and SiteSpect — as well as Google's free offering — have raised the visibility of needed Web site optimization techniques such as A/B testing and multivariable testing and optimization. This heightened visibility is due in part to on-demand delivery models that allow the tools to be more accessible to marketers. However, Gartner does not consider multivariable testing tools to be a sustainable separate market, as multivariable testing is one of the tools in a growing range of online/offline marketing analytics offerings. This is evidenced by Web site analytics and optimization firm Omniture's September 2007 announcements of plans to spend \$65 million to acquire Offermatica and add its multivariable testing capabilities to Omniture's offering. Expect future investment in multivariable testing functionality to result from the convergence of online offerings among current Web analytics, e-marketing, e-commerce, campaign management and content management markets.

### RECOMMENDATIONS

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- Marketers seeking more robust Web site content management with multivariable testing capability should consider Interwoven.
- Interwoven customers can take advantage of multivariable testing as more of an integrative approach toward a marketing strategy.
- Optimost customers can continue to use Optimost independently. Optimost prospects with no robust Web content management capability and no plans to add Web content management in the near future should consider alternatives, such as Offermatica, which are aligned with Web analytics.

### RECOMMENDED READING

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- "Vendor Focus for Interwoven: Solutions Provide Growth and Differentiation" — Organizations looking for robust Web site management and content provisioning should consider Interwoven as a best-of-breed provider. **By Karen Shegda**

- “Magic Quadrant for Multichannel Campaign Management, 1Q07” — Leading campaign management providers continue to pursue greater functional depth in support of multichannel campaigns. **By Adam Sarner**

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