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Aprimo and WebTrends Partnership Delivers Industry-Leading Campaign Management Solution

Marketers benefit from comprehensive multi-channel campaign management capabilities and deep customer-centric insight to drive highly targeted marketing programs

PORTLAND, Ore and INDIANAPOLIS April 4, 2007 - WebTrends Inc., the market leader for web analytics and Marketing Performance Management (MPM) solutions, and Aprimo Inc., the global leader in Enterprise Marketing Management (EMM), today announced a strategic partnership that combines leading multi-channel campaign management capabilities with deep insight into online customer behavior to drive highly effective, targeted online and offline campaigns.

The partnership enables marketers to drive greater efficiencies and ROI across all facets of marketing, from planning and budgeting, to campaign execution and evaluation. By integrating Aprimo Marketing™ with the WebTrends Marketing Lab™ product suite, marketers can profitably acquire more customers by proving and improving marketing investments across online and offline channels. In addition, deep customer-centric response and behavioral information enables marketers to precisely target campaigns to the unique needs, preferences and motivations of customers and grow lifetime value.

"More consumers are using the web and e-marketing as part of their interactions with companies, and it's critically important that online behavioral findings are not siloed in one area," said Adam Sarnier, senior analyst for Gartner. "Integrating consumer behavior online with their offline information provides richer data for profitability analysis and segmentation, allowing marketers to better understand customers, manage interactions and build relationships."

With a unified interface and common campaign IDs across the solutions, marketers can produce integrated campaign, commerce and clickstream reports to evaluate campaign effectiveness and measure key performance indicators by demand channels, products, campaign creative, and more. Automated feeds through the WebTrends Visitor 360 web services enable deep segmentation details and offer marketers an up-to-the-minute understanding of consumer response and behavior across online and offline channels.

With unlimited exploration and segmentation of offline and online customer actions, marketers can easily zero in on customer segments most likely to fulfill their objectives. For example, marketers can determine which customers responded to a direct mail campaign by going online for more information, demonstrating a high-degree of interest. Those customers can then be further segmented by the content they viewed online in order to tailor subsequent marketing messages to their interests. Marketers can also use event triggers to automatically launch emails or serve dynamic web content to

customers performing key behaviors, such as those that abandon application forms or those whose visit frequency is declining.

Aprimo Marketing is a role-based software application that bridges the gap between traditional marketing and direct or multi-channel marketing, allowing for planning and visibility across the entire enterprise. By providing enhanced EMM capabilities, Aprimo enables marketers to automate and execute these advanced multi-channel campaigns and harness the insight and analysis from WebTrends Marketing Lab.

"This strategic partnership with WebTrends unites best-in-class solutions to enable our customers to understand and act on consumer insight across online and offline channels," said Bill Godfrey, chief executive officer of Aprimo. "In this era where customer insight and multi-channel marketing are critical, we are proud to provide marketers with the optimal package to create, execute, evaluate and optimize campaigns targeted to customers' behaviors and preferences."

"By partnering with Aprimo, WebTrends is making it easier and more efficient for our customers to fuel marketing action based on a holistic understanding of visitor behavior across online and offline channels," said Greg Drew, CEO and president, WebTrends. "Web-smart companies can now bring management, measurement and automation to every role in their marketing organizations to deliver greater results."

About Aprimo

Aprimo is the global leader in providing software that translates the value of the brand into market value for the enterprise. Aprimo Marketing™ is an integrated Enterprise Marketing Management (EMM) product for leading marketing organizations around the world. Aprimo's technology maximizes shareholder value and supports the strategic role of marketing in the boardroom.

Aprimo Marketing empowers the world's leading brands in financial services, telecommunications, life sciences, automotive, entertainment and media, retail, consumer goods and B2B, including Bank of America, Cingular, Home Depot, Johnson Bank and Johnson Insurance, Toyota, Time Warner Cable and Warner Bros. Aprimo is headquartered in Indianapolis with offices worldwide. For more information call +1.317.803.4300 or visit www.aprimo.com.

About WebTrends Inc.

WebTrends is the leading provider of web analytics software and on-demand solutions for web-smart customers including General Mills, IKEA, Microsoft, Reuters and Ticketmaster. With WebTrends Marketing Lab, the company has expanded its comprehensive analytics platform to offer on-the-fly data exploration, dynamic advertising optimization and customer targeting solutions fueling relationship marketing. Thousands of enterprises have chosen WebTrends solutions and consulting services to accurately prove and improve their business and marketing results.

For more information, visit www.webtrends.com.