Display advertising management and optimization

Reach your most valuable audiences to drive more conversions

Drive conversions by reaching your high-value audiences in real time across the web using Adobe Media Optimizer. Media Optimizer offers a managed performance solution to deliver your display advertising campaigns across the web and optimize them to meet your goals. It provides unified campaign tracking and reporting, real-time bidding technology, and impression-level decisioning capabilities; attribution reporting and simulations; and integrations with the top ad exchanges—all to help meet your display performance and reach objectives.

Business challenges

Advertisers want better performance from their display campaigns, but they aren’t always sure how best to proceed and may have limited marketing resources. It’s time-consuming to optimize campaigns to meet performance and reach objectives. Also, advertisers often have ROI-based performance objectives for their display campaigns (like a cost per action, sale, or registration), but the pricing models of many display vendors don’t provide visibility into display vendor fees or media costs, making it challenging to manage according to a marketing ROI goal.

Advertisers face inefficiencies due to disparate systems for display ad targeting and digital marketing, audience management, analytics, tag management, and attribution reporting. This makes it difficult to access rich analytics data for targeting an audience, delivering a consistent message across channels, and gaining visibility into attribution across digital programs.

Solution

Adobe Media Optimizer can help advertisers drive more conversions and meet their digital marketing objectives through its managed performance display solution. Media Optimizer allows advertisers to reach their retargeting and high-value audiences in real time at scale across the web to drive conversions. A dedicated account team makes strategy recommendations as well as optimizes advertisers’ display programs to help them meet their marketing goals and ROI objectives (cost per action). Pricing is completely transparent, so advertisers can feel confident that they are paying a fair fee to their display partner as well as have full visibility into ad exchange media costs, making it easier to manage according to a marketing ROI goal.

Media Optimizer, part of Adobe Marketing Cloud, includes audience management capabilities that are integrated with other Adobe Marketing Cloud solutions like Adobe Analytics, giving advertisers seamless access to rich first-party data for audience targeting in display. It also offers a dynamic tag management system, reducing the reliance on an advertiser’s IT team for site tagging. Audience management capabilities make it easier for advertisers to deliver a relevant and consistent message in display, on their website (through Adobe Target), and across digital channels.

Media Optimizer is a cross-channel ad platform that optimizes according to an advertiser’s objective across display, search, and social channels, with attribution reporting for visibility into which display or online advertising campaigns are driving conversions.
Audience Targeting

Drive more conversions by reaching high intent audiences in real time at scale across the web

Benefits

- Drive conversions by reaching and retargeting high-value audiences across the web in real time. Adobe is integrated with all the top ad exchanges (Facebook Exchange, Google DoubleClick Ad Exchange, and more).
- Display campaigns are optimized to meet an advertiser’s objective—for display as well as across channels (display, search, social).
- Transparent pricing model allows you to better manage according to your marketing ROI objectives, with full visibility into media costs and display vendor fees.
- Adobe manages and optimizes your display programs to help you meet your objectives, limiting the impact on your valuable time and resources.
- Know which campaign elements are driving conversions, and predict future outcomes through attribution reporting and simulations.
- Extend the reach of your best-performing audiences using third-party data and look-alike modeling as well as Adobe Analytics first-party data.
- Deliver a relevant and consistent message from your display ad to your website and across digital channels with Adobe Marketing Cloud.

Key features

- Managed performance
- Audience targeting
  - Retargeting, prospecting
  - First-, second-, and third-party audience management segments
  - Look-alike modeling
  - Device type (mobile, tablet, desktop)
- Reach
  - Integrations with leading industry ad exchanges (Facebook Exchange, Google DoubleClick Ad Exchange, and more) for maximum reach
  - Transparent pricing model (display vendor fee, media costs)
- Real-time bidding (RTB) and optimizations
  - RTB and impression-level modeling and platform optimizations to meet advertiser objectives
  - Cross-channel (display, social, search) optimization
  - Simulations to predict performance for different spend levels
- Centralized campaign management and reporting
  - Global controls: frequency capping, budget management
  - Campaign reporting (clicks, impressions, conversions, cost)
- Attribution
  - Attribution reporting for display and cross-channels (display, search, social)
- Ad creative and mobile
  - Creative sequencing—storyboarding, A/B testing, random and weighted rotation
  - Expandable ads in RTB
  - Mobile web targeting and reporting
  - Premium ad tracking
- Adobe Marketing Cloud
  - Dynamic tag management
  - Adobe Analytics—access first-party data for audience targeting
  - Adobe Target—reach audiences on the site and in display