Adobe Media Optimizer Premium for Search

Time savings, unique insights, and performance lift for enterprise search marketers

Adobe Media Optimizer Premium for Search saves time with workflows that build on familiarity with desktop editors. The official native integration with Adobe Analytics provides answers that unavailable in any other tool. Engagement metrics help portfolio algorithms provide lift beyond mere clustering. Adobe Media Optimizer makes the complexity of multiple bid modifier dimensions simple so advertisers can deliver the ideal message for each context.

Reliable accuracy

If the data is not right, nothing else matters. Adobe Media Optimizer builds trust in traffic and cost data consistency with the engines by automatically synchronizing any changes that were applied outside of our system. Data retrievals also automatically backfill any significant variances.

Conversion data can be accessed through feeds from any analytics system. Media Optimizer can also implement its own conversion tracking or integrate with Adobe Analytics through the only official direct connection in the market supported by dedicated engineering teams.

Forecasts and simulations prove their reliability through transparent model accuracy trends. For each day, the system compares predicted vs actual values. Usually variances are less than a few percent, but in situations where larger differences are encountered, users can drill down to explore causes. Portfolio bidding and budget recommendations earn trust through transparency and proven projections.

Predict search marketing potential with predictive modeling and forecasting

Finding optimal returns for a search engine marketing (SEM) campaign depends on understanding the dynamics of each keyword. As you increase or decrease the cost per click (CPC) bid, how does that affect your ad’s position on the page, the clicks received, and the revenue generated? That knowledge empowers you to optimally distribute budget based on the marginal cost-to-revenue opportunities available for each keyword. The Adobe Media Optimizer Premium predictive modeling algorithms build accurate mathematical models for every keyword in your campaign and refresh them daily. Forecasts are available on demand through the user interface, which shows yield cost and revenue yield curves for all your optimization portfolios. Spend recommendations show the optimal budget split across groups of portfolios. Moving to a new business goal can be implemented in minutes.

Advanced optimization for multiple bid modifier dimensions

The context of a searcher’s query, whether it be device, location, time, or audience segment, has never been more important. The Adobe Media Optimizer Premium algorithms extend to automatic ad group level bid adjustments for Google Enhanced Campaigns. Adobe Media Optimizer audience management capabilities let advertisers create sophisticated user segments for Google Remarketing Lists for Search Ads.

Seamless integration and ROI benefits with Adobe Analytics

The robust data integration between Adobe Media Optimizer and Adobe Analytics lets an advertiser see conversion metrics alongside SEM metrics in either user interface. No need to worry about data de-duplication, FTP uploads, or double-redirect URLs.

Engagement metrics from Adobe Analytics, such as time spent on site, page views, and bounce rates, are baked into the Adobe Media Optimizer tail keyword models, improving accuracy. These improved models lead to an average 16% improvement in ROI, and 15% increase in revenue-generating keywords.
Scalable and efficient campaign workflows
The Adobe Media Optimizer flexible user interface lets you get to the data you want quickly and efficiently. Scheduled bulk actions mean you can easily scale, adjust, and optimize keywords, ad copy, and campaign structure. Powerful automation features let you build regular search and shopping ads from inventory feeds using customizable templates.

Comprehensive reporting
At-a-glance drag and drop dashboard gadgets give Adobe Media Optimizer customers fast visualizations on their campaigns’ performance, and they can be easily shared through Adobe Marketing Cloud. Over 40 customizable report types can be scheduled to deliver the data you want, in the format you want.

Services and support
The Adobe Global Services team for Adobe Media Optimizer is a large, experienced support organization positioned uniquely with deep expertise in leveraging the Adobe Marketing Cloud to drive performance and success for agencies and advertisers.

Supported search engines
- Google AdWords (GSC, GDN, RLSA, DSA)
- Bing Ads (Product Ads, and Tablet Modifiers)
- Yahoo Japan
- Yahoo Gemini
- Yandex
- Baidu

Algorithmic bid optimization
- Keyword modeling
- Separate models by device
- Recommended mobile bid modifiers
- Model accuracy reports
- On-demand simulations
- Budget recommendations
- Constraints (manual overrides)
- Multi-metric weighted conversion goals
- Engagement metric modeling
- Daily and monthly budget targets
- Day of week and month budget schedules
- CPA and ROI targets
- Keyword learning for long tail terms
- Attribution models adjustable on the fly

Campaign management
- Saved and shared views
- Filters on metrics and settings
- Advanced find and replace
- Custom metric columns
- Multilevel labels
- Inline editing
- Create and edit multiple by pasting selection from any spreadsheet
- Bulk actions with detailed previews
- Bulksheet download and upload with metrics
- Keyword generation
- Cross-search engine posting
- Creative testing and status recommendation
- Free Adobe Dynamic Tag Management

Campaign automation
- Scheduled bulksheet upload
- Feed-based Campaign Automation
- Product inventory automation
- Automatic product group hierarchies for Google Shopping Campaigns
- Landing page validation

Reports
- Customizable gadgets for data visualization
- Trend charting and year over year date comparison
- Campaign management views downloadable as reports
- Over 40 customizable report types
- Scheduling and delivery by email
- Custom spreadsheets updated automatically
- Data sharing through Adobe Marketing Cloud

Services
- Service teams accessible via phone, email, messaging, and Adobe Connect during normal business hours
- After-hours response team and escalation path for critical issues
- In person training, enablement, and office hours
- Quarterly business reviews for large, strategic accounts

For more information
www.adobe.com/solutions/media-optimization.html