

Adobe Analytics and Adobe Media Optimizer for deeper insights on display conversion activities



“The integration of our display program and our analytics, as well as transparency into our media costs, has armed us with the ability to track ROI more accurately and has provided valuable insights, enabling us to make smarter advertising decisions.”

Katy Wortham, Digital Marketing Manager, CreditCards.com

Flow of data and audience segments between Adobe Media Optimizer and Adobe Analytics gives you deeper insights, better performance, and simpler targeting.

Business challenge

Marketers often use different technologies to support their advertising activities. It can be a challenge to share and reconcile data and audiences among different platforms. Over 60% of advertisers want better integrations and processes for sharing data and audiences among their existing tools.

Advertisers have access to rich customer data via their site analytics solution but aren't always able to take advantage of it to optimize their digital marketing buys. Sometimes their view is incomplete including only click based but not view based conversion activity. They are building high-value audience segments to track site visitors on their site but aren't able to push them to their media buying platform for targeting. They are having to rebuild audience segments for targeting in their demand-side platform (DSP).

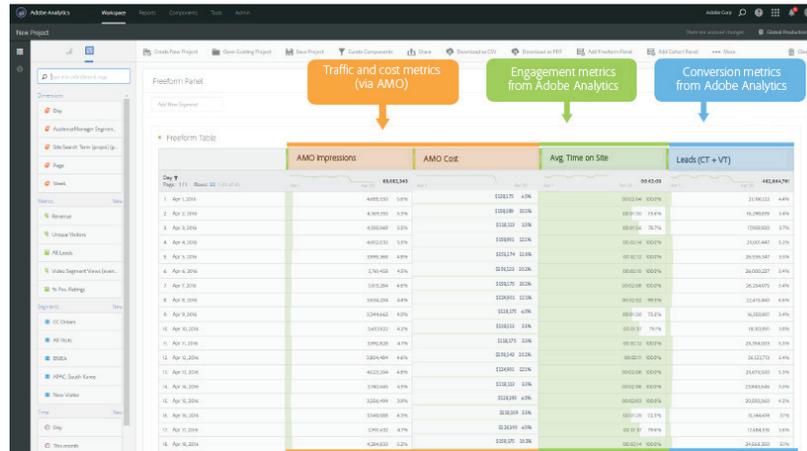
From an advertiser's point of view, both of these solutions—digital advertising and site analytics—are two sides of the same coin. An advertiser cares about a customer's overall journey before and after they visit the site and the ability to stitch together that data to make decisions. This ideal scenario gives them a view of digital marketing conversion and site engagement activity for strategic insights and also allows them to create unique audience pools that they can retarget in online advertising. In most cases though, the data exists in silos and cannot be used for strategic insights or retargeting.

Solution

The integration between Adobe Media Optimizer and Adobe Analytics gives an advertiser a view of their display view and click-based conversion activity alongside search and social channels in Adobe Analytics. Display campaign reporting is enhanced with Analytics site engagement metrics like time on site, number of page views, and bounce rate. Attribution is de-duplicated across all channels managed by Media Optimizer to avoid search, social, or display silos. Best of all, conversions include view-through and click-through conversions. Display campaign metrics are available in Analytics, and the data can also be pivoted by dimensions like time, geo and device. Analytics segments are seamlessly available for targeting in the Media Optimizer demand-side platform (DSP).

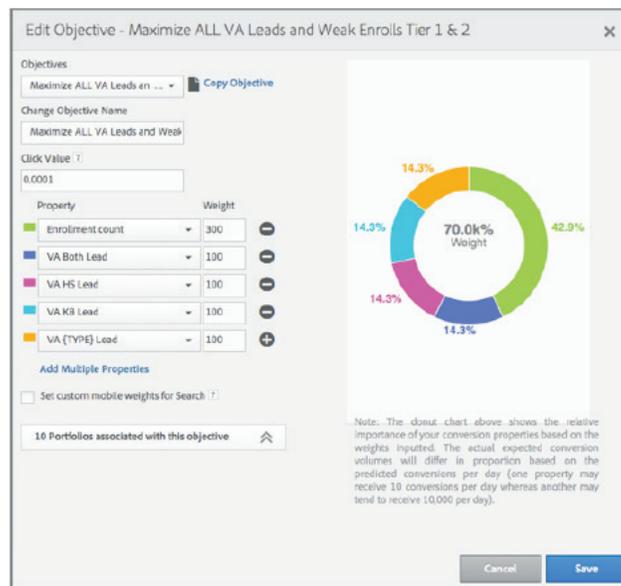
Benefits

- Robust reporting—Report on Media Optimizer display and cross-channel activity (display, search, social, video, DCO) in Analytics, including both display view-through and click-through conversion activities. Use the Freeform Analytics feature with its powerful drag-n-drop functionality to report on metrics.



Report on Media Optimizer metrics in Analytics

- Better performance—Optimize, bid and report in Media Optimizer based on Analytics engagement and conversion metrics for view and click based converters.



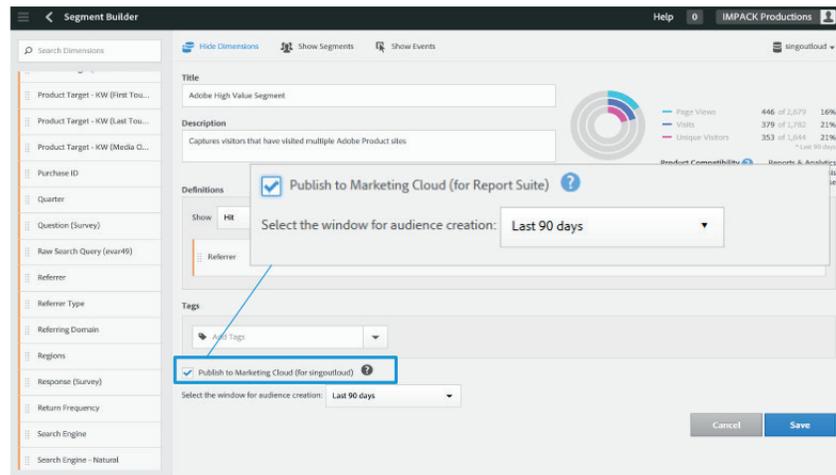
Create an objective and bid based on Analytics and Media Optimizer metrics

- Deeper insights—Display campaign reports in Media Optimizer and Analytics include Analytics site engagement metrics. Analytics advertising reports can be pivoted by visitor profile, landing page, product details, and dimensions like time, geo and device. All these insights are available in real time with only a few minutes of latency.

“The primary benefit of using Adobe for our programmatic display buys, as well as analytics, is the opportunity to integrate that data to see a more accurate ROI and make smarter advertising decisions.”

Katy Wortham, Digital Marketing Manager, CreditCards.com

- Seamlessly reach Analytics audience segments in display:
 - Less reliance on busy IT department for implementation of audience tags
 - Faster creating, launching, and testing of segments
 - Better performance using engagement metrics, more granular audiences, and testing



Retarget Analytics audience segments in Media Optimizer

- Richer Dynamic Creative Optimization (DCO) ad layouts due to Analytics and Media Optimizer integration—Deliver more compelling ad experiences with DCO. The audience profile core service makes analytics triggers available to DCO for ad personalization without having to implement additional tags or pixels.

Key features

- Get reporting on display conversion activities in Analytics*:
 - Get click- and view-based conversions from Media Optimizer display reflected in Analytics.
 - Report and analyze cost information from Media Optimizer in Analytics.
 - See Media Optimizer campaign structure reported in Analytics.
- Optimize and bid in Media Optimizer display based on Analytics engagement metrics.
 - Leverage engagement and conversion metrics from Analytics for optimization purposes in Media Optimizer.
 - Engagement metrics from Analytics are included on Media Optimizer display campaign reports.
- Identify high-value audiences in Analytics and retarget them in Media Optimizer display.
 - No new tagging for audience segmentation or conversion tracking.
 - Drive a better user experience and conversions by rendering relevant ads to each audience segment.
 - Retarget in Media Optimizer based on insightful Analytics engagement metrics.
 - Segment building blocks: visitors, views, time, rules. Allows for functions like include and exclude, logic, and nesting.
 - Analytics segment informs DCO ad layout for a more personalized experience.

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



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