Adobe Marketing Cloud connects data-driven marketing and programmatic ad buying

Deliver personalized digital experiences across channels and devices.

Programmatic is more than real-time bidded (RTB) display—it’s an integrated system of data, audiences and algorithms to deliver relevant and consistent experiences across customer touchpoints.

Business challenge

Two-thirds of marketers feel they need better integration of existing tools and improved processes for sharing data.¹

Digital advertising and marketing have become exceedingly complex with the introduction of more data sources, more customer touchpoints across channels and devices, and more choices for technology, all with the promise to make things easier. However, disparate technology systems typically involve redundant sets of data and audiences, which reduces consistency, takes up valuable time, and requires integrations for efficiency.

Solution

Adobe brings together advertising and marketing technologies to enable a single set of data and audiences to deliver a consistent experience. Through the integration of the Adobe Marketing Cloud solutions, Adobe Media Optimizer, Adobe Analytics, Adobe Audience Manager, Adobe Target and Adobe Campaign, along with core services, marketing and advertising teams can harness the same set of data to create and define audiences to deliver campaigns across email, search, display and social and lead back to a personalized landing page experience.

By merging marketing and advertising technology, Adobe is changing the programmatic landscape and making life easier for advertisers. Through these integrated solutions, we can reduce the disparate sets of technology and simplify the process of creating and executing campaigns, allowing advertisers to get back to running their business.

Benefits

• Share audiences between your marketing technology solutions (site analytics, site optimization, email) and programmatic ad buying, eliminating the need to recreate audiences in disparate systems.

• Drive user engagement by delivering a relevant and consistent experience from your display ad to your website and across digital channels and devices with Adobe Marketing Cloud.

• Generate more conversions by identifying and reaching high-value audiences across the web.

• Get better performance through optimizations like weighted objectives and ad spend recommendations, and predict future outcomes through attribution reporting and simulations.

• Gain transparency into programmatic ad buying media costs and fees to optimize advertising goals. No black box or hidden fees.

• Better optimize campaigns with cross-channel insights of the conversion path and attribution reporting across display, search, and social.

¹ Winterberry Group, Marketing Data Technology, January 2015.
Adobe’s programmatic landscape

Connecting data and audiences across marketing and ad tech to deliver integrated digital experiences across channels.

Key features

Adobe Marketing Cloud core services and integrations
- Audience core services—Connects Marketing Cloud audience segments with programmatic ad buying
- Marketing Cloud audiences (Analytics, Audience Manager) inform dynamic ad experiences for deeper personalization
- Adobe Analytics integration for deeper insights on display view and click-based conversion activity*, and segment targeting
- Asset sharing core services—Access creative assets uploaded to the Adobe Marketing Cloud or Adobe Creative Cloud directly from the Adobe Media Optimizer user interface
- Integrated engagement and conversion data across channels to deliver greater performance, enhanced reporting and greater insights, such as anomaly detection, contribution analysis and Adobe Analytics engagement metrics (time on site, bounce rate, pages viewed)
- Dynamic creative optimized for display ad and landing page for a relevant and consistent experience
- Dynamic tag management offering a single tag for all Adobe Marketing Cloud solutions

Cross-channel insights and optimizations
- Path to conversion and attribution reporting for display and across channels (display, search, social, video)

Data and audience targeting
- Retargeting, prospecting, and Marketing Cloud audiences (Adobe Analytics, Audience Manager)
- Adobe Audience Manager uses first-, second- and third-party data, offline and online data, and look-alike modeling to create rich audience segments across devices
- Various targeting options include mobile and device type (mobile, tablet, desktop, recency, geo/zip code, category targeting)
- Audience marketplace—Evaluate and purchase anonymous third-party data, share data with partners
- Media quality targeting (viewability, brand safety, anti-fraud) with ad verification partner

Global programmatic ad buying, RTB and performance optimizations
- Impression-level modeling and platform optimizations, like weighted objectives and ad spend recommendations to meet advertiser objectives
- Cross-channel (display, social, search, video) optimization
- Simulations to predict performance for different spend levels

Reach
- Integrations with leading industry ad exchanges and inventory sources (Google Ad Exchange, Rubicon, Facebook and more) for maximum reach
- Access to Facebook video and mobile inventory

Transparent pricing model (display fee, media costs). No black box or hidden fees

Centralized campaign management, reporting and controls across inventory sources

* Available H2 2016 beta in United States, H1 2017 globally

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

“...The primary benefit from 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