![Adobe logo]

Public relations contact

Tanvi Maheshwari
tmaheshw@adobe.com

Priyanka Manglani
Priyanka.manglani@ruderfinn.com

MEDIA ALERT

Adobe Accelerates Data-Driven Personalization at Scale with Adobe Experience Platform Innovations

- The new Adobe Experience Platform AI Assistant provides a conversational interface that can answer technical questions and will simulate outcomes, automate tasks and generate journeys and audiences across Adobe Experience Cloud applications

- Federated Audience Composition allows teams to connect data directly from enterprise data warehouses to augment real-time use cases while minimizing data copy

- Real-Time Customer Data Platform Collaboration will provide seamless workflows for advertisers and publishers to collaborate on discovering, reaching and measuring high-value audiences with customer privacy at the core

INDIA — **Mar. 26, 2023** — Today, at Adobe Summit – the world's largest Digital Experience Conference – Adobe (Nasdaq:ADBE) announced major Adobe Experience Cloud innovations that enable brands to unify customer data across their organization, a necessary ingredient to implement and derive value from generative AI. Adobe Experience Platform provides a single view of customers across every channel, allowing AI to analyze data and deliver actionable insights in real-time. Brands can then drive activation across marketing channels with applications built on Adobe Experience Platform and deliver true one-to-one personalization.

Adobe is uniquely positioned to provide the solutions required to enhance data management, given the scale of the profiles, campaigns and interactions processed by Adobe Experience Platform, including 40 petabytes of data, 5 billion edge interactions per day, and 17 trillion segment evaluations per day under 100 milliseconds—99.5% of the time.

Major releases announced today include an upcoming Adobe Experience Platform AI Assistant that supercharges the productivity of experience practitioners and democratizes access to extended teams through a conversational interface, federated audience composition that enables brands to make high value data residing in enterprise data warehouses actionable within customer experience workflows and without the need to move or copy the data into Adobe Experience Platform, and first-party data activation capabilities in Adobe Real-Time Customer Data Platform (CDP) that enable collaboration between advertisers and publishers.

"Brands have relied on Adobe Experience Platform and Adobe enterprise applications to deliver personalization at scale, an imperative that is greatly accelerated in the era of generative AI," said Anjul Bhambhri, senior vice president, Adobe

Experience Cloud. "Adobe Experience Platform innovations such as an AI Assistant powered by generative AI enables brands to understand individual customer context and generate tailored omnichannel experiences. This increases productivity and boosts experimentation of new ideas, all while ensuring brands adhere to strict governance and security controls."

"At NBCUniversal, we are always looking for new ways to make our TV and streaming platforms more effective for advertisers," said Ryan McConville, EVP, Ad Platforms & Operations, NBCUniversal Advertising & Partnerships. "One of the ways we are doing that is through increased first-party data collaboration, which helps us personalize ad messages and measure campaign results in a way that is sustainable with the deprecation of the cookie and other 3rd party signals. We're excited to partner with the Adobe Real-Time CDP, a platform that allows us to conduct this joint effort in real time, so we gain rapid insights, activate campaigns and measure results faster and more accurately than ever before."

Adobe Experience Platform AI Assistant

The Adobe Experience Platform AI Assistant enables brands to supercharge the productivity of experience practitioners, democratize access to extended teams and unleash new ideas. This is made possible through a simple conversational interface that can answer technical questions and will automate tasks, simulate outcomes and generate new audiences and journeys within Adobe Experience Cloud applications such as Adobe Real-Time CDP, Adobe Journey Optimizer and Adobe Customer Journey Analytics.

Adobe Experience Platform AI Assistant brings this to life with generative AI and Generative Experience Models, which captures Adobe product knowledge and insights based on an organization's unique data, campaigns, audiences and business goals—all in a brand-safe way and with a privacy-first mindset.

Adobe Real-Time CDP Collaboration: The Next Frontier of Customer Data Management

Marketers have relied on third-party cookies to glean insights that support advertising campaigns and personalization. In a world without third-party cookies, brands need new ways to discover, reach, and measure high-value audiences. A new offering in the Adobe Real-Time CDP product portfolio, Real-Time CDP Collaboration empowers teams to make the most of their first-party data and safely collaborate with trusted partners in a privacy-centric manner. Marketers can discover and reach high-value audiences, activate campaigns and measure advertising effectiveness all without the need for third-party cookies.

To enable successful and scalable collaboration for brands, Adobe is offering a flexible approach, allowing customers to securely leverage data from any source including Amazon Web Services (AWS), Databricks, Google, Microsoft Azure, and Snowflake, among others. In addition, identity partners such as Acxiom, Blockgraph, Experian, LiveRamp, Merkle and Unified ID 2.0 will help brands scale their audiences.

Adobe is partnering with NBCUniversal as the first publisher to allow brands to discover and reach audiences with the media entertainment company's proprietary first-party data and campaign delivery data to better understand audiences viewing habits and interests. Businesses can then utilize the valuable insights to inform and activate marketing campaigns directly, across any digital property within NBCUniversal's portfolio, with engagement metrics to support a holistic measure of ad performance.

Federated Audience Composition in Adobe Experience Platform

Federated Audience Composition enables brands to make high value data residing in enterprise data warehouses actionable within customer experience workflows, while minimizing the need to move or copy data into Adobe applications. Adobe Real-Time CDP and Adobe Journey Optimizer enable practitioners to build audiences, enrich customer profiles with aggregated signals, make journey decisions to power engagement and personalize channel content in-the-

moment—with data and audiences federated from data warehouses and data platforms including AWS Redshift, Azure Synapse, Databricks SQL, BigQuery and Snowflake. This creates a seamless marketer experience while ensuring data security and data administration controls are respected.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.