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# Experimental marketing technology to be showcased at Adobe "Summit Sneaks"

**London – May 4, 2018** — More than 5,000 attendees at Adobe Summit (Nasdaq:ADBE) will get an up-close look at the latest marketing technologies from Adobe's R&D labs. Adobe's popular "Summit Sneaks" is a showcase of experimental product demos that provide audiences with an entertaining glimpse into the future of marketing. "Summit Sneaks" favourites often become Adobe product offerings, like [Smart Tags](#) in Adobe Marketing Cloud and [Anomaly Detection](#) in Adobe Analytics Cloud.

The projects Adobe will be showcasing at "Summit Sneaks" include:

**See and Shop:** People increasingly find inspiration for new products to buy on their social networks. According to industry research, UK consumers between 18 and 30 make an average of [three purchases](#) per month after being introduced to products via social media. *See and Shop* helps brands capitalise on this shift in behaviour, using simple metadata tagging to make content on a company's owned or social channels shoppable. From Instagram posts to photos featured in a company blog, customers can instantly purchase products they see as long as it has been tagged, no matter where they are or what device they are using.

**Video Ad AI:** Project "Video Ad AI" gives video advertisers the power of Artificial Intelligence (AI) to improve their video ad performance through predictive performance modeling and recommendations. As an example, let's take a 60-second TV spot that needs to be rolled out across social media platforms. The video is first auto-tagged for benchmarking against similar content. Adobe Sensei assesses past performance of content that is similar to the TV spot to generate an effectiveness score. Recommendations to improve the ad's effectiveness score (such as changing the length and flow of the video) are sent to video advertisers in Adobe Premiere Pro CC, along with the original ad, for editing. Advertisers can adjust the ad to retain creative elements, while aligning with marketing objectives to deliver high-performing content.

**Master Plan:** When building the overall customer experience from first touchpoint to loyalty programmes, brands spend a great deal of time orchestrating tasks such as asset selection and building a marketing mix. Project "Master Plan" will tap the power of Adobe Sensei to help marketers complete this process far faster, freeing up time to focus on other demands. Recommendations will be delivered on everything from relevant assets to the optimal marketing mix across display, email, social, mobile and other channels. Moreover, Sensei will adjust "Master Plan" recommendations in real-time when variables such as the budget might change.

**Experience Analytics:** Brands struggle to tie online interactions together with what happens in the physical world, a missed opportunity in creating more sophisticated and intuitive customer

experiences. Project "Experience Analytics" aims to address this, enabling a brand to pull data from any source into a comprehensive view and curating it to drive insights. For example, a retailer could see customers who have visited both a store and the website during a specified period of time, leveraging this insight for more tailored services and offers. A financial services company could pull in call centre data, to better understand how users migrate across different touch points and optimizing the experience accordingly. This technology can help ensure that every customer experience is not only engaging and relevant, but intuitive of an individual's relationship stage with a brand.

**Launch It:** Tagging websites is one of the least glamorous tasks for marketers, but it is also one of the most critical. *Launch IT* fully automates the tag management process. After scanning a website and inspecting every content element, *Launch IT* uses a combination of AI and natural language processing to fully automate the tag management process. Once a marketer approves this structure, every element on the site is instantly auto-tagged, reducing the time required to complete this task from days or weeks to just minutes.

**New View:** Immersive technologies including Virtual Reality (VR) have had a major impact in the world of gaming, and *Project New View* aims to explore how pairing these technologies with AI, Machine Learning and Voice can enhance workflows for business users with this technology. Brands could now interact with their favourite tools in VR. Take Adobe Analytics for instance, where a 3D space can let users see various data dimensions at once, uncovering insights that may have been lost otherwise. And with social interactivity being a key element in creating engaging VR experiences, this project also envisions colleagues joining the same interactive space to collaborate on data and other marketing tools.

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#### **About Adobe Experience Cloud**

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

#### **About Adobe Sensei**

Adobe Sensei is a framework and set of intelligent services built into the Adobe Cloud Platform which dramatically improve the design and delivery of digital experiences. Adobe Sensei leverages the company's massive volume of content and data assets, as well as its deep domain expertise in the creative, marketing and document segments, within a unified artificial intelligence/machine learning framework. To learn more, visit [adobe.com/go/sensei](https://adobe.com/go/sensei).

#### **About Adobe**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](https://www.adobe.com).

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