



ADOBE ADVERTISING

Partnering to create connected advertising experiences.

Adobe provides an integrated, omnichannel Adtech solution that combines creative, data, and media. Agencies offer strategic marketing, media, and creative services. Together, we drive client business success.

The advertising market continues to evolve.

In a matter of just a few years, the world of marketing and advertising has changed dramatically. The exponential explosion of data, walled gardens, GDPR, and consolidated marketing tools have driven industry changes that marketers are still trying to understand — and keep up with. Moreover, as brands become more influential and intertwined with the lives of customers, the demand for greater transparency and control continues to grow.

As media fragmentation produces new platform and media choices, people continue to spend more time interacting with brands in diverse ways. Evaluating the data collected from these ever-expanding touchpoints has made it more and more difficult to target audience segments effectively — making media planning and buying more complex than it has ever been before.

Where others see challenges, innovative agencies see opportunity.

Consumers are demanding more relevant and personal experiences. At the same time, the tolerance for intrusive and irrelevant advertising has decreased significantly. Brands, with their agencies, are striving to cut through the noise and clutter to create more consistent, meaningful, and connected customer experiences.

We can enable you and your clients to engage audiences and acquire and retain customers more effectively and efficiently. Our unique offering of tools and technology can help you move beyond the antiquated method of singular focus, data-driven targeting in siloed media channels. Our customer-centric approach and unified Adtech and Martech infrastructure enables you to produce consistent, personalized, and connected customer journeys across paid and owned media channels.

With Adobe Advertising Cloud, Adobe Analytics, and Adobe Audience Manager, we directly deliver value by helping you and your clients move from disparate exposures to connected customer experiences. As the only marketing cloud provider to integrate both advertising and creative, our solutions can help you

reduce costs, improve the customer experience, and increase revenue. The seamless integration of these products gives you and your clients greater control of data to increase omnichannel reach and return on advertising spend (ROAS), while enabling agencies to focus on delivering value through strategy and services.

Evolve your media services business beyond the standard media activation of winning, retaining, and growing business. Abandoning your reliance on poor-performing third-party data, activating your client's first-party data across screens, and utilizing our dynamic set of tools gives you and your clients the ability to deliver on our shared vision of meaningful and relevant customer experiences.

With our independence, creative heritage, and relationships with brands around the world who use our solutions, we believe that together, we can deliver on this promise. Let Adobe help you master the new media use case of the future by driving customer acquisition, retention, loyalty, and brand engagement.

Brands and agencies are investing
in the changing landscape.

\$240 billion

Projected media spending for 2019

— Total Media Ad Spending, US, 2018-2022, eMarketer, 2018

\$289 billion

Projected media spending for 2022

— Total Media Ad Spending, US, 2018-2022, eMarketer, 2018

26%

Compound annual growth rate for
programmatic platforms

— Worldwide Advertising Software Forecast, 2018-2022, IDC, 2018

Why Adobe Advertising Cloud:



1. Omnichannel Advertising Platform

It stands alone as the only true omnichannel Adtech platform.



2. Creative Management and Integrations

Build and manage creative assets at scale with Adobe Advertising Cloud Creative, integrated with Adobe Creative Cloud.



3. Manage the Entire Customer Experience

Drive superior results with natively integrated tools from Adobe Experience Cloud.

Deliver one-to-one experiences at greater scale.

For years, delivering true, personalized experiences at scale throughout the customer experience has been the holy grail of forward-thinking brands. Adobe Advertising Cloud, together with Adobe Audience Manager and Adobe Analytics, is the only independent ad platform that can help you and your clients succeed on that quest.

Now, you can help your clients unify and automate all media, data, and creative at scale across all screens. By connecting the dots in an advertising strategy, we can help you better understand audiences, unite disparate data and inventory solutions, and break down media channel silos so that marketing and advertising plans are completely aligned.

By helping you manage advertising across traditional TV and digital formats, we give your clients the ability to understand and reach their target audiences by using their first- and third-party data sources. Plus, the artificial intelligence and machine learning technology of Adobe Sensei is seamlessly embedded

in our technology to ensure that you save time and achieve optimal outcomes for your clients.

Adobe Advertising Cloud works seamlessly anywhere you want to use it. It's the only true omnichannel demand-side platform (DSP) supporting TV, video, display, native, audio, and search campaigns in a single solution. From just one streamlined platform, you can help your clients tap into all relevant channels for holistic planning, buying, and managing media — including premium and private deals — optimizing results and audience reach.

WHY ADOBE ADVERTISING CLOUD:**1. THE ONLY TRUE OMNICHANNEL ADTECH PLATFORM.**

Execute omnichannel ad strategies from a single platform.

Many Adtech partners claim to be "multichannel" or even "omnichannel." However, in order to truly provide consistent experiences that delight customers, advertisers need to manage the delivery of their experiences in a platform that touches every corner of the digital landscape.

Adobe Advertising Cloud connects all paid media channels and integrates powerful creative and marketing tools to deliver cohesive and relevant customer experiences. This omnichannel functionality gives advertisers more control over audience reach and frequency of exposure, and it makes even the lowest points of the advertising funnel — like search and display — connected and unified to high-awareness mediums like out-of-home and linear TV. This ensures every touch is more sequenced and every media dollar is maximized, all while improving the customer experience.

**TV**

Our data informs automated media buys across linear, addressable, connected, and traditional TV formats to help you hit your audience more precisely than ever before.

**Video**

With access to billions of impressions over 50 broadcast and premium partners, we give you a holistic view of consumers across linear, addressable, and connected TV.

**Search**

With Adobe Sensei, we can automatically optimize performance, forecasting, and spend recommendations that translate into higher conversions for lower costs.

**Out-of-Home**

By using our programmatic partnerships, focused executions of billboards, elevators, malls, airports, podcasts, streaming music, sports, and more are possible.

**Audio**

Our capabilities even allow you to customize your call to action to the same customer across audio, display, video, native, and more.

**Display**

We use first- and third-party data sources and insights to inform brands about a customer's traits, history, and overall journey for a more complete view across every channel.

“Adobe Advertising Cloud is the only vendor that has gained access to all paid advertising channels.”

— *The Forrester Wave™: Omnichannel Demand-Side Platforms, Q2 2017*, Forrester, 2017

“Historically, advertising was creating one piece of brilliant creative to be fed to millions of people, but now it’s about turning that upside down. We need millions of pieces of brilliant creative to be fed to each individual on an as-needed basis depending on who the person is, where they are, and what their needs are.”

— Douglas Kofoid, Former President of Global Solutions, VivaKi

WHY ADOBE ADVERTISING CLOUD:

2. BUILD AND MANAGE CREATIVE ASSETS AT SCALE.

Implement integrated ways to scale creative processes.

Creative plays an integral role in delivering meaningful customer experiences. But because of the ever-increasing volume of touchpoints and channels, developing creative can be time-consuming and costly. That’s why we’ve designed Adobe Advertising Cloud Creative to integrate seamlessly with the tools creative professionals already know and love to work in — Adobe Creative Cloud.

As the only advertising platform with this integration, these powerful solutions can automate the most tedious parts of the creative process. Resizing, reshaping, and reformatting imagery and designs is quick and easy — giving designers and creatives more time to concept and create original work. By liberating creatives from excessive versioning processes and placing control of both the message and targeting in the hands of the marketers who know the audience, your client’s brand increases in relevance and resonance. Overall, these solutions improve campaign efficiency and effectiveness across advertising experiences.

WHY ADOBE ADVERTISING CLOUD:**3. DRIVE SUPERIOR RESULTS WITH INTEGRATIONS FROM ADOBE EXPERIENCE CLOUD.**

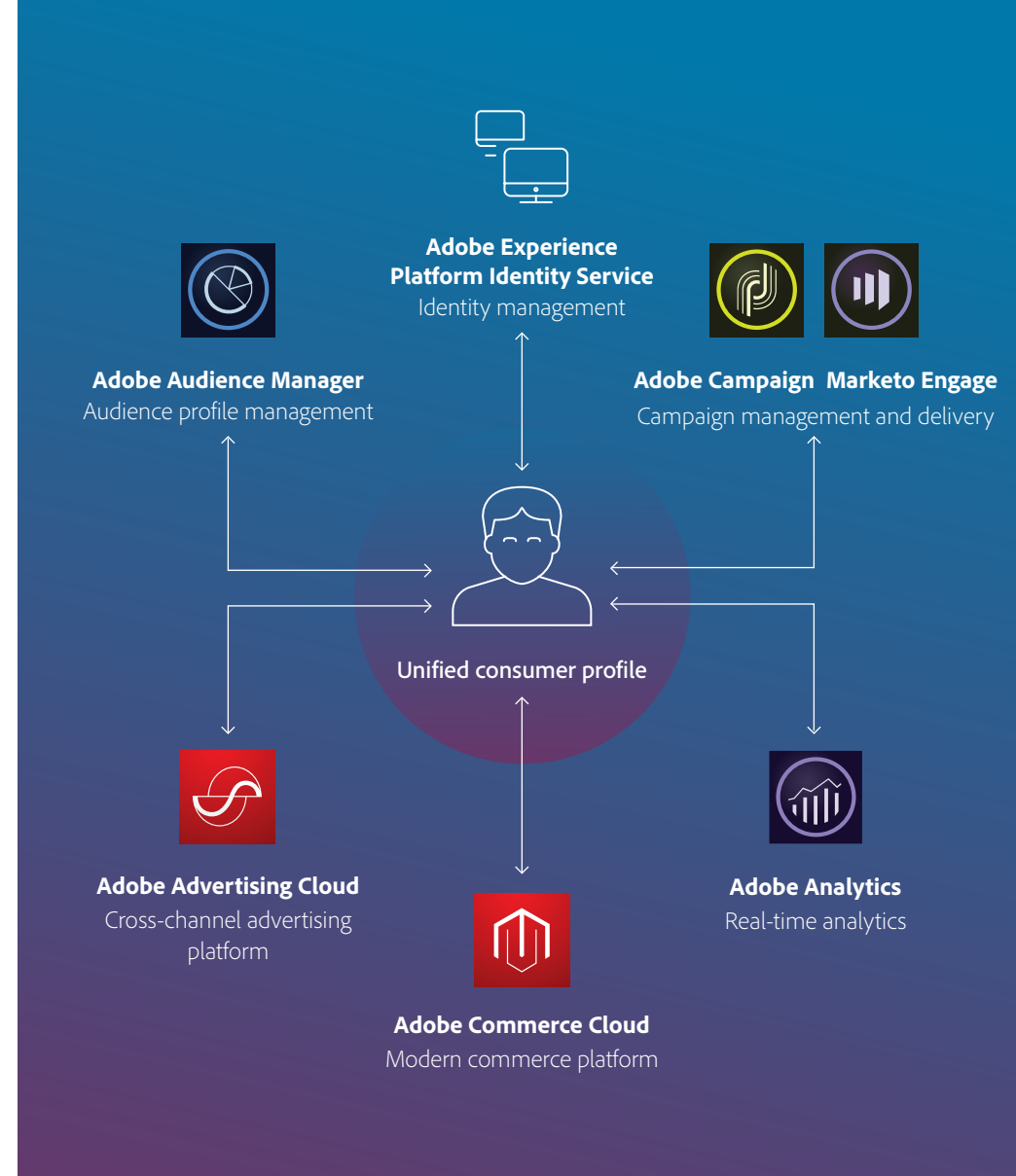
See the whole picture and develop a complete strategy.

Adobe Advertising Cloud takes advantage of other dynamic Adobe technologies to deliver powerful solutions. This pairing helps brands leverage a unified consumer profile across solutions to deliver relevant and personalized experiences to people — not just exposure to devices. Integrations with audiences developed in Adobe Experience Cloud enable consistent experience delivery across search and other media channels — driving higher engagement and return on investment.

A unified customer profile founded in audience segmentation, targeting, frequency, capping, attribution, and optimization ensures delivery of the most compelling message to the right people at the right time. This allows brands to obtain a complete view of the customer journey, including every customer or prospects' programmatic paid media touchpoint.

Integrations with Adobe Audience Manager.

Integration with Adobe Audience Manager allows you to gather data from all your sources in one place, analyze behaviors, and identify high-value segments. This offers a complete view of your audiences and allows you to understand how they interact with your ads. Use a real-time server-to-server integration to make stronger connections with your addressable audience.

**Integrations with Adobe Analytics.**

The powerful combination of Adobe Advertising Cloud with Adobe Analytics lets you see what's happening across your marketing and advertising channels with a unified view of your customers. This dynamic tool allows you to instantly identify and distribute insights and actions across your teams to help activate compelling and consistent experiences, and is the only independent solution for both view-through and click-through tracking and reporting.

Elevate your offering and maximize your agency value.

Adobe Advertising Cloud is designed for execution at the enterprise level, including agencies that manage large brands. As your clients look to you to provide data and technology expertise, we can be a powerful ally to elevate your value and expand your strategic and creative service layers for Adobe Advertising Cloud and across Adobe Experience Cloud. As an independent, omnichannel platform, Advertising Cloud is built with partners in mind:

Omnichannel Advertising

As the recognized leader in cross-screen and omnichannel integrations you can tap into all channels for holistic planning, buying, managing, and optimizing — including premium and private inventory deals — with one interface.

Independent and Secure

With no vested interests and complete transparency, you can buy media that works for you and your clients' businesses, complete with brand safety features and anti-fraud programs.

Efficient

Adobe Advertising Cloud makes it easier for you to manage all of your ad buying and to deliver, measure, and report on omnichannel campaigns with Adobe Analytics and Adobe Audience Manager integrations.

Unique Inventory Access

Simplify premium inventory management requests with access to over 150 premium publishers. Adobe Advertising Cloud offers unique access to connected TV and over-the-top (OTT) inventory opportunities.

Advanced Measurement

Advanced self-service measurement and analytic capabilities with attribution services, customer journey management, and channel optimization allows you to invest in what performs best.

Identity Management

Define how devices are stitched together at the user or household level. Focus or expand targeting parameters to determine personalized experiences for users when they are known or engaging anonymously with privacy controls and governance in mind.

Creative Impact

By using the same user and contextual targeting data, Adobe Advertising Cloud and Adobe Creative Cloud integrate seamlessly to create personalized advertising at scale.

Customer Journey Management

By aligning first-party data, programmatic media, and creative assets in tandem, effectively sequenced customer journeys can be achieved in your omnichannel advertising.

Get started with the right plan for your agency and your clients.

With an array of engagement scenarios, Adobe provides you and your clients the expertise, services, and training to get Adobe Advertising Cloud and other Adobe solutions up and running fast. The available **technology-only engagement scenario** allows your agency and your clients to run and operate the platform with support from Adobe. On the other hand, the **activation-focused engagement scenario** ensures that we provide your team the necessary support until you and your client are ready to fully run the platform.

Our extended support model ensures smooth execution.

At implementation, each customer is assigned an account manager with additional support depending on product licensing and service level agreement.



Group Director

- Executive sponsor
- Alignment and engagement of all internal resources
- Point of escalation on service and product issues



Client Partner

- Primary relationship owner
- Strategy and product expert
- Collaboration across Adobe products and services



Campaign Managers

- Responsible for successful execution of campaigns
- Works with account management on performance



Media Strategy

- Cross-channel planning and strategy
- Recommended media mix and pricing
- Inventory and audience feasibility assessment



Account Management

- Day-to-day point person for account oversight
- Product activation and technical support
- Execution training and best practices



Product and Engineering

- Technical campaign assistance
- Product feedback and new product innovation

“Adobe has a lot of services that together make a great offer. I would recommend Adobe because they start with simple technology, but have also integrated all the analytics information that they have, which is key. Their DMP [Adobe Audience Manager] integrates all the different data sources, creates segments, and communicates in more efficient ways.”

— Rafael Martinez, Former Dan Programmatic Leader, Dentsu Aegis

Refine your expertise with our training and enablement.

Our global training and enablement programs help our partners build best practices across Adobe Advertising Cloud and Adobe Experience Cloud.

Adobe Solution Partner Program

The Adobe Solution Partner Program serves as the gateway to the tools and resources that help you build, market, sell, and successfully implement solutions based on Adobe Experience Cloud technology. Click [here](#) to learn more.

Adobe Advertising Cloud Academy

Adobe Advertising Cloud Academy offers a comprehensive training curriculum and program for agencies and your clients. It's the best and most comprehensive training curriculum in the Adtech industry, with over 2,500+ successful graduates to date. Click [here](#) to learn more.

Adobe Experience League

In order to deliver great experiences, you need more than just great tools and online help. Adobe Experience League is a new enablement program with guided learning, one-to-one expert support, and a thriving community of fellow professionals designed to help you get the most out of your Adobe investment. Click [here](#) to learn more.

"Adobe Ad Cloud is an end-to-end solution for ad and media buying. It helps us advertise strategically and make data backed decisions on behalf of our clients."

— Gartner Peer Insights, Gartner, 2019

Work with the independent omnichannel platform — only available from Adobe.

The convergence of Adtech and Martech is inevitable, and data compliance moves at an increasingly rapid pace. This has created an opportunity for us and your agency to align complementary business models and expertise to build better solutions for your clients' challenges.

Together, with Adobe as the provider and licensor of technology and your agency as provider of strategic marketing and creative services, we can create strategic revenue opportunities, account-based activations, and consistent, personalized advertising experiences across all media channels.

Contact our team to get started.

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