

## IT Conversation Guide

If you're looking at implementing Adobe Advertising Cloud, it's helpful for marketing and IT to work together in the evaluation process. This conversation guide is designed to help foster a productive dialogue between your marketing and IT teams regarding key points you will need to consider. It provides basic answers to some of the initial questions IT will ask. The guide will also help you make joint decisions about deploying Adobe Advertising Cloud in a way that best fits both teams' needs.

"While marketers can play a key role in leading the CX charge, the ability to delight customers transcends the marketing function...A cross-team approach ultimately means ensuring that employees are motivated to work together across departments in order to bring about the best experience for customers."

—Econsultancy 2018 Digital Trends

### Things IT will want to know.

#### How does Adobe Advertising Cloud adhere to compliance requirements regarding privacy?

Adobe Advertising Cloud doesn't collect any directly identifiable information (e.g., name, email address) about customers that would conflict with applicable privacy rules and regulations. Additionally, Adobe is an active member of the Interactive Advertising Bureau (IAB) and IAB Europe compliance councils, which requires its members to abide by an online behavioral advertising code of conduct in regards to transparency, consumer control, data security, sensitive data, and accountability. For more information on how Adobe complies with privacy rules and regulations, you can also refer to the Adobe Experience Cloud Privacy Policy.<sup>1</sup>

#### What does Adobe do to address data security in Adobe Advertising Cloud?

Security practices are deeply ingrained into Adobe internal software development and operations processes and tools. We rigorously work to prevent, detect, and respond to incidents in an expedient manner. We also collaborate with leading researchers, research institutions, industry organizations, and other partners to stay up to date with threats and vulnerabilities and to strive toward incorporating the latest security advances into our products and services.

Specific to Adobe Advertising Cloud data, Adobe employs security and control capabilities at its hosting centers, which maintain leading security certifications included SOC 2. As part of its virtualized, multi-tenant environment, Adobe's hosting providers implement security management processes and other security controls designed to isolate each customer from other customers. Adobe also uses strong Identity and Access Management practices to further restrict access to compute and storage instances. For more details on how Adobe Advertising Cloud securely stores your data, your IT team can refer to the Adobe Advertising Cloud Security Overview white paper.<sup>2</sup>

#### Will Adobe Advertising Cloud integrate with our existing data management platform(s)? If so, how we do get that data into Adobe Advertising Cloud?

Adobe Advertising Cloud features strong integration with Adobe Audience Manager and provides pre-built server-to-server integrations with a wide variety of other audience and advertising data management platforms (DMPs), including Oracle BlueKai, Salesforce DMP (formerly Krux), Nielsen Exelate, and Lotame.

In addition, your Adobe Advertising Cloud account can leverage a wide variety of audience segments that target reputable external

data sources. If you want to bring in data from other data sources that are not yet integrated, we can often times ingest a feed to get that data into Adobe Advertising Cloud for your use.

### How do I get Adobe Advertising Cloud data into my external data reporting tools?

Your IT team might have a data lake or other system where it hosts data for reporting and may want to pull Adobe Advertising Cloud data into it. To accomplish this, we can provide an email address or an FTP location that can be used for bulk consumption of Adobe Advertising Cloud data by your own reporting tools.

### What's important to know about implementing Adobe Advertising Cloud?

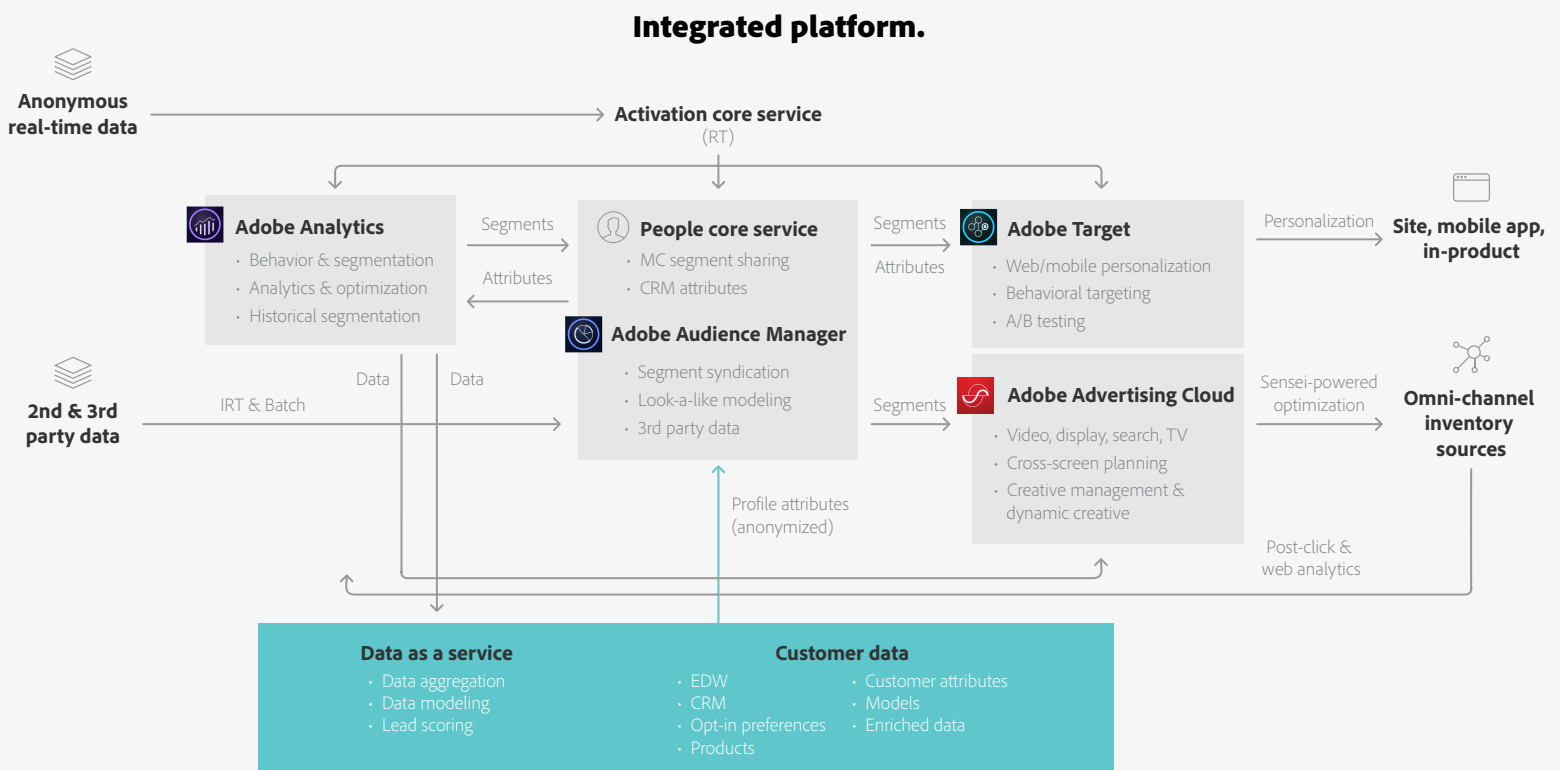
Every customer situation will be different when it comes to implementing Adobe Advertising Cloud. Some of the variables that impact your specific implementation include the combination of channels you purchase, what information you want to track, your use of tag management software, and if you have also deployed Adobe Analytics.

The Adobe implementation team will work with you to address the specifics of your unique situation.

If you deploy Adobe Advertising Cloud alongside other Adobe Experience Cloud products, your implementation can benefit in the following ways:

- **Adobe Advertising Cloud Search**—When using Analytics with paid search advertising, you don't have to add any extra pixels or re-tag your site.
- **Adobe Advertising Cloud Demand Side Platform (DSP)**—Display and video advertising in Advertising Cloud DSP can take data and segments directly from Analytics, eliminating the need to spend several hours a week retagging your site or moving pixels around every time you want to create a new audience. As an added benefit, you can also use a reverse feed to push most, if not all, ad data back into Analytics, which allows you to see onsite and offsite behavior paired together.

Adobe Advertising Cloud Creative can also push Adobe Creative Cloud assets and Adobe Experience Manager assets directly into an advertising workflow. Furthermore, using Adobe Audience Manager in conjunction with Adobe Advertising Cloud can enable you to reach a higher addressable audience on first-party audience segments you build with Audience Manager.



## Points marketing and IT should consider together.

### How can we reinforce our ad messages in other channels without violating data privacy guidelines?

For Adobe Advertising Cloud customers, as well as customers of Analytics, Audience Manager, and Target, Adobe offers the Adobe Experience Cloud Device Co-op. The Co-op helps you establish links between the group of devices that individual customers use in a way that gives you insights on how you can provide better, more consistent experiences to all your customers.

To take advantage of the Co-op, participating members give Adobe access to cryptographically hashed login IDs and HTTP header data, which fully hides a consumer's identity. Adobe processes this data to create groups of devices ("device clusters") used by an unknown person or household. Adobe then surfaces these groups of devices through its digital marketing solutions to allow Co-op members to measure, segment, target, and advertise directly to individuals across all of their devices. The Co-op enables all of this without disclosing user identities since the Co-op does not share personal data, such as names, email addresses, phone numbers, or site visit data among its members.

As you consider how to benefit from participation in the Co-op, it would be helpful for marketing and IT to consider a few things. As you use insights from the Co-op, what steps will you need to take to successfully retarget your messaging across your customers' devices. How can you use the Co-op to improve your ad spend efficiency? How can you best leverage the insights the Co-op provides?

### Adobe Advertising Cloud Offerings

- **Adobe Advertising Cloud Creative**—Integrates Adobe Creative Cloud assets to help you create thousands of ads at scale for retargeting and personalize ads based on the actual customer journey.
- **Adobe Advertising Cloud Demand Side Platform**—Unifies and streamlines global advertising from a single platform with integrated planning tools, media execution, and insights from television and mobile to display and social.
- **Adobe Advertising Cloud Search**—Offers comprehensive search management through automation, intuitive workflows, powerful Analytics Cloud integrations, and Adobe Sensei-powered algorithmic optimization.
- **Adobe Advertising Cloud TV**—Helps you plan campaigns holistically, across every screen, while providing more flexibility to shift spend and optimize reach and frequency.

### How do we involve our media agency in our use of Adobe Advertising Cloud?

If you work with a media agency, you will want to discuss with IT how to best share the functionality Adobe Advertising Cloud provides. Your agency might have their own license for Advertising Cloud or other Adobe Experience Cloud solutions. Even if your agency has an Adobe Advertising Cloud account, we recommend that you allow your agency to simply log in and use your instance of Adobe Advertising Cloud as they work with you on your marketing and advertising efforts.

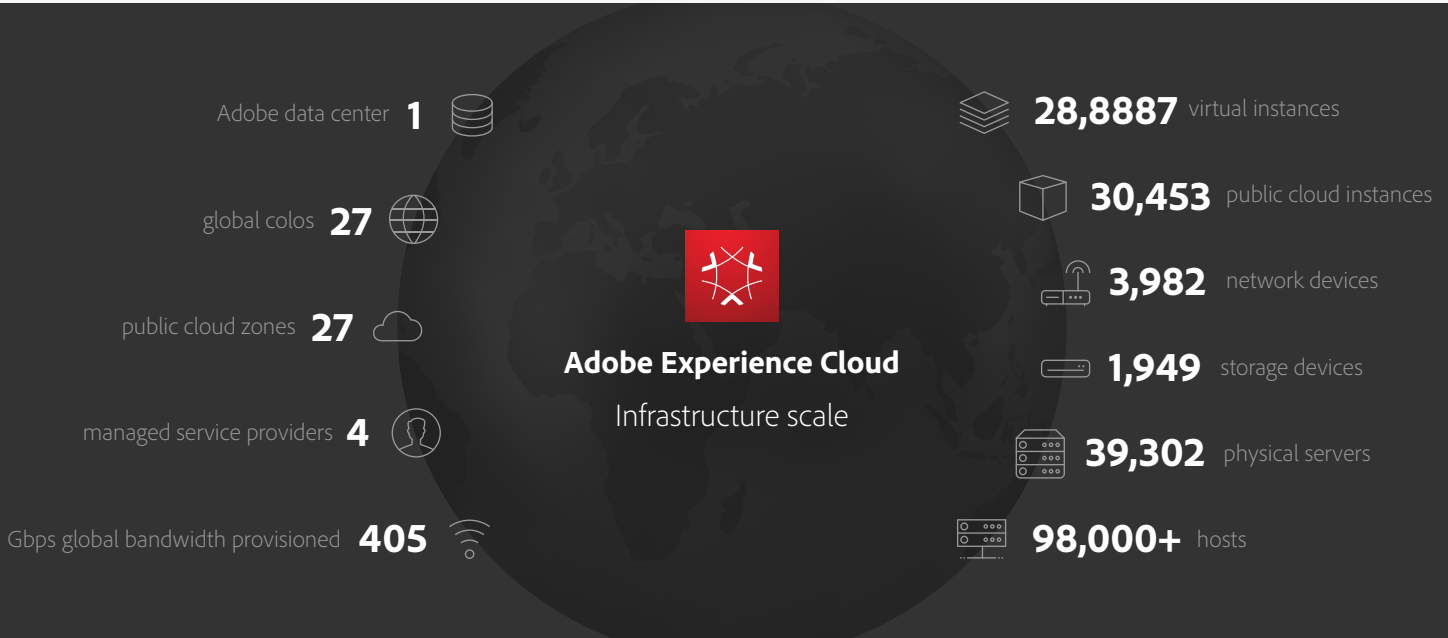
## Adobe Advertising Cloud compliance.

- SOC 2–Type 2 (Security & Availability)
- ISO 27001:2013
- GLBA (Gramm-Leach-Bliley Act)-Ready
- GDPR (General Data Protection Regulation)-Ready

Note: An Adobe service that is GLBA-Ready, GDPR-Ready, FERPA-Ready, FDA 21 CFR Part 11-Compliant, or HIPAA-Ready means that the service can be used in a way that enables the customer to help meet its legal obligations related to the use of service providers. Ultimately, the customer is responsible for ensuring compliance with legal obligations, that the Adobe service meets its compliance needs, and that the customer secures the service appropriately.

Experience Businesses—those that consistently adopt CX best practices across people, process, and technology pillars—outperform their peers in business metrics spanning the entire customer journey. They also see topline gains, including **1.4x** revenue growth, **1.7x** customer retention rates, and **1.6x** customer lifetime value.<sup>3</sup>

## TechOps chops.



We also processed over 12.8 trillion transactions for Adobe Advertising Cloud during 2017.

For more information, visit the [Adobe Security site](http://www.adobe.com/security/compliance.html), [www.adobe.com/security/compliance.html](http://www.adobe.com/security/compliance.html), and the [Adobe Trust Center](http://www.adobe.com/trust.html), [www.adobe.com/trust.html](http://www.adobe.com/trust.html).

<sup>1</sup> [Adobe Experience Cloud Privacy Policy](#)

<sup>2</sup> [Adobe Advertising Cloud Security Overview](#)

<sup>3</sup> "The Business Impact of Investing in Experience," a commissioned study conducted by Forrester Consulting on behalf of Adobe, February 2018

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