

## Dynamically assembled targeted ad creative

Deliver personalized experiences with targeted ad creative that is assembled in real time based on audience segment



*"We've seen a 106% lift in ROAS with Adobe Media Optimizer over our previous display vendor."*

Latanya Hodges, Senior Interactive Marketing Manager, Redbox

Adobe Media Optimizer—dynamic creative optimization gives advertisers a powerful link to connect with the same audience segments built for site analytics, email campaigns and on-site optimization programmatically with dynamically assembled ad creative to drive conversions, engagement and integrated experiences across channels and devices.

### Business challenge

Agencies and advertisers develop many sets of ad creative to deliver personalized content across devices for their audience segment-based promotions.

They are building digital marketing campaigns using audience data from various sources (first-party customer relationship management and online data, second-party partner data and third-party data providers) and working with disparate technology systems that require integrations for efficiency.

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

### The solution

Now Adobe gives agencies and advertisers the ability to dynamically assemble ad creative at the time of delivery, personalizing content in real time, reducing costs and time for creative development. Adobe Marketing Cloud audiences (Adobe Analytics, Audience Manager) can inform the ad experience for deeper personalization, and advertisers can deliver relevant experiences across channels by leveraging audience segments they've already built in site analytics, email marketing, on-site optimization and other segment-based promotions for programmatic ad buying.\* An advertiser can build a display program across the marketing funnel, leveraging all their audience data for retargeting and new customer acquisition with one ad layout that is assembled based on the audience segment.

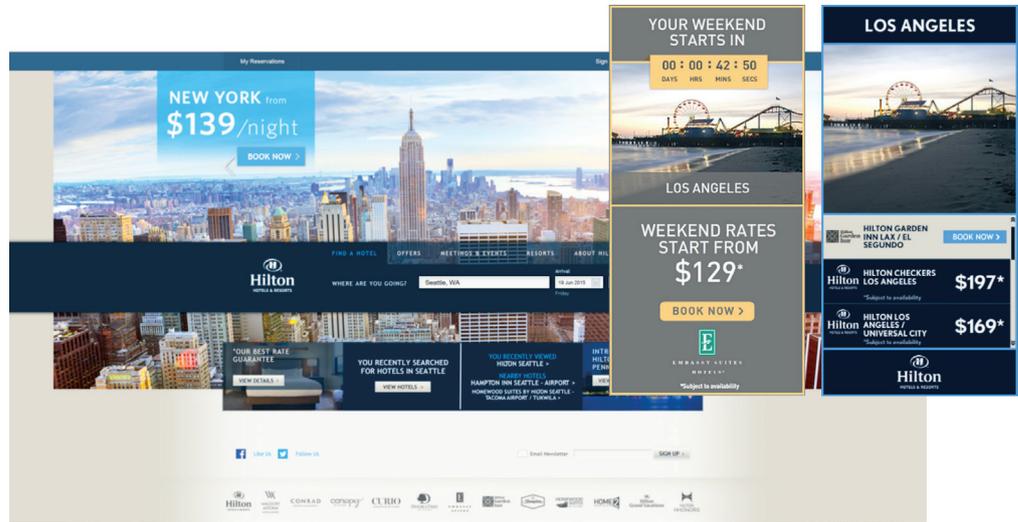
With the Adobe Marketing Cloud, marketing and advertising teams can take the same set of data to create and define audiences to deliver dynamic ads, thereby reducing the disparate sets of technology and data sources and saving the advertiser time on campaign management and creative development.

### Benefits

- Reach granular audiences with flexible ad creative that is personalized in real time to drive user engagement, conversions and personalized audience-based experiences.
- Connect your marketing technology solutions (site analytics, site optimization, email) to programmatic ad buying with dynamically assembled creative, eliminating the need to re-create audiences and creatives in disparate systems.\*
- Inform dynamic ad experiences with Adobe Analytics and Audience Manager segments for deeper personalization without having to implement additional tags or pixels.
- Connect to Adobe Media Optimizer DSP for global real-time bidding across top ad exchanges.
- Take advantage of flexible ad templates for real-time optimization of creative content and ad elements for all device types.
- Optimize campaigns with actionable insights and performance reporting.

*“Adobe Media Optimizer for display allows us to better define the target audiences and deliver more relevant targeted messages, and as a result drive better performance.”*

Nurullo Makhmudov, Director,  
Online User Experience and Strategic  
Initiatives, Sears Canada



Hilton retargeting users based on its site activity (hotel location, travel dates)

## Key features

### Adobe Marketing Cloud and integrated experiences

- Marketing Cloud audiences (Analytics, Audience Manager) trigger ad experiences in DCO
- Audience Core Services—Connects Adobe Marketing Cloud audience segments with dynamic ad creative for programmatic ad buying\*
- Relevant and consistent experience on the website and across the web with display ad
- Global real time bidding with AMO DSP across top ad exchanges and inventory sources like Google Doubleclick Ad Exchange and Facebook

### Robust campaign options

- Creative research and optimization
- Retargeting, audience targeting and geotargeting
- Mobile (in-app and web)
- Product data feed ingestion (all verticals)

### Audience targeting capabilities

- Site retargeting
- Prospecting audiences (third-party data)
- Adobe Marketing Cloud audiences via core services
- Adobe Media Optimizer audiences
- Adobe Audience Manager segments

### Flexible creative

- Flexible template layouts
- In-house design team for template development
- Adobe Flash and HTML5
- Data-feed driven
- Real-time testing and optimization

### Insights and optimization

- Performance reports by creative, offer, product, media, audience
- Ad hoc reports, scheduled delivery
- Transaction- and engagement-level reporting
- Adobe Media Optimizer DSP optimizations and planning tools, including weighted objectives, ad spend recommendations, impression level modeling and simulations
- Cross-channel insights and path to conversion reporting (search, social, display)

**For more information**  
[www.adobe.com/solutions/  
media-optimization.html](http://www.adobe.com/solutions/media-optimization.html)



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\*Adobe Analytics segment targeting available now, Campaign and Target segment targeting coming soon.

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