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MEDIA ALERT: Adobe First To Offer Analytics For Offline And Online Audio

Adobe Analytics Cloud Empowers Brands to Gain Deeper Insights into Podcasts, Streaming Music and Digital Books

London, UK — March 28, 2018 — The transformation to a mobile-first world is driving demand for digital audio. According to a new Adobe [survey](#), the majority of consumers between the ages of 18 and 34 say their top three sources of audio listening are streaming music, music owned digitally and podcasts. From the creators to advertisers and marketers, audio comes with a multitude of challenges: high churn, increased competition with a rapidly expanding market size, multiple touchpoints and no way to accurately measure engagement both online and offline.

At Adobe Summit, Adobe (Nasdaq: ADBE) unveiled Adobe Analytics for streaming audio, giving brands for the first-time a way to gain deep insights into both online and offline audio. Already a partner to the ten largest media and entertainment brands, such as CBS Interactive, Pandora, Spotify, Time Warner and Viacom, Adobe Analytics Cloud empowers brands to understand how a listener is interacting with podcasts, streaming music, audio books and more, to ultimately make informed decisions to deliver the best customer experience. With Adobe Analytics' heartbeat measurement, real-time tracking provides an advanced level of streaming insights, to enable brands to capture vital metrics.

"With a crowded marketplace, and the ability to listen whenever and wherever, brands have been largely in the dark when it comes to understanding how audio is consumed. Marketers have been essentially gambling with their budget," said Jeff Allen, senior director product marketing, Adobe Analytics Cloud. "No other analytics solution gives access to this level of insights for podcasts, streaming audio and digital books."

New audio capabilities in Analytics Cloud include:

- **Understanding Listeners:** Brands can measure if a listener finished the podcast or audiobook, if an ad was skipped, when drop-off is occurring and how errors like buffering impact the experience - regardless if the audio was downloaded, or live streamed. Adobe also enables brands to measure audio content regardless of the device and if a podcast or audiobook is listened to across different devices. Through Adobe Audience Manager's Audience Marketplace, brands can connect to 2nd and 3rd party data sources to understand user behaviour across partner brands or to measure their audience's location, demographics or psychographics. These insights help audio publishers with recommendations, advertising and programming decisions, leading to a better consumer experience.
- **Ensuring the Best Audio Experience:** With a plethora of choices for content, consumers can quickly change their mind, especially if the experience is underwhelming. Leveraging Adobe Sensei, Adobe Analytics alerts a brand when an anomaly is occurring, like excessive buffering, and tracks the amount of time it takes between clicking play and the audio starting.
- **Monetise on Delivery:** By capturing a listeners' content choices and behaviours, brands are better able to target consumers with ads and deliver a personalised audio experience to ensure listeners remain engaged. Brands can measure the ads that listeners have started and completed, if a drop-out occurs, and where the audio ad sweet spots are within a piece of content. Through Adobe Audience Manager, brands can monetise their data assets in Audience Marketplace and syndicate their audiences to mobile centric ad delivery and content delivery channels throughout the advertising and marketing ecosystem.

- **Advancing the Connected Car:** Automotive focused analytics, personalisation and ad capabilities give brands the ability to deliver unique in-car experiences. For auto makers and in-car app developers, Adobe Analytics ensures unique in-car experiences. Personalised playlists, en-route recommendations and audio ads can be used to recommend and serve up different types of content. Brands can also be alerted instantly if an in-car voice interaction failed.

About Adobe Analytics Cloud

Adobe Analytics Cloud, part of Adobe Experience Cloud, is the core system of intelligence for the modern-day experience business. By enabling a rich understanding of offline and digital data through the lens of customer journeys, brands can make informed decisions and build loyal relationships. Adobe Analytics Cloud combines Adobe Analytics, the leading solution for real-time data insights and predictive analytics with Adobe Audience Manager, the leading data and audience management platform. With Adobe Analytics Cloud, anyone has the tools to close the insights-to-action gap, instantly creating value from data. Built on the Adobe Cloud Platform, which provides open APIs, a standard data model, and Adobe Sensei, Adobe's unified AI and machine learning framework, Adobe Analytics Cloud enables modern intelligence teams to operate smarter and faster in capturing, rationalising and understanding vast amounts of disparate data. Nearly two-third of the Fortune 100 turn to Adobe Analytics Cloud to address today's digital challenges, with the number of customers more than doubling between 2014 and 2017.

About Adobe

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