



Accordant training

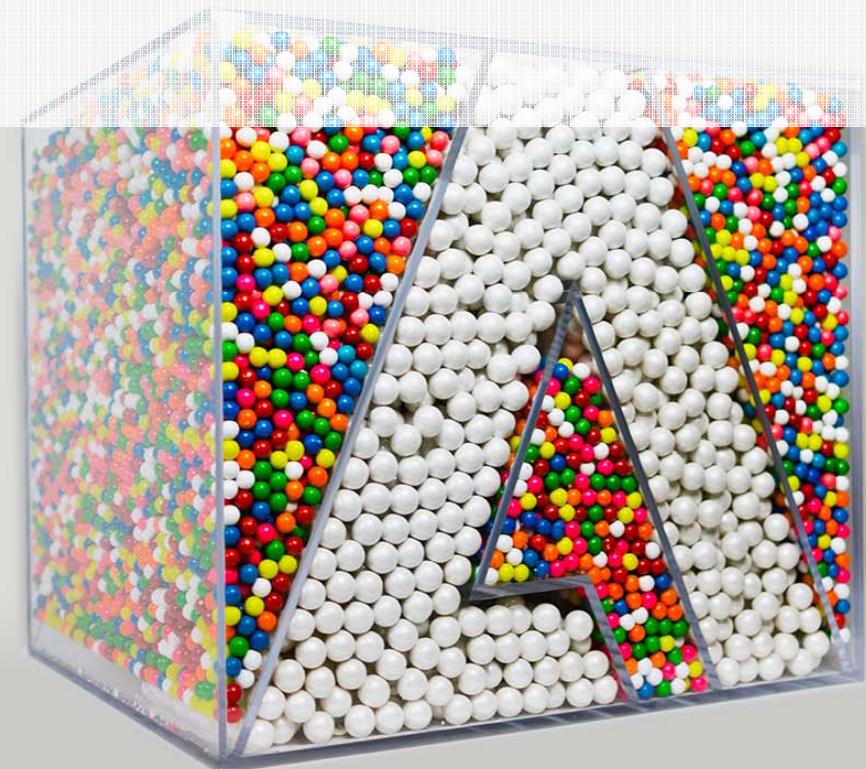
Intro Sales Decks for AMO Social and Display



Bē
Janne Parviainen



SOCIAL



Bē
The Made Shop

Social Landscape

Key statistical data of different social platforms



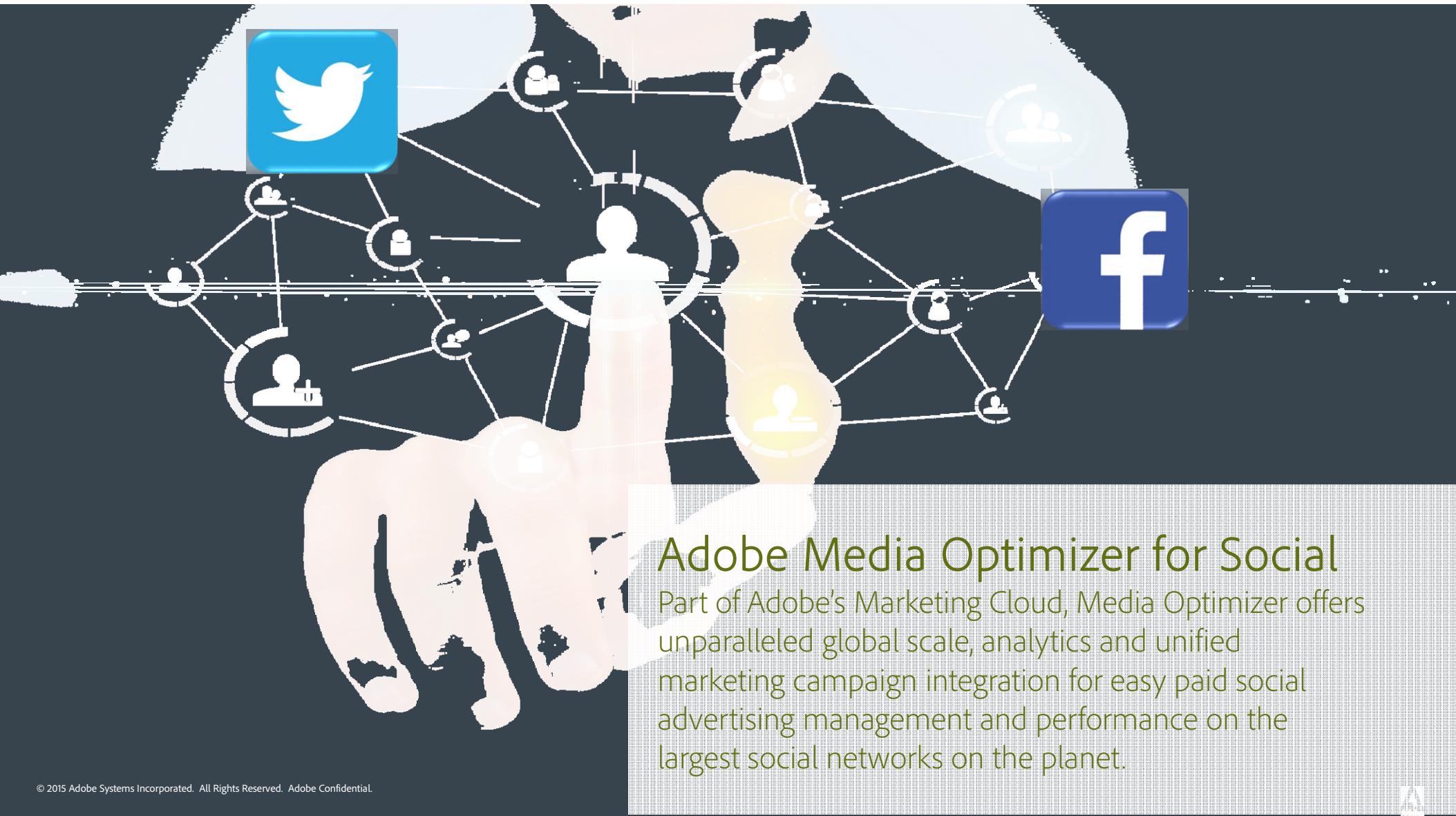
(Source: Leverage. Social media image via Shutterstock.)

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Adobe Media Optimizer for Social Unified Performance-based Social Advertising

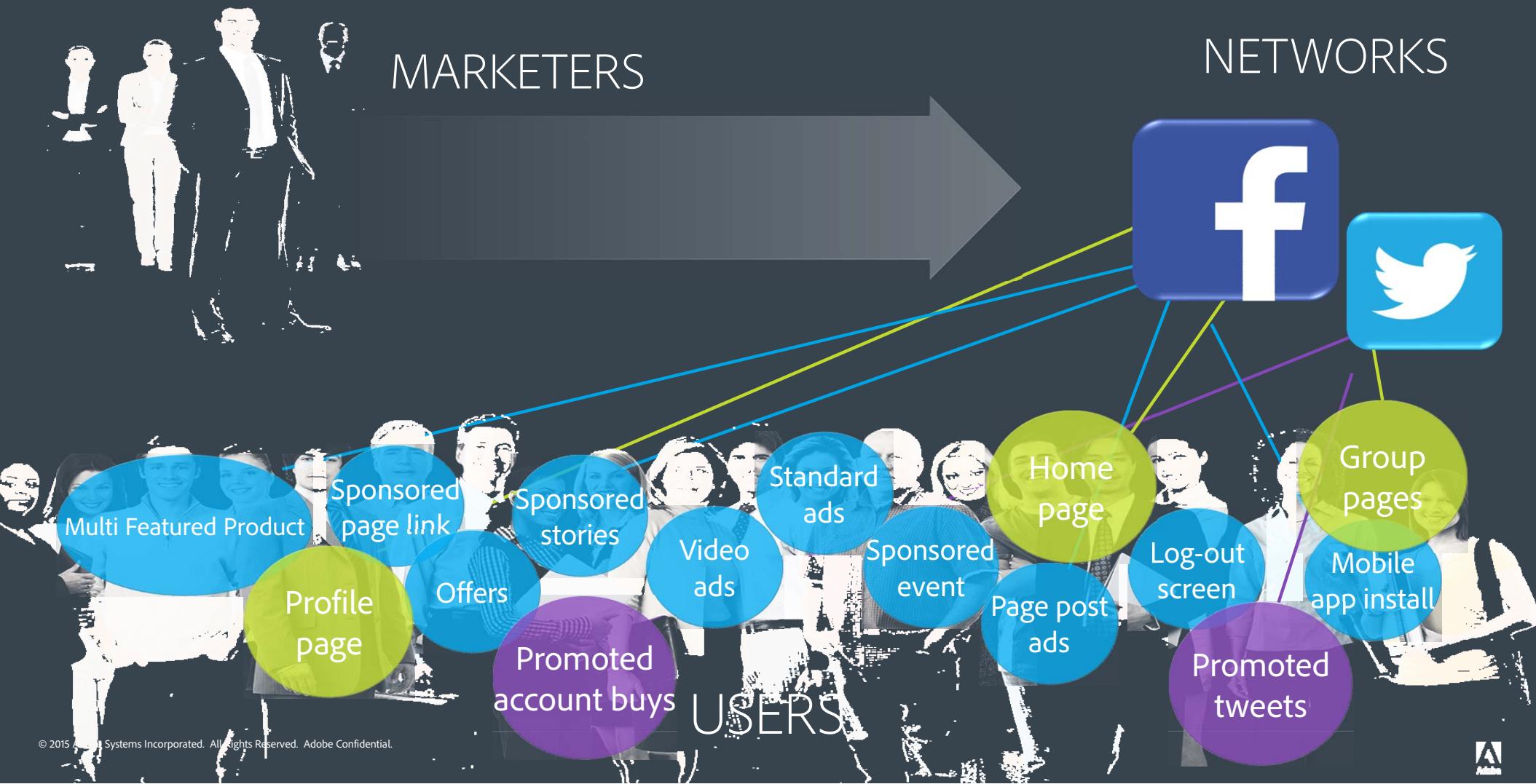
Bē
GS&P Beta Group



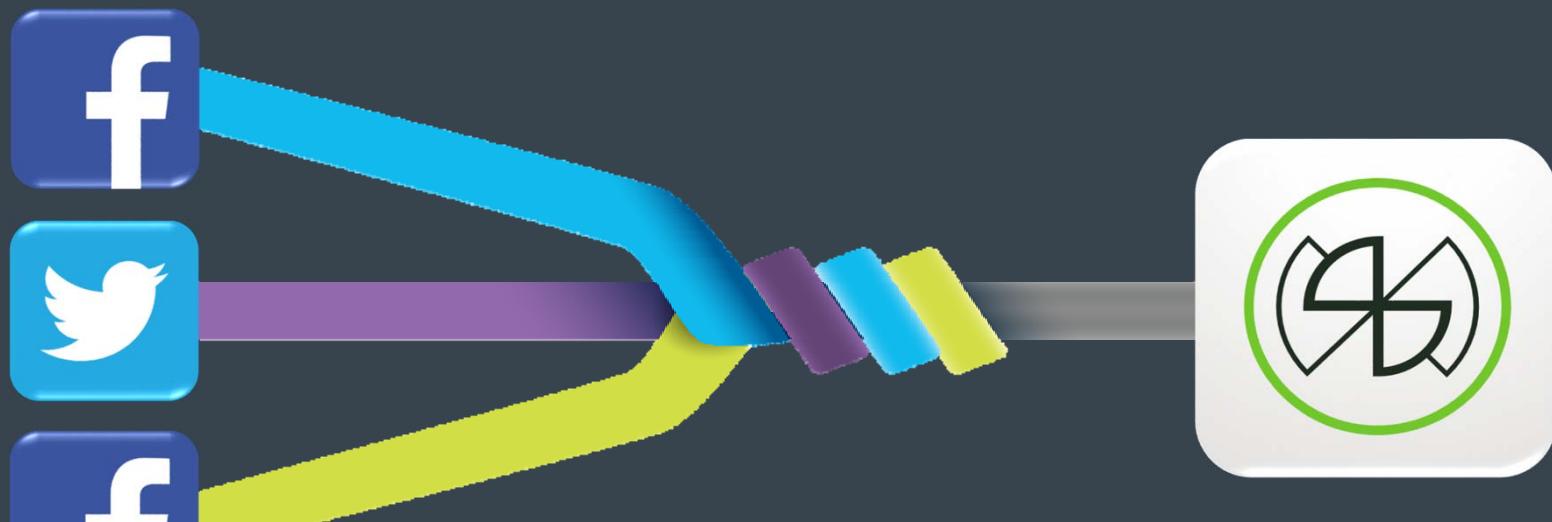
Adobe Media Optimizer for Social

Part of Adobe's Marketing Cloud, Media Optimizer offers unparalleled global scale, analytics and unified marketing campaign integration for easy paid social advertising management and performance on the largest social networks on the planet.

Opportunity of Social Marketing



Integration, not Fragmentation



The image consists of two main elements. On the left is a white rounded square with a black circle inside, containing a thick black 'X' shape. To the right of this is a large, tilted word cloud on a dark grey background. The words in the cloud are oriented diagonally and include 'analytics', 'paid amplification', 'ad', 'social', 'conversations', 'experiences', 'site', 'social media', 'conversion', 'desirable', and 'consumer to consumer'. Some words appear multiple times with different sizes and orientations.

Social Platform Check List

- Does it have good **workflows, usability and automation?**
 - Is the platform **multi-channel**? Does it address common ad tracking and attribution in a fragmented marketplace?
 - Does it **integrate data sources** to improve targeting and performance results with your analytics and search activity?
 - Does it have strong **optimization and ROI** capabilities?
 - Does it **unify organic and paid social** or is it still very much in silo?



What's Unique about Media Optimizer for Social?



Enterprise Marketing Solutions for Brands and Agencies

All units for Facebook and Twitter – to meet Direct Response and Brand & Engagement goals

Scale globally within market with teams, technology and support

Simple Pricing: % of Spend Rate Card

Part of the Adobe Marketing Cloud

Managed-Service, Tech & Strategy and Self-Service options

Cross-Channel Ads Integration between Search, Display & Social



Scale, Efficiency + Ease of Use

For Facebook and Twitter advertising

What's Unique about Media Optimizer for Social?



Enterprise Marketing
Solutions for Brands
and Agencies



Scale, Efficiency + Ease of Use
For Facebook and Twitter advertising

Strategic Partner of Facebook & Twitter

Early access to releases and integrations (Beta/Alphas)

Work collaboratively to develop new features and bring to market

Test opportunities for our customers directly
with the publishers

Global in market support for our top mutual
customers



What's Unique about Media Optimizer for Social?



Enterprise Marketing
Solutions for Brands
and Agencies



Strategic Partner of
Facebook, Twitter &
LinkedIn



Cross-Channel Attribution &
Optimization

Common workflow and reporting interfaces between
Social, Search and Display

Ability to measure success at the campaign level as well
as drill-down channel specific KPIs



Centralized bid, budget management

Centralized and real-time optimization

Scale, Efficiency + Ease of Use
For Facebook and Twitter advertising

What's Unique about Media Optimizer for Social?



Enterprise Marketing
Solutions for Brands
and Agencies



Strategic Partner of
Facebook & Twitter



Cross-Channel
Attribution &
Optimization



Robust Reporting
Across Channels and
Stack – Adobe
Analytics



Scale, Efficiency + Ease of Use
For Facebook and Twitter advertising

Facebook Blesses Adobe Social Marketing Apps

1st Company

To win badges in all four areas of Facebook's Strategic Preferred Marketing Developer program.

Strategic PMD

Adobe recently was awarded the most prestigious award by Facebook, the Strategic PMD status – Only 13 companies in the world. Again distinguishing us for our partner relationships



ADS API

Advanced ad creation, campaign management, and reporting capabilities



APPS API

Robust Application development tailored to the Facebook experience.



INSIGHTS API

Page & post analysis, benchmarking, KPI tracking, & other tools for measuring performance across Facebook objects



PAGES API

Post scheduling and targeting, moderation, permissions, and other tools to manage Facebook Pages

Capabilities: Facebook (via Ads API)



Ad Types

Sponsored Page Posts/ Events
Link / Photo/ Video Posts
Mobile App Install
Friends of Fans
Call to Action : Likes/ Shop/ Download
Multi Product Feature
Video Carousel
Log-Out Screen

Media Optimizer Difference

Auto-Splitting : OS, Networks , Interests
Bulk Upload and Reporting
Creative Management
View-through Tagging
Multivariate Testing
Auto-Optimization : Lead Gen / Downloads
Adobe Marketing Cloud Integration

Facebook Exchange (FBX)

1st & 3rd party data integration (lookalikes, WCA)
Owned DSP for retargeted inventory management
Only SPMD with FBX in addition to native ads
Managed along side other RTB inventory sources (e.g. Display)



Cross-Channel Reporting

Search & Social retargeting



Adobe Media Optimizer for Social
Facebook Advertising

Capabilities: Twitter (via Ads API)



All Promoted Products Ad Types

Promoted Accounts/ Tweets/ Trends

Tailored Audiences

Gallery Cards / Website / Video

Global Support : Language & device

Parity + with Twitter Ads API development cycle

Mobile and Desktop targeting at demo / regional level

Media Optimizer

Bulk sheet Upload

Easy Campaign Management

Enhanced Keyword Targeting

Common interface

Worldwide services support

Managed Service, Tech & Strategy and Self-Service options

Cross-channel bid/budget management and optimization

Adobe Marketing Cloud Integration

Early Ads Development Partner

Early Release availability

Pilot programs/development programs

Strategic partnership to bring innovation to shared customers

Advising product and servicing model

Cross-Channel Reporting



Adobe Media Optimizer for Social
Twitter Advertising

Adobe Analytics & AMO Social Integration Engagement & Conversion Metrics in AMO

The screenshot displays the Adobe Marketing Cloud interface, specifically the AdLens section. On the left, a sidebar lists 'Networks' (AdX, RTB, Right Media), 'Portfolios', 'Labels', 'Downloads', and 'Custom Views'. The main area shows a list of campaigns under 'Managed Campaigns'.

Campaign	Status	Active Adgroups	Budget	Network	Clicks	Cost	Impressions	AS Pix...	Bounce Rate	Avg Total Time On Site In Sec	Avg Page Views Per Click
Q114 CCM Exch Digital Retargeting	Active	30	\$600.00	RTB	304	\$3,673.37	1,958,694	3.00	51.32%	150.85	2.74
Q114 EDU Exch Retargeting	Active	6	\$190.00	RTB	45	\$1,241.10	468,150	0.00	48.89%	324.78	5.91

At the top right, a summary table provides key engagement metrics:

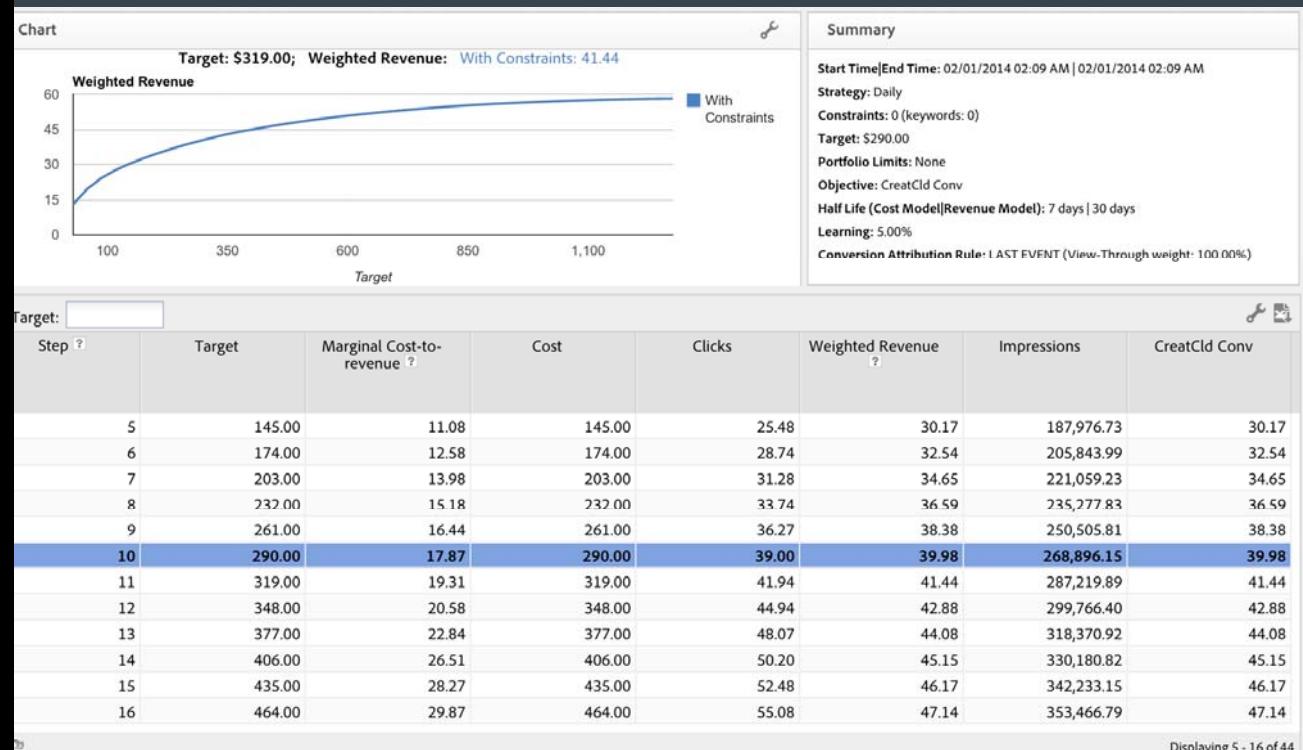
Bounce Rate	Avg Total Time On Site In Sec	Avg Page Views Per Click
51.32%	150.85	2.74
48.89%	324.78	5.91

Below the campaign list is a line chart comparing 'Avg Total Time On Site In Sec' (green line) and 'Bounce Rate' (blue line) over time (dates 22 to 29).

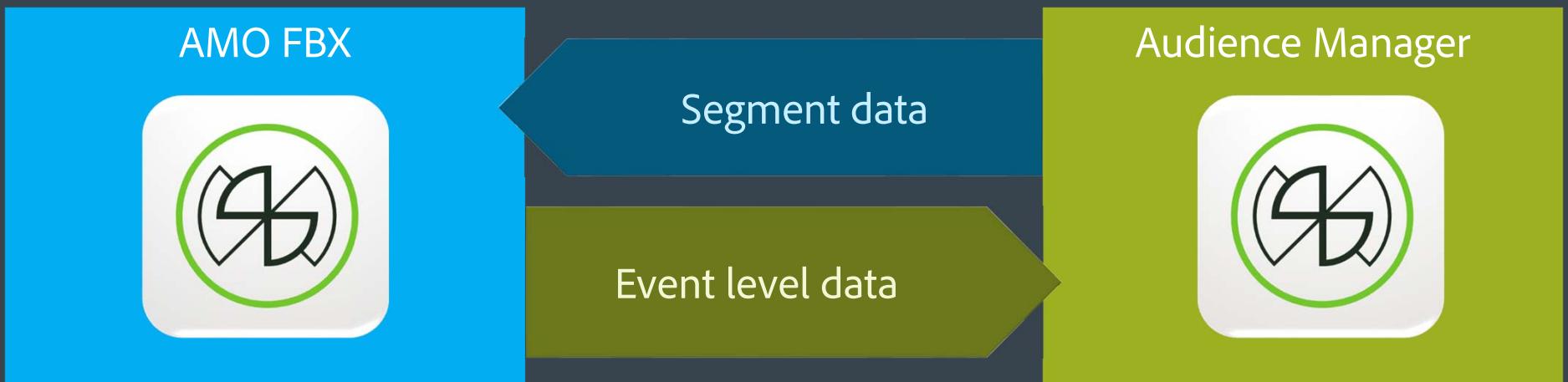
At the bottom right, a summary table provides key conversion metrics:

Date Range	Bounce Rate	Avg Total Time On Site In Sec	Avg Page Views Per Click
12/26/2013 - 01/01/2014	51.32%	150.85	2.74
12/22/2013 - 12/28/2013	48.89%	324.78	5.91

Simulations for Social



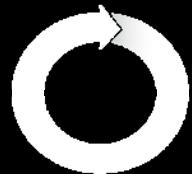
AMO FBX + AAM Integration



Audience Segments from AAM seamlessly delivered to AMO DSP platform via Server to Server Integration
No additional Cookie Mapping tags (with inventory sources) needed if AAM tags exist

Event level performance data (clicks, imps etc) from AMO DSP sent to Audience Manager for reporting and insights
Unique Look-a-like segments delivered for targeting in AMO DSP – H2 2014

Service Options



Managed Services

Based on % of media spend, this option is best for performance marketing brands that want the scale and value of outsourcing social media optimization in an “extended team” capacity in the short term, with the view to working with our client’s agency partners to enable them on our technology in the long term.

Our specialist teams are based across the US (West Coast and East Coast) as well as in the UK, Japan and Australia and South East Asia.



Technology + Strategy

Based on % of media spend and the type of installation required, the Media Optimizer team will work with your brand or agency to enable success within your own organization with the expert assistance of our social advertising and platform consultants – the way you need them, when you need them.

AMO Answers the Social Platform Check List

- ✓ Does it have good **workflows, usability and automation**?
 - ✓ Is the platform **multi-channel**? Does it address common ad tracking and attribution in a fragmented marketplace?
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Facebook



Capabilities: Facebook (via Ads API)



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Media Optimizer Difference

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Cross-Channel Reporting

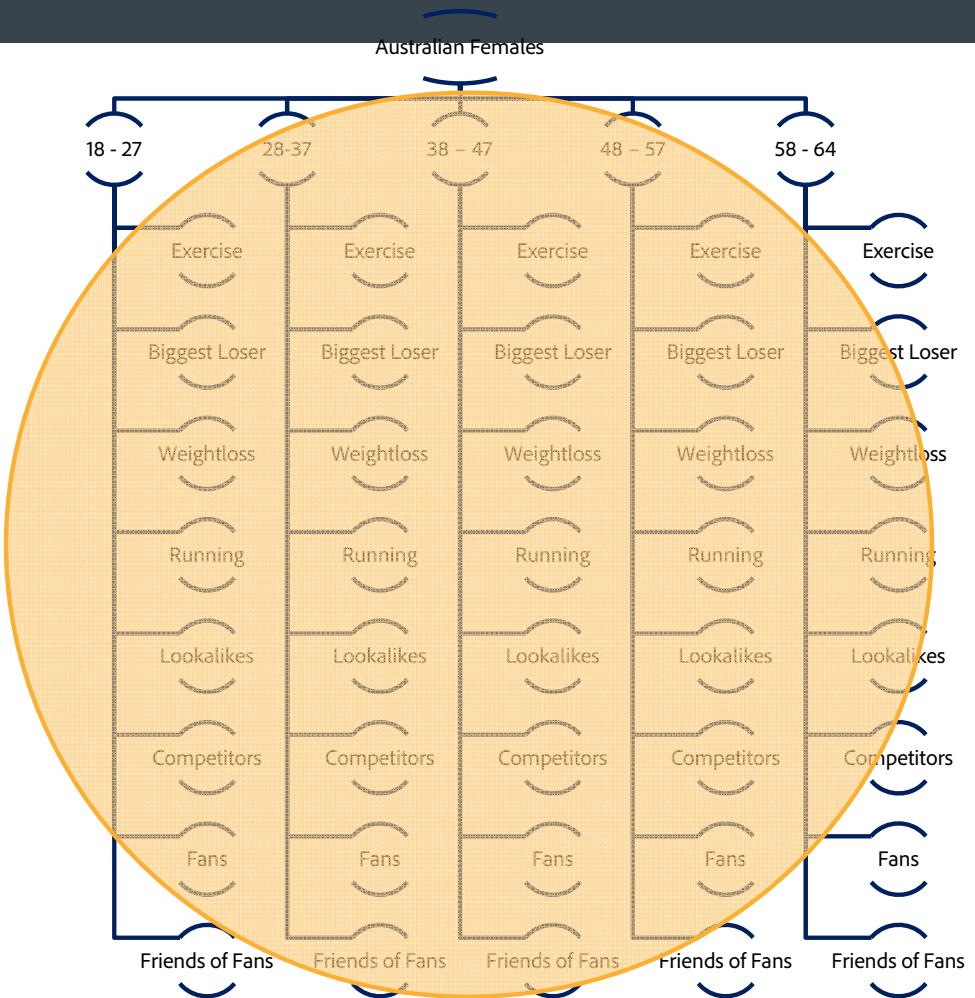
Search & Social retargeting



Adobe Media Optimizer for Social
Facebook Advertising

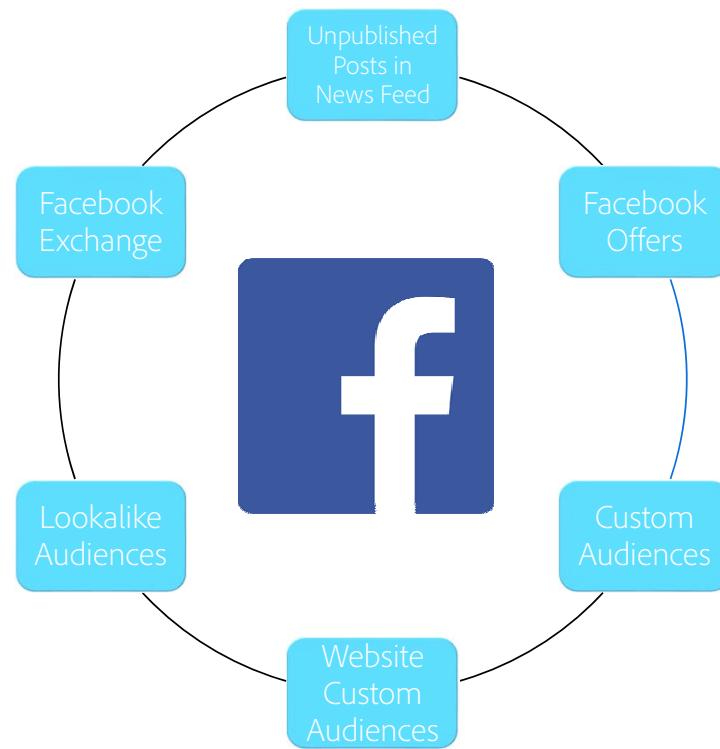
Facebook – Segmentation Strategy & Approach

- Granular segmentation techniques leading to superior optimisation and insights
- Over 2,500 unique ads in each account (combination of targeting, image, text)
- Ads tailored to each individual's location, gender, age & interests.



Direct Marketing on Facebook

- Leverage Facebook's targeting capabilities to match messaging and offers with user's interests with new DR products to convert customers
- Latest DR Solutions :



Custom Audiences (Website)

1. Identify segments within your customer database (CRM)
 - Email or Phone Numbers
2. Match against Facebook users to build unique custom audiences
 - Data is hashed, so no information is shared between your company or FB
3. Run ads with inclusion/ exclusion targeting of custom audiences
 - You can even layer on Facebook proprietary targeting to further define your audience



Lookalike Audiences

- Uses custom audience and lookalike modeling to find people similar to those in your database – i.e. people similar to your customers!
- Solves scale issue of custom audience targeting
- Optimise for "Similarity" or "Reach"
- Can similarly layer with usual Facebook targeting – demographics and interests
- Strong DR performance - far lower CPAs than interest targeting (some cases better performance than targeting fans!)



"...improving targeting and relevance so we can show everyone content that they care more about and by designing better ad products that aren't just about links and text and images.." – Mark Zuckerberg

Facebook Exchange (FBX)



1. User visits your website

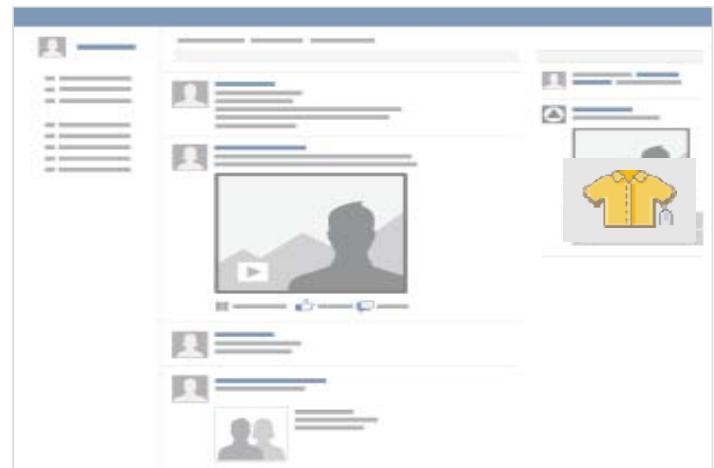


Targeting: Use Facebook Exchange & 1st party cookie data to reach the right people at the right time with relevant ads.

Efficiency: Through the Facebook Exchange, you can now efficiently manage direct response buys through your existing DSP partner.

*Ads appear in both RHS and News Feed environments.

2. User visits Facebook and Ad Appears



FBX only compatible with publisher approved demand-side platforms (DSPs) like Adobe AdLens to leverage retargeting segments.

Adobe's Global Partnership with Facebook < 2014

- "PMDs are the social experts at the forefront of helping marketers and advertisers establish and grow lasting connections with customers."
- It means our clients can access first in-market advertising opportunities to put your business at the forefront of digital media innovation
- Adobe still remains the only preferred DSP partner with all 4 API Badges



Page Management Tools

Post scheduling and targeting, moderation, permissioning, and other tools to manage Facebook Pages.



Ad Management Tools

Advanced ad creation, campaign management, and reporting capabilities.



Apps

Services and platforms for building socially enabled integrations – customized or self service.

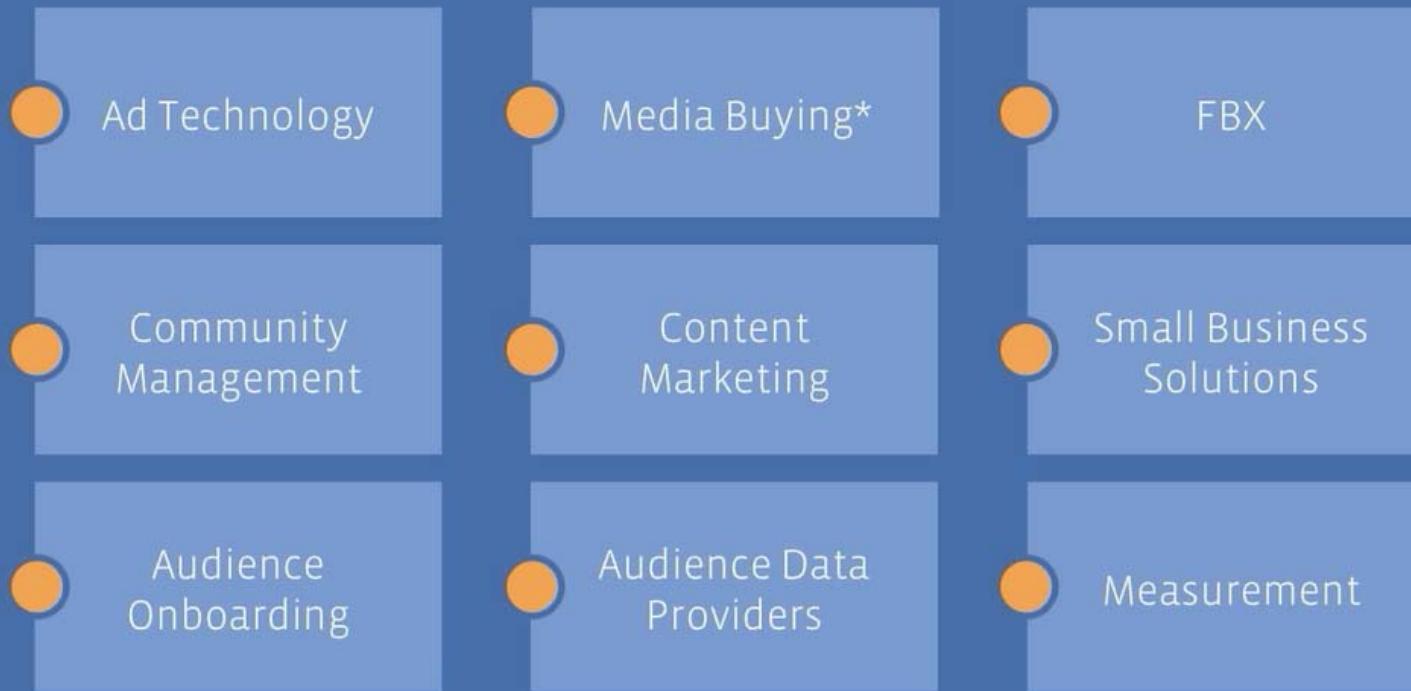


Insights

Page and post analysis, benchmarking, KPI tracking, and other tools for measuring performance across Facebook objects.

> 2015 : Facebook has now revamped into Marketing Partner Program

Specialties mapped to marketer needs



Facebook Marketing Partner portal <https://facebookmarketingpartners.com/>

Adobe is a Facebook Marketing Partner

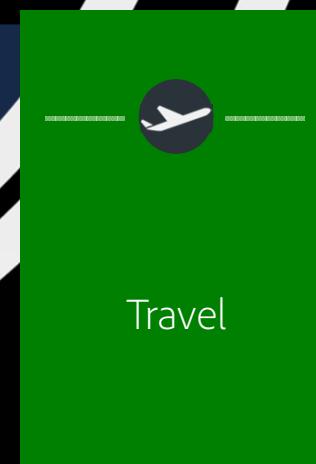
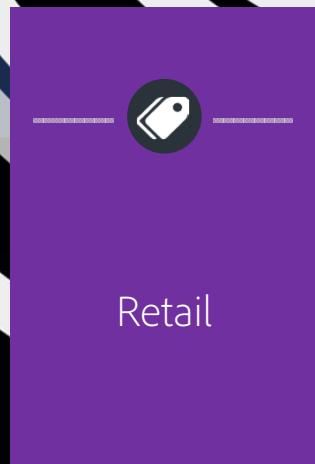
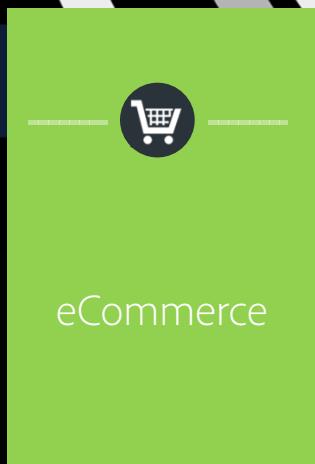


- ✓ Badged Facebook Marketing Partner with ***Ad Technology*** (Adobe Media Optimizer) and ***Community Management*** (Adobe Social) specialties
- ✓ Work collaboratively with Facebook to develop ***new features*** and bring them to market e.g. Search Retargeting, DPA's
- ✓ ***Global in-market support*** for our top mutual customers
- ✓ Driving best in-class direct response and engagement goals ***pre-market readiness***
- ✓ For Adobe partner profile click [here](#).

Facebook Marketing Partner portal <https://facebookmarketingpartners.com/>



Adobe Industry Badging for Ad Technology specialty



Twitter



Capabilities: Twitter (via Ads API)

All Promoted Products Ad Types

Promoted Accounts
Promoted Tweets
Global Support. All languages, device types
Parity + with Twitter Ads API development cycle
Mobile and Desktop targeting along with demographic / regional targeting

Media Optimizer

Bulk sheet Upload
Easy Campaign Management
Enhanced Keyword Targeting
Common interface
Worldwide services support
Full Service, Tech & Strategy and Self-Service options
Cross-channel bid/budget management and optimization
Adobe Marketing Cloud Integration

Early Ads Development Partner

Early Release availability
Pilot programs/development programs
Strategic partnership to bring innovation to shared customers
Advising product and servicing model

Cross-Channel Reporting



Adobe Media Optimizer for Social
Twitter Advertising

Twitter

- Adobe Digital is an early Ads API development partner and onboarding customers through the program in partnership with Twitter (priority support, co-planning and campaign support)*
- Use integrated geo-targeting, behavioral, location-based, & interest group targeting features.
- **Lead Gen Cards** – allow you to bring rich experiences and useful tools to users within an expanded Tweet. Users can easily and securely share their email address with a business without leaving Twitter or having to fill out a cumbersome form!

Promoted Tweets

- Direct Response Objectives
- Searching on Twitter
- Product Releases/Launches
- Geo, demo, interest, device & keyword targeting
- Drive engagement & action

 **Adobe** @Adobe
What **#Adobe** product has changed your life? Take a moment to submit your Adobe story today: bit.ly/AStories


Promoted Accounts

- Acquiring new followers
- Product Releases
- Brand Awareness
- Locate and leverage enthusiasts and influencers
- Build brand loyalty

Who to follow · Refresh · View all

 **Adobe**  @Adobe
 Promoted · 

The card for your Promoted Tweet will look something like this!

10:10 PM - 5 May 2013

Sign up for a taste of 12WBT!


Eat better.
Move more.
Think differently.
Michelle Bridges
12WBT

Register now

Share your name and email address with 12WBT

 **Twitter User**
@twitter_handle
tw****@ex****.com

[View advertiser privacy policy](#)

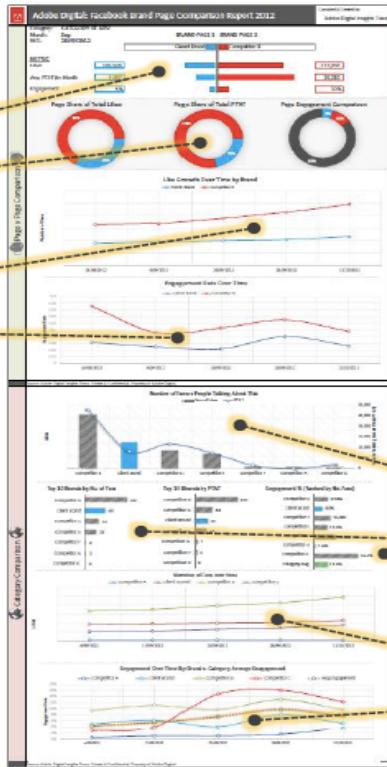
Lead Generation Cards

* Minimum spends apply

Social Competitor Dashboards (Facebook & Twitter)

Page v Page comparison:

- Likes
- People Talking About This
- Engagement
- Active Engagement (coming soon)
- Like Growth Over Time
- Engagement Over Time



Page v Category comparison:

- Likes v PTAT (People Talking About This)
- Top Brands by Likes
- Top Brands by PTAT
- Brand v Category Brand Engagement
- Average Category Engagement
- Category Like Growth Over Time
- Category Engagement Over Time

* Available only to clients who run Facebook advertising through Adobe Digital who meet minimum spends



Display

Be
Sagmeister & Walsh

Landscape, History, Changing Landscape

9msn
Yahoo
Fairfax
News.com.au

5x ad networks:
BMC, Tempest,
Postclick, Max and
3di

2000



2010



2015

2015 – fragmented landscape, 1,876 vendors

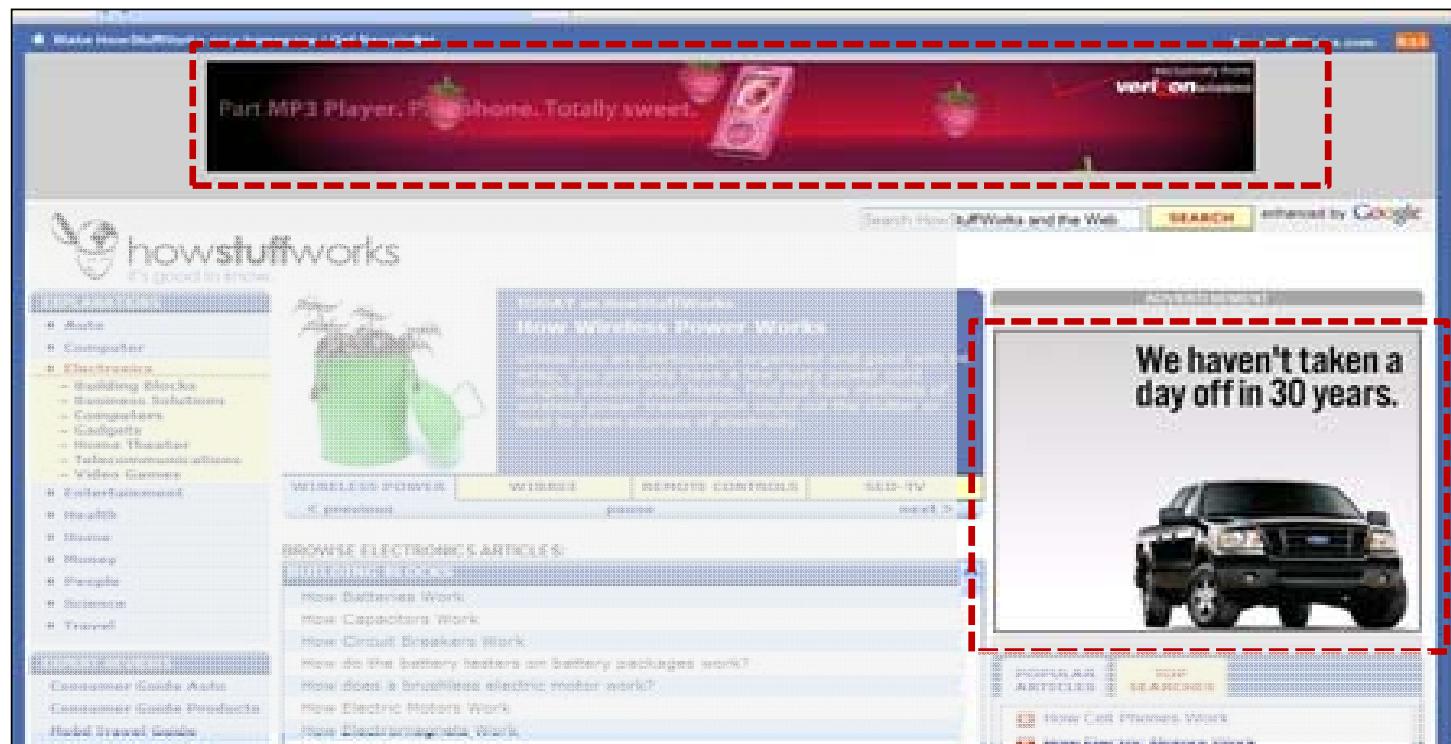


BASICS OF DISPLAY ADS



What is Display advertising?

It is the placement of a visual ad by advertisers to expand the reach of their business across relevant sites



Types of Ads

There are some commonly used ad sizes:

(although the size and positioning of these ads differs depending on the publisher)
<http://www.iab.net/guidelines/508676/508767/displayguidelines>

Leader-board Ads (approx. 728 x 90)



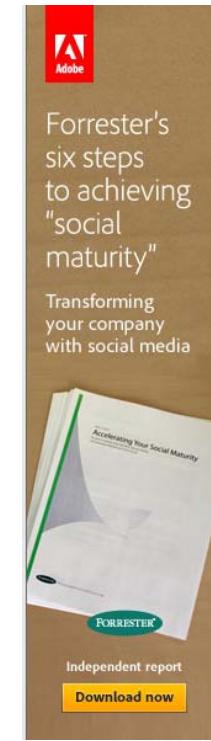
Island Ads (approx 300 x 250)



Banner Ads (approx. 468 x 60)



Wide Skyscraper (approx. 160 x 600)



The bidding generally happens on CPM (Cost per 1000 Impressions)

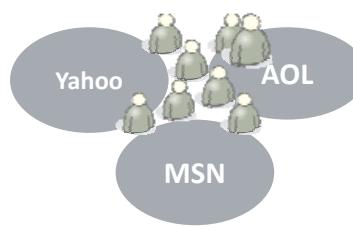
Display Takeover Ads

The CNN homepage features a prominent red vertical takeover ad for Verizon 4G LTE. The ad is titled "America's most RELIABLE NETWORK. Period." and includes the Verizon logo and the text "LTE is a trademark of Qualcomm". The main content area of the page includes a headline about a Southwest jet hitting the runway nose first, a weather forecast for 6-8am ET Only on CNN, and a "SECOND JUROR SPEAKS OUT" section. The CNN navigation bar at the top includes links for Home, TV &, CNN, and various news categories like U.S., International, Mexico, Arabic, and TV.

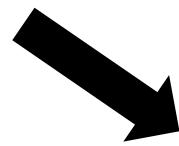
THE DISPLAY ECOSYSTEM



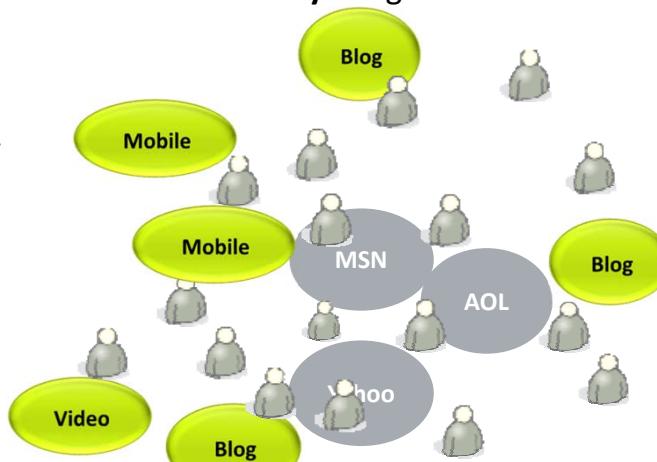
Display: Then and Now



Early days: Few big players



Today: Fragmentation



Fragmented media makes it difficult for advertisers to manage and access audiences at scale

Ways to Buy/Sell Display Space

Premium used to be the default way to show Display ads.

PREMIUM

Tracking Campaigns

- Sold by a publisher directly to a buyer
- Pre-negotiated advertising space sold on a guaranteed basis
- AdLens tracks and reports on this inventory, but it is not biddable



But due to the fragmentation of the industry, there arose opportunities for auction based bidding.

NON-PREMIUM/ REMNANT

Managed Campaigns

- Ads not sold as premium
- These can be bid on and optimized by the AdLens technology



Premium Deals

1

Premium ads: Advertisers approach publishers for guaranteed advertising space.
Price for ads determined by publisher and negotiated by advertiser.

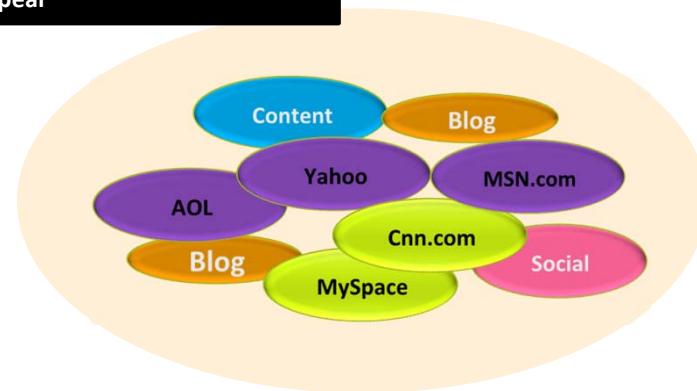


Advertisers own the visual ads to be displayed

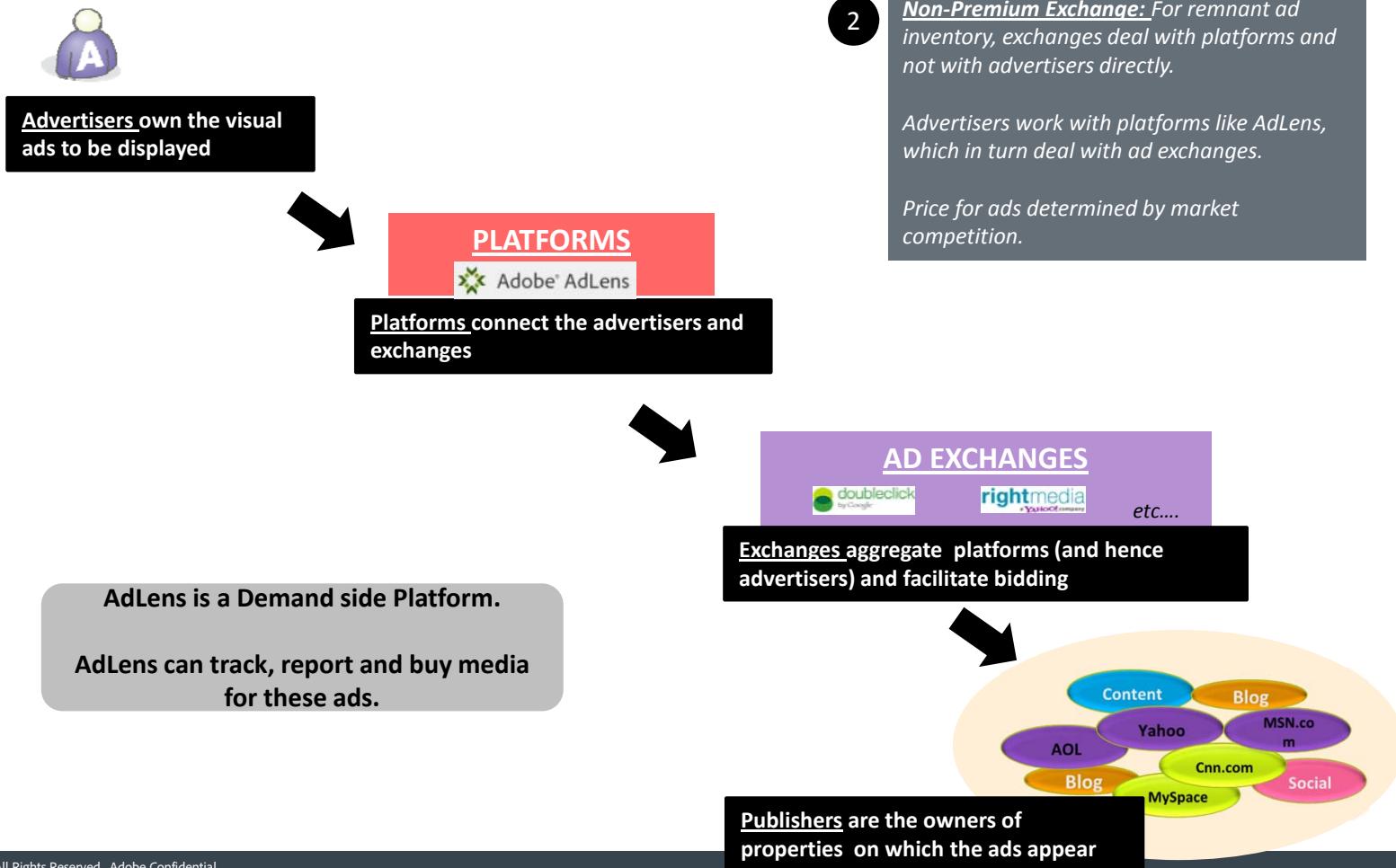
AdLens can track and report on these ads.

Also clients doing Search (and Display independently) use AdLens to report on cross-channel performance

Publishers are the owners of properties on which the ads appear



Non-Premium Deals



Role of AdLens

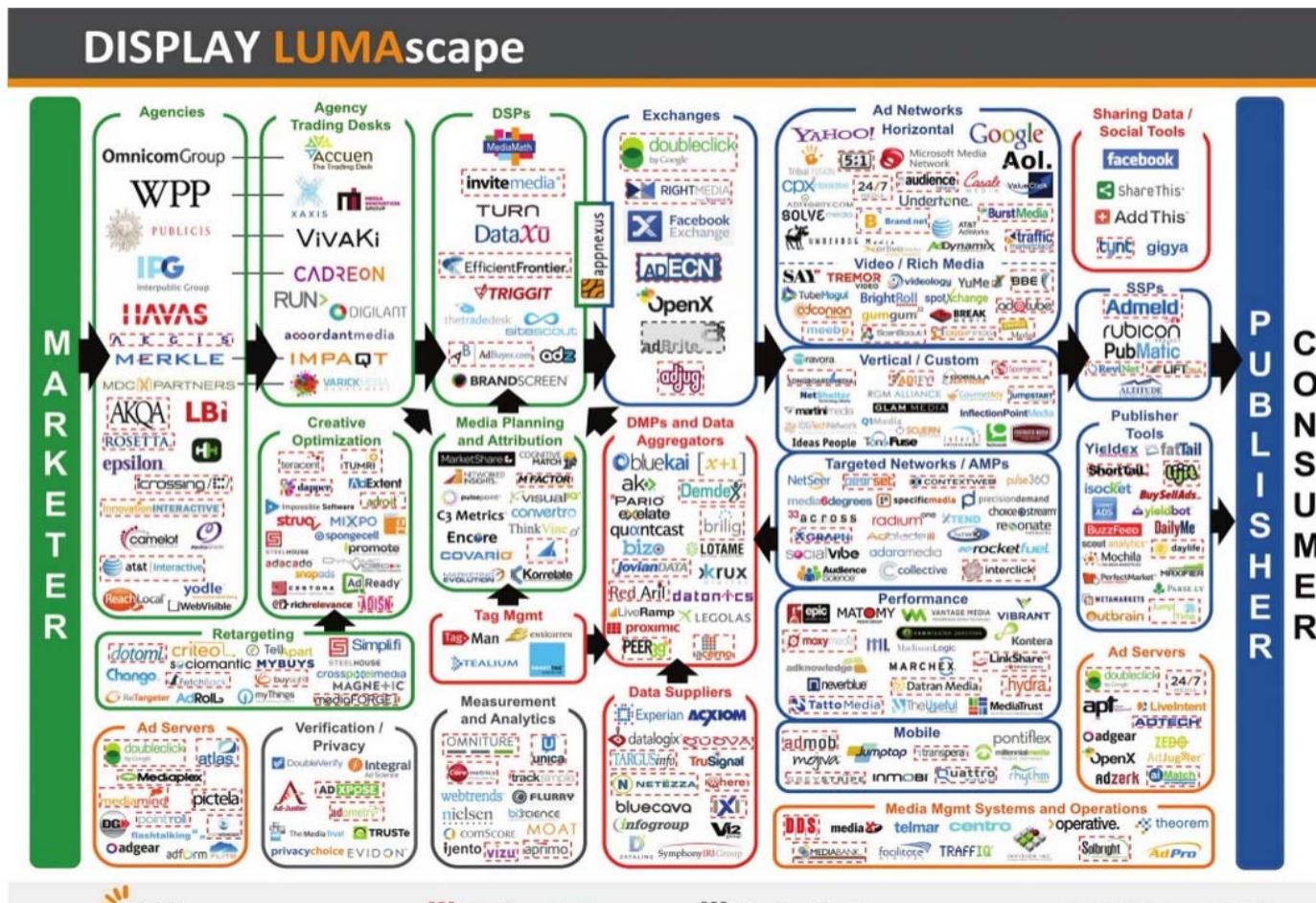
Adobe AdLens is a Demand Side Platform (DSP)

Adobe AdLens is an advertising platform because it links advertisers with Exchanges.



- Adobe AdLens acts on behalf of the advertisers (instead of the publishers).
- AdLens is fully transparent to the advertisers and provides performance reports.
- Since AdLens represents the demand side (advertisers) it is called a Demand Side Platform.

Players in the Display Ecosystem



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 Denotes acquired company

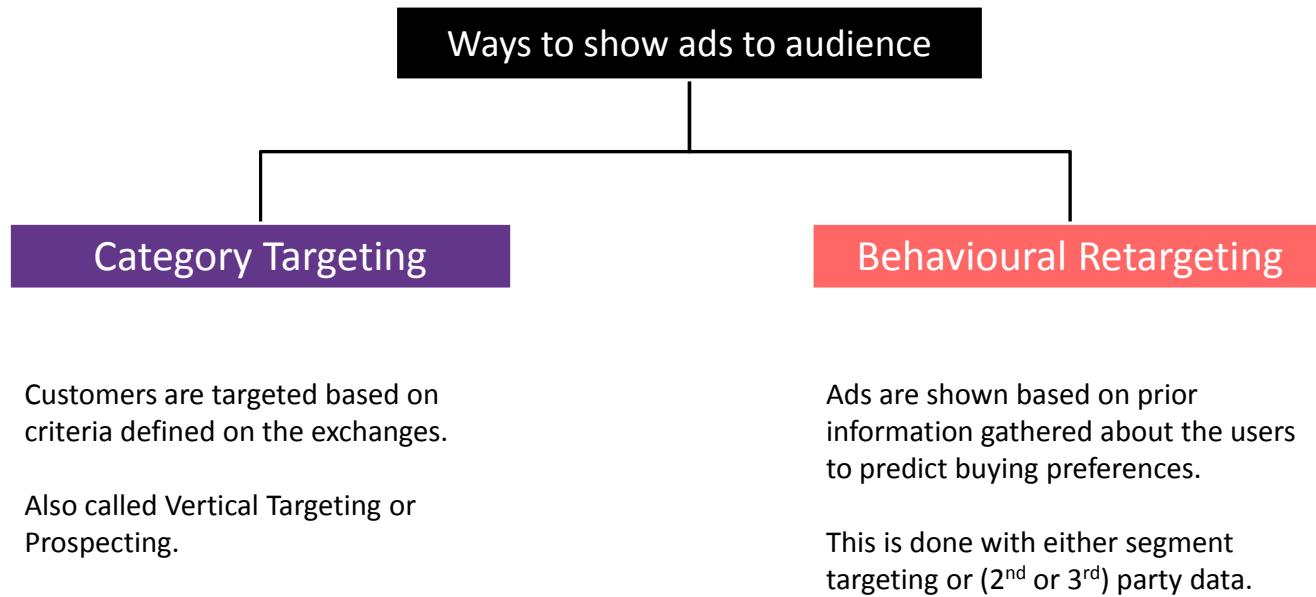
Denotes shuttered company

© IUMA Partners LLC 2013

WAYS TO TARGET DISPLAY ADS



Ways to Target Display Ads



Category Targeting

Exchanges categorize pages based on content of the page.
Adobe AdLens uses those categories to show more relevant ads to consumers.

- Inclusions -

Included Categories Target All Categories Target Specified Categories

Available Categories	Selected Categories
<input type="checkbox"/> ADX <ul style="list-style-type: none"><input type="checkbox"/> Arts & Entertainment(DoubleClick AdX)<input type="checkbox"/> Autos & Vehicles(DoubleClick AdX)<ul style="list-style-type: none"><input type="checkbox"/> Bicycles & Accessories(DoubleClick AdX)<input type="checkbox"/> Boats & Watercraft(DoubleClick AdX)<input type="checkbox"/> Campers & RVs(DoubleClick AdX)<input type="checkbox"/> Classic Vehicles(DoubleClick AdX)<input type="checkbox"/> Commercial Vehicles(DoubleClick AdX)<ul style="list-style-type: none"><input type="checkbox"/> Custom & Performance Vehicles(DoubleClick AdX)<input type="checkbox"/> Hybrid & Alternative Vehicles(DoubleClick AdX)<input type="checkbox"/> Microcars & City Cars(DoubleClick AdX)	<input checked="" type="checkbox"/> Trucks & SUVs(DoubleClick AdX)

In this example, the advertiser can choose to show their ads to sites related to Trucks and SUVs only, since the advertisers offering is targeted to owners/buyers of Trucks and SUVs

Advertisers can pick categories of sites that are complementary to their offering and show their ads on those sites, so they target a more relevant audience.

Behavioural Retargeting

*“Behavioral retargeting is a form of online targeted advertising by which **online advertising is delivered to consumers based on previous Internet actions** that did not in the past result in a conversion”.*

- Wikipedia

There are two ways to do Behavioral Retargeting:

1. SEGMENT RETARGETING

Advertisers can have tags on various pages on the site (called segments). Once a user lands on a segment page, they can be retargeted with ads.



2. THIRD PARTY DATA

Data companies like Adobe Audience Manager and BlueKai have partnerships with websites and capture user behavior on these sites. They provide these user cookies so advertisers can retarget users who have shown an interest in certain types of offerings.

This data is available via the AdLens dashboard.

Second party data is when the advertiser captures user data and allows Adobe Audience Manager to use those logs to be used for retargeting.

Basics of Exchanges and AdLens Levers to Advertise on Exchanges



Exchanges Supported by AdLens

Display advertising can be done via the API with Exchanges or with Real Time Bidding.

- With the API, AdLens sets bids once a day on the display bid units.
- With Real Time Bidding, bids are dynamically updated based on multiple metrics.



Via the AdLens API

- Yahoo Right Media (RMX)
- Google Doubleclick (AdX)

Via RTB

- Google Doubleclick (AdX)
- AdMeld
- AppNexus
- Microsoft Ad Exchange
- Rubicon
- OpenX
- Pubmatic
- FBX



AdLens Targeting Options

Given below are some of the levers AdLens provides for Display campaigns.

Basic Options

- Name
- Status (active, paused...)
- Start Date
- Run until
- Budgets

Control over Audience

- Language
- Location

Control over ads

- Frequency capping
- Sites to be targeted (placements)
- Sites to be excluded
- Categories

Objective based Optimization

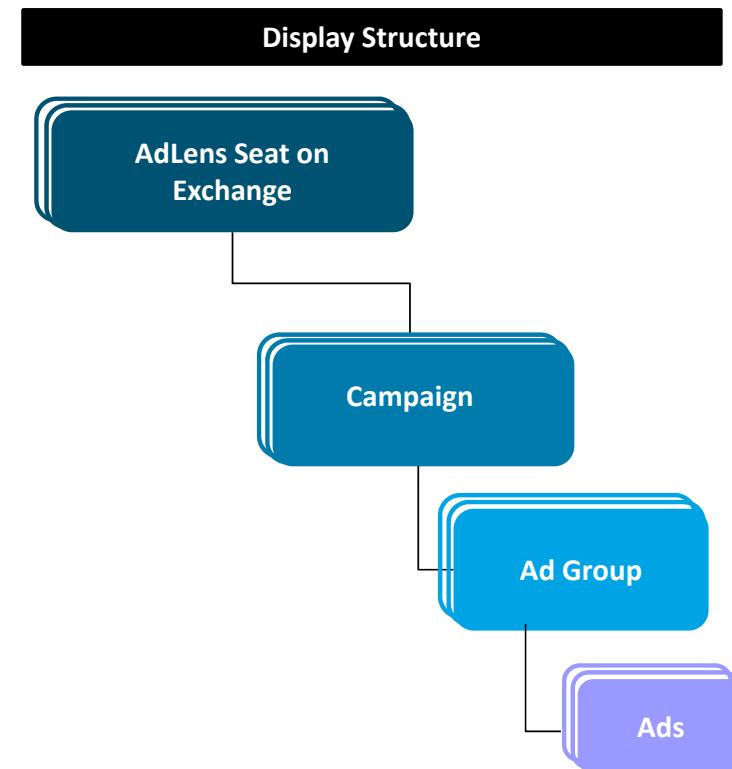
- Cost per Impressions
- Cost per Click
- Cost per Conversion
- Etc..

Display Structure

AdLens has a seat on Exchanges. Advertisers rarely have direct access to Exchanges.

Campaigns and adgroups are used for organizing ad copies

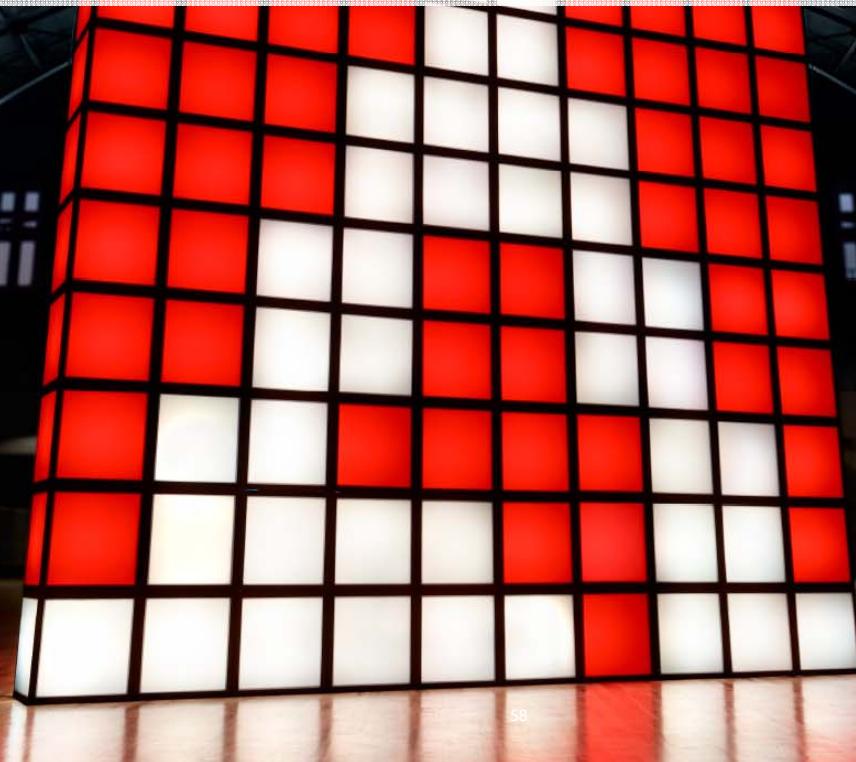
An ad is shown when the advertiser wins an auction



AdLens overlays the concept of Portfolios on top of this structure for bid optimization



Adobe Media Optimization Display



58

Bē
GS&P Beta Group

Adobe Media Optimizer: Display



CREATE, TARGET & BID IN REAL TIME
DISPLAY CAMPAIGNS THAT PERFORM AT SCALE



Audience Management

Gather audience data, create targetable marketing segments: AudienceManager provides an enterprise data management solution that transforms generic users and raw data signals into powerful marketing segments that may then be used for multi-channel marketing.



Campaign Management

Control Budget, Inventory, Creative, & Campaign Duration: Platform interface puts advertisers in direct and fully transparent control of campaign settings including inventory. Target specific sites in the exchanges or opt-out of certain content. Maintain control of campaign objectives and budget.



Targeting & Service

Control Budget, Inventory, Creative, & Campaign Duration: Platform interface puts advertisers in direct and fully transparent control of campaign settings including inventory. Target specific sites in the exchanges or opt-out of certain content. Maintain control of campaign objectives and budget.



Real Time Bidding

Automatically Set Bids on Individual Impressions: Automatically set bids on individual impressions based on your business goals, with models accounting for the performance attributes such as site, ad size, ad placement, & target audience.



Reporting

Access Comprehensive Reports: Report on all available details of campaign success, from impressions to clicks to conversions and revenue. Value view-through uniquely to clicks. And understand the interaction of display with other channels.

Massive Reach & 100% Scale



Paid Search



Google
bing™
YAHOO!

Baidu 百度
www.baidu.com

Yandex

Performance Display



doubleclick
by Google
YouTube™
Facebook Exchange
M9
imagination+intelligence
rubicon PROJECT
OpenX
appnexus

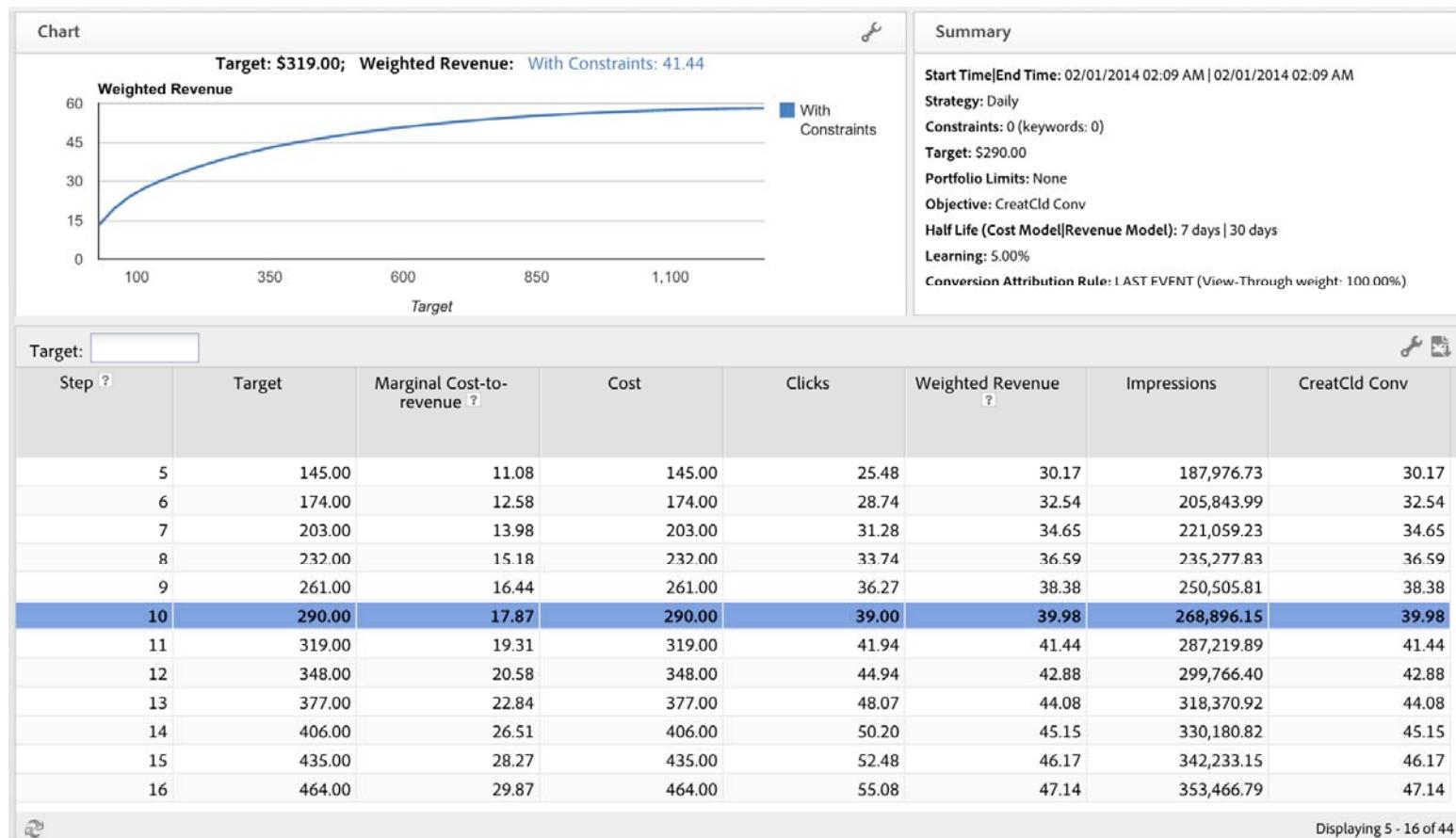
Social Advertising



facebook

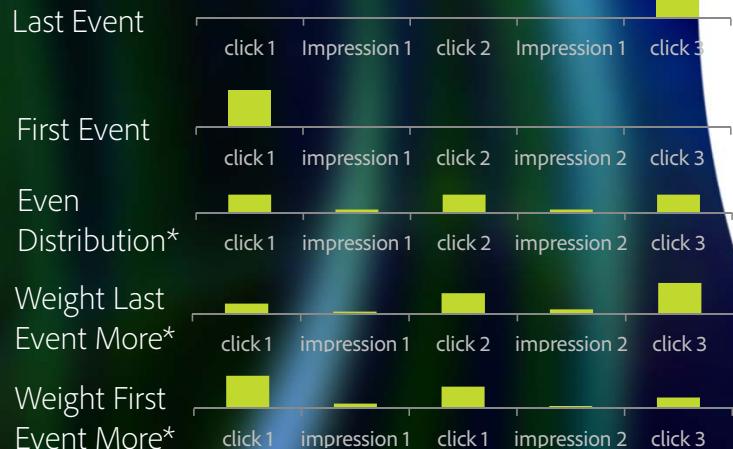
twitter

Improve Advertising Efficiency through Superior Optimisation & Forecasting



Cross Channel & Display Only Attribution & Reporting

5 cross channel attribution models supported



* Different weight for impressions possible

Channel Assist Report

Display Only Option
Understand which display campaign elements (creatives, messages) are driving conversions

Attribution Rule

Rule:

Conversion Attribution

Clicks View-through

Discrete columns for click

Filter & sort using:

Channel Assist Report

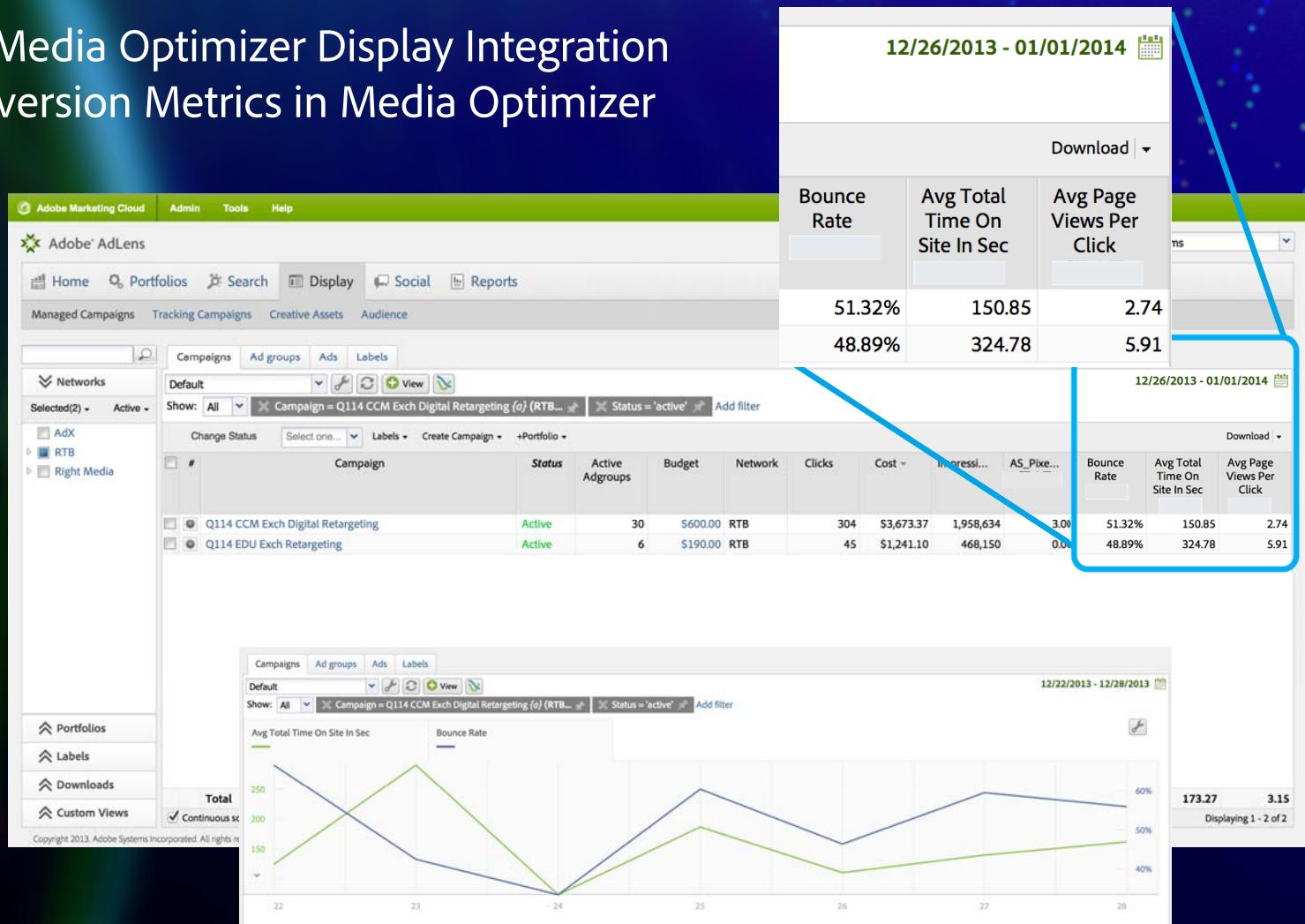
1st Event	2nd Event	3rd Event	4th Event	5th Event	Path Size	First Event Type	Last Event Type	Leads	% of Total order
search click				1	1	search click	search click	2,257.00	46.66%
display impression				1	1	display impression	display impression	181.00	3.74%
display click				1	1	display click	display click	64.00	1.32%
organic search click				1	1	organic search click	organic search click	57.00	1.18%
display impression	search click			2	2	display impression	search click	259.00	5.35%
search click	search click			2	2	search click	search click	158.00	3.27%
display impression	display impression			2	2	display impression	display impression	80.00	1.65%
display impression	display click			2	2	display impression	display click	69.00	1.43%

Adobe Analytics & Media Optimizer Display Integration

Engagement & Conversion Metrics in Media Optimizer

Engagement and
Conversion Metrics in
Media Optimizer

Engagement Metrics
Trends Over Time



The screenshot displays the Adobe AdLens interface, specifically the 'Campaigns' tab. On the left, a sidebar lists 'Networks' (AdX, RTB, Right Media), 'Portfolios', 'Labels', 'Downloads', and 'Custom Views'. The main area shows two active campaigns: 'Q114 CCM Exch Digital Retargeting (a)' and 'Q114 EDU Exch Retargeting'. Below the table, a chart compares 'Avg Total Time On Site In Sec' (green line) and 'Bounce Rate' (blue line) over time from December 22, 2013, to January 28, 2014.

Campaign	Status	Active Adgroups	Budget	Network	Clicks	Cost	Impressions	AS_Pixel	Bounce Rate	Avg Total Time On Site In Sec	Avg Page Views Per Click
Q114 CCM Exch Digital Retargeting	Active	30	\$600.00	RTB	304	\$3,673.37	1,958,634	3.00	51.32%	150.85	2.74
Q114 EDU Exch Retargeting	Active	6	\$190.00	RTB	45	\$1,241.10	468,150	0.00	48.89%	324.78	5.91

Engagement Metrics Trends Over Time:

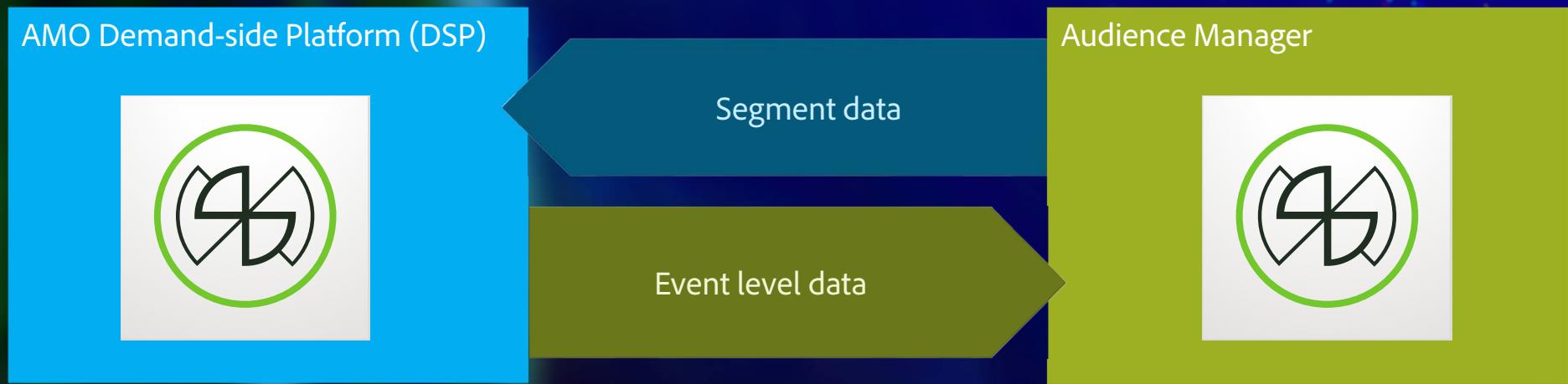
The chart below shows the trend of Avg Total Time On Site In Sec (green line) and Bounce Rate (blue line) over time from December 22, 2013, to January 28, 2014.

Engagement & Conversion Metrics in Media Optimizer:

The screenshot shows a detailed view of engagement metrics for the period 12/26/2013 - 01/01/2014. It includes a summary table and a detailed table with specific metrics for each campaign.

Date Range	Bounce Rate	Avg Total Time On Site In Sec	Avg Page Views Per Click
12/26/2013 - 01/01/2014	51.32%	150.85	2.74
12/26/2013 - 01/01/2014	48.89%	324.78	5.91

AMO Display DSP + AAM Integration



- Audience Segments from AAM seamlessly delivered to AMO DSP platform via Server to Server Integration
- No additional Cookie Mapping tags (with inventory sources) needed if AAM tags exist

- Event level performance data (clicks, imps etc) from AMO DSP sent to Audience Manager for reporting and insights
- Unique Look-a-like segments delivered for targeting in AMO DSP - 2014

AMO Display and Audience Manager

Audience Data Ingestion

1st Party



Online and Offline Data
Site Visitors / Web Analytics
CRM, POS

2nd Party



Partner Data

3rd Party



Data Partner Integrations

Identify & Segment

- Identify & Segment High-Value Audiences

- Syndicate to Targeting Platforms - *AMO Display*

- Look-alike Modeling
- Marketing Effectiveness

Multi-Channel Delivery



Display Ad



Website



Search



Mobile



Social



Video

Execute targeted advertising campaigns with AAM segments

Create Display campaigns on the fly using AAM audience segments.

Choose campaign options such as location, dates and budgets to target AAM Display campaigns.

The screenshot shows the Adobe Marketing Cloud interface with the following details:

- Left Sidebar:** Networks (Selected: AdX, RTB, Right Media) and Portfolios (Selected: 0).
- Main Area:** Campaign Settings dialog box.
 - Campaign:** Please input a name (empty), Status: Active.
 - Segment Tab:** Available Segments list:
 - Segments [?]
 - Custom Segments [?]
 - BlueKai Segments [?]
 - AAM Segments [?]** (highlighted with a red box)
 - Custom Segments:** OR visitors
 - ADI Social Reach: 288 Intelligence_behavioral I visits to LP
 - Buttons:** AND/AND NOT, Name Saved Segment (Optional), Save & Add AdGroup, Save, Close.
- Right Panel:** Performance data table for 05/06/2014.

Clicks	Cost
295	\$579.20
114	\$564.00
60	\$301.91
258	\$288.52
26	\$21142
0	\$128.08
19	\$86.90
0	\$47.68
4	\$17.29
776	\$2,225.00

AMO Display Roadmap 2015-2016

- Cross Device Tracking and Targeting
- Mobile and Video RTB
 - In-App Mobile RTB
 - Video Exchange Integrations
- Audience Manager Look-alike Models
- Dynamic Creative Optimization (DCO)
- DCO and Adobe Target Site Optimization Integration





PROCESSES



Bē
The Made Shop

Briefing Templates & Ad specs

Adobe Media Optimiser Media Brief - Display



Client Details

Client:		
Brand/Division:		
Campaign Name:		
Burst campaign/ Always On ?		
Start Date:	End Date:	
Total Budget (incl fees):		

Objectives

What is the primary and secondary objective of this campaign?
Please include volume and CPA targets as well as performance display benchmarks achieved by previous digital media agency.

Primary Objective:
(incl historical performance)

Secondary Objective:
(incl historical performance)

Targeting

Who are we talking to? Demographics and psychographics?

Adobe Media Optimiser Media Brief - Facebook



Client Details

Client:		
Brand/Division:		
Campaign Name:		
Start Date:	End Date:	
Total Budget (incl fees):		

Objectives

What is the primary and secondary objective of this campaign? E.g. Facebook fan growth, brand awareness, drive traffic to on or off platform, lead generation etc etc

Please be as descriptive as possible as campaigns will be optimized to the primary objective

Primary Objective:

Secondary Objective:

Core Metric:
(Likes, Leads, Conversions etc)

- Likes
- Clicks
- Reach
- Conversions*

* Please specify conversion type
(e.g. Order, Submit form, Checkout)

Conversion Tracking:

- Yes
- No

Display Asset Requirement

General Specs Checklist*

Banner sizes and file sizes as per Ad Specs Summary table
Backup IMAGE ADS have been provided
All ads have a CONTRASTING BORDER
Animation is 15 SEC OR LESS
Ads DO NOT LOOP
Landing page opens in a NEW WINDOW
clickTag has been added to the CLICKABLE portion of the ad (whether it is a button, a movie, etc)*
clickTag code accounts for SECURE PAGES*

* see Ad Specs Summary below for expanded spec requirements and recommendations for clicktags and swf setup.

Ad Specs Summary

Ad Sizes	Placement	Ad Sizes	Max. Animation	Looping	Flash Versio	GIF/JPG	SWF	Flash Redirect	Variable
728 x 90	Desktop	15-30 fps	15 secs	No	8 and up*	20k	40K**	clicktag***	
300 x 250	Desktop	15-30 fps	15 secs	No	8 and up*	20k	40K**	clicktag***	
160 x 600	Desktop	15-30 fps	15 secs	No	8 and up*	20k	40K**	clicktag***	
120 x 600	Desktop	15-30 fps	15 secs	No	8 and up*	20k	40K**	clicktag***	
320 x 50	Mobile	-	-	-	-	-	20k	-	-

* Above formats are mandatory and make up circa 90% of inventory volume.
** though ads can be created in Flash 10/ActionScript 3, Right Media cannot support any functionality specific to those versions. Flash 8 or 9 and ActionScript 2 are recommended.

*** Ads that are larger than 40K will be charged additional ad serving fees by Right Media

Preferred clickTag

For the Flash Click Command: The "on release" syntax should not include the destination URL, instead the following clickTag needs to be implemented:

```
on(release) {
    if (_root.clickTag.substr(0,5)=="http:") || (_root.clickTag.substr(0,6)=="https:"){
        getURL(_root.clickTag, "_blank");
    }
}
```

NOTE: The clickTag code is entirely case sensitive.

*Please avoid copying and pasting the clickTag syntax, instead manually re-type

clickTag If Action Script 3 must be used

For the Flash Click Command: The "on release" syntax should not include the destination URL, instead the following clickTag needs to be implemented:

```
function onButtonClick(ev:MouseEvent):void{if(root.loaderInfo.parameters.clickTag.substr(0,5)=="http:"||root.loaderInfo.parameters.clickTag.substr(0,6)=="https:"){navigateToURL(new URLRequest(root.loaderInfo.parameters.clickTag),"_blank");}}
```

NOTE: The clickTag code is entirely case sensitive.

*Please avoid copying and pasting the clickTag syntax, instead manually re-type

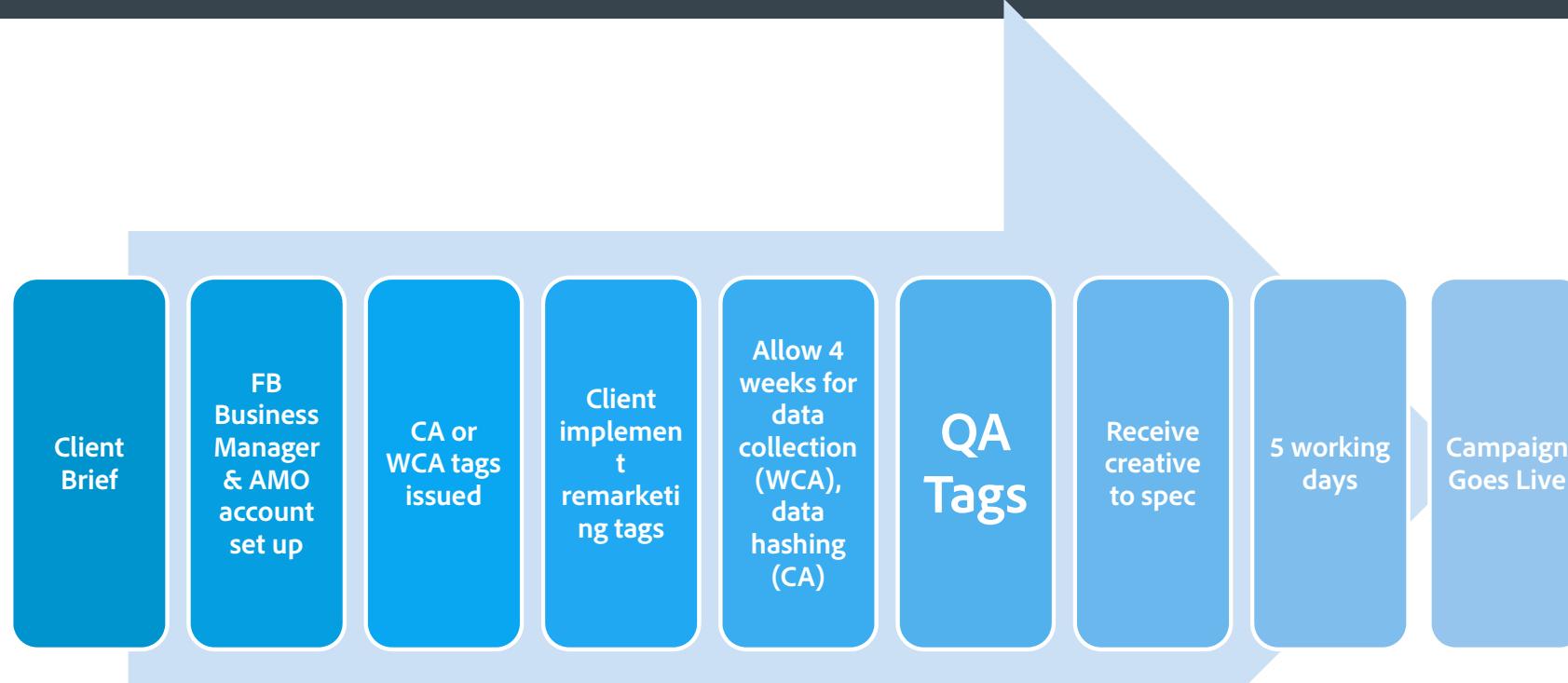
Additional Requirements

Have all edges of the ad be easily distinguishable from publisher content or have a contrasting color border frame the ad. On all .gif and .swf creatives with solid color backgrounds, you must add a visible border of a contrasting color to the majority background color of the creative or they will be disapproved

Expanding ads are not currently allowed

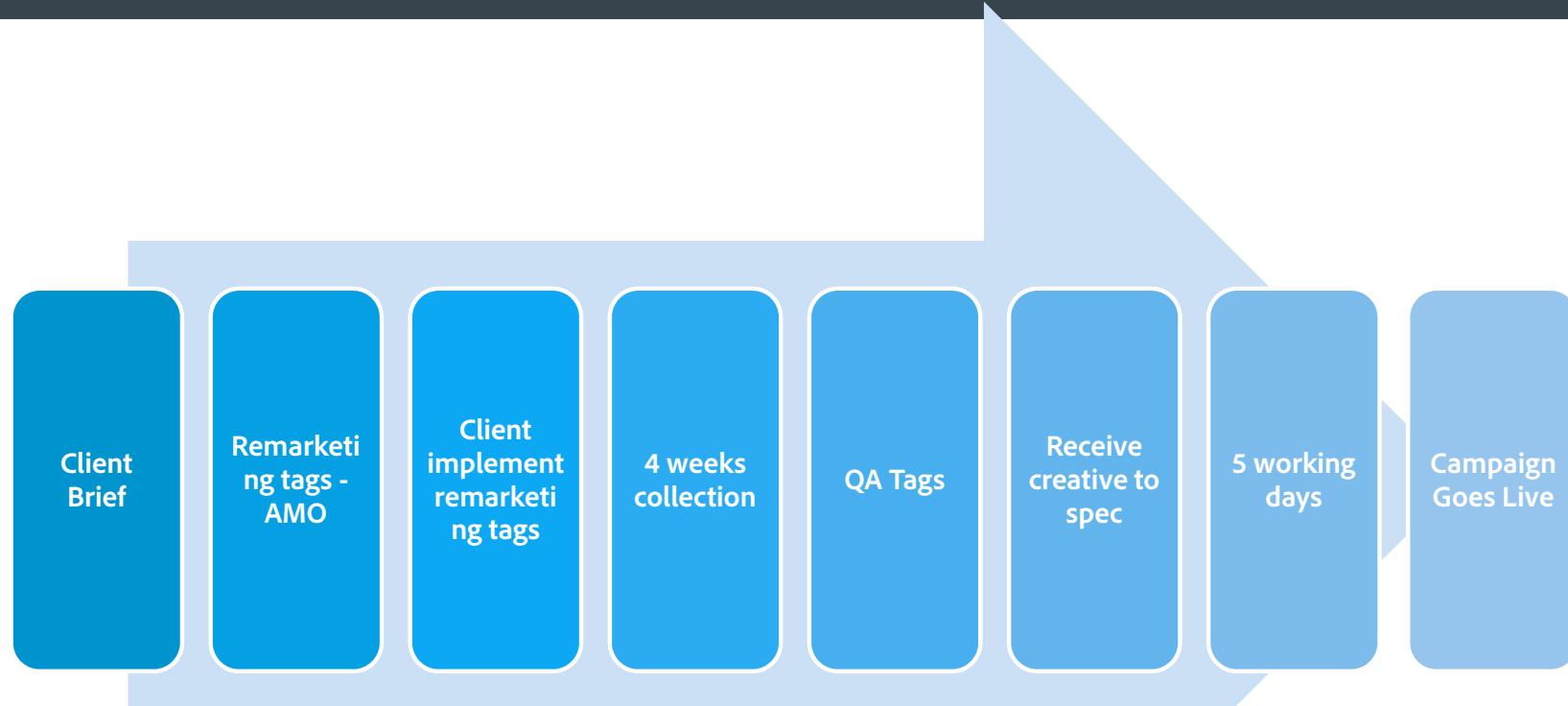


Social Timelines



- Allow at least 6 weeks from brief to live date
- Ensure you have ads in the right specs
- Ensure clients are prepped for creative variations

Display Timelines



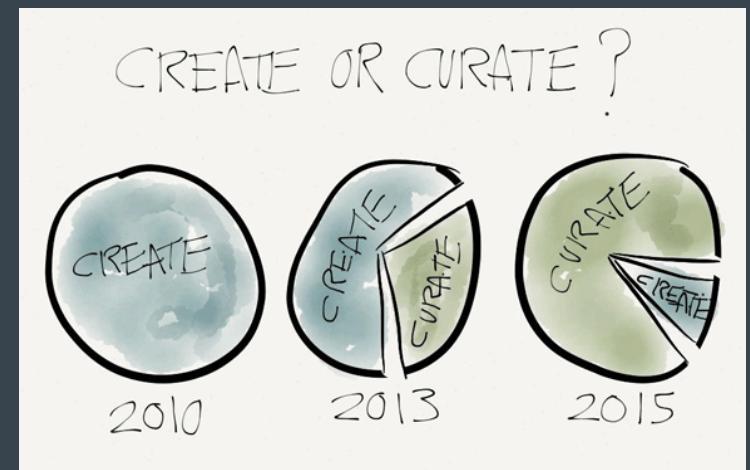
- Allow at least 6 weeks from brief to live date
- Ensure creative is to spec
- Check that it has been approved by ad exchangers

To Do for now

EXTERNAL INDUSTRY HAPPENINGS:

<http://mumbrella.com.au/>;
<http://mashable.com/> ;
<http://www.iabaustralia.com.au/news-and-updates/newsletter-social> ,
<http://adexchanger.com/> ,
<http://www.socialbakers.com/>
<https://www.emarketer.com/Newsletter>

- LinkedIn Feeds, WSJ, Forbes, HBR,
- Google research “news articles”
- Industry events





Adobe



Display 201

PMP, DCO, Core Services, Roadmap, Migration

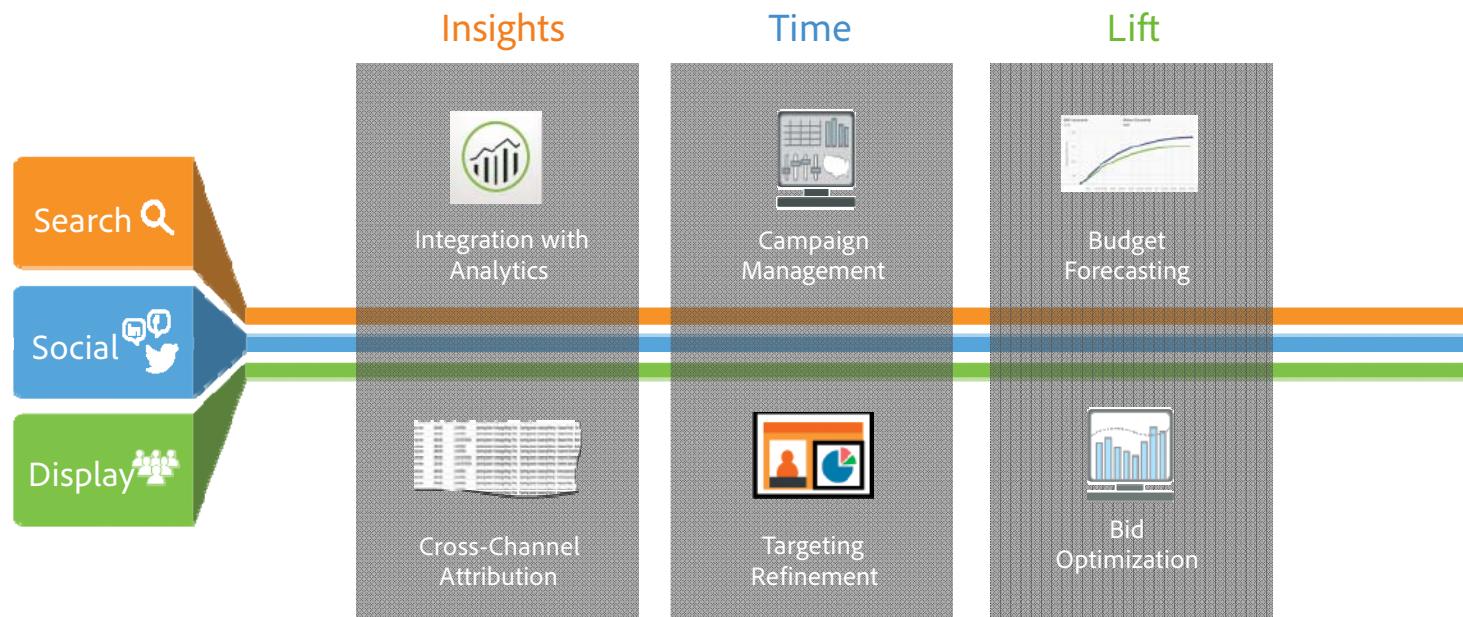


Bē
Janne Parviainen

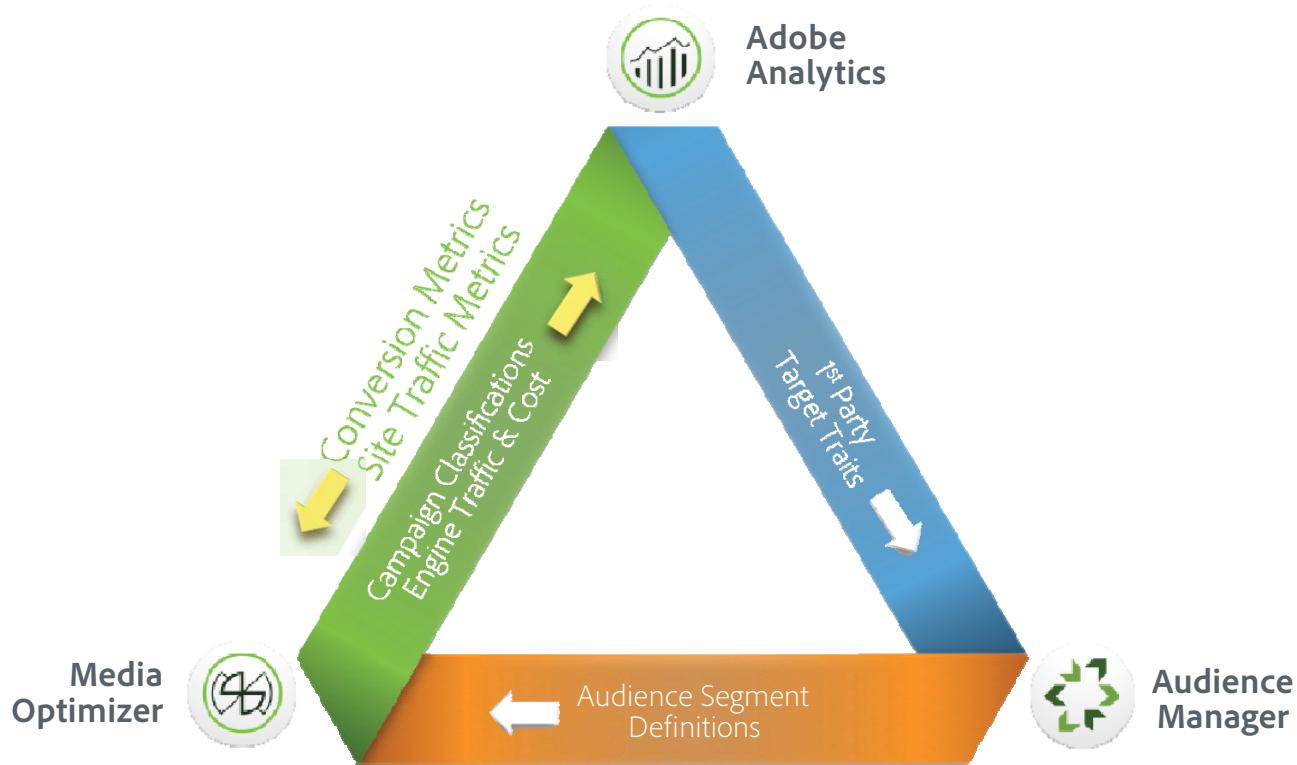
Scale & Reach Across Biddable Media Channels



Benefits of Cross Channel Campaign Management



Marketing Cloud Integration



SEARCH



DISPLAY



SOCIAL



Direct API Connections

Seats on Major Exchanges

FB Marketing Partners

International Coverage

Access to 99% of Domestic RTB
Inventory

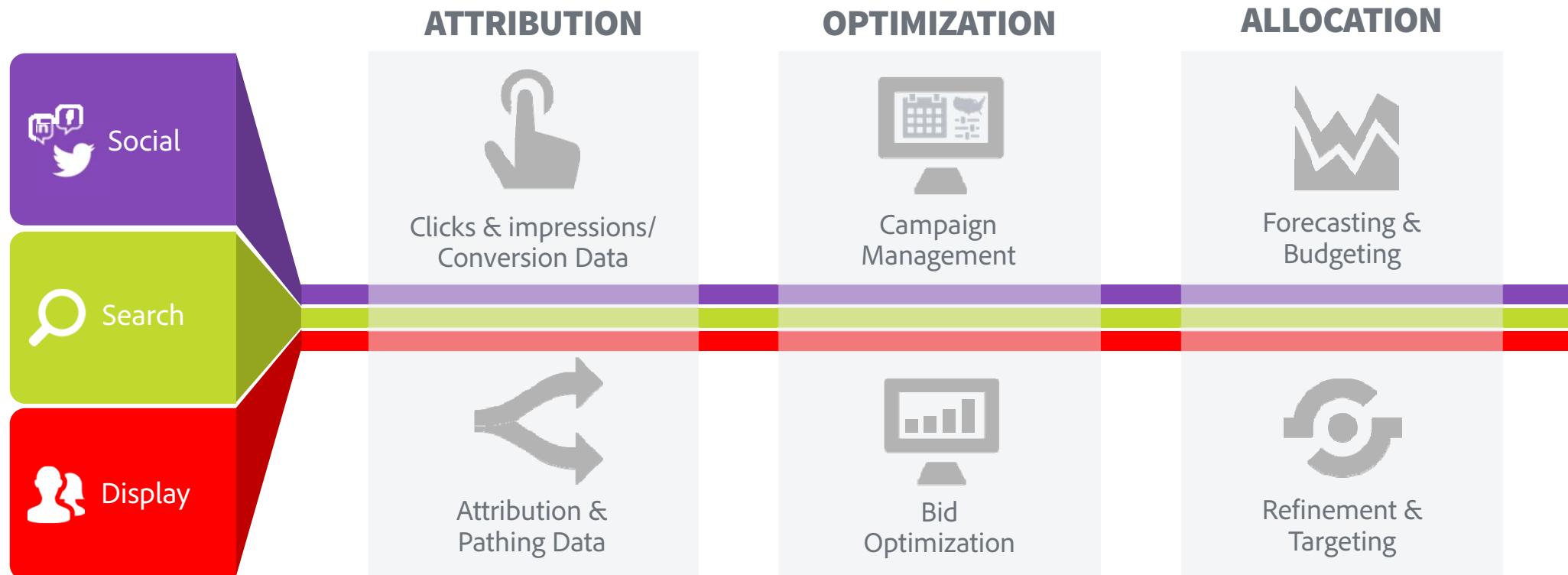
Full Access to FB API

New Releases Every 3 Weeks

Access to >90% of International
RTB Inventory

Ad Technology

Optimize Display Against Other Channels



AMO Display & Analytics Targeting (via Audiences Core Services)

DATA

Customers/Prospects



Adobe Analytics

- Site visitors, CRM data
- Segment building blocks
 - visitors, views, time, rules, include & exclude, logic & nesting

SEGMENT & ACTIVATE

Segment Definition

- High-value audiences
- Abandoners, product pages visits

Activation

- Adobe Marketing Cloud to AMO Display

DISPLAY TARGETING

Adobe Media Optimizer



Save 40% on Creative Cloud for teams.

Lock in US\$39.99/month per user for up to two years. Limited-time offer.

[Join now](#)



Facebook
Exchange



Appnexus



INDEX rubicon
by Connex Media



doubleclick
by Google



OpenX PubMatic



Microsoft
Advertising Exchange

Profiles and Audiences in Marketing Cloud Core Services vs Adobe Audience Manager

- Create single shared Visitor ID for all Adobe solutions
- Create and share audiences and segments across Adobe Marketing Cloud
- Individual or Audience level targeting
- Holistic integration of platforms, devices and channels
- Combine information from online, offline and second- and third-party sources to create complete audience profiles
- Target specific profiles on any content delivery platform, like content management system and ad servers
- Identify, measure and target people as they move across screens and devices
- Identify prospects who are similar in behavior to your most valuable customers, so you can extend your reach



AMO DCO

AMO Programmatic DCO

- DAT is current DCO offer, requires Adobe Target
- Tumri technology acquired 24/4/15
 - Align creative content to audience in programmatic
 - Enhances current capabilities and accelerates AMO DCO roadmap
 - Streamlines ad creation process with flexible templates
 - Mobile ad serving features, HTML 5
- Integrating with Adobe Marketing Cloud



What is it? What are benefits?

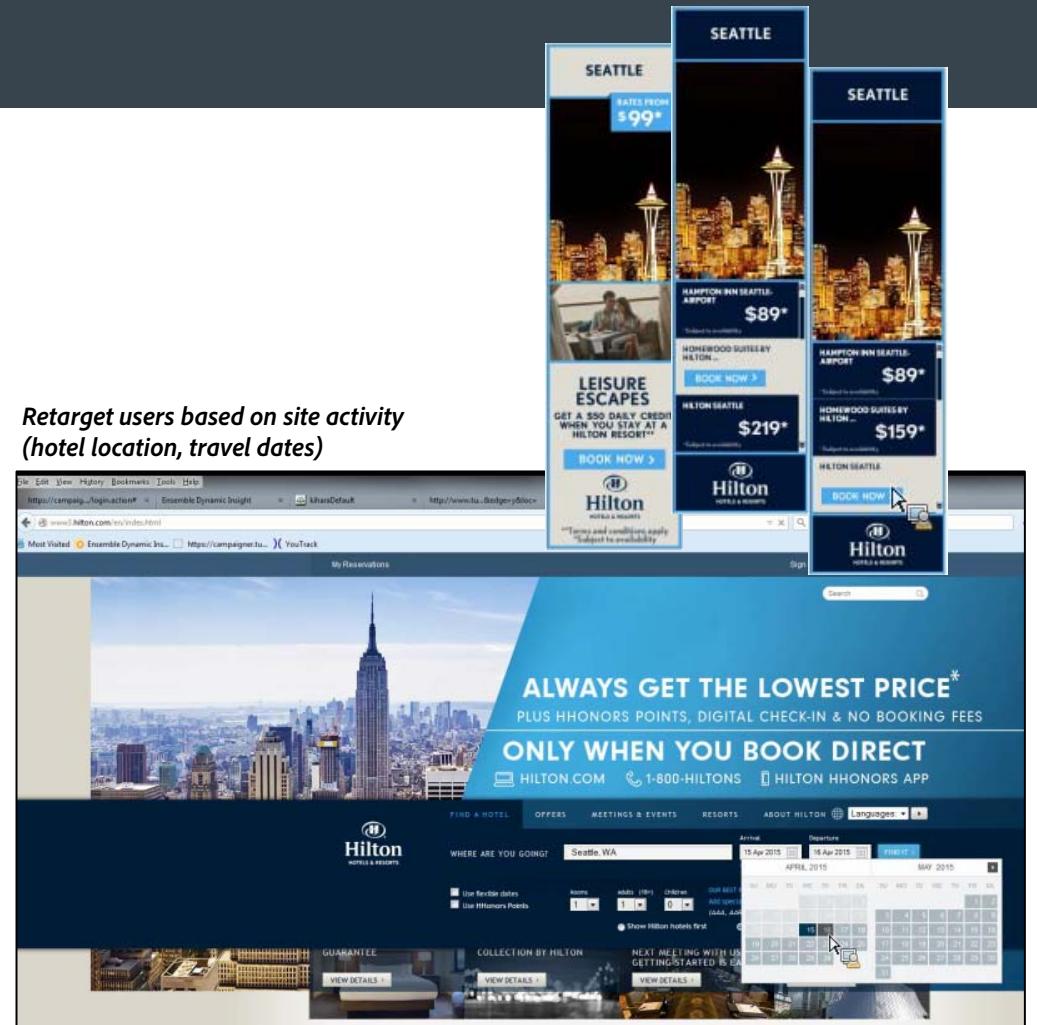
- Drive higher engagement and conversions rates
- Reach users with personalized content across devices
- Powerful tool to seamlessly build, personalize, optimize ad content
- Deliver a unified consumer experience across digital touchpoints with DCO & Adobe Marketing Cloud



DCO Options

Campaign Options

- Creative Research and Optimization
- Site Retargeting
- Audience Retargeting
- Local Targeting



Tumri Announcements & Client PDF



Adobe Acquisition of Tumri Advertising Technology from Collective Media

Please direct any additional questions to Justin Menckel (jmencke@adobe.com) or Tim Waddell (twaddelli@adobe.com)

Tumri is also known as Ensemble Dynamic Creative at Collective

Q: What is Adobe acquiring?

In order to automatically bring scale to creative in real-time campaigns, Adobe has acquired the Tumri advertising technology from Collective Media. With this acquisition, Adobe is extending its programmatic advertising capabilities with new dynamic creative functionality in Adobe Media Optimizer.

Q: What are the benefits of this acquisition and how will it be integrated with Adobe's solutions?

As advertisers seek to scale the contextual relevance of their advertising efforts, finding the right creative and content to align with the programmatic efforts remains the missing link. With Dynamic creative optimization (DCO), advertisers have a powerful tool to seamlessly build, personalize, and optimize creative assets for consumers across devices, which can lead to higher engagement and conversion rates.

With Tumri's DCO capabilities added to Adobe Media Optimizer, advertisers will be able to develop creative ad units at scale and test to see what content is most effective. Also, the addition of Tumri technology will enhance existing capabilities across Adobe Marketing Cloud by streamlining the ad creation process, adding new mobile ad serving features, and extending product retargeting. By integrating Adobe Marketing Cloud Core Services, such as Profiles and Audiences, and asset sharing with Adobe Creative Cloud, the new DCO offer ensures that advertisers can maintain a unified consumer experience across digital touch points.

Q: Why is Adobe acquiring Tumri?

A: We have been in the process of developing an advertising focused DCO within AMO for the past year to replace the current version of DAT. By acquiring Tumri, we can advance that process more efficiently and bring in new team members who are focused on this type of technology.

Here's a little more depth on the 3 key reasons:

- Tumri was one of the leading DCO offers in the market. Both Sandeep and Pradeep were part of the original team to create the technology. This will allow us to integrate the technology more quickly and develop the key features that will allow us to bring a more robust DCO offer to market. We will of course tie the dynamic ad functionality into the landing page optimization process as we do with Target today.

Dynamic Creative Optimization FAQ



New Dynamic Creative Optimization (DCO) Brings Scale and Functionality To Adobe Programmatic Offer

Dynamic creative is a critical element within the programmatic landscape. The need to deliver personalized creative at a granular level to each customer requires a system that can understand the user's past behavior and build and deliver an ad in real-time.

Through the acquisition of Tumri ad tech, Adobe advances DCO capabilities in several ways:

- **Streamlines dynamic ad creation and trafficking**
Tools for designers, engineers and traffickers. Create, publish, and setup trafficking lines from one intuitive UI.
- **Real-time optimization of creative asset selection at product and placement levels**
Machine learning and advanced algorithms shift impressions toward the creative variations that work best depending on success metrics.
- **Delivers rich ad targeting across device types (display, mobile and tablet)**
Target users with relevant ads on any device. Complete tools for building in Flash and HTML5.
- **Robust Flash and HTML5 ad serving capabilities**
HTML 5 Ad-BUILDER Lite allows for rich ads without sacrificing animations or dynamic catalog.
- **Flexible and customizable ad templates**
No limitations to creative design, no rigid template structures, our platform supports fully functional and custom creative templates.
- **Offers feed based retargeting and ad component build-outs**
Serve dynamic retargeted creative to users based on their browsing behavior. Utilize either cookie data or server to server integrations to assure your users are targeted with the most relevant creative.
- **Integrations with data services allow for audience targeted dynamic creative without retargeting**
Target prospecting audiences with relevant dynamic creative based on primary or third party data integrations.
- **Brings greater insights through detailed, product level reporting**
Rich suite of reporting tools allows for advanced reporting at the creative level as well as charting and graphing tools to show trends over time. Utilize heat mapping over impressions time to see when and where on the ad your users click.
- **Dedicated DCO team with experience in the category**
Utilize a committed DCO team with years of industry experience. From reporting to creative execution our expert advice and guidance is available.

With this acquisition, Adobe will deliver a highly flexible DCO offer to our customers with tight integration into the Adobe Marketing Cloud. By leveraging Profiles and Audiences, Asset Sharing from Adobe Creative Cloud, site side optimization from Target, audience capabilities from Adobe Audience Manager and the power of Adobe Media Optimizer campaign management and optimization, Adobe brings a unique programmatic offer to the market.

Note, the new DCO offer will also be available as a stand alone capability for customers who are not currently using Media Optimizer.

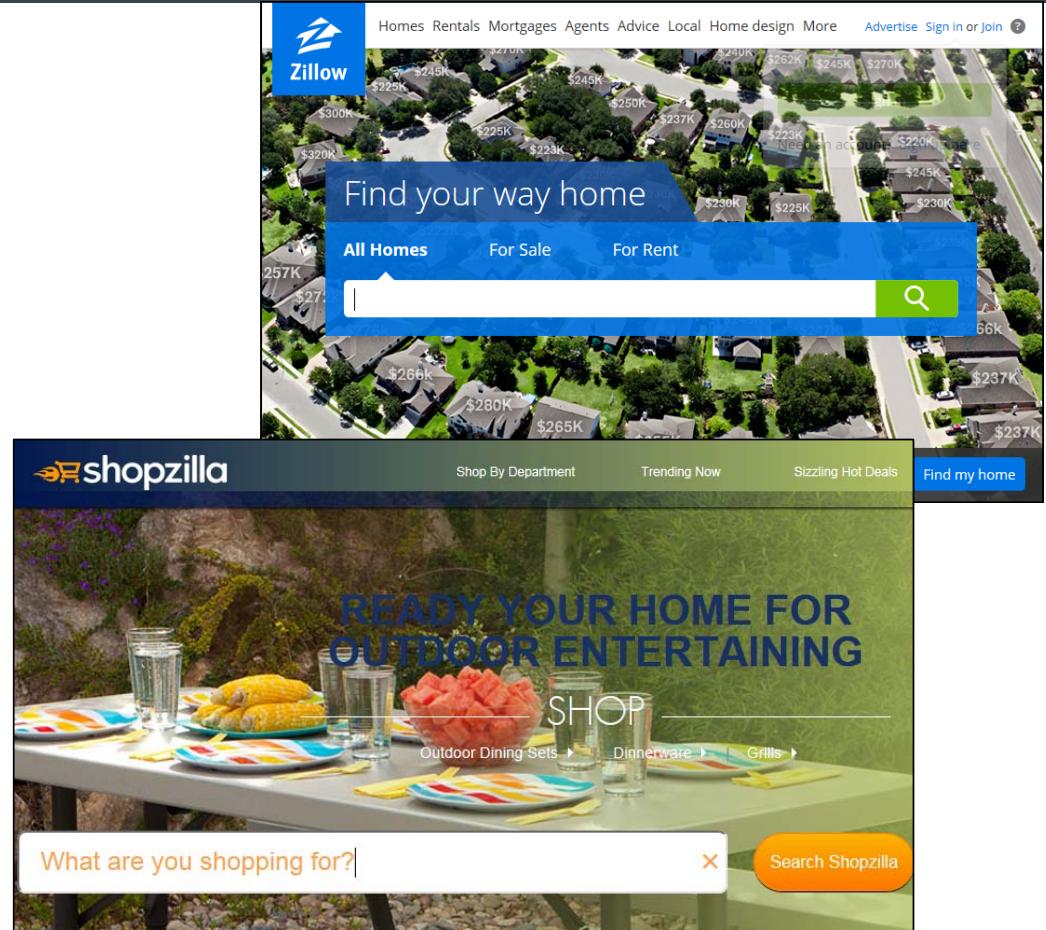
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Private Exchanges

Access Premium Display Inventory

- Performance and awareness objectives
 - Get priority access to high quality inventory
 - Reach target audiences
 - Appear on your brand's approved sites



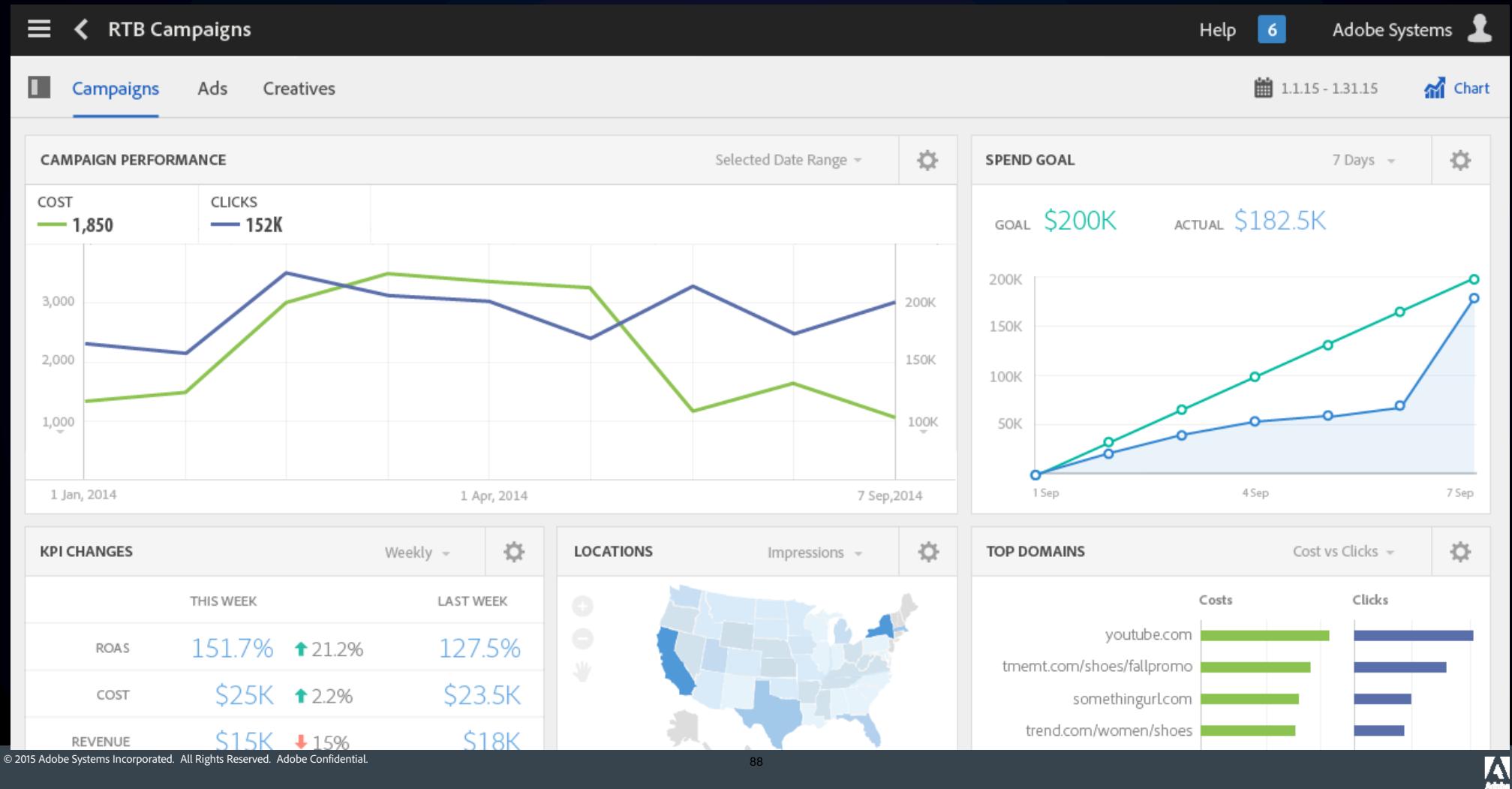
Adobe on Programmatic

Transparent

- Financial transparency into media costs and fees
- No hidden fees or black box
- Reports include media costs by ad inventory source
- Visibility into where the ad runs



SNEAK : AMO Display - New Campaign Management and Creation Workflows



SNEAK : AMO Display - New Campaign Management and Creation Workflows

RTB Campaigns Help 6 Adobe Systems

Campaigns Ads Creatives 1.1.15 - 1.31.15 Chart

Actions ▾ + Create new

Status	Campaigns	Active Ads	7-day	Budget	eCPM	WIns	Cost	Impressions	Clicks	Projection	Start
	35 Campaigns	56		\$12,250	avg \$0.75	avg 10%	\$245,253	1,245,356,304	1,356,304		
	Best Performance Campaign 01	7		\$200	\$0.38	23.5%	\$21,300	223,728,203	728,203	83%	8/18/2015
	Campaign Brand ABC Q1 FY15	17		\$500	\$0.52	72.6%	\$12,353	129,340,600	340,600	68.3%	8/01/2015
	Brand Promo Q1	0		\$1,000	\$0.22	4.53%	\$12,005	52,134,000	34,000	55.2%	7/31/2015
	Campaign Brand Z Q1 2015	3		\$500	\$0.95	72%	\$23,500	716,112,500	112,500	61%	6/23/2015
	Campaign XYZ	6		\$100	\$0.11	2.06%	\$51,000	23,945,100	45,100	90%	6/01/2015
	Campaign AU US SUMMIT	0		\$250	\$0.89	23%	\$2,550	2,367,250	67,250	66.2%	5/22/2015
	Brand X3 - US	0		\$500	\$0.46	12%	\$41,800	55,335,500	55,500	56.3%	4/21/2015
	Mobile Campaign X3 - US No...	0		\$1,000	\$0.75	4.15%	\$10,000	9,237,706	7,706	87%	4/21/2015
	Mobile X2	0		\$500	\$0.21	0%	\$2,150	34,050	50	15%	4/16/2015
	Campaign Brand W - US	0		\$250	\$0.98	0%	\$27,750	23,456	6	10%	3/22/2015

New UI next steps for internal team

- Beta Logins , internal 20 June
- Test on small clients in parallel with current UI
- Campaign migration in back end working towards Sept 1 external
- Client external facing , Sept (approx.)
- DCO (approx. 3 mths after Dec)
- Fees by BU : ideally 15% - 30% for FS, 10% for Tech.

