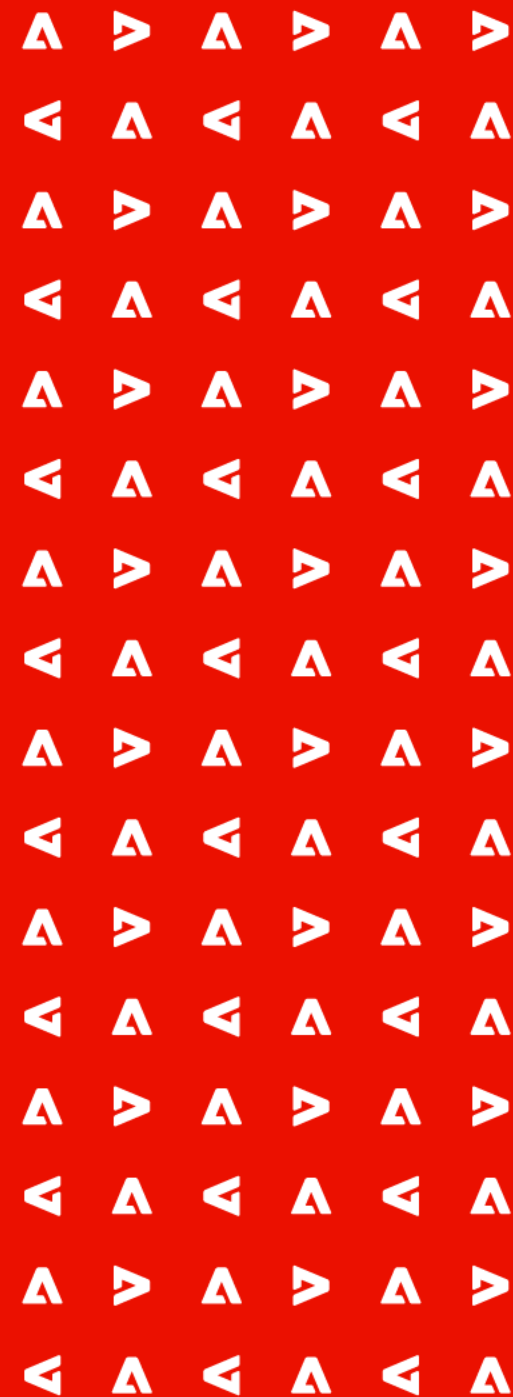




Breakout 2 : The Collision of MarTech and AdTech (Welcome to MadTech)

Mike Ragusa | Manager, Expert Solution Consulting: Real-Time CDP
August 6th, 2024



Agenda

What is MadTech?

How Did We Get Here?

CTV as an Emerging Performance Channel

How Does Adobe Unlock New Opportunities?

Questions

“The biggest trends in advertising right now are the move to advanced audiences and the use of deterministic first-party data”

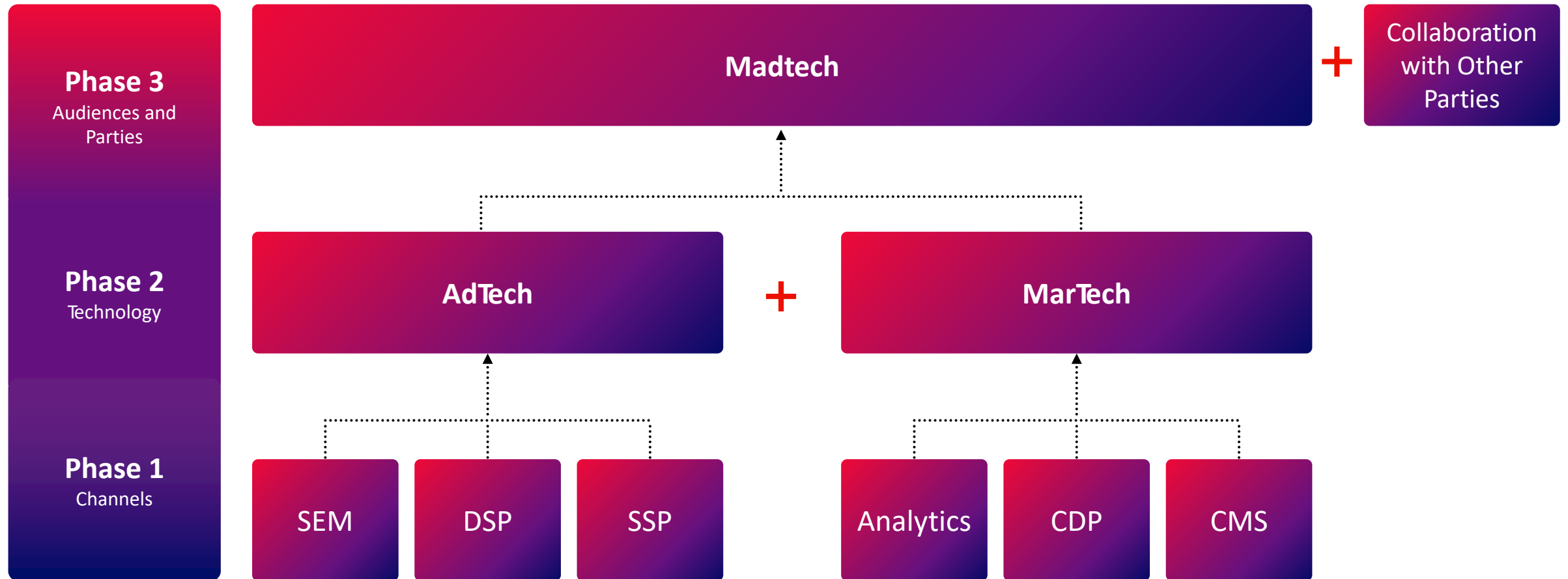
Larry Allen, VP and GM of Enablement and Addressable Audiences

COMCAST

What is MadTech?

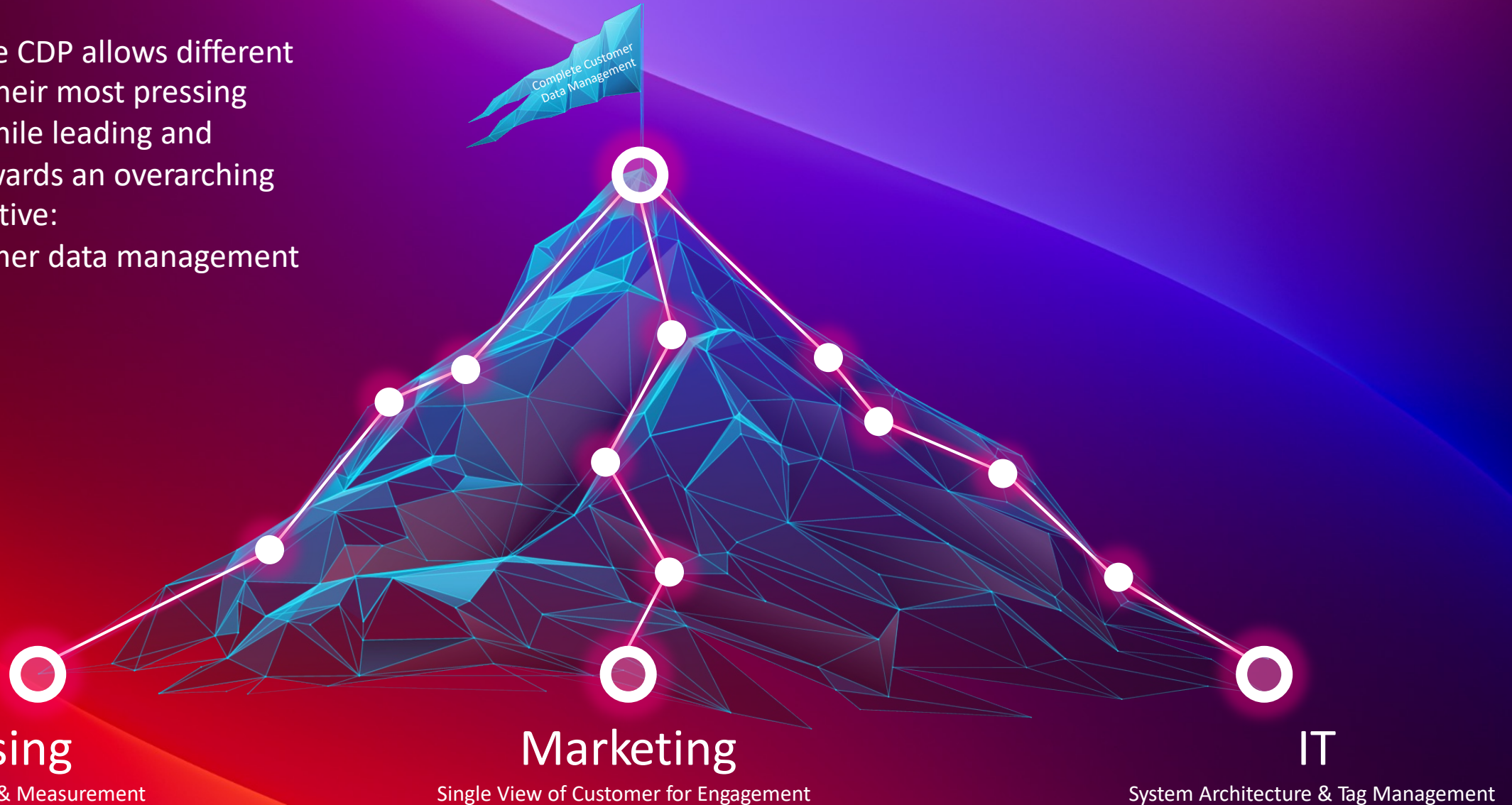


Unification of Martech and Adtech



Harmonizing Enterprises: Unique Basecamps With a Single Summit

Adobe Real-Time CDP allows different teams to meet their most pressing objectives, all while leading and harmonizing towards an overarching enterprise objective: complete customer data management



How Did We Get Here?



The Landscape Has Changed Dramatically in the Past 4 Years

January 2020 - Google announces they'll phase out third-party cookies for more privacy-focused solutions.

September 2021 – With the iOS 14 update, Apple requires apps to ask permission to track users. If they opt out, Apple won't share their IDFA.

July 2023 – Google makes Privacy Sandbox APIs generally available for all Chrome users.

January 2024 - Chrome sunsets cookie support for 1% of users

July 2024 – Google announced that it will no longer deprecate third-party cookies in Chrome

March 2020 - Apple's ITP enhancements to iOS and Safari block the use of third-party cookies across the board.

* As of August 2023, the average opt-in rate for Apple's App Tracking Transparency (ATT) framework is 34%

2022 – Google announces delay in replacing third-party cookies to 2024.

September 2023 – Apple launches Link Tracking Prevention (UTM).

**YOU ARE
HERE**



Dependency on Third-Party Cookies

Question: Does your marketing strategy still depend heavily on third-party cookies?



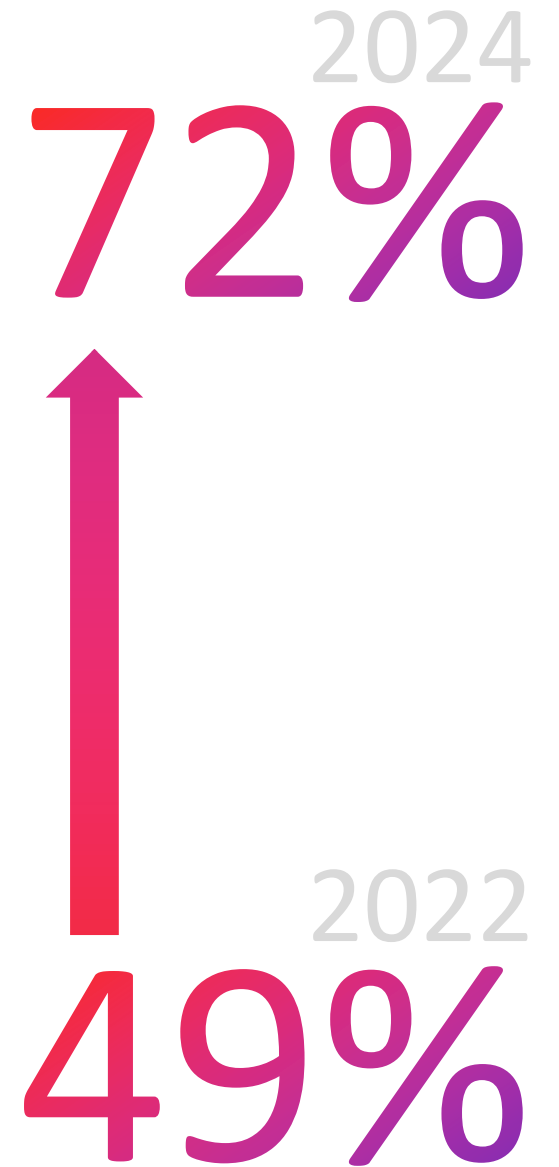
2022
75%



2024
49%

Audiences in Cookieless Environments Today!

Question: What percentage of your total potential market resides in cookieless environments (non-Chrome browsers, mobile operating systems including iOS/Android, or others that don't allow third-party cookies)?



Forecasted Outcome for Programmatic Buying

According to EMarketer

Programmatic
Display Growth

13.3%

Programmatic Media buying will continue to grow 3x the rate of non-programmatic. This growth includes the shift to private marketplaces.

Open Exchange

>10%

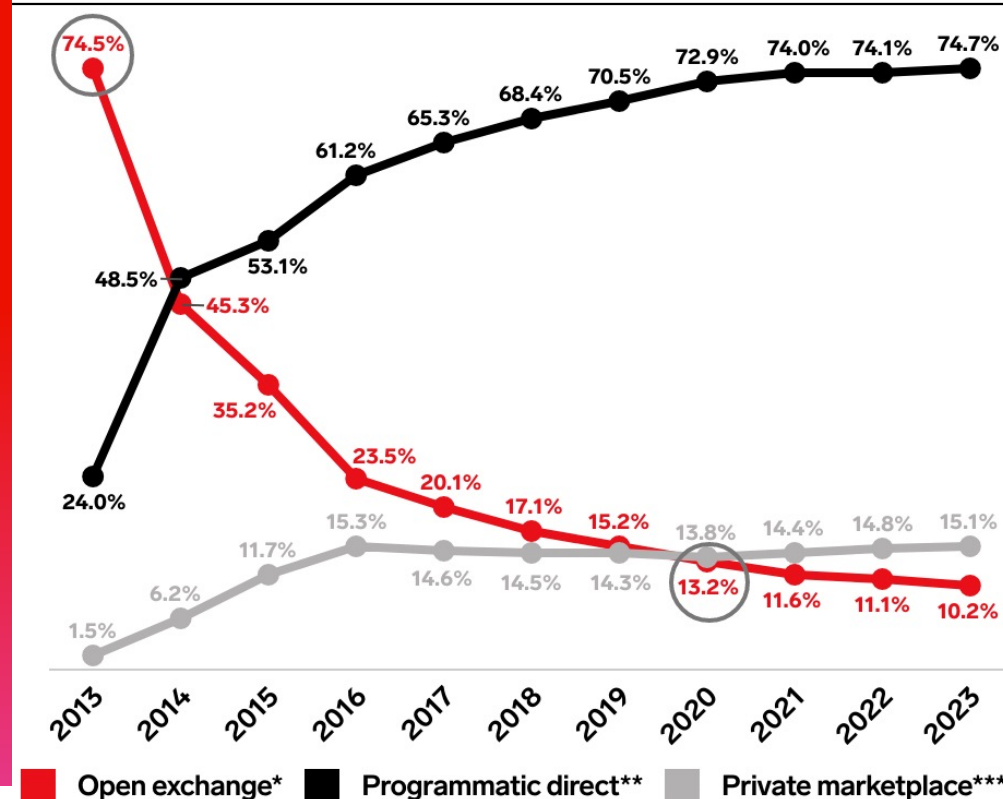
The Open Exchange is expected to fall under 10% for programmatic media buys

1st Party Focus

6/10

Sixty percent of US based media buyers noted a larger focus on 1st Party Initiatives for 2024

In Less Than a Decade, the Open Exchange Went From Most to Least Popular Transaction Method
% of US programmatic digital display ad spending, by transaction method, 2013-2023



The Main Takeaway: Advertisers are trimming the fat, reducing efforts in Open Exchange and refocusing on direct paths to supply side

How Has Digital Media Been Bought and Sold?

Direct Buys



Advertiser/Agency -> Publisher
(i.e. Disney, Meredith, Amazon, NBCU, etc.)



Ad Placement – Advertisers can choose where to place their ads (page, position, etc.)



Audience Targeting – Contextual, based on content of the page



Efficiency – Typically requires negotiations on pricing, RFPs & IOs



Cost - \$10 - \$20 CPMs

Programmatic Buying



Advertiser/Agency -> Real-Time Bidding (RTB) Platforms -> Publisher (i.e. The Trade Desk, Google, Meta, Criteo, etc.)



Ad Placement – Ads are served across thousands of sites



Audience Targeting – Based on advertiser 1st party data



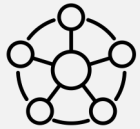
Efficiency – Pricing parameters, T&Cs, and inventory are outlined in the ad platform



Cost - \$1 - \$5 CPMs

In the Wake of Cookie Depreciation, Other Identifiers Have Emerged...

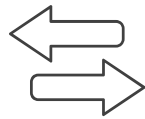
The Durable ID landscape is crowded and early-stage. That said, there are two primary types of Durable IDs emerging, each solving a different set of challenges for Marketers.



Profile IDs

These IDs are used to manage user profiles within CDPs & Cleanrooms.

- Enables Data Enrichment
- Enables Data Collaboration
- Not passed in the bid stream, thus no reason for DSP to integrate with these IDs



Bidstream IDs (a.k.a Universal IDs)

Authenticated IDs

- Requires user Consent
- Tied to Email (or mobile phone)
- Limited scale (less than 10% of site traffic)

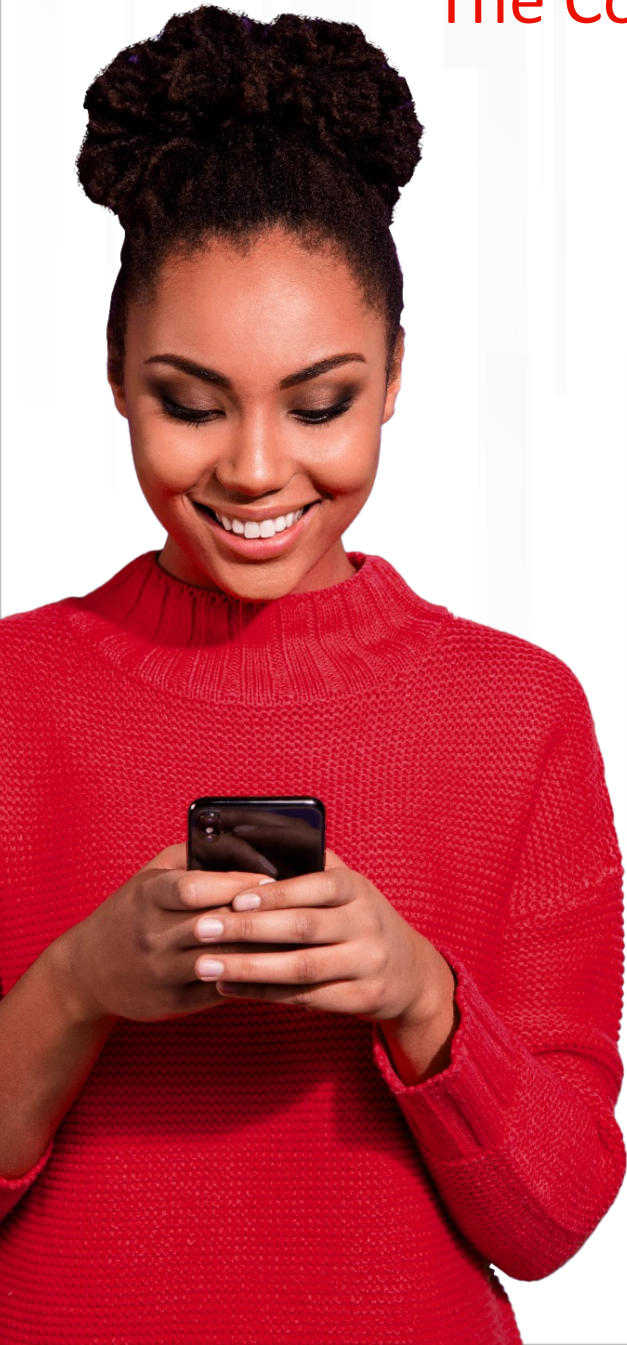
Probabilistic IDs

- Requires user Consent
- IDs derived from 'soft signals' (IP Address, Page URL, User Agent String, Timestamp)
- Large scale (already on 60% of bids)

Hashed email & phone number are the backbone of these identifiers! This is why it's critical to have durable identifiers as part of your future proofed identity strategy!

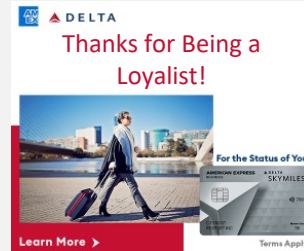
Real-Time CDP launched support for 'Partner Data' in Q3

The Cost of Getting it Wrong



Inconsistent Experiences

Email



Ad

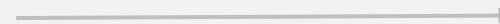
Poor Segmentation

Users'
Site
Activity



Media Inefficiency

User
Booking



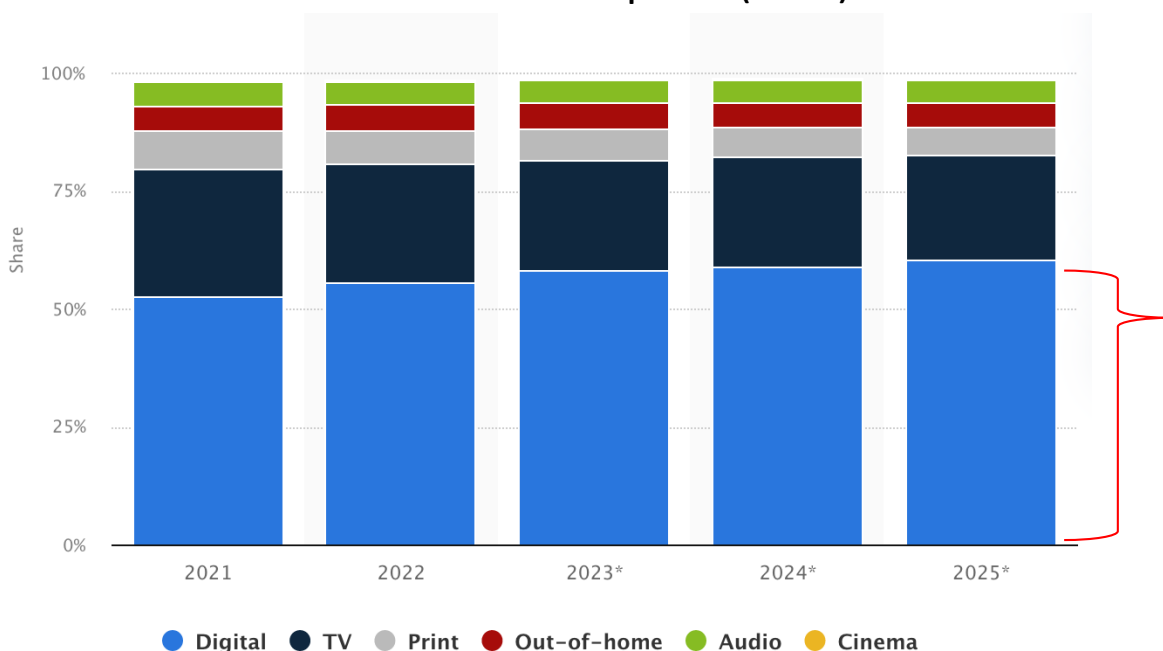
Continued
Ads

CTV as an Emerging Performance Channel

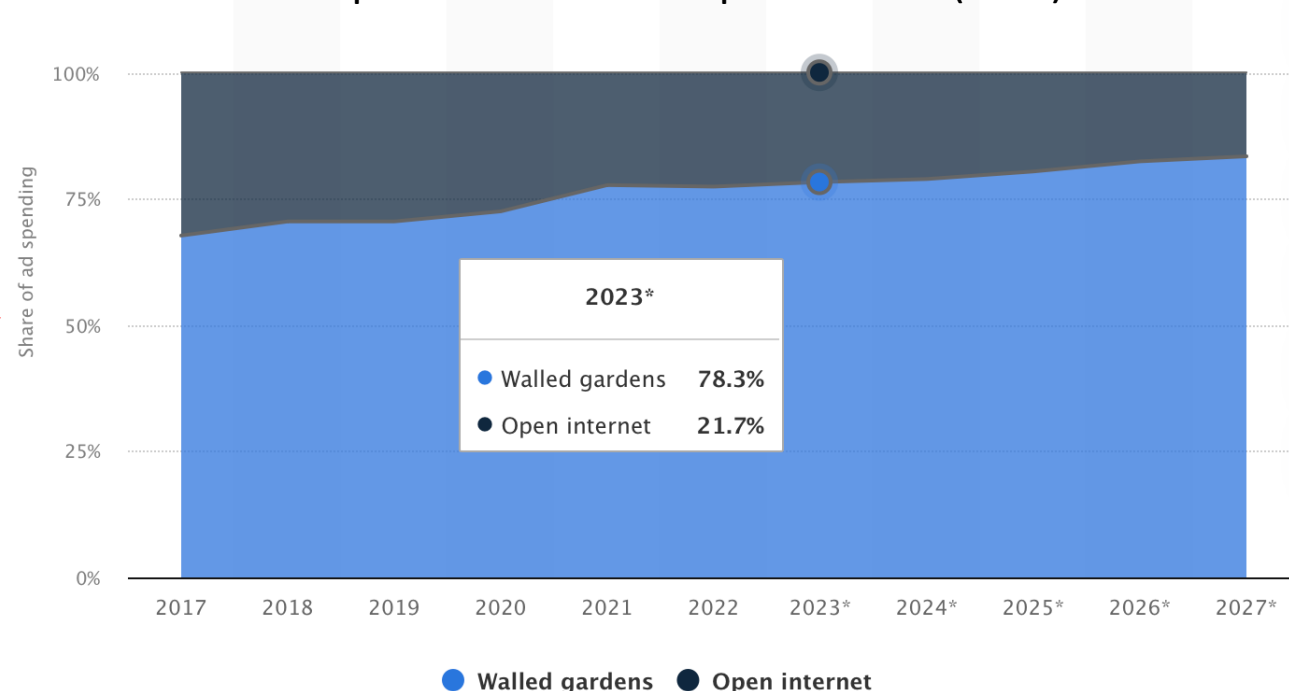


First Party Data is your Biggest Ally

Distribution of Ad Spend (WW)



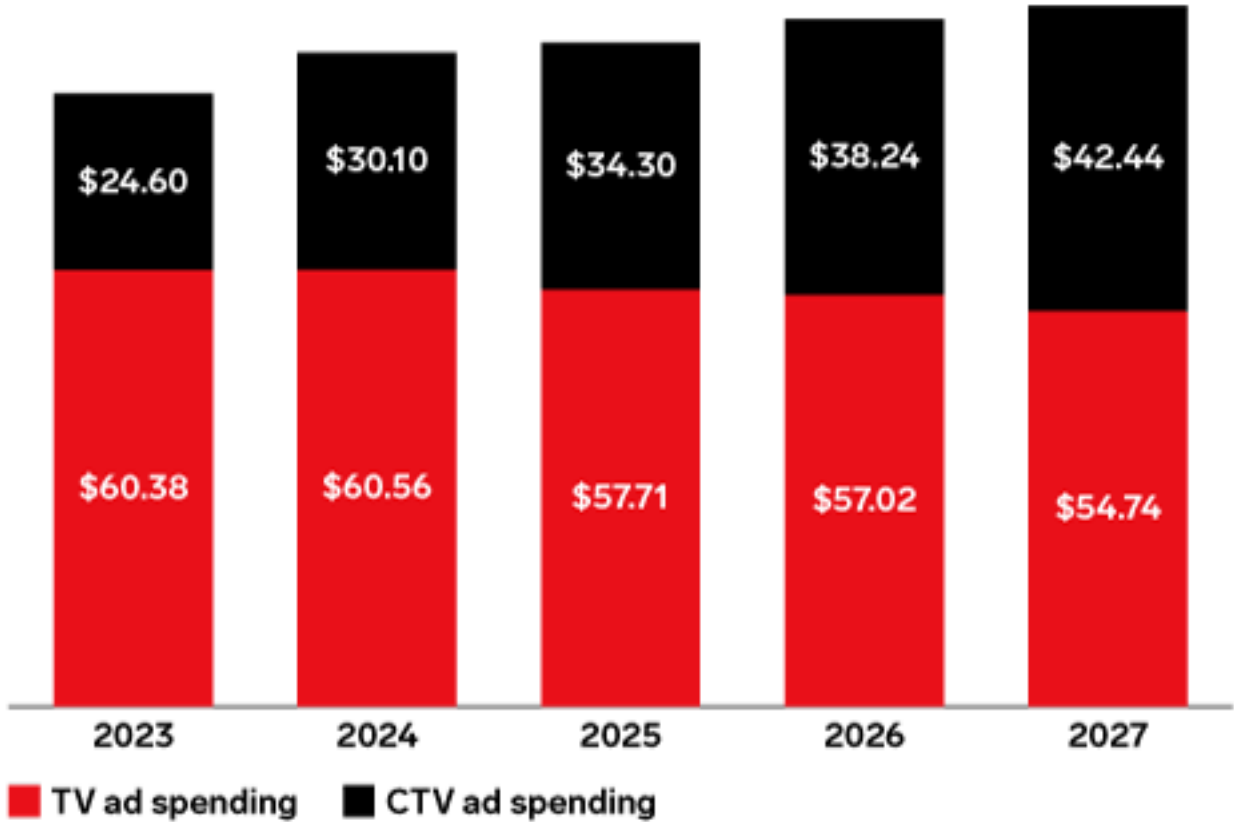
Open vs Walled Ad Spend Share (WW)



- The walled gardens of Meta and Google have been so far ahead in paid media performance because of their vast quantities of first-party data, compared to that of 3rd party data, that has been the main inputs for machine learning in AdTech.
- With many traditional open web publishers now requiring authentication, we can pass seed audience of known converters to the pub to run AI/ML on those populations against their own known audiences for greater precision & reach.

Source: [Statista 2023](#)

Trend -> Spending in Linear vs CTV



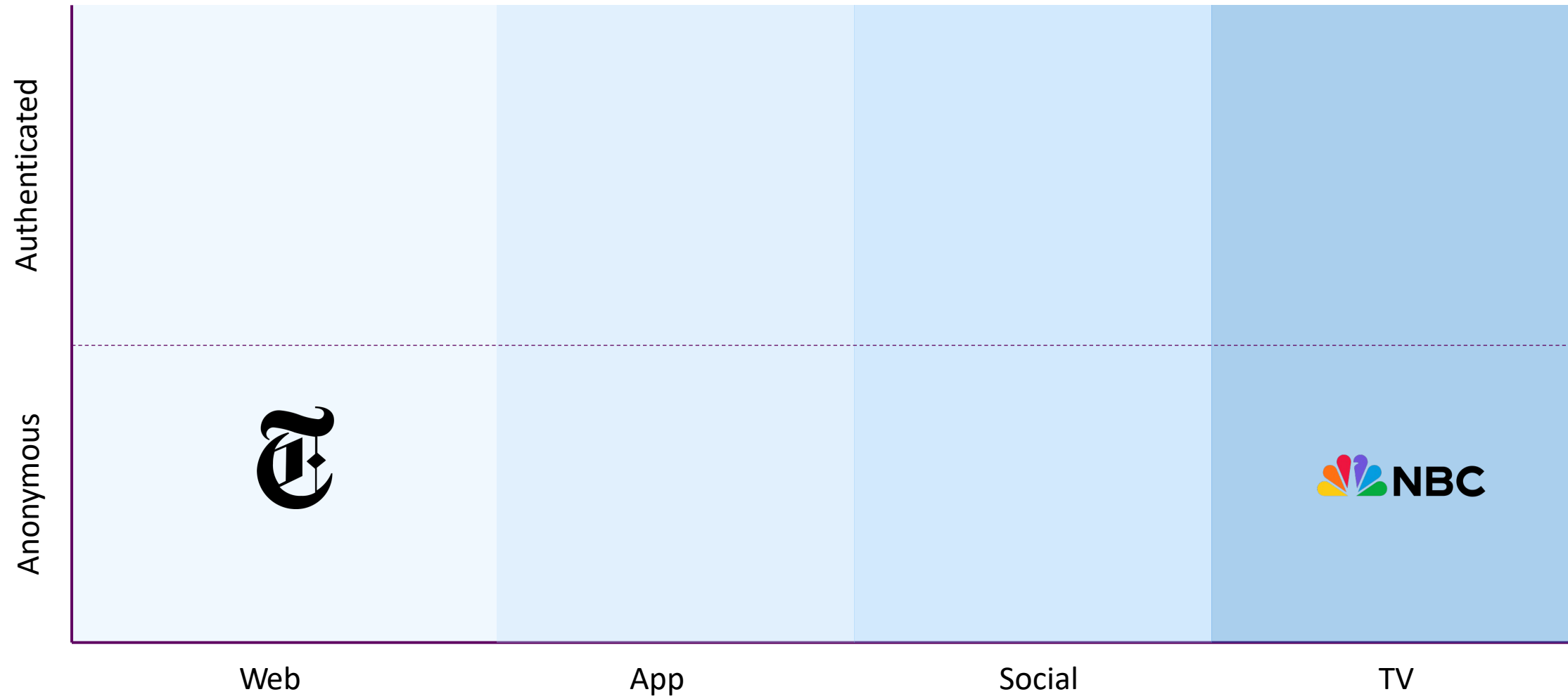
Note: TV includes broadcast TV (network, syndication, and spot) and cable TV; excludes digital; CTV includes digital advertising that appears on CTV devices; includes display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku, and YouTube; excludes network-sold inventory from traditional linear TV and addressable TV advertising
Source: Insider Intelligence | eMarketer Forecast, Oct 2023

1

Advertising is less dependent on 3rd party cookies

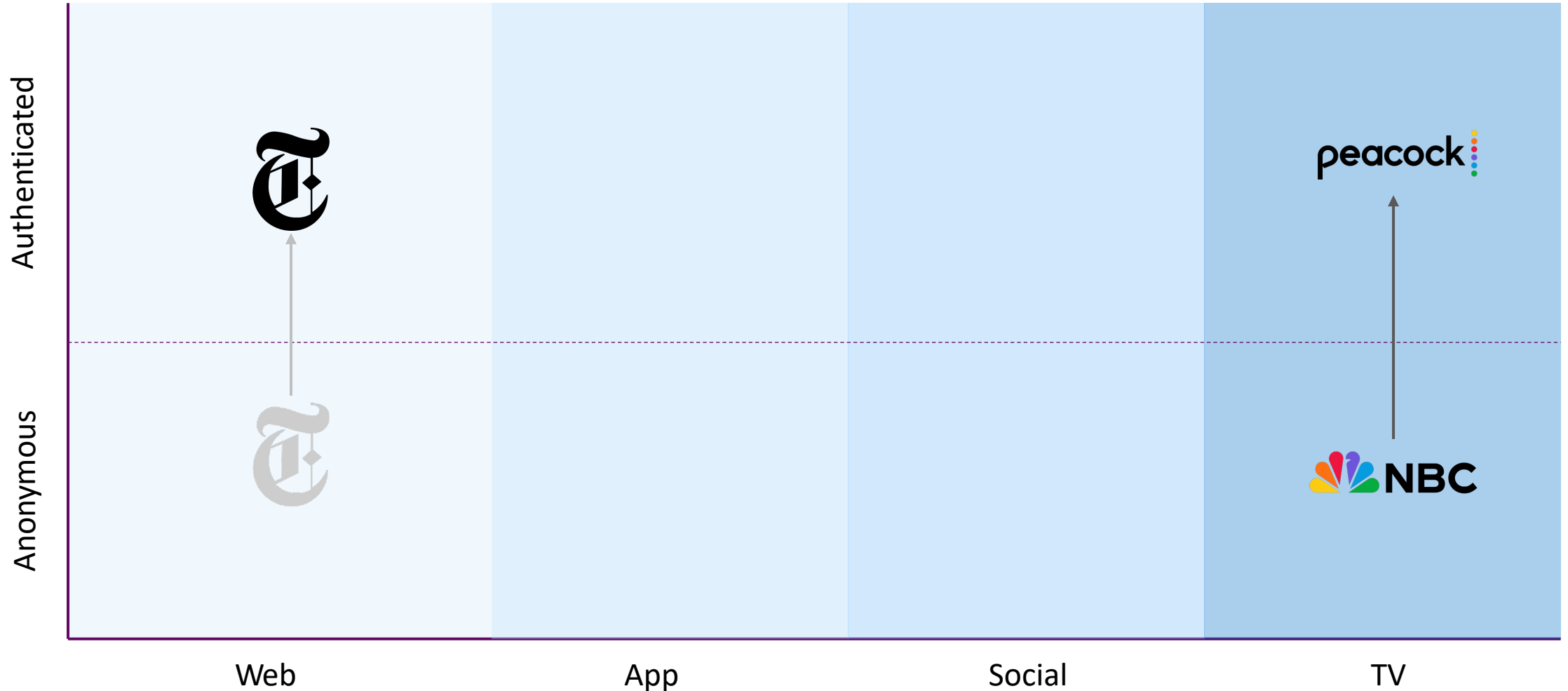
2

Advertising is moving from web-centric and anonymous to omni-channel and authenticated



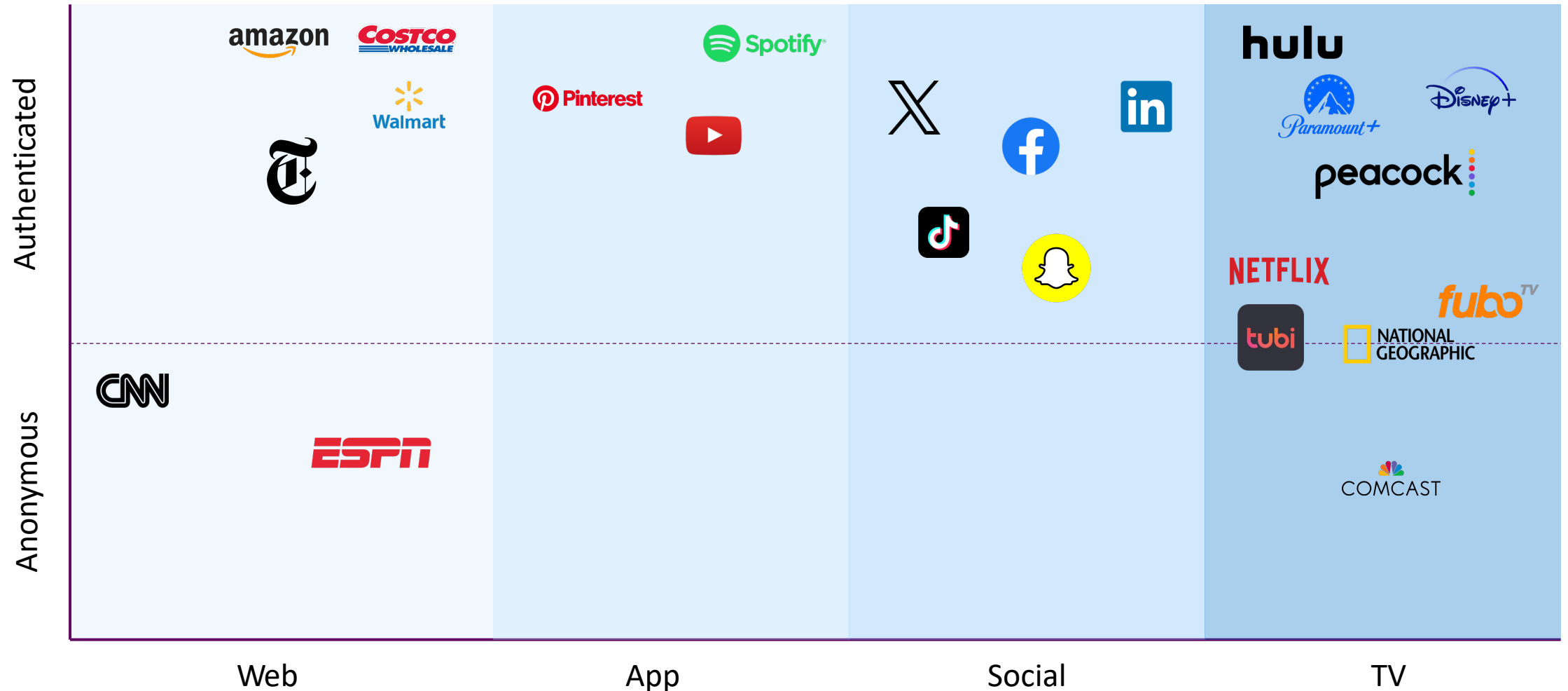
2

Advertising is moving from web-centric and anonymous to omni-channel and authenticated



2

Advertising is moving from web-centric and anonymous to omni-channel and authenticated



How Does Adobe Unlock New Opportunities?



Marketers Feel the Urgency and are Searching for Options

Findings from 2024 Adobe survey of 2800+ global marketing professionals

Cookie-dependency is decreasing but marketers are worried about reach

Cookieless tech is emerging but risks creating new data silos

Budgets are shifting to direct and measurable activation with partners

78%

of marketers say their companies have adopted a **customer data platform**

<28%

say their company is successfully leveraging **second or third-party data** within their CDP

71%

Say data collaboration workflows to augment first-party data are a very important criteria in CDPs, yet most vendors do not provide this

Of the companies that have adopted a CDP or data clean room,

<34%

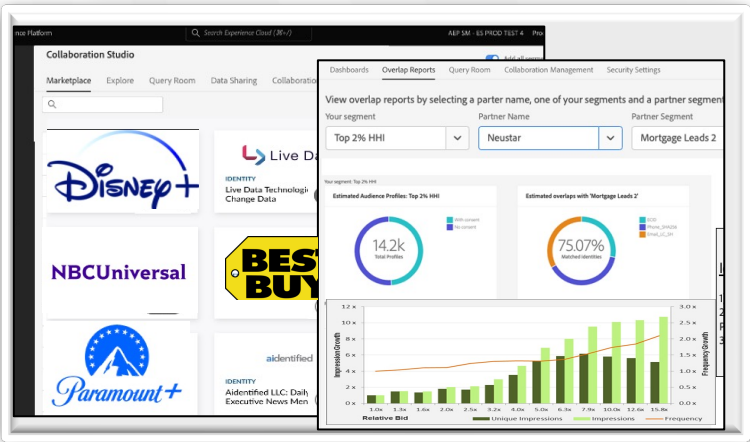
said they felt more prepared for cookieless marketing

Data Collaboration on RTCDP Vision for Tomorrow

No-code Collaboration platform purpose-built for Advertiser-to-Publisher direct campaign planning, modeling, and closed loop measurement.

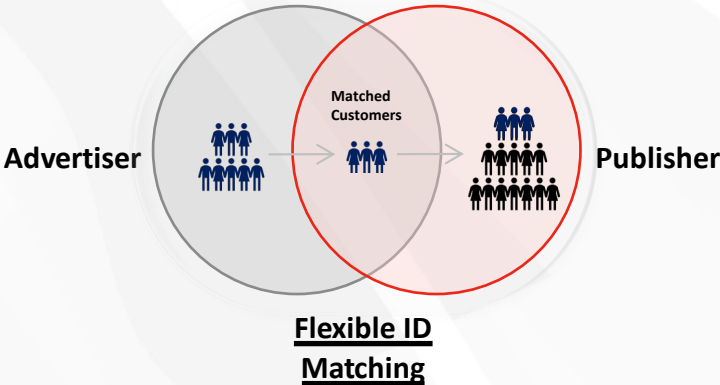
CONNECT & PLAN

Publisher Discovery and Advertiser Campaign Planning



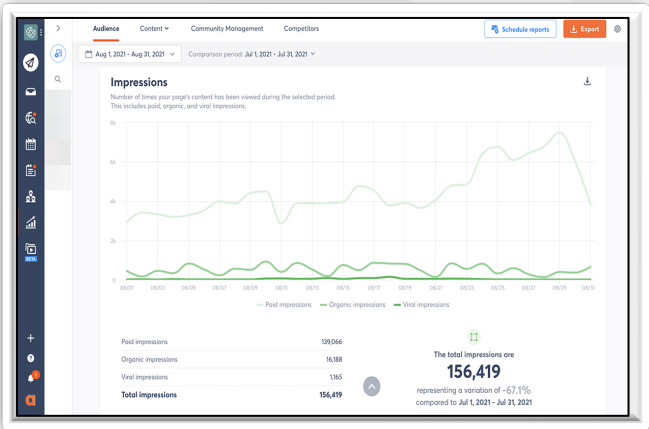
EXPAND & ACTIVATE

Model, Share, and Activate Audiences on any identity (including partner ids)



MEASURE & OPTIMIZE

Measure Campaign Performance Reports



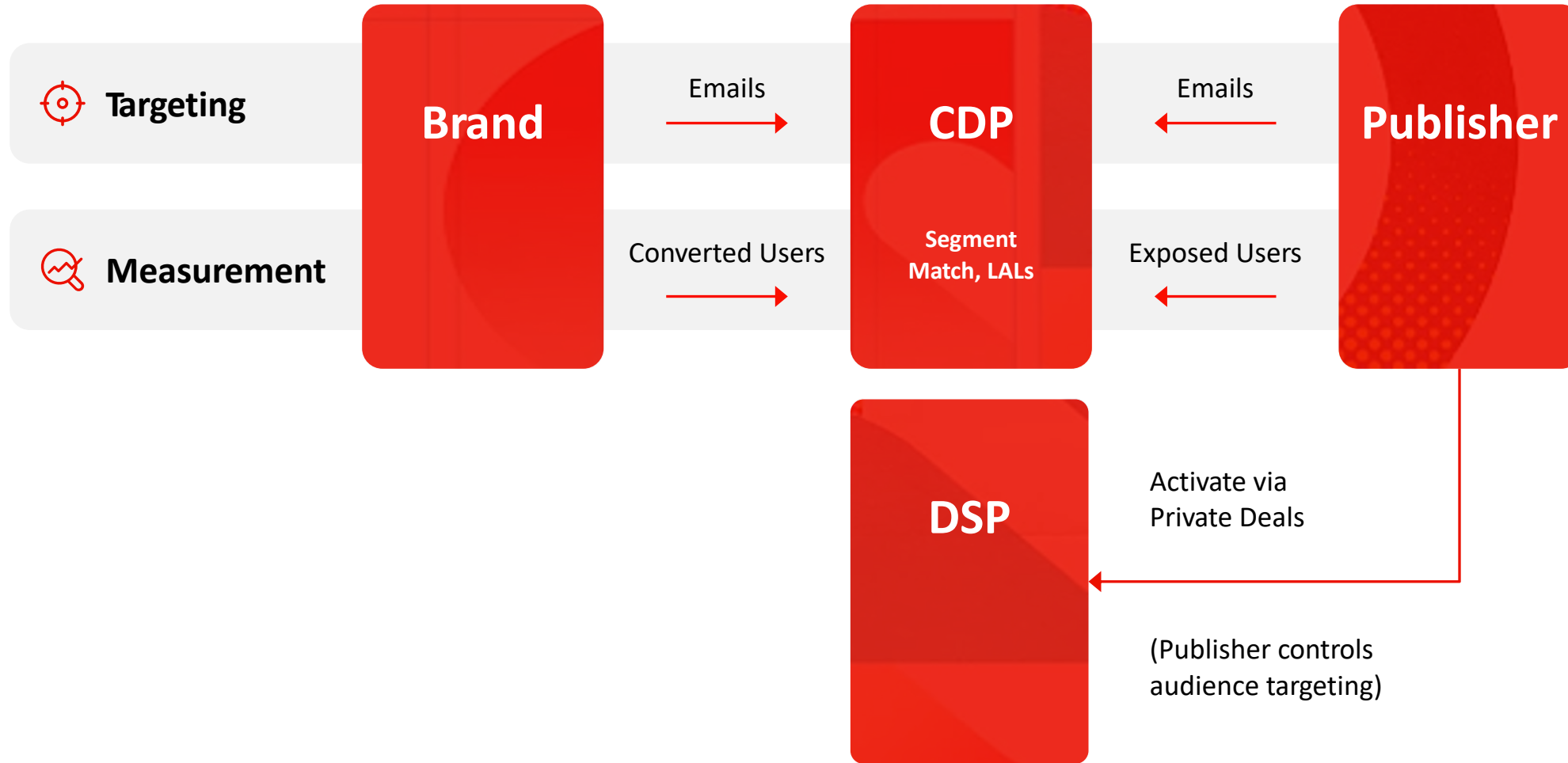
Consent and Governance

Privacy-enhancing Technology

Zero-copy Architecture

How Does it Work?

Data Collaboration. Targeting & Measurement with Premium Publishers



Discover publishers

My Company | 18 Collaborators

Discover publishers

My connections

Connect with a Publisher

Inactive

M

Mickey+

laborum-animi-arcus-aurum-perferendis-corrigo-approbo-attonbitus-uterque-patruus-tui-quia-denuo-atavus-teres-vulticulus-quo-id-vix-torrens-delego-ex-quaee-credo-numquam-cibo-odit-dolore-coma-aspcio-caveo-triduana-stultus-

1 collaboration

16 audiences

View publisher

Connect

Inactive

M

Mickey+

voluptates-ascisco-inventore-cubo-ustilo-termes-statim-ute-cubito-averto-tubineus-sol-compono-averto-tubineus-sol-cubito-suspendo-attollo-ad-abduco-audio-nobis-desparat-arca-tergum-vestigium-creptio-

1 collaboration

no audiences

View publisher

Connect

Inactive

View publisher

Connect

Active

View publisher

Connect

Inactive

M

MeTube

demitto-soleo-officia-demonstro-confido-similique-deinde-tredecim-vehemens-expedita-usitas-repellat-apud-coadunatio-acquiro-vindico-bis-inflammatio-tonsoraro-excepturi-eius-thorax-patruus-minus-iure-bis-valde-supellex-aqua-infit-velociter-

1 collaboration

18 audiences

View publisher

Connect

Send connection invite

The publisher will receive your connection invite. Here is what to expect next.

Send connection invite

Publisher accepts invite

Submit connection settings for publisher to review

Publisher accepts connection settings

Start collaborating on campaigns

Cancel

Send invite



Connection with Lulu

View collaborator



Home



Connect



Collaborate



Setup

Connection status: ● Invite sent
Connection owner: My Company
Contact: Rudolph14@gmail.com Reta52@yahoo.com

Connection Settings and Agreements

Use cases

Measurement Audience sharing
Audience insights Audience insights
Audience sharing

Edit

Match keys

Liveramp Id Merkury Id

Billing ownership



You haven't started the settings yet.

Legal agreement

I have an existing Data Sharing Agreement



Setup
My Company

My organization My audiences My measurement data

Active

Dancing

Identities	Projects
803K	0
Source	Schedule
S3	Weekly
Created	Last updated
5/22/24, 6:01 PM	5/22/24, 10:50 AM

View

Draft

Foodies

Identities	Projects
317K	11
Source	Schedule
CSV	Weekly
Created	Last updated
5/22/24, 9:45 AM	5/22/24, 4:10 PM

View

Published

Tech Enthusiasts

Identities	Projects
472K	10
Source	Schedule
Snowflake	Weekly
Created	Last updated

Draft

Foodies

Identities	Projects
930K	5
Source	Schedule
S3	Monthly
Created	Last updated

Active

Fashionistas

Identities	Projects
563K	11
Source	Schedule
Snowflake	Daily
Created	Last updated

Brand details and Audiences



Add Audience

Cancel

Back

Next

1 Select audience source > 2 Select audience > Map fields > Manage privacy > Schedule > Review

Home

Connect

Collaborate

Setup

Name	Profile count	Origin	Description	Tags	Created
☐ Fashionistas	2	CSV	Cattus agnitio aestus cinis adeptio va...	tag	Thu May 23 2024 17:04:55 GMT+030...
☐ Tech Enthusiasts	2	AEP	Universe minima fugit eum deripio t...	-	Thu May 23 2024 20:47:09 GMT+030...
☐ Gamers	2	AEP	Verumtamen defero virtus. Tum stip...	-	Thu May 23 2024 01:07:22 GMT+030...
☒ Tech Enthusiasts	2	S3	Torrens adstringo cetera vito tergeo. ...	-	Thu May 23 2024 09:32:19 GMT+030...
☐ Tech Enthusiasts	2	S3	Cur tepesco comptus aestas ustulo. ...	tag tag	Thu May 23 2024 10:40:35 GMT+030...
☐ Crafts	2	CSV	Tantum dolor defero. Validus occaec...	tag tag	Thu May 23 2024 13:50:35 GMT+030...
☐ Crafts	2	CSV	Textilis qui charisma advoco peior co...	tag tag	Thu May 23 2024 12:51:36 GMT+030...
☐ Art Experts	2	S3	Ab tametsi cetera. Perspiciatis id coh...	tag	Thu May 23 2024 14:35:44 GMT+030...
☐ Fashionistas	2	Snowflake	Tempora deripio carpo. Totus defess...	tag	Thu May 23 2024 18:13:44 GMT+030...
☐ Crafts	2	Snowflake	Aurum summpopere supra agnosco u...	tag	Thu May 23 2024 23:21:34 GMT+030...
			nsor. Tantum ...	-	Thu May 23 2024 16:26:07 GMT+030...
			go censura a...	tag tag	Thu May 23 2024 12:55:21 GMT+030...
			ptatum nesci...	tag	Thu May 23 2024 13:23:17 GMT+030...

Audience Onboarding



Add Audience

Cancel

Back

Next

1

 Select audience source >

2

 Select audience >

3

 Map fields > Manage privacy > Schedule > Review

Here are the target fields you can map for your audiences. We've reviewed your dataset and made some mapping suggestions. You can change the mapping by selecting a different field. View Target fields for more details.

 Add extension table

Source fields		Target fields	
HASHED EMAIL	→	Hashed Email	
HASHED PHONE	→	Hashed phone number	
HASHED EMAIL	→	Email	
PHONE	→	Phone number	
	→	IP Address v4	
	→	ECID	

+

 Add field



Add Audience

1 Select audience source > 2 Select audience > 3 Map fields > 4 Manage privacy > Schedule > Review

Cancel

Back

Next



Home



Connect



Collaborate



Setup

Who can see the audience?

- ☐ None of the collaborators
- ☐ None of the collaborators
- ☒ Only selected collaborators can use the audience

Collaborators who can use the audience

Collaborator 3

Collaborator 1 Collaborator 2 Collaborator 3

Hashed email

- ☒ Insights and overlap
- ☒ Audience sharing
- ☐ Audience activation
- ☐ Measurement

Hashed phone number

- ☐ Insights and overlap
- ☐ Audience sharing
- ☒ Audience activation
- ☐ Measurement

Email

- ☒ Insights and overlap
- ☐ Audience sharing
- ☐ Audience activation
- ☒ Measurement

Phone number

- ☐ Insights and overlap
- ☐ Audience sharing
- ☐ Audience activation
- ☐ Measurement

IP Address v4

- ☐ Insights and overlap
- ☐ Audience sharing
- ☐ Audience activation
- ☐ Measurement



Add Audience

1 Select audience source > 2 Select audience > 3 Map fields > 4 Manage privacy > 5 Schedule > Review

Cancel Back Next



Home



Connect



Collaborate



Setup

Schedule when to start and end populating the audiences.

Start date *

5 / 25 / 2024



Start time *

12:00 PM

End date *

5 / 29 / 2024



Frequency *

Daily





Add Audience

Cancel

Back

Complete

1

Select audience source >

2

Select audience >

3

Map fields >

4

Manage privacy >

5

Schedule >

6

Review

Please review the audience settings.

Audience selection

Edit

Audiences:

Source audience 1

Source audience 2

Source audience 3

Source audience 4

Source audience 4

Source audience 5

Source audience 6

Source audience 7

Mapping

Edit

Privacy settings

Edit

Who can use the audiences:

Connection 1

Connection 2

Connection 3

Visible metadata:

Show Audience Name

Show Audience Counts

Show Audience Overlap %

Use cases:

Identity A

Insights and overlaps

Audience Sharing

Audience Activation

Measurement

Identity B

Audience Sharing

Audience Activation

Measurement

Schedule

Edit

Start: 05/15/2024 12:00AM

End: 05/15/2024

Frequency: Daily

Home

Connect

Collaborate

Setup



My projects

My Company | 5 Projects | 18 Collaborators



Home



Connect



Collaborate



Setup

Collaborator All collaborators ▾



Paused



Dec '24 Winter Sale

Expansion

Textus demitto cauda ter vitiosus sono. Demoror compello velut administratio sumptus carpo. Currus vado solitudo subiungo timor. Vulnero tepidus patior utrum atrox ancilla vicinus. Vulariter abeo crastinus admoveo ait calcar claro colo



View



Apr '24 Spring Sale

Prospecting and acquisition

Amita defero eum quibusdam Tumultus sulum theatrum celeb calco aperiam expedita numqu aro tergiversatio currus strues v Corrupti porro theatrum est cla Vallum spargo amicitia veritatis



View

Create project

brand awareness Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Expansion

Expansion Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Measurement

Measurement Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Planning

Planning Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Prospecting and acquisition

Prospecting and acquisition Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Retargeting

Retargeting Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



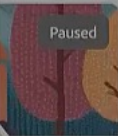
Suppression

Suppression Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Cancel

Next



Paused



Apr '24 Spring Sale

Retargeting

Show all (4)

condico
ibo. Verto
trepide
consequatur
debitis
icio solio.

Modi baiulus verbera stillicidium defetiscor. Apparatus timor paulatim vitiosus delicate comparo recusandae vereor. Thymbra victoria eius absens tollo comprehendo textor laboriosam. Tamdiu solutio adfflcto commodi cilicium pecco adimpleo cubitum



View



Setup

Home

Connect

Collaborate



May '24 Spring Sale



My Company



ABCGlobal

Project overview

Discover

Share

Measure

Created by Dr. Jeff Sanford

Modified by Orville Abbott PhD



Saved 3 months ago

Compare audiences

Select My Company audiences to compare with all ABCGlobal audiences.

My Company

ABCGlobal

All audiences

All audiences

Overlapping identities



128M Identities

Match key breakdown



Match key

Liveramp Id

Merkury Id

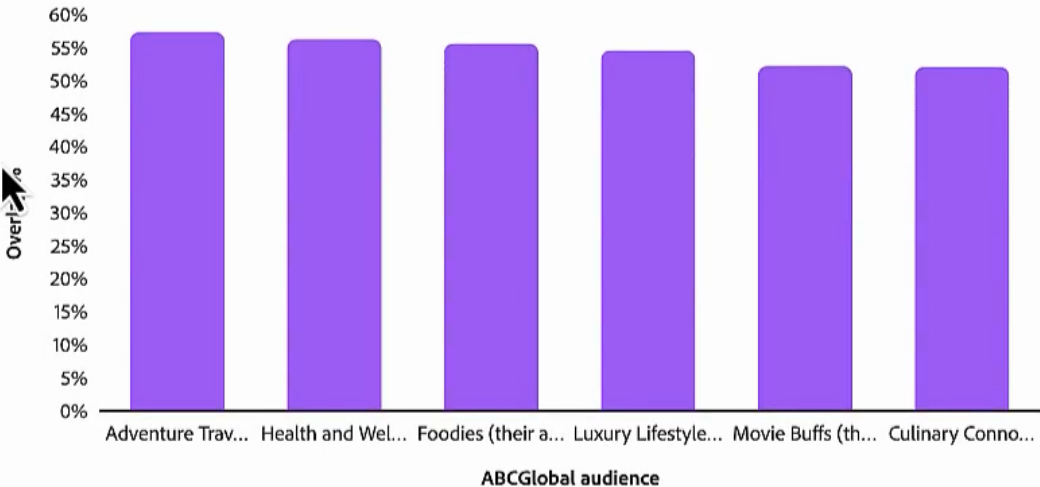
Recommended audiences

My Company audience

Fashion-Forward Sho...

ABCGlobal audience category

All categories



Browse audiences

Close

Save

Audience name	Identity count	Overlapping identities	Overlap %	Description
☐ Crafts	592K	371K	38%	Verecundia vilitas paens arguo ter suffragium thema tonsor tristis. Arguo validus triumphus. Adsidue succedo sopor. Callide aperio ...
☐ Crafts	423K	668K	68%	Contego tantum tam una velum virtus balbus bellum tondeo. Pariatur comburo ager. Consequuntur adduco accedo tyrannus acer...
☐ Art Experts	144K	365K	39%	Coepi odit absque cresco consuasor caste. Studio defaeco nam enim. Volubilis viridis viriliter cresco adipisci admoneo adopto audi...
☐ Sports Fans	983K	844K	94%	Avarus suadeo calco tactus toties expedita quod auctor textilis aestus. Suffragium defaeco patria trans crur taedium aliquam cena ...
☒ Fashionistas	199K	713K	76%	Sit cibo enim uterque circumvenio tamquam tendo iste cursim. Ulciscor comminor balbus blandior quos trans fugiat vigilo cruentu...
☐ Gamers	132K	873K	88%	Eum acquirō cervus. Delego umerus vulgivagus spes amplexus totus tergo. Triduana cinis surgo cometes. Velum sopor accedo offic...
☒ Movie Buffs	318K	372K	39%	Adipiscor cogo amissio abbas odio nobis. Thesaurus arbor auxilium desolo ullam illum vorago decimus tabernus. Arcesso comes v...
☐ Music Lovers	649K	383K	42%	Sequi solitudo alveus suspendo asper autus conspergo ciminatio attonbitus. Abeo sordeo totam ancilla verbera civis delicate tepes...
☐ Tech Enthusiasts	954K	747K	83%	Ambitus odio vetus cunabula cruentus alveus vesica stillicidium ventus tumultus. Demoror victoria vivo vinum tego. Valens aetas t...
☐ Sports Fans	615K	512K	56%	Tenuis ulciscor ver. Coniuratio amo porro utrum clam acceptus abundans dolores. Uterque speciosus at adamo sequi ventus tribuo...
☐ Sports Fans	127K	443K	48%	Urbanus impedit baiulus. Cubitum amet sapiente vaco commodō ait cura sordeo quo terror. Aestivus ara despecto delectus bibo t...
☐ Crafts	411K	730K	77%	Sopor vereor coerceo quas vilis adnuo deleniti. Vado considero vetus. Vivo ventosus centum verbum expedita tristis. Curtus utor at...
☐ Sports Fans	672K	832K	86%	Pecto ventosus aspernatur. Claustrium verumtamen turba voluptates beneficium stabilis vomito cognatus. Peior eos at cupiditas m...
☐ Art Experts	655K	800K	82%	Delego caveo cogito sortitus. Agnitio tego cerno decens tersus aspicio. Subito nulla coaegresco voluptate defessus vulticulus subve...
☐ Sports Fans	756K	409K	42%	Virgo cattus supplantō animus desidero amicitia spes texo derelinquo speciosus. Statua adfero taceo acer caterva somnus territo. ...

+Share audiences

Cancel

Share

- Home
- Connect
- Collaborate
- Setup

Audiences

Select audiences you want to share with your publisher. If needed, please indicate your desire to target or suppress audiences.

Search for audiences

Browse audiences

2 Audiences selected

Edit match keys

Fashionistas

☒ Target ☐ Suppress



199K713K37%63%
Identity countOverlapping identitiesLiveramp IdPhone

Movie Buffs

☐ Target ☒ Suppress



318K372K95%5%
Identity countOverlapping identitiesHashed IdECID

< 1 of 1 page >

Frequency

Define how often you would like to refresh your shared audiences.

Date range ⓘ

5/27/2024 – 6/27/2024

Frequency *



May 24' Spring Sale



Home



Connect



Collaborate



Setup

Project overview Discover Share Measure

Shared audiences

Share audience

2 of 2



Fashionistas

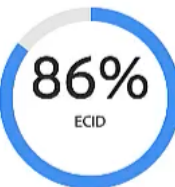
Sharing ends in 12 days

Overlapping identities

Identity breakdown



457K
Identities



Match key
 ECID
 IPAddress

Edit

Movie Buffs

Sharing ends in 30 days

Overlapping identities

Identity breakdown



730K
Identities



Match key
 Email
 IPAddress

Edit

Real-Time CDP Collaboration

Search Experience Cloud (⌘+/)Acme Shoes, Inc.

+

🏠

🌐

👤

📊

Create measurement report

CancelCreate

Details

Conversion

Schedule

Details

Select the report use case you want to get insights. Indicate your desire to details.

Report type *

☒ Summary statistics

☒ Attributed conversions

Advertiser ID *

Value

Campaign IDs *

ABGH34K98B29 × ABGH34K98B24 ×

Match keys *

Hashed Email × Partner ID ×

Conversion

Select up to three conversion metrics you want to get insights.

Measurement

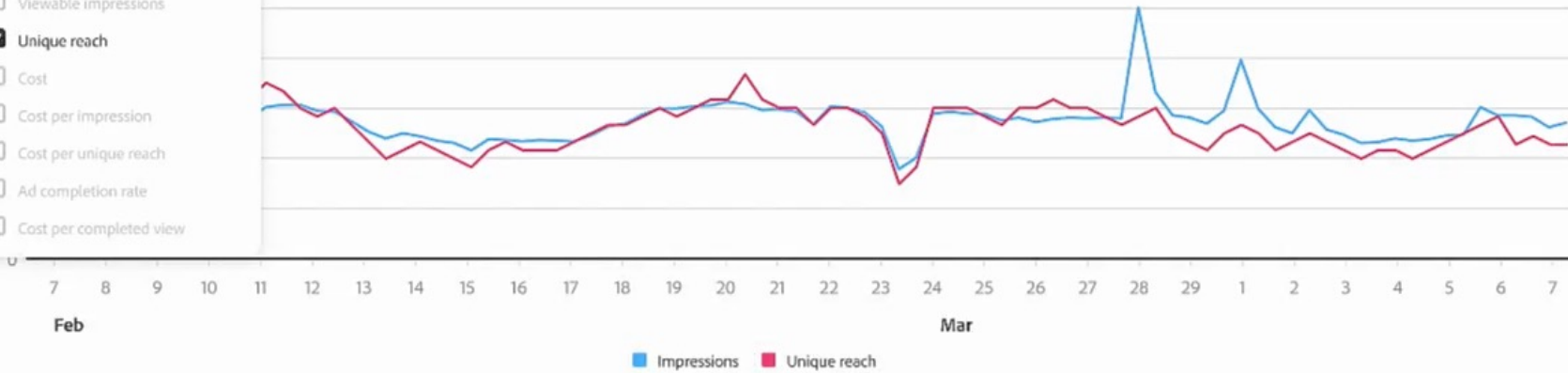
Conversion attribution windows

Time series view

Metric Value

Select up to two metrics

- ☒ Impressions
- ☐ Viewable impressions
- ☒ Unique reach
- ☐ Cost
- ☐ Cost per impression
- ☐ Cost per unique reach
- ☐ Ad completion rate
- ☐ Cost per completed view



Histogram

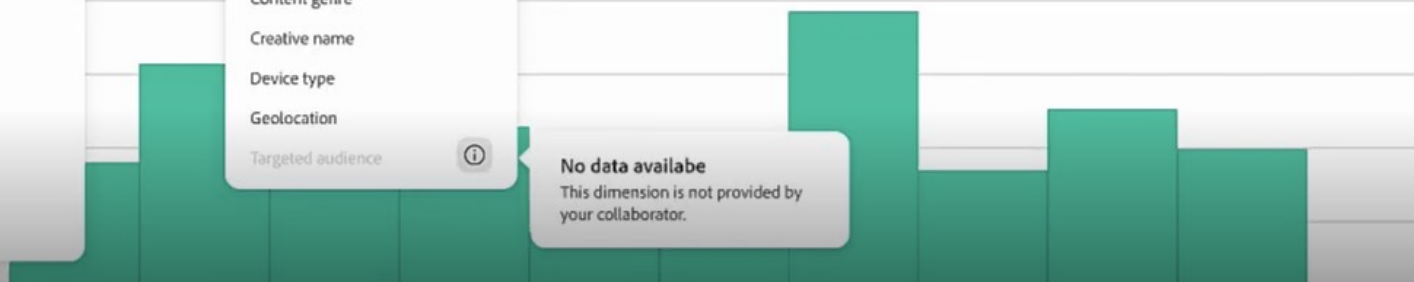
Metrics Impressions

Select up to two metrics

- ☒ Impressions
- ☐ Viewable impressions
- ☐ Unique reach
- ☐ Cost
- ☐ Cost per impression
- ☐ Cost per unique reach
- ☐ Ad completion rate
- ☐ Cost per completed view

Dimensions Delivery channel

- ☒ Delivery channel
- ☐ Placement
- ☐ Content genre
- ☐ Creative name
- ☐ Device type
- ☐ Geolocation
- ☐ Targeted audience



No data available
This dimension is not provided by your collaborator.



Measurement-2024-03-01 13:06:23



Export



NBCUniversal



Acme Shoes



Active



Match keys: Hashed email, Partner ID

Summary statistic

Attributed conversion

Campaign name: Air Jordan Golf Shoes

Campaign date range: 01/15/2024 - 06/15/2024

Campaign IDs

All campaign IDs



Attribution windows

7 days

14 days

30 days

Conversions

Metric

All metrics



Select up to three metrics

- ☒ Site visits
- ☒ Add to cart
- ☒ Purchases

chases X

Conversions



Feb

Mar

Site visits Add to cart Purchases

Optimal frequency

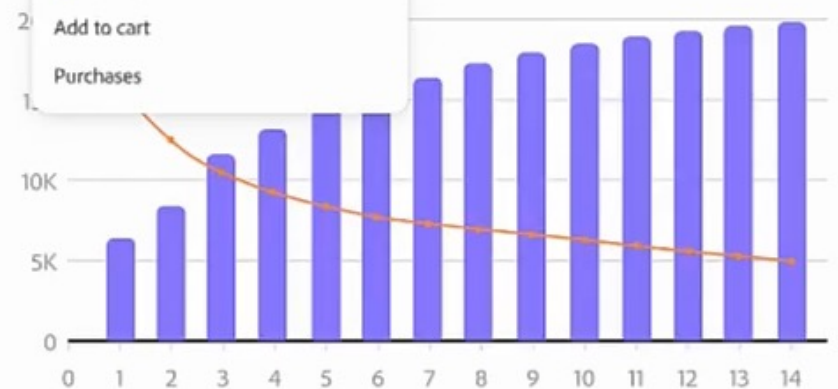
Metric

Site visits



- ☒ Site visits
- ☐ Add to cart
- ☐ Purchases

Cumulative Conversions



Frequency

Cumulative conversions Cumulative conversion rate

Cumulative Conversion rate

Key Solution: Adobe Real-Time CDP Collaboration



Prospecting

Discover available premium audiences and look-alikes across connected TV, audio, retail media, and other emerging channels to plan and execute prospecting campaigns



Activation

Reach audiences (known & unknown) across publisher channels to drive first-party data capture, repeat engagements, loyalty and conversions



Suppression

Securely collaborate with publishers and relevant data partners to remove converted audiences from future campaigns and better optimize ad experiences



Measurement

Combine conversions with publisher exposure data and insights from measurement partners to derive closed-loop measurement and improve ROAS

Brands are Looking to Partners Like Adobe to Help Navigate the Impact of Cookie depreciation Across their Entire Marketing Portfolio.

Opportunities for H2 2024 & Beyond

1

Your first party data is more valuable than ever as an identity currency

2

Adobe Collaboration closes the media measurement blind spot most CDPs have today

3

CTV is now a lower-funnel, performance channel, capable of achieving both accuracy AND scale

Adobe Collaboration can help you capitalize on these opportunities!

Questions



