

Adobe is reinventing display retargeting.

Industry leader in creative and marketing software converts trial customers into Adobe Creative Cloud members 68% more efficiently using rich audience profiles and ad targeting in Adobe Media Optimizer.

Adobe Systems Incorporated

"Audience management and real-time bidding capabilities in Adobe Media Optimizer help ensure we're paying the right price for an ad impression to best optimize for a customer's cost-per-conversion goal."

Pete Kluge, senior product marketing manager, Media and Advertising Solutions, Adobe



SOLUTION

Adobe Media Optimizer Solution within Adobe Marketing Cloud

RESULTS

68%
INCREASE

EXCELLENT CONVERSION

Converted trial users 68% more efficiently using clearly defined audience profiles



CUSTOMER DATA

Combined first-, second-, and third-party data to develop rich customer segments



MULTICHANNEL

Delivered highly targeted messaging across display, website, and search

55%
DECREASE

REDUCED COSTS

Cost per new subscriber acquired using Media Optimizer with FBX ad inventory was 55% lower than all other display vendors tested

Adobe Systems Incorporated

Established: 1982

Employees: More than 11,000 worldwide

San Jose, California

www.adobe.com

CHALLENGES

- Drive conversion for Adobe Creative Cloud by reaching high-intent audiences in real time across the web
- Maximize synergies among Adobe Marketing Cloud solutions for audience enrichment and audience targeting
- Deliver more relevant and consistent messages and experiences across display, website, and search

Leveraging synergies

As a provider of industry-leading creative and marketing software, Adobe strives to leverage synergies across its solutions to maximize company returns. In turn, Adobe shares its experiences and lessons learned to help customers succeed in their marketing efforts.

Recently, Adobe set out to expand the rapidly growing paid membership base for Adobe Creative Cloud software using solutions and capabilities within Adobe Marketing Cloud. The results were impressive. Among the highlights: using enhanced capabilities in Adobe Marketing Cloud, the Adobe team converted trial users of Creative Cloud to paid members 68% more efficiently than using more traditional display marketing solutions.

"Our Adobe Display Media team was tasked with two objectives: drive efficient acquisition of new Adobe Creative Cloud customers and prepare for the need to define and message to users in different consideration phases, such as free members, 'trialists,' and existing customers," says Matt Scharf, manager of Display Media Operations and Analytics at Adobe. "Using Adobe Marketing Cloud solutions, our team crafted a strategy capable of reaching very precise audiences and retargeting them in real time across channels."

A single source of truth for customer segments

Meeting these objectives requires a more sophisticated, integrated approach to display retargeting. With traditional retargeting, marketers typically rely on a limited set of data captured from a customer's previous interactions on a company's website. They might also pay to access generic customer profiles from third-party service providers.

However, this approach captures only part of a customer's story, leaving out highly effective and specific information about each customer's current and previous history with a company—information that generally resides in a company's customer database and other key systems. Historically, email marketers accessed customer data from these systems for their campaigns, but the siloed customer information across systems was less accessible to digital marketers company-wide.

"Companies face several challenges when it comes to retargeting," explains Scharf. They have to aggregate customer data from all internal and external sources to gain a complete view of customers. They then have to work across major advertising exchanges, compete for the best pricing, and deliver personalized, consistent content across channels. "With Adobe Marketing Cloud solutions, our Display Media team has a proven data management platform (DMP) integrated with all the tools needed to transform the impact of our display advertising initiatives," adds Scharf.



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Detailed audience profiles enable delivery
of more targeted, impactful ads

More informed audience targeting

Several steps were integral to devising Adobe's successful approach to display advertising for Adobe Creative Cloud. First, the Adobe team enriched its understanding of customers for more precise audience targeting. The team started with traditional first-party behavioral data captured using Adobe Analytics based on customer activities as they arrived on and navigated through Adobe.com. The enhanced integration between Adobe Analytics and audience management capabilities in Adobe Media Optimizer greatly streamlined capturing relevant user-activity information.

They then built on this data by using non-personally-identifiable customer profiles with information from the company's customer database, further aggregating all data using audience management capabilities in Media Optimizer. The result is a much more complete, accurate view of the customer base. In addition, centralized management of comprehensive audience profiles helps ensure that all Adobe marketing teams use the same high-quality information to inform strategies on their campaigns across channels.

By combining traditional online data from Adobe Analytics with offline data from internal customer databases and outside third-party data, the Adobe team now has access to richer information for more sophisticated audience segmentation. "We have an environment that offers a 'single source of truth' to define every audience," says Scharf. "We brought together the right data to grow our small, yet valuable, audiences and reach different segments: those who are anonymous (no customer record) and those who are ready to buy (trying out our products). These audiences are targeted effectively using variables such as customer interests, history with us, and pages they frequent."

With the detailed audience profiles in Media Optimizer, Adobe can deliver targeted creative to more defined customer segments. For example, not all "trialists" would receive the same message, but would instead be presented with tailored creative—such as a specific banner ad—based on their visits to Adobe websites or information from customer profiles within Adobe's customer database.

Deploying ads through cross-channel alignment

The ultimate goal of the Display Media team is to put the right message in front of each customer at the right time and for the right cost, regardless of the device (desktop or mobile) or channel such as display, website, or search. The powerful audience management capabilities offer the conduit to bring rich data to bidding and targeting capabilities in Adobe Media Optimizer. In the end, the combination of audience management and focused targeting in Media Optimizer determines the message that an audience receives, helping ensure that the best content is always delivered.

“There’s a marked increase in benefits and returns for our customers and for us. Our goal is for our customers to see the information best-suited to their needs and interests, while we achieve a much greater return on our marketing investments.”

Steve Weeks, senior manager, Media Strategy and Planning, Adobe

Audience Targeting

Retargeting (1st-party data)
Prospecting
Audience management and segmentation

- 1st-, 2nd-, and 3rd-party data
- Look-alike models

Real-Time Bidding (RTB)

Efficient retargeting and audience buying in real time
Optimized to advertiser’s objectives
Global RTB coverage

Across the Web

Across top ad exchanges



Engage audiences with well-timed, relevant display ads

“Driving strong performance for our display customers is a priority,” says Pete Kluge, senior product marketing manager, Media and Advertising Solutions at Adobe. “Audience management and real-time bidding (RTB) capabilities in Adobe Media Optimizer help ensure we’re paying the right price for an ad impression to best optimize for a customer’s cost-per-conversion goal; this holds true for wherever we find their audiences across the web.”

Insights that power returns

The financial benefits from using Adobe Media Optimizer result, in part, from the platform’s optimization capabilities including its ability to use impression-level modeling to evaluate and bid on each individual ad impression. This means that for every display ad opportunity Adobe evaluates dimensions like category, time of day, inventory source, creative size, audience, above/below the fold, frequency, and site to adjust and optimize the bid to meet an advertiser’s objective.

At the same time, Media Optimizer provides complete transparency into ad placement costs. This contrasts with other display vendors in the industry, which may charge a high mark up on every placed ad and operate as a black box with little or no visibility into actual media costs.

The impacts of the Adobe Creative Cloud display retargeting campaign are already influencing other digital marketing efforts at Adobe—and for good reasons. Adobe Media Optimizer is integrated with all industry-leading ad exchanges including the Facebook Exchange (FBX) and Google Ad Exchange. In one test using Media Optimizer and its integration with the FBX, the cost per new subscriber using Media Optimizer was 55% lower than all other display vendors that Adobe tested. Campaigns using Media Optimizer for display also generated 8,000 new Adobe Creative Cloud memberships during one quarter, more than any other display vendor tested.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Media Optimizer solution. Capabilities used include:
 - Audience management
 - Display advertising optimization

Among other highlights: Adobe's customer segments, enriched with offline data from profiles in its in-house customer database, converted 68% more cost efficiently when compared to simply using behavioral or intent segments typically used in display ad retargeting.

Additionally, Adobe learned that customers convert more readily when marketers know where they are in the consideration funnel and which products they use. For instance, "trialists" of one product were found to be 23% more costly to convert when compared to "trialists" of other products. The team also found that customers with a free membership converted 9% more efficiently than customers of traditional "shrink-wrapped" software packages.

Through its success with Media Optimizer, the Adobe team clearly sees the advantages of knowing more about customers and their preferred channels. "There's a marked increase in benefits and returns for our customers and for us," says Steve Weeks, senior manager, Media Strategy and Planning at Adobe. "Our goal is for our customers to see the information best-suited to their needs and interests, while we achieve a much greater return on our marketing investments."

For more information

www.adobe.com/solutions/media-optimization.html



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