

Title: **Adobe Advertising Cloud 101**

Tagline: **Get inside Adobe Advertising Cloud — game-changing advertising technology.**

You want to increase new customer volume and improve the quality of those accounts, and you also need to prove ROI in an era where transparency is king.

Adobe Advertising Cloud makes all of this possible.

By unifying and automating all media, screens, data, and creativity at scale, you can deliver truly remarkable in-context advertising experiences that convert prospects into customers. **See what Advertising Cloud can do for you.**

CTA: **Learn more** (Link to demo request form).

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**[Section header] The rule of three.**

Adobe Advertising Cloud is composed of three products: DSP, Search, and Creative.

Individually, they're remarkable. Combined, they're powerful. **But when integrated with other Adobe solutions, they're transformative.**

#### **DSP**

Manage all your media strategies across digital and TV to deliver better ads for every audience.

Advertising Cloud DSP is the first and only independent demand-side platform that brings cross-screen and cross-channel integrations for planning, buying, measurement, and optimisation.

It's the only omnichannel DSP that supports all forms of TV (linear, addressable, and connected), video, display, native, audio, social, and search campaigns.

#### **Search**

Use AI and data integrations to make your search marketing about strategy instead of guesswork.

Advertising Cloud Search — powered by Adobe Sensei artificial intelligence — brings you comprehensive search management **by automating** search, shopping, and retargeting campaigns.

**Advertising Cloud is the only solution in the market to** offer model transparency and accuracy reports that give insight into actual performance rather than just forecasts for clicks, cost and revenue.

#### **Creative**

Streamline the creation of meaningful ad experiences that resonate with your audience.

Advertising Cloud Creative uniquely brings together designers and marketing professionals in a self-serve, intuitive interface.

Commented [KG1]: This is pretty generic. Can we get a new headline please? Take a look through our product pages for Ad Cloud to get a feel for the tone we use in headlines: <https://www.adobe.com/advertising/adobe-advertising-cloud.html>

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The direct integration with our creative apps enhances collaboration between your ad production and media teams, so you can automatically create thousands of ads at scale. Target, sequence, iterate and optimise personalised ad experiences for your audience.

## [Section header] How we're different.

### Independent — The media-buying platform you can trust.

We aren't tied down to any special interests that may lead us away from serving you and your needs. We don't own media or make money from publishers, nor do we share or tie down your data.

It works seamlessly on our platform and anywhere else you want to use it.

### Unified — An end-to-end stack.

We're the only truly omnichannel DSP, supporting TV, video, display, native, audio, social, and search campaigns in a single workflow.

So, you can tap into all your channels for holistic planning, buying, managing, and optimising — including premium and private deals — for better results and greater audience reach.

### Connected — Nobody knows data like us.

We connect otherwise disparate data sources for analysis and segmentation to help you understand your audiences.

And then we help you act on those insights with unified, coordinated campaigns through all your media and marketing channels.

### Personalised — Art and science together. At scale.

Because advertising is often a customer's first interaction with your brand, it's important to make that impression count.

We bring art and science together. Adobe Sensei lets you scale bidding and optimisation strategies, and Advertising Cloud Creative empowers you to create thoughtful, dynamic messaging and ad sequences based on audience data.

### Transparent — Brand safety and accountability.

We believe advertisers deserve to know exactly where their money is going — it's that simple.

We're the industry leader in brand safety and media quality, and we don't hide behind a murky supply chain. Marketers deserve — and should expect — total accountability.

Which is exactly what we've set out to achieve.

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## [Section header] There's magic in the martech stack

The magic of unified technology is in the seamless integrations that let you collect, analyse, and activate your data to the fullest.

### Adobe Audience Manager

Audience Manager can collect and merge data from practically any source. It's built to easily overcome common challenges for data segmentation and activation. And when you integrate it with Advertising Cloud, you can develop a more complete audience profile.

Spend less time worrying about delivery and finding the right audiences. Audience Manager boasts real-time syncing to enable a 90 percent match rate. This equates to less than 10 percent customer targeting opportunities lost in comparison to 50–60 percent from other DSPs.

### Adobe Analytics

Adobe Analytics helps you integrate data from virtually any channel — including web, mobile, video, IoT, app, social, and more — into your predictive modelling, ensuring you continually make the right choices. Plus, its powerful integration with Adobe Sensei allows you to take advantage of everything big data has to offer at unprecedented speeds.

High value users captured through Adobe Analytics are segmented and delivered to Advertising Cloud via server-to-server integration, while key mid-funnel metrics and user behaviour are transferred directly between solutions for constant learning.

### Lenovo (logo)

"Adobe Advertising Cloud lets us readily evaluate and improve how each channel is performing. With that information, we can fine-tune our channel mix and invest appropriately in each for the best possible ROAS."

— Christopher Jowsey, Senior Manager of Web Ecommerce for Australia and New Zealand, Lenovo

### Lenovo succeeds with Advertising Cloud.

- Increased revenue by 175%
- Increased total conversions by 53%
- Reduced CPC by 36% year on year
- Achieved an ROI of 20:1 on SEM bidding

### Creative Cloud

The integrations from Adobe Advertising Cloud and Creative Cloud enable designers to create custom templates so everything stays on brand.

Commented [KG8]: This headline is okay, but I worry that "martech stack" is a little too jargony and could throw off some readers. Can we rewrite this to eliminate that term from both the headline and the copy? Maybe something like "There's magic in unified technology." or something along those lines

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Marketers are able to directly edit the on-brand assets and maintain full control over their campaign strategy, from offers and headlines, to call-to-actions and images. This dynamic collaboration gives businesses the creative scale they need to stay one step ahead in today's market.

Book your demo now to see the transformative capabilities of Adobe Advertising Cloud.

[Demo request form]

**Page 1: [1] Commented [KG3]** **Kimball Gardner** **10/26/18 1:31:00 PM**

There are actually four products, but it looks like you've bundled TV into DSP, which is probably okay. But if that's the direction we're going, we shouldn't say that Ad Cloud is composed of three products since there are four. And maybe we could just say it's DSP & TV or something. We either need to rewrite that part or else take TV out of DSP and put it in its own section.

**Page 3: [2] Deleted** **Kimball Gardner** **10/26/18 1:55:00 PM**

**Page 3: [3] Deleted** **Kimball Gardner** **10/26/18 1:57:00 PM**

**Page 3: [4] Commented [KG9]** **Kimball Gardner** **10/26/18 2:41:00 PM**

I'm wondering if we could move this above the quote and turn it into a short paragraph rather than bullet points. That might help the banner flow a little more smoothly.