



Advertising in the Experience Era

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 @keadie



Adobe Advertising Cloud





GDPR

We Live in Interesting Times

Revealed: 50 million Facebook profiles harvested for Cambridge Analytica in major data breach

Whistleblower describes how firm linked to former Trump adviser Steve Bannon compiled user data to target American voters

- **'I made Steve Bannon's psychological warfare tool': meet the data war whistleblower**
- **Mark Zuckerberg breaks silence on Cambridge Analytica**

GDPR and the New Privacy Era



The Walls They Keep on Rising

facebook® **Google**



While New Gardens Emerge



Amidst a Loss of Focus on the Consumer



Purely Data Driven



Customer- Centric



Brands Aspire to Deliver a Consistent, Delightful Experience

Omni-Channel
DSP

Built on Experience
Platform

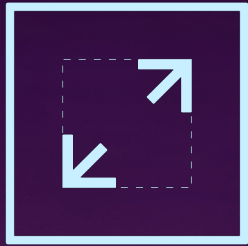
Advertising in the Experience Era



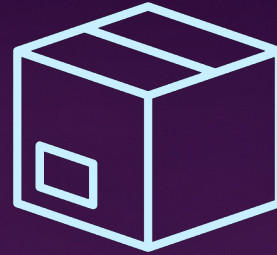
Adobe Advertising Cloud

Creative Cloud
Integration

Cross-Channel DSP



Channel Expansion



Unique Inventory



UX Innovation

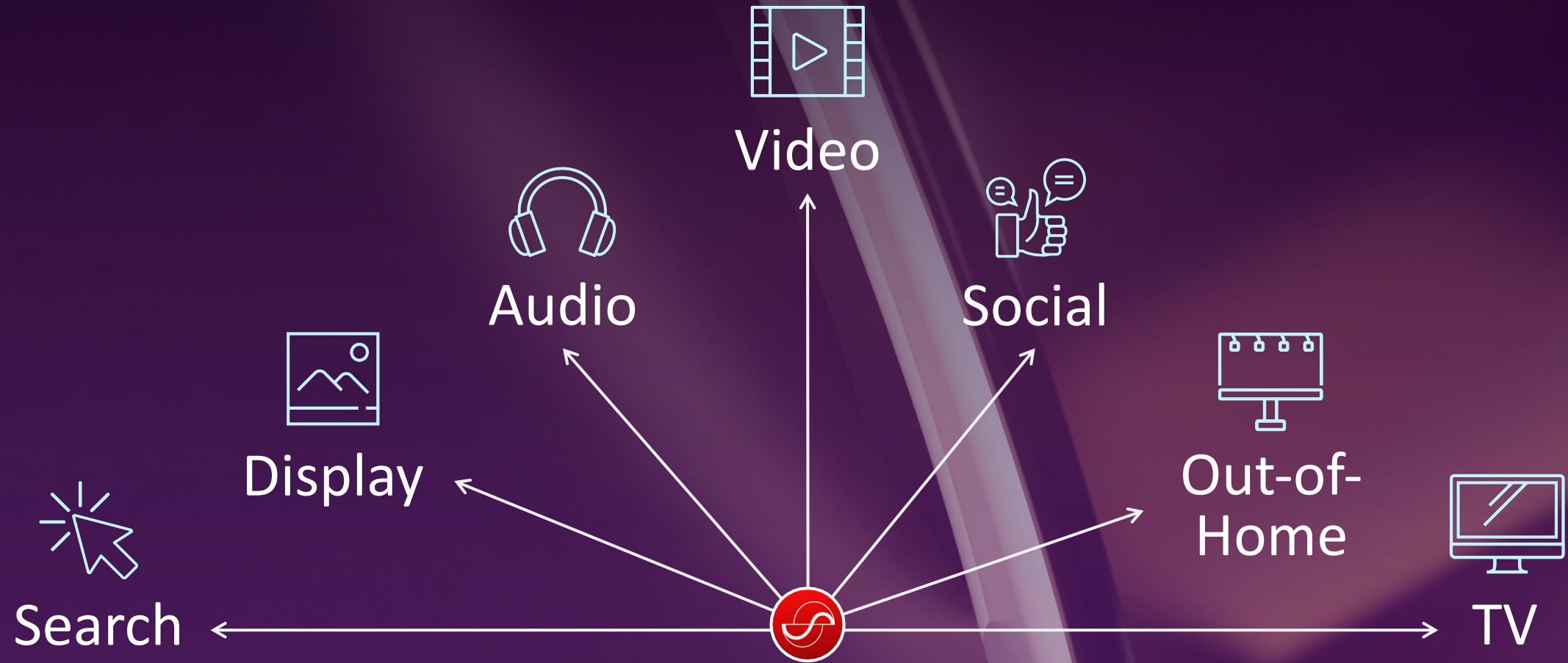


Safety and Quality



Transparency

Channel Innovation



Unique Inventory Access

ReBoots Back to School 2018

Campaign • Nov 10–Dec 31, 2018 • Budget: \$500,000 [edit](#)


Ingredients Attach Ads Review

Cancel


Next

Ingredients


 Search


 Screens

 Audiences

 Inventory

 Geos


 Tag Names


 Bid Rules

 Sites


 Safety

 Dayparting


 Device Targeting

 Max Bid Level

 Event Pixels

 3rd-Party Fees

 Contextual Filtering

 Pre-Bid Fraud...

 ISP Targeting

▼ Screens

0 ...



Video

...



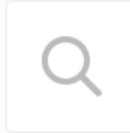
Display

...



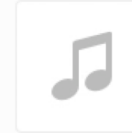
TV

...



Search

...



Audio

...



Start building
your campaign

Brand Safety and Quality

comSCORE

White Ops

IAS
Integral
Ad Science

DV
DoubleVerify

grapeshot

Peer39
[by Sizmek]

MOAT

2011

Site-Level
Transparency

2013

First Video
Viewability
Solution

2015

Fraud Refund
Program

Supply Chain Transparency

2017

SSP Fee
Transparency

2018

Ads.txt

Adobe Advertising Cloud

+

flashtalking“”

Adobe Advertising Cloud

+

flashtalking“”



Adobe Creative Cloud



Adobe Advertising Cloud



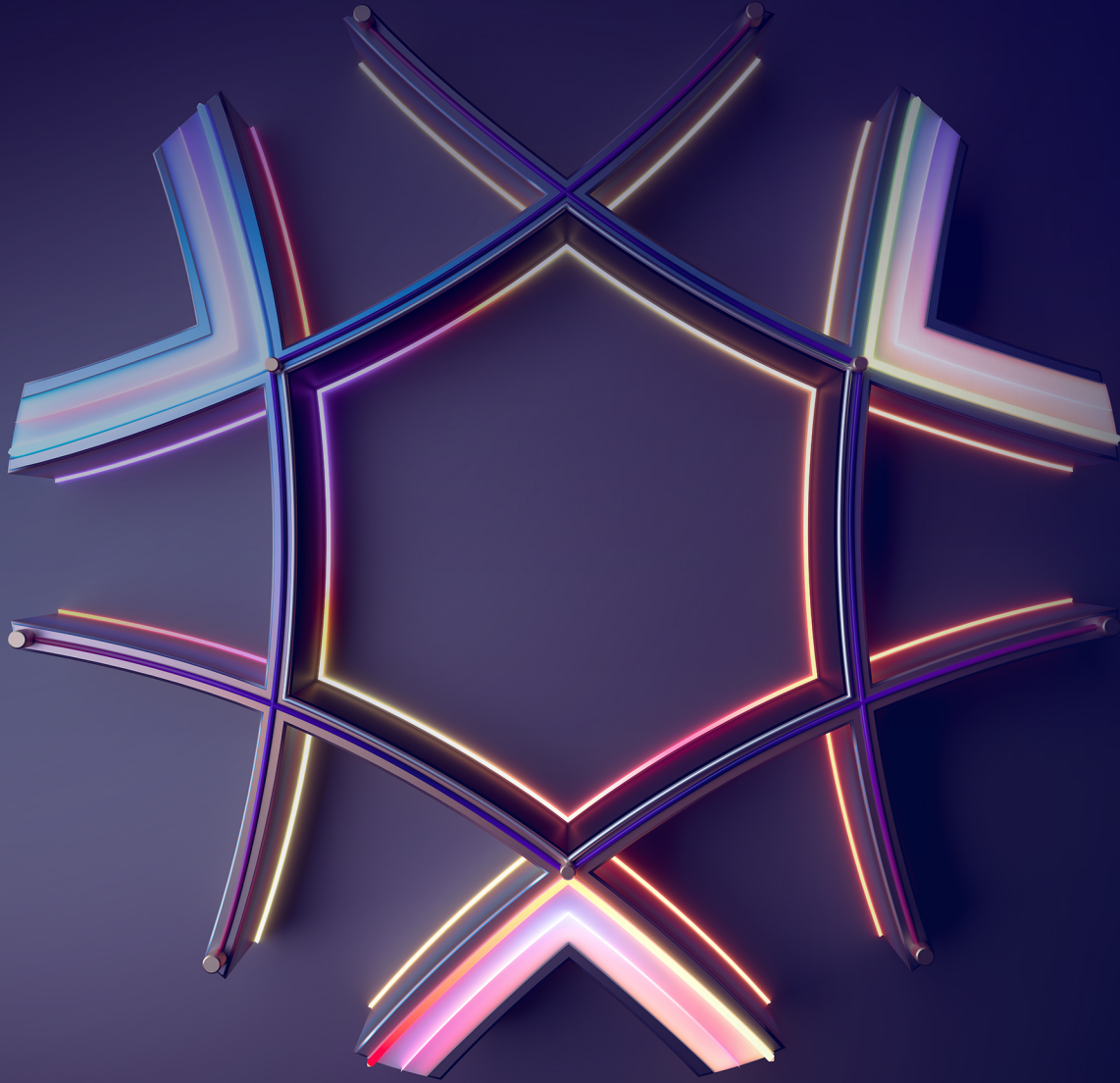
Immersive
Experiences



Hyper-
Personalization



Real-Time
Insights & Actions



Adobe Experience Cloud



Experience Cloud



Analytics Cloud



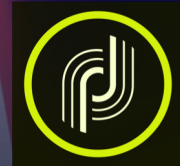
Analytics



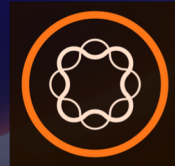
Audience Manager



Marketing Cloud



Campaign



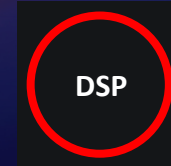
Experience Manager



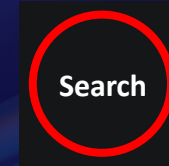
Target



Advertising Cloud



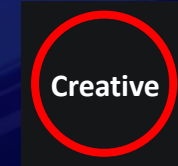
DSP



Search



TV



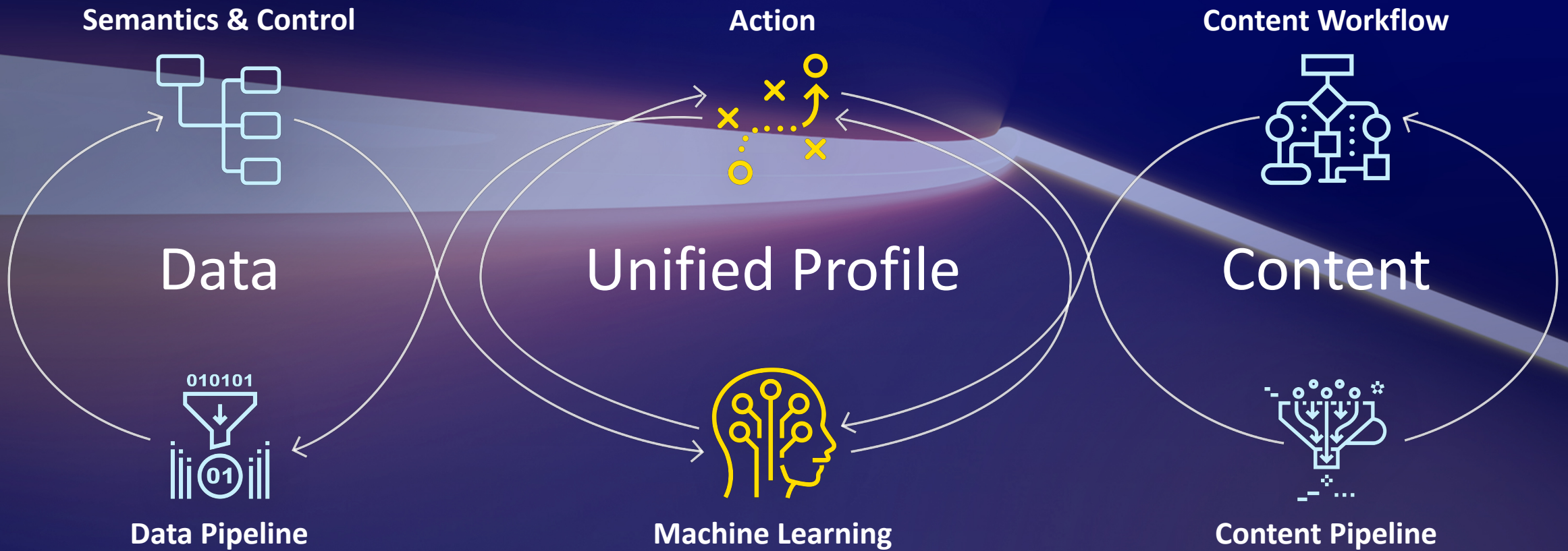
Creative



Commerce Cloud

Adobe Experience Platform

Adobe Experience Platform



Unified Profile

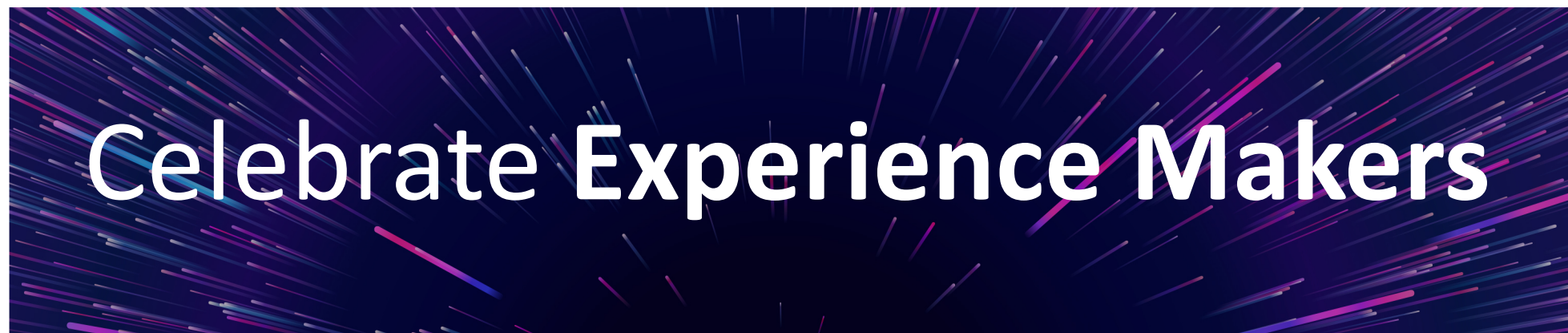
AI-Powered Orchestration

Experience Platform

Art of Content



Science of Data



Celebrate Experience Makers



Changing the World Through Digital Experiences Together

