



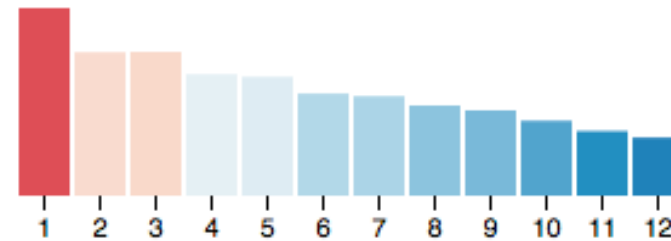
Truly Realizing Your Data Investment

Justin Merickel • VP, Adobe Advertising Cloud



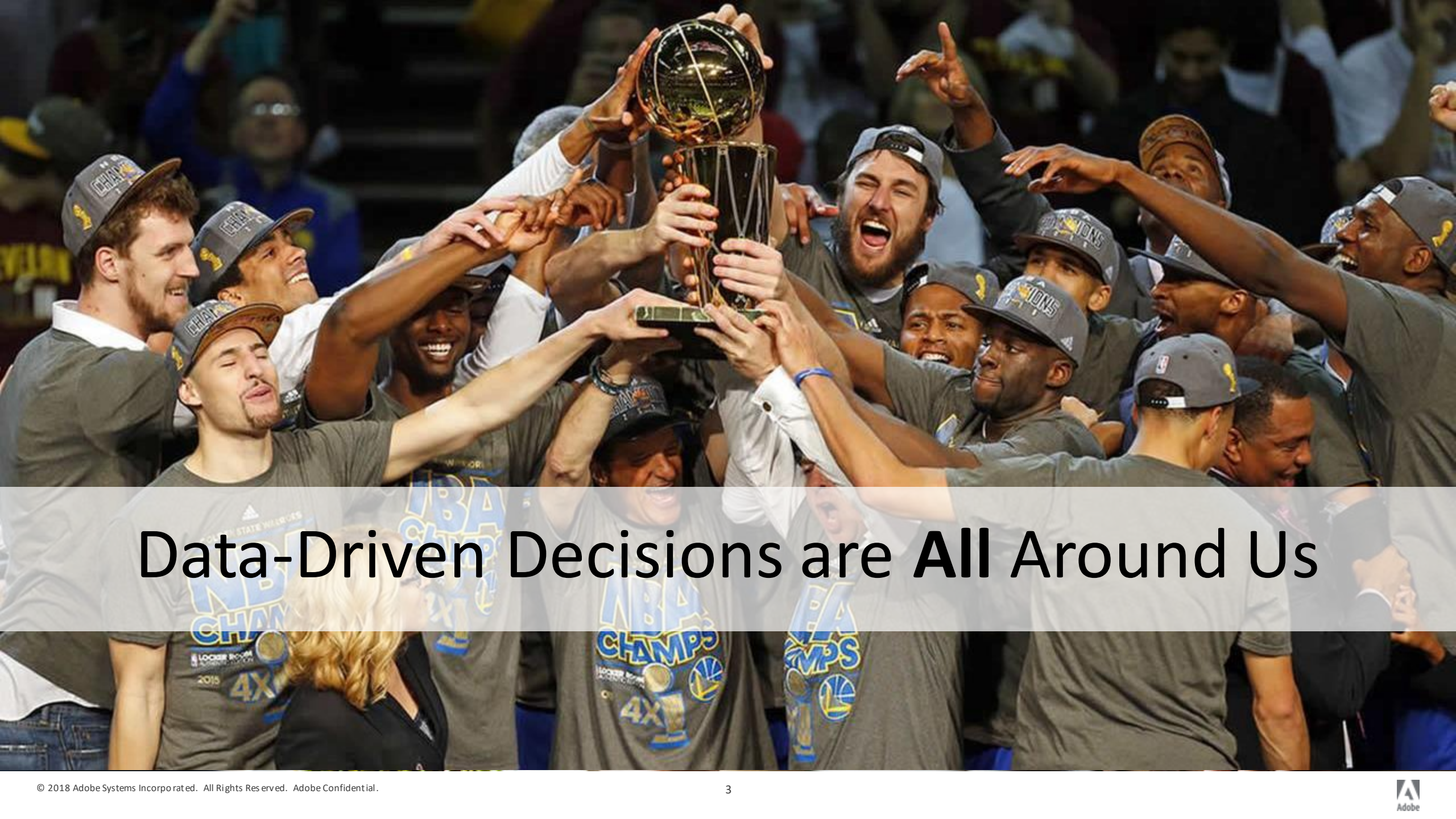
Adobe Advertising Cloud

Data-Driven Parenting



Football players, born 1993 or after (n = 39881)

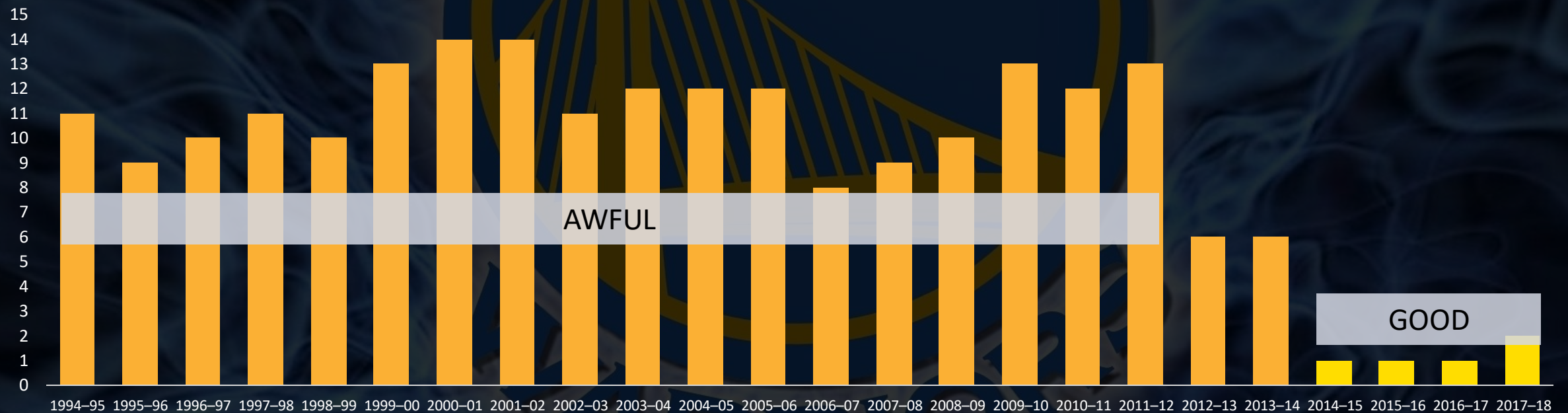
10,000 hours
to perfection*
outlines
Malcolm Gladwell

A group of basketball players, wearing grey jerseys and blue caps, are gathered around a large, ornate trophy. They are all smiling and cheering, with some players reaching out to touch the trophy. The background is a blurred crowd of spectators in a stadium.

Data-Driven Decisions are **All** Around Us

Data-Driven Defense of My Warrior Fandom

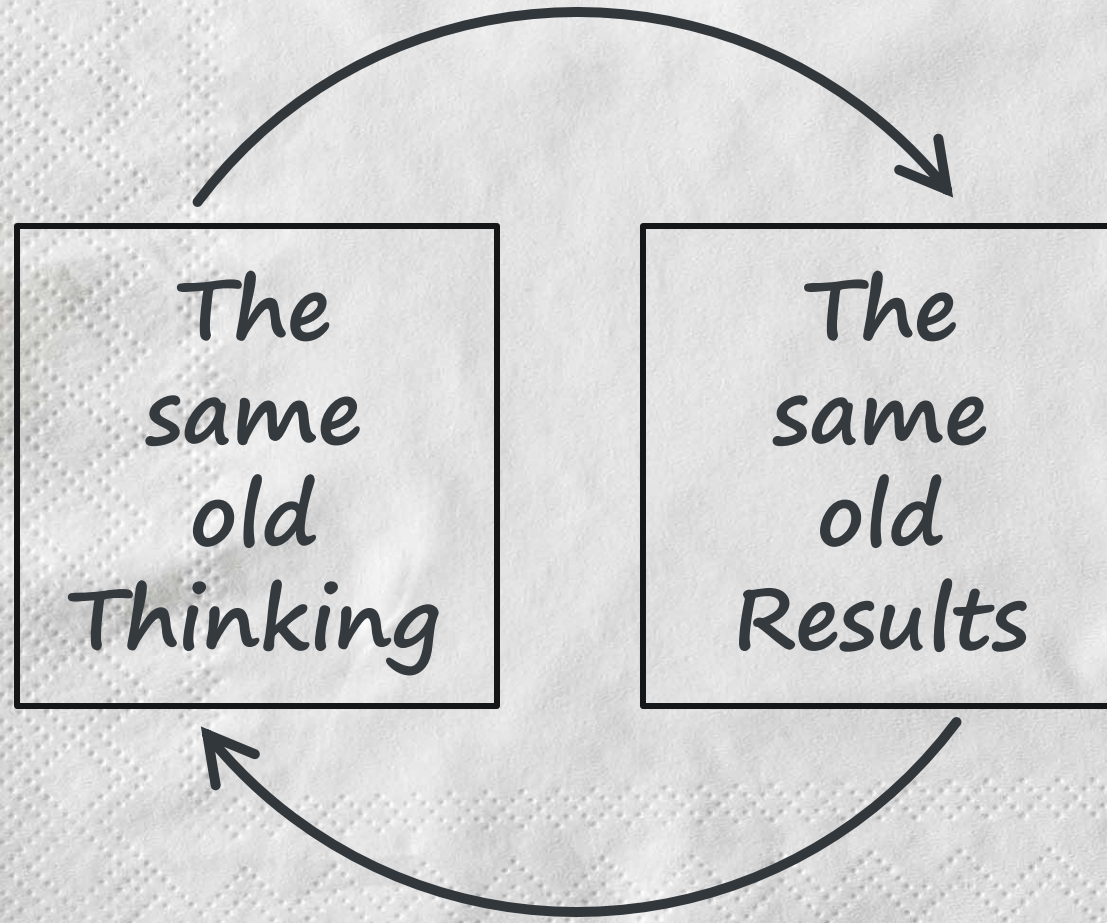
Western Conference Finishing Position 1995 - 2018



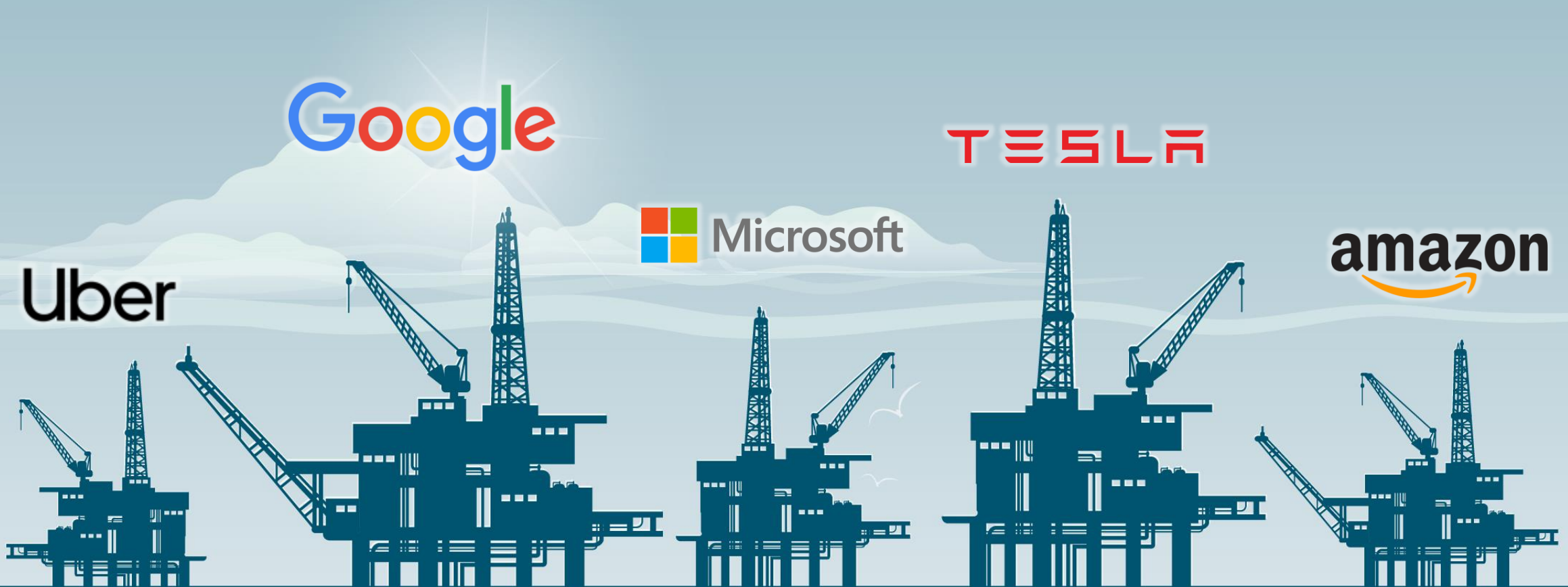
But Not **Everyone** is All-in



But Not **Everyone** is All-in



In Marketing, Data is the New Oil



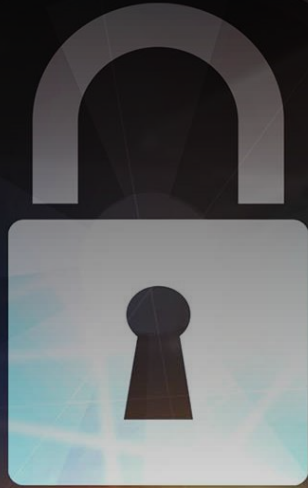
How To Unlock the Value of Your Data

**Treat Your Data
like a Walled
Garden to
Compete & Win**

**Scale Your
Data. Use it
Consistently**

**Third Party
Data Sucks.
Unless it Doesn't**

1st Party Data
is
Paramount



DATA



DATA

If Data is Key. Keep Control.



nike shoes

All Shopping Images News Videos More

About 584,000,000 results (1.03 seconds)

Nike.com - Nike Official Store

Ad www.nike.com/Shoes

Push Yourself Further with **Nike Shoes** for Women, Men, Girls & Boys. Types: Men's Force 1, VaporMax, Free, Cortez, Air Max, Huarache, Janoski.

📍 278 Post St, San Francisco, CA - (415) 392-6453

Nike Men's New Releases

Shop our Latest Men's Shoes, Gear & Clothing. Available Now at Nike.

Nike Air Max 270

Walk on Air.
Your biggest Heel Airbag.

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Shop the Latest Women's Shoes, & Gear at Nike.

Nike Epic React

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Ad www.zappos.com/Nike

★★★★★ Rating for zappos.com: 4.9

Huge Selection of New **Nike** Styles. Free Returns for 365 Days at Zappos! Shop Nike For Men · Nike For Women · Nike Running Shoes · Nike For Kids · Nike Sneakers · Nike Plus

Men's Shoes & Sneakers. Nike.com

store.nike.com/us/en_us/pw/mens-shoes/7puZoi3

Get laced up for training, sport and lifestyle with the latest designs of men's **shoes** and sneakers from **Nike.com**. Enjoy free shipping and returns with NikePlus.

[Nike Air VaporMax Premier ...](#) · [Football](#) · [Low Top](#)

GHOSTERY

Simple View

Detailed View

Sign In



www.google.com

Trackers Blocked: 0
Page Load: 1.83 secs

Trust Site

Restrict Site

Pause Ghostery



Map These Trackers

TRACKERS

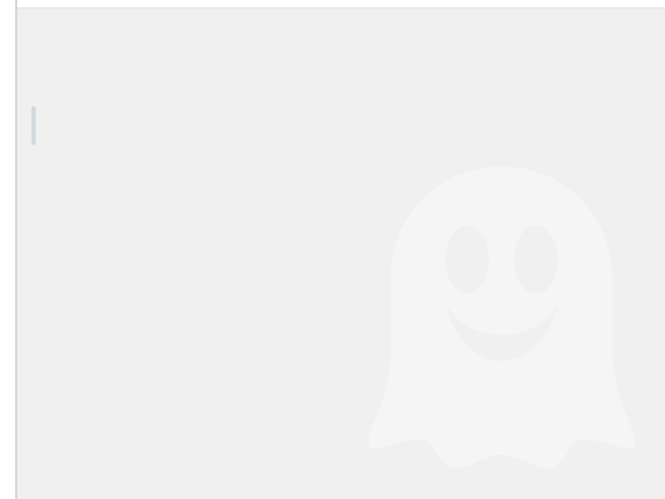
Block All

Collapse All

Advertising

1 TRACKER

Google Adsense



List View



Nike

Footwear manufacturing company



On normal days we can't see this," Hong Kong resident Hao Chen told the AFP news


☒ Any date



Map These Trackers

[See All](#)TRACKERS 

List View

 Create New Group

Search

Unlike

freely at



www.nike.com

Trackers Blocked: 0
Page Load: 3.49 secs

☐ Trust Site

☒ Restrict Site

Pause Ghostery 



Map These Trackers

TRACKERS 

Block All

Collapse All



Advertising

45 TRACKERS



Customer Interaction

1 TRACKER



Essential

2 TRACKERS



Site Analytics

6 TRACKERS



Social Media

2 TRACKERS



List View



How Do Marketers Build This Consumer View?

Critical Components of **Delivering a Best-in-Class Customer Experience**
According to U.S. Marketing Professionals, *Jan 2018*

4.75

Data management and audience profile reconciliation, maintaining a holistic view of customers

4.68

Personalization, including the customizing of marketing content intended to provide an individually optimized user experience

4.58

Content, including messaging, creative execution, user interface design, etc.

4.23

Campaign management, including the planning and execution of marketing communications

Scale 1-7

Top Data-Driven Initiatives Occupying Marketer Attention for 2018

Cross-channel
Measurement
and Attribution

64.9%

Cross-channel
Audience Identification
and Matching

43.2%

Online-to-offline
(O2O) Retargeting

28.4%

How Can You **Scale** Your Data?



Data Powers all Parts of the Modern Brand



How to Best Select the **Right** **Data Strategy** for Your Business



- What are you selling?
- What's your campaign/
business objective?
- What's your channel
mix/attribution model?
 - What limits in measurement/
targeting does your channel
mix present?
- What data is available
to you?
- What is the purchase
journey (online/offline)?





Partnerships are Critical to Scale

Identify Partnership Opportunities



Retailer

Products You Sell



CPG

Partners Who Sell
Your Products



Autos

Media Partners
Dealers



Fin Serve

Affiliates
Partners

What are the **Challenges**



Trust



Technology



Governance

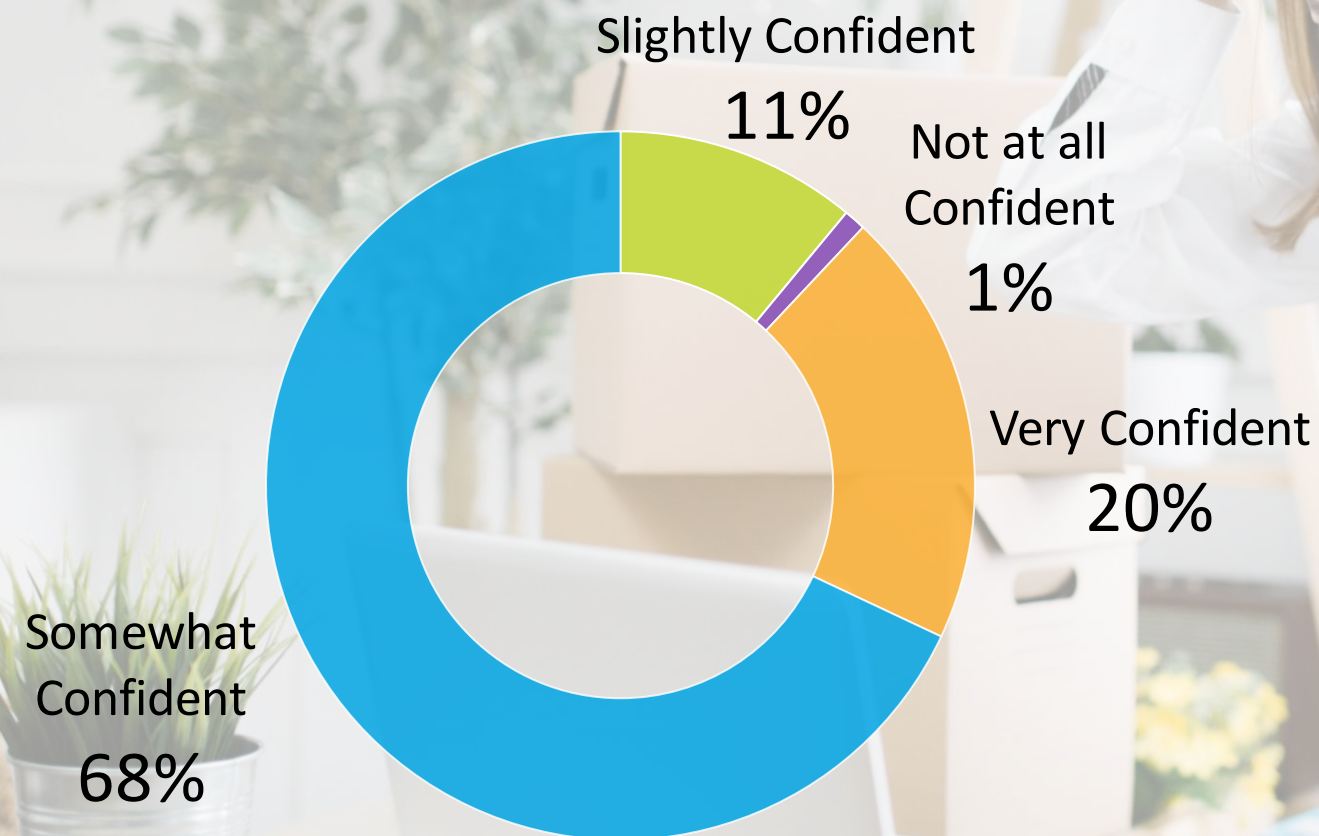


Reciprocity

Making Third Party Data Work



Does 3rd Party Data Work?



Treat Individuals Like Individuals In Personalized Targeting

Co

“Wh
adv

Consumer Response to Advertising

“Which of the following have you done in response to online advertisements you’ve seen over the past month?”

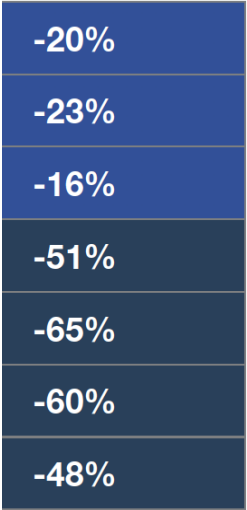
	Empowered customer segmentation	
	Progressive Pioneers	Reserved Resisters
Visited a store	39%	8%
Used a search engine to research the advertised product or service	30%	9%
Clicked on the ad and was directed to a new website	27%	8%
Purchased the advertised product or service in a store	25%	3%
Talked about the ad with people I know	24%	3%
Purchased the advertised product or service online	24%	3%
Registered with a particular website to receive a coupon/discount	22%	4%
Entered a sweepstakes	20%	8%
Shared the advertisement or information about the ad with a friend online	19%	2%
Interacted with the ad without leaving the website I was visiting	17%	3%
Didn't click on the ad, but later researched online the product advertised	16%	6%
I have seen advertising online but have not responded in any of these ways	10%	45%
I have not seen advertising online in the past month	9%	28%

Level of engagement Lower Higher

annels

/pe of

red Resisters



Engage



Questions to Consider When Working with Data

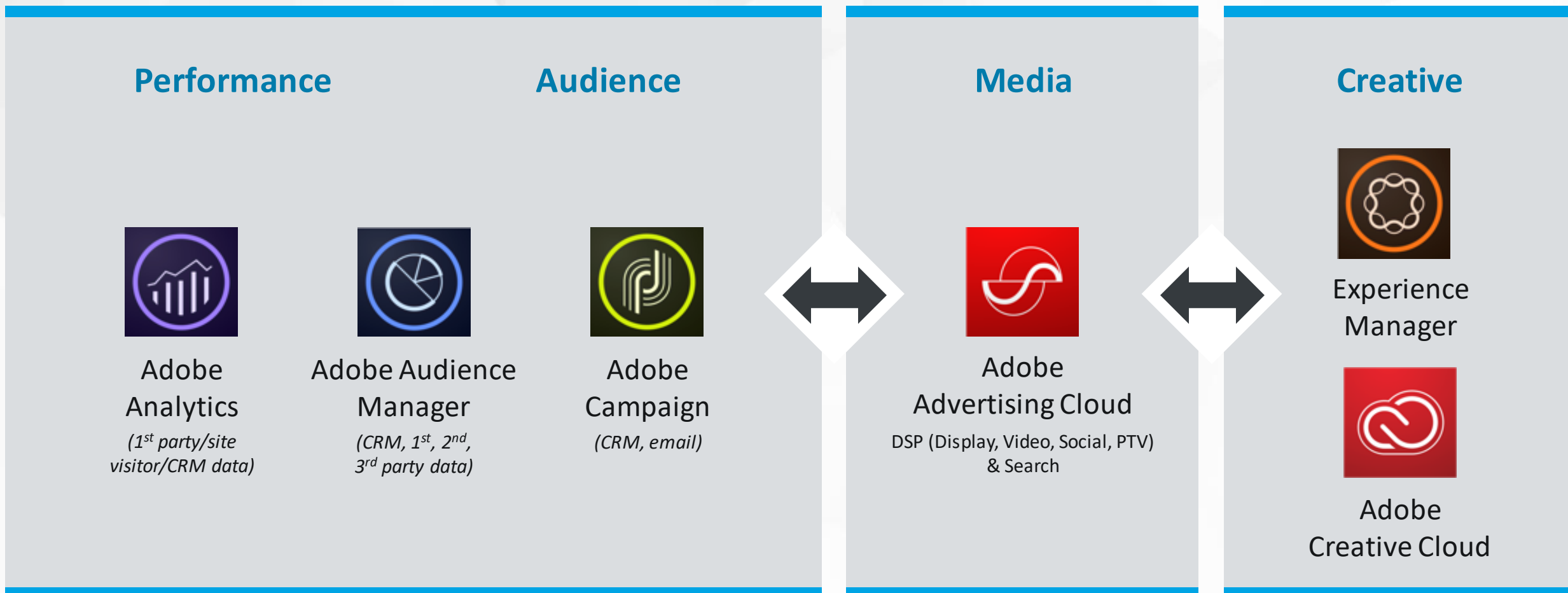
- ☒ Does this data set or device graph use deterministic data, probabilistic data or a combination of the two?
- ☒ What other data sources and inputs have been used to build this device graph or data set?
- ☒ What is the cookie/Device ID split?
- ☒ Can these users be found anywhere else? (e.g., is it an aggregate segment and I should be buying the input data)
- ☒ What capabilities are in place to improve my reach and frequency at the household and/or individual level?
- ☒ How does it overlap with my target audience – am I buying people I would have found anyway or is it additive to my view of the target universe?

A close-up photograph of a person's hands. One hand holds a magnifying glass over a document, while the other hand points at the text on the page. The document appears to be a contract or a legal document with dense, small text. The background is dark and out of focus.

Treat Your Data Like a Business Development Opportunity

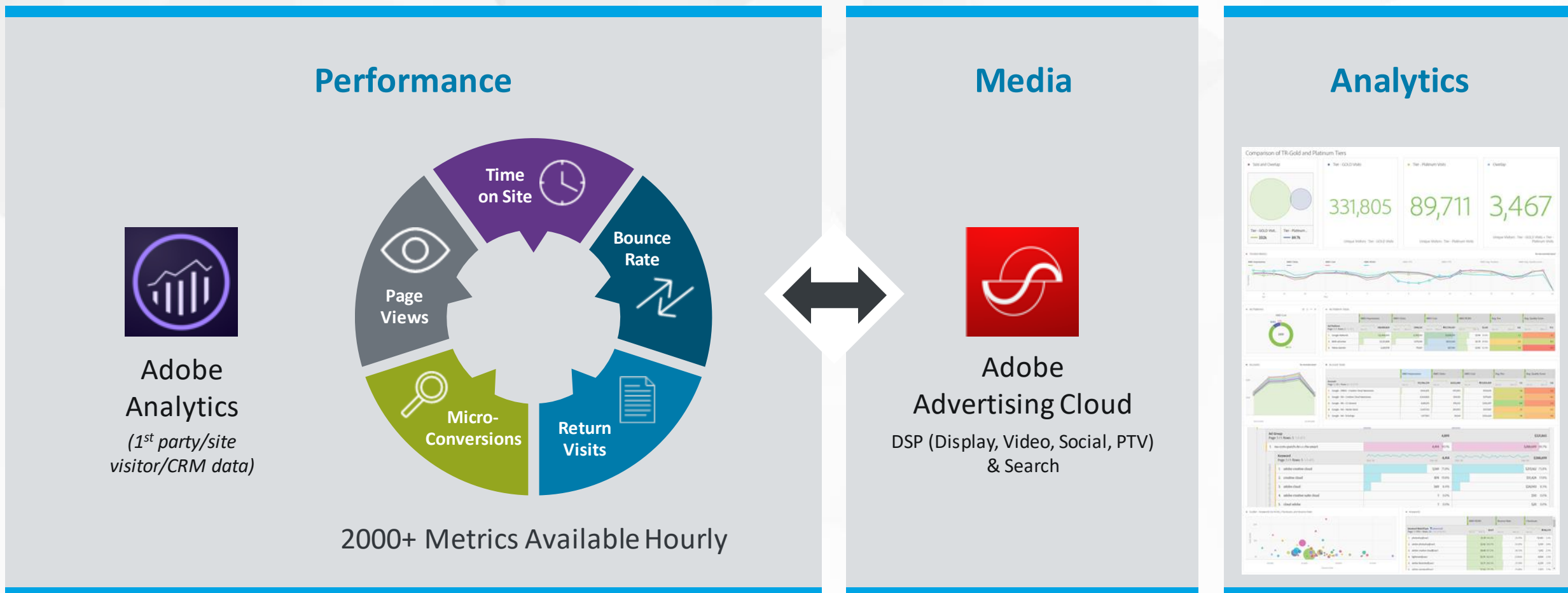
Experience Cloud Integrations

The Convergence of Mar Tech & Ad Tech



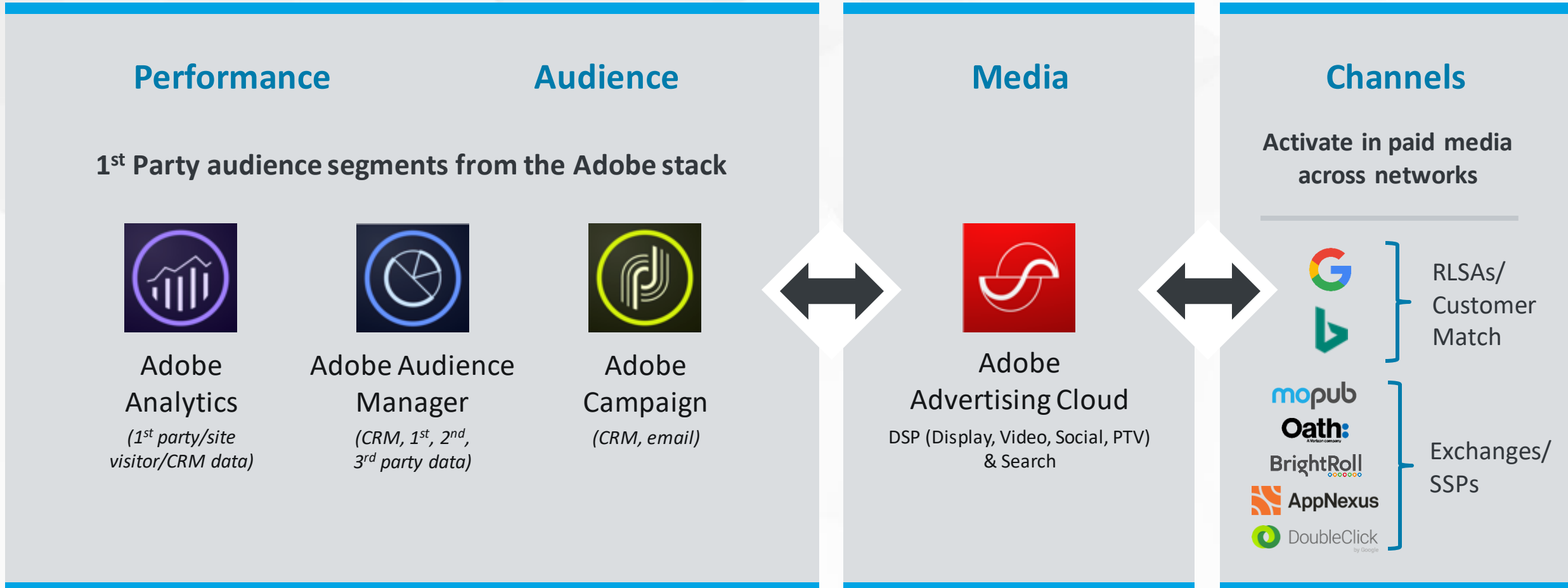
Experience Cloud Integrations

Native Bi-Directional Integration with Adobe Analytics



Experience Cloud Integrations

Mar Tech + Ad Tech Extends Audiences



Experience Cloud Integrations

Mar Tech + Ad Tech Extends Audiences

Performance

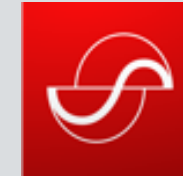


Adobe Audience Manager
(CRM, 1st, 2nd, 3rd party data)

Name	Description	Customer Information Audience (Estimated)	Customer Reach Rate	Audience Manager's Addressable Audience - Customer (Estimated)
Adobe AdCloud Criteo Channel (Data)	Adobe AdCloud Criteo Channel (Data)	12,791,000	100%	25,400,000
Adobe AdCloud Criteo Channel (Data)	Adobe AdCloud Criteo Channel (Data)	12,791,000	100%	25,400,000
AMM - Segment (Data)	Segment (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM1 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM2 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM3 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM4 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM5 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM6 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM7 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM8 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM9 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM10 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM11 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM12 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM13 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM14 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM15 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM16 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM17 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM18 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM19 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM20 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM21 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM22 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM23 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM24 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM25 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM26 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM27 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM28 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM29 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM30 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM31 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM32 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM33 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM34 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM35 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM36 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM37 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM38 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM39 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM40 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM41 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM42 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM43 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM44 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM45 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM46 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM47 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM48 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000
AMM - AMM49 (Data)	Adobe Media Optimizer (Data) - Adobe	12,791,000	100%	25,400,000
AMM - AMM50 (Data)	Adobe Media Optimizer (Data) - Adobe	45,791,000	100%	100,000,000

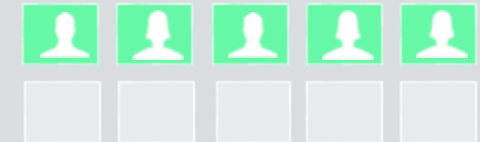
Real-Time Sync

Media



Adobe Advertising Cloud
11-18% higher addressable audiences

Channels



~50% of customer targeting data goes to waste

Adobe Audience Manager clients reach more users more effectively with Adobe Advertising Cloud.



MAKE IT AN EXPERIENCE