



The Union of Ad Tech and Mar Tech

Beth Carlson • Advanced Measurement Services



Adobe Advertising Cloud

AGENDA

Introduction: Making the Dream a Reality

Real World Applications of Data-Driven Communications

Gemma Anderson – Deakin University

Panel Discussion

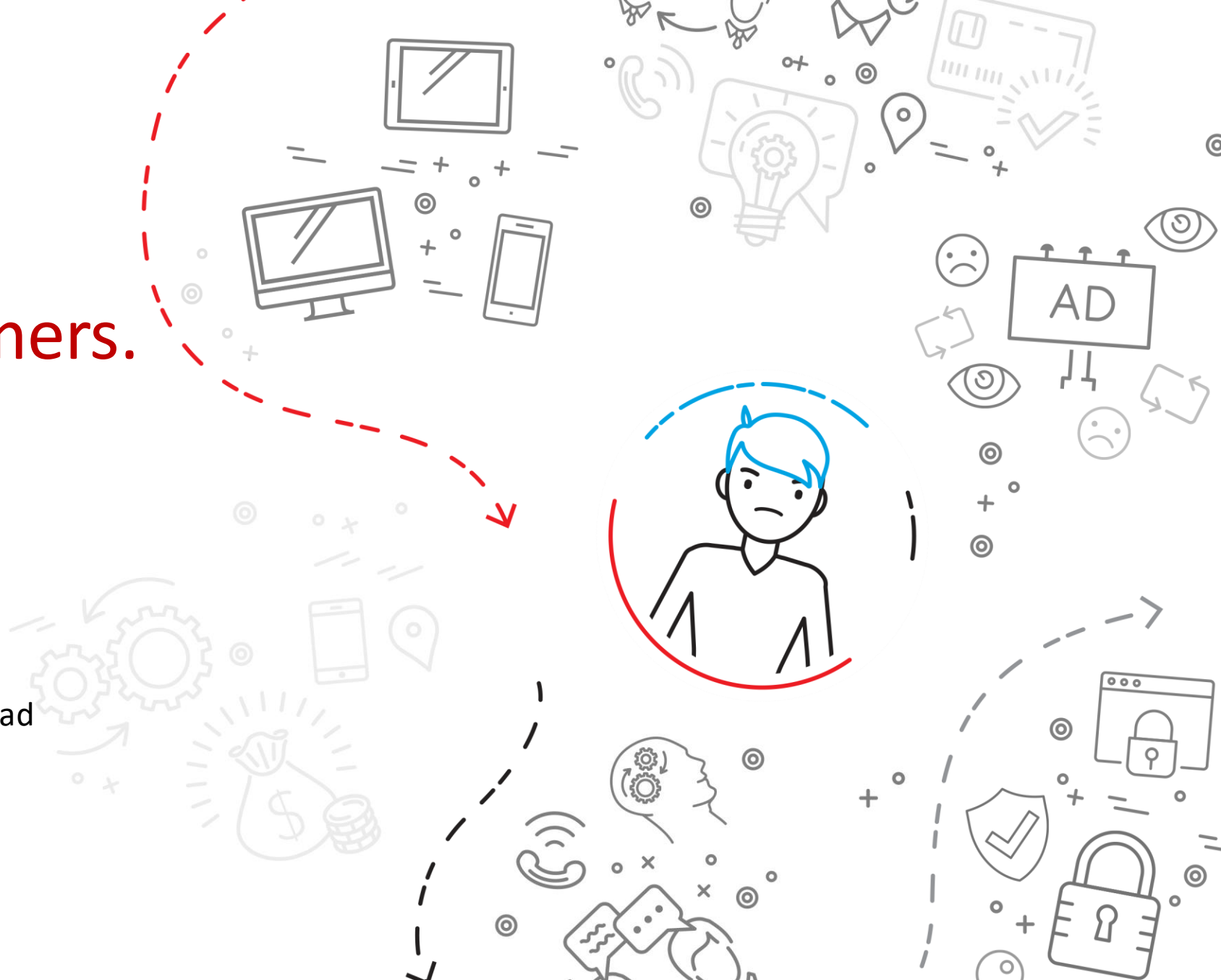
- **Gemma Anderson** – Head of Performance and Growth at Deakin University
- **Divya Goel** – Director, Media Marketing at National Football League
- **Skylar Kim** – VP, Data Strategy and Digital Investment at Horizon Media

The Reality = fragmented & frustrated customers.

Fragmentation continues to increase.

Frustration is also growing.

Result is a lack of persistent IDs and bad user experiences.



Marketers are left to pick up the pieces.

Marketers must stitch together the disparate pieces
and salvage the user experience

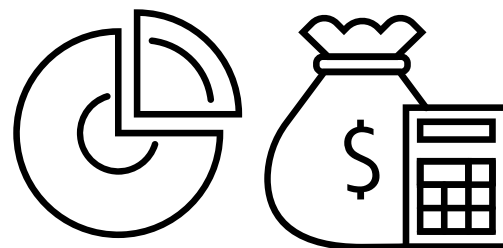
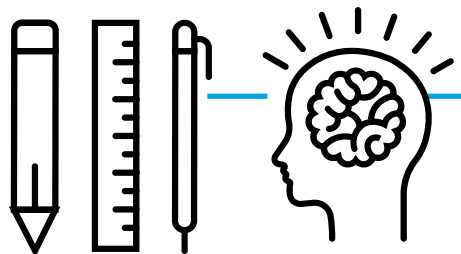
- ✓ Media
- ✓ Tech
- ✓ Internal



The Solution
begins with the
customer.

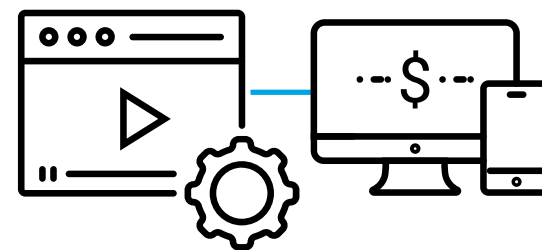


Creative Management

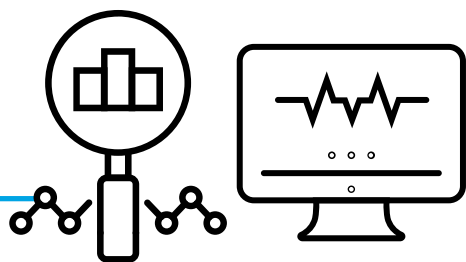


Analytics

DSP

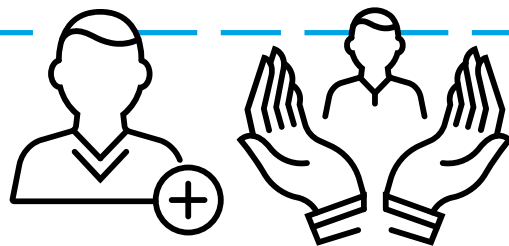


TECHNOLOGY



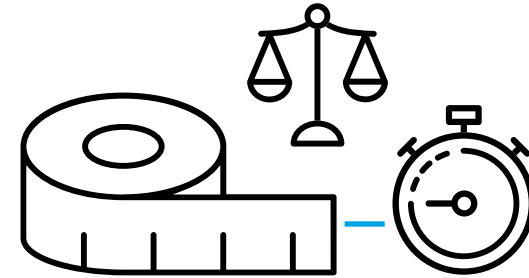
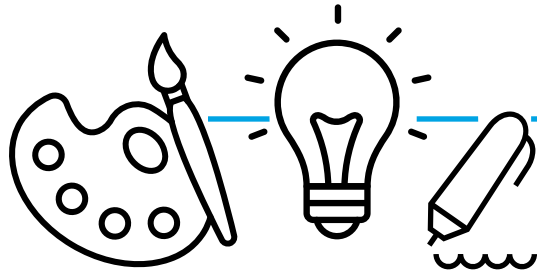
Ad Serving

Audience Management



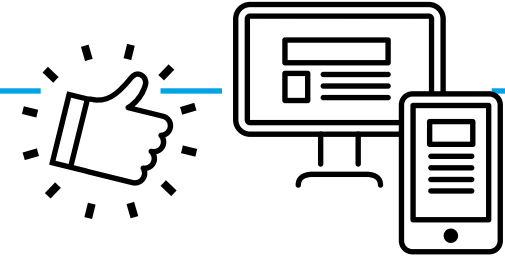
Brand Safety

Creative



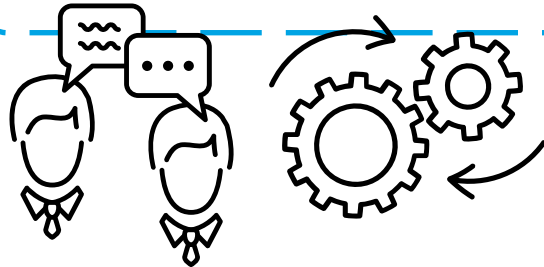
Measurement

Digital



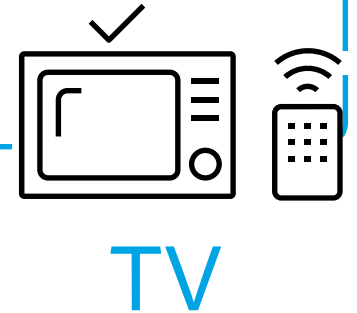
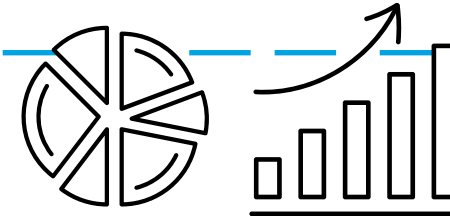
COLLABORATION

Planning



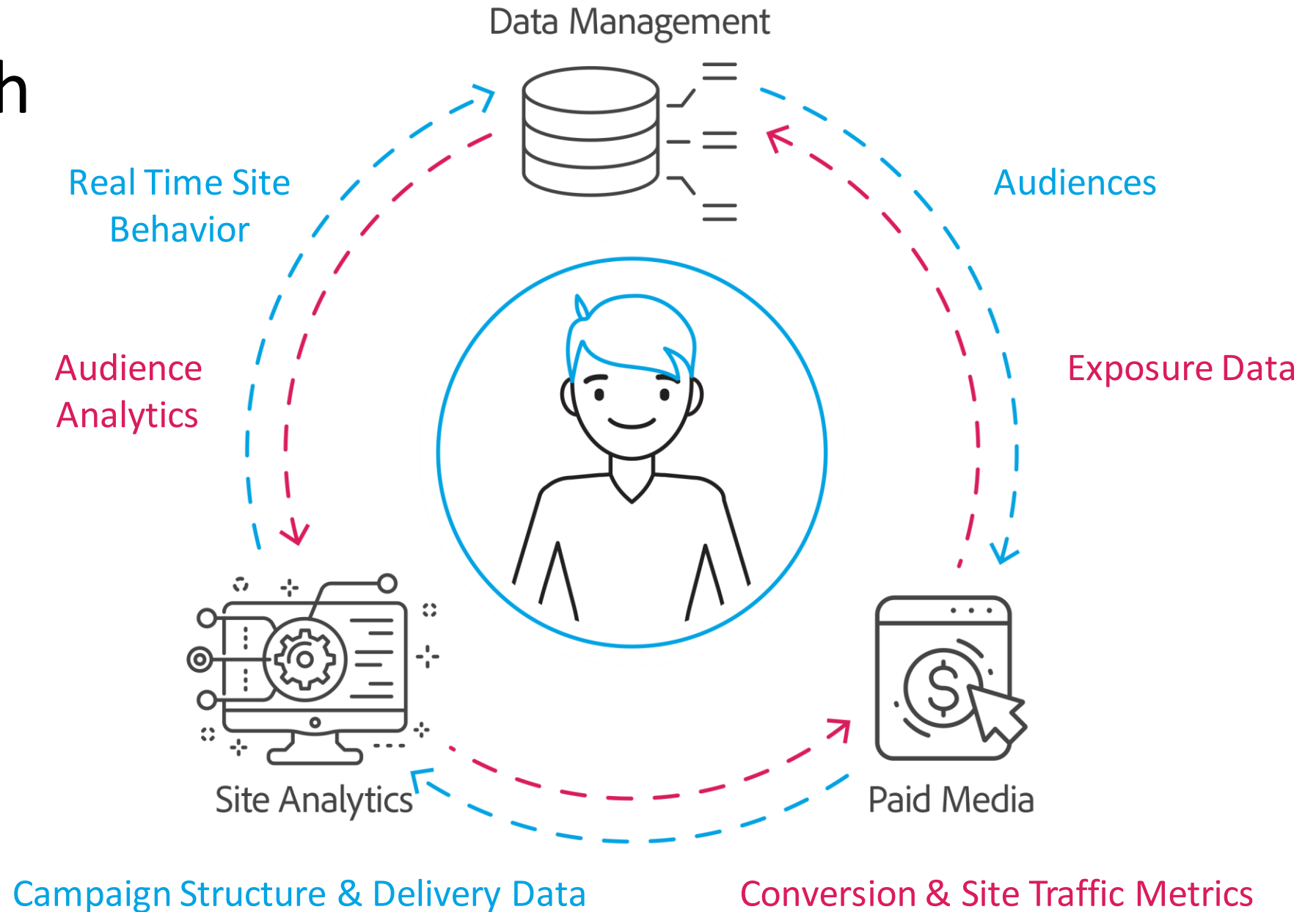
Procurement

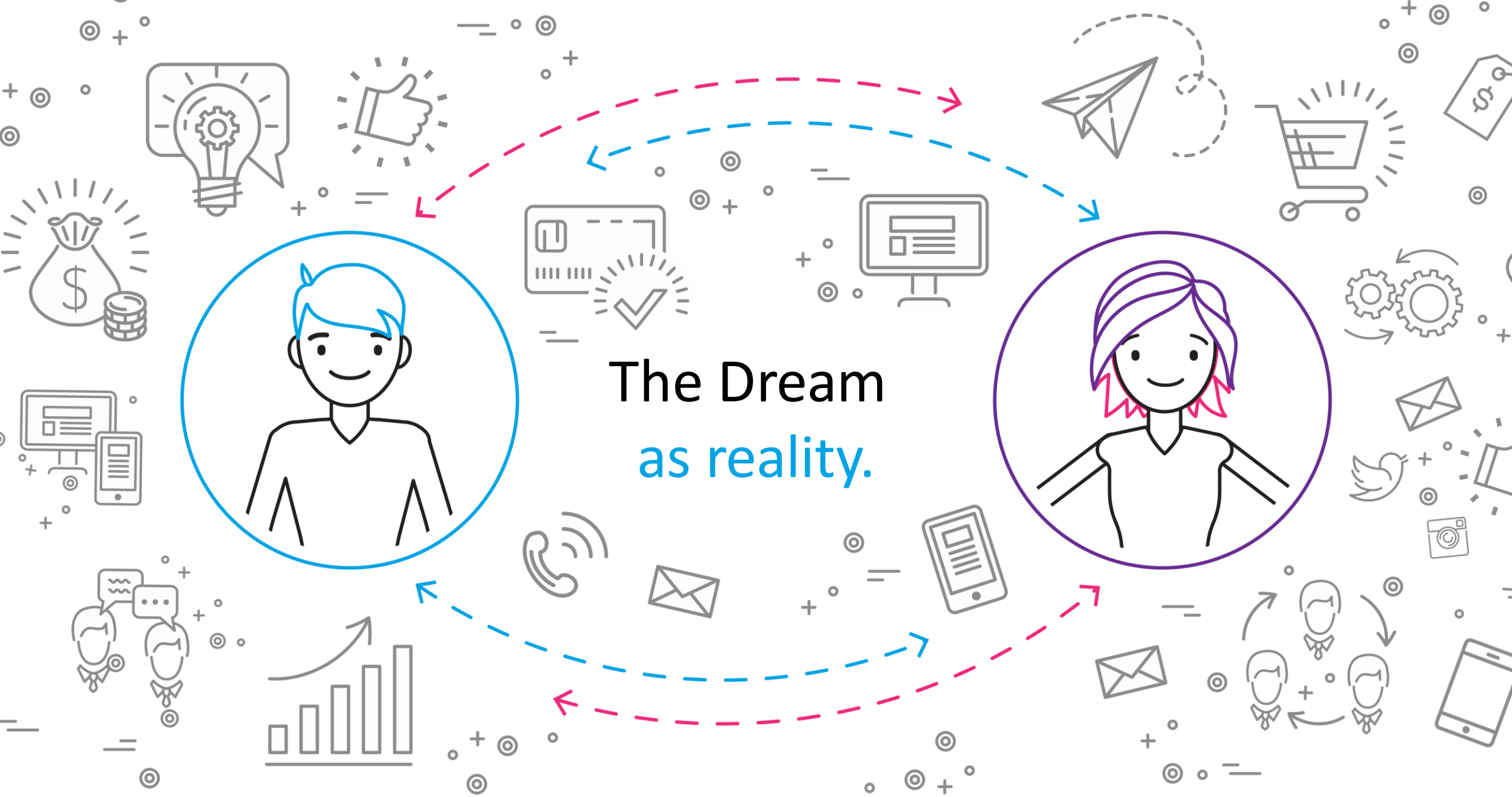
Data



TV

Unified Tech drives efficiencies





Key Takeaways

1

The solution begins with the customer

2

Unified tech drives efficiencies

3

Take control



MAKE IT AN EXPERIENCE