◉ Adobe Audience Manager

Accelerate Adobe Audience Manager success.

6 tips and tricks that make finding and understanding audiences faster and easier.

Adobe Audience Manager is a powerful data management platform (DMP) that can help you find highly valuable audiences and reach them on any digital channel. From exciting new innovations to time-tested capabilities, Audience Manager delivers simple, yet powerful tools that can lead you to success from day one.

Nina Caruso is on the Audience Manager product marketing team. She has worked with many customers to help drive DMP adoption, discover new use cases, and augment segmentation practices. Prior to her current position, Nina led a technical consulting team focused on helping Adobe clients across industries implement Audience Manager successfully.

WIth the benefit of her real-world insight, we've curated the following tips and tricks to help make organizing, building, testing, and optimizing in Audience Manager easier.

Nina Caruso
Product Marketing Manager

Organize: Laying the foundation for good data governance.

Tip 1: Easily control the use of your data.

With Data Export Controls, admins decide how certain data sources are leveraged within segmentation and activation use cases. This helps your business stay compliant with internal governance policies and industry regulations while sharing data to increase marketing performance. Simply click "Audience Data" and click on an existing third-party destination. Then click "Select a Data Export Label" and check the boxes of the controls you want to activate.

Learn more about what you can do with Data Export Controls ›

Tip 2: Determine what users can see and do within the UI.

Role-based Access Controls let admins give or restrict permissions that allow teams to create, edit, or activate data sources. After creating each user group for your organization, click "Group Permissions" and then "Add Object." Select the trait, segment, or destination you want to control, and check the boxes for the permissions you want to allow the group to have. Keep in mind that when you're restricting what a group can see, it will have an impact on how they can segment audiences and how they can analyze data.

__Do__ take your organization's privacy policy into account when setting Data Export Controls and Role-based Access Controls to make sure they align with internal data governance policies.

__Don't__ leave Data Export Controls as a task to accomplish after implementation—take them into account as you stand up your DMP and onboard each data source. Also, don't forget to include data export labels as you set up destinations, so you stay in control of how your data is used.

__Insider insight:__ Hear Adobe product marketing managers discuss why data governance is so essential to business, and how Role-based Access Controls and Data Export Controls in Audience Manager can help.

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Build: Drilling down to the right data sets.

Tip 3: Get a complete picture of an audience, without manually aggregating traits.

Folder Traits automatically aggregates granular traits within a folder, such as page-, product-, and SKU-level attributes to offer a complete view at a rolled-up level. That means no more manually gathering and combining traits as you create segments to analyze higher-level category activity. For example, a retailer selling one shirt in three colors no longer has to find data on red shirts, blue shirts, and yellow shirts to understand how the shirt is selling holistically. Folder Traits does it for them.

To get started, simply click on the "Audience Data" menu and select "Traits." Then in the trait storage window, hover over a folder and click the plus sign icon to create a subordinate folder. The new folder will automatically be assigned to the Audience Manager-generated data source.

▶ View demonstration

__Highly-requested capability:__ Customers across verticals, particularly retail, asked us to make it easier to view the holistic performance of a category in Adobe Audience Manager. Folder Traits lets them automatically aggregate data from specific products in a category. Now, building the broad view they need is effortless.

Tip 4: Instantly estimate the real-time population size of a segment.

Create a new audience segment or change an existing segment, and see the estimated size population the segment logic will produce—in real time and with a 95% confidence interval (figure 1). So you'll know right away if you need to tweak the segment to adjust to the scale you want. From the Segment Builder tool, navigate to the "Segment Populations" view, then click "Calculate Estimates." Remember to click it again to refresh it after adding or removing traits from the segment.

Figure 1

Insider Insight: Get our product marketing managers' best practices for segmentation and look-alike modeling in Adobe Audience Manager.

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Test and optimize: Evaluating performance and making adjustments.

Tip 5: Test DSPs, models, or creative to compare performance.

With Audience Lab, you can split a segment and send its subsets to different demand-side platforms (DSPs) to see which one will drive more conversion. And that's not all. Because Audience Lab was designed with a flexible testing framework, our customers have discovered even more applications, like testing different look-alike models, data sources, and even creative assets. Simply select "Audience Data" and then "Audience Lab" from the navigation menu and start testing.

Tip 6: Get visibility into the status of your ingested data.

Quickly learn how much of your data was ingested into Adobe Audience Manager with the Onboarding Status Report. See how many rows were successful, how many IDs were matched in the system, and gain insight into formatting errors you may need to address. With this insight, you can make adjustments, if necessary, and ingest the data again. You can find this report under "Analytics" in the navigation menu.

See it in action: Recently, a customer used Audience Lab to test the performance of two DSPs and found a remarkable difference. Now, they're spending their marketing dollars with the DSP that gave them more conversions. Learn how Audience Lab can deliver similar benefits to your DMP initiatives.

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Helpful hint: Save yourself a trip to the UI and set up the Onboarding Status Report to automatically arrive in your email inbox.

Our well of information runs deep. Tap in to learn more.

Visit adobe.com or our Learn & Support page to learn more about how to use helpful features within Adobe Audience Manager. You can also access tailored learning paths, community forums, and feature request forms in the Adobe Audience Manager section of Experience League.