<u>Make</u> every ad a story. And watch your *media or entertainment brand grow.*

An in-depth look at building connected advertising experiences.

Humans are storytellers. It's a skill we pass on from generation to generation. A parent reading a child a bedtime story does more than entertain or soothe—they transmit the essential ingredients of what makes a story: beginning, middle, and end. We learn stories in childhood because they serve a central purpose in our lives, showing us how to make sense of the world around us.

With the digital revolution, stories have become more immersive and more widespread as we read, watch, and listen on devices anytime and anywhere. But the surge in storytelling has meant a surge in competition. From streaming platforms like Hulu and Netflix to digital-only publications like Buzzfeed, consumers have more choices than ever in media and entertainment content—and in the ways they access it too.

In this packed marketplace, understanding your target audience isn't straightforward. Customers use multiple devices, making them harder to track. New privacy regulations hamper companies' abilities to gather data. And consumers often don't trust advertisers enough to share that data in the first place.

> ## 52% of publishers haven't started preparing for the California Consumer Privacy Act.
>
> *Source: Digiday*

To grow your customer base, you need the right strategies and tools. The key lies in integrating your advertising technology so you're providing a seamless experience no matter the channel, device, or audience. Here's how to do just that.

Three steps to connected advertising experiences.

Grab your customer
by the hand.

Compelling storytelling in advertising is both an art and a science. Advertisers are pairing time-tested story arcs—such as the hero's journey—with the latest technology to grip their targeted audience. In-stream ads on mobile video and advertising-funded video on demand (AvoD) all present growing opportunities for storytelling.

Whether through true-life or scripted content, here's how to make sure you're delivering your story to your audience at the right time and place.

Advertise to customers, not their devices.
Stay top of mind with customers by reaching them on the devices they use during different times of the day.

When your customer is out for their morning run, you might tease a new episode of your show on her favorite podcast or digital radio station. Later, serve a clip from the show while they're checking the news on their phone. In the evening, while watching a show on Connected TV—a platform that is "growing like weeds," according to eMarketer—show this customer a commercial with a cliffhanger to all but ensure they tune in.

The journey is made possible with a device graph, which maps your customers to all their devices. With an advertising platform that includes a device graph, you can more effectively personalize your advertising, reducing the viewer fatigue and annoyance that results from seeing the same message repeatedly.

A roadmap to your customer.

A device graph maps the links between people and their devices to create customer identities. It builds identities using two types of data.

- **<u>Deterministic data:</u>** Information that customers provide when they log in to a site or make a purchase.

- **<u>Probabilistic data:</u>** Information that comes from IP addresses and other metadata.

While deterministic data links customers across devices, probabilistic data helps you reach people who haven't authenticated and is essential for scale. The Adobe Device Co-op allows members to share consumer or household device links with others in the Co-op while protecting consumer privacy.

This allows members to build advertising experiences that flow across devices and times of day, resulting in more organic, compelling advertising that hooks audiences from the start.

Personalize with creative—automatically.

Personalization in advertising means providing new, interesting, and relevant content to your customers at every opportunity. Creative development is essential for personalization, but it's also time consuming and can lead to bottlenecks.

Get your advertising into a state of flow with the help of artificial intelligence (AI), which can help you create ads once using design templates and automatically personalize at scale. Making creative assets available to your marketing team also gives marketers the tools to tweak and shape ads depending on the consumer.

By automating parts of your creative process, you can more quickly roll out ad campaigns, making you nimbler and more responsive to your customer needs.

Make quick video ads that pack a punch.

Video—especially short video—is a powerful way to clue customers into an upcoming episode, event, or other offering. Try high-engagement formats for mobile, like vertical video, native, or 360-degree.

"Shorter ad length is really important," said Calvin St. John, solution consultant with Adobe Advertising Cloud. "Don't just repurpose your TV commercials across mobile—build ads that are specific for that device."

But even shorter videos require creative commitment, which is why you should track their effectiveness. Meet your goals with an advertising platform that automatically adjusts bid prices for you. That way you know exactly where to place short video so that it gets watched—and acted upon. And, instead of wasting time manually adjusting bids, you can move on to more strategic work.

HAVAS

Havas was hired by a major sports league to create advertising to energize fans with a digital countdown tool that alerted them to the next game day. When the game began, the ad would shift and direct viewers to the network where they could tune in.

Rather than task creative with making hundreds of different banner ads for matchups between the league's 30-plus teams, Havas used Adobe Advertising Cloud to create personalized ads. Using data-driven marketing tools on the platform, they then targeted fans based on their favorite teams.

Their efforts resulted in an increase of 20 percent in basic subscriptions and 44 percent in premium subscriptions—translating to a 31 percent increase in revenue.

> **"Using multiple levels of audience segmentation, we have a greater chance of showing visitors a team that they support. This helps to catch fans' attention and encourage engagement with the sports brand."**

Chris Merolle
Director of Analytics, Havas

<u>Think</u> in a *unified manner.*

A truly unified advertising approach means brands first start with a consistent audience definition and trait," said St. John.

Data is foundational to advertising. But many companies have a scattered approach to collecting information about their customers across platforms and devices.

Fewer than 28% of brands use digital audience data to inform TV ad buys.

Source: Adobe

An incomplete picture can lead to wasted ad spend. Here's what you can do to bring it all together.

Define your audience segments.
Whether you collect data from sources like email, point of sale, and web, or buy it from third parties, there are many ways to get to know your audience better. But just having that information isn't enough. You have to act on it.

A data management platform (DMP), like Adobe Audience Manager, helps you segment your audience into groups of people with specific traits so you can message to them accordingly. And with the help of AI and machine learning, you can use look-alike modeling to expand your reach by finding audiences with similar behaviors and interests.

Integrate TV with digital.
TV is still a priority for many advertisers due to its ability to connect to customers on an emotional level. TV advertisers have long relied on Nielsen National Television Ratings to inform their ad decisions. Now it's time to add digital data sources into the mix.

Think strategically with an advertising platform that places linear, addressable, and connected TV side by side. You'll be able to glean data from new places, like automated content recognition (ACR) from TV manufacturers and set-top boxes such as Roku to extend your reach and deliver more relevant ad experiences. You can also make TV planning, audience segmentation, targeting, and management easier and more efficient by pulling in even more data from data management and analytics platforms. The result: your ads will be consistent across screens—and you'll know exactly how well they're performing.

Digital video advertising is a major focus for media and entertainment companies.

U.S. Media and Entertainment Industry Digital Video Ad Spending (Billions)
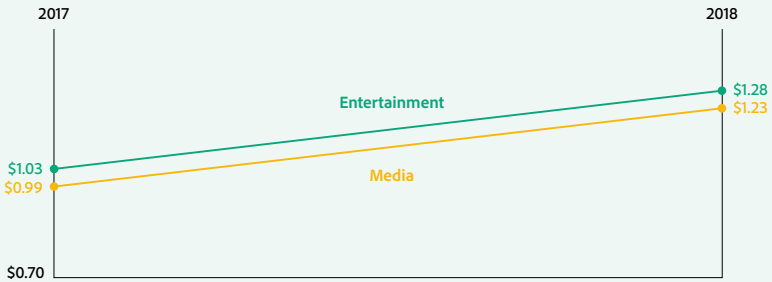
Brands in each vertical regularly repurpose video content across TV and digital platforms. Recently, the biggest obstacle has been brand safety across Facebook and Youtube.

Source: eMarketer

Place the bottom line at the top.

When assessing campaign performance, look to online and offline data alike. For example, data from third-party sources like Nielsen, DLX, and Mastercard can supplement insights into display, video, and native advertising.

Machine learning can help you assess data from disparate sources. It looks for patterns in your advertising performance over time and automatically adjusts your ad spend accordingly. And if you know your budget is going to shrink or expand, you can quickly see how that change affects purchasing recommendations, helping you make wiser choices.

BASK

BASK Digital Media was hired to run a campaign for a ballot initiative and chose television advertising to reach their audience. But since 23 percent of voters couldn't be reached by traditional television, they needed a strategy to communicate to digital TV watchers.

The agency knew that the success would hinge on these "cord cutters," so they invested in a comprehensive advertising platform that would allow them to manage videos across traditional TV and digital. They strategized and bid on advertising across platforms, using results from online and phone polling to measure performance. Before voters went to the polls, the digital TV strategy increased campaign awareness by 192 percent and boosted support for the initiative by 33 points.

> **"It was our first time running a very concerted digital TV strategy, so we didn't know what to expect. The results far exceeded our expectations, improving both awareness and vote significantly."**

Amanda Bloom
Managing Director and Director of Digital Advertising, BASK Digital Media

Focus on the person
rather than the product.

The American public is increasingly skeptical of news organizations, as accusations of "fake news" have stuck. In this climate of mistrust, the advertising and marketing industry must work harder to gain and keep the trust of customers.

Only 3% of consumers trust marketing and advertising firms.

Source: PwC

To connect with wary customers, context is key. You can create ads that tell your story, but if you don't deliver them at the right place and time, you're wasting resources. "Context will make a roaring return in the next couple of years," predicted John Battelle, co-founding editor of Wired magazine, at a recent Adobe Symposium.

As media brands, one component of context is what your customer is looking for on your site. The content they read can tell you more about their interests, which in turn helps you better target your messages. Here's how to refine your story even further.

Use deeper metrics.
"Many times, brands are developing and marketing new product features that they believe consumers will value, but in reality, they might not be achieving that goal," said St. John.

To understand what customers really want, gather data from diverse sources. But go beyond vanity metrics like impressions, click-throughs, or site engagements. Instead, dig deeper by tracking metrics like customer pathing, traffic sources, content effectiveness, and video engagement.

Automatically sort and consider both surface-level and deeper interactions with the help of machine learning, which can advise you on where to best spend your next ad dollar.

Get analytical with your data.
In assessing your digital ad spend, you're already paying attention to clicks and conversions. But between these two moments, there's more to discover, like time across multiple visits, page views in the first visit, and total page views across multiple visits.

For example, you can understand more about why your customer signed up for a subscription by looking at what they did just before and just after. You can also look for links between paid media engagements and actions on your site. Both insights will help inform your ad buying.

These metrics can also help you refine how you talk to your customers. By understanding what consumers want and personalizing every experience, you can keep them more engaged on your platform.

With AI, help searchers find what they're looking for.
The public is hungry for reliable information and powerful storytelling
and entertainment. Make sure they can easily find it with effective
search advertising.

Successful search happens by bidding the right amount on the right keywords.
There are billions of data points to consider to ensure you're hitting that sweet
spot. Search engine and campaign settings, site engagement, conversion, and
dimensional data like audience, location, and device, are all crucial for capturing
your audience.

It's far too much for any human to sort through. That's where AI comes in. An
advertising platform with machine learning can synthesize and sort
the relevant information to provide insights that automatically guide
ad spend and placement.

CupidMedia
connecting singles worldwide

Cupid Media relies on keyword searches to help customers find their way to the brand's niche dating websites. But since they operate in 205 countries in 24 languages using search platforms that vary across the world, Cupid's search marketing is complex. With the help of Adobe Advertising Cloud, they took a more comprehensive approach to search based on all these variables.

AI allowed Cupid Media to analyze keywords to understand which were most effective at driving traffic and membership, and then bid accordingly. These changes helped them increase membership by 17 percent.

> "When dealing with millions of keywords, it's impossible for people to spot patterns and make timely decisions about which search terms perform best. That's what makes machine learning in Adobe Advertising Cloud Search so valuable."

Jason Johnson
Marketing Manager, Cupid Media

Make every story *matter.*

Advertisers, after all, are storytellers too. To write the next chapter of your media brand story, you need to make sure that those stories are being seen, heard, and most importantly, felt.

With the right approach, you can better understand your customers, meet them where they are in the moment they need you, and show them relevant messages with each and every ad. Keep them believing in your story as much as you do, and they'll be clamoring for the sequel.

Adobe can help.

Named a Leader in the Gartner *Magic Quadrant for Ad Tech*, Adobe Advertising Cloud is uniquely positioned to address the challenges facing advertisers in media and entertainment. Advertising Cloud gives you an independent, omnichannel advertising platform that simplifies the management and delivery of brand and performance campaigns in display, video, native, search, and TV across any screen in any format.

Advertising Cloud includes Advertising Cloud DSP, Advertising Cloud TV, Advertising Cloud Search, and Advertising Cloud Creative. Using the power of AI and machine learning capabilities from Adobe Sensei, Advertising Cloud is the only independent platform that consolidates and automates media channels, customer data, and ad creative to deliver connected advertising experiences at scale.

With Advertising Cloud Creative as a core element of the Advertising Cloud portfolio, you can easily integrate, manage, and improve your processes for serving up dynamic, personalized creative.

And with native integrations to Adobe Experience Cloud solutions, such as Adobe Analytics, you can connect your advertising efforts to the broader marketing journey and use advertising to manage and deliver great customer experiences by ensuring that every ad is relevant, meaningful, and valuable for media and entertainment consumers.

Discover how media and entertainment companies create anytime, anywhere advertising experiences.

Learn more

Learn how Adobe Advertising Cloud can help you create connected advertising experiences.

Learn more

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