



Master the art and science of *connected advertising.*

Creating omnichannel experiences for the digital age.

As an advertiser, making a great first impression can pave the way for long-lasting customer relationships. But it requires the perfect balance of data, creative, media, and technology. In our guide *Master the Art and Science of Connected Advertising*, we bring together best practices and our most valuable content for creating advertising experiences that help you acquire and keep customers. First impressions matter, but strong customer relationships deliver value for a lifetime.

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The omnichannel imperative

Think about the day you met your closest childhood friend. Perhaps you had a few things in common, or maybe you just clicked. You shared the same values, read the same books, and even finished each other's sentences that first day. You made a connection you just knew would stand the test of time.

As advertisers, turning initial interactions into lasting relationships sounds like a dream come true. But customer-centric brands know that clicking with their audience is hard work. It takes getting to know their behaviors, needs, and interests long before you serve up that first ad. Speaking to them in a personalized creative voice. And being there exactly when and where those consumers want to engage from that day forward.

That's omnichannel advertising at its best—creating connected experiences across every channel, every device, and every location where a consumer happens to be. And when you get it right, much like a lasting friendship, you've gained a valuable customer for years to come.

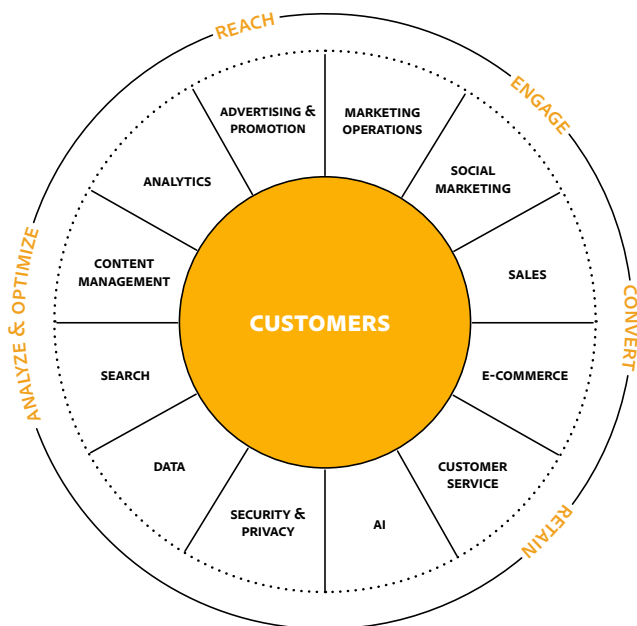
— Keith Eadie, VP & GM of Adobe Advertising Cloud



1. The customer experience gateway

Since advertising is often the first interaction a prospect has with your brand, getting it right can make or break a relationship. That's why reaching the right audience and getting them to take notice is a must.

Customer experience management



Consumers who experience great advertising are put on a path to a better overall customer experience. You, in turn, get to connect with new audiences, build awareness, and convert sales. Advertising can also help you understand and track evolving preferences and behaviors across an ever-growing number of digital channels and customer touchpoints. In short, advertising is a critical piece of your experience management foundation.

But advertisers are finding it harder than ever to earn their audience's attention and trust. Ad blocking is on the rise because consumers find most ads irrelevant. Privacy regulations like the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) have changed the way brands collect customer information. Walled gardens like Facebook, Google, and Amazon are tightening their grip on consumer data. And consumers are less willing to share their data, without getting something in return.

Connect across the journey

Serving up connected experiences goes beyond just bringing your ad channels together. It requires uncovering new, unique opportunities for where and how to use your data. Which means connecting your audiences, media channels, messaging, and creative across all your advertising and marketing efforts, as well as your tech stack. And it means doing it all with the customer at the center.

“When a relentless focus on the consumer combines with one brand voice across advertising and marketing channels, consumers will actually want you in their lives because you’ll be providing value to them.”

— Keith Eadie, VP and GM, Adobe Advertising Cloud

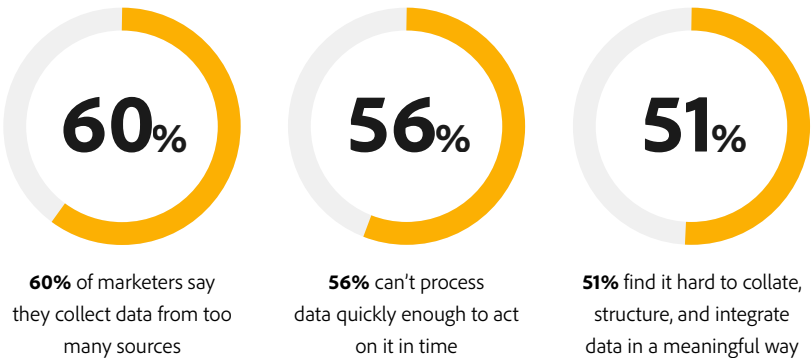
With connected advertising experiences, you can take prospects on a customer journey that builds brand awareness, strengthens brand perception, and encourages loyalty. And if you give consumers the right information along the way, you can also shorten their path to purchase.

But most brands aren't there yet. According to eMarketer, 28 percent of marketers say websites, mobile apps, and video advertising are siloed in their organizations.

Turn data into action

As more channels become digital—including TV, audio, and out-of-home (OOH)—brands that take control of their data and use it to deliver relevant advertising experiences will come out ahead. Being relevant means connecting those experiences and fine-tuning them in real time. And that requires actionable data.

Brands are facing some big challenges according to Adobe research



Source: Adobe

According to the *Harvard Business Review*, more than half of organizations report that they don't treat data as a business asset. Yet the insights you gain from analyzing that data can uncover what consumers expect when interacting with your brand, where you fall short, and how you can improve their experiences. Now's the time to differentiate your brand by building a foundation with data.

Similar to how the smartphone has combined tools and solutions into one consolidated experience, advertisers who put the right pieces together can deliver connected experiences while aligning paid, owned, and earned media strategies. In practice, this means connecting offsite activity to onsite actions, so your advertising is connected to your marketing. Or, at the click of a button, retargeting an audience segment with the right content based on data like in-store visits or bounce rate.

By identifying audience segments across every channel, you can keep messaging consistent and even target the same audience on different channels, like television and search. You can also deliver consistent assets and creative throughout the customer journey.

The insights you uncover from your data foundation can help you make better media planning and buying decisions that increase your return on ad spend (ROAS). With a single source of truth for your audience—and your measurement—the opportunity to grow your brand across channels has never been greater.

Learn more about connected advertising

- ▶ Watch our 32-minute keynote video *Advertising in the Experience Era* for a detailed overview. [Watch now](#)
- ▶ Dive deeper with this one-hour Adobe Summit 2019 session *Laying the Foundation for Connected Advertising Experiences*. [Watch now](#)



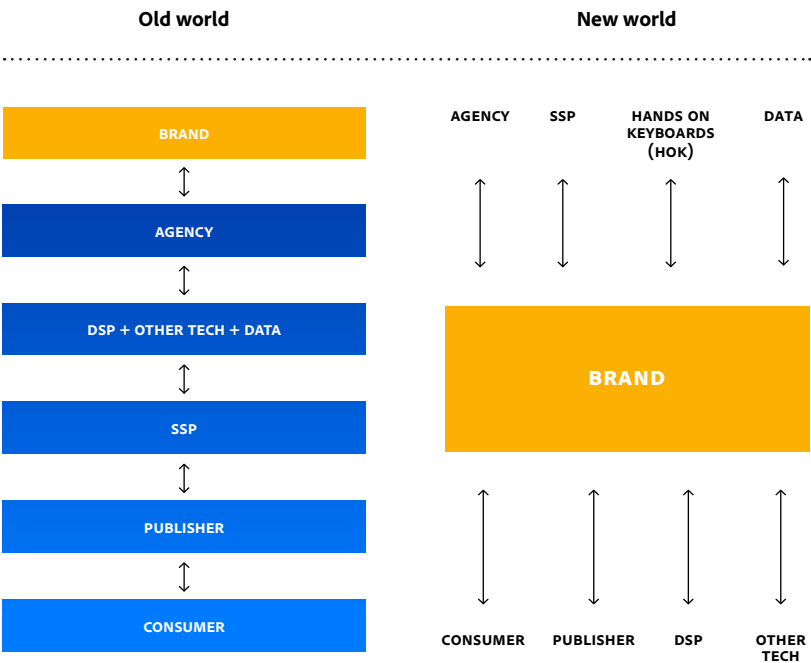
2. Experience *enablers*

Before you can connect your advertising experiences, you need to bring together all the people, processes, and technology required to create and deliver these brand interactions. Build your experience management foundation by making it easy to collaborate, simplifying your workflows, and unifying your data.

Pool your talents

The most effective advertising experiences are built when brand advertising, performance advertising, analytics, and creative teams can easily come together to deliver value. “Our vision isn’t just about connecting the advertising experience,” says Ryan Fleisch, head of product marketing for Adobe Advertising Cloud DSP. “It’s also about connecting the people behind it to deliver that experience.”

Brands are now in the center of the ad ecosystem



Breaking down silos can help drive powerful conversations between teams. And when ideas flow freely, each team member can contribute their unique talents to delivering memorable advertising experiences. For example, analytics and marketing tend to be siloed, even though they can drive valuable benefits by working together.



“The marketing team can add more color and context to the analytics team’s analyses, and the analytics team can provide a richer view of what’s happening with marketing budgets,” says Ian Monaghan, product marketing manager for Adobe Advertising Cloud.

Collaboration is also key when it comes to brand-agency relationships. As brands seek to use their data to deliver more relevant advertising experiences, agencies should adapt their services as needed. For example, agencies should be ready to explain to clients which technologies will best support their business and data strategies. And with rising concerns over data privacy, the more transparent the better.

"What brands really want is transparency, especially into how their data is being used," says Phil Duffield, managing director for Adobe Advertising Cloud in EMEA. "And that might just mean developing a more open and collaborative relationship with their agencies."

By collaborating more closely, and making it easier to share data and creative, everyone gets a single view of the customer and a clear picture of the entire customer journey.

Learn more about pooling your talent

-  Read this CMO by Adobe article *Why Agencies of the Future Need to Be More Versatile* to learn how to balance transparency and collaboration with partners (5–6 minutes). [Read now](#)
 -  Download our guide *Adobe Advertising: Partnering to Create Connected Advertising Experiences* to discover the three key reasons why partners choose to work with us for their advertising. [Download now](#)
-

Refine your process



If you want to create memorable advertising experiences, you need to build the right workflows into your organization while breaking down silos that

keep teams from collaborating. This is especially important when it comes to creative and marketing teams.

With a fluid, nimble process in place, creative teams can produce compelling, on-brand advertisements, send off to an ad trafficker or campaign manager, and even have certain pieces of it edited dynamically by marketers—all without having to go back to their agency or re-traffic.

Continuously improve ad experiences by teaming up with your analytics teams to routinely pass campaign performance data back to the creative team. These insights can help creative marketers understand which elements provided the best experience so they can adjust as needed and make the next round of design even more engaging.

Learn more about refining your process

-  View our *Adobe State of Creative and Marketing Collaboration Survey* report to learn our findings and takeaways regarding collaboration. [Read now](#)
 -  Download our guide *Infinite Brilliance* to get a deep look at how teams can work to deliver customer-centric ads programmatically. [Download now](#)
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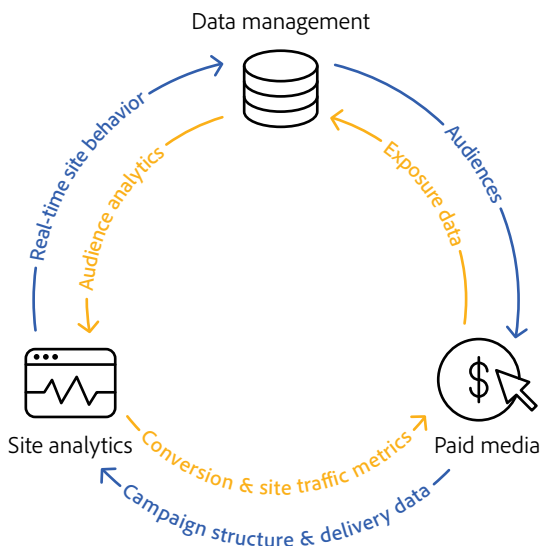
Link up your technology

Over the past few years, advertisers have been focused on collecting customer data to inform their media buys, and they've been adopting multiple technologies to try to keep up with that data. But because these technologies typically don't talk to each other, brands have ended up with multiple sources of disconnected data that can't be reconciled, resulting in broken customer experiences and missed opportunities.

"We were using 14 technology vendors across 11 key digital marketing functions. This led to huge amounts of time just maintaining this beast, implementing and trouble-shooting all these technologies."

—Alastair Dillon, Head of Marketing Technology and Digital Media, Citibank

A unified marketing and advertising tech stack gives you the foundation you need to deliver more meaningful omnichannel experiences to your audiences by bringing together earned, owned, and paid media strategies. When you can plan, buy, measure, and optimize across search, display, TV, video, audio, and other channels in one place, media management becomes a whole lot easier.



Creative integrations can also help marketers and advertisers work together to quickly develop dynamic ads at scale that can be personalized in the moment, speeding up campaign delivery. And with the ability to pass data between your data management platform (DMP) and analytics platforms, you can use your data to gain a single source of truth about your customers and the impact of your advertising.

Learn more about linking your technology

- ▶ Watch our detailed video *Truly Realizing Your Data Investment* for best approaches for integrating first- and third-party data (about 17 minutes). [Watch now](#)
- ▶ Check out this Adobe Summit 2019 session *Using Adobe Analytics to Power Your Advertising Program* for a closer look at how analytics can power your advertising (about 60 minutes). [Watch now](#)
- ▶ Watch this session from Adobe Summit 2019 *Activating Data across Every Advertising Touchpoint* to learn how Barclays successfully stitched data together for great campaigns (about 60 minutes). [Watch now](#)
- ▶ Watch our Advertising Cloud University video *Ad Tech and Mar Tech* to learn how to bridge the gap between advertising and marketing (about 43 minutes). [Watch now](#)



3. Strategy and *planning*

Once you've laid the foundation with the right mix of people, processes, and technology, you're ready to develop a customer-centric advertising strategy. This includes building audience intelligence, improving your targeting, personalizing your creative, and better planning your media buys.




Build customer intelligence

Planning which target audience you want to reach with your advertising and marketing has come a long way from segmenting visitors based on clicks. Today's modern advertising platforms bring together data from DMPs, analytics platforms, customer relationship management (CRM) systems, customer data platforms (CDPs), customer experience management (CXM) solutions, and others to help you define robust audience segments. Those segments allow you to target audiences in both your advertising and marketing campaigns so you provide consistent experiences throughout the customer journey.

"You shouldn't be responsible for throwing a dart at the criteria you think are the right ones to target users," says Fleisch. "You should have a tool that helps you recommend target criteria when you're planning on whom to go after."

A good solution and partner can help you identify audiences by bringing your first-, second-, and third-party data together so you can get a complete view of your potential customers.

Three flavors of customer data




 FIRST-PARTY DATA	 SECOND-PARTY DATA	 THIRD-PARTY DATA
DEFINITION		
Data you own and collect from your digital properties, CRM, POS, and social.	Data that you buy, sell, or share with trusted partners.	Data you purchase from aggregators.
BENEFITS		
<ul style="list-style-type: none">• Better targeting and personalization.• More control over media spend.• Minimal data privacy concerns.	<ul style="list-style-type: none">• Wider reach with complementary audiences.• Increased scale and data quality.• Better targeting with high-value audience segments.	<ul style="list-style-type: none">• Rich customer profiles when blended with owned, earned, and partner data.• Increased personalization and engagement.• Wider reach with new audience segments.
CHALLENGES		
<ul style="list-style-type: none">• Data silos, lack of single customer view.• Complex data integrations.• Difficult to scale.	<ul style="list-style-type: none">• Finding high-value partners.• Potential audience overlap.• Managing multiple partnerships.	<ul style="list-style-type: none">• Managing multiple data sources.• Transparency, less control over data.• Data quality, privacy, and integration issues.• Same data available to competitors.

Once you have your audience data in place, solutions with artificial intelligence (AI) can help you find people who are more likely to convert by

picking apart and showing you all of the traits that fall into a particular segment—like behaviors, devices, and locations—as well as the propensity to convert. Then you can create look-alike models based on those traits.

With your top audience segments defined, you're ready to connect, plan, and target across different channels, including linear and connected TV, an open ecosystem DSP, audio, and digital out-of-home (DOOH). You can also replicate the same criteria and segment definition in a walled garden like Google without having to manage Google's pixels yourself. Finally, be sure to suppress—or exclude—audiences so you're not serving up irrelevant offers to people who are already your customers.

Learn more about strategy and planning

-  Read our blog article *Good Things Come in Threes* to explore how analytics teams and media buyers can get on the same page (8–10 minutes). [Read now](#)
-  Read our blog article *The Rise of the Experience DMP* to learn five findings based on a survey of marketing and IT professionals (2–3 minutes). [Read now](#)
-  Download Forrester's report *The Total Economic Impact™ of Adobe Analytics and Adobe Audience Manager* to get an in-depth analysis of these two products. [Download now](#)

Build customer intelligence

Almost one-third of advertisers say delivering personalized ads in real time is one of the most exciting opportunities in the next three years, according to Econsultancy. But relevant, personalized interactions with your brand is something consumers expect today.

“We’re entering an era in which consumers will be less tolerant of sharing their data, and completely intolerant of advertising that is irrelevant to them.”



—Keith Eadie, VP and GM, Adobe Advertising Cloud

Reach the right audience by gathering your first-party data from all your sources. This includes customer preference and behavioral data from your analytics platform, buying history from your CRM, as well as geolocation and time data, or physical location interactions. This rich combination can help you deliver ads that delight at the right time and place.

One way to better target your audiences is to get a complete view of your customers across devices. An identity management tool like a device graph can help you do just that. With the ability to recognize identity across consumer devices, you can gain even more value from your data by providing personalized experiences across any screen, increasing your reach and scale.

“Every time we run a personalization campaign, we get a good payback,” says Angus Cormie, e-commerce director for consumer and small business at Dell. “It’s one of the single biggest ROI investment areas that we make.”

Learn more about building customer intelligence

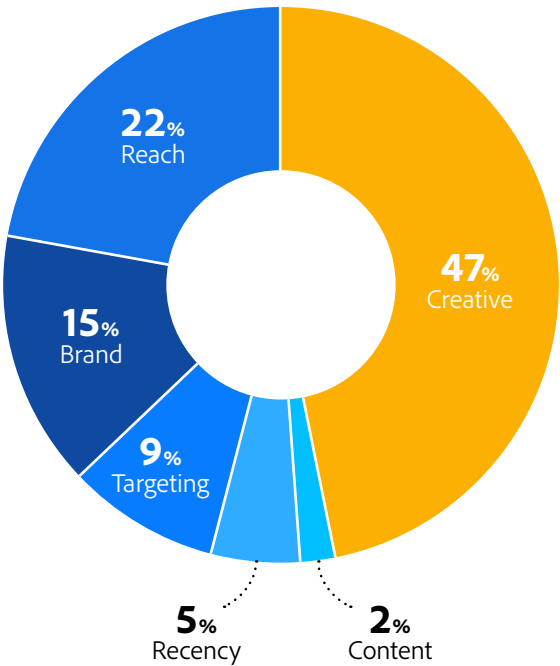
-  Read our blog post *First-Party Data Expands to Unleash Greater Campaign Effectiveness* to discover how you can better tie your ad investments to business outcomes (2–3 minutes). [Read now](#)
-  Read our blog post *The Science of the Device Co-op* to learn how the Adobe Device Co-op propels marketers to deliver better experiences (3–5 minutes). [Read now](#)

Compel with creative

Marketers dedicate a lot of time planning the right campaigns for the right target audiences, including what that brand experience looks like. But when it comes to execution—especially for digital ads and banners—the experience can break down.

While data-driven targeting is an important component of your advertising mix, creative plays an even bigger role when it comes to driving sales.

Nielsen Catalina's keys to advertising effectiveness



Source: Nielsen Catalina Solutions

In addition, advertisers say that creating compelling content for digital experiences is their single most exciting opportunity—narrowly ahead of data-driven marketing that focuses on the individual, according to Econsultancy. These trends show that you'll need to keep creative at the heart of your experiences if you want to make meaningful connections with consumers.

"Data has been such an overwhelming focus that creative brilliance has fallen by the wayside."

—Keith Eadie, VP and GM, Adobe Advertising Cloud

With creative capabilities built into your advertising platform, marketers and advertisers can easily share creative assets, update existing assets, and get campaigns live faster.

In addition, AI can help you keep the creative flowing and your audience growing. Rather than loading static assets into a creative solution or being forced to use an advertising platform's UI to design ads, an integrated advertising platform lets you pull together multiple offers using a library of shared assets with the creative tools you use most. At the same time, automation speeds up the creation of personalized ads on the fly.

Learn more about compelling creative work

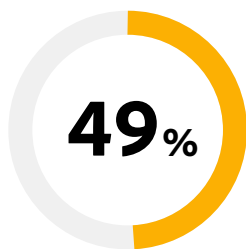
- 📖 Read our blog post *How to Fix Creative in Online Advertising* to learn how you can avoid generic ad messages by using artful persuasion (4–6 minutes). [Read now](#)
 - ▶ Watch our video *The Creative Renaissance* to learn how to put creativity at the center of your campaigns (about 30 minutes). [Watch now](#)
 - ▶ Check out this Adobe Summit 2019 session *Creative at the Center of Every Experience* to learn how creative tools work well with adtech (about 39 minutes). [Watch now](#)
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Plan your media buys

It's one thing to reach customers with your advertising messages wherever they are. It's quite another to deliver a consistent brand story across every screen and format. Yet that's exactly what consumers expect. That's why having one place to plan, buy, manage, and optimize your advertising is so important. With today's modern tools you can consolidate, automate, and personalize all of your media buys—even linear TV.

The promise of bringing personalization to the biggest screen in the living room is a compelling one. As more people tune into television via digital, connected TV, and advanced TV, you can deliver full-screen ads to those who most want them.

As you're planning your media buys, emerging advertising channels like addressable TV, digital audio, and DOOH could be valuable additions to your mix. These channels provide additional opportunities to reach your audience, increase awareness, and prevent advertising fatigue.



49% of consumers name TV as the top place they're likely to see a relevant ad.

Source: ADI

For digital audio and OOH, the ability to use geolocation and time of day not only helps you better target consumers with personalized experiences, but also provides valuable data for attribution and measurement. And because these channels are digital, you'll get the rich data needed to personalize and measure ad effectiveness.

Learn more about planning your media buys

- 📖 Check out this Adobe Summit 2019 session *Take Your Paid Search Performance to the Next Level* to learn advanced search engine marketing techniques (about 51 minutes). [Watch now](#)
- ↓ Download our guide *Embracing the Unknown* to find out how to integrate over-the-top TV, digital audio, and digital out-of-home into your media mix. [Download now](#)
- ↓ Download our report *An Advertiser's Guide to Data-Driven, Advanced TV* to learn about the next generation of TV advertising. [Download now](#)



4. Campaign *planning*

With your omnichannel advertising strategy in place, it's time to start planning, running, and measuring your campaigns. Start by taking a good look at your goals. Then consider how inventory affects the safety of your brand. Finally, add in data and measurement partners to help you better target your audience and measure ad performance.

Balance your goals

Advertisers are under rising pressure to prove ROAS. But understanding how your advertising impacts revenue and profit is challenging. That's why marketers continue to focus on short-term metrics at the expense of long-term goals. While clicks, impressions, and cost-per-lead might be your go-to measures for immediate success, consider how your advertising contributes to long-term brand building, revenue, and overall business value.

"This is a challenge that all clients face, especially in organizations where you have traditional media buyers used to traditional media metrics," says Erika Cano, group director for Adobe Advertising Cloud.

One way to find your balance is to shift your focus to metrics like share of voice and brand recall, as well as KPIs related to customer lifetime value (CLTV) like loyalty, renewal, and subscription growth. Tracking these metrics is only possible when your advertising and marketing are connected through a single source of truth for customer data.

You'll need to ensure that budget holders understand the value of those new metrics before you launch a new campaign. If that doesn't work, see if they'd be willing to carve off a small part of their budget to look at longer-term testing opportunities to prove the value of media. This way, they can still have the security blanket of the short-term success metrics they're used to.

Cano also recommends keeping your eye on the big picture. "If you have a larger measurement framework in place, you can take the focus off of day-to-day optimization metrics and try to change the conversation."

Three tips for creating top connected campaigns

1 Start with a clear objective

If everyone starts with that same "North Star" alignment, including knowing your audience strategy and campaign objectives, you're much more likely to be successful.

2 Think full funnel

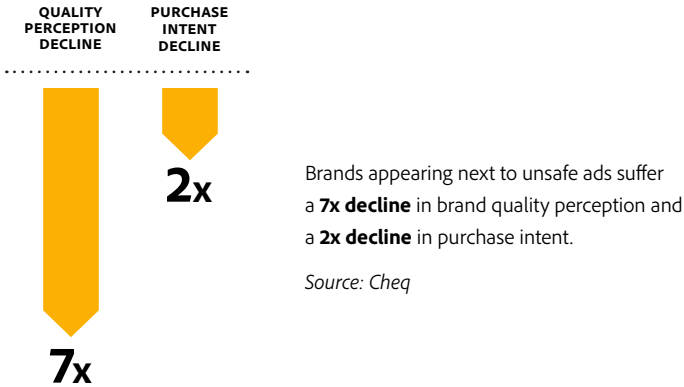
Understand how your KPIs ladder up to your wider targets, not only to ensure you meet your objectives, but so the touchpoints consumers feel are cohesive across the entire journey, from advertising through marketing.

3 Embrace broader metrics

If you've adapted your media mix to include everything from addressable TV to search, you can go deeper with your metrics to find out how your TV ads impact paid search, or which touchpoints in between most effectively drive your desired conversion.

Keep your brand safe

Advertisers continue to grapple with issues around brand safety, ad fraud, and transparency.



In order to keep their brands safe and ensure that ad spend meets goals, advertisers are turning to premium, high-quality inventory. However, without automation, private deals can be time consuming and hard to scale. By accessing that same premium inventory in an on-demand marketplace, you can get the quality you need without having to jump through the hoops of setting up a private deal.

And when you have access to a whole network of high-quality inventory, you can layer on audience segments without worrying about only reaching a small portion of your target audience.

“That balance between scale and quality gives advertisers the best of both worlds, allowing them to not only find the right person, but in the right environment, too.”

—Erika Cano, Group Director, Adobe Advertising Cloud

Integrate your data partners

There are many reasons you might want to integrate third-party data into your advertising platform. Data partners can help you refine your audience. Measurement partners can give you a more complete picture of campaign performance, including offline actions. And solutions that provide pre-bid filtering and viewability reporting can add another layer of fraud prevention and brand safety protection.

In addition to ensuring that your ad platform is flexible enough to handle these integrations, you'll also need to evaluate potential partners—especially when you consider the impact on your data.

“Every time you move data across partners you're losing data fidelity,” says Cano. “Understanding the value you're getting from that partner versus what you lose every time you move data is a huge consideration.”

Three steps for sizing up partners

1 Define the integration

Whether it's a pixel, tag, API, or integrated platform, you need to understand exactly how the partner will give you the integration they promise.



2 Know how they manage data

Find out how the partner gets, models, and passes on their data, so you know how they're handling your data every step of the way.

3 Demand transparency

Request to review case studies, recommendations, and references so you can better understand how potential partners conduct their business.

Learn more about campaign planning

-  Read ADI's *Summit Ad Report 2019* to learn how consumer behavior is changing with digital media—and what that means for advertisers. [Read now](#)
-  Download our guide *An Advertiser's Guide to Higher Return on Ad Spend* to better understand all the ways AI supports advertisers. [Download now](#)



5. Reporting and *measurement*

With so many channels, audiences, and formats to track, measuring the success of your ads can be challenging. According to an Adobe Summit presentation by Marisa McKay, an advanced measurement consultant at Adobe, 65 percent of marketers consider cross-channel measurement top of mind, but few have been able to stitch their media together into a single measurement framework that shows how their ads impact the customer journey. What it really comes down to is keeping your eye on the bigger picture.

Merge online and offline

When thinking about metrics, many brands focus on online activities. However, because most sales occur in physical stores, offline metrics are critical when you're trying to understand the value of your media

investments. According to an Adobe Summit presentation, online actions only account for 22 percent of activity, while another 9 percent comes from customers who buy online and pick up in stores.

"If I'm steering my ship based on only that percentage of data, I'm missing out on about 70 percent of information because I'm not looking at offline activity," says McKay. "As advertisers, we need to challenge ourselves to be a little bit smarter and think about, 'How can I take those online actions and blend them with what's happening offline?'"

Brands are using third-party partnerships and their own CRM data to close the gap. Credit card aggregators can provide you with offline transaction-level data to supplement online activity. Other partners can provide SKU-level data that tracks purchases of individual items through loyalty cards or point-of-service (POS) solutions. You can also pull in sales data from your CRM to help you better understand how your media impacts sales.

Understand your overall impact

Device graphs and tracking technologies have made it easier for advertisers to measure impact across mobile, desktop, connected TV, and linear TV devices by linking device IDs collected through auctions or anonymized login data.

Tom Riordan, head of measurement services for Adobe Advertising Cloud, recommends you also build a better understanding of the wider impact of your advertising. "From private deals and open marketplaces to live, biddable environments, we need to think about it all as an interconnected advertising experience and consumer journey," he says.

Three ways to connect experiences and journeys

1 Keep it holistic

For a complete view of how different channels affect performance, incorporate as many different elements and formats as possible into the same report. This allows you to analyze data for video, display, linear TV, and mobile ads all in one place.

2 Challenge core metrics

Don't be afraid to challenge your metrics for steering ad spend. Going beyond percentage-based metrics like viewability by layering on cost, accuracy, and reach can help you improve performance and better allocate ad dollars.

3 Break out of silos

Don't think of advertising as separate and individual channels. All of your ad campaigns and all of your creative messaging across similar audience groups are related. This also means you should unify the way you contract and buy ads.

Learn more about reporting and measurement

- ▶ Check out this Adobe Summit 2019 session *The Evolution of Measurement* to learn how to upgrade your KPIs, boost your conversion metrics, and more. [Watch now](#)
- 📖 Get predictions for 2022 from the popular Adobe Think Tank *Advertising Measurement Gets Emotional* from Advertising Week a few years back (4–5 minutes). [Read now](#)






6. Connected advertising across *industries*

From financial services organizations to media and entertainment brands, advertisers across industries with the largest advertising budgets are connecting their data, audiences, and technologies to provide consistent advertising experiences to their customers. Explore the following insights to find out how industries with top ad spends are making connected advertising a reality.




Financial services

- 📖 Learn how advertisers can play a better role in building financial relationships in our article *Moving Finance Forward* on CMO by Adobe. [Read now](#)
- ⬇ Download our guide *Making Connections that Matter in Financial Services* to learn three fundamental steps for advertising success in financial services and insurance. [Download now](#)
- 📖 Read our article *5 Digital Trends Financial Marketers Can't Afford to Ignore* on CMO by Adobe to discover trends and data (5–7 minutes). [Read now](#)
- 📖 Read our case study for Allianz to learn how they're succeeding by using data for cross-channel advertising. [Read now](#)

Retail

-  Read our article *Retraining Retailers' Muscle Memory* on CMO by Adobe to learn what you need to unlearn to advertise more effectively (9–11 minutes). [Read now](#)
 -  Download our guide *Delivering Retail Ads that Keep Customers for Life* to get three fundamental steps for advertising success in retail. [Download now](#)
 -  Watch our video for the Accent Group to learn how CX contributes to their bottom line (about 3 minutes). [Watch now](#)
-

Media and entertainment

-  Read our article *Catering to New Appetites in Media and Entertainment* on CMO by Adobe to learn why personalization and customer obsession are paramount (5–7 minutes). [Read now](#)
 -  Download our guide *Make Every Ad a Story—and Watch Your Media or Entertainment Brand Grow* to learn three fundamental steps for advertising success. [Download now](#)
 -  Read our case study for CupidMedia to learn how an integrated marketing stack is driving their success. [Read now](#)
-

Make connections that count

The moment your target audience chooses to engage with your advertising is the moment your relationship begins. Take it to the next level by bringing together your data, integrating your technologies, and personalizing your creative across channels. Only then can you provide the end-to-end experiences that build customer loyalty and grow your business—one connection at a time.

Adobe can help

Adobe Advertising Cloud is uniquely positioned to address the widest range of advertising channels and functionality—from planning to buying to measurement. We were named a Leader in the *Gartner Magic Quadrant for Ad Tech* in both 2018 and 2019, as well as a Leader in Forrester's first *The Forrester New Wave™: Cross-channel Video Advertising Platforms*.

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. It 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, **it's the only independent platform that consolidates and automates media channels, customer data, and ad creative to deliver connected advertising experiences at scale.**

And with native integrations to Adobe Experience Cloud solutions like Adobe Analytics and Adobe Audience Manager, 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 every consumer.

Learn how Adobe Advertising Cloud helps you craft connected advertising experiences that keep customers delighted, and loyalty climbing—all with one end-to-end platform.

Get details

Resources

["2019 Digital Trends: Advertising in Focus,"](#) Econsultancy, 2019.

["The Brand Safety Effect,"](#) Cheq, October 2018.

["Context Is Everything,"](#) Adobe 2018.

Dan Argintaru, ["Why Agencies of the Future Need to Be More Versatile,"](#) CMO.com, March 29, 2019.

["Embracing the Unknown,"](#) Adobe.

Erika Cano, Adobe, personal interview, July 11, 2019.

Ian Monaghan, Adobe, personal interview, June 27, 2019.

Jasmine Enberg, ["Digital Ad Spending 2019,"](#) eMarketer.

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