Forecast

Estimate

Est. CPM
$12.77

Est. delivery (all time)
22.23K

1. Plan
2. Buy
3. Optimize
4. Manage
5. Measure

Adobe

Adobe Advertising DSP Pointers.

There are dozens of ways to execute a programmatic campaign, but we've pulled out some of the top universal truths to help make sure each of your campaigns is a success. Use this guide to set up your campaigns for maximum returns from start to finish.

We've organized the guide to give helpful hints at each step of your campaign execution:

1. Plan	2. Buy	3. Optimize	4. Manage	5. Measure
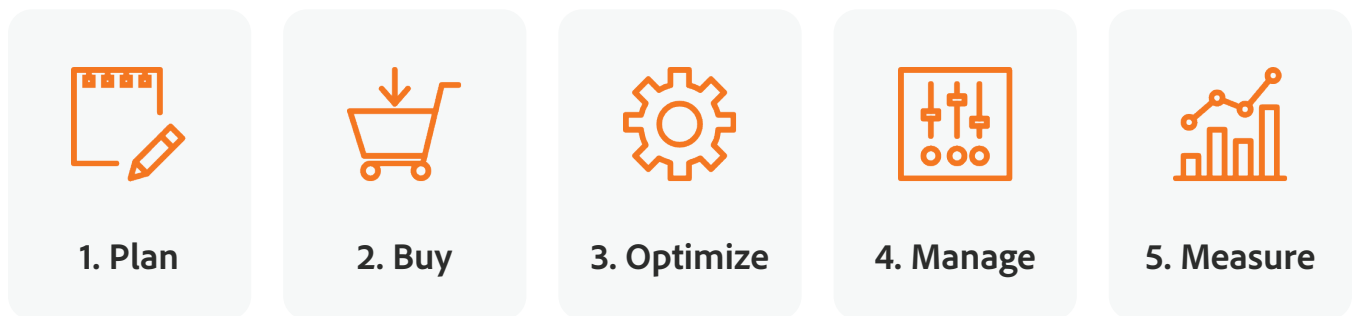
And if you're looking for even more guidance, check out Experience League. Experience League is your complete guide for questions and best practices related to campaign setup, activation, optimization, reporting, and community support.

Plan

1 ## Connect your advertising stack to your marketing stack.

Eliminate fragmentation between onsite and offsite strategies by integrating your martech applications with our adtech ones. Adobe Advertising Demand-Side Platform (DSP) is directly integrated with multiple Adobe Experience Cloud products that can ensure consistent customer experiences.

- Use the Adobe Analytics integration to 1) monitor campaign performance using onsite activity like conversion events to power the DSP algorithm, 2) report on Analytics events through DSP email reports, 3) view DSP dimensions and metrics, and 4) create custom segments and push them to DSP for targeting.

- Use Adobe Real-Time Customer Data Platform (CDP) and Audience Manager for segment creation and targeting. Audience Manager pixels let you build complex segments with features like frequency and recency, lookalike modeling, overlap reports, and more. And with Real-Time CDP, send cookieless, authenticated audiences from CDP to the DSP for targeting and reporting in both the DSP and Analytics.

- Use Adobe Target to let you connect paid media activation with onsite personalization. You can set up A/B tests on your landing page using advertising signals, personalize post-impression page land, and measure success in Analytics workspaces.

2 ## Forecast your campaigns ahead of activation.

Our in-platform Placement Forecaster Report calculates the estimated CPM, budget, and impressions before you spend a dime. It even shares a budget yield curve and a max bid curve to visualize the optimal estimated number of impressions and spend, respectively. You can also use the tool to create multiple forecasts to determine which is the best strategy for your brand.

Forecast

Estimate

Est. CPM

$12.77

Est. delivery (all time)

22.23K

☑ CPM

☑ Budget

☑ Impressions
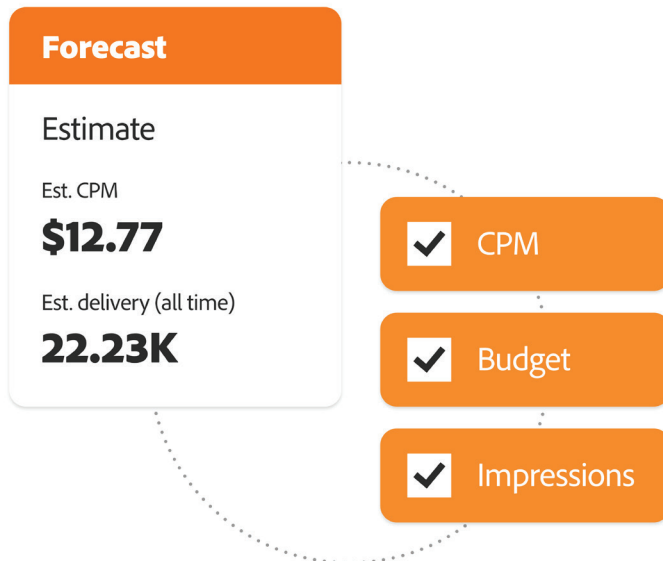
Buy

3 Use Audience Library to manage cross-placement targeting.

Reduce friction by automatically targeting any segment type across all your placements. Save and manage reusable audiences, which you can use as targets or exclusions for multiple placements. For example, imagine you have 20 placements targeting the same exclusion audience segment. If you'd like to add another audience segment/group, you can use Audience Libraries to update all 20 placements simultaneously.

Our Audience Segment Types include 1P Segments, 3P Segments, Adobe Segments, Custom Segments, and Saved Audiences. More details and definitions can be found [here](#).

Audience Segment Types:

First Party Segments	Third Party Segments
Adobe Segments	Custom Segments
Saved Audiences	

4 Try new publishers with On Demand, and then purchase across all screens with a single universal placement.

Our On Demand gallery has pre-negotiated, Adobe-exclusive deals, so you can try out new premium publishers in a low-risk way. Test and learn across channels like Hulu, Max, Peacock, Spotify, and more.

Once you've decided to move forward with new publishers, streamline campaign workflow with a single multi-channel video setup. Universal setup ads allow you to target video inventory from desktop, mobile, and connected TV environments for VPAID and VAST inventory using a single placement.

Optimize

5 Turn onsite activity into optimization tactics to drive CTV success.

Limit wasted exposure on CTV by using AI to prioritize spend toward custom lowest CPR and unique households. You can now use existing or newly built performance algorithms on your CTV campaigns. The algorithms optimize toward onsite activity fueled by Adobe Analytics data, which you can then analyze with Analysis Workspaces.

If you're looking for custom goals beyond CTV, see the full list and details here.

6 Set up pre-bid filters.

Apply Adobe's pre-bid filters to set minimum thresholds for predicted CTR, completion rate, player size, and viewability. Beyond fraud, these filters can be for attention metrics with our Adelaide or Double Verify integrations, Oracle ComScore, contextual targeting, and so on. You can add one or more pre-bids, but note that the more filters you use and the stricter the thresholds are, the less scalable the placement will be.

Dive into the full setup guide here.

7 ## Program Advertiser Defaults to make in-flight modifications easier.

Unify campaigns and reduce manual errors by establishing Advertiser Defaults. Within the DSP Settings, you can take advantage of Targeting settings. In this section, you can pre-set different targeting filters that will be applied to all campaigns, packages, and placements built under your advertiser account. Some particularly helpful choices include Geo Targeting, Audience Exclusions, and Media Quality.

Note: Be sure to only utilize this feature if you are confident that all campaigns, packages, and placements will use the same targeting requirements.
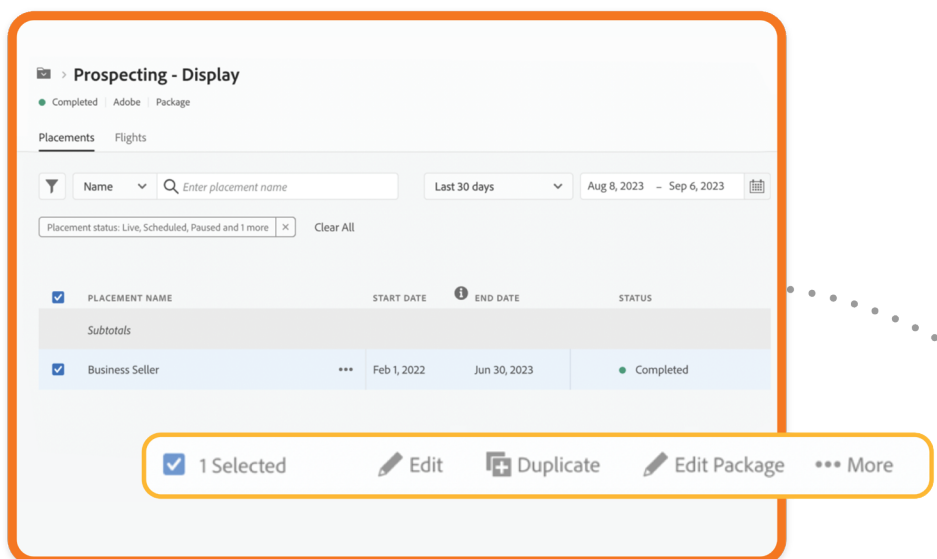
8 ## Take advantage of Excel-based and bulk editing.

Decrease time to value by simplifying campaign setup with bulk editing and downloadable Excel formats.

You can download the settings for one or more placements in an Excel format for review. Editable fields include the placement names, statuses, bids, budgets, pacing strategies, and frequency caps. You can then make changes to select fields and post them back to DSP all at once.

Our DSP comes with bulk editing capabilities, making updating targeting, audiences, and pacing strategies a one-and-done deal.

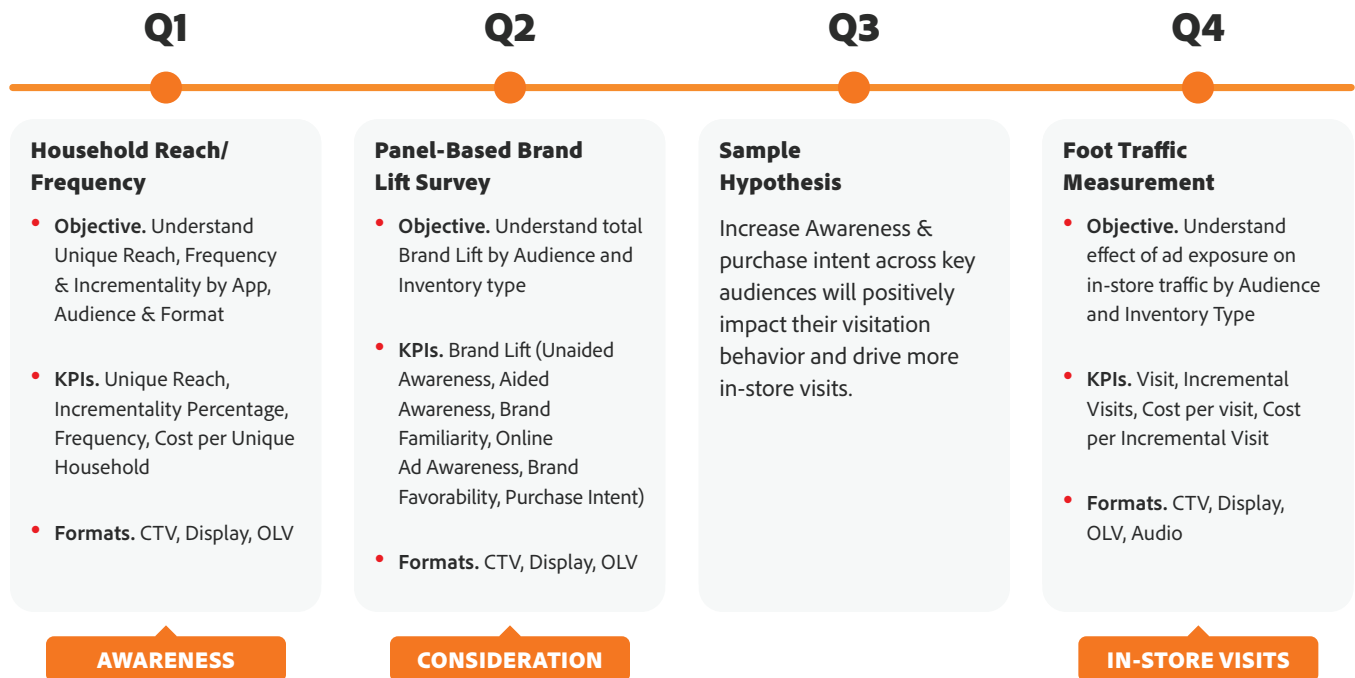Use this additional documentation for more notes and step-by-step details.

Measure

9 Set up your dashboard for executive-level insights.

Get holistic insights at a glance with Custom Data Views. Each campaign management level (Campaigns, Packages, Placements, and Ads) includes built-in Pacing and Performance views. By default, the Pacing view is shown so you can quickly identify underperforming campaigns and campaign components. But you can change the column view to see performance data or any saved column set—a great feature. Plus, you can sort the columns in any order, change the date range, organize data by value, and see up to 100 rows at once.

10 Define success early.

Measurement kicks off the planning phase. Build a custom Learning Agenda for your entire campaign with our Advanced Measurement and Strategy team. Identify the best measurement solutions to garner actionable insights. And be ready for any mid-flight adjustments by keeping a consistent pulse on view-through and clicks through our Analytics integration.

Q1	Q2	Q3	Q4
Household Reach/ Frequency	**Panel-Based Brand Lift Survey**	**Sample Hypothesis**	**Foot Traffic Measurement**
• **Objective.** Understand Unique Reach, Frequency & Incrementality by App, Audience & Format	• **Objective.** Understand total Brand Lift by Audience and Inventory type	Increase Awareness & purchase intent across key audiences will positively impact their visitation behavior and drive more in-store visits.	• **Objective.** Understand effect of ad exposure on in-store traffic by Audience and Inventory Type
• **KPIs.** Unique Reach, Incrementality Percentage, Frequency, Cost per Unique Household	• **KPIs.** Brand Lift (Unaided Awareness, Aided Awareness, Brand Familiarity, Online Ad Awareness, Brand Favorability, Purchase Intent)		• **KPIs.** Visit, Incremental Visits, Cost per visit, Cost per Incremental Visit
• **Formats.** CTV, Display, OLV	• **Formats.** CTV, Display, OLV		• **Formats.** CTV, Display, OLV, Audio
AWARENESS	**CONSIDERATION**		**IN-STORE VISITS**

Adobe