



Guide

Adobe Real-Time Customer Data Platform Collaboration for brands.

How Collaboration helps brands plan, run, and measure more impactful campaigns.

Changing customer needs and expectations are forcing brands to adapt their advertising strategies. Consumers are spending more time on non traditional channels — from connected TV to digital audio — becoming harder to reach with relevant and timely ads. Many organizations are working with fragmented tools and silos, making their data more difficult to manage and act on, even as consumers and regulators continue to demand stricter privacy policies. In response, brands must find new ways to activate high-value audiences by collaborating directly with publishers while respecting privacy standards.

Adobe Real-Time Customer Data Platform (CDP) Collaboration gives advertising brands a privacy-centric data collaboration application where they can work with publishers to discover, target, and measure premium audiences where they are. It facilitates campaigns across channels, provides insights to optimize campaigns, and respects customer consent and privacy regulations. For brands, it streamlines the process of identifying and analyzing audiences to deliver impactful campaigns with measurable results. With an innovative architecture and radically simple user experience, Real-Time CDP Collaboration delivers what brands need faster, more securely, and with greater operational efficiency.

In this guide, we explore three common use cases for brands using Real-Time CDP Collaboration, along with examples of how it drastically simplifies audience-based media strategies to power new customer acquisition, engagement, and retention.

3 key use cases for Real-Time CDP Collaboration

1. Access new audiences to plan more impactful campaigns.

Real-Time CDP Collaboration allows brands to collaborate with publishers on shaping more impactful advertising strategies by identifying audiences for targeting opportunities. By connecting audience data directly through the advertiser's preferred data sources, brands can:

- Connect with premium publishers and trusted partners to maximize audience intelligence and engagement opportunities
- Identify and activate the most relevant channels for their marketing efforts
- Gain valuable overlap insights with publisher audiences without moving or comingling any raw customer data

2. Expand reach by targeting high-value audiences through publisher channels.

Real-Time CDP Collaboration facilitates centralized, privacy-safe collaboration between brands and publishers in a neutral environment with an easy-to-use interface. By tapping into publisher audiences for prospecting, retargeting, and co-marketing efforts, brands can:

- Work with publishers to directly activate and engage highly relevant segments with greater precision
- Enhance their audience pool by incorporating supplemental insights and enriched data from identity partners
- Drive more efficient ad spend and improve campaign performance and conversion
- Easily and securely expand audiences with lookalike modeling (coming soon)

3. Prove campaign impact with outcome-based measurement (coming in early 2025).

Real-Time CDP Collaboration gives advertisers and publishers user-friendly tools to track, optimize, and share ad performance. It provides on-demand performance dashboards that streamline operations and simplify manual processes, including:

- Reporting campaign performance to optimize current and future ads, channels, and campaigns
- Overlaying exposure, channel, and conversion data to better understand campaign outcomes

Better experiences (and outcomes) for brands and publishers.

Now that we've uncovered some common use cases, let's explore two hypothetical implementations to discover how Real-Time CDP Collaboration improves the ad buying and prospecting experience, as well as campaign outcomes.

The direct ad buying experience today — without Real-Time CDP Collaboration.

A brand's paid media team wants to target audiences through connected TV (operated by a publisher), a channel they haven't tested before. To run a campaign, the brand's paid media team sets up a data clean room environment with the publisher, and both parties query their datasets to understand overlaps and plan the campaign.

This process must be repeated with each publisher, with the team navigating unique requirements and data structures.

The takeaway: A time-consuming manual process that slows campaigns and inefficient path to achieving business objectives.

The direct ad buying experience — with Real-Time CDP Collaboration.

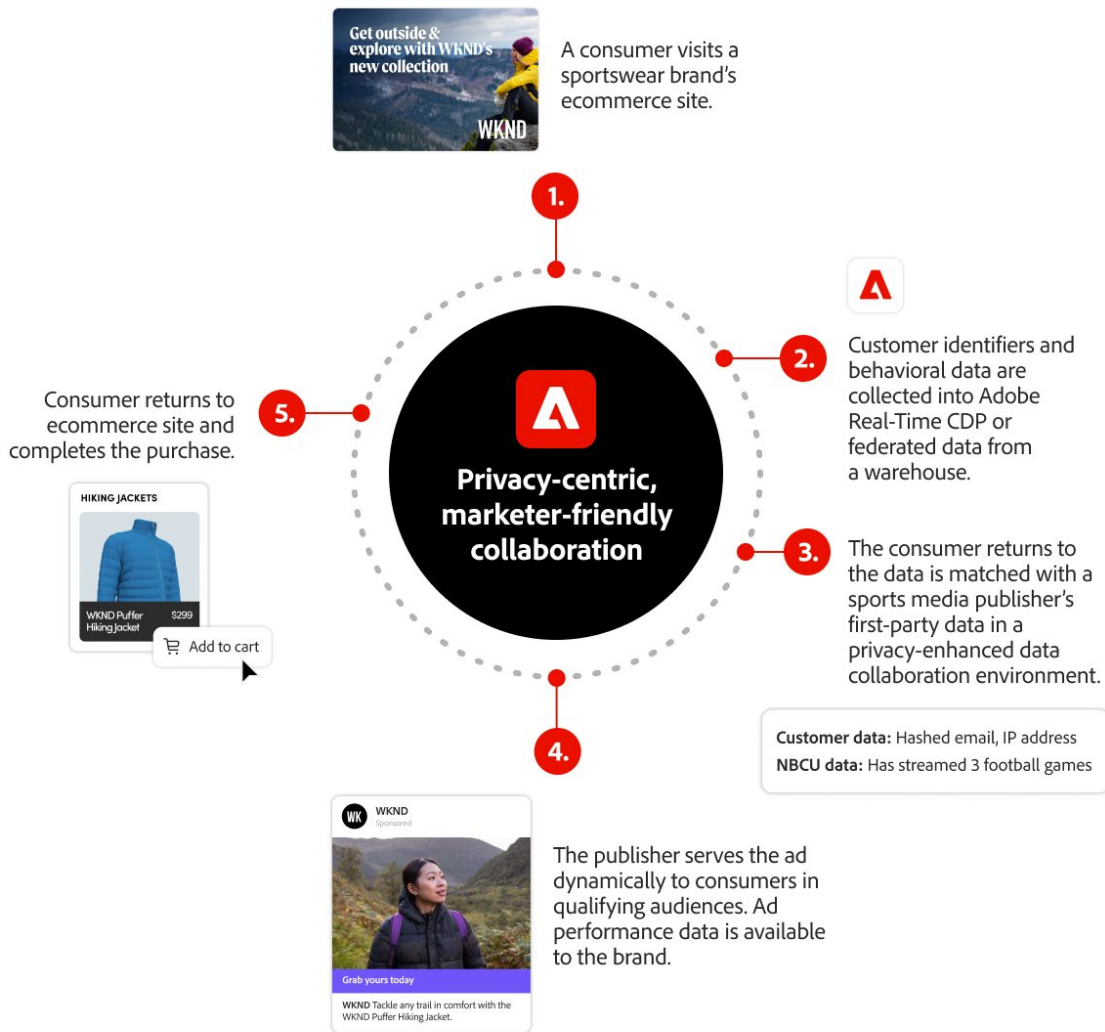
The brand's paid media team doesn't have to upload lists or transfer and manipulate the data. Instead, Real-Time CDP Collaboration securely reads audience data from both the brand and publisher to surface real-time overlap reports.

Based on insights, the paid media team chooses the best audiences for activation in the publisher's channels, along with a list of recent purchasers to suppress for this campaign. The publisher executes the activation and surfaces ads to the selected audience.

At the end of the campaign, the publisher gives the brand a measurement report on the reach achieved. The brand securely adds its sales conversion data from the campaign and closes the loop to measure sales impact.

The takeaway: Thanks to secure activation workflows and collaborative measurement, brands reach premium audiences with higher relevance, more efficient spend, and a deeper understanding of campaign performance.

The prospect's view of the activated experience.



By fostering privacy-centric collaboration with leading publishers, Real-Time CDP Collaboration offers brands a way to strengthen their marketing strategies. It gives them the tools to capture real-time insights, reach high-value audiences beyond traditional channels, and prove the impact of their marketing efforts — delivering measurable ROI in a rapidly evolving digital landscape.

Explore how Real-Time Customer Data Platform Collaboration can help your organization.

[Learn more](#)