

**Adobe**

# Adobe Real-Time Customer Data Platform Collaboration for publishers.

3 use cases for monetizing audiences and delivering value to advertisers.

The advertising landscape is rapidly evolving, and publishers are at the forefront of addressing emerging challenges. From driving new revenue streams to proving value in a crowded market, the need for efficient, privacy-centric solutions has never been greater. [Adobe Real-Time Customer Data Platform \(CDP\) Collaboration](#) offers a transformative way for publishers to scale advertising revenue, enhance partnerships, and prove their value to brands.

In this guide, we'll explore the primary use cases for publishers using Real-Time CDP Collaboration, empowering publishers to innovate how they can scale advertising revenue and strengthen relationships with brands.


# What is Adobe Real-Time CDP Collaboration?


Real-Time CDP Collaboration is a privacy-centric solution that lets brands, publishers, and their partners identify, reach, and analyze high-value audiences. Publishers can connect with top brands using first-party data from any location, making it easy to integrate into existing tech stacks.


Rather than requiring new clean rooms each time a brand and publisher partner, Real-Time CDP Collaboration uses built-in privacy tools to enable data collaboration from a secure, single platform. It also simplifies finding and analyzing audience data — for brands and publishers — with AI-powered insights and intuitive dashboards.


## Key features for publishers.

These are some of the Real-Time CDP Collaboration features designed to help publishers better merchandise their audiences, support activation, and deliver deep campaign insights for brands:

 **Privacy-centric audience sharing:** Collaborate with advertisers without sharing underlying raw customer data.

 **Real-time audience insights:** Gain immediate insights into audience overlaps and discovery opportunities.

 **On-demand campaign reporting:** Deliver performance insights and attribution reports to inform advertiser strategies.

 **Scalable collaboration:** Seamlessly integrate with advertisers, regardless of their data infrastructure or platform.

## How these features help address publisher pain points.

Real-Time CDP Collaboration directly addresses the critical challenges publishers face in scaling revenue, operating efficiently, and enhancing advertiser relationships. For smaller publishers, the platform levels the playing field by allowing them to showcase their first-party audience segments in a visual catalog. Advertisers can easily discover and target these audiences, creating new revenue streams for publishers of all sizes.

For example, a lifestyle publisher might create audience segments based on interests like health, travel, and fitness. Using Real-Time CDP Collaboration, an advertiser promoting a fitness app can target the publisher's health-oriented audience. This approach drives additional revenue and strengthens relationships with advertisers by delivering measurable results.

Operational efficiency is another important area where Real-Time CDP Collaboration excels. By automating workflows and reducing manual effort, the platform simplifies the process of audience activation and expansion without having to rely on data scientists. This streamlined approach lets publishers focus on strategic growth rather than being bogged down by technical complexities.

Real-Time CDP Collaboration also strengthens advertiser relationships. Publishers can provide actionable insights into campaign performance, demonstrating the value of their audience segments. For instance, a streaming service publisher might offer detailed engagement metrics and return on ad spend (ROAS) reports to an advertiser, optimizing future campaigns and solidifying collaboration.

## **Use cases for Adobe Real-Time CDP Collaboration for publishers.**

Real-Time CDP Collaboration offers practical applications to expand and grow advertiser relationships through an agnostic and transparent application.

### **1. Connect with new brands at scale.**

Real-Time CDP Collaboration helps connect publishers with thousands of advertisers and in-market buyers, regardless of their existing technology stack. As a publisher, you can provide standard and custom audiences for insights and campaign planning — with the ability to invite any advertiser to collaborate, whether or not they're part of Adobe's customer ecosystem. With Real-Time CDP Collaboration, onboarding advertiser data is simple so brands can realize value quicker.

### **2. Expand advertising reach for brands.**

Real-Time CDP Collaboration opens access to pre-built audiences from Adobe and non-Adobe data sources — with privacy protection to minimize data exposure. Brands can use audience overlaps and insights for campaign planning and audience selection to drive more efficient and lucrative advertising campaigns. To further expand audiences, brands can work with trusted identity partners to resolve customer identities and enrich shared audiences.

### **3. Prove value to brands.**

Real-Time CDP Collaboration gives publishers configurable performance reports to help advertising brands drive current and future campaign investments. A combination of ad logs, advertiser conversions, and identity partner data helps advertisers better understand their ROAS to realize your value as a publisher.

# Get started with Real-Time CDP Collaboration to improve business outcomes for publishers.

In a marketing environment with a reduced reliance on third-party cookies, publishers face significant challenges in driving revenue, operating efficiently, and proving value to advertisers. Real-Time CDP Collaboration addresses these challenges by providing a secure platform for data collaboration that maintains compliance with privacy regulations.

The platform's scalability lets publishers connect with thousands of advertisers through a single interface. Its privacy features allow for meaningful audience insights without compromising sensitive data. High-performing audience segments and actionable campaign metrics in Real-Time CDP Collaboration position publishers as indispensable partners in the advertising ecosystem.

[Explore how Real-Time CDP Collaboration can help your organization.](#)

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