



Scale your advertising revenue and forge strong brand relationships.

How Adobe Real-Time Customer Data Platform Collaboration helps publishers deliver advertiser value.

Audience from advertiser



250K
High propensity

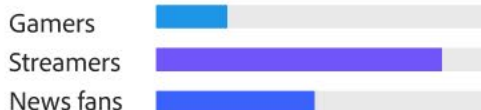
Audience insights



40%
Loyalty members

33%
All shoppers

High value audiences



As a publisher, attracting the right brands is critical — not just to fill ad space, but to create partnerships that enhance your audience's experience while increasing revenue. Your audience acts as a magnet, drawing in brands with its quality, size, activity levels, and relevancy. To capture the attention of those brands at scale, you need to leverage your audience data efficiently. But increasing privacy concerns and complex data challenges make it harder than ever to keep information safe and organized.

Delivering impactful campaigns while maintaining the security of valuable data assets requires a thoughtful, strategic approach. That's where Adobe Real-Time Customer Data Platform Collaboration comes in. It's a purpose-built data collaboration application that brings brands and publishers together to plan, activate, and deliver high-performing campaigns while prioritizing customer privacy.

In this guide, we'll dive into the obstacles impacting publishers and how Real-Time CDP Collaboration helps you overcome them. Discover how to extract more value from your audience data and grow your business.

Today's top challenges for publishers.

Publishers have to keep up with privacy policies and regulations, as well as customer demands. They also have to wade through data clean room complexities and piece together a complete customer picture from data spread out across tools and teams, all while working to boost revenue and meet business goals.

Challenge #1: Strict privacy policies and higher customer expectations shape data handling.

One major challenge is adapting to evolving regulations, such as the California Consumer Privacy Act (CCPA) and the General Data Protection Regulation (GDPR), which change how customer data is collected, stored, and used. These mandates require new protection tactics, the anonymization of sensitive customer information, and significant investments in specialized teams.

In response, many publishers are investing time and resources to centralize their first-party data — data collected directly from users through sign-ups or subscriptions — into single, beneficial audiences. To honor customer trust in the process, publishers must prioritize methods that protect this data. In fact, both regulators and consumers are demanding stronger data protection, and nearly half of US online adults actively try to limit how much information apps and websites collect about them. This makes it essential for publishers to strike a careful balance between personalization and privacy, as well as lean into first-party data strategies.

79%

of consumers are concerned about how companies are using their data.

Source: Adobe

New technologies are needed to keep sensitive personal information safe while still letting publishers drive results through advertising partnerships with peace of mind.

But maintaining compliance with regulations can come with a hefty price tag. Publishers spend large amounts of money on advanced technology tools, legal fees, encryption, secure storage solutions, and potential penalties for non-compliance. Compounding that, customers are demanding more transparency. They want to understand how their data influences the ads they see. Your audience is the key to building strong advertising partnerships, and publishers have to keep consumer privacy top-of-mind to foster trust and credibility.

Challenge #2: Data clean rooms are cumbersome and confining.

This uptick in privacy concerns has led to the creation of data clean rooms, which are applications that let organizations come together in a secure environment to get audience and performance insights without exposing underlying customer data. Each party brings individual data sets but doesn't display raw data details such as names, addresses, or birthdates. Instead, partners only see aggregate results and insights. They typically work like this:

- 1.** Brands and publishers send user-level data to an approved third-party location, agree on supported use cases (such as modeling or aggregating queries), and manually approve new data or use cases.
- 2.** Both parties run queries against the data to get insights, such as how much their audiences overlap.
- 3.** These insights inform campaign targeting and help measure reporting.

However, data clean rooms haven't been the perfect answer that publishers and brands hoped for. They're difficult to use, slow to set up, and don't give publishers the necessary tools to deliver results quickly.

Additionally, clean rooms often require a lot of technical know-how for setup and management that isn't typically available outside of highly specialized employees, making it nearly impossible for marketers to jump in and use immediately. And storing and processing this data isn't easy on the budget. In fact, data clean rooms can easily cost six or seven figures per year.

Even though there are ways to use a single data clean room and control who sees what data, new clean rooms are sometimes needed for each project. Let's say a streaming service partners with a sportswear company on a campaign for limited-edition baseball caps. They would need a new data clean room for collaboration. Now, let's say an airline partners with the streaming service to promote a summer airfare sale. That partnership also requires a new data clean room to accommodate the different data sets, goals, governance, and technical limitations.

30%

of businesses have at least 11 people managing data clean room implementation.

Source: IAB

Challenge #3: Technology is fragmented and redundant.

On top of growing privacy concerns and data clean room complications, disjointed marketing and data tools add a new layer of difficulty. Enterprises often struggle to bring together all relevant data into one single source of truth to take action on, leading to teams and tools working in isolation to achieve similar goals.

57%

of companies lack a holistic customer view

54%

don't have consistent data across touchpoints.

Source: Adobe

Imagine a streaming service trying to attract new subscribers. The consumer marketing team collects and organizes customer data and behaviors in a customer data platform (CDP) to improve their campaigns. The sales team could benefit from this subscriber data to better target advertisers, but instead they use a separate system to gather and manage similar information.

This separation leads to missed opportunities for both teams. The marketing team can't see which audiences are seeing ads and how often, while the sales team lacks the latest subscriber behavior data to create the best possible audiences for brands.

Meet Adobe Real-Time CDP Collaboration.

Real-Time CDP Collaboration is a privacy-centric solution that lets brands, publishers, and their partners identify, activate, and engage high-value audiences. Publishers can connect with top brands using first-party data while remaining technology agnostic, 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 enables data collaboration between partners on a single platform, without moving or mixing raw customer and identity data. This simplified solution lets publishers showcase their best audiences to brands for direction activation. It also surfaces powerful performance insights, so publishers can inspire brand confidence and lock in future investments.

Real-Time CDP Collaboration also natively integrates with [Adobe Real-Time CDP](#), making it easy for enterprises to leverage first-party data to achieve both marketing and advertising sales objectives.



How Real-Time CDP Collaboration works.

1. Get noticed by brands and partners.

Present your business and select audiences in a visual catalog that makes it easy for hundreds of brands to discover you.

2. Showcase real-time insights.

Give brands the ability to instantly view audience overlaps with just one click — no delays, complex queries, or technical expertise required.

3. Plan and activate.

Let the brand select desired audiences based on overlaps and recommendations, then securely and directly activate them.

4. Bring your audiences together.

Allow brands to decide which audiences to join with yours and how often they want to refresh this data. From there, brands can engage or exclude these audiences from campaigns without moving underlying customer data.

5. Launch campaigns and track results.

After rolling out marketing campaigns for target audiences, you can provide brands with detailed reports on ad performance to inform and optimize future campaigns.

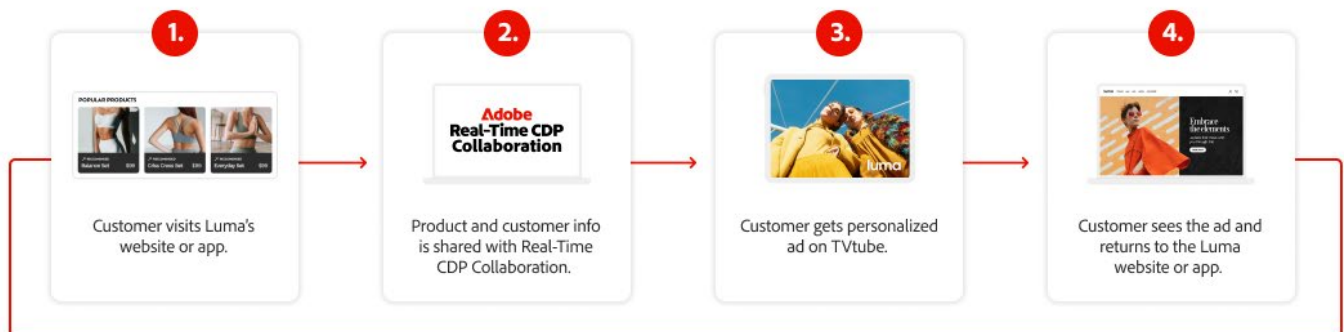
Bringing Real-Time CDP Collaboration to life.

Let's look at common examples of how publishers can use this application.

Example #1: Activating website visitors through their smart TVs.

Let's say Luma, a fitness brand, wants to show connected TV ads to people who recently searched for "running shoes" on their website, so they partner with streaming service TVtube. This partnership helps Luma activate the relevant TVtube audience while they stream content. After Luma and TVtube connect their data in Real-Time CDP Collaboration, the tool analyzes Luma's website visitors and matches them with TVtube's data to generate overlap reports in real time. For instance, it might identify that Luma customers who recently viewed running gear online have a high overlap rate with TVtube viewers who frequently stream fitness content.

Luma then chooses the audiences to engage and the ones to exclude. Perhaps they engage users who viewed running shoes online but didn't make a purchase and exclude those who recently bought similar items. TVtube uses Real-Time CDP Collaboration to determine the right audiences for Luma's ad campaign while they watch TVtube's streaming content.



Coming soon

Example #2: Expanding high-value audiences for brands.

Your partnership doesn't end once you've successfully launched targeted ads — it's just a new opportunity for you to drive even more results for brands.

For instance, after the running shoe campaign ends, TVTube uses Real-Time CDP Collaboration to generate look-alike audiences (people who share commonalities with the original audience) in minutes, serving Luma ads to more potential customers.

How publishers benefit from Real-Time CDP Collaboration.

Now let's take a look at some key reasons why publishers tap into Real-Time CDP Collaboration to deepen and grow advertiser relationships.

Reason #1: Become discoverable by brands.

Real-Time CDP Collaboration has an easy-to-use, interactive catalog of publishers for brands to browse. You can surface your audiences and fill out a profile to help brands understand their value. Then, let Real-Time CDP Collaboration automatically highlight key audience data for brands to see, making the matching process seamless. This improves monetization of your audiences and lets brands maximize advertising budgets.

Reason #2: Prove your value as a publisher.

Help brands improve ads with detailed insights. Campaign and audience insight reports are available after a campaign is completed and include metrics like the number of viewers, ad frequency, and audience demographics. Plus, Real-Time CDP Collaboration features in-depth details on how ads impact sales, including return on ad spend, cost per acquisition, and the effectiveness of different channels.

Reason #3: Scale your business efficiently.

Maximize your margins and media dollars with direct and secure activation. Real-Time CDP Collaboration has innovative architecture that surfaces instant and actionable insights across collaborators — without repetitive and ongoing queries.

Make Real-Time CDP Collaboration part of your strategy.

A key goal of publishers is to build and foster top-quality audiences that generate revenue, which is done through data collaboration. However, consumer demands and ever-changing regulations pose a significant hurdle. Publishers have to stay on top of evolving privacy requirements, changing customer preferences, and fragmented or inefficient data practices.

Adobe Real-Time CDP Collaboration is changing the game for brands and publishers alike. The solution empowers partners to connect in a secure environment to join and analyze customer data, find suitable audiences for targeted campaigns, power direct activation, and understand performance to improve future marketing and advertising initiatives.

With Real-Time CDP Collaboration, you can attract brands with your audience that isn't just good — it's magnetic. And you can prove it.

Learn more about what Real-Time CDP Collaboration can do for your business.

[Discover more](#)

Sources

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