

# How Adobe and NBCUniversal Use Data Collaboration to Deliver Brand Performance

**Adobe**



# Finding, growing, and measuring the impact of audiences is harder than ever.

**SIGNAL LOSS**

**DATA PRIVACY**

**COMPLEX TECH**





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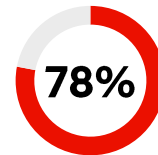
**Relevant channels**

Streaming, podcasts,  
social, mobile



# Savvy brands and marketers haven't been idle

## First-Party Data



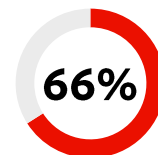
of companies have customer data platforms, with over half focused on first-party activations<sup>1</sup>

## Data Collaboration



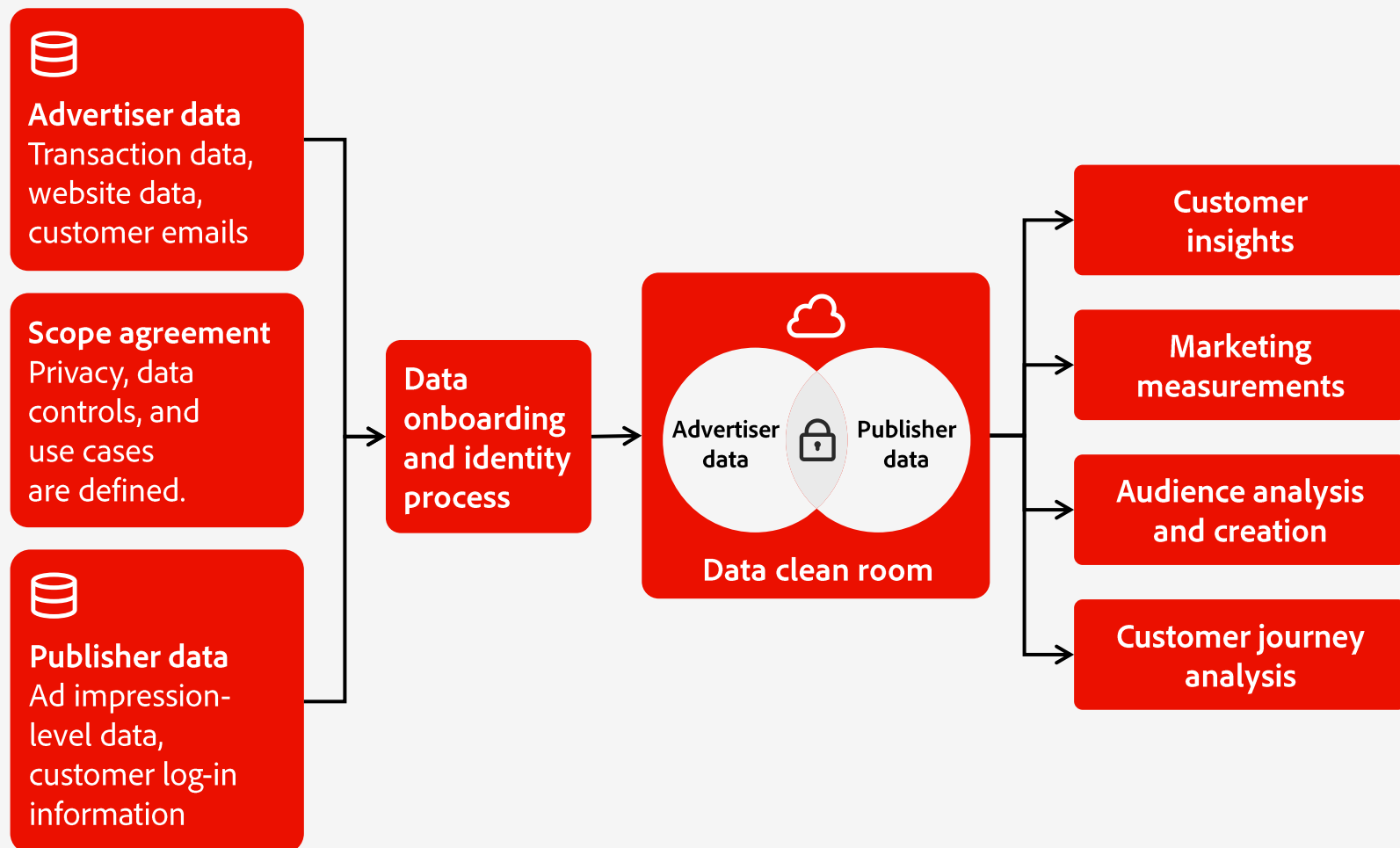
collaborate with organizations with more first-party data, 43% with organizations with different first party data<sup>2</sup>

## Emerging Technology



of data and ad professionals using data clean rooms due to regulations and signal loss<sup>3</sup>

# The promise of data clean rooms and privacy-preserving data collaboration



Source: Forrester

## Data Obfuscation

Obfuscate customer data to aggregates with privacy-enhancing technologies.

## Control Data Movement

Reduce data movement across parties and systems to avoid data leakage and regulatory risk.

## Protect Data Assets

Protect valuable first-party datasets that could be misused by competitors.

# Challenges with **data collaboration** methods today



**Disconnected  
from overall  
strategy**

Further silos  
channels and teams  
and breaks the  
customer journey



**Slow and complex  
to use for  
marketing**

Requires technical  
expertise to implement  
and operate



**Limited  
interoperability**

Inflexible across clouds,  
regions, and other key  
data, identity, and  
tech vendors

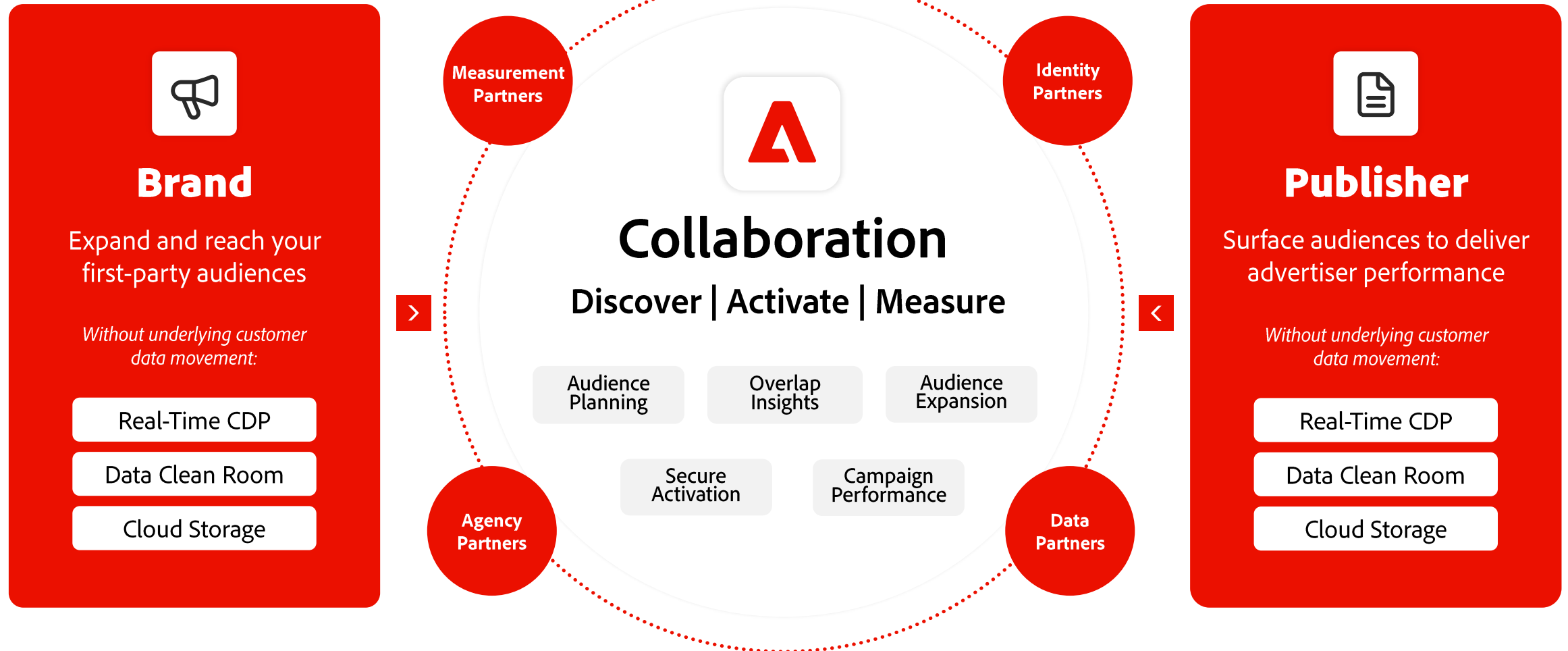


**Adds to  
data privacy  
concerns**

Often requires data copy  
and movement, creating  
risk and scrutiny

# Adobe Real-Time CDP Collaboration

Radically simple, interoperable, and privacy-centric data collaboration



# Adobe Real-Time CDP:

Intelligent Profiles, Audiences, and Activation



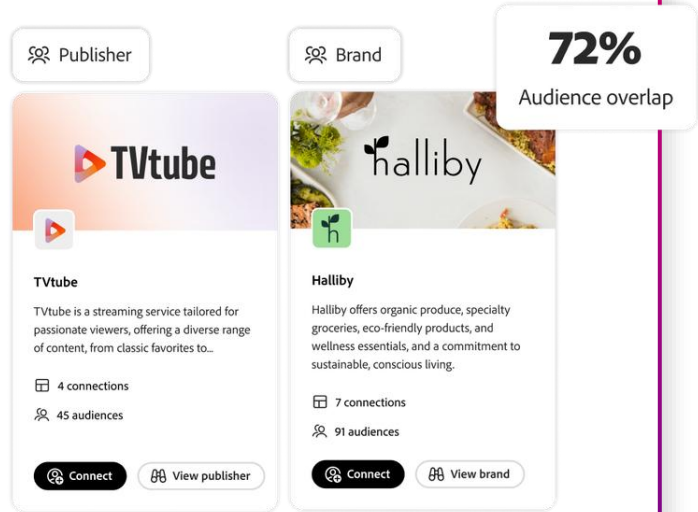
Powered by Adobe Experience Platform  
AI Assistant Natural Language Interface  
Patented End-to-End Governance Framework

# Adobe Real-Time CDP Collaboration

Radically simple, interoperable, and privacy-centric data collaboration for brands and publishers

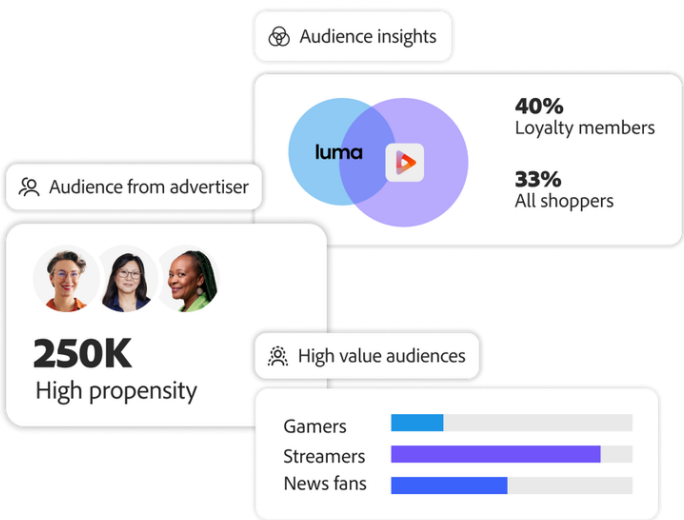
## Discover

Connect with publishers, brands, walled gardens and more to instantly discover audience insights to plan campaigns



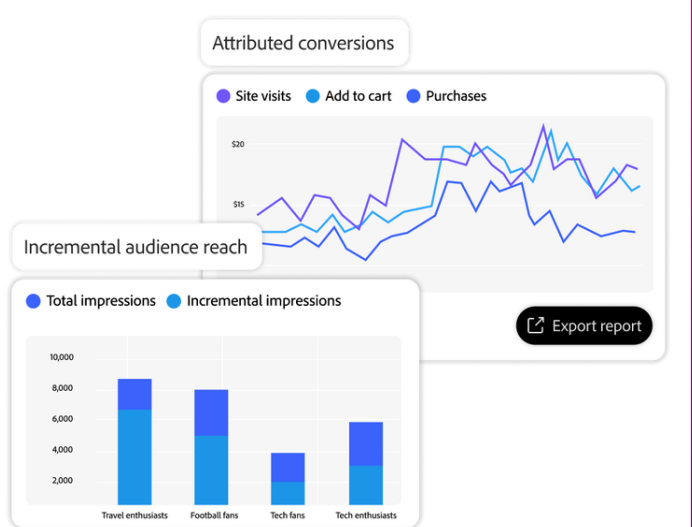
## Activate

Securely activate and engage audiences across channels like connected TV, commerce media, and more



## Measure

Understand and improve campaign performance with outcomes-based measurement from available collaborators



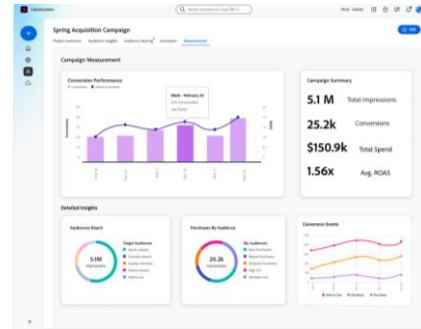


# Collaborate with scale, simplicity, interoperability, and privacy



## MarTech and AdTech together

Extend the value of first-party data in Real-Time CDP and Adobe solutions to privacy-centric collaboration



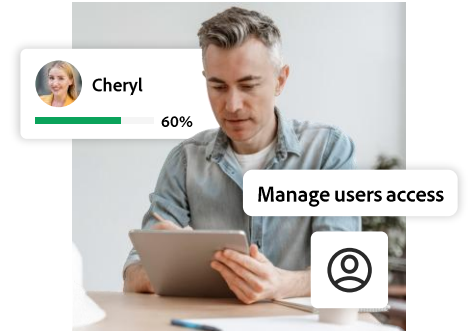
## Radically simple user experience

Purpose-built workflows for advertising and marketing personas to get to value without technical resources



## Agnostic and interoperable

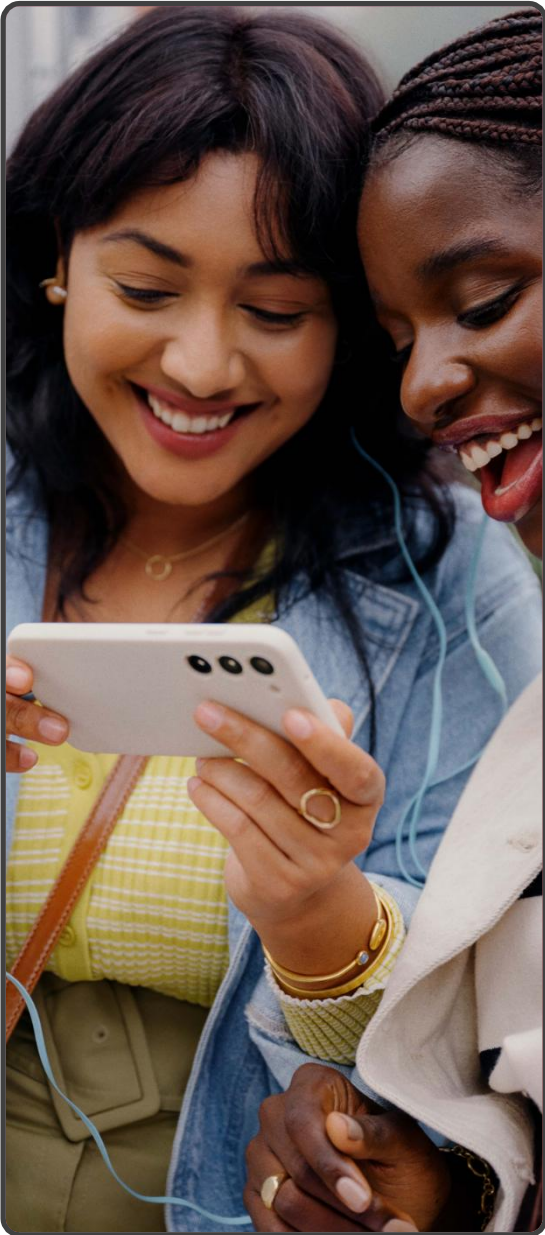
Scale by working with collaborators of choice, across clouds, data, identity, and measurement partners\*



## Privacy & architecture innovation

Secure and near real-time audience insights, without moving any underlying customer or identity data

We're at a pivotal moment  
in the evolution of  
**TV & Video**





# Worlds that used to be separate



The world of  
**Big Tech**

- 1st-party data
- Performance targeting and measurement
- Highly automated



The world of  
**Big Media**

- Professionally produced content
- Live events
- Big screen (TV-centric)

are now in a race to  
*re-invent TV*  
as a full-funnel marketing platform

Tech → Content

Meta amazon Apple Google



5.9 hours of consumption

Tech ← Content

COMCAST NBCUNIVERSAL Disney WARNER BROS. DISCOVERY



\$100B+ in advertising



Yesterday,  
**everyone experienced  
the *same content and ads*  
at the *same time***



Yesterday,  
**everyone experienced**  
the *same content and ads*  
at the *same time*

11:00pm



11:00pm



11:00pm



Today,  
**everyone can watch**  
*what* they want,  
*when* they want... with ads tailored for them

2:00pm



8:00pm



11:30pm





Today,  
**everyone can watch**  
*what* they want,  
*when* they want... with ads tailored for them

2:00pm



8:00pm

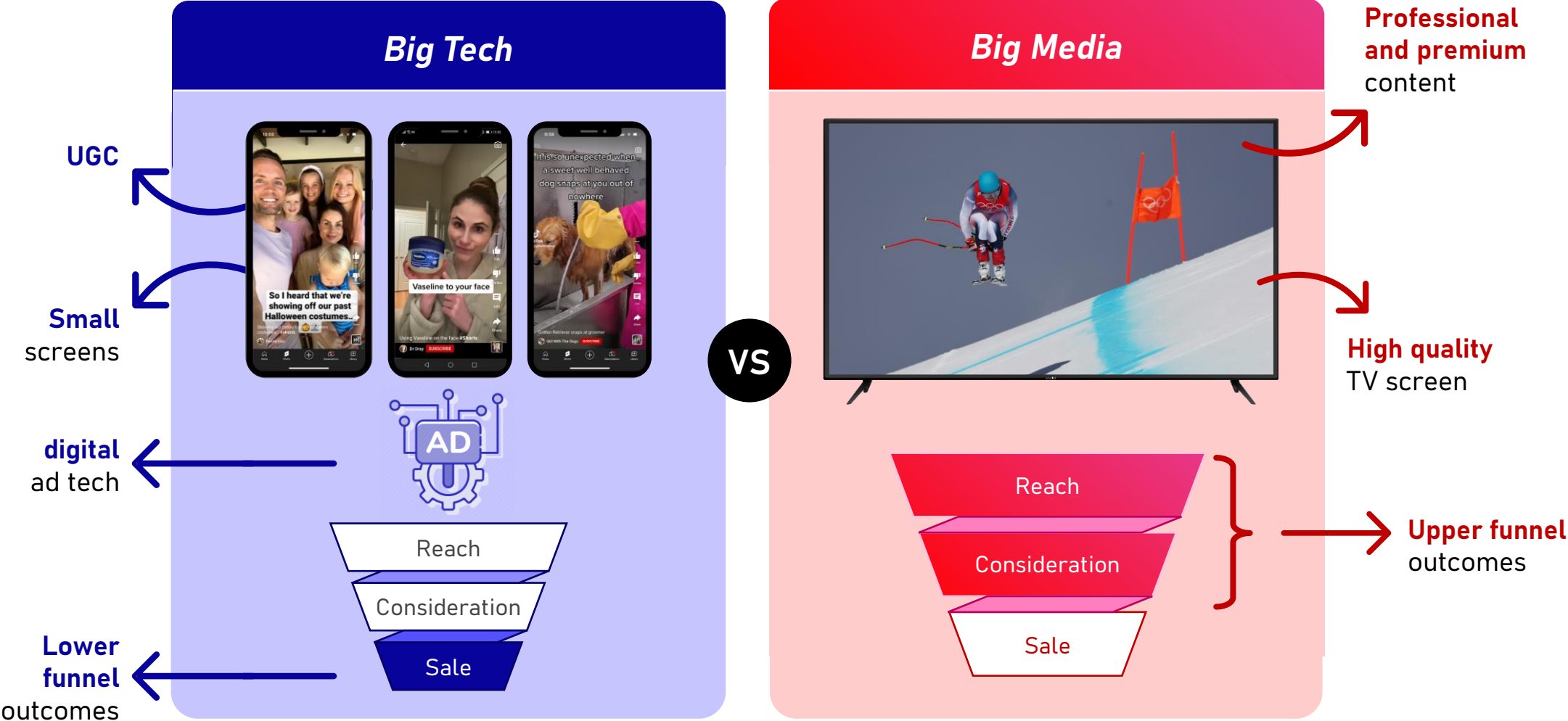


11:30pm





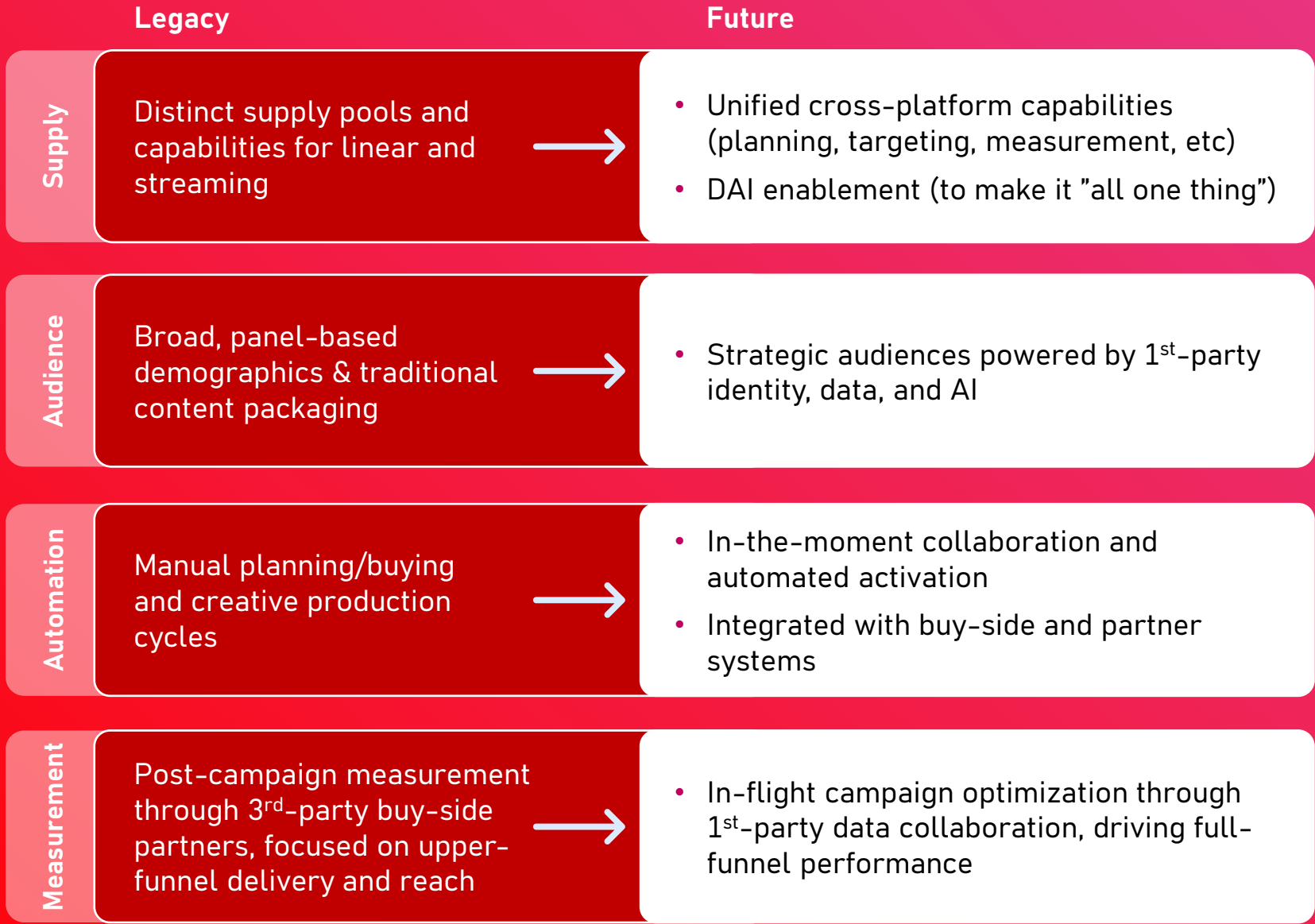
# Combining what was *formerly two separate* advertising models...



...into one *total performance platform*



We continue to invest in  
**4 key product transformations**



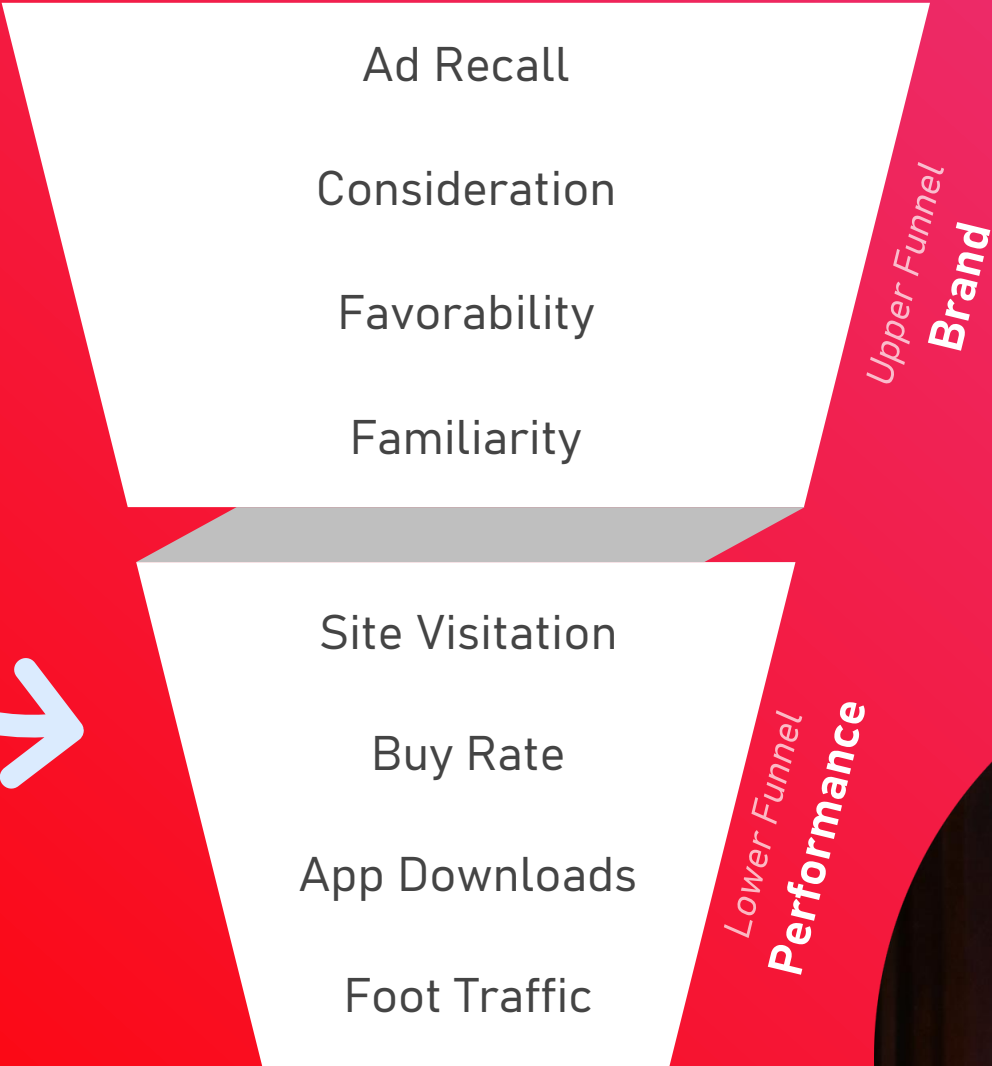


# Powering real-time performance marketing in CTV



Because at the end of the day,

CTV is  
performance  
marketing



# Collaboration in action

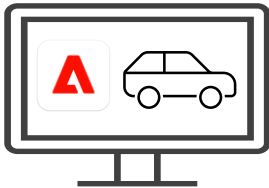
Enabling smarter targeting & optimization

1



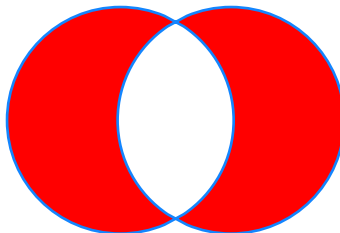
Customer visits a brand's site/app

2



Customer and behavioral data captured by Adobe

3



Brand conducts overlap analysis with NBCU

4

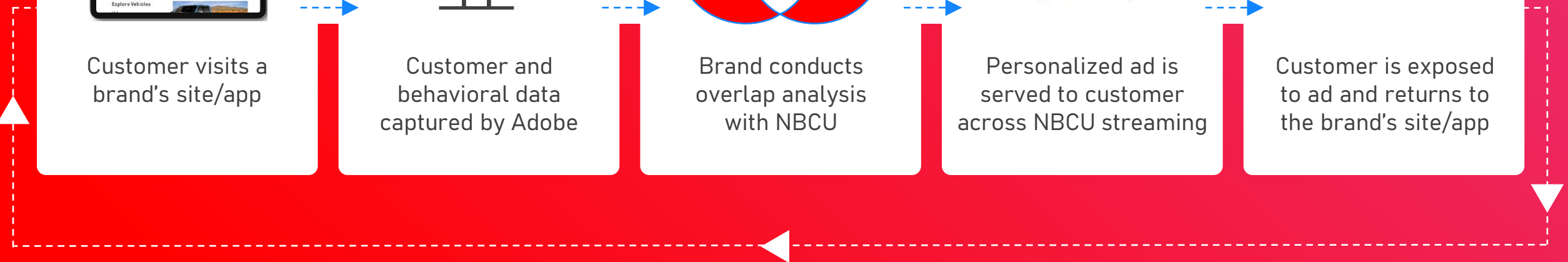


Personalized ad is served to customer across NBCU streaming

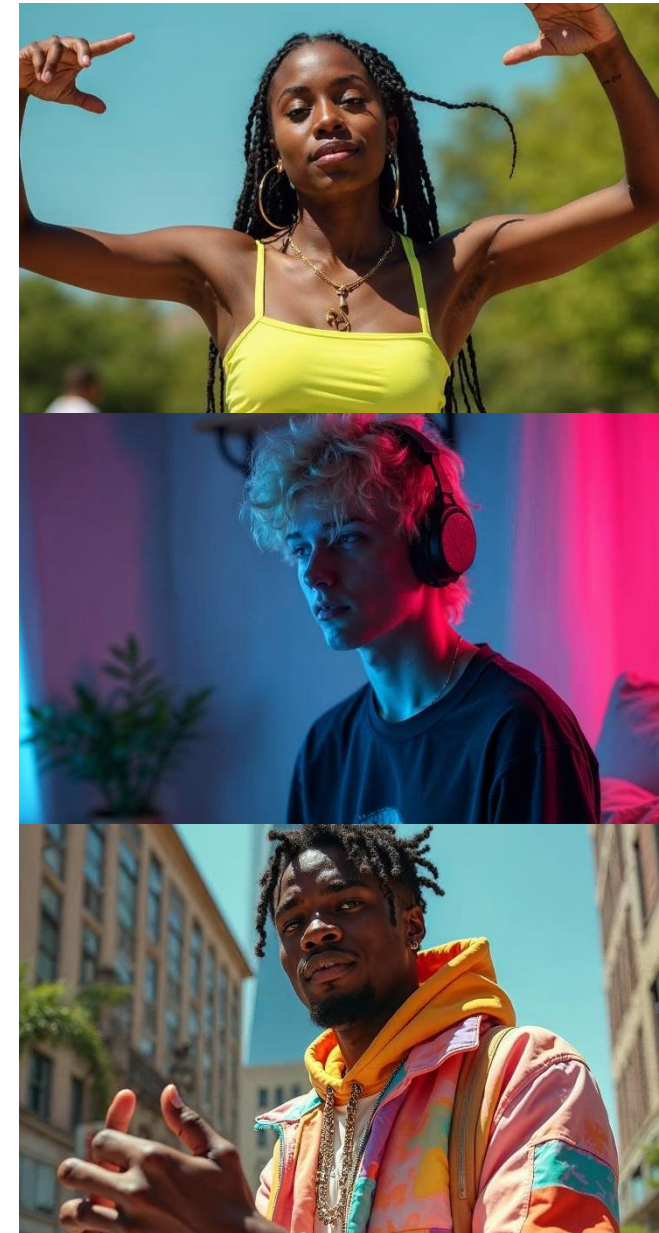
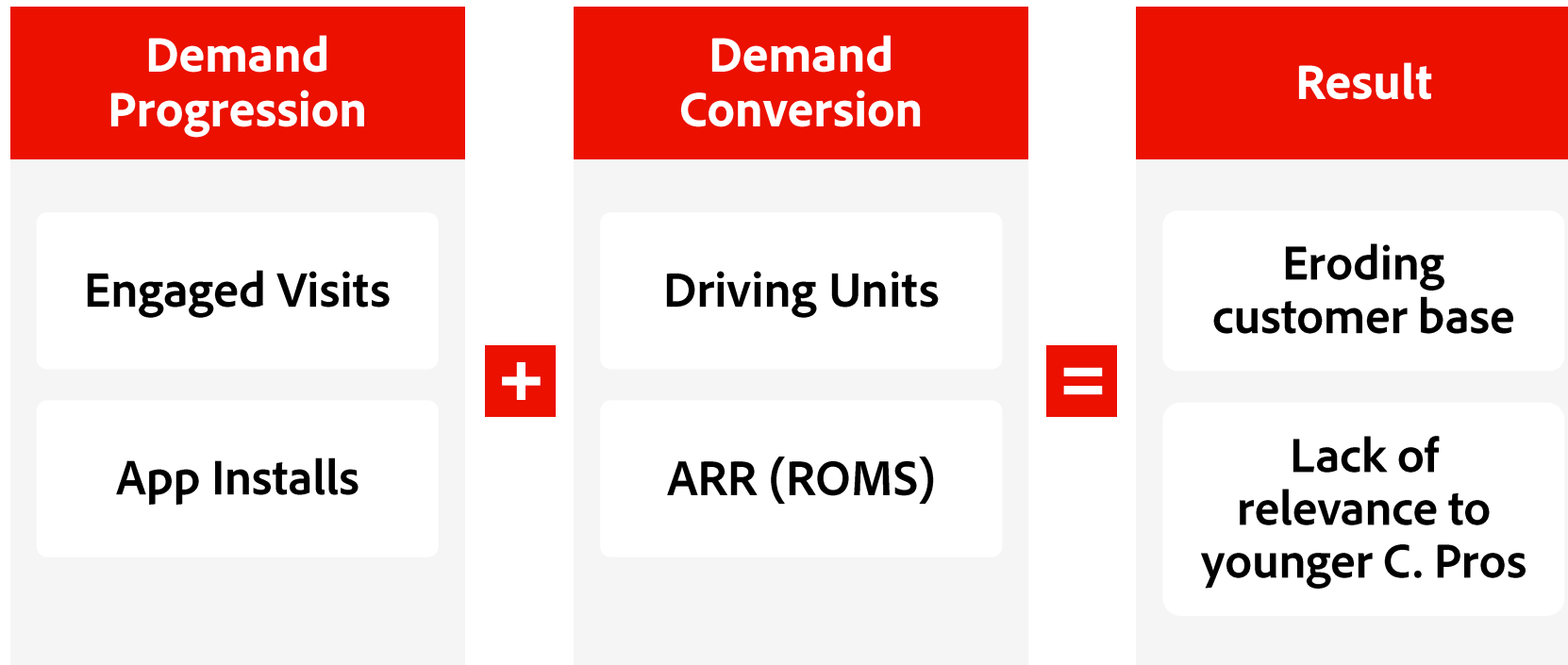
5



Customer is exposed to ad and returns to the brand's site/app



# Historical Focus on Mid-and Bottom of Funnel



# Full Funnel Strategy is Key to Growth

**Demand  
Creation**

R/F  
Brand Lift

Perception



**Demand  
Progression**

Engaged  
Visits

App  
Installs



**Demand  
Conversion**

Driving  
Units

ARR  
(ROMS)

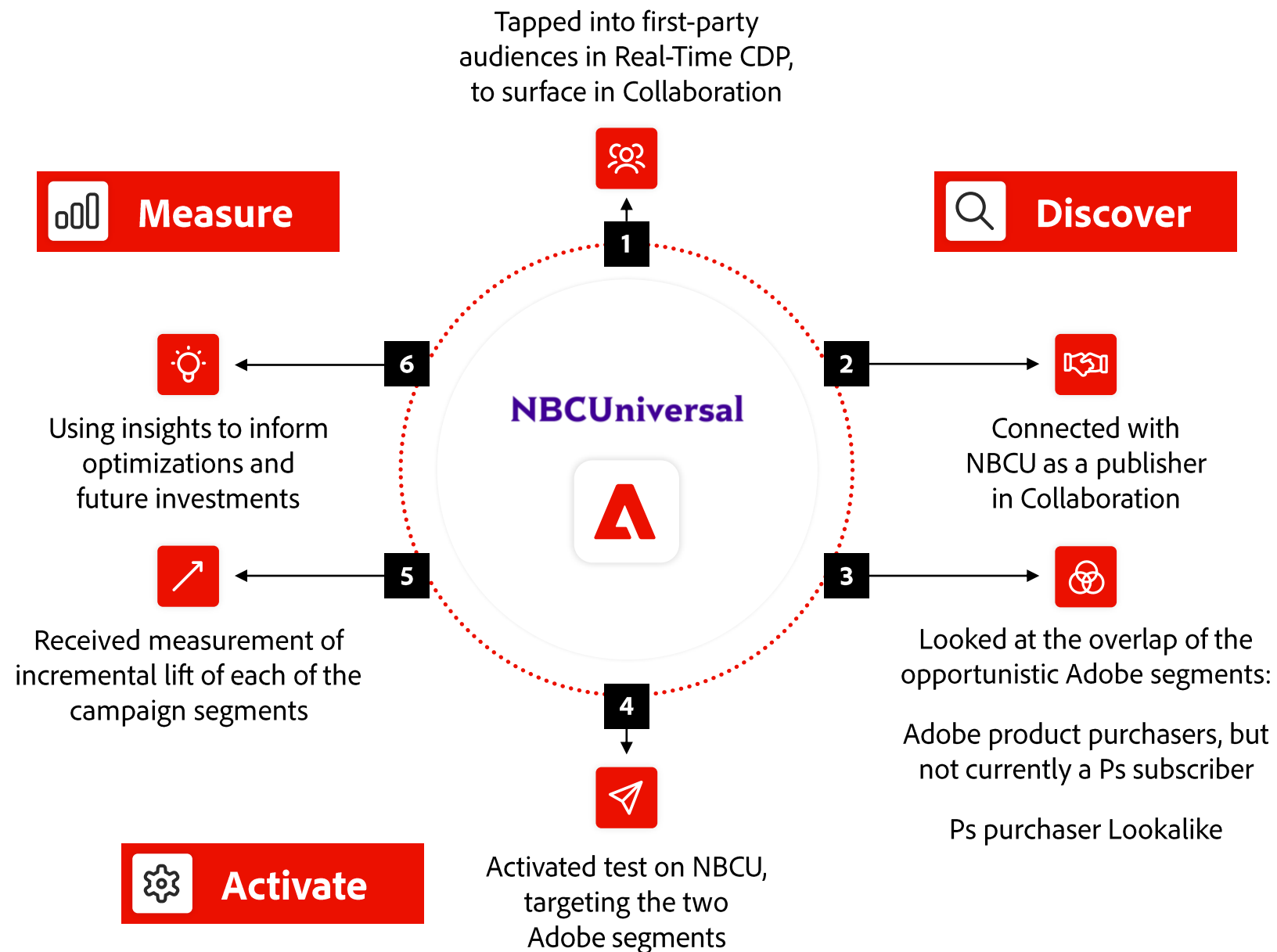




# Leveraging the **Big Screen** to **Graduate** Audiences



# The how: Seamless data collaboration



# Results are strong

## Audience Strategy

Created segments in Real-Time CDP & collaborated with NBCU through Collaboration:

1

Adobe product purchasers; not currently a Ps subscriber

2

Ps purchaser Lookalike

## Brand Impact

1

Aided Awareness

2

Consideration

3

Perception

## Campaign Impact

Visit Rate

+25%

NBCU

CTV Vendor

# Ready to **collaborate**?

## How to get started with data collaboration

Driving success through the power of data partnerships

1

Align on the role of data collaboration as part of your data strategy



2

Identify publisher or brand partners and establish agreements



3

Define key use cases, campaign objectives, and KPIs



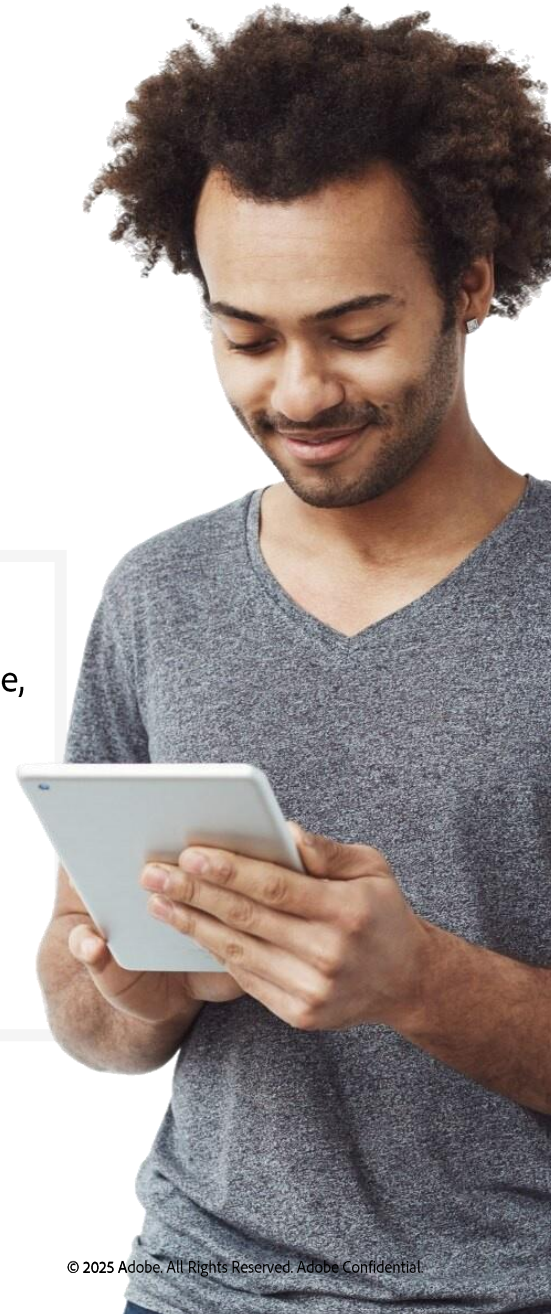
4

Execute data collaboration to power the campaign



5

Measure, optimize, and repeat with collaborators!





## RESOURCES

# Scan the QR codes or refer to related content links in your console.

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### Alterra Mountain Company transforms advertising with data collaboration.

Lory Mishra  
03-18-2025

[X](#) [in](#) [f](#) [e](#)



**Behavioral Insights**

**43%**

Streaming media

**Conversions**

**+30%**

**CTV Campaign**  
NEOUiversal (~30%)

- Current Ikon Pass Holders
- Previous Pass Holders
- New Prospects

Every skier carves their own path down the mountain, but from a distance, they can all look the same — just like audiences across digital channels. Alterra Mountain Company, which operates 19 year-round mountain ski resorts and offers access to 60-plus destinations worldwide through its Ikon Pass, understands that its customers aren't one-size-fits-all. To personalize marketing, optimize budgets, and enhance customer experience, Alterra needs a unified view of its audience — especially across its crucial streaming campaigns.

Streaming makes up nearly **43% of all TV viewing**, indicating a shift toward Connected TV (CTV) and its growing relevance as a marketing

**Alterra Achieved 30% ROI**

**ON RESOURCES**

[Get presentation](#)

[Download the presentation PDF](#)

**THE SESSION**

First-party data has proven its value and you've refined it to your own. But as first-party data has proven its value and you've refined it to your own, you've also lost and growing privacy concerns, brands must find new ways to reach their audiences. In this session, learn how strategic data partnerships with partners can help you achieve your goals.

**Adobe**

