Adobe Audience Manager features powered by Adobe Sensei

Understand the power of Adobe Sensei to transform your customer data management using AI-driven features in Adobe Audience Manager.

Audience Manager, our data management platform, gives you the power to manage all your disparate data sources, opening up avenues of analysis never before possible.

Adobe Audience Manager is our solution to help you to manage the mass of data you collect about your customers; not only the entire Adobe Experience Cloud stack, but all your other data sources as well, including first-, second-, and third-party data. With our data management platform, you can build audience segments that track your users across multiple channels, touchpoints, and devices; drill deeper into customer data to develop more specific audience profiles and more accurately predict behavior; and get real-time results that you can use to deliver real-time customer experience improvements.

Underpinning and empowering some of Audience Manager's most breakthrough features is Adobe Sensei, our artificial intelligence and machine learning technology. The Audience Manager features powered by Adobe Sensei include:

- Lookalike Modeling
- Segment Size Estimator
- Trait Recommendations

Lookalike Modeling

Businesses of every type and at every scale have one need in common: find new customers. Even better, you'd like to find new customers most like your existing high-value customers. But how? Lookalike Modeling, powered by Adobe Sensei, offers an algorithmic solution for deep-diving your existing data—as well as other data sources, including third-party data available to you in Audience Manager—to find customers who are most like an existing segment.

To start, you select an audience for Lookalike Modeling to use as a baseline for its analysis. Lookalike Modeling then goes to work on the data you feed it. First, it analyzes all the traits associated with your baseline over time to find those that occur most frequently, ranking them according to their frequency. Next, it takes the profile generated from your baseline and analyzes all your customer data for identical traits.

Here, things get more interesting. Building a lookalike model is subtler than simply finding a set of customers in a database who share traits with the baseline. Having ranked traits for their frequency, Lookalike Modeling turns that logic on its head: the most valued traits aren't the most common, but the most rare. It turns out that common traits are just that: they're likely to be shared among many types of customers, most of whom aren't your target. It's the rarely occurring traits that the target customers share with the baseline that are most likely to indicate they're the same kind of high-value customers as your baseline set.

Lookalike Modeling next assigns weight to the traits it finds in your target data to rank their influence or desirability. Then it
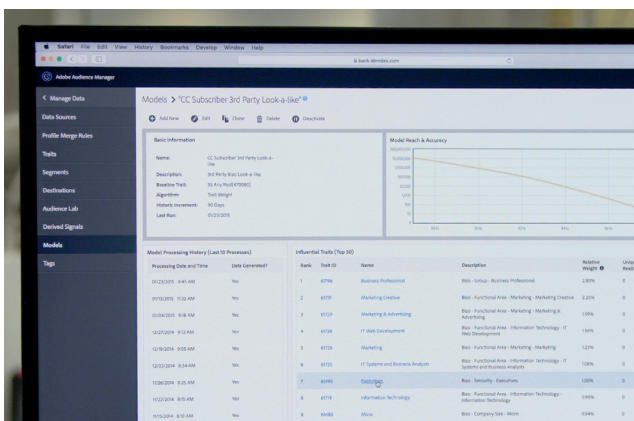
compares those traits with the users it's identified to determine which users in the target dataset are most like your baseline. Finally, each user is scored based on the total weight of their traits, normalized on a scale of 0 to 100%. Based on this analysis, Lookalike Modeling displays its results in Trait Builder, from which you can use them to build a new audience segment or expand an existing segment to capture those customers. Voila! You've just extended your reach. Best of all, Lookalike Modeling isn't a one-time process. It periodically reruns its analysis to update the traits you're looking for—removing ones no longer relevant and adding new ones it identifies. You can be confident that your analysis stays up to date.

Find out more about Lookalike Modeling in the Adobe Audience Manager documentation.

Segment Size Estimator

Defining audience segments is an art and a science. You're trying to group actual and potential users and customers by common traits and predicted behaviors. But how do you know the segment you're building is real, focused, and relevant? Segment Size Estimator, powered by Adobe Sensei, gives you real-time feedback on the size of your potential segment so you can validate that what you are selecting represents a real audience worth addressing.

With typical segment size calculators available in most marketing data management applications, getting an accurate gauge of the size of an audience segment requires a deep dive through the various in-house and third-party data sources you've got, and often takes up to 24 hours to process. The result is accurate, but not timely. Do you have 24 hours to wait for your answer? What happens as you tweak your segment definition; do you have to wait 24 more hours each time you do? You need a reliable estimate of the audience size in real time, so you can see what you will likely be getting and adjust as needed to ensure not only that your new segment is a valid, focused audience, but that it's of a size to provide the return on investment that you're making.

Segment Size Estimator, a part of Audience Manager's Segment Builder tool, gives you that real-time answer you need to move forward. Segment Size Estimator leverages the science of polling, using a sampling algorithm on every trait in your data and running a continuous sampling process on various timescales, continually updating its analysis of every trait. With this analysis in hand, Segment Size Estimator can take the set of traits you've selected for your segment and combine them intelligently—measuring which has the greatest impact on the segment size and accounting for variances in the number of records reflecting each trait—to create an overall size estimate accurate to within a 95% confidence level. The results are displayed within Segment Builder and updated as often as you wish. With such an estimate in hand, you can have confidence that your segment will perform as you planned.
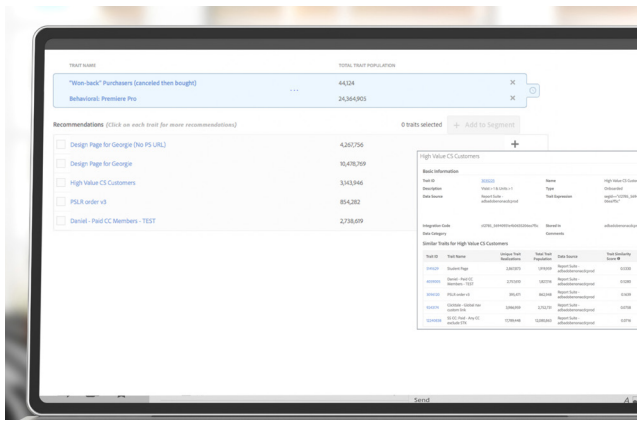
Find out more about Segment Size Estimator in the Adobe Audience Manager documentation.

Trait Recommendations

Trait Recommendations, powered by Adobe Sensei, helps you grow your audience segments by finding and recommending traits similar to the ones that already define your audience segments. In theory, this is simple: find the traits—out of all the ones available in your audience data (both the data you collect yourself and any third-party data sources you've got)—that are most similar to the ones you're already using, and add those to the segment. But how do you find such traits? For most marketers, there are anywhere from 1,000 to 400,000 traits associated with their first-party customer data, and once you factor in third-party data, up to 1,000,000 traits. How do you sift through such a huge dataset to figure out which traits matter to building your audience?

That's where the power of Adobe Sensei comes in. Trait Recommendations looks across all your data and all possible traits, compares them to the ones in your segment, and finds which traits are most similar to yours. What defines a similar trait? Trait Recommendations calculates an index, or score, based on the overlap between the set of users who feature one trait vs. the set of users who feature another. Trait Recommendations boils this down to a simple list of the top five
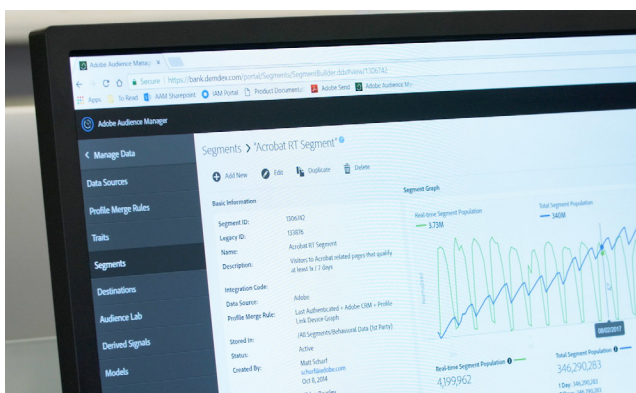
similar traits in the Segment Builder. So that the traits you add will have the biggest impact on your audience segment. It also uses just the past 30 days of activity, so its analysis will always be fresh.

The result? You can easily expand your reach, find customers interested in complementary products, better understand audience behavior, and build better segments for ad sales or user acquisition.

Find out more about Trait Recommendations in the Adobe Audience Manager documentation.

Conclusion

The features powered by Adobe Sensei in Audience Manager deliver unbeatable results. With the ability to model new audience segments based on the traits of your best customers, you can extend your reach to more high-value targets. While doing so, you can validate that you're going for a sizable, worthwhile audience with real-time segment size estimates. Finally, you can grow your segments easily with automatic recommendations for traits similar to the ones you're using.

These AI-driven features of Audience Manager are unparalleled among data management platforms and demonstrate yet again the unique value of Adobe's industry-leading audience data management platform.