Adobe Advertising Cloud

Adobe Advertising Cloud Creative features powered by Adobe Sensei

Advertising Cloud Creative is Adobe's solution for programmatic ad creative management. By enabling the creation, edits, activation and performance management of individual creative assets, Advertising Cloud Creative automates the task of creating personalized ad variants to suit individual audience needs and interests, relieving the design department of tedious work and enabling marketers to launch ads faster to reflect new messaging.

Ad Rotation Optimization, powered by Adobe Sensei, Adobe's artificial intelligence and machine learning technology, reveals mission-critical, actionable insights from your data to impact your digital advertising strategy in real time. Simply stated, Ad Rotation Optimization uses the power of Adobe Sensei to optimize the rotation strategy for digital display ads.

Ad rotation is a common practice on the Internet: every time you win an ad slot to show a creative, you choose which specific ad should be shown from a group of ads available. But how do you select which ad from the rotating group to show a given user to maximize your ad effectiveness?
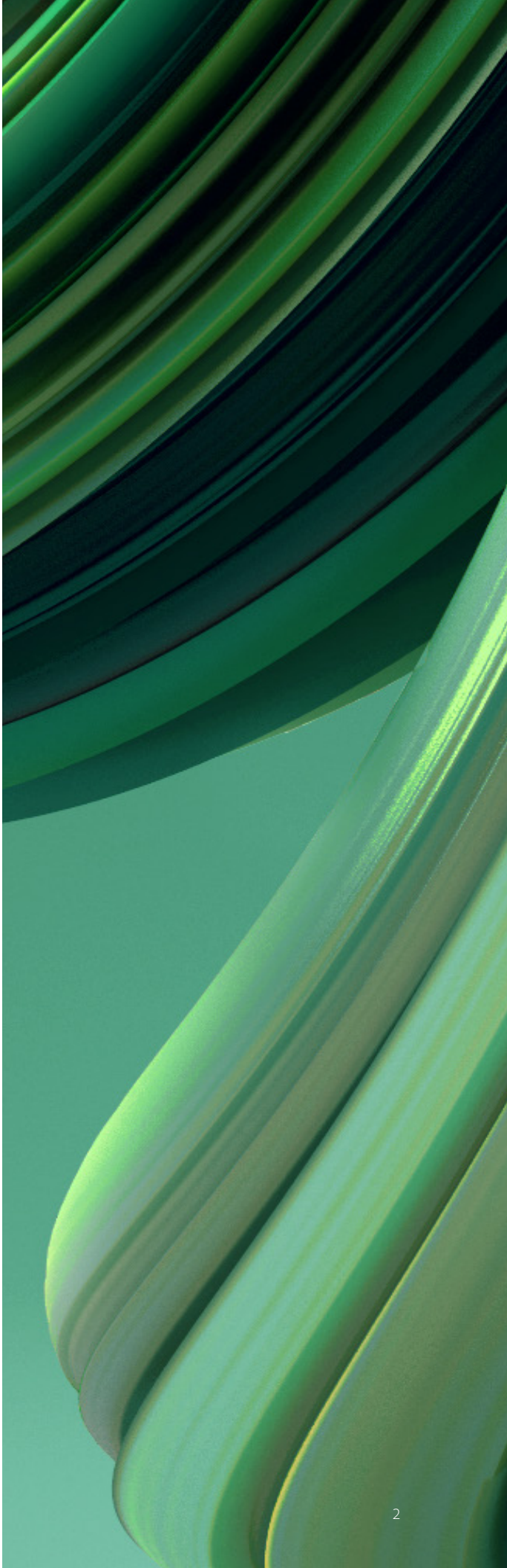
Ad Rotation Optimization

Ad Rotation Optimization, powered by Adobe Sensei, applies machine learning models to attack this problem. The feature starts with your creative assets and their attributes for a given ad campaign. You've got multiple ad headlines, images, CTAs, color choices, etc. that go into the ads you're planning to rotate. Ad Rotation Optimization creates a set of recipes representing combinations of these assets and attributes and stands ready to serve a given recipe to a given user whenever the ad spot is loaded.

Ad Rotation Optimization next draws on data collected through a variety of sources, including first-party data gathered through Advertising Cloud cookies, Advertising Cloud DSP media tracking, Adobe Audience Manager, Adobe Analytics, third-party data providers, and more to find out what it can about your users: relevant metrics might include impressions, clicks, geolocation, audience segment, history, conversions over time, the date and time the user is on the site, what browser they're using, what device they're using, and so forth. Using this data, Ad Rotation Optimization comes up with an initial set of probability weights assigned to each ad recipe for each viewer, given their preferences as determined by the analysis, and uses those to apportion the selection of which recipe to show how often and to which users.

Now comes the fun part: Ad Rotation Optimization measures the results and learns from them. Your campaign's success might be measured on click-through rate, total revenue or some other target; Ad Rotation checks how well each of its ad recipes performed for which users, and then uses those results to re-evaluate each recipe and assign a new weight to each for determining how to rotate them going forward.

Result: Your audience, by responding to ads they see in rotation, effectively teaches Ad Rotation Optimization what to show them in future site visits. This improves ad relevance for your audience and ad performance for your campaigns.

Conclusion

Ad Rotation Optimization improves ads for audiences through optimized rotation of creative variations. This feature helps to fine-tune the selection of ads for your customers so they get experiences matched to their needs and preferences. This not only gratifies your customer, but also improves your ad performance and thereby your ROI.