

Adobe Advertising Cloud DSP features powered by Adobe Sensei

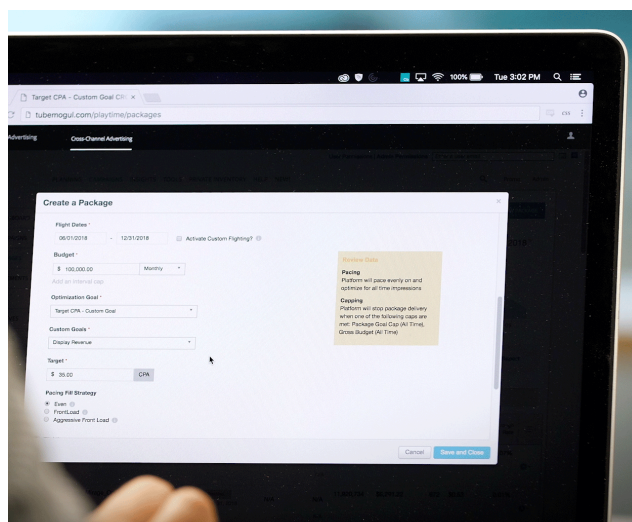
Adobe Advertising Cloud DSP, Adobe's omnichannel demand-side platform for ad management, is the most comprehensive, agnostic platform for managing and delivering advertising experiences across most media touchpoints. Advertising Cloud DSP enables you to buy ads across all screens and formats while giving you intelligent tools to make the right ad-buying decisions and optimize your return on ad spend.

Many of Advertising Cloud DSP's most critical features are powered by Adobe Sensei, Adobe's artificial intelligence and machine learning technology. Adobe Sensei conducts deep analysis that reveals mission-critical, actionable insights from your data to give you the power to make an impact on your digital advertising strategy in real time. Advertising Cloud DSP features powered by Adobe Sensei include:

- **Performance Optimization**
- **Viewability Optimization**
- **TV Planning**

Performance Optimization

How do you get the best bang for your advertising buck? Digital advertising managers face this question every day. When managing ad spend across multiple ad packages and campaigns, it's easy to get lost in the weeds, as you're manually optimizing hundreds of tactics and tediously adjusting bids and targeting parameters. Moreover, it's hard to even know whether your efforts really help drive your package KPIs and thereby achieve your campaign goals. Performance Optimization, powered by Adobe Sensei, applies machine learning to the problem to offer you predictive models that help you determine where to place your ad dollars.

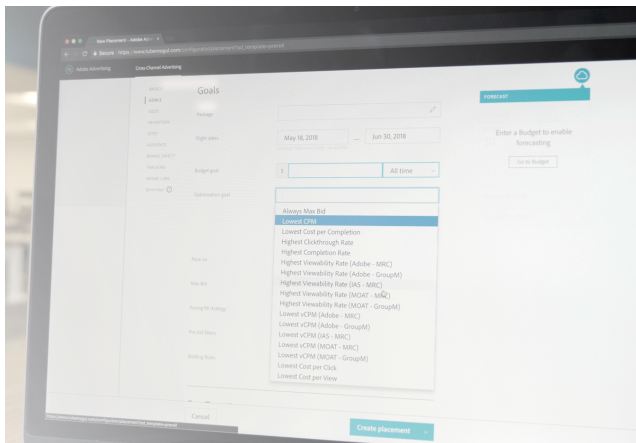


Performance Optimization looks through all your past advertising performance data and links auctions and ad placements to the resulting behavior of your users. It builds this analysis across millions of records to derive a powerful picture of ad effectiveness. The feature goes beyond this, though, to allow you to assign values to user interactions: a simple hit on a page may be worth a few cents, while a new subscription might be worth \$100 or more. Then, Performance Optimization uses the values assigned to user actions to weight each type of response and applies that knowledge to its picture of ad effectiveness—building up to

thousands of experimental models, each tailored to an advertiser, campaign, and package—to predict ad performance. It then evaluates those models' accuracy to select a winning strategy. The result is a number of personalized, package-specific predictive models that will work to optimize towards a maximum return on ad spend. The results of the models are then fed into a flexible optimization algorithm that can take into account your different objectives on different campaigns to optimize your ad budget across all of them. Your ad bids become dynamic and adjust in real time to take into account how valuable each incoming request is likely to be. Finally, Performance Optimization operates continually, taking new data into account as it comes in to refine the model based on your latest ad performance data. With Performance Optimization, you can automatically allocate your ad budget and be sure to meet your KPIs.

Viewability Optimization

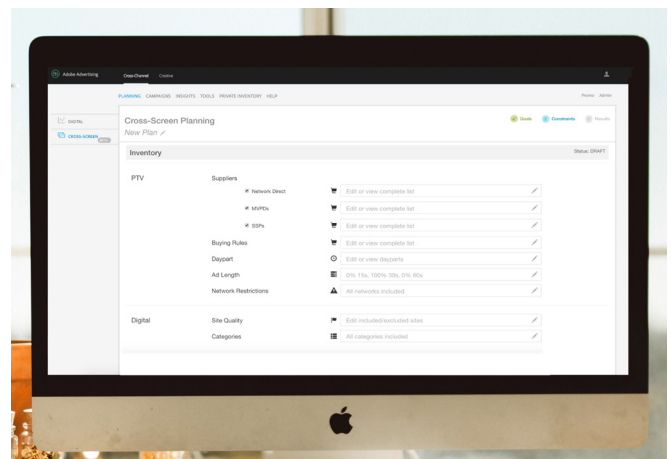
Viewability Optimization, powered by Adobe Sensei, helps you meet your ad viewability goals as measured by a selected viewability rate or viewable CPM. Viewability Optimization adjusts its models for viewability prediction depending on the third-party measurement provider you choose, taking into account your contracts and needs. Just as with Performance Optimization, Viewability Optimization works across the huge data sets available in the Adobe Cloud to develop predictive models for ideal ad bidding strategies that maximize viewability rate or minimize viewable impression cost. Adobe Sensei also takes into account bid pacing, automatically adjusting bid prices over time to meet changing market conditions and enabling digital marketers to balance the need for meeting impression goals and the pace of ad spending to maximize ROAS.



TV Planning

TV advertising planning, as currently practiced, is simply based on previous performance. The current method takes the viewership from last year to make predictions about where targeted viewers will watch this year. This index-based, same-time-last-year technique is common practice in the industry, but frustratingly inaccurate. TV Planning, powered by Adobe Sensei, uses machine learning to go beyond this traditional guesswork to create linear national TV plans that are more likely to deliver target audiences when measured against Nielsen ratings.

TV Planning uses a recurrent neural network to create and run long- and short-term memory models based on the TV viewing history of each member of the full Nielsen panel. The models are able to predict where these audiences will be in the future to generate linear national TV plans. Advertisers can confidently select the ad inventory best suited to deliver the impressions they want from the audiences they're targeting, which enables them to optimize their ad spend and gives consumers ads that are more relevant to their interests.



Conclusion

Adobe Advertising Cloud DSP leverages the power of Adobe Sensei to leapfrog your ad performance. Use Performance Optimization to discover how best to allocate your advertising dollars. Maximize your ad viewability with Viewability Optimization. And plan your TV ad buys with accuracy and confidence through TV Planning. These Adobe Sensei-powered tools let you see the big picture, make targeted decisions, and execute your ad strategies across all media.