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# Reinvention and business transformation key themes of the 2014 Adobe Digital Marketing Symposium

**SYDNEY — 22 July 2014** — The 2014 Adobe Digital Marketing Symposium kicked off in Sydney today with more than 1,500 marketers, publishers, agencies and technologists urged to reinvent themselves to deliver business transformation. Attendance has trebled since the Symposium was first held in 2012, a sign that Australia's marketers are embracing the adoption of technology breakthroughs and are keen to learn from stories of reinvention shared by brands such as Telstra, Tourism Australia, Bankwest and Facebook.

"Today's marketers know they need to change the way they approach their work and reinvent themselves in this digital world," said John Mellor, vice president, business development and marketing, Digital Marketing Business at Adobe. "The Adobe Digital Marketing Symposium is the best place to see the latest in digital marketing innovation, and get advice from marketing leaders' top brands from around the region and the world."

## Core Services for Adobe Marketing Cloud

At Symposium Adobe demonstrated new core services for Adobe Marketing Cloud, which span all six solutions that comprise the cloud-based service and deliver data, insights, context, profiles and more.

- Industry-first capabilities introduced as part of core services include **Master Marketing Profile**, which gives companies a single view of their customers and prospects to deepen relationships and offer highly personalised experiences across all marketing channels. Dynamic customer profiles can be updated in real-time with behavioral data from Marketing Cloud solutions and third party systems like CRM, ERP, transactional and payment platforms.

Marketers can use their profile data to create audience segments and share them across Marketing Cloud solutions to deliver the most personalised ad, web, social, email and app content that is visually consistent and relevant to individual customers. As the only marketing profile that enables enterprise marketers with a view of anonymous and authenticated customer data in real-time, Master Marketing Profile is the first of its kind in the industry.

- **Shared Assets**, also part of the new core services introduced today, enables companies to sync, store, search, and share digital assets from a central repository across Adobe Marketing Cloud solutions. Marketers can take advantage of Adobe's industry-leading tools in Creative Cloud and collaborate directly with creative professionals to accelerate the production of content across all

marketing channels, all from one user interface. Assets are automatically versioned, indexed and made available to Adobe Marketing Cloud solutions to help marketers save time and resources.

### **Additional Innovation Introduced for Adobe Marketing Cloud**

- Adobe also previewed Marketing Mix Planning technology today, new capabilities in Adobe Marketing Cloud that enable marketers to assess, optimise and execute their offline and online marketing mix including TV, PR, print and events, as well as paid search, display advertising, social, email and more. Using state of the art algorithms, Marketing Mix Planning technology provides both descriptive and predictive analytics including attribution, effectiveness, forecasting, and campaign scheduling across all marketing channels. This gives marketers the ability to tie together attribution, analytics, media planning and execution while offering real-time activation of campaigns and insights.

“Adobe’s Digital Marketing business has grown significantly in the past three years and we have seen great momentum as enterprises understand the value of digital and begin their journeys of transformation,” said Paul Robson, President, Adobe Asia Pacific.

“More and more, enterprises are turning to marketing to lead their transformation and that means marketers must step up and reinvent themselves, re-imagine their role, and ultimately how businesses connect with consumers.”

In Australia, Adobe’s digital marketing customers include nine of the top 10 financial institutions; four of the top four telco companies, all of Australia’s major airlines and New Zealand’s national carrier, and many of Australia’s top media companies, insurance groups and government agencies.

### **About Adobe Marketing Cloud**

Now there’s a place that puts everything digital marketers need in one spot. It’s called the Adobe Marketing Cloud. It includes a complete set of analytics, social, advertising, targeting, Web experience management and cross-channel campaign management solutions and a social-enabled UI that brings together everything marketers need to know about their campaigns. So marketers can get from data to insights to action, faster and smarter than ever.

### **About Adobe Systems Incorporated**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com/au](http://www.adobe.com/au).

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