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Adobe Pushes Boundaries of Marketing at Summit 2015

Two New Adobe Marketing Solutions Unveiled; New Capabilities Infuse Marketing into Mobile, Video and Internet-of-Things

Hong Kong – Mar. 11, 2015 — Adobe today kicked off Summit 2015, Adobe's annual digital marketing conference in the U.S., showcasing innovation across its Adobe Marketing Cloud. Highlights at the sold-out conference include advancements in mobile marketing and app development, extension of marketing intelligence into product design and Internet-of-Things (IoT) and the fusion of ad and marketing technologies. The company also unveiled two new Adobe Marketing Cloud solutions — Adobe Primetime, the industry's leading multi-screen TV platform, and Audience Manager, Adobe's fast-growing data management platform — as well as new capabilities in Adobe Campaign and Adobe Analytics.

Joining Adobe CEO Shantanu Narayen and Senior Vice President of Adobe's Digital Marketing Business, Brad Rencher, will be individuals who embody risk-taking and are pushing themselves and entire categories beyond pre-defined boundaries. Among the featured speakers are El Capitan free climbers Tommy Caldwell and Kevin Jorgeson; statistician Nate Silver; author Michael Lewis; Lauren Bush Lauren, founder of Feed.org; Hall of Fame quarterback Steve Young and Academy Award nominee Michael Keaton.

"Marketing has been driving digital transformation at the world's largest brands, agencies and media companies," said Brad Rencher, senior vice president and general manager, Digital Marketing Business at Adobe. "Now, marketing is moving beyond the marketing department and transforming how enterprises organize and engage with customers across every touch point. Enabled by a richer view of the customer, digital experiences are starting to change how we shop, open hotel room doors, interact with our cars and buy soda from vending machines."

Two New Solutions
Adobe Audience Manager and Adobe Primetime are now part of Adobe Marketing Cloud. Audience Manager offers new capabilities to gain greater insight into customer journeys, including a new Audience Marketplace to buy and sell anonymous audience data, and cross-device identification that lets marketers take advantage of user authentications to target individuals in a household that share a single device.

Adobe Primetime, the industry's leading multiscreen TV platform, used by NBC Sports, Comcast, Turner Broadcasting, Time Warner Cable and others, now allows marketers and ad operations professionals to import first-, second- and third-party audience data into Audience Manager and execute ad campaigns targeting specific audience segments. With cross-device frequency capping, media companies can now deliver personalized ads across platforms, and ensure that a single user with more than one device doesn't have to watch the same ad with more than the desired number of exposures.

Marketing Extends to IoT
Adobe Marketing Cloud enables brands to extend the impact of marketing across more touch points including wearables and Internet-of-Things (IoT) devices. Adobe Experience Manager Screens and Adobe Target now bring highly personalized experiences to physical spaces like retail stores and hotel rooms and enable marketers to optimize content across any IoT device. The new IoT SDK lets brands measure and analyze consumer engagement across any of those devices, and new Intelligent Location capabilities allow companies to use GPS and iBeacon data to optimize their physical brand presence.

Featured on stage at Summit will be brands like Starwood and Under Armour, who are using the Adobe Marketing Cloud to create personalized experiences in the physical world. Starwood will show how they are customizing hotel experiences, including SPG Keyless, which gives Starwood members the ability to check in and access their rooms with just a smartphone. Under Armour will demonstrate how they are redefining the way clothing lines are designed with new Adobe Experience Manager Screens technology.

Mobile App Development

Brands have been challenged with integrating multiple mobile marketing solutions, struggling to synthesize a myriad of different tools. Today, Adobe announced key enhancements to Adobe Mobile Services in Adobe Marketing Cloud that dramatically simplify the mobile app lifecycle — from app development and user acquisition to app analytics and user engagement. A new mobile framework in Adobe Mobile Services brings together app technologies across Adobe Marketing Cloud to eliminate enterprises' dependence on an array of disjointed point solutions. To complement Adobe Mobile Services, Adobe enables brands to tap into its partner ecosystem to add functionality to their apps. The company extended its group of partners today by adding six top app technology providers, who are integrating their tools into Adobe's mobile app framework.

Ad Tech Meets Marketing Tech

Programmatic ad buying continues to be a challenge for today's advertisers, with too much focus placed on display ad bidding and multiple data vendors providing different buying methods and billing practices. Adobe today announced a solution, combining a new algorithmic engine and key advancements to Audience Core Services to unify audience targeting, buying, data and billing in one platform. The solution integrates audience and behavior data from a broad range of sources (including Web, mobile app and CRM systems), automates the execution of paid media campaigns through Adobe Media Optimizer and lets marketers use the same audience segments across earned and owned campaigns to deliver consistent experiences. By integrating programmatic buying natively, Adobe brings the marketplace to the marketer and enables consistent consumer experiences across channels.

Adobe Campaign Standard

Adobe today announced Adobe Campaign Standard, enabling more contextual, integrated and coordinated emails as part of a real-time customer engagement strategy. This new offering features native integration into Adobe Marketing Cloud and a new mobile-friendly user interface, allowing marketers to create and manage email campaigns across devices.

Adobe Analytics

Adobe Analytics introduced several new features including Contribution Analysis to help marketers understand the reasons for anomalies in millions of data points as well as Customer Attributes, a new feature that imports data from CRM systems or any other source of online or offline enterprise data that includes a unique customer ID.

Adobe Summit keynote sessions can be viewed live online today, Tuesday, March 10, and Wednesday, March 11 from 9-11 a.m. MST.

About Adobe Marketing Cloud

Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, video, audience management, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud with over 30.4 trillion transactions a year.

Helpful Links
- Adobe Summit Website
- Adobe Blog Post: The Mandate for a Better Marketplace
- Adobe Blog Post: Adobe Primetime, Marketing Cloud and the Future of TV – Personalized, Portable, Profitable
- Adobe Blog Post: Adobe Marketing Cloud Drives Future of Programmatic Ad Buying
- Adobe Blog Post: Adobe Campaign Announces New Solution to Enable Better Customer Engagement
- Adobe Blog Post: Contribution Analysis Turns Days and Weeks into Seconds and Minutes
- Adobe Blog Post: Customer Attributes – The More You Know, The Better You Connect
- Adobe Blog Post: Adobe Summit – What You're Missing in Social

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