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FOR IMMEDIATE RELEASE

Adobe Redefines Digital Advertising with New Predictive Modeling Capabilities

Major Advancements in Adobe Media Optimiser Maximise Performance, Drive Cross-Channel Campaign ROI

Hong Kong — May 16, 2014 — Adobe (Nasdaq:ADBE) announced a significant new release of Adobe Media Optimiser, the industry's most advanced digital advertising platform. The latest innovations increase performance by up to 25 percent through new, predictive modeling algorithms that accurately forecast and optimise campaigns across search, social and display channels. The completely redesigned user interface maximises marketer efficiency through simplified campaign management, innovative data visualisations, and controls that implement campaign adjustments within seconds.

 "Accurately predicting campaign performance across desktops and mobile platforms is imperative for optimal success in the programmatic ad market," said Justin Merickel, senior director of Advertising Solutions, Adobe. "Adobe Media Optimiser is the first solution in the industry to truly pioneer algorithmic optimisation. By capitalising on big data, customers can accurately predict campaign outcomes for maximum return on their investment."

Integration with Adobe Marketing Cloud enhances Adobe Media Optimiser's value with data management, collaboration tools, single sign-on, tag management, and seamless segment sharing to make customers more successful. Major new features in Media Optimiser are available immediately and include:

- **Next-Generation Predictive Modeling Algorithms:** New algorithms use the power of big data to accurately predict campaign performance and drive ROI across desktop and mobile devices. Marketers can evaluate their options to increase performance in real-time and automate budget allocations through campaign simulations and spend recommendations. Unique mobile bid adjustments in Media Optimiser allow marketers to also manage search marketing bids on the fly and by device type, geo location, audience, time of day, and other attributes.

- **Unified Campaign Analysis:** Through the tight integration with Adobe Analytics, website engagement data is passed to Media Optimiser while Media Optimiser is sending search engine metrics (e.g. impressions, click volume, cost per click, etc.) to Analytics, giving marketers a unified analysis and holistic insights into their campaigns. With the integration, Media Optimiser customers have seen search campaign performance increase by an extra 7 to 25 percent, with an average lift of 16 percent.

- **Extended Audience Reach:** Audience management capabilities in Media Optimiser allow marketers to efficiently manage and optimise remarketing lists for Google search ads. With look-alike modeling, marketers can identify new prospects whose characteristics and behaviors are similar to top customers, further extending campaign reach. A unified view of all audiences enables marketers to also quickly identify high-value customers and deliver targeted messages that inspire them to act.

- **Real-Time Campaign Management:** A fully redesigned user interface advances the user experience by making it easier to set-up, adjust, monitor, and optimise campaigns across channels in real time. New tools to forecast performance when budgets and goals change give marketers full flexibility and help ensure that the right message reaches the right audience at the right time.

- **Retail Advertising Optimisation:** By integrating feed and campaign management, retail campaigns can now be simplified at scale. Google Shopping campaigns and creative assets for display advertising can be managed from a single, optimised feed. Additionally, the streamlined feed and reporting structure offers accurate attribution to drive increased revenue.

Customer Quotes

Keith Nichols, Global Digital Marketing & Mobility, Thermo Fisher Scientific

- "We've seen huge performance gains with Adobe Media Optimiser and its integration with Adobe Analytics. Media Optimiser's predictive modeling capabilities have improved our campaign ROI by 78% and the solution provides accurate forecasts to help us run more effective digital marketing programmes."

Christopher Jowsey, senior manager of Web Ecommerce, Lenovo

- "Adobe Media Optimiser enables us to readily evaluate and improve how each channel is performing. With that information, we can fine-tune our channel mix and invest appropriately in each for the best possible return on ad spend (ROAS). Additionally, the unified analysis and holistic insight into our campaigns using the integration between Adobe Media Optimiser and Adobe Analytics has recently contributed to an 11 percent uplift in search campaign performance."

Additional Resources
- Adobe Media Optimiser Video Demo
- Adobe Digital Marketing Blog Post
- Follow @AdobeAds on Twitter
- Adobe Marketing Cloud on Facebook
- Adobe Media Optimiser Website

About Adobe Media Optimiser
Adobe Media Optimiser, one of six solutions in Adobe Marketing Cloud, is the industry's most advanced digital advertising platform delivering ad management, optimisation and forecasting across search, display and social media channels. Used by more than 500 global customers, Adobe Media Optimiser delivers more than 300 million prospects each month and manages more than USD $2 billion in annualised ad spend on behalf of its customers.

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 and app experience management and cross-channel campaign management solutions as well as core services and mobile capabilities that bring together everything marketers need to know about their campaigns. So marketers can get from data to insights to action, faster and smarter than ever.

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