



Adobe is announcing the completion of the acquisition of Efficient Frontier, a leader in multi-channel campaign execution across search, display and social marketing channels.

This combination creates an industry leading, independent platform for digital ad buying and optimization and accelerates Adobe's Digital Marketing strategy in the \$109B* online advertising market. With multi-channel execution from Efficient Frontier as part of Adobe's Digital Marketing Suite, marketers can better plan, execute, measure and optimize online campaigns across search, social and display to maximize their return on ad spend.

The online advertising market is undergoing fundamental changes as ad budgets continue to shift rapidly to digital channels. Online ad spend is projected to grow to 35% of total ad spend in the US in 2016**. The combination of the Adobe Digital Marketing Suite and Efficient Frontier's multi-channel campaign execution capabilities will offer advertisers an industry leading, independent, ad buying and optimization solution. The integrated data and content from the Adobe Digital Marketing Suite enriches the optimization algorithms from Efficient Frontier to deliver high-performing advertising campaigns that meet the demands of this rapidly evolving market.

The combination of Efficient Frontier and Adobe leads to the following integration opportunities:

- Efficient Frontier's powerful portfolio optimization algorithms for search are further enhanced with traffic and conversion data from Adobe SiteCatalyst
- Combine Efficient Frontier's real-time bidding technology with audience segmentation and dynamic creative from Adobe to improve display campaign performance
- Bring together social publishing and engagement capabilities from Efficient Frontier with analytics and measurement from Adobe to offer a complete social marketing solution
- Enhance Efficient Frontier's forecasting and media-mix modeling algorithms with conversion data from Adobe to optimize ad campaigns across multiple channels

Please see the [Adobe press release](#) for related information.

* Global online ad spend, IDC 2013 projection

** Forrester Research

Strategy and Business Integration

Q: Why is Adobe acquiring Efficient Frontier?

A: As advertising budgets continue to shift to digital formats, Adobe Digital Marketing Suite customers are looking for an integrated solution to manage and optimize multi-channel advertising campaigns. Efficient Frontier accelerates Adobe's vision to offer a complete suite of products for measurement, execution and optimization of digital marketing and advertising.

There are several benefits for customers within search, display and social marketing, as well as forecasting and media mix modeling for multi-channel campaign optimization.

- **Search:** Efficient Frontier's industry leading portfolio optimization algorithms combined with Adobe SearchCenter's automated management and reporting features will provide a highly scalable solution for enterprise customers and agencies.
- **Display:** Efficient Frontier has extended its position in paid search portfolio optimization to the real-time bidding market for display advertising. Efficient Frontier offers powerful bid algorithms, as well as access to inventory across multiple real time exchanges (RTB). Combining those with conversion data captured by Adobe on behalf of its customers, advertisers will have an unprecedented ability to drive ROI from their display advertising campaigns.
- **Social:** Efficient Frontier, through its acquisition of Context Optional, offers a social engagement solution that allows marketers to deliver relevant messages to both Facebook and Google+ audiences. Context Optional's social engagement and ad buying together with social analytics from Adobe will deliver a complete social marketing solution to customers. Marketers will get greater insight into how social campaigns are impacting business results and then take action based on those insights.



- **Multi-Channel:** Allocating media budgets effectively across multi-channel campaigns is a challenge for CMO's today. By using conversion data from Adobe to inform Efficient Frontier's algorithms, marketers can forecast campaign outcomes and develop intelligent budget decisions before a campaign starts.

Q: How will Efficient Frontier's employees be integrated into the organization?

A: David Karnstedt, CEO of Efficient Frontier, will join Adobe as vice president and general manager, Advertising Solutions, reporting to Brad Rencher, SVP and GM of the Digital Marketing business. David will lead Adobe's efforts in advertising in this role.

Q: How does this acquisition by Adobe benefit Agencies and Partners?

A: Adobe has deep relationships with agencies and system integrators across its portfolio of Digital Media and Digital Marketing solutions. Adobe is committed to the continued success of its partners and has recently consolidated partner programs in to one organization to simplify how partners engage with Adobe.

As Adobe continues to invest in building out an industry leading Digital Marketing Suite of applications, agencies are now better positioned than ever before to manage advertising campaigns for their customers using a common Adobe technology and data platform. Adobe looks forward to working with agencies to provide our mutual customers the best combination of strategy and services from agencies and technology from Adobe.

Product Integration

Q: What is the process for the product integration?

A: Search: The first step for product teams will be to integrate Adobe Digital Marketing Suite data with Efficient Frontier products. This will allow for a seamless flow of traffic and conversion data in real time to the Efficient Frontier powerful optimization algorithms to deliver improved outcomes. For customers working with Efficient Frontier who do not use SiteCatalyst, there will be no changes to the current data integration process.

Adobe will continue to offer both Adobe SearchCenter and Efficient Frontier Search products to the market. Existing customers for both product lines will continue to be supported. As development teams engage, we will continue to evolve the integration strategy and share more information on the product roadmap at the [Adobe Digital Marketing Summit](#) in March.

Social: Integration efforts will focus on combining Adobe SocialAnalytics with Context Optional's Social Marketing Suite to provide a complete social solution for publishing, engagement and analytics. Context Optional also brings additional Facebook ad buying functionality, which can deliver optimized ad creative.

Display: Adobe currently offers a display re-targeting solution to customers. We will continue to invest in display advertising technology, leveraging the bidding and optimization capabilities from Efficient Frontier.

Q: When will a product roadmap be available?

A: The product teams from both organizations are working through the integration scenarios and will share more information on the product roadmap at our [Digital Marketing Summit](#) on March 21st and 22nd in Salt Lake City.

Q: Are there areas of overlap in the product lines?

A: Efficient Frontier's search and Adobe's SearchCenter are both designed to manage and optimize paid search campaigns. However, Adobe SearchCenter offers a bid rules based approach that appeals to mid-market customers, while Efficient Frontier leads with a portfolio optimization approach that appeals to enterprise customers. Both products will continue to be offered and supported by Adobe to address these different customer needs.

Both Adobe and Context Optional offer social analytics product capabilities. The two products will continue to be sold and supported separately for now. Over time, Adobe SocialAnalytics will be integrated with Context Optional's social engagement capabilities to provide a complete social marketing solution to marketers.

Additional information on the integration plans between these products will be shared at our [Digital Marketing Summit](#) on March 21st and 22nd in Salt Lake City.

Q: Do I need the Adobe Digital Marketing Suite to use Efficient Frontier products?

A: As we integrate Digital Marketing Suite data with Efficient Frontier products, it will be easier to optimize campaigns within



Efficient Frontier. However, we will continue to support existing data feeds from alternate analytics products and customers can use Efficient Frontier Search without the Adobe Digital Marketing Suite.

Services

Q: Will there be any immediate change to Efficient Frontier's service structure?

A: Efficient Frontier products and services are closely tied together and there is no change to this structure.

Q: I am both an Efficient Frontier and Adobe customer, who are my sales and support contacts?

A: There are no immediate changes to existing contacts. Customers should continue working with their existing Efficient Frontier and Adobe sales and service contacts. As service organization plans firm up, we will provide a streamlined support structure.

Q: How should existing Adobe customers and partners engage with Efficient Frontier?

A: Continue working with your existing Adobe contact; they will coordinate discussions with Efficient Frontier. Our goal is to minimize any disruption of service and to ensure campaigns continue to perform.

Q: Whom should Efficient Frontier customers contact for product support?

A: Customers and partners should continue to work with their existing Efficient Frontier account contacts.

Q: How will existing SearchCenter consulting programs be handled?

A: There is no change to existing Adobe SearchCenter consulting programs. The services teams will continue to provide our customers with the same excellent product support and campaign optimization services.

For Additional Questions

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