

New Dynamic Creative Optimization (DCO) Brings Scale and Functionality To Adobe Programmatic Offer

Dynamic creative is a critical element within the programmatic landscape. The need to deliver personalized creative at a granular level to each customer requires a system that can understand the user's past behavior and build and deliver an ad in real-time.

Through the acquisition of Tumri ad tech, Adobe advances DCO capabilities in several ways:

- **Streamlines dynamic ad creation and trafficking**
Tools for designers, engineers and traffickers. Create, publish, and setup trafficking lines from one intuitive UI.
- **Real-time optimization of creative asset selection at product and placement levels**
Machine learning and advanced algorithms shift impressions toward the creative variations that work best depending on success metrics.
- **Delivers rich ad targeting across device types (display, mobile and tablet)**
Target users with relevant ads on any device. Complete tools for building in Flash and HTML 5.
- **Robust Flash and HTML5 ad serving capabilities**
HTML 5 Ad-Builder Lite allows for rich ads without sacrificing animations or dynamic catalog.
- **Flexible and customizable ad templates**
No limitations to creative design, no rigid template structures, our platform supports fully functional and custom creative templates.
- **Offers feed based retargeting and ad component build-outs**
Serve dynamic retargeted creative to users based on their browsing behavior. Utilize either cookie data or server to server integrations to assure your users are targeted with the most relevant creative.
- **Integrations with data services allow for audience targeted dynamic creative without retargeting**
Target prospecting audiences with relevant dynamic creative based on primary or third party data integrations.
- **Brings greater insights through detailed, product level reporting**
Rich suite of reporting tools allows for advanced reporting at the creative level as well as charting and graphing tools to show trends over time. Utilize heat mapping over impressions time to see when and where on the ad your users click.
- **Dedicated DCO team with experience in the category**
Utilize a committed DCO team with years of industry experience. From reporting to creative execution our expert advice and guidance is available.

With this acquisition, Adobe will deliver a highly flexible DCO offer to our customers with tight integration into the Adobe Marketing Cloud. By leveraging Profiles and Audiences, Asset Sharing from Adobe Creative Cloud, site side optimization from Target, audience capabilities from Adobe Audience Manager and the power of Adobe Media Optimizer campaign management and optimization, Adobe brings a unique programmatic offer to the market.

Note, the new DCO offer will also be available as a stand alone capability for customers who are not currently using Media Optimizer.