WHITE PAPER

Adobe Campaign v8 Managed Cloud Services Security Overview

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Adobe Security

At Adobe, we take the security of your digital experience very seriously. Security practices are deeply ingrained into our internal software development and operations processes and tools and are rigorously followed by our cross-functional teams to prevent, detect, and respond to incidents in an expedient manner. Furthermore, our collaborative work with partners, leading researchers, security research institutions, and other industry organizations helps us keep up to date with the latest threats and vulnerabilities and we regularly incorporate advanced security techniques into the products and services we offer.

This white paper describes the defense-in-depth approach and security procedures implemented by Adobe to bolster the security of your Adobe Campaign v8 experience and your data.

About Adobe Campaign v8 Managed Cloud Services

Adobe Campaign v8 Managed Cloud Services is the latest iteration of Adobe's powerful, cross-channel campaign management solution and is only available as a managed cloud offering. With Adobe Campaign, organizations can use rich customer data to create, coordinate, and deliver dynamic marketing campaigns based on the profile, behavior, preferences, and needs of their customers. By bringing together customer data from different systems, devices, and channels into a single profile, Adobe Campaign enables organizations to align their online and offline strategies to create personalized customer experiences.

Solution Architecture

The Adobe Campaign platform is written on a flexible application layer and is easily configurable to meet any organization's specific business requirements, thereby accommodating the growing needs of an enterprise from a functional, as well as a technical, perspective. The distributed architecture helps ensure linear system scalability from thousands to millions of messages.

The Adobe Campaign solution consists of the following four (4) primary components:

- **Adobe Campaign user interface** — Enables customers to communicate and track marketing offers; create campaigns; review and manage all marketing activities, programs, and plans (including emails, workflows, and landing pages); create and manage customer profiles; and define customer audience types.

- **Adobe Campaign Internal Servers** — Execute the marketing campaigns through chosen communication channels, including emails, SMS, push notifications, direct mail, web, or social media, based on the rules and workflows defined in the user interface.
- **Adobe Campaign Frontal Servers** — Send the message to the extranet users and track clicks and opens, as well as mirror pages hit.

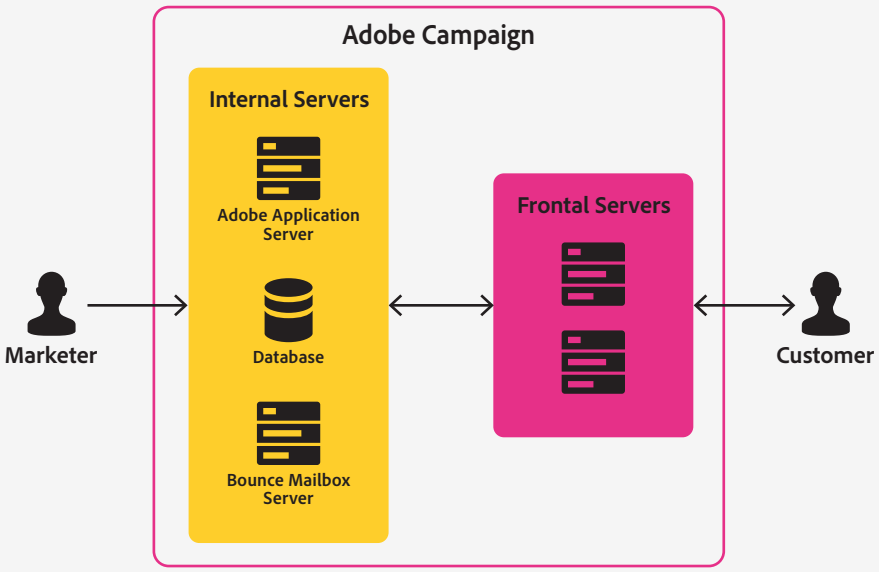


Figure 1: Adobe Campaign v8 Managed Cloud Services Solution Architecture

- **Adobe Campaign database** — Adobe Campaign v8 Managed Cloud Services includes two separate databases. One database stores all functional data (profiles, subscriptions, content, etc.) and work data (purchases and leads) for the solution. The other database stores all technical data (delivery jobs and logs, tracking logs, etc.). All Adobe Campaign components communicate with the databases to perform their specific tasks.

Data Flow and Security Architecture

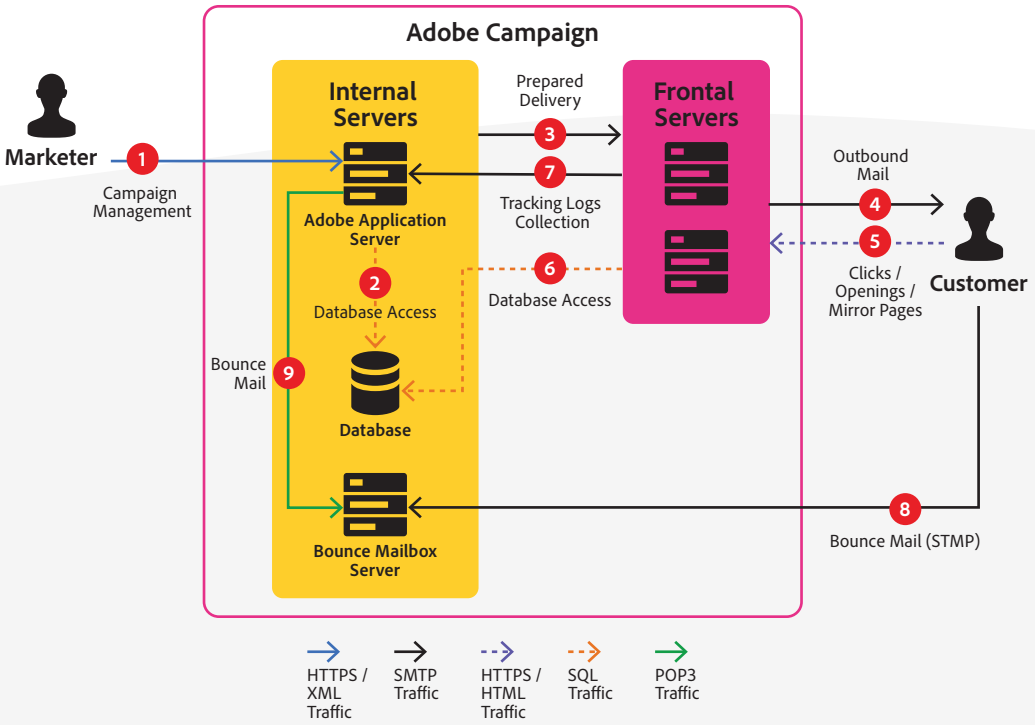


Figure 2: Adobe Campaign v8 Managed Cloud Services Data Flow Diagram

The following narrative describes how data flows throughout the Adobe Campaign v8 Managed Cloud Services solution, from campaign creation by the marketer to customer receipt of the message and click through for redirection to the defined URL:

Step 1: The marketer logs into Adobe Campaign v8 Managed Cloud Services via the Admin Console or web UI and authenticates themselves using their Adobe ID.

Step 2: Next, the marketer plans and designs the marketing plan and defines the target audience/s for the campaign, selects the communication channels through which the campaign will execute (including email, SMS, push notifications, direct mail, web, social media, or any combination of these channels), and creates the message content. More detailed information on defining and creating cross-channel marketing campaigns using Adobe Campaign v8 Managed Cloud Services can be found on Adobe Experience League.

Step 3: All data related to the defined campaign and other metadata is encrypted at rest (by default) using 256-bit AES encryption in the Adobe Campaign v8 Managed Cloud Services database.

Step 4: Adobe Campaign v8 Managed Cloud Services then executes the marketing campaign through the selected communication channels.

Step 5: Upon receipt, the customer clicks to open the message. If the customer clicks on any link in the message, they are redirected to the Adobe Campaign v8 Managed Cloud Services tracking module, which registers the customer before redirecting them to the required URL defined by the marketer in the campaign.

Step(s) 6 & 7: The application server then fetches tracking data from the tracking module and stores it in the database for reporting purposes.

Step 8: All information regarding bounce email is returned to the bounce mailbox server and is eventually stored in the database. The marketer can access these logs using either the client console or web user interface.

Data Encryption

Data in transit between different Adobe Campaign v8 Managed Cloud Services components is encrypted using TLS 1.2 over HTTPS. Data at rest is encrypted by the cloud service provider using 256-bit AES encryption.

User Authentication

IT administrators entitle end-user access to Adobe Campaign v8 Managed Cloud Services by utilizing named user licensing in the Adobe Admin Console. Acrobat Campaign supports four (4) different types of user-named licensing. For more information about each identity type, please go to https://helpx.adobe.com/enterprise/help/identity.html. You can also find out more about Adobe's identity management services in the Adobe Identity Management Services security overview.

Additional Security Features

Adobe Campaign v8 Managed Cloud Services enables administrators to monitor key assets and perform administrative tasks using the Control Panel.

More information on specific options available to administrators via the Control Panel can be found at Get Started with Control Panel.

Hosting Locations and Security

Adobe hosts Adobe Campaign v8 Managed Cloud Services in an Adobe-managed data center located in the customer's corresponding region. Each customer is deployed in a separate virtual machine or container using a single tenant configuration.



Figure 3— Adobe Campaign v8 Managed Cloud Services Hosting Locations

Questions?

For more information about Adobe's operational, application, and enterprise security processes, compliance certifications, incident response program, security training and awareness program, and business continuity and disaster recovery program, please see the Adobe Trust Center.

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