

# Drive successful paid social campaigns with Adobe Media Optimizer social ad management



Adobe Media Optimizer social ad management allows customers to create, manage, and optimize social ad campaigns on Facebook and Instagram.

## Business challenge

Social campaigns are complicated to launch and manage. Marketers need easy-to-use workflows to create ads at scale, quickly bring to market, and reach targeted audiences to drive high engagement and meet goals.

## The solution

Adobe Media Optimizer offers seamless audience management coupled with a bulk ad creation process and a preview environment for safe editing prior to launching ads. Powered by Adobe's advanced modeling algorithms, campaigns can meet the demands of a changing social environment. In addition, the ability to align search, display, and social allows advertisers to understand how audiences are engaging with ads in each channel and determine the most efficient media mix.

## Key benefits

### Campaign management at scale

- Audience creation, segmentation and management
- Bulk ad generation and management
- Editable preview in bulk
- Rules to optimize campaign performance - Pausing and increasing campaigns depending on historical ad performance
- Budget Optimization—Optimize budgets across various ad sets that share a common business objective to maximize efficiency
- Pro-actively automate a post amplification from an organic post that is already scheduled

### Facebook Marketing Partner

- Badged Facebook Marketing Partner and Instagram Partner with Ad Technology specialty
- Full Ads API integrations with Facebook and Instagram
- Full Service and Self Service options
- Global in-market support

### Cross-channel attribution, optimization and reporting

- Alternate attribution model reporting and optimization to understand how your social ad campaigns are performing in context to display and search
- Search Retargeting on Facebook, Instagram, and the Audience Network
- Integrated workflow, optimization, and reporting interfaces for social, search, and display
- Click-through and view-through tracking
- Channel-assist and campaign-assist reporting
- Flexible and customizable UI and reporting, including custom metrics and visualizations
- Report scheduling and automated distribution
- Organic post reporting

## Integration with the Adobe Marketing Cloud

- Adobe Marketing Cloud Single Sign On unifying all six solutions
- Leverage Adobe Analytics site-side metrics to inform ad buying and optimization
- Manage 3rd party tags including Website Custom Audiences on Adobe Dynamic Tag Manager
- Integration with the Adobe Creative Cloud allows seamless creative execution in the Media Optimizer ads creation workflow

## Customer results

**Sears Canada** grows their business on Facebook by leveraging Adobe Analytics on-site engagement metrics as part of their ad optimization strategy, resulting in a 84% lift in return on ad spend and a 21% lift in time spent on-site.

"By managing all our programmatic channels (display, search, and social) in Adobe Media Optimizer we get incredible insights into attribution and path to conversion, and that allows us to more efficiently manage and optimize our budgets," says Nurullo Makhmudov, Director, Online User Experience and Strategic Initiatives, Sears Canada.

**Thomson**, UK's leading travel brand delivers a 69% drop in cost per acquisition with a 128% increase in online sales by elevating conversion intent through creative testing and cross-device targeting.

"Through working with Adobe we successfully launched and scaled our Facebook advertising campaigns for our biggest brand, Thomson. Within the first three months we were able to reduce cost per acquisition by 65%. We have continued scaling this activity through combining compelling creative to relevant audiences and testing different placements with Adobe Media Optimizer. Mobile placement has proved to be extremely valuable as we were able to reach and target new customers outside of our existing online channels. Mobile advertising on Facebook is now a fundamental part of our overall online strategy," says Claudia Gomez Paid Search and Biddable Social Specialist TUI UK & Ireland.

**Suncorp Australia** evaluates the value of a Facebook ad being seen in relation to sales and more importantly, in context with other paid media. Using Facebook's conversion lift tool, coupled with Adobe Media Optimizer, they discovered that people who were exposed to the ads saw a 32% lift in conversions vs. who did not see the ad. More importantly, after re-calibrating attribution across channels based on this insight, cost per acquisition for Facebook was just as efficient as search and display advertising.

"The results allows us to more accurately attribute post-view impressions and better inform our budgeting decisions across paid search, social and display using Adobe Media Optimizer.", says Emily Sullivan, Digital Marketing Advisor, Suncorp Life.

### For more information

[www.adobe.com/solutions/  
media-optimization.html](http://www.adobe.com/solutions/media-optimization.html)



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