Press Contacts
Summer Shi
Adobe
(86) 10 58657703
sshi@adobe.com

Ron Yiu / Anderson Cheong
Newell Public Relations
(852) 2117 5011 / 2117 5017
rony@newell.com / andersonc@newell.com

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Adobe Advertising Cloud Gets "Creative"

New Self-Serve Platform Puts Marketers in the Driver's Seat

Hong Kong — 28 March 2018 — Marketers continue to be challenged by siloed creative and media processes as well as disparate systems and platforms. At Adobe Summit, Adobe (Nasdaq: ADBE) today debuted several additions to Adobe Advertising Cloud, part of Adobe Experience Cloud, designed to remedy these issues. Advancements delivered today include Adobe's new Advertising Cloud Creative and an expanded integration with Adobe Analytics Cloud.

Adobe's new Advertising Cloud Creative is a self-serve platform that significantly expands Adobe's Dynamic Creative Optimization (DCO) offering by giving marketers control over basic design elements – including advertising copy and assets used in display ads – to allow for the rapid rollout of new messaging and design without the painful and expensive steps of re-trafficking or starting the design process over from scratch. Creative assets that are designed in Adobe Creative Cloud will be automatically available in Advertising Cloud Creative, so marketers can take these assets, optimize/target their display advertising across ad sizes and make simple changes to their ads themselves without needing to go back to their agency or re-trafficking.

Adobe Advertising Cloud also debuted deeper capabilities with Adobe Analytics Cloud. A native integration with the Adobe Experience Cloud Device Co-op provides Advertising Cloud customers with a trusted, independent device graph to better reach consumers regardless of what device they are on. Other additions will help make advertising a more connected experience, including seamless attribution measurement (the ability to link ads bought through Advertising Cloud to business outcomes like purchases, measured by Adobe Analytics) as well as the ability to leverage brand metrics in the demand-side platform (DSP) to inform media buying decisions.

In addition, Advertising Cloud now includes features powered by Adobe Sensei, the company's advanced AI and machine learning framework, to optimize the relevance and performance of search, display and video ads across all screens.

"We are tearing down the walls between creative, data and media in a way only Adobe can make possible," said Keith Eadie, vice president and general manager of Adobe Advertising Cloud. "Many marketers today still struggle to deliver relevant advertising messages to their customers. We're making it easy for brands to deliver well-designed, personalized advertising to consumers who may currently ignore their ads."

About Adobe Advertising Cloud
Adobe Advertising Cloud is the industry's first end-to-end, independent platform for managing advertising across traditional TV and digital formats. By focusing on brand safety, improving transparency and leveraging the full power of Adobe Creative Cloud and Adobe Experience Cloud, our platform enables

advertisers to gain greater control of their global advertising spend and achieve their business objectives. The platform already manages roughly US$3 billion in annualized ad spend on behalf of more than 1,000 global clients, including Allstate, Ford, Johnson & Johnson, Kraft, Liberty Mutual, L'Oréal, MGM, Nickelodeon and Southwest Airlines. Learn more about Adobe Advertising Cloud.

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