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Adobe Launches Experience Cloud Device Co-op

Over 60 Global Brands Participate to Enable Reach Across 1.8 Billion Devices

SINGAPORE — 29 March 2018 — Marketing to people as they move from one device to another—from a desktop at the office, to a smartphone on the train, to a tablet in their home—continues to pose a tremendous challenge to brands and marketers. Marketing to the device rather than the consumer has been standard practice—creating disconnected, impersonal experiences.

At Adobe Summit, Adobe (Nasdaq:ADBE) today announced the general availability of the [Adobe Experience Cloud Device Co-op](#): a network that lets brands work together to better engage consumers across devices and digital touch points, while protecting privacy and providing transparency. More than 60 global brands have joined the Device Co-op so far, giving these brands the ability to reach more than 300 million consumers across 1.8 billion devices in the U.S. and Canada.

Leveraging Adobe Experience Cloud and Adobe Analytics Cloud, the Device Co-op enables brands to deliver more personalized experiences across devices and apps at scale. To date, brands such as AllState, the NFL, Lenovo, Scripps, Sprint and Subaru are partnering to harness the collective power of connected devices to better serve their customers and prospects.

"The average consumer uses multiple devices each and every day. This has proven to be extremely challenging for marketers who are trying to create the best possible brand experience across the customer journey," said Suresh Vittal Kotha, vice president, Adobe Experience Cloud. "The Device Co-op helps solve this massive challenge by harnessing the collective power across a community of brands. Currently, Device Co-op members are reaping the unique benefits of this community and we're excited to open this opportunity to others today."

"Adobe's Device Co-op has been instrumental in lowering paid media costs by extending our reach to people who have already signed up for fantasy sports or have purchased GamePass," said Aidan Lyons, vice president of fan-centric marketing at NFL.

"Meaningful engagement with our digital customers is top of mind in everything we do, and using Adobe Audience Manager and Device Co-op in tandem has returned tremendous results," said Will Fraley, director of digital martech & analytics, Sprint. "Not only are our campaigns more personalized and consistent, but we've seen seven times the orders from our new retargeting campaign."

How It Works

Device Co-op members provide Adobe with cryptographically hashed login IDs and HTTP header data, to enable connections across devices. Adobe processes this data to create groups of devices ("device clusters") used by that consumer. Adobe then surfaces the links to devices known to a Device Co-op member in these device clusters through its Adobe Experience Cloud solutions, so

Device Co-op members can better measure, segment, target and advertise directly to their consumers across all of their devices. At the same time, consumers benefit from better, more personalized and relevant brand experiences across their devices.

All of this is possible without disclosing the user's identity among members. The Device Co-op does not share any identifiable data, such as name, email or phone number, or site visit data among its members, addressing a key privacy issue commonly associated with cross-device technologies. Specifically, Adobe Device Co-op protects consumer privacy in three ways: it provides consumers a single place to make choices on how their devices are linked together, clearly shares where their choices take place and presents simple friendly information about how Adobe brands use Device Co-op links to give them delightful and relevant experiences.

Integration with Adobe Experience Cloud

New Device Co-op capabilities introduced today and deeper integrations across Adobe Experience Cloud help give brands a clearer picture of each customer's journey. Adobe announced that Adobe Advertising Cloud integrates Device Co-op functionality through the Adobe Cloud Platform to give advertisers an independent alternative for more effective targeting, attribution and measurement of advertising across devices. Customer intelligence capabilities in Adobe Audience Manager give Device Co-op members the ability to better segment and report using improved person, household and device views. And marketers can then provide the most relevant and engaging experiences across all customer touch points.

Helpful Links:

Learn more about how to join Adobe Experience Cloud Device Co-op [here](#).
For more insight into the Adobe Analytics Cloud announcements, visit [here](#).

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