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MEDIA ALERT: Adobe Advertising Cloud Brings Sensei Power To Search Advertising

Updated UI And AI Features Powered By Adobe Sensei Boost ROI For Advertisers

London, UK — March 7, 2018 — Search advertisers face increased complexity in planning and optimising campaigns. Billions of data points and decisions inform a typical search campaign, from thousands of keywords across multiple properties to targeting parameters like audience, device, geography, time of day and more. It's impossible for humans to sift through all that data and make optimal decisions on budget allocation and bid optimisation to get the best possible results.

To address these challenges, Adobe (Nasdaq: ADBE) today introduced new Adobe Advertising Cloud Search with easy-to-use workflows, unique data access and artificial intelligence (AI). Part of Adobe Experience Cloud, the offering is designed to save advertisers time and increase ROI.

Adobe Advertising Cloud Search is simplifying the process for using audience targeting in search marketing. The advancements are the first in the industry to couple audiences from a leading marketing technology stack, Adobe Experience Cloud, with AI and machine learning to drive higher returns for advertisers. Adobe Sensei, the company's AI and machine learning framework, is at the centre of driving these new capabilities. With granular engagement metrics from Adobe Analytics as well as audiences from Adobe Audience Manager and Adobe Campaign readily available, Adobe Advertising Cloud Search leverages Adobe Campaign KPI Optimisation to inform bid prioritisation, simulations and forecasting decisions.

Adobe Advertising Cloud Search also features a new UI, built from the ground up to ensure ease-of-use and make workflows more efficient and effective. Updates include an array of new bulk-edit features, including the ability to copy-and-paste directly from the UI into Excel and – vice versa – with changes reflected immediately. Advertisers can also quickly search, navigate and organise complex campaigns for faster management. Finally, customised reporting filters and columns help to simplify complex data to speed decision-making.

In optimising campaigns, Adobe Sensei scans for discrepancies between modelled and actual performance, automatically adjusting keyword bids multiple times per day to

maximise returns. Adobe Advertising Cloud Search delivers this optimisation with the highest level of transparency of any search platform. Advertisers have complete visibility into forecast models and their accuracy, with reports available at any time for advertisers to drill into click, cost and revenue models.

"The next generation of search advertising will be powered by better data, sophisticated data science and greater transparency," said Justin Merickel, VP at Adobe Advertising Cloud. "Adobe Advertising Cloud Search is delivering on that promise and amplifying what humans can do through greater automation."

"We're impressed with the level of performance we've achieved with Adobe Advertising Cloud Search," said Adam Allamar, Senior Director of Digital Marketing – Digital Acquisition at Barclays. "The benefits of AI and machine learning technology for bid optimisation, forecasting and media budget allocation are readily apparent."

Learn more about [Adobe Advertising Cloud Search](#).

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 \$3 billion in annualised ad spend on behalf of more than 1,000 global clients, including Allstate, Ford, Johnson & Johnson, Kraft, L'Oréal, MGM, Nickelodeon and Southwest Airlines. Learn more about [Adobe Advertising Cloud](#).

About Adobe Sensei

Adobe Sensei is a framework and set of intelligent services built into the Adobe Cloud Platform which dramatically improve the design and delivery of digital experiences. Adobe Sensei leverages the company's massive volume of content and data assets, as well as its deep domain expertise in the creative, marketing and document segments, within a unified artificial intelligence/machine learning framework. To learn more, visit adobe.com/go/sensei.

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