Press Contacts

Celest Lim
Adobe Systems Incorporated
+65 6511 9959
celim@adobe.com

Jamie Tan / Keri Lee
Text100 Global Communications
+65 6603 9000
AdobeSG@text100.com.sg

Adobe Data Science Empowers Brands To Deliver Exceptional Consumer Experiences

SINGAPORE — March 22, 2016 — Every time an individual makes a choice online or in an app, it's a new data point. This data is a goldmine for marketers and advertisers. That's where data science comes in. Algorithms built into apps and websites can assess an individual's choices and tailor a customized experience - and they can spot unexpected patterns in the activity of large numbers of people, surfacing them for data scientists to further analyze and for marketers to apply in their work. Data science not only simplifies digital marketing processes, it powers the best, personalized experiences for consumers.

Today at Adobe Summit, Adobe unveiled a series of new data science capabilities that further combine the creative aspect of human intelligence with the analytical power of data science. The new algorithms in Adobe Marketing Cloud will further simplify the process of extracting insights from billions of data points. Over 41 trillion transactions per year including 4.1 trillion rich media requests allow Adobe to bring data science to life. Marketers can use these insights to make better business decisions, focus on creating standout content, and benefit from recommendations and predictions they didn't even know existed.

The new capabilities complement existing data science features across all three Adobe Clouds. Data science in Creative Cloud helps make designers become even better at their craft. Adobe Photoshop CC, for example, includes capabilities like Facial Recognition, Content-Aware technologies, and Camera Shake Reduction. Adobe Document Cloud uses algorithms based on various image processing techniques for things like PDF boundary detection and perspective correction when users scan to PDF and turn scans into editable documents. And across Adobe Marketing Cloud, the new capabilities join over 40 existing data science functionalities such as Contribution Analysis, Anomaly Detection, and Shoppable Video.

"Data science in digital marketing is still young," said Anil Kamath, Adobe Fellow, Data Science. "Our algorithms are about amplifying the great work of marketers and delivering amazing consumer experiences through personalization, targeting and segmentation."

"Consumers today have endless online and offline options to engage with companies, so we knew that we had to transform our customer experience to fit that reality," said Giles Richardson, head of analytics, Royal Bank of Scotland. "The data science capabilities in Adobe Creative Cloud, Document Cloud, and Marketing Cloud amplify our business-wide Superstar DJ program that's delighting our customers with real-time, hyper-personalized experiences from our call centers to our bank branches."

New data science capabilities in Adobe Marketing Cloud, nearly all of which are available today, include:

- **Making Digital Assets Smarter:** Smart Tag in Adobe Experience Manager now helps marketers find Creative Cloud assets - images, photos, videos and other visual digital content - much more easily than ever before. Search powered by predictive tagging enables brands to better understand the impact of visual content and to find content without having to manually tag thousands of images. For example, Smart Tag can take an image identified by the terms "summer," "landscape," and "children" and then quickly search in Creative Cloud for all images that match those terms.

- **Personalized TV Recommendations:** Today, providers of streaming content make recommendations to viewers based just on viewing history and purchases within their closed content environments. New algorithms

in Adobe Primetime and Adobe Target learn from the majority of U.S. households that now stream TV, film, and live sports content. With Adobe Primetime Recommendations, the next generation of TV recommendations will be personalized based on deep contextual insights and granular video consumption insights. If you watch Barcelona play Real Madrid on your Apple TV on Saturday, you might benefit from a recommendation on your Android smartphone on Monday about a program streaming soccer highlights.

- **Segment IQ:** Segment IQ in Adobe Analytics intelligently discovers the overlaps and differences between sets of target audience segments through automated analysis of all of the attributes of a segment. Segment IQ then compares and surfaces the significant behavioral differences between segments and actionable insights to help advance your business goals. This gives marketers and analysts new visibility into which segments are most important to their businesses and allows them to target overlapping or adjacent segments, making it possible to acquire customers much more efficiently—saving time and budget.

- **Your Analytics Personal Assistant:** Adobe Analytics Virtual Analyst surfaces buried, real-time insights that marketers lack the know-how or resources to look for. Virtual Analyst learns from your input and the input of other users, noting and prioritizing important changes in the data, and surfaces relevant insights that help marketers make better business decisions. For example, based on patterns of usage, Virtual Analyst might recognize that revenue is an important metric for you, and then intelligently combine order, unit, and social media mentions with your revenue alert. Virtual Analyst also flags data anomalies hourly and produces simple, text-based email alerts. Scheduled to ship this fall, a sneak peak of Virtual Analyst will be shown at Summit Sneaks.

- **Predicting Consumer Value With Confidence:** The new "lifetime value decision" feature in Adobe Target helps marketers predict a path of purchases that leads to the highest profit from a customer over time. Unlike any test and target solution on the market today, Adobe Target analyzes past customers' interactions and recommends new product or service offers in real-time. Leveraging consumer behavioral data, a retailer can determine that a sequenced offering of a discount for a computer, followed by discounts for a monitor and printer, maximizes profits over a single-package offering.

- **Automated Insights for Advertising**: What if the hours each week that marketers spend creating manual analyses on performance trends for campaigns could be freed up for more productive uses of their time? Adobe Media Optimizer Advertising Insights fully automates deep analysis for key questions and delivers a presentation-ready report in Microsoft PowerPoint that feature professional-looking statistical charts, summaries, recommendations and more.

- **Predictive Subject Lines:** Email remains the digital marketing engagement workhorse for driving revenue, yet marketers struggle to personalize engagement with customers based on known behavior and interests. A relevant subject line makes all the difference between deleting and opening an email. Today, Adobe Campaign unveiled a new automated subject line capability that analyzes data on "open" rates from previous subject lines and then suggests subject line content that will optimize performance. For example, analytics have shown that including "brand new" rather than "new" in a subject line can produce higher open rates. Predictive subject lines will be available in beta in Q3.

About Adobe Marketing Cloud
Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, audience management, video, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud.

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