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FOR IMMEDIATE RELEASE

Adobe Advertising Cloud Brings Marketers Flexibility and Convenience with New Mobile App

Other Updates to Adobe Advertising Cloud Include the Addition of Digital Audio Advertising Formats

SINGAPORE — Oct. 13, 2017 — As advertisers shift to buying a majority of digital advertising through automated software, advertising technology tools are frequently stuck in the desktop computer era, leaving media traders few options for managing campaigns when outside of the office or away from their computer.

To address these challenges and opportunities, Adobe (Nasdaq:ADBE) today announced the release of the Adobe Advertising Cloud Mobile App, the industry's first mobile app for cross-channel advertising campaign management to provide marketers the tools they need to ensure performance and delivery wherever they are. Adobe's internal digital advertising team began testing and using the mobile app this quarter.

Available for free to current customers on both Android and iOS, Adobe Advertising Cloud's mobile application enables marketers to stay connected and manage their cross-channel advertising campaigns on-the-go from anywhere in the world. The app's features include:

- The ability to monitor campaign-level performance and delivery metrics in real time directly from a mobile phone or tablet device

- The ability to swipe-to-activate and automatically pause campaigns based on pre-set parameters, such as budget caps or impression totals

- At-a-glance placement-level reporting for all metrics available within the platform on desktop computers, including total spend, impressions, viewability rates, click-through rates, completion rates and more

In addition to the mobile app, Adobe Advertising Cloud clients will also enjoy expanded cross-channel advertising capabilities with the addition of automated, data-driven buying of digital audio advertising formats on desktop and mobile devices. Today, digital audio streamed on mobile devices represents a $200 million advertising opportunity.

Last year more than one-third of the U.S. population listened to over 59 billion ad-supported audio streams using digital music streaming services. In collaboration with Rubicon Project, the Global Exchange for advertising, advertisers can now extend their advertising initiatives with the ability to plan and buy media across premium digital audio environments.

By adding digital audio formats to its media planning and buying software, Adobe Advertising Cloud enables marketers to centralize targeting and reporting across devices including desktops, smartphones and tablets, and message sequentially across formats, such as an audio ad followed by a video ad to move consumers down the funnel along the path to purchase. Advertisers can also leverage Adobe Advertising Cloud's native integration with Adobe Analytics Cloud to layer first- and third-party data to target behavioral, demographic and geographic audience segments, and receive Nielsen-verified audience reporting on consumers' age and gender.

"Digital audio has exploded as a uniquely differentiated channel that gives advertisers the opportunity to target users not just based on their demographic or psychographic profile – but how they feel at a specific moment in time," said Brett Wilson, vice president, Adobe Advertising Cloud. "This collaboration with Rubicon helps move Adobe Advertising Cloud one step closer towards our goal of helping marketers unify their advertising spend holistically across every channel."

"We are thrilled to be working with Adobe Advertising Cloud to give marketers the premium quality inventory and reach they need across all creative formats worldwide," said Amy Coveny, global head of audio, Rubicon Project. "And with consumers flocking to mobile in-app audio, we are pleased to automate the buying and selling of today's most in-demand advertising units."

About Adobe Advertising Cloud
Adobe Advertising Cloud, part of Adobe Experience Cloud, is the industry's first end-to-end platform for managing advertising across traditional TV and digital formats. The platform already manages roughly $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. Adobe Advertising Cloud was recognized as a leader in "The Forrester Wave™: Omnichannel Demand-Side Platforms, Q2 2017" report. Learn more about Adobe Advertising Cloud.

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