Press Contacts
Celest Lim
Adobe
+65 6511 9959
celim@adobe.com

Jamie Tan / Emelyne Sng
Text100 for Adobe
+65 6603 9000
AdobeSG@text100.com.sg

Adobe Transforms In-Car Experiences Through Data-Driven Personalization

New Analytics, Content Delivery and Advertising Capabilities Help Advance Connected Car From Voice to Driverless and Beyond

SINGAPORE – 14 September 2017 – Cars have an untapped potential for consumer engagement, considering that U.S. consumers spend an average of 55 minutes each day behind the wheel. As the ecosystem of connected, in-car services grows – stemming from advancements in voice interfaces, self-driving technology and infotainment system apps – consumer interest and expectations are on the rise. Auto makers and branded apps are being challenged to deliver seamless and personalized digital experiences for both drivers and passengers without sacrificing safety.

To advance the in-car experience Adobe (Nasdaq:ADBE) today announced new automotive focused analytics, personalization and advertising capabilities in Adobe Experience Cloud that give brands the ability to deliver unique consumer experiences. For auto makers and in-car app developers, customer data across various touch points can now be leveraged to inform different types of content including personalized playlists, on-route recommendations and audio ads. The 10 largest automakers in the world already use Adobe Experience Cloud to deliver customer experiences, and Adobe is working with these brands along with ecosystem players like Automotive Grade Linux project to advance new digital in-car capabilities.

"In the automotive industry, in-car digital services are opening up new revenue sources and pushing brands to become true experience businesses," said Amit Ahuja, vice president of Emerging Businesses, Adobe Experience Cloud. "With consumer expectations at an all-time high, content has to be informed with data insights to satisfy individual preferences. As car rides transform into immersive, personalized digital experiences, Adobe gives brands the tools to be exceptional no matter where they engage the customer."

New connected car capabilities in Experience Cloud include:
- **Understanding Drive Time Behavior:** Adobe is extending its measurement capabilities in Adobe Analytics Cloud so brands can begin to capture behavioral signals in the car such as voice interactions. Merged with customer data from other channels, these insights will drive truly personalized experiences. For example, a recommendation service could deliver a fast food restaurant promotion based on location data and known preferences. With AI and machine learning in Adobe Sensei, brands have a better pulse on user behavior through automated

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analysis and recommendations. If a voice interaction failed and forced the driver to use the touchscreen for example, brands can be notified and improve the experience.

- **Delivering Personalized In-Car Content:** Data insights can be optimized and actioned through solutions in Adobe Marketing Cloud. Adobe Experience Manager lets brands design, manage and serve contextual and engaging experiences such as music or news content on in-car screens. Adobe Target allows brands to perform and optimize different content variations in the car while Adobe Campaign gives brands a delivery platform for in-car messages in any format enabling regular one-on-one personalized engagement with drivers and passengers. A car maker could deliver a tailored audio message for a new and customized lease offer, for example.
- **Serving Targeted Audio Ads:** As top digital radio and streaming music apps continue to be added to the in-car experience, Adobe Advertising Cloud offers targeted buying of audio ads as part of its cross-channel offering. Advertisers can further personalize in-car audio ads using first-party data as well as a listener's favorite artists and music genres. And once a driver hears an ad, marketers can retarget audiences across other channels – including video, display, social and search – to drive message recall and conversions.

Helpful Links
- Adobe Digital Marketing [Blog](#)
- [Learn more](#) about Adobe Experience Cloud
- [Learn more](#) about Adobe Sensei

About Adobe Experience Cloud
Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

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](#).

About Adobe
Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](#).

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