



Create smarter segments for Adobe Advertising Cloud.

6 tips and tricks for adding Adobe Analytics and Adobe Audience Manager to your advertising.

Adobe Advertising Cloud is a powerful demand-side platform that can help you find high-value customers and deliver highly-relevant ads—which in turn can help you make the most of your ad spend. But when you add Adobe Analytics and Adobe Audience Manager through native integration, you can leverage the power of your first-party data to enhance audience segmentation, improve campaign optimization, and get even better reporting and insights.



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Nagendra Nukala is a multi-solution architect specializing in Adobe Experience Cloud integrations. He has over 12 years of experience working in various roles within the digital marketing space—6 of those with Adobe Consulting Services. Nagendra has worked across a variety of industries and verticals, and has developed deep expertise in implementing solutions that meet the marketing goals of his clients.

With the benefit of his real-world insight, we've curated the following tips and tricks to help make it easy to start using Analytics and Audience Manager audiences in your advertising efforts.

Segmentation: Accessing and targeting audiences.

Tip 1: Get Analytics and Audience Manager segments into Advertising Cloud.

Analytics and Audience Manager segments will show up in Advertising Cloud once they're added to Adobe Experience Cloud. But adding them takes a bit of collaboration first. You'll need to share your requirements with your Analytics and Audience Manager teams so they'll know what kind of audience information they should share with you. For example, if an analyst finds that customers associated with a loyalty ID number convert 50 percent more of the time than customers who are not associated, they can create a loyalty ID number segment and publish it to Experience Cloud.

Tip 2: Select or mix and match audience segments from one place.

Once Analytics and Audience Manager segments are available within Experience Cloud, activating them is easy. Simply set up an ad placement as usual, then under Audience Targeting, select "Adobe Marketing Cloud" instead of "1st," "3rd," or "Custom," like you normally would. You can choose one segment or mix and match segments to get different results. For example, say you're a travel agency and you want to retarget website visitors who researched flights to France but then abandoned their search. You can retarget all of these visitors or drill down to retarget abandoned search visitors who are also VIP loyalty customers, thus increasing the odds of conversion.

Do this first: To use Analytics and Audience Manager audiences in Advertising Cloud, you must have the AppMeasurement codes 1.7 or later for Analytics and 1.8 or later for Adobe Experience Cloud. If you meet those requirements, simply ask your Adobe account manager to set up the integration.

Helpful hint: Segments that depend on historical data, like customers who made a purchase in the last 30 days, must be built in Analytics. Segments that are based on real-time behavior are built in Audience Manager.

Helpful hint: Audience segments aren't just good for building inclusion segments, but also for building exclusion segments. For example, creating and activating a segment made up of website visitors with a high bounce rate helps ensure that you won't spend money retargeting lukewarm prospects.

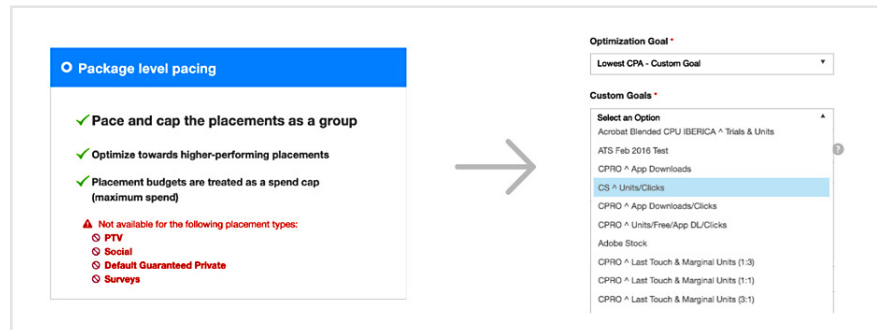
Good to know: When you view an Analytics or Audience Manager segment in Advertising Cloud, you can see how many of your customers are in that segment—in other words, how many customers you will reach when you activate that segment.

Optimization: Targeting the right audiences.

Tip 3: Maximize your ad spend even more with Analytics metrics.

Built with real-time algorithms powered by Adobe Sensei, pre-bid filters in Advertising Cloud make sure your ads aren't bidding unless your goals are met. With this integration, you can use Analytics data that reveals how customers behave on your website to optimize your algorithms further.

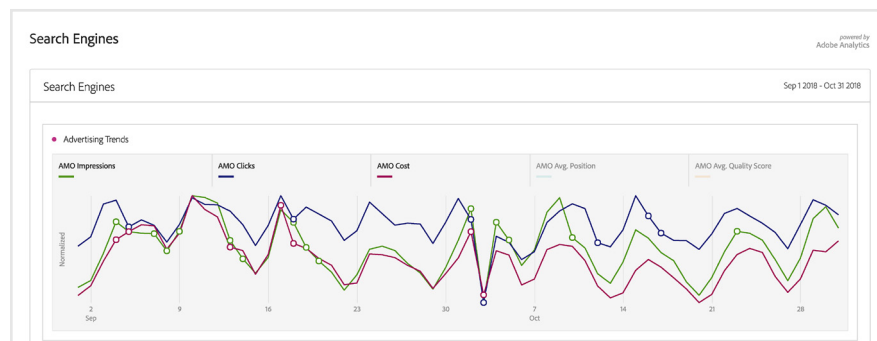
Simply create a package in Advertising Cloud like normal, then choose "Custom Metrics" to apply metrics to your placement that your Analytics teams will have already set up to measure a certain goal. For example, your Analytics team may have set up a metric for "Conversions" or "Product Trials."



Insights: Seeing campaigns from different angles.

Tip 4: Find out how a campaign performed across search engines.

If your campaign was launched across search engines, you'll want to know how it performed in each of them. Using the Search Engine report in Analytics Workspace, you can see how a segment reacted to your ad whether they viewed it in Google, Bing, or elsewhere. From Workspace, click on "Create new report," then "Search Engine," then "Create." You'll get a visual representation of how default metrics were measured, and you can also drag and drop other metrics you'd like to see.



Good to know: The Experience Cloud ID Service is the glue between Advertising Cloud, Analytics, and Audience Manager, ensuring a minimal loss of cookies. Because all three solutions use one ID service, the audience match rates are much higher than with solutions that require syncing or manual stitching among multiple ID services.

Good to know: You can see and evaluate how your campaign performed using Advertising Cloud reporting features. But using Analytics will give you access to advanced reporting that provide richer insights, like downstream events, attribution, anomalies, and more.

Tip 5: Discover how keywords performed against attribution models.

Understanding how your campaign keywords ultimately contributed to the customers' conversion can tell you whether your campaigns are resonating with customers. The Analytics Attribution report can show you how your keywords performed against first-touch, last-touch, same-touch, custom, and other attribution models. From Workspace, start a new project and drag and drop the "Attribution" panel onto the blank canvas. Then drag and drop a metric, such as "Unique Visitors" into the "Success Metric" box, and then the dimension "Keywords" into the "Channel" box. Next, select one or all of the attribution models and a "Lookback Window" and click "Build." You'll then see a report full of visualizations to help you understand and analyze how your campaign keywords performed.

[View demonstration >](#)

Tip 6: Learn the value of a website visitor who came from a display ad.

Cohort analysis can do more than show you the behavior of a segment that visits your website. It can also show you the customer lifetime value of a segment that comes to your website via a display ad. From Workspace, select the "Cohorts Table." Then under "Inclusion Criteria," drag and drop "AMO ID" into the "Segments" box and then a metric into the "Inclusion Criteria" box. Next, under "Return Criteria," drag and drop a metric, such as "Orders," into the "Return Criteria" box. Select the desired granularity, select "Retention," and click "Build." From here you'll see a report that shows you how customers who came to your website from an Advertising Cloud display ad have placed orders throughout the customer lifetime.

New Project powered by Adobe Analytics

Freeform Sep 1 2018 - Oct 31 2018

• Cohort Table

Retention

Cohort	Included	+1 Weeks	+2 Weeks	+3 Weeks	+4 Weeks	+5 Weeks	+6 Weeks	+7 Weeks	+8 Weeks	+9 Weeks
Aug 26 - Sep 1	229,864	4,550 2.0%	3,101 1.3%	2,181 0.9%	2,062 0.9%	2,207 1.0%	2,059 0.9%	2,086 0.9%	1,830 0.8%	1,824 0.8%
Sep 2 - Sep 8	219,464	6,862 3.1%	2,311 1.1%	1,989 0.9%	2,106 1.0%	1,869 0.9%	1,928 0.9%	1,688 0.8%	1,662 0.8%	
Sep 9 - Sep 15	333,563	4,089 1.8%	2,594 1.1%	2,557 1.1%	3,309 0.9%	2,225 1.0%	1,955 0.8%	1,908 0.8%		
Sep 16 - Sep 22	239,680	4,440 1.9%	3,146 1.3%	2,395 1.0%	2,550 1.1%	2,119 0.9%	2,001 0.8%			
Sep 23 - Sep 29	254,873	5,313 2.1%	3,235 1.3%	3,050 1.2%	2,510 1.0%	2,380 0.9%				
Sep 30 - Oct 6	240,146	5,126 2.1%	3,390 1.4%	2,633 1.1%	2,534 1.0%					
Oct 7 - Oct 13	258,275	5,194 2.0%	3,488 1.4%	2,984 1.2%						
Oct 14 - Oct 20	260,559	5,310 2.0%	3,517 1.3%							
Oct 21 - Oct 27	262,355	5,385 2.0%								
Oct 28 - Nov 3	282,994									

[View demonstration >](#)

Helpful hint: You can create segments from the insights you discover in your reporting analysis process. For example, if a keyword translated to high conversion, you can ask your Analytics team to turn the converted audience into a completely new segment.

Helpful hint: If you already have access to Analytics, you'll find the Search Engine, Attribution, and Cohort reports in Analytics Workspace. If you don't have access, work with your Analytics team to obtain the reports.

Learn even more about how Adobe Advertising Cloud works with Analytics and Audience Manager.

Check out our [Advertising Cloud and Audience Manager Integration video](#) and [Benefits of Analytics and Advertising Cloud Integration](#) help page to learn more. You can also access feature request forms in the Adobe Advertising Cloud Community section of [Experience League](#).