

An advertiser's guide to *higher* *return on ad spend.*

How AI scales planning, performance,
and personalized creative.

Every 15 seconds. That's how often an algorithm can reinvent itself to consider auction attributes—like site, seller, ad size, and position—to predict whether or not an ad placement will get you one step closer to meeting your objectives. No lead time. No repetitive checking necessary.

But for many marketing teams, constantly checking ad campaigns to see if budgets have been spent and if goals have been reached is a routine occurrence. With so many channels, data silos, complicated budgets, and multiple creative variations, managing and making the most of your advertising resources is a huge challenge. In fact, marketers waste more than 25 percent of their budgets on the wrong channels and strategies, according to Rakuten Marketing.

Artificial intelligence and Adobe Advertising Cloud can change all that. With features powered by Adobe Sensei—our AI and machine learning technology—Advertising Cloud helps you better plan, forecast, create, and deliver high-performing connected experiences.

"We found that the world of high-speed online auctions operates quickly and changes dramatically throughout the day at a pace much quicker than people operate," said Alexander Perec, senior product manager at Adobe. "If you can handle changes intelligently through a machine, you can react quickly to changes in the marketplace, where someone pulling a daily report couldn't do the same."

AI takes care of day-to-day tasks, keeping channels, data, and budgets in line, so your team can focus on more important things, like increasing return on ad spend (ROAS) and growing your customer base.

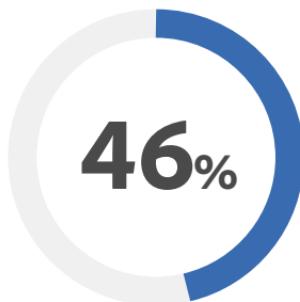


"Our research shows that 89 percent of marketers saw higher conversions using algorithms for tested ad packages compared to manual optimizations."

Sid Bhatia

Product Marketing Manager, Adobe Advertising Cloud DSP

With AI, it's now possible to make every dollar count and prove the worth of your advertising efforts. Instead of chasing numbers and losing countless hours poring over data, AI tools can help you better target and segment audiences so you can plan, optimize, and even create more efficiently and effectively.



46% of advertisers say AI will help them become more effective.

Source: Econsultancy



Plan wisely and *efficiently*.

At one time or another, most advertisers have resorted to gut feeling or best guesses when planning and forecasting their media buys. After all, predicting consumer behavior has never been an exact science. But with more devices and interactions, making accurate predictions is even harder, leaving even more room for error when it comes to planning.

AI in Adobe Advertising Cloud helps allocate advertising budgets across search, display, and television by finding patterns in huge volumes of data. It uses simulations to see how changes in budgets or goals affect your performance and provides budget recommendations that will help you spend every dollar wisely. Make solid forecasting and dependable planning for all your channels a reality without diverting precious campaign development resources.

Comparing planning and forecasting methods.

 Manual	 AI-Driven
Forecasting advertising performance is hit or miss.	Simulations allow you to see how budget changes affect predicted outcomes before you spend a single dollar.
Inaccurate budget allocations result in wasted advertising spend and poor ROI.	AI considers all available data like site engagement, conversion, and dimensional data—including audience, device, and location—along with search engine and campaign settings to determine the right bid amount and budget allocation to most efficiently meet your objectives.
TV planning is based on same-time-last-year viewership, which only provides limited information on past behaviors.	AI lets you make linear national TV plans with more confidence and accuracy, since planning is based on predicted viewership behavior.

Features for planning and forecasting.

AI informs many planning and forecasting features in Advertising Cloud, including Performance Forecasting and Spend Recommendations for search advertising, and TV Planning for traditional television advertising. That means higher accuracy with less tedium.

Performance Forecasting (Advertising Cloud Search)—Using AI, Advertising Cloud Search averages 90 to 95 percent accuracy in its machine learning models for paid search forecasting. With Performance Forecasting, powered by Adobe Sensei, you can use a simulation to show how changing your budget or business goals will affect your KPIs. For example, if you want to see how changing your daily budget affects predicted click volume, revenue, and costs, simply select a new target budget, and the simulation is immediately available.

You can also see exactly how your paid search campaigns performed against forecast—and you can uncover anomalies that might need your attention. For example, you can drill down into discrepancies between forecast and actual performance at the keyword level to get a better look at why search traffic varied, whether due to a news report, weather, or some other event. This transparency gives you the confidence that the algorithms are working the way they should, which helps you stay in control of underperforming or overperforming models, down to the bid-unit level.

Brands like CORT, a furniture rental company, use Advertising Cloud to better manage their search advertising. They rely on AI-powered forecast simulations and spend recommendations to help them more effectively plan their campaigns. The company also uses model transparency and accuracy reports to ensure that forecast models are delivering as expected. Through automation and customer intelligence, CORT was able to scale their targeted ads across channels.



"Adobe Advertising Cloud offers powerful capabilities that help us get the information we need to shift our dollars and adjust our strategies to reach audiences with high-performing ads."

Mindy Oliver

Director of Online Business, Media, and Analytics, CORT

Spend Recommendation (Advertising Cloud Search)—Creating a budget for search advertising covers a lot of ground. It's not just cost per click. You need to consider whether or not a user has already visited your site, how they entered the shopping cart, which pages they visited, which devices they're using, what your campaign settings are, and so on.

With the Spend Recommendation feature in Advertising Cloud Search, powered by Adobe Sensei, you can effortlessly allocate budgets across your portfolios and more efficiently meet your goals. AI uncovers patterns in your campaign performance data and automatically adjusts your campaigns so you can get the most for your media spend. And if you anticipate budget changes along the way, like a little extra here or a little less there, you can quickly see how those changes will affect your recommended allocation with just a click or two.

Automating ad spend for higher ROAS.

Telenor Norway, a telecommunications company in Fornebu, Norway, wanted to set their brand apart in the competitive entertainment market and increase customer engagement through more targeted digital advertising. Using Advertising Cloud Search, they're improving ad spend across audiences and encouraging more people to sign up for broadband checks—a leading indicator that customers will likely convert to subscribers.

Performance Forecasting and Performance Optimization—both powered by Adobe Sensei—determine the expected rate of clicks and broadband checks for different keywords, and automatically adjust spend across keywords to ensure that budgets are allocated in the best way possible.

Results:

144% ROAS



56% increase
in broadband
checks



"One of the reasons that I championed Adobe Advertising Cloud was the intelligence in Adobe Sensei. Working with smart capabilities enabled by Adobe Sensei, we can optimize marketing efforts in any channel to improve sales and retention."

Ahmet Demirel
Head of Marketing, Telenor

TV Planning (Advertising Cloud TV)—Adobe Advertising Cloud uses AI to help you plan across all screens and formats, including television. Traditionally, TV advertisers use last year's viewership data to infer where their target audiences will be watching this year.

With the help of machine learning, TV Planning, powered by Adobe Sensei, allows you to conduct more precise planning against those audiences. You'll gain more confidence and accuracy by creating linear national TV plans using sophisticated predictions based on the viewing history in the Nielsen panel.

Here's an example. Suppose a large automaker wants to move away from their "spray and pray" approach to TV advertising. To make sure they plan successfully around the key programs and channels that reach their target demographic, they use TV Planning to forecast more accurately against future viewership results. Not only does this help them optimize ad spend, but also improves the customer experience by serving customers more relevant ads.

Optimize with *confidence*.

Every irrelevant ad you present to a customer is a lost advertising dollar. That's why it's so important to understand your customers. But with loads of data pouring in from different audiences and channels, it's impossible for your team alone to make decisions around which ads resonate best with future customers. AI and machine learning can help you use that data to make better decisions and achieve more valuable outcomes.



"If a bank that wants more loan signups, or a travel company that wants to boost bookings, manually optimizes their advertising, they'll reach a plateau. The art of successful algorithms is that they reinvent themselves on a daily basis, ensuring no valuable data point slips away."

Sid Bhatia

Product Marketing Manager, Adobe Advertising Cloud DSP

Comparing advertising optimization methods.

 Manual	 AI-Driven
Decisions around bid amounts and budget allocation are made by manually pulling hundreds of levers and making educated guesses.	Automated bidding rules help you sift through billions of data points and adjust based on market fluctuations.
Multiple platforms are used to create tracking pixels and unnecessary hours spent testing and checking technologies to manually adjust bids.	Highly valuable site analytics data allows you to automatically determine the bid strategy that will best help you meet your goals.
Advertising dollars are spent on video ads without being able to prove impact.	Viewability rate or viewable CPM help you more confidently determine the best ad bidding strategy.

Features that power advertising optimization.

AI helps you demonstrate advertising impact more accurately and efficiently with features like Performance Optimization for search and display advertising, as well as Viewability Optimization for display ads. Here's how.

Performance Optimization (Advertising Cloud Search)—The performance of your search advertising depends on finding the best keywords at the lowest price. If you bid too high, you're wasting money. Too low, and your competitor can swipe that click away from you. In addition, if your team members are glued to the computer screen manually adjusting bids throughout the day, their higher-level skills go unused.

Performance Optimization, powered by Adobe Sensei, evaluates available data and automatically determines the right bid amount and budget allocation to most efficiently meet your objectives—freeing your team for more strategic work. It considers all available data like site engagement, conversion, and dimensional data—including audience, device, and location—along with search engine and campaign settings.

It lets you weight objectives to more accurately reflect the importance of an activity such as adding a product to a cart or placing an order. And finally, you can implement multiple search engine bidding strategies to optimize your campaigns across search engines like Google, Bing, Yahoo, and regional providers.

Performance Optimization (Advertising Cloud DSP)—Managing dollars across multiple ad packages and campaigns can quickly become overwhelming. Similar to Advertising Cloud Search, Advertising Cloud DSP uses AI to create thousands of predictive models that help you automatically allocate your ad budget in real time based on past ad performance, and the importance you give different site actions through weighted objectives.

For example, signing up for an email newsletter might have a higher weight than simply visiting a product page. Adobe Sensei can also consider site analytics data from Adobe Analytics—including revenue, time spent on site, page views, and product views—to capture deeper engagement that external DSPs can't. Based on these models, the feature chooses the best bid strategy to help you meet your KPIs. And the algorithms constantly reinvent themselves to account for new data around latest ad performance.

Viewability Optimization (Advertising Cloud DSP)—If your brand spends a lot of resources creating video ads to engage customers, you need to be able to show how much impact those ads have on users. After all, if customers scroll down after viewing only a third of your ad, you're wasting ad spend.

Viewability Optimization in Advertising Cloud DSP helps you meet impression goals and maximize brand awareness using AI. Set your viewability rate or viewable CPM and let Adobe Sensei recommend the best ad bidding strategies to meet your goals, measured by the third-party partner of your choice. As with Performance Optimization, Adobe Sensei automatically adjusts bid prices over time to ensure you're using your ad budget most effectively.

Exceeding limits with advanced bidding.

Crocs, a popular casual footwear company, wanted to increase online purchases, but they needed a strategy to compete with major online retailers. They also knew they had to keep up with changing consumer trends. Using Performance Optimization, powered by Adobe Sensei, they turned to advanced bidding tactics to drive online revenue, with a goal of greater than 150 percent return on ad spend.

With the help of Adobe Advertising Cloud, they achieved a 200 percent improvement over their initial performance goal, as well as 30 percent and 56 percent month-over-month exponential algorithm improvement.

Master your *creativity*.

Audiences quickly dismiss ads that aren't relevant to them. In fact, we've found that more than 50 percent of consumers say ads are easy to ignore. On the other hand, 33 percent are more likely to make a purchase if content is personalized. But creating personalized content at scale is the biggest obstacle for brands—taking an average of 12 days to create and iterate on a single piece of content and bring it to market, according to an Adobe Digital Insights report.

AI and Adobe Advertising Cloud can help you improve workflows between creatives and marketers so you can increase productivity, lower costs, improve the customer experience, and ensure you're delivering the most relevant ads to your audiences.

Comparing experience delivery methods.

 Manual	 AI-Driven
Ad rotation is based on manual report analysis and best guesses.	Data around audience segments, conversions, devices, and more traits automatically determine when and how often to present the right creative to the right consumer.

One powerful feature for experience delivery.

Match the right creative with the right consumer every time with AI and Advertising Cloud Creative. Rather than show the same ad to everyone over and over again, give every consumer what they want in the moment they want it. The Ad Rotation Optimization feature makes it easy.

Ad Rotation Optimization (Advertising Cloud Creative)—Clicks and conversions. Subscriptions and registrations. Whatever your aim, putting relevant content in front of your audience will help you reach your performance goals. That's why ad rotation is so commonly used in advertising today. However, if you're manually running and analyzing reports, it's impossible to understand how your ads are performing at scale—not to mention which ads you should serve up to whom, and when.

Ad Rotation Optimization in Adobe Advertising Cloud Creative uses AI to create a set of recipes that combine creative attributes such as headlines, colors, images, and CTAs, and it stands ready to present the recipe to a specific user once the ad is loaded.

Using data from Adobe Analytics around audience segments, history, conversion, devices, and more, probability weights are assigned to ads that determine when and how often to show each ad. Your audience, by responding to ads they see in rotation, "teaches" Ad Rotation Optimization what to show them during future site visits.



"To meet all of our client's goals, we needed to work with a solution capable of delivering dynamic ad content. After extensive evaluation of dynamic creative optimization platforms, Adobe Advertising Cloud Creative was our top choice to not only create personalized ads that draw in fans and connect them with their favorite teams, but also to create ads that are data driven and informed by real-time in-market results."

Michael Kaushansky
Executive Vice President and Chief Data Officer, Havas



Make way for amazing *advertising connections.*

The advertising world was once unscalable and manually labor intensive, but with AI, you can transcend your sense of what's possible. Increase your efficiency, raise your return on ad spend, improve the customer experience, and secure your competitive advantage—all free of the manual processes that hold other advertisers back.

With the help of Adobe Sensei across the entire Adobe Advertising Cloud suite, better advertising planning, forecasting, optimization, and experiences are within your reach.

To see firsthand how Adobe Sensei and Adobe Advertising Cloud can help you increase your return on ad spend, please [request a demo](#) or contact us at 877-722-7088.

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