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FOR IMMEDIATE RELEASE

# Adobe Launches Industry's First 100 Percent Programmatic Ad Campaign

**SAN JOSE, Calif. — Nov. 13, 2017** — Adobe (Nasdaq:ADBE) today announced the launch of its global "Experience Business" campaign, the largest cross-media ad campaign to be implemented solely through a programmatic platform. The campaign emphasizes Adobe's belief that deep intelligence and amazing design are fundamental to creating compelling experiences that help brands stand out. Participating brands include Caesar's Entertainment, Carnival Corporation, Franke Group, Holland America Line, Pandora, Princess Cruises, Sydney Opera House, UBS and T-Mobile. The initial rollout is planned for the U.S., U.K. and Germany starting November 13.

Adobe's "Experience Business" campaign will be bought 100 percent programmatically through Adobe Advertising Cloud, part of Adobe Experience Cloud, and will bring to bear the full power of the industry's most transparent, cross-channel advertising management platform. The campaign will target C-level executives including CMOs, CIOs, CDOs, CTOs and CXOs and will leverage high-impact design and media formats across a diverse range of channels. Buying methods include a combination of real-time bidding (RTB) and non-guaranteed direct buys via [On-Demand](#), Adobe Advertising Cloud's premium publisher marketplace.

Adobe will use its own Adobe Advertising Cloud's cross-screen planner to determine optimal media investments and Adobe Advertising Cloud's demand-side platform (DSP) to execute media buys across desktop display and video, mobile display, paid social display and video, digital out-of-home, and digital audio, as well as programmatic, addressable and connected TV ad formats.

The campaign creative, developed jointly by Adobe's in-house creative team and partner agency Goodby Silverstein & Partners, depicts seemingly everyday objects with the tagline "Make Experience Your Business," conveying how companies must think beyond the products they are selling – they must provide a truly exceptional experience around their products to really stand out. The comprehensive campaign features a reimagined Adobe.com experience and is the centerpiece at Adobe's events worldwide.

"Today's most successful brands focus their energy on delivering a consistent, unified experience through many different channels," said Alex Amado, vice president, Experience Marketing, Adobe. "We're using this all-programmatic approach because we can now effectively target this audience by analyzing their behaviors and actions online to deliver a more relevant, personalized experience across every touchpoint."

Adobe continues to use its data solutions to find new ways to effectively reach new audiences and measure the impact in real time. Project Relay, for example, is Adobe's homegrown model for measuring how paid media moves customers toward free trials, and then paid conversions. The project was awarded an ANA Genius Award last month for effectively using analytics to make sense of big data and prove the value of marketing. See more info [here](#).

#### Helpful Links

- Adobe Experience Cloud press release: <http://news.adobe.com/press-release/marketing-cloud/adobe-launches-adobe-experience-cloud>

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- Adobe Advertising Cloud press release: <http://news.adobe.com/press-release/marketing-cloud/adobe-unveils-adobe-advertising-cloud>
- Project Relay: <https://blogs.adobe.com/conversations/2017/10/adobe-takes-home-the-ana-genius-award-for-analytics-innovation.html>
- "Make Experience Your Business" video ad: <https://youtu.be/Gwq9Hwtt6O4>

### 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 Advertising Cloud

Adobe Advertising Cloud is the industry's first end-to-end, independent platform for managing advertising across traditional TV and digital formats. By focusing on brand safety, improving transparency and leveraging the full power of Adobe Creative Cloud and Adobe Experience Cloud, our platform enables advertisers to gain greater control of their global advertising spend and achieve their business objectives. 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. Learn more about [Adobe Advertising Cloud](#).

### About Adobe

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

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