



Public relations contact

Nisa Chavez Taylor
Adobe

nchaveztaylor@adobe.com

Media Alert: Adobe Offers Brands AI-Powered Solution for Targeting Marketing Dollars

- **Marketing Mix Modeling service now generally available in Adobe Experience Cloud, delivering powerful AI technology for brands to accurately measure impact of marketing dollars**
- **Flexible and easy-to-configure solution provides actionable insights in weeks instead of months**
- **AAA leverages new service to attain a 28% increase above targeted performance and 16% reduction in advertising spend**

SAN JOSE, Calif. — Oct. 6, 2022 — Today, Adobe (Nasdaq:ADBE) announced the general availability of its Marketing Mix Modeling (MMM) service in Adobe Experience Cloud, a new offering that leverages Adobe Sensei – Adobe’s AI engine – to help brands assess the business impact of their marketing and advertising budgets. With MMM, brands can reduce the time it takes to collect, analyze and act on insights from months to weeks – allowing them to forecast, focus and target resources for future campaigns more efficiently and effectively. Customers such as AAA Northeast have used the new service to understand marketing’s incremental impact and gather actionable insights.

“Marketers are under great pressure to show the value of their investments, and legacy metrics such as reach and last-touch attribution are no longer effective in showcasing true business impact,” said Ali Bohra, director of strategy and product marketing for Experience Cloud at Adobe. “With the new Marketing Mix Modeling capabilities from Adobe, we have a time-tested solution that empowers marketers to be more strategic in driving growth and delivering personalized experiences on channels that matter most.”

[Marketing Mix Modeling](#) uses AI and machine learning models to analyze and measure the impact of marketing dollars on a brand’s business goals. It uses these insights to predict and forecast how future dollars invested will further impact these goals. Adobe developed MMM to optimize marketing mixes for high-performance, high-profile campaigns and stress tested the technology with Adobe’s own business before deploying with customers.

AAA Northeast, one of the association’s largest clubs, used Adobe MMM to generate predictive models that draw upon historical trends and market factors like seasonality, economic trends and competitive forces. By using these insights to more strategically target their marketing investments, they achieved a 28% increase above performance targets while reducing their advertising spend by 16% during the month of March 2022 for a region in their auto insurance business.

“AAA Northeast services over six million members with a full suite of services that span roadside assistance, insurance and vacation planning,” said Lisa Melton, senior vice president of marketing at AAA Northeast. “We continue to leverage our partnership with Adobe to optimize our marketing dollars and tap into powerful AI capabilities to pinpoint channels that provide the greatest return on investment.”

Media Alert: Adobe Offers Brands AI-Powered Solution for Targeting Marketing Dollars

Benefits of Marketing Mix Modeling in Adobe Experience Cloud include:

- **Optimal Budget Allocation and Scenario Planning:** MMM provides a broad view of marketing spend that caters to senior leadership, informing strategic investments and delivering meaningful ROI. The new offering also enables teams to run multiple investment scenarios to better plan and adjust on the fly to optimize their marketing strategies.
- **Flexibility and Speed:** MMM delivers AI-as-a-service for marketers, with off-the-shelf tools that are easy to configure and quick to deliver insights. Through a robust partner ecosystem, Adobe ensures brands in every industry have access to the best implementation resources. Initial launch partners for MMM include PricewaterhouseCoopers (PwC) and Search Discovery, agencies that bring together deep industry expertise with Adobe's flexible technology platform, delivering custom solutions that meet customer needs.
- **Built for a cookieless future:** The deprecation of third-party cookies will present challenges for brands to measure certain marketing investments. With MMM and Attribution AI, an Adobe Experience Platform service, marketers have a unified measurement solution that provides a deep understanding of owned channels such as the brand website, mobile app or email marketing. Teams can make better use of first-party data, and pinpoint channels with the highest ROI.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

###