



Dear Adobe Customer,

As a valued Adobe Advertising Cloud customer, we know you understand how social media continues to be an important and powerful component of how to communicate with customers, both paid and organic. As you may well know, Adobe Advertising Cloud is shifting its offering to no longer support paid social advertising. Due to growing restrictions from the social platforms, it became clear that in order to continue delivering customer value beyond aggregated reporting, we would be investing more in products and features that drive better campaign performance for advertisers within open ecosystems through access to more premium inventory, additional channels and other levers.

On February 23, 2020, Adobe will cease offering Adobe Advertising Cloud Social (also known as AMO Social), as well as the social channel capabilities in the DSP. Adobe will fulfill all related open contracts in maintenance mode through each contract expiration date. Upon contract expiration, your access to social campaign management will cease and connection to your Facebook business manager account or Snapchat advertising account within Adobe Advertising Cloud will be disconnected.

In addition, Facebook has scheduled significant API changes for the month of August, which will impact Advertising Cloud's paid social capabilities in the following ways:

Advertising Cloud DSP (Facebook capabilities) – *Starting August 13th, 2019*

- Due to Facebook's changes impacting the platform, access to Facebook/Instagram campaign creation and editing will no longer be available from the DSP.
 - Advertisers will no longer be able to create new Facebook/Instagram placements.
 - Advertisers will no longer be able to modify existing Facebook/Instagram placements.
- In-flight Facebook campaigns will continue to run, however performance may vary as optimization moves completely to Facebook's campaign budget optimization.

Advertising Cloud Social (AMO Social) – *Starting August 31st, 2019*

- Advertisers will no longer be able to modify ad set budgets.
- Portfolio optimization will no longer function and be available in the platform.
- In-flight Facebook campaigns will continue to run, however performance may vary as optimization moves completely to Facebook's campaign budget optimization.

Although Adobe Advertising Cloud will cease to provide service and technology to manage paid social campaigns, social media capabilities may be available from other parts of Adobe Experience Cloud products – such as [activating your audiences into people-based destinations](#) via Adobe Audience Manager. It is our hope that such solutions will be better positioned to support the various social marketing use cases you need and also deliver value.

If you have any questions, please contact your Customer Success Manager or Account Executive.

Sincerely,
**Adobe Advertising Cloud
Social Product Team**