



Adobe



Audience Creation Strategy

February 19, 2019

Speaker Intro: Jess Peng



Jess Peng

jess@adobe.com

Senior Consultant

- Adobe employee for 4.5 years, specializing in Audience Manager
- Expertise in technical consulting, enablement, and best practices
- Additional background in advertising operations and DSPs/targeting platforms

Host Intro: Gaurang Mathur



Gaurang Mathur

gmathur@adobe.com

Product Community Manager

- Adobe employee for 9.5 years, specializing in range of Experience Cloud solutions
- Currently working towards a healthy and conducive Experience Business by building products and Communities here at Adobe.
- Additional background in web stack development, cloud infrastructure platforms and C++.

Get to value with Adobe Audience Manager

- 2 – 3 hrs Foundational learning
- Content covering –
 - Fundamentals and Tips Tricks and best practices.
- Audience Manager Community –
 - <http://adobe.com/go/aamcommunity>





Audience Creation Strategy

Audience Planning & Creation

Audience Manager Pillar Use Cases



Cross-Data Segments



Offsite Personalization



Re-targeting



Cross-Device ID



Onsite Personalization



Media/Inventory Optimization

Audience Manager Pillar Use Cases



Cross-Data Segments

Creating a unified view of the customer profile by combining 2nd and 3rd party data with your 1st party data or different 1st party data sources

AAM Features: Look-alike modeling, ID syncing, Onboarding offline data, AMP - Audience Marketplace

Audience Manager Pillar Use Cases



Offsite Personalization

Following the customer across the internet to display a consistent message (offsite advertising).

AAM Features: Integrations with DSPs, Ad Servers, Ad Exchanges

Audience Manager Pillar Use Cases



Re-targeting

Targeting existing/prospective customers based on prior engagement with the client's brand.

AAM Features: Integrations with Adobe Experience Cloud, Real time integrations with DSPs, Bulk ID exports

Audience Manager Pillar Use Cases



Cross-Device ID

Stitching customer profile across multiple devices to provide a consistent experience.

AAM Features: Profile merge, Adobe device co-op, ECID Service

Audience Manager Pillar Use Cases



Onsite Personalization

Personalizing visitors' experience on owned properties (websites, apps).

AAM Features: Integrations with Adobe Target & other personalization engines

Audience Manager Pillar Use Cases



Media/Inventory Optimization

Optimize inventory buy to reduce costs (advertiser) and improve conversion rates

AAM Features: Audience lab, Recency and frequency, Offline data integration , Media pixeling (macros)

Step 1: Planning

1. What are your objectives for the upcoming campaign?
2. What are the main KPIs for the upcoming campaign?
3. Are these being captured in AAM today or do additional traits need to be built?
4. Which segments have been driving optimal performance on the DSP side?

Use Cases & Segmentation

- Performance and Product Segmentation Tactics
 - Recency and Frequency
 - Media Suppression
 - Retargeting
 - Content Incentives

MASTER SEGMENT

ADDITIONAL TACTICS

UPPER FUNNEL NEW USERS

Site visitors who have yet to perform an action

- Unique reach
- Prospecting
- Lookalike

MID FUNNEL INTENDERS

Visitors who show 'intent' by clicking deeper into site content

- Retargeting
- Creative Storyboard
- Site Personalization

LOWER FUNNEL CONVERTERS

Qualified visitors who take action on your site and yield the highest ROI

- Suppression
- Frequency thresholds
- Cross-device

Recency and Frequency

Activation Use Case & Segment Composition

Time Based Segmentation:

Recency and Frequency

Implement DMP audience to refine targeting based on recency and frequency of site activity and media engagement

- By leveraging site visitor data, within the DMP set the parameters to build custom segments based on how recently users have engaged with the site
- Examples: Users who have visited the site in the past 30 days and have not been exposed to media; Users who have viewed a news page 3 times in the past week
- Mid-Funnel

Benefit

- Open dialogue with engaged site visitors

Media Suppression

Activation Use Case & Segment Composition

Performance Based Segmentation:

Media Suppression

Leverage Site Visitor segment in media campaigns to suppress users when prospecting or suppress users who have not engaged with media

- Suppress users who have been exposed to 10+ impressions in the last 30 days and have not clicked or watched a video
- Suppress users who have visited the site and been exposed to past media campaigns
- Suppress users from current campaigns who viewed ads but did not click
- Maximize unique reach across new prospects in media by tracking site visitor data
- Lower Funnel

Benefit

- Drive unique reach
- Drive media efficiency

Retargeting

Activation Use Case & Segment Composition

Site/Media Engagement Focused Segmentation:

Implement DMP audience to refine targeting based on past site behavior and interest

- Segment designed to reach users who have engaged with specific areas of the site
 - Segment designed to reach users engaged with specific aspects of media – for example, video quartile engagement
 - Lower Funnel
-

Benefit

- Drive awareness with engaged audience
-

Content Based Targeting

Activation Use Case & Segment Composition

Content Focused Segmentation:

Implement DMP audience to refine targeting based on content preference or creative messages:

- Target users who have visited pages related to specific news articles, modules, widgets and content
 - Target users who have clicked on past media creative type OR identify via CRM/3rd Party (Example: Income Level or Medical Professionals) and have not watched a video or submitted PII on site.
 - Mid Funnel
-

Benefit

- Informed campaign planning & optimized media spend
-

Step 2: Base Segment Creation

After you've verified that your instance is already collecting the relevant traits, start by creating your base (first-level, upper-funnel) segments. These should be simple and broad, and can include:

- Catchall media viewer
Media View Trait (d_event == "imp")
- Catchall site visitor
Catchall Activity Trait (automatically-created) *AND NOT* Media Trait
URL Domain Trait (h_referer contains "YourProperty.com")
- Media views for a particular campaign
Media View Trait *AND* Campaign ID (d_campaign == 12345)
- Page visitor to a particular section
Section URL Trait (h_referer contains "YourProperty.com/section")
- Online Purchaser
Online Purchaser Trait (c_evar4 == "purchase")

Step 3: Expand On Your Base Segments

Base Segment: Site Visitor

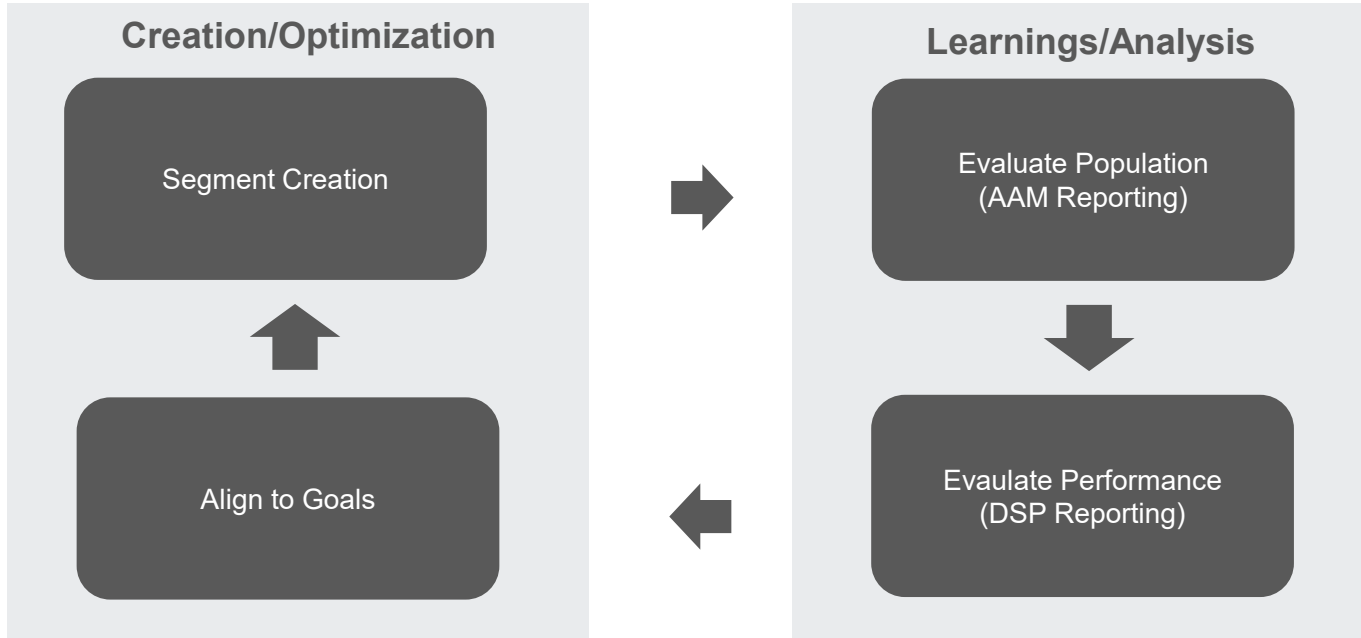
| Segmentation Tactic | Example |
|-------------------------|--|
| Recency/Frequency | <p>Tiering site visitors based on level of engagement and targeting them at different CPMs:</p> <ul style="list-style-type: none">• Tier 1 Users: Site Visitor $\geq 3x/7$ days – target with higher CPM ads• Tier 2 Users: Site Visitor = $1x/30$ days – target with middle CPM ads• Tier 3 Users: Site Visitor = $1x/>60$ days – target with lower CPM ads |
| Media Suppression | <ul style="list-style-type: none">• Site Visitors who have already clicked on an ad – suppress from ad targeting to save spend on new users• Site Visitors who have already viewed an ad 3x ever, but still have not clicked ← Bonus, combines with Recency/Frequency |
| Retargeting | <ul style="list-style-type: none">• Site Visitors who have searched in the Store Locator page – retarget them offsite with an ad with a promotional coupon for offline purchase• Site Visitor who is not yet a registered user – retarget with onsite personalization promoting membership |
| Content-based Targeting | <ul style="list-style-type: none">• Site Visitors who have not yet been to a featured product page who fall in the 18-25 age range – target through social media |

Step 3: Expand On Your Base Segments

Base Segment: Online Purchaser

| Segmentation Tactic | Example |
|-------------------------|--|
| Recency/Frequency | Subscribers/Members who have not made an online purchase in more than 60 days – retarget with a promo email to bring them back to the site |
| Media Suppression | Site Visitors who have already purchased in the past week – suppress from ad targeting to preserve ad spend on new potential converters |
| Retargeting | Cart Abandoner Segment of users who have added an item to the cart but have NOT purchased (i.e. reached the order confirmation page) |
| Content-based Targeting | Purchasers of a particular brand of shoe – target them with similar brand products |

Step 4: Analyze & Refine





Audience Creation Strategy

UI Demo

Ongoing DMP Maintenance

Managing audience strategy in the DMP is an *ongoing and evolving* process requiring support from all end users and teams managing all channels/data sources.

You will want to ensure that you regularly revisit and maintain the below aspects of your AAM instance to ensure optimal usage of your audiences:

- **Governance:** UI user permissions, roles and responsibilities
- **Taxonomy:** Audit of traits, segments, and destinations structure and data points
- **Segmentation:** Ensuring audiences continue to align with your goals.
 - Consult media team to review how segments have performed over time. Optimize segment rules as needed.
 - Continuous evaluation and optimization of recency/frequency and tactics of more complex segments



Audience Creation Strategy

Q&A



Adobe