Adobe Media Optimizer
Accurate performance prediction to manage your business

Adobe Media Optimizer predicts the impact of budget and optimization changes to digital campaigns, giving advertisers the ability to manage their business with confidence and efficiency.

Business challenges—Market dynamics are continually changing based on competitive, seasonal, and budgetary variables. Marketers need an accurate view of campaign performance to forecast and plan how to react to these variables to influence and drive the business forward.

The solution—Adobe Media Optimizer delivers a comprehensive campaign optimization solution that integrates Adobe Analytics with and the most sophisticated and accurate performance modeling system in the industry, giving marketers the confidence that their business decisions are based on accurate predictions.

Adobe Media Optimizer empowers you to:

Be the genius at your company—Predict which scenarios will shift customers from awareness to purchase and have the confidence to tell your boss.

Boost your confidence—Know when to bet or when to hold on any campaign using the Adobe Media Optimizer accuracy reporting feature.

Increase your intelligence—Collect the data you need to segment those who are still browsing and those who are ready to buy to put the right message in front of each. The more you know about your customers, the better you can reach them.

See the bigger picture—Get a complete view of your campaign performance across search, display, and social to arrive at deeper and more relevant insights into how customers are interacting with your brand.

Expand your horizon—Learn more, see more, and do more with every dollar in your budget. From advertising, to targeting, to optimization, Adobe Marketing Cloud offers a complete set of solutions for your entire digital marketing plan.

Key solution capabilities

Performance management: Accurate optimization forecasting
- Powerful algorithms drive overall campaign performance, not just keyword performance.
- Campaign simulations deliver accurate performance predictions.
- Search, display, and social provide cross-channel campaign optimization.

Integrated analytics: Seamless bidirectional data flow with Adobe Analytics
- Any engagement or conversion metric is available for optimization.
- Tail terms turn into movers and shakers by overcoming data sparsity.
- Cumbersome file transfer and merge processes are eliminated.

Retail optimization: Simplified retail campaigns at scale
- Feed management integrated with campaign management
- Search, product listing ads (PLA), and display creative driven from a single feed
- No discrepancies and no double charges

Search management: Proven search optimization

· Search, PLAs, and mobile campaign management

· Industry-leading mobile bid adjustments to boost ROI

· Scalable to support complex, global search campaigns

Display management: Targeted reach and efficiency

· Managed performance for retargeting and prospecting campaigns

· Frequency control globally

· Dynamic creative optimization based on audience segments

Social ad management: Aligned with owned and earned

· Ad buying on Facebook (including Facebook Exchange) and Twitter

· Auto-splitting and hyper-targeting

· Integrated listening data to discover traffic opportunities

Audience management: Industry-leading data activation

· Data integration from any online or offline source

· Algorithmic look-alike modeling, not just overlap reporting

· Audience segments activated to any content delivery system

Results that matter for our customers

Life Technologies

"Previously, we could just take the approach of cutting spending and hope to increase our return on investment. But the reality is that everything could drop — our spending, ROI, and return on ad spend (ROAS). With Adobe Marketing Cloud, we now have greater control over our ROI and ROAS and know where we can increase spend so it translates directly to higher returns all around."

—Robin Smith, senior marketing manager of global e-commerce, Life Technologies

Lenovo

"Adobe Media Optimizer enables us to readily evaluate and improve how each channel is performing. With that information, we can fine-tune our channel mix and invest appropriately in each for the best possible ROAS."

—Christopher Jowsey, senior manager of web e-commerce for Australia and New Zealand, Lenovo

Angie's List

"We were surprised by the dramatic results with Adobe Media Optimizer, particularly for non-branded keywords. We managed to increase conversions while decreasing the costs of acquisition by 58%."

—Brett Westerman, manager of search marketing, Angie's List

Learn more

Find out how Adobe Media Optimizer, part of Adobe Marketing Cloud, can help you quantify your digital marketing efforts and turn doubt into direction with ever-improving business results. The Adobe Media Optimizer solution integrates with other Adobe products to optimize your digital advertising across search, display, and social. Through rich data sets captured within Adobe Marketing Cloud, powerful algorithms determine the most effective overall marketing mix and drive higher ROI within each channel.

For more information:
*www.adobe.com/solutions/
media-optimization.html*