



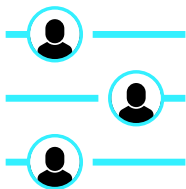
THE FUTURE OF ADVERTISING: **ADVANCED PERSONALIZATION AND AD TARGETING**

Deloitte.
Digital

TRADITIONAL MEDIA ADVERTISING IS BEING DISRUPTED

Advertisers expect publishers to provide better sales results at faster speeds through technological innovations backed by deep insights and data, while operating with more transparency and control.

Advertisers today are demanding:



Ad targeting and
personalization capabilities



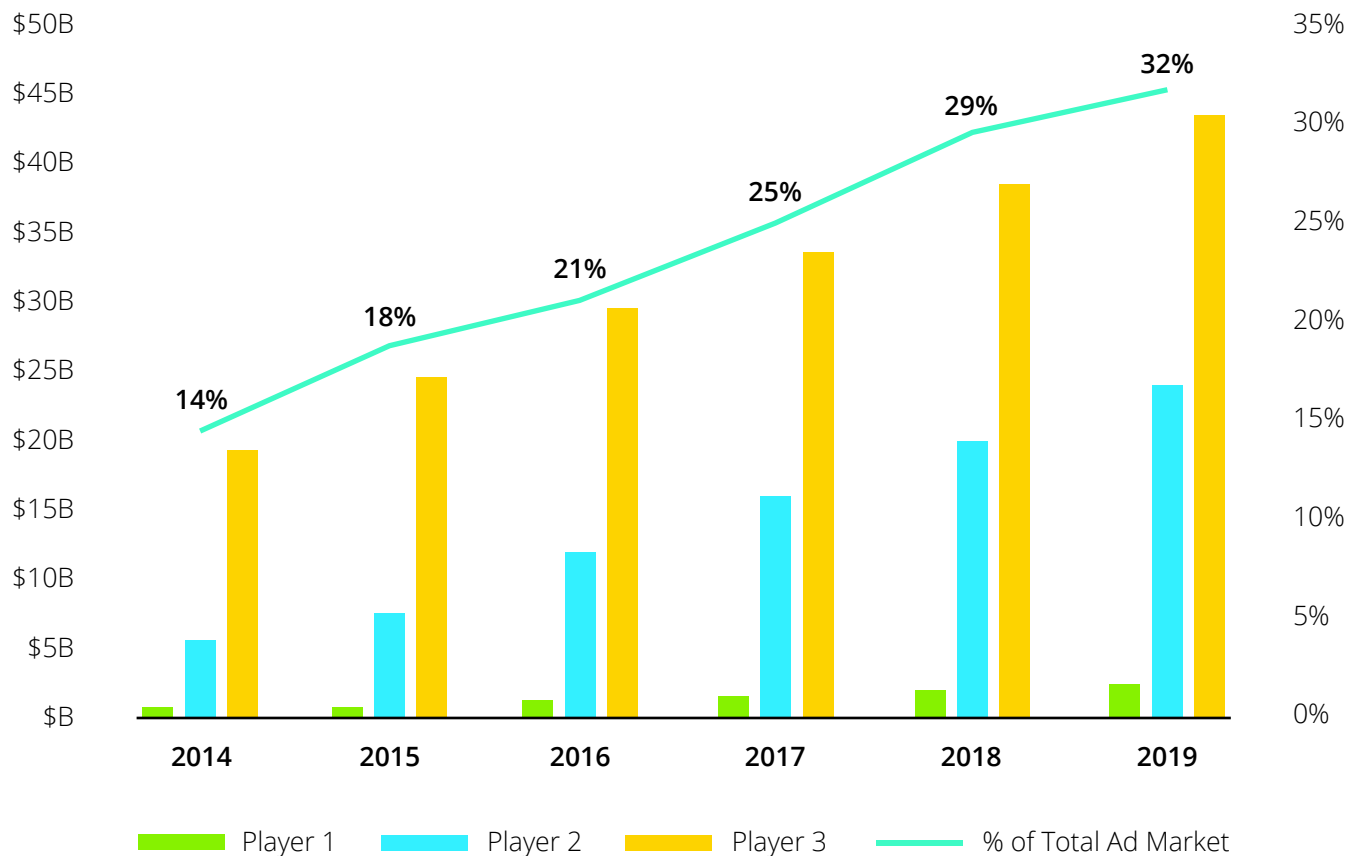
Cross-platform attribution
and measurement analytics



Verifiable delivery and
viewability metrics

Leading tech companies are adding to that disruption with their ability to maximize both ad reach and user data, and incorporate advanced ad tech on proprietary platforms.

TOP THREE TECH COMPANIES' GROWTH

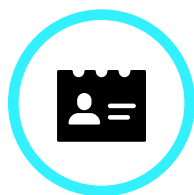


Competitive advantages enjoyed by top tech companies in the digital marketing space include:



Extended reach

through the sales of ads off of owned and operated properties. One company reported \$14.5 billion in revenue from owned properties in 2016.



Authenticated environments

for better person-based data collection, targeting, and measurement. One user-generated video site has 1.5 billion registered users browsing the site every month.

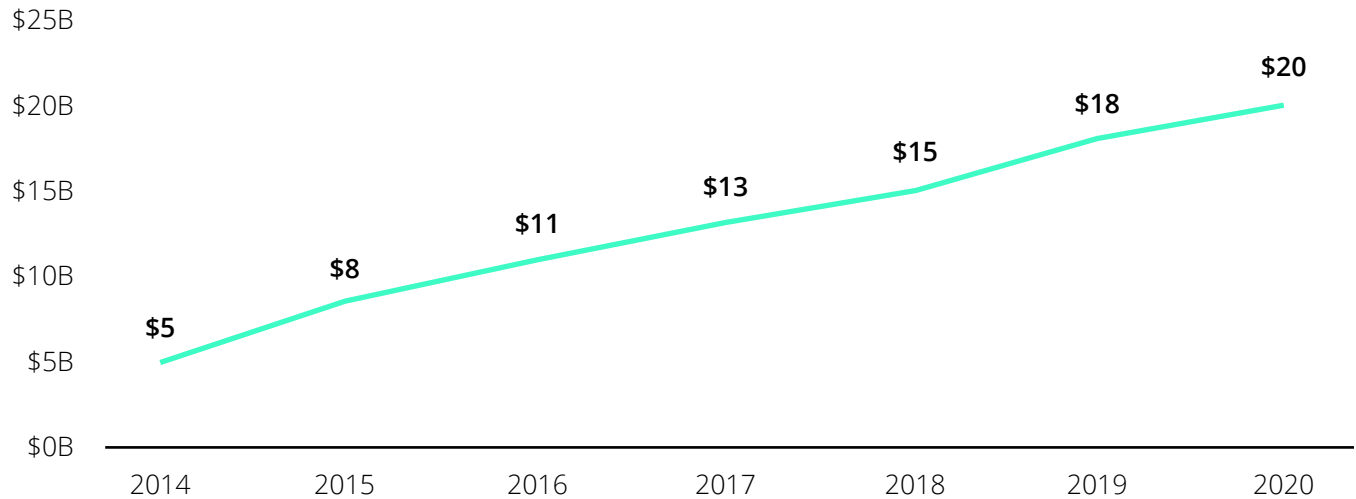


Leading technology

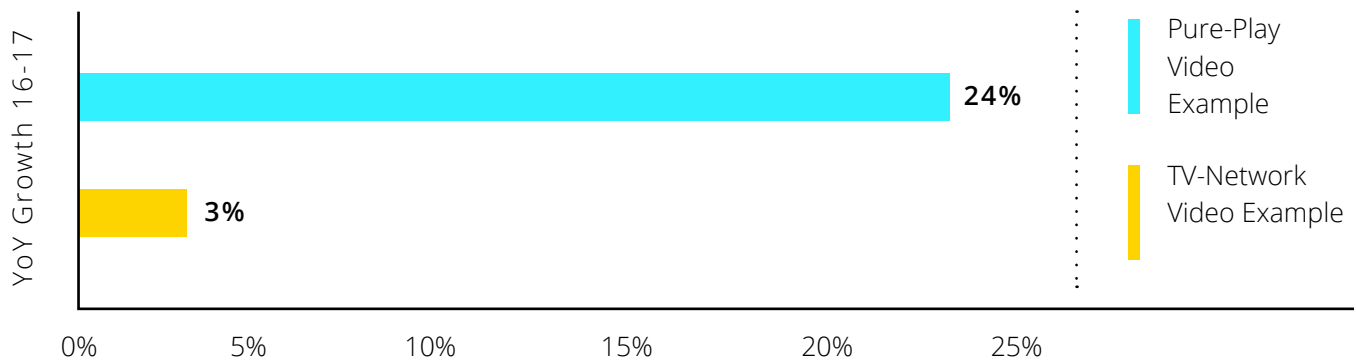
including advanced measurement tools for conversion tracking and attribution.

Publishers are finding it difficult to adapt to the quickly changing digital consumption habits of today's audiences. With the explosive growth of digital video, many struggle to create and implement viable ad revenue strategies across their digital platforms.

DIGITAL VIDEO ADVERTISING IS GROWING...



...BUT PURE-PLAYS HAVE CAPTURED MOST OF THE GROWTH



Publishers are focused on capturing new revenue from their digital platforms

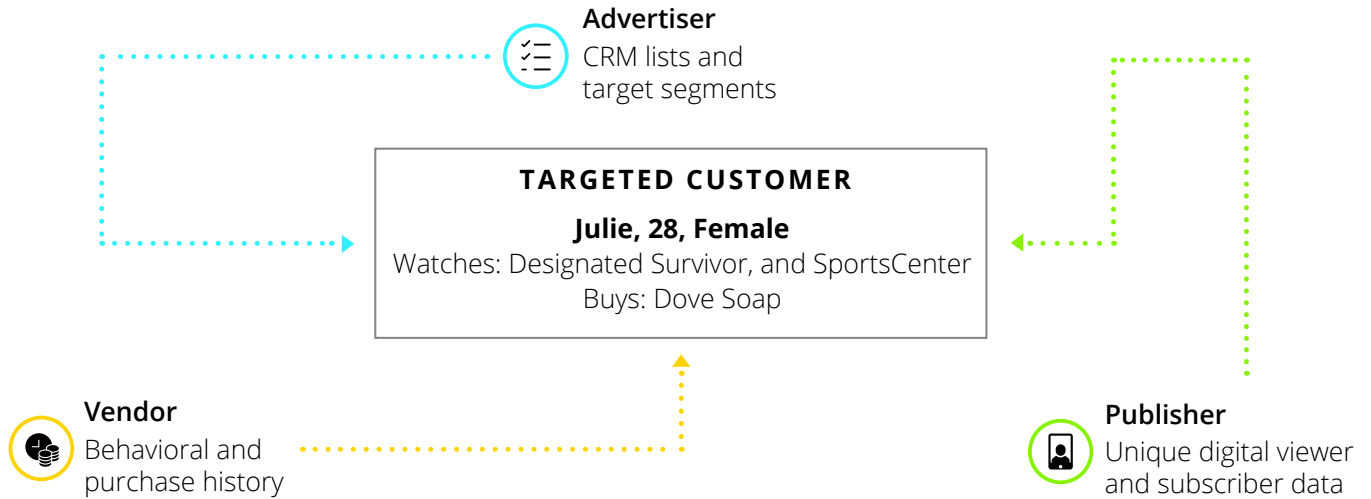
"\$250 million dynamically inserted ad revenue I think is rather small. I think that's going to explode as All Access gets bigger and bigger."

"With targeting in premium video, we can capture large amounts of incremental and spending."

"[Our strategic priorities are to] develop our sophisticated data capabilities and... improve monetization and measurement of our content across all platforms."

Creating and delivering personalized ad targeting means investing in the right data-driven ad technology platforms

TARGETING REQUIRES UNIFICATION OF MANY DATA SOURCES...



...AND REQUIRES INVESTMENTS IN THE RIGHT ENABLING TECH

DATA WAREHOUSES

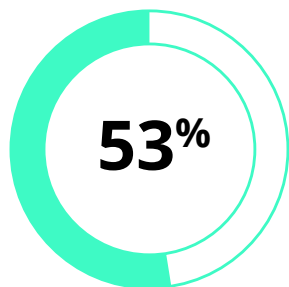
To create a single enterprise view of customer and enable cross-platform visibility and targeting.

DATA ONBOARDING

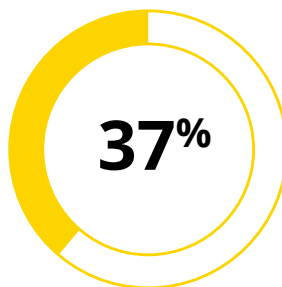
To enable the linking of multiple data sources such as advertiser first party data to publisher or vendor data on a viewer's behavior.

DATA MANAGEMENT PLATFORMS

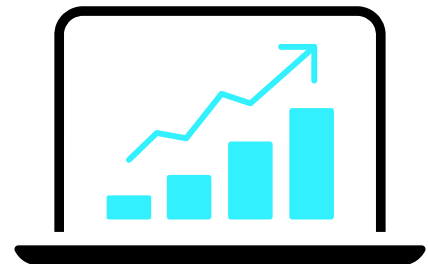
To serve as a collection point for anonymized, consolidated data that can be used to create custom targeting segments.



53% of media sellers have already implemented a data management platform, with another



37% planning to do so within the next 2 years



To compete and win in this new digital media landscape, the adoption of dynamic technologies is now table stakes for publishers.

OUR APPROACH

Deloitte Digital's interrelated offerings can help publishers maximize opportunities and realize true value in the future of advertising.



Our holistic, capability-led approach allows us to help clients prioritize and focus on areas that drive the greatest value for ad sales efficiency and profitability while identifying major decisions to guide digital transformation.

The Adobe-Deloitte difference

Deloitte Digital can help clients develop strategies and a shared vision that drives organization alignment and create processes that deliver on technology capabilities that enable tracking, reporting, and optimization against key performance targets.

With Adobe and Deloitte Digital, clients can activate on their own user activity and other publisher data sources to empower digital ad campaigns. Together, we plan, design, train and teach end users how to leverage robust platform capabilities to help them better understand user segments, actions, and content engagement.

HOW ADOBE AND DELOITTE DIGITAL CAN HELP



Strategy

We work with publishers to develop a shared vision to drive organization alignment and define key performance targets



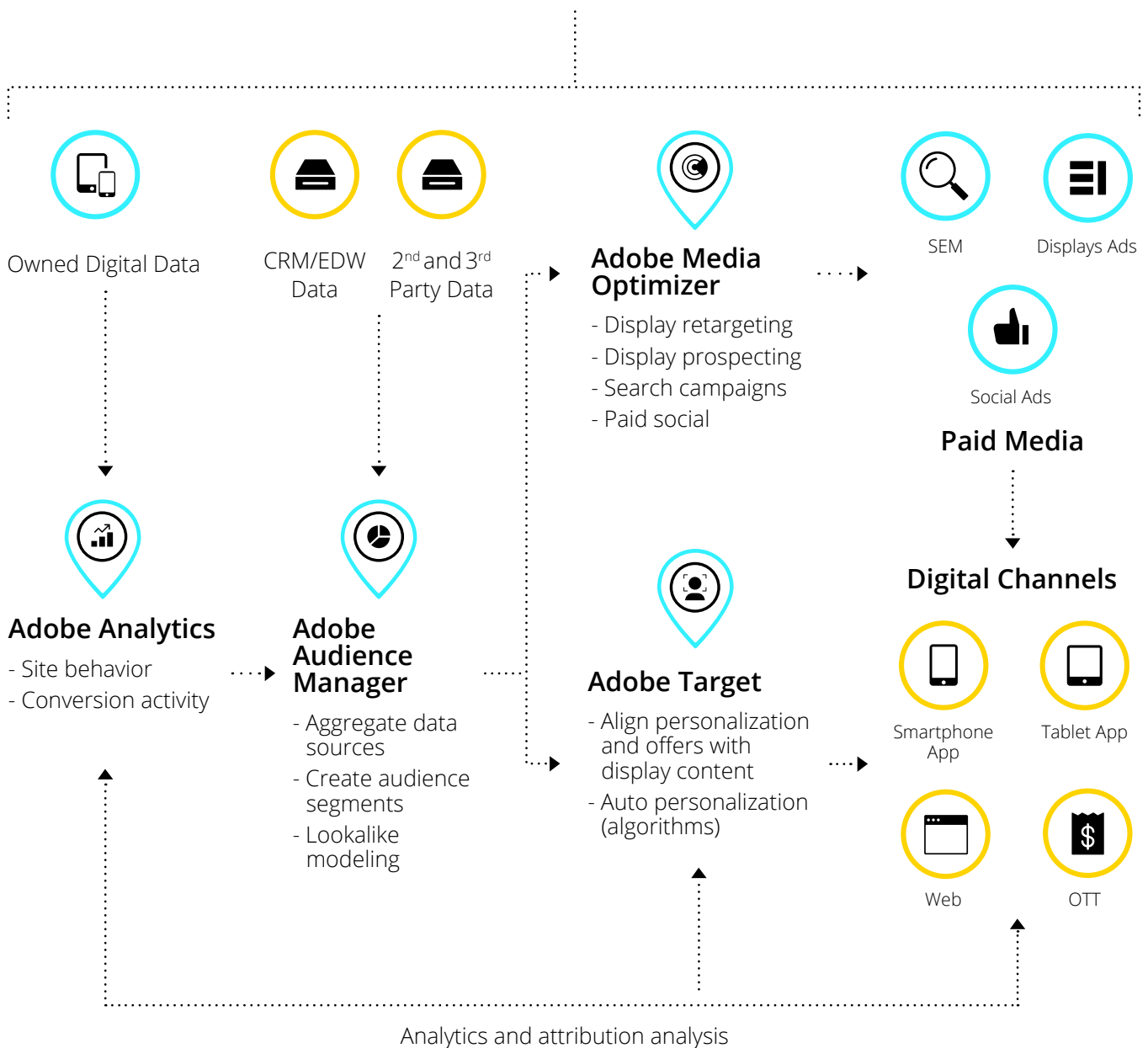
Process

We create processes to deliver on tech capabilities, then enable tracking, reporting, and optimization against those targets



Technology and Training

We plan, design, implement, train, and teach end users how to leverage the capabilities of a **robust analytics platform built on Adobe technology**



Contact Us

To learn more about how Deloitte Digital and Adobe can help clients maximize opportunities in the future of advertising, please reach out to our team below.



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