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**

![Graph showing growth of top tech companies from 2014 to 2019.]

**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...**

![Graph showing growth in digital video advertising from 2014 to 2020](image)

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

![Graph showing YoY growth percentage](image)

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...

**TARGETED CUSTOMER**

Julie, 28, Female  
Watches: Designated Survivor, and SportsCenter  
Buys: Dove Soap

Advertiser  
CRM lists and target segments

Vendor  
Behavioral and purchase history

Publisher  
Unique digital viewer and subscriber data

...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.

OPPORTUNITY AREA

- Advertising Product and Pricing Strategy
- Ad Sales and Operating Models
- Technology Enablement
- Audience and Data
- Inventory and Pricing

DELOITTE OFFERING

- Industry experience, tools, and accelerators
- Workflow design and implementation
- Strategy, architecture, vendor selection, and implementation
- Information management strategy and implementation
- Forecasting strategy and analytics development

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.

Owned Digital Data
- CRM/EDW Data
- 2nd and 3rd Party Data

Adobe Analytics
- Site behavior
- Conversion activity

Adobe Audience Manager
- Aggregate data sources
- Create audience segments
- Lookalike modeling

Adobe Media Optimizer
- Display retargeting
- Display prospecting
- Search campaigns
- Paid social

Adobe Target
- Align personalization and offers with display content
- Auto personalization (algorithms)

Digital Channels
- Smartphone App
- Tablet App
- Web
- OTT

Analytics and attribution analysis
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.

Danny Ledger
Principal
Deloitte Consulting LLP
dledger@deloitte.com

Rob Aiken
Managing Director
Deloitte Consulting LLP
raitken@deloitte.com

Trinadha Kandi
Specialist Leader
Deloitte Consulting LLP
tkandi@deloitte.com

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