

Installing Adobe Media Optimizer Display Connectors

Setting Up a Campaign

Adobe Media Optimizer display advertising connectors are set up through a managed services engagement. Contact your Media Optimizer representative to plan the following steps:

- **Client Meeting:** Identify performance objectives, campaign details, and audience segmentation strategy
- **Pixel Implementation:** Build audiences and deploy targeting & conversion pixels
- **Ad Creative:** Provide creative assets and tags

Managed Performance Overview

Adobe will work with you throughout the campaign lifecycle to ensure success.

- **Campaign Setup and Optimization:** Audience building, campaign setup and inventory buying
- **Campaign Monitoring and Client Communications:** Dedicated account management, weekly checkins and performance monitoring
- **Media Plan Development and Strategy:** Campaign objectives, media buying, targeting, pixeling, and creative
- **Reporting:** Automated delivery of weekly and monthly campaign reports, as well as ad hoc reporting