

flashtalking and Adobe Audience Manager

Integrating Adobe audience segments into the Flashtalking platform

What is Adobe Audience Manager?

Adobe Audience Manager (AAM) is the industry's first data management platform that consolidates audience information from all available sources. It identifies, quantifies, and optimizes high-value target audiences, which can then be offered to advertisers via an integrated, secure, privacy-friendly management system that works across all advertising distribution platforms.

Flashtalking are now fully integrated with AAM so that advertisers can bring these AAM audiences into the Flashtalking platform, making these audiences available to the Flashtalking decision tree for creative targeting and reporting optimisation.

Benefits to Advertiser:

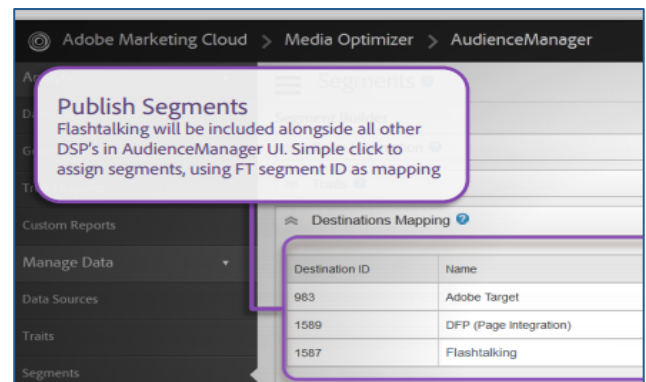
1. Leverage advertiser's 1st party and supplemental 3rd party data source, via AAM, on every ad impression.
2. Integrate AAM directly into Flashtalking decision tree for advanced re-messaging & acquisition targeting.
3. Overlay AAM rules with other business rules within decision tree for multi-level targeting strategy.
4. Global cookie synch between Adobe & Flashtalking - the industry's leading cross-screen Dynamic Creative Optimization (DCO) platform.
5. Flashtalking is currently the only cross-screen DCO platform integrated at a server-to-server level with Adobe's AAM.
6. Leverage AAM data with dynamic acquisition strategies across all three-screens; desktop, mobile & video simultaneously
7. Consistent creative messaging across premium, RTB and direct media buys.
8. Consistent segmentation on-site & dynamic creative.

Adding AAM segments to the Decision Tree:

1. Inform your AAM Consultant of your intention to push your Adobe segments into the Flashtalking decision tree.
2. Adobe consultant provides a list of segments to Flashtalking.
3. Flashtalking segments are created in Segment Manager, mapped to the AAM segments and then sent back to Consultant.



Flow of audience from AAM to Flashtalking:
AAM audience segments created & pushed through to FT



FT decision tree interface, Adobe AAM segments appear as a 'business rule'.

