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FOR IMMEDIATE RELEASE

# Adobe Advances Programmatic Advertising with New Dynamic Creative Technology

## Adobe Acquires Tumri from Collective to Bolster Adobe Media Optimizer

**LONDON — April 29, 2015** — At Adobe Summit Europe, the company's annual digital marketing conference in London, Adobe (Nasdaq:ADBE) today announced it has acquired the Tumri advertising technology (also known as Ensemble) from [Collective](#), to extend its programmatic advertising capabilities with new dynamic creative functionality in [Adobe Media Optimizer](#). This technology will help advertisers scale the impact of their display ads by providing a missing link in the current advertising process: the ability to serve the most effective creative content during the [programmatic ad buying process](#). With Dynamic Creative Optimization (DCO), advertisers have a powerful tool to seamlessly build, personalize and deliver creative assets in real time to drive higher user engagement and conversion rates across devices. This will allow customers to scale and optimize ad creative through Adobe Media Optimizer in a way never before possible.

The addition of this new DCO technology will streamline the ad creation process with flexible ad templates, offer new mobile ad serving features through HTML5, and extend product retargeting capabilities across customer verticals. By integrating the new DCO functionality with [Adobe Marketing Cloud Core Services](#), such as [Profiles and Audiences](#) and [asset sharing with Adobe Creative Cloud](#), advertisers will also be able to extend targeted content consistently across key marketing channels.

"Creative optimization takes place at the last millisecond of marketing and can make or break consumer engagement and conversions," said Justin Merickel, senior director of Advertising Solutions, Adobe. "Tumri is a strong DCO solution validated by the market and the integration with Adobe Media Optimizer will bolster our advertising capabilities across channels. Adobe offers the only platform that combines advertising, data and creative optimization to redefine programmatic marketing."

With DCO capabilities, advertisers can test to see what creative content is most effective. Additional parameters available in [Adobe Marketing Cloud](#) and [Adobe Audience Manager](#), including demographic and location data, can be added to DCO to determine what combination of ad creative and copy resonate best among specific audience segments. Essentially, different versions of the same display ad can be delivered instantly based on website behavior, audiences and context – all without teams having to manually create each ad variation.

The new DCO offer is expected to be available as a standalone product and in conjunction with programmatic ad buying functionality in Adobe Media Optimizer later this year. Adobe Media Optimizer, Adobe's demand-side platform and one of eight solutions in Adobe Marketing Cloud, is the industry's most advanced digital advertising platform delivering ad management, optimization and forecasting across search, display and social media channels. Used by more than 500 global customers across industries, Adobe Media Optimizer manages nearly \$3 billion in annualized ad spend on behalf of its customers.

Terms of this deal are not being publicly disclosed.

#### About Adobe Systems Incorporated

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