

MSI x Adobe

Adobe

AGENDA

Overview

- PROGRAM OVERVIEW AND OBJECTIVES
- MARKETING SPEND | MENTAL MODELS
- KEY MEASUREMENT CHALLENGES
- DATA OVERVIEW
- CAUSAL INDENTIFICATION OPTIONS

PROGRAM OVERVIEW & OBJECTIVES

OVERVIEW

Adobe is seeking academic research proposals in measuring and maximizing the long-term impact of brand-marketing investment.

RESEARCH GOALS

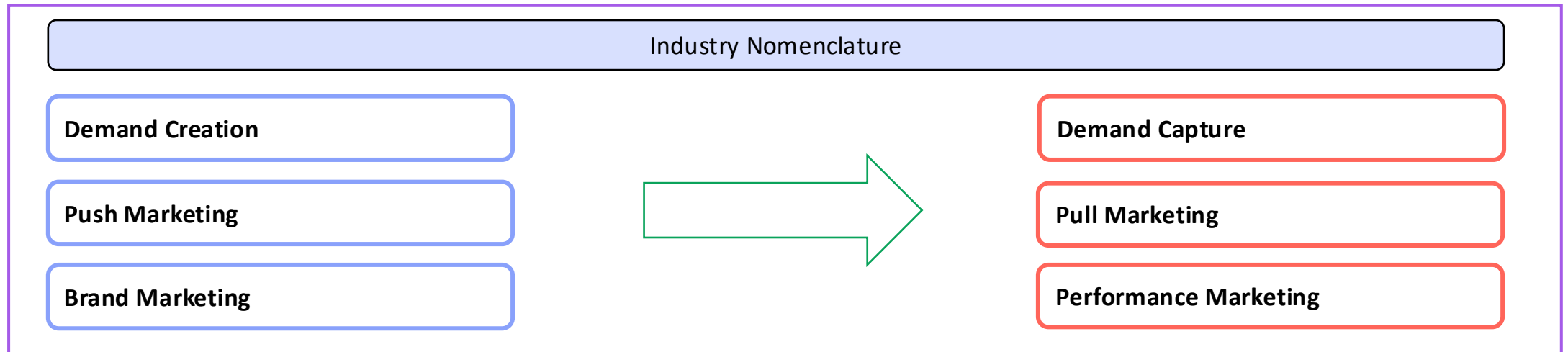
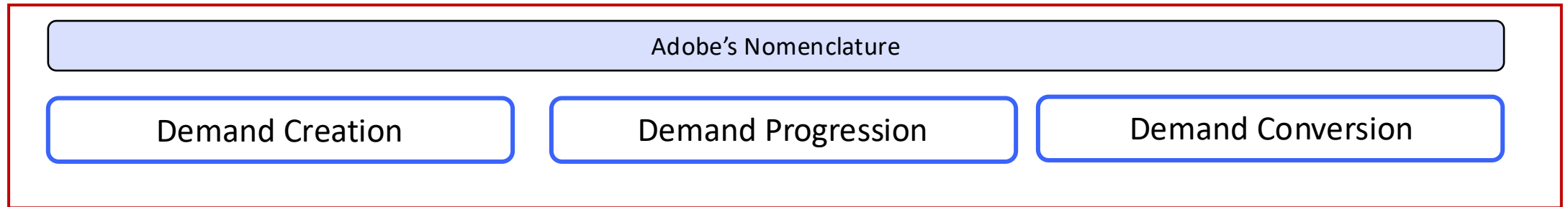
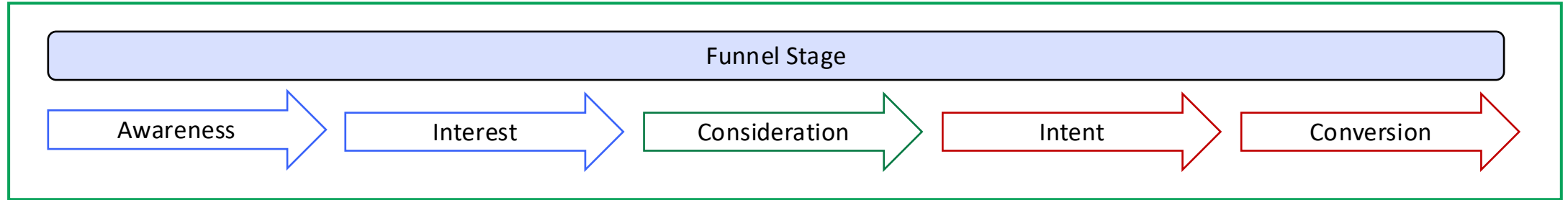
- **Causal Impact Modeling** – Use experimental or quasi-experimental methods to quantify the causal pathways linking brand-marketing initiatives to brand equity outcomes, and how those shifts mediate downstream financial performance (e.g., incremental revenue, ROI).
- **Brand Equity Measurement** – Develop novel, empirically validated metrics or indices for brand equity that combine psychometric rigor with real-world observability, enabling high-frequency measurement across channels and consumer touchpoints.
- **Academic–Industry Collaboration** – Foster enduring academic–industry partnerships through structured collaboration models, including shared governance, recurring workshops, and co-authored research.
- **Strategic Insight Generation** – Deliver research-based insights and strategic frameworks to guide Adobe’s brand-marketing budget allocation, creative strategy, and measurement practices.

OUTCOMES

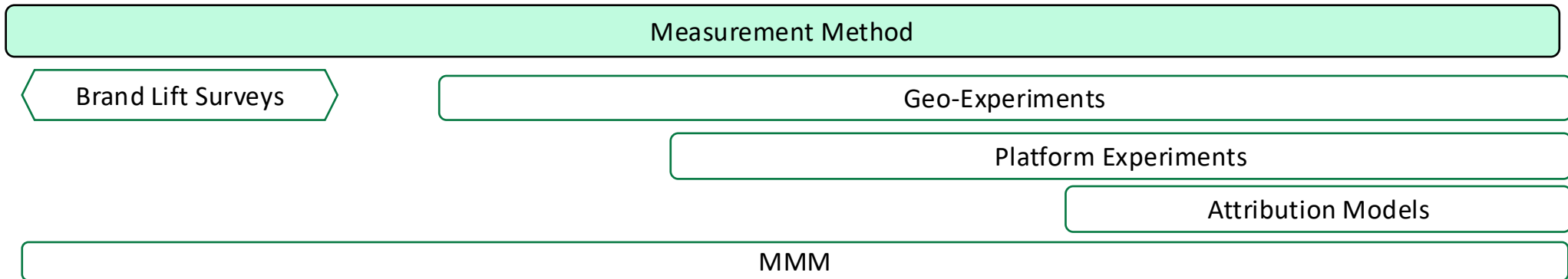
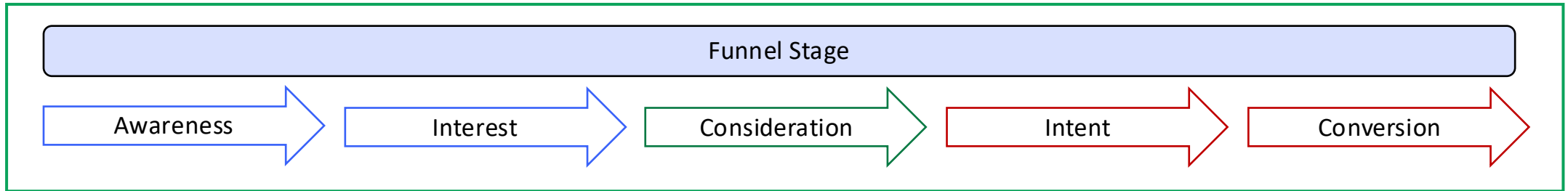
Discrete Measurement Methodology

Online Measurement Methodology

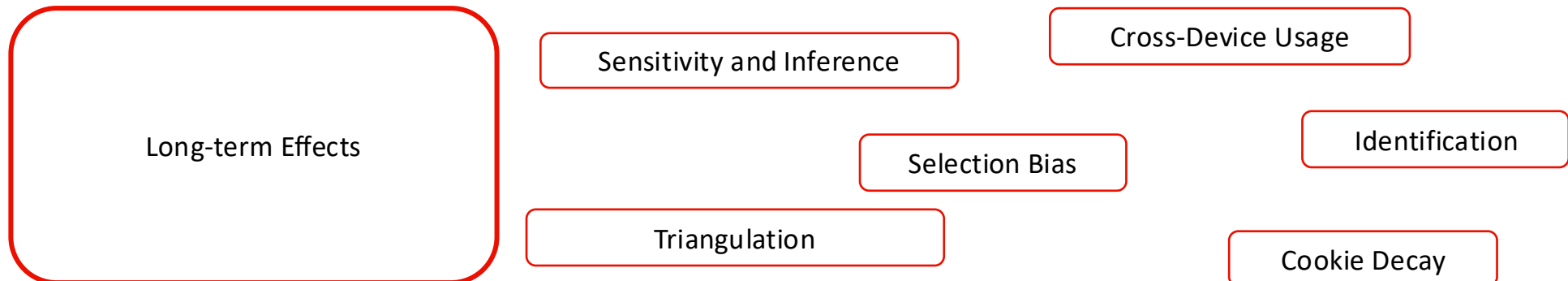
MENTAL MODEL FOR MARKETING SPEND



KEY MEASUREMENT CHALLENGES



Key Challenges



WHAT WE ARE, AND ARE NOT, LOOKING FOR

Not looking for

Basic Diff-in-Diff

Basic Synthetic Control

Basic Regression Modeling

Unless

But ...

But ...

But ...

Possible Ideas

LLMs

Deep Learning | Reinforcement Learning

Digital Twins

Unexplored or Underexplored

DATA SOURCES

INTERNAL SALES

Adobe will share internal sales data with selected proposals.

Column	Data Type
DATE	DATE
GEO	ENUM
PRODUCT	ENUM
SUBSCRIPTIONS	DECIMAL
REVENUE	DECIMAL

DATE: Options: Day, Week or Month

GEO: Options: Country. Further granularity is possible e.g., DMA, zip, state, province.

PRODUCT: We can aggregate down to the product level and various hierarchal structures.

SUBSCRIPTIONS: Count of new subscriptions.

REVENUE: Sum of new annual reoccurring revenue.



Exact fields, grain, and access modality will be shared with selected projects under NDA.

DATA SOURCES

MARKETING SPEND

Adobe will share spend data with selected proposals. Exact granularities may differ by platform and spend categorization, but the follow granularities should be readily available.

Column	Data Type
DATE	DATE
GEO	ENUM
PROD. CATEGORY	ENUM
SPEND CATEGORY	ENUM
CHANNEL	ENUM
PLATFORM	DECIMAL
SPEND	DECIMAL

DATE: Options: Day, Week or Month

GEO: Options: Country. Further granularity is possible e.g., DMA, zip, state, province.

PRODUCT CATEGORY: Categorization of campaign/spend target

SPEND CATEGORY: Categorization of spend type: brand marketing, performance

PLATFORM: Specific spend platform e.g., Meta, Google Search, YouTube.

CHANNEL: Categorization of marketing spend e.g., paid search, paid social, display.

SPEND: Sum of spend.

DATA SOURCES

SURVEY | PERCEPTION

Survey data will be available. Further details will be available proposal acceptance. Below, provides general guidance on data.

Question and Values

- Survey questions vary by source and survey. Generally, this capture brand, product and competitor awareness, usage, sentiment and recall.
 - Awareness
 - Consideration (Regular and Premium)
 - Product Features
 - Brand Favorability and Preference

Granularity

- There are a variety of sources and methods used to collect survey-based perception data. Available sources, date ranges, date granularity and geo-availability, along with methodology, will be provided after submission proposal.

Dimensions

- Various cuts by dimension are often available. Common dimensions include age, gender, channel.

DATA SOURCES

MARKET DATA

Adobe sources market data from numerous sources. Below is an overview of available sources.

- **Branded Search Volume / LLM brand visibility**
 - Tracking of brand search volume and countries.
- **Morning Consult:**
 - High-frequency survey results.
 - Brand and Product Level
 - Metrics: Net Favorability, Net Consideration, Net Promoter Score
- **Economic Variables**
 - GDP, Consumer Confidence, Consumer Price Index, Producer Price Index

CAUSAL IDENTIFICATION OPTIONS

- **Natural Experiments (Historical / Observational Shocks)**

- **What it is:** Use real-world shocks in marketing spend e.g., heavy-up spend in markets, go-dark spend in markets, turn-on spend in markets.
- **What it can answer:** Historical impact of marketing spend.

- **Platform-Level Experiments (Randomized / Lift Studies)**

- **What it is:** Randomized holdouts or platform conversion/brand-lift designs where feasible.
- **What it can answer:** What is the lift in conversions caused by marketing?

- **Spend Manipulations (Field Experiments)**

- **What it is:**
 - Designed experiments where we manipulate spend in certain markets to ascertain causal effect of spend on selected KPIs

- **Surveys**



Questions?