ADOBE SECURES AUDITUDE FOR VIDEO MARKETING ENDEAVORS

Adobe announced on November 1ˢᵗ that they are purchasing Auditude for the purposes of offering a wider range of advertising services to for customers to choose from.

Auditude creates video ad and other types of monetization for a variety of publishing platforms and media companies. Adobe's plan involves adding advertising options through video services because the market for this type of advertising has experienced major growth during the past couple of years. Adobe can now offer video services that cover everything customers might need from the initial creation of the video to publishing, advertising and optimization. Clients that use Adobe can now access these videos and features from any Internet capable device including smart phones, computers and tablets. Their goal is to add to quality video content and first-class viewing experience. This will enable Adobe to secure long-term business arrangements by offering video services to their clients.

According to David Wadhwani, senior vice president and general manager of Adobe's Digital Media Business Unit, Adobe knows that "Premium video publishers want to capitalize on the foundational shift to digital by providing viewers with great media experiences and maximizing the value of their content on every IP device." Wadhwani indicates that Adobe can now offer customers a superior platform that they can advertise through, making the integration of the two companies a win-win situation for everybody because everyone from Adobe, to the author who needs to drive up their revenue can see a benefit from the acquisition.

Adobe can now attract major adverting brands through their high-quality video content advertisement options. The videos have almost as much clarity as TVs, according to the news article written by Darryl K. Taft for eWEEK.com. It is this type of quality that will enable Adobe to make long-term deals with ad agencies and various publishing platforms.

Advantages to authors and publishers include the choice of where they can play their ads, easy to understand integration to managing their content and the ability to target advertisements to their fan base.

Adobe plans to merge Auditude with Adobe Digital Marketing Suite, which provides a company or publisher statistics, showing how their software is getting used or viewed. This increases the publisher's marketing research capabilities. The software helps to find the most efficient method of placing ads on different forms of media and targeting the best audience for the ads. Some of the media types supported such as videos, websites, emails, social networks and video devices.

Jeremy Helfand, CEO for Auditude said this about the merging of the two companies "by joining Adobe we are accelerating our vision of helping top media companies and publishers maximize the value of their video content." The joining of the two companies will bring about possibilities in software and publishing that have never been seen before, according to Helfand.