

University of Adelaide drives performance anywhere with Adobe Advertising and ID5



The University of Adelaide, in collaboration with its media agency Hybrid, aimed to extend the scale and performance of their Undergraduate and Postgraduate campaigns from standard browsers to both Firefox and Safari using Adobe Advertising DSP's native retargeting capabilities powered by ID5. The teams aimed to address challenges faced in today's advertising landscape impacted by evolving privacy needs:



Test identity solutions without sacrificing performance



Personalize ads where without relying on third-party cookies



Increase campaign performance while maximizing scale

SOLUTION

Utilizing the **Adobe Advertising DSP's native capabilities with ID5**, The University of Adelaide seamlessly ingested and activated ID5-enabled retargeting audiences across their paid media buy. Audiences were split between non-cookie-supported browsers (Safari and Firefox) and standard browser environments like Chrome to **holistically retarget users across all web environments**.

Optimization was automated by Adobe's AI-powered models maximizing delivery to audiences with the best cost-per-acquisition (CPA) outcomes.

Using **native reporting capabilities with Adobe Analytics**, the team created robust measurement workspaces that provided real-time comparisons of on-site and media performance metrics between ID5-enabled retargeting audiences and standard cookie-based tactics.

RESULTS

Campaign results confirmed that privacy-first retargeting with ID5 outperformed cookie-based tactics, demonstrating a clear performance uplift across major metrics:

79%

Decrease in
Bounce Rate

5x

Higher Avg.
Time on Site

70%

Reduction in
CPV



Working with Hybrid, Adobe Advertising, and ID5 allowed us to expand our performance and personalization strategies to privacy-focused environments. The results showed strong engagement and helped increase quality traffic to our website while future-proofing our ability to deliver and maintain performance across all browsers at scale.

Steph Overton-Firth

Head of Digital Marketing, University of Adelaide

To learn more about the ID5 ID and how it can benefit your business, get in touch.

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