

Adobe on AI: Rethinking How Brands Get Found

Adobe



Today's speakers



Guest speaker

Nikhil Lai

Principal Analyst
Forrester



Loni Stark

VP of Product
& Strategy
Adobe



Eric Matisoff

Principal Evangelist,
Customer Experience
Orchestration
Adobe



Elliott Wiener

Head of Global
Content Strategy
Adobe

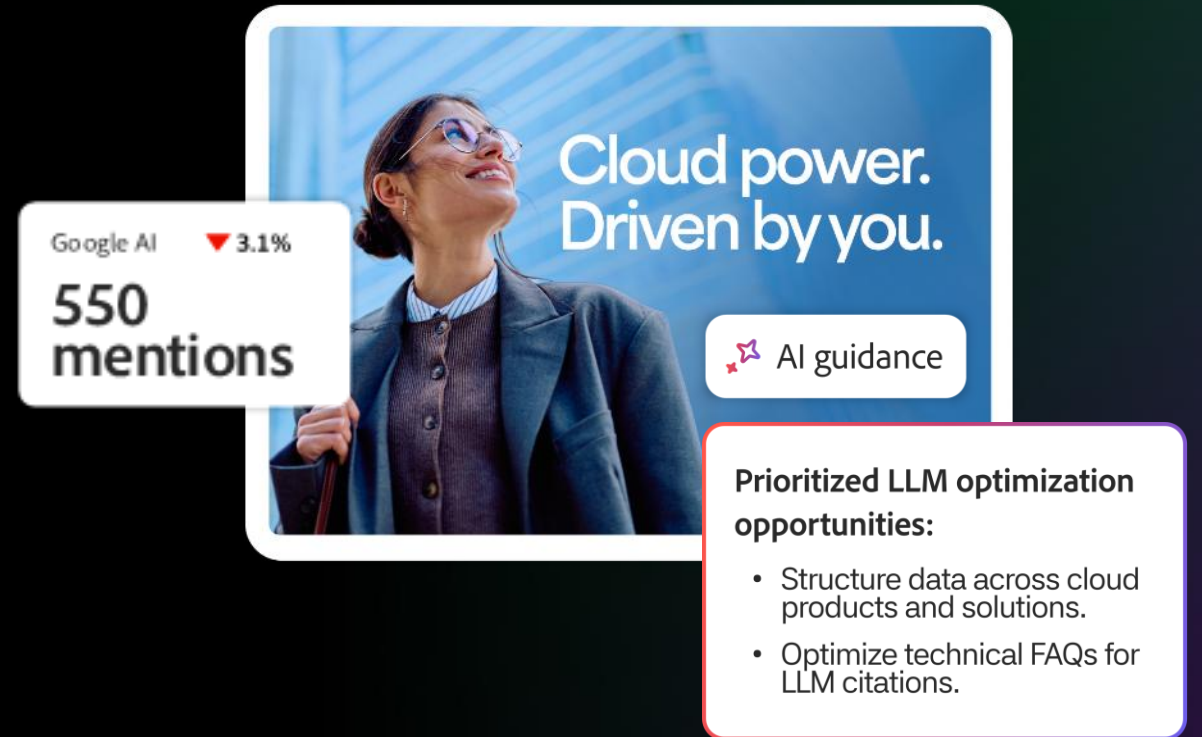
Agenda

What changed in AI discovery

Shifting search behaviors

Adobe Brand Visibility Demo

Q&A



What changed in AI discovery



Loni Stark

VP of Product & Strategy

Adobe

What does it mean for a brand to be “found”?

Rethinking by revisiting past predictions and what the future holds



LLMs



Humans



Agents

the three audiences of being found

What I shared in February

Adobe on AI: Agentic Innovations for 2026 — my word for the year: agency



Agent readiness

Show up where AI is looking —
and get the pipes in place



Human experience reimagined

The bar is higher on what
you own



Productivity & brand differentiation

Automate the operational.
Amplify the signature.

THE DATA THEN

- 693% YoY AI-driven retail traffic (Holiday 2025)
- AI referrals converting 31% higher



WHAT THE YEAR DID TO IT

- Conversion continues to climb: AI referrals now convert 42% better
- +1,324% cumulative AI-referred traffic since Oct 2024

Adobe Brand Visibility and the agentic flywheel

Adobe Summit 2026 (Las Vegas, London)

FOUR DIMENSIONS OF THE BRAND IN AI

1 Discoverability
Can AI even find your content?

2 Clarity
Can AI parse your segments and offers?

3 Authority
What do trusted third parties say about you?

4 Trust
Does AI actually recommend you?

Adobe Brand Visibility

- 290M real AI prompts (Semrush) × first-party analytics: demand, share of voice, content gaps
- Agentic experience flywheel: Sense → Generate & Deliver → Learn

THE PROOF

+140%
citations · Lovesac

10x
citation lift · Slalom

+35%
uplift · GM

Heathrow: From page views to citations as the metric — the authoritative source for passengers' answers.

What changed #1: "AI" is now a spectrum of entities

Who is finding you — LLMs, and now agents

LLMs — KNOWN, BUT FRAGMENTING



ChatGPT ~54% of assistant web visits, which is down from 79% a year ago; Gemini ~28%, Claude ~9%



One engine now reaches barely half the AI audience — and is falling



B2C ≠ B2B: Your engine priorities depend on who your buyer is

Personal agents: Now consumer-scale

Meta Muse: An autonomous agent on iOS, Android, web & WhatsApp. It browses, books, fills forms, and pays, with human-approval gates—from OpenClaw's build-your-own to a mainstream default.

AI teammates: In the enterprise

Claude, Microsoft Copilot, Adobe's coworker: domain-specific colleagues embedded in the work, not chatbots.

(Muse, by design, has no enterprise rails. Two distinct populations.)

New claim, on the record: marketing now has a B2A motion — business-to-agent — alongside B2C and B2B.

What changed #2: Humans arrive differently

Fewer visits, higher intent, and a higher bar for what you own

68%

up from 60%
in 2024

of U.S. Google searches now end
without a click

~5%

Google: 31%

of ChatGPT sessions refer out —
humans arrive mid-conversation

+42%

a year ago:
38% worse

conversion

· +48% time on site

· +37% revenue per visit, when they do arrive

What earns the direct visit now



The digital side of every product

Oral-B app · DICK'S COACH · Marriott Bonvoy:
practical utility plus personalized inspiration



Conversational experiences on owned property

Brand Concierge: Grounded in your approved
content and first-party data - governed, trusted



LLM apps + enriched product information

From the same AEM content foundation as your
site: one source of truth, two surfaces - amplified
with paid media

Your website now works two jobs: the knowledge that trains the LLMs, and the destination for humans and their agents.

What changed #3: findability goes multimodal

My claim for the next twelve months — and why authority compounds

Images & video are next (2026 → 2027)

- Metadata must make visuals legible to agents — not just alt text, but what the image is actually about
- Don't just let agents infer: different agents run different levels of models — declared meaning travels; inferred meaning varies
- The plumbing conversation, round two — now for the whole asset library

OWNED PROPERTIES: THE GREATEST CONTROL POINT

- High-authority sites earn more citations and more source influence in AI answers
- Their updates get picked up faster — freshness flows through authority
- Authority compounds: the ecosystem rewards the brands that invest in their own ground truth

This is a DAM problem: declare the meaning once in AEM Assets — the metadata travels with the asset everywhere agents meet it.

The agentic marketing operating model

A flywheel around your brand context — more work, at higher velocity, than teams expect



Sense

Trusted signals — owned (you have it) + third-party: Semrush and federated sources



Decide

Data science — where demand is, where the gaps are, what actually moves citations



Act

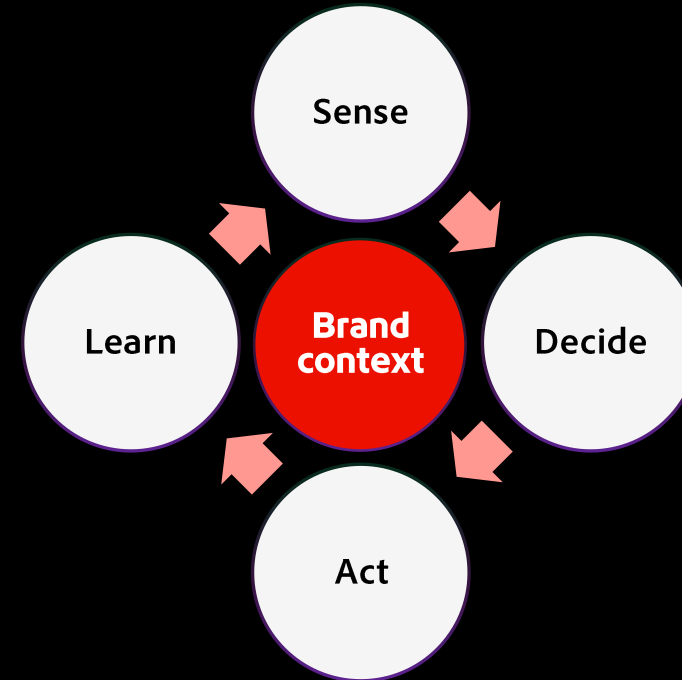
Agents — coworker · AEM agents & skills · MCPs: insight flows straight into execution



Learn

The learning ledger — impact per fix first; statistically significant as more brands register outcomes

As I said at Adobe Summit in April
"Elevated Brand Experience: Orchestrating Discoverability"



Why a circle, not a pipeline:
Everything learned writes back into the brand context, so every stage gets smarter, for your human teams and your agents.

Being found = being legible to three audiences: LLMs, humans, and agents.

Shifting search behaviors



Guest speaker

Nikhil Lai

Principal Analyst

Forrester

Shifting search behaviors



Zero-click search's impacts



Traffic Eroding

Organic traffic declining ~10-90%



Referrals Emerging

Answer engine referrals growing ~40% MoM.
Began 2026 at ~5-10% of trackable organic traffic; ~50% by year's end



Dark + Branded Traffic Rising

Dark traffic and branded search traffic growing from both bots and buyers influenced by zero-click information

Source: Forrester research interviews

Shifting search behaviors



Keyword Search User

- Queries average 3-4 words
- Users spend ~1.25 minutes per session conducting ~1.2 queries
- 43% of searchers click-through
- 42% of clicks result in a bounce

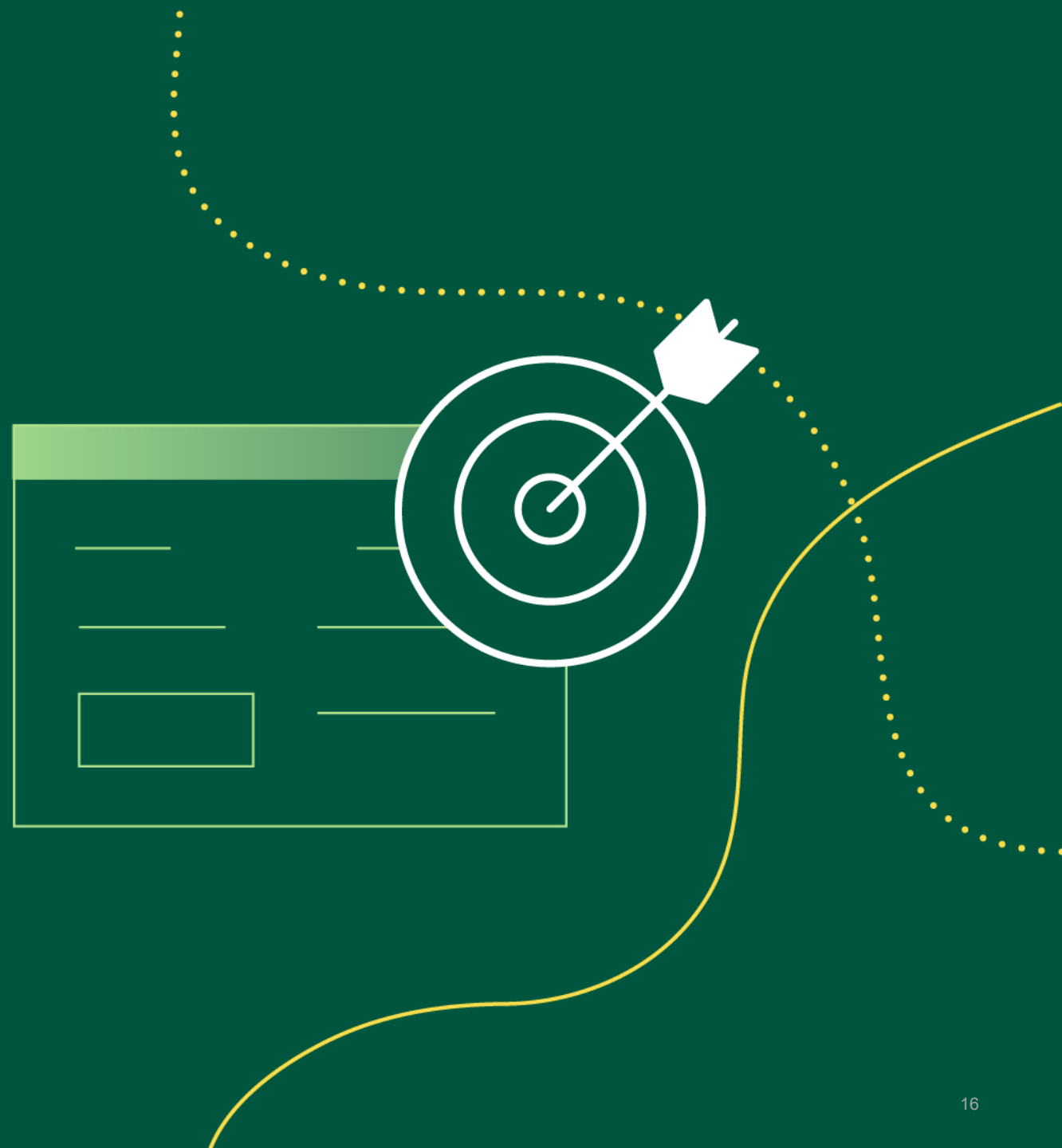


AI-Powered Search User

- Prompts average 23 words
- Users average 23 minutes per session conducting 8 related prompts
- 1-5% click through
- AI search visitors spend 3x as long on site and 2x likelier to convert

Source: Forrester research interviews

SEO +/- AEO



SE



Rewards text-heavy content, optimized for keywords, that's longer than similar articles.



Prioritizes owned and operated content.



Relies on Googlebot, which can afford JavaScript rendering.



Is measured by ranking, average position, click-through rate, and traffic.



AEO



Rewards multimodal content, optimized for natural language, that succinctly answers FAQs.



Prioritizes content off brands' sites, necessitating reputation management and PR.



Relies on bots that struggle to afford JavaScript, necessitating server-side rendering.



Is measured by brand visibility, prompt-triggered visibility, share of voice, and share of search.

Both SEO and AEO require:

- Concise, straightforward language in content.
- Clear, logical paths for crawlers.

Content best practices



Develop rich, concise content



Model buyer questions



Identify primary and related subtopics



Expand your comfort zone

 Generate content

Generate premium business growth concept

Unlocking New Business Growth

Citations  +25%
95%

Amplify authority offsite



Participate in forums



Work with PR to manage influential voices in your market



Cultivate authenticity



What's my brand presence in AI channels?

▲ 5.3%

Google AI mentions

Measurement best practices



Anchor on visibility



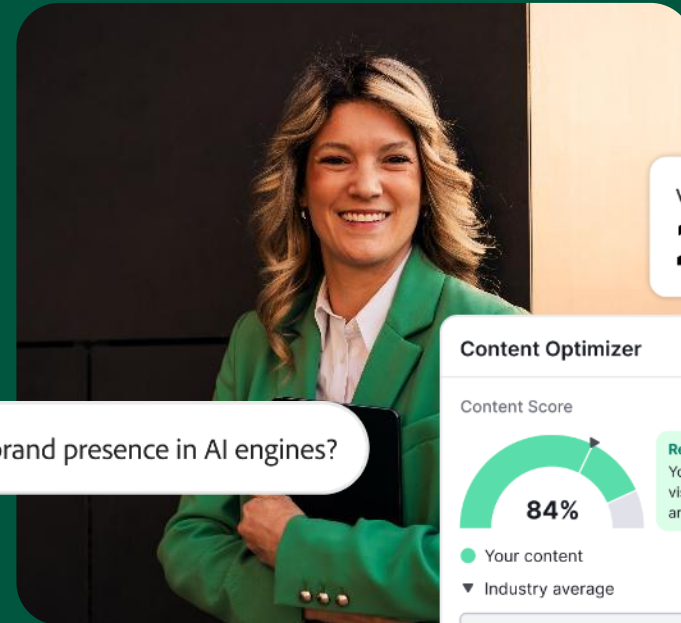
Score % visibility



Get cross-functional stakeholders hooked on making content and technical fixes that increase visibility



What's my brand presence in AI engines?

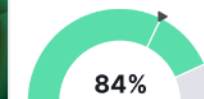


Visibility Score ▲ +25%
25%

Content Optimizer

[Edit target](#)

Content Score



Ready to rank
You can expect high visibility with your article.

● Your content 84%
▼ Industry average ~60%

[Optimize](#)

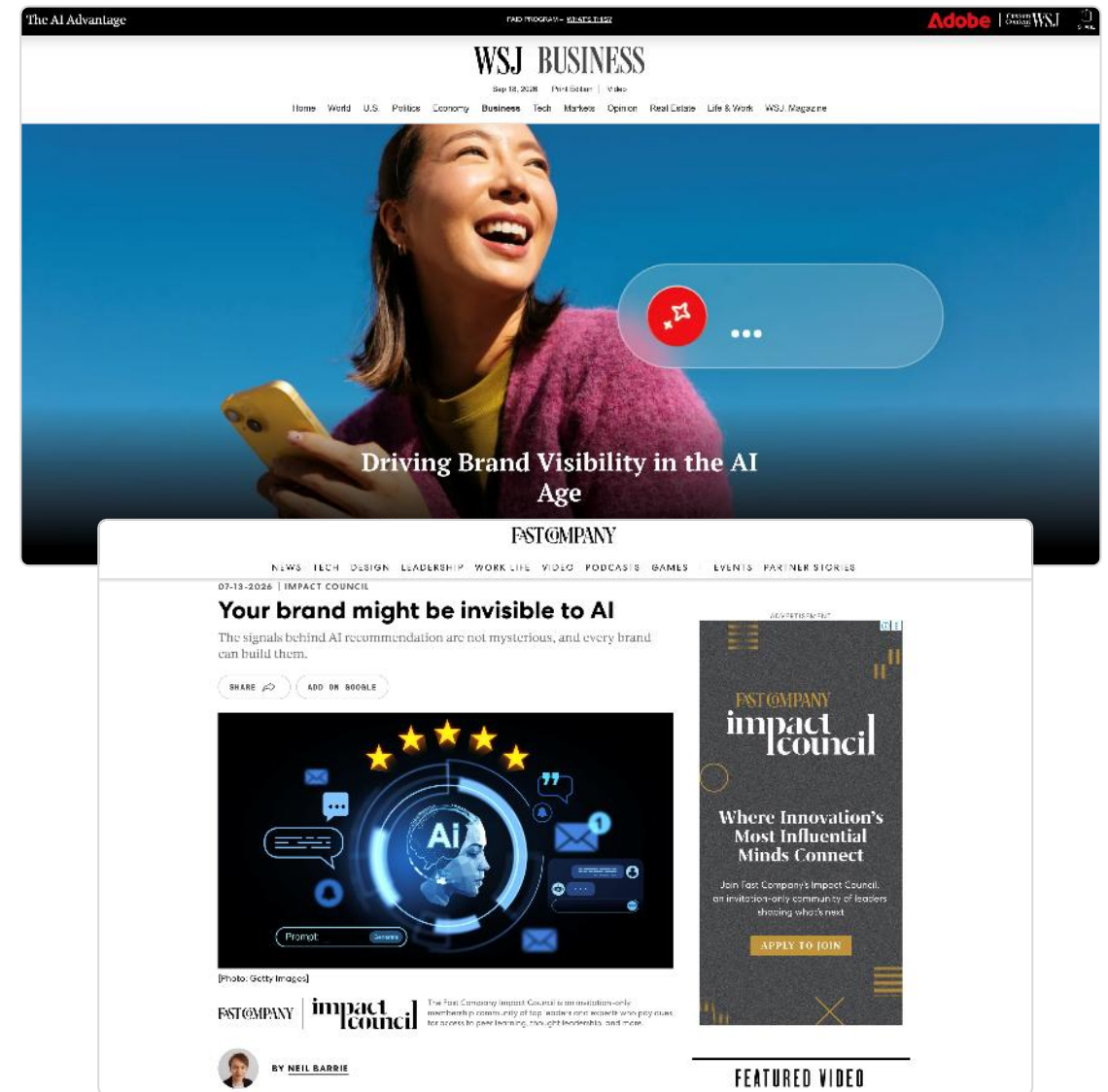
Monitor sentiment



Have influential voices amplify your brand's unique points of view



PR becomes a lever of brand growth by turning reputation into a machine-readable signal



Detect answer engines' halo effects



Correlate spikes in branded and direct search activity to share of voice across engines



Authority creates efficiency by improving the economics of customer acquisition

AI-Driven buying behaviour

Customer Zero Case Study: How Adobe Built A Marketing Learning System For AI-Driven Buying Behavior

For more information, see the Terms Of Use Policy and Ways To Share Research.

CASE STUDY

Customer Zero Case Study: How Adobe Built A Marketing Learning System For AI-Driven Buying Behavior

How To Respond To AI Disruption With Governance, Measurement, And Operational Speed

July 31, 2026

By Joe Cicman, Phyllis Davidson, Chuck Gahun with Stephanie Balaouras, John Buten, Lisa Gately, Nikhil Lai, Chiara De Gasperin, Hannah Murphy, David Morrison

FORRESTER

Summary

As buyer discovery increasingly occurs inside AI-mediated answer engines such as ChatGPT, traditional marketing operating models are breaking down. Adobe found that incremental optimization was insufficient and reorganized how it governed marketing work to operate effectively under new market conditions. Tech leaders face something similar as AI moves execution from human workflows into governed autonomous systems. Using Adobe as a customer zero case study, this report shows how a governance-led operating model enables tech leaders to sustain speed, trust, and control by aligning ownership, cadence, measurement, and human oversight as AI becomes pervasive.

Additional resources

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Ask Forrester AI

Use Forrester AI to gain fast insights and more. Subscription required.



Get discovered across AI search

- AI visibility channels
- Google AI mentions
- Gemini mentions
- Other

Adobe Brand Visibility demo

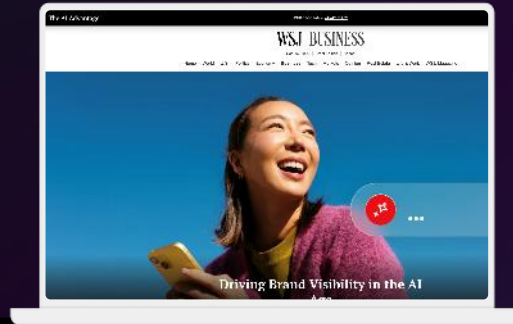


Eric Matisoff

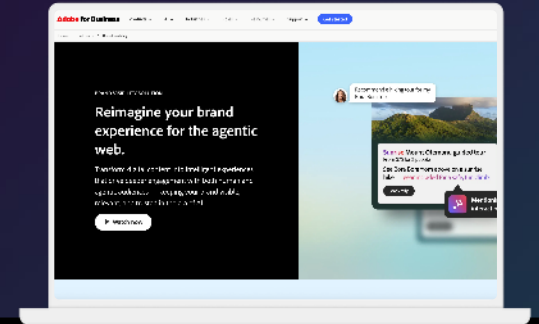
Principal Evangelist,
Customer Experience Orchestration
Adobe

Resources

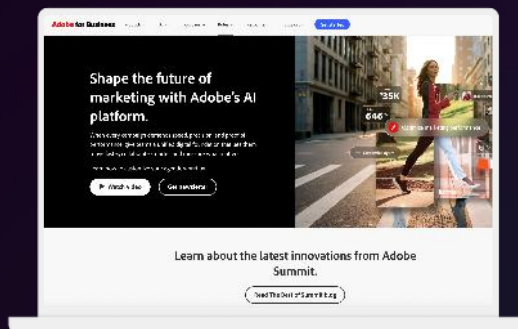
Driving brand visibility in the AI age



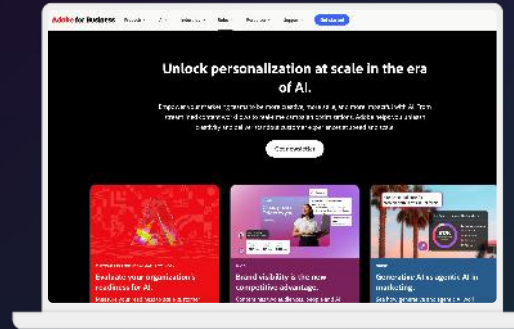
Reimagine your brand experience for the agentic web



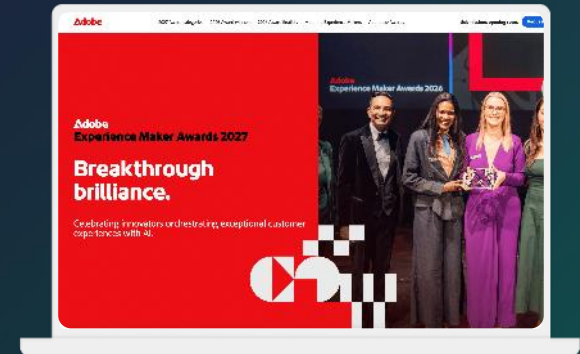
Shape the future of marketing with Adobe's AI platform



Unlock personalization at scale in the era of AI

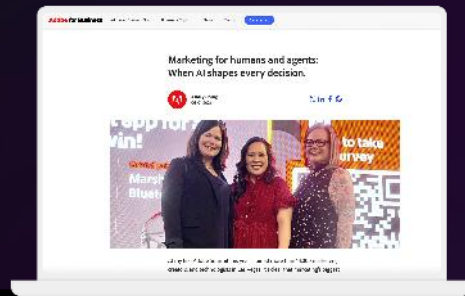


Experience Maker Awards 2027

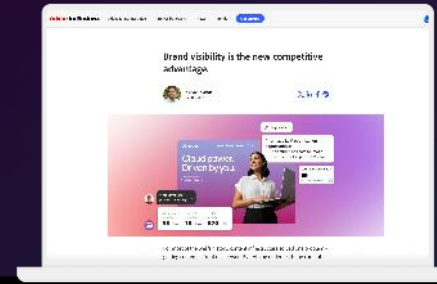


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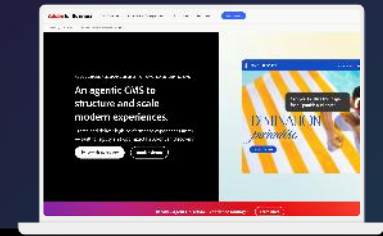
Marketing for humans and agents: When AI shapes every decision



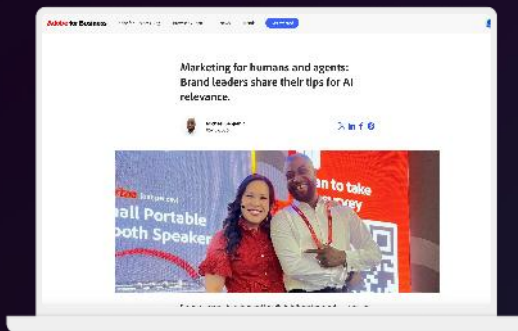
Brand visibility is the new competitive advantage



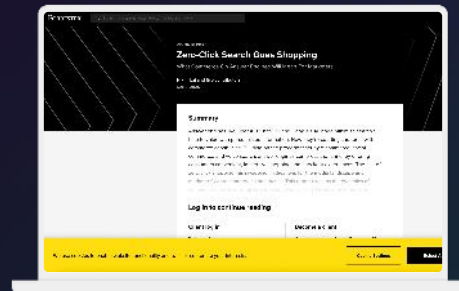
An agentic CMS to structure and scale modern experiences



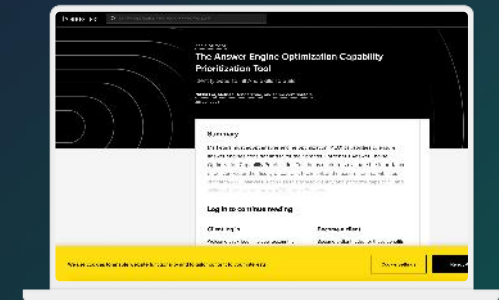
Brand leaders share their tips for AI relevance



Zero-click search goes shopping

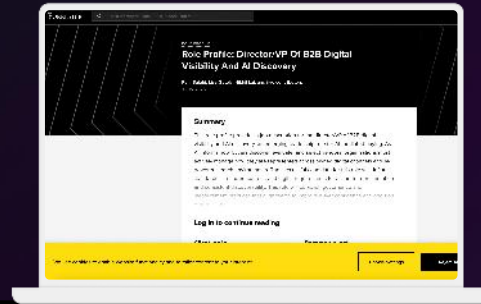


The answer engine optimization capability prioritization tool

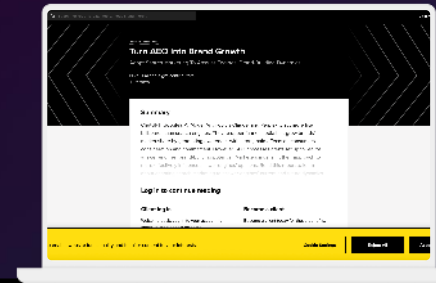


Resources

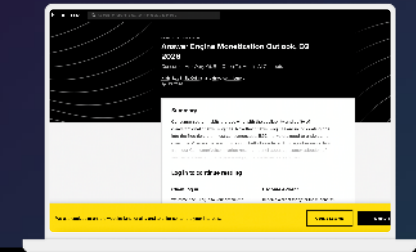
Role profile: Director/VP of B2B digital visibility and AI discovery



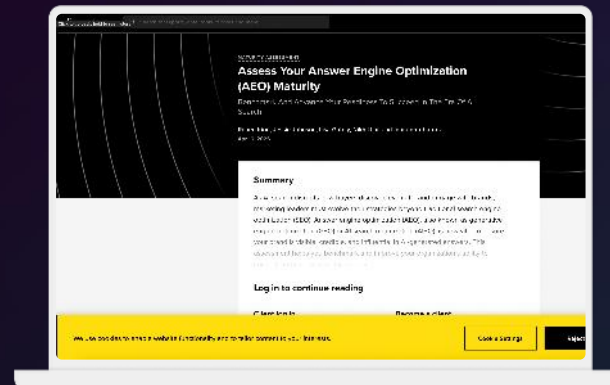
Turn AEO into brand growth



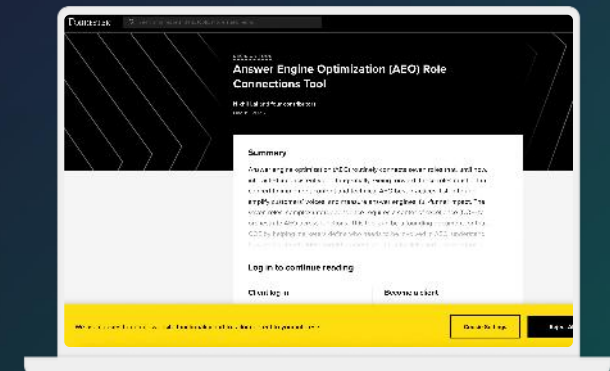
Answer engine monetization outlook, Q2 2026



Assess your answer engine optimization (AEO) maturity



Answer engine optimization (AEO) role connections tool



Adobe