

Create sales content that drives pipeline and wins deals with Adobe Express.

Adobe Express is the quick and easy app that empowers sales teams to create engaging, on-brand materials that resonate—from personalized pitch decks to customer leave-behinds and more. Sign up with your business email.

Get started for free



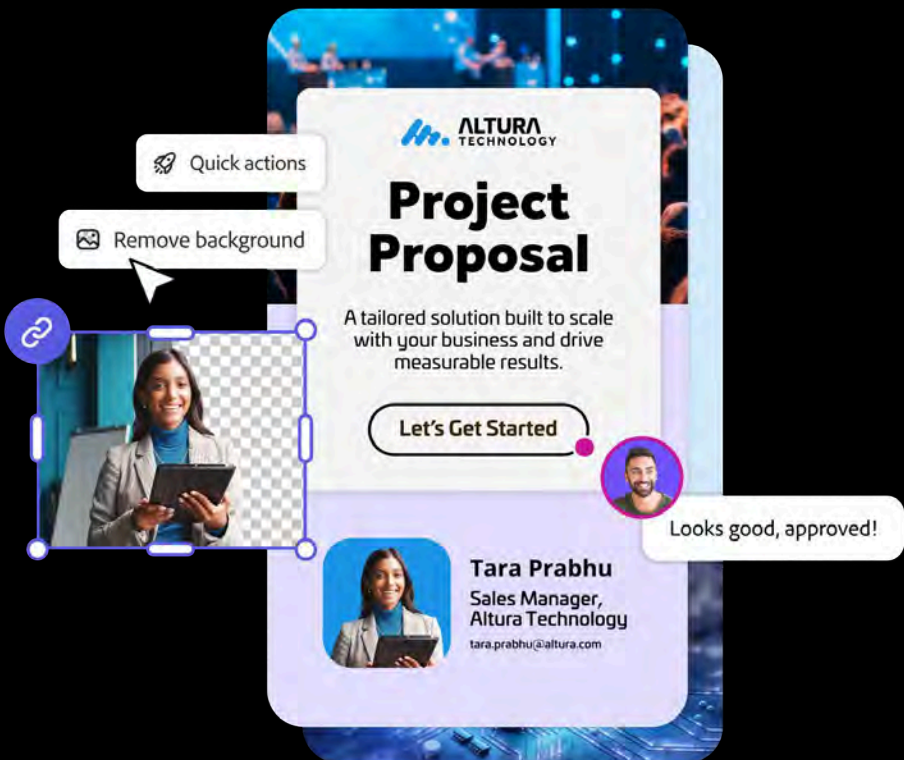
Challenge

In today's competitive marketplace, sales professionals need to stand out. But waiting on collateral or struggling to customize content can slow things down.



How we're solving it

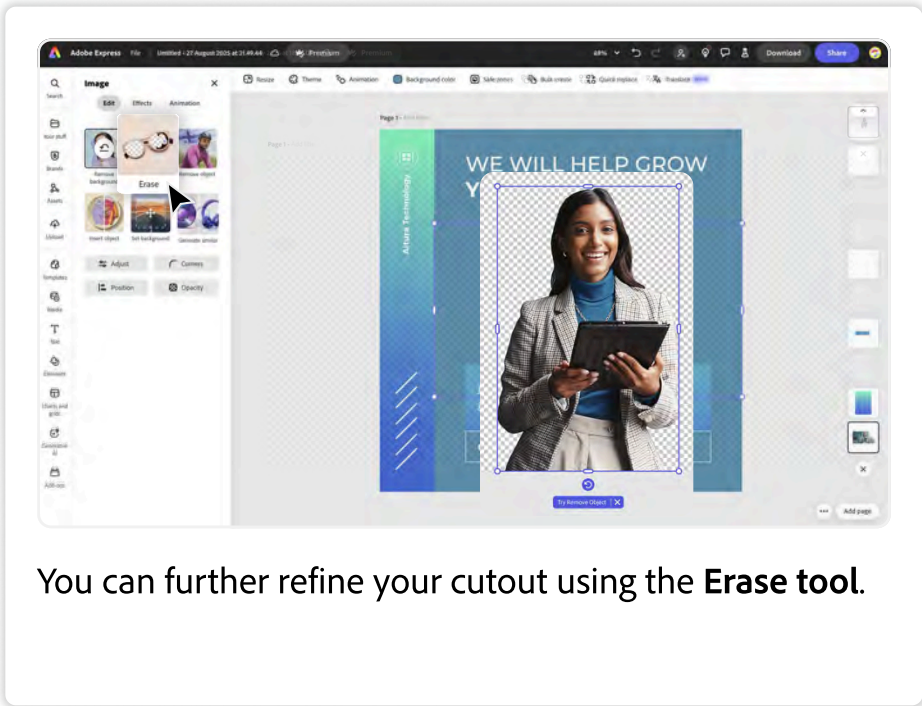
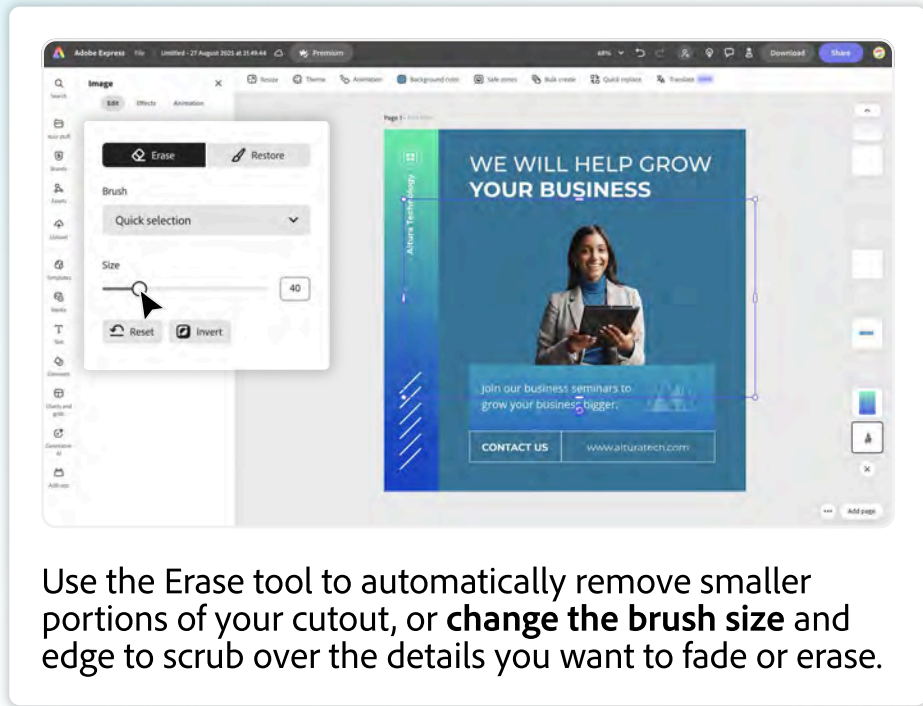
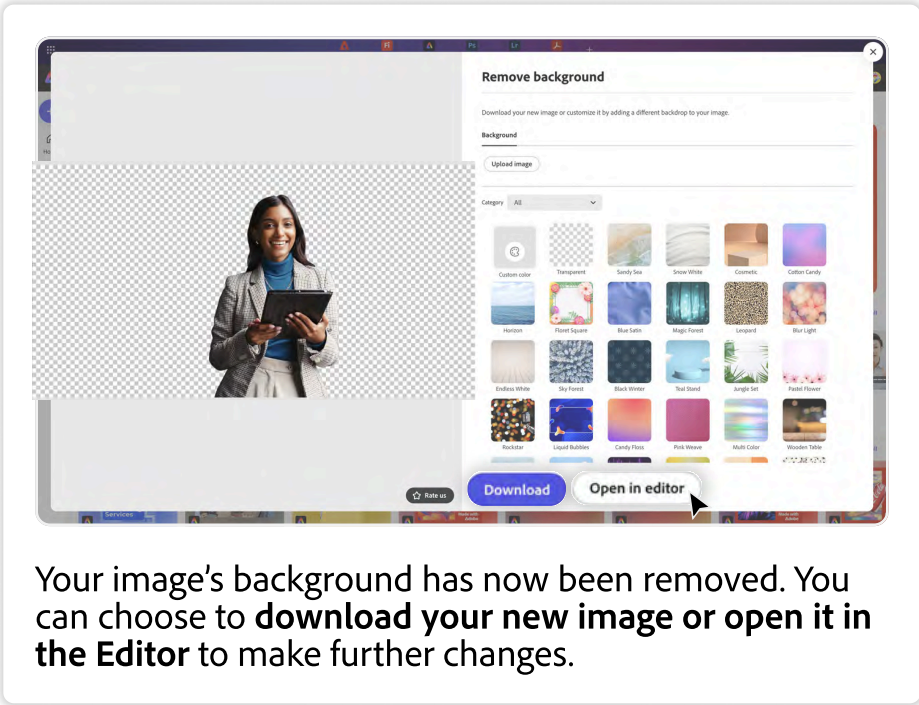
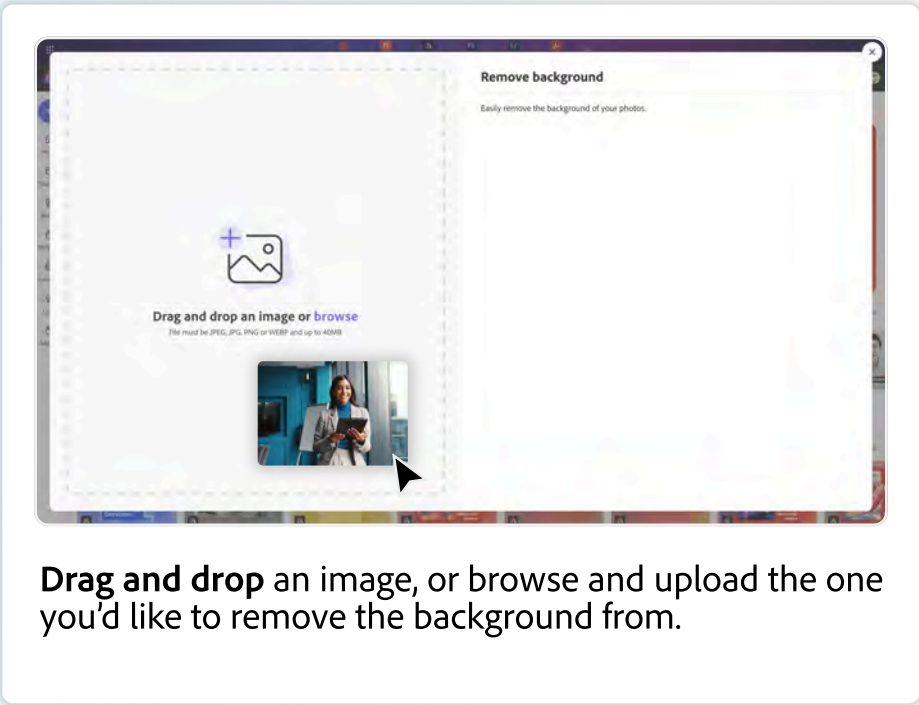
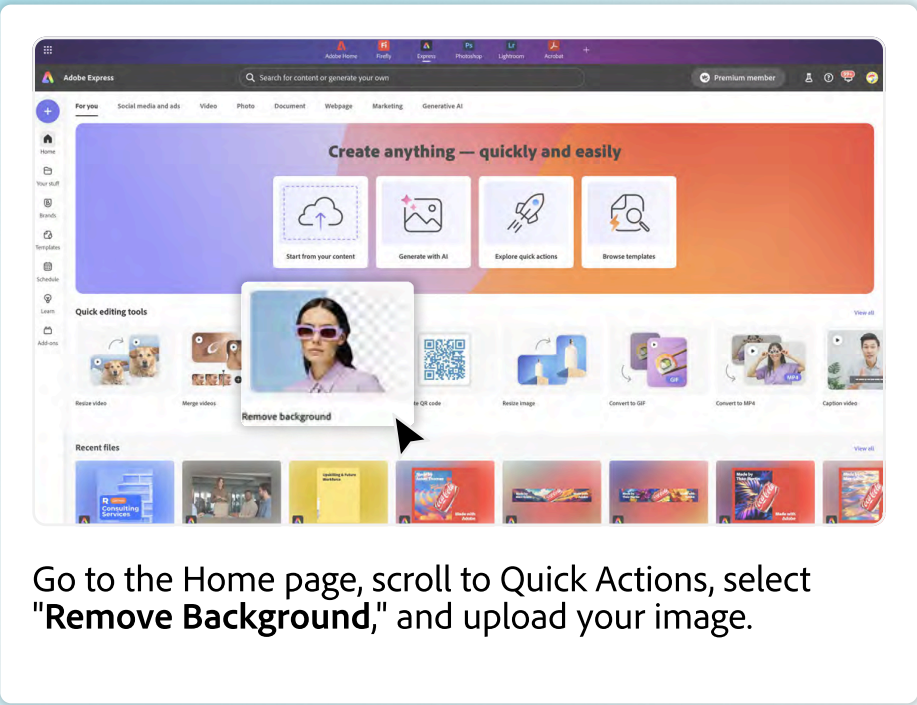
Adobe Express empowers sales teams with easy self-serve content creation so they can quickly personalize on-brand content—no design skills needed.



Instantly deliver high-impact collateral for any channel or touchpoint with Image, Video, and PDF quick Actions.

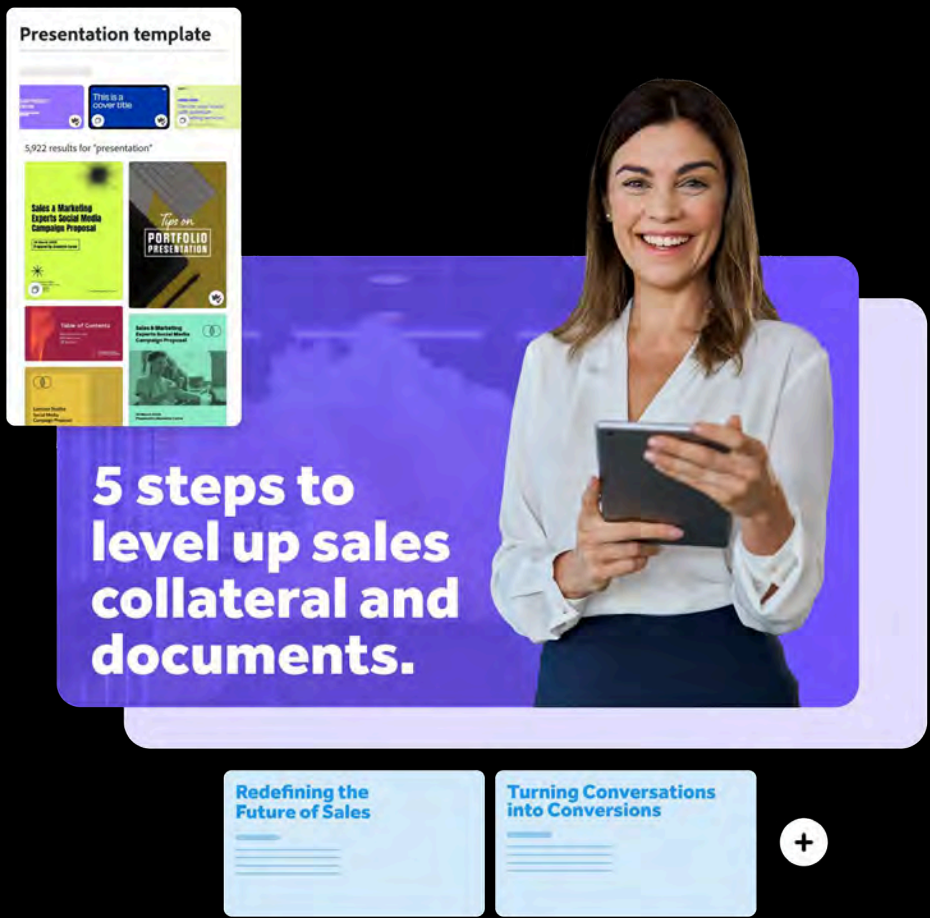
- Remove backgrounds, resize and crop images with just one click.
- Caption, resize, merge, crop, and trim video that connects with your customer.
- Edit, combine, and organize documents with PDF Quick Actions.

Instantly remove backgrounds for sales content.



Impress with personalized charts, one-pagers, and pitch decks that connect with your customers.

- Choose from thousands of professionally designed presentation templates.
- Use Rewrite to generate copy variations that excite customers.
- Turn your PDFs into standout documents with multipage support and text reflow.



Win over prospects with scroll-stopping social media.

- Create sales content for any social platform from LinkedIn to Instagram and more.
- Use Clip Maker to turn long videos into snazzy clips that maximize engagement.
- Track how well your content and social prospecting is doing with Social Analytics Add-On with Metricool.

Leave lasting impression with your customers via powerful videos.

- Self-record, trim, and edit videos for customer and sales demos, no experience required.
- Animate text, images, design elements, and more to turn static content into dynamic customer-facing videos.
- Use Add captions to auto-generate captions for any video.



How to create impactful sales videos with ease.

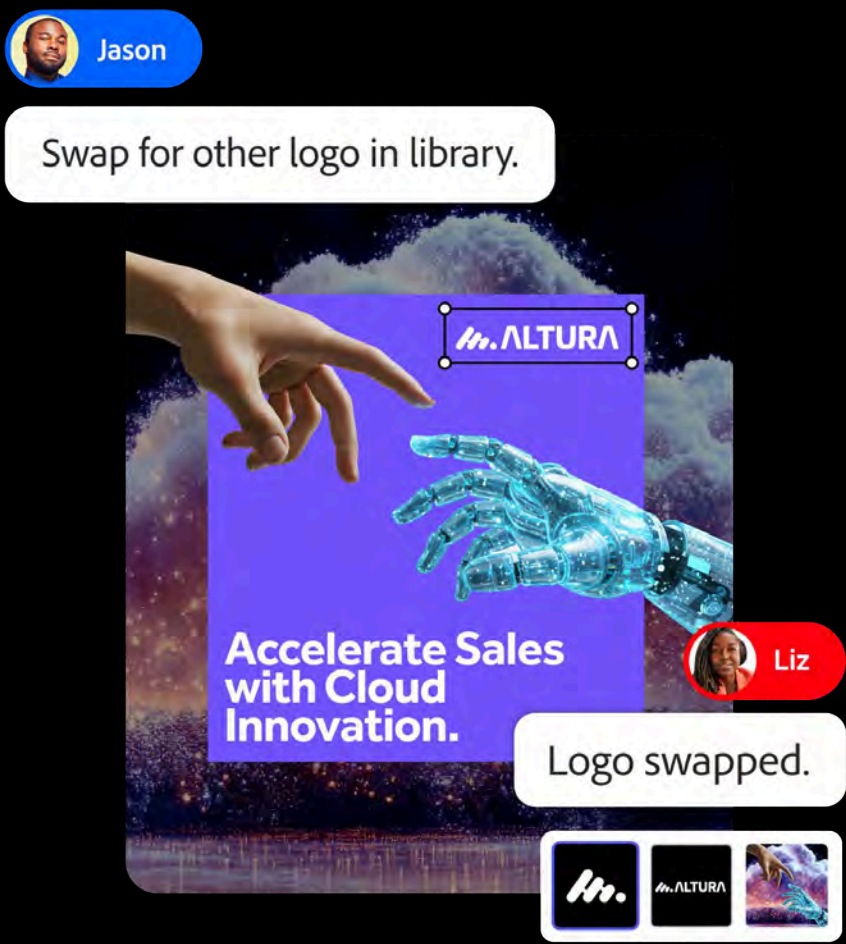
On Home, click "Video" under the banner that reads: What do you want to make?

Choose the type of video you want to make. For this example, we'll "Create from scratch" a YouTube video.

This opens the Editor, where you can upload your own video or use stock clips from the Media panel. Add multiple videos by dragging them into the timeline.

Click + Add scene at the end of your timeline to add scenes. Templates aren't available, but can be used by adding a new page to your project.

Hovering over a scene reveals trim handles to adjust video length. To edit properties like scale, speed, or opacity, select the video on the canvas or layers.



Collaborate with confidence using Adobe's high-quality, commercially safe AI.

- Generate images and videos to personalize your sales deck and sales content for your customers. Add a reference image so generate outputs match your brand's look and feel.
- Create safely and confidently, using generative AI, powered by Adobe Firefly, that respects intellectual property rights.
- Collaborate in real time with live co-editing, commenting, tagging, and more.

Imagine new sales possibilities with generative AI.



With Adobe Express, Cox Communications saw big gains in digital channel sales with more tailored experiences.



Grew digital sales to around 50% of overall sales with clearer, more relevant offers.



Accelerated time to market for products and promotions by 30%.



Simplified publishing content that improved cross-selling and revenue.

Adobe Express can empower you and your sales team to create impactful on-brand sales content.

Sign up with your business email

