

Discover how Acrobat Studio helps marketing teams deliver big results.



Marketing relies on momentum.

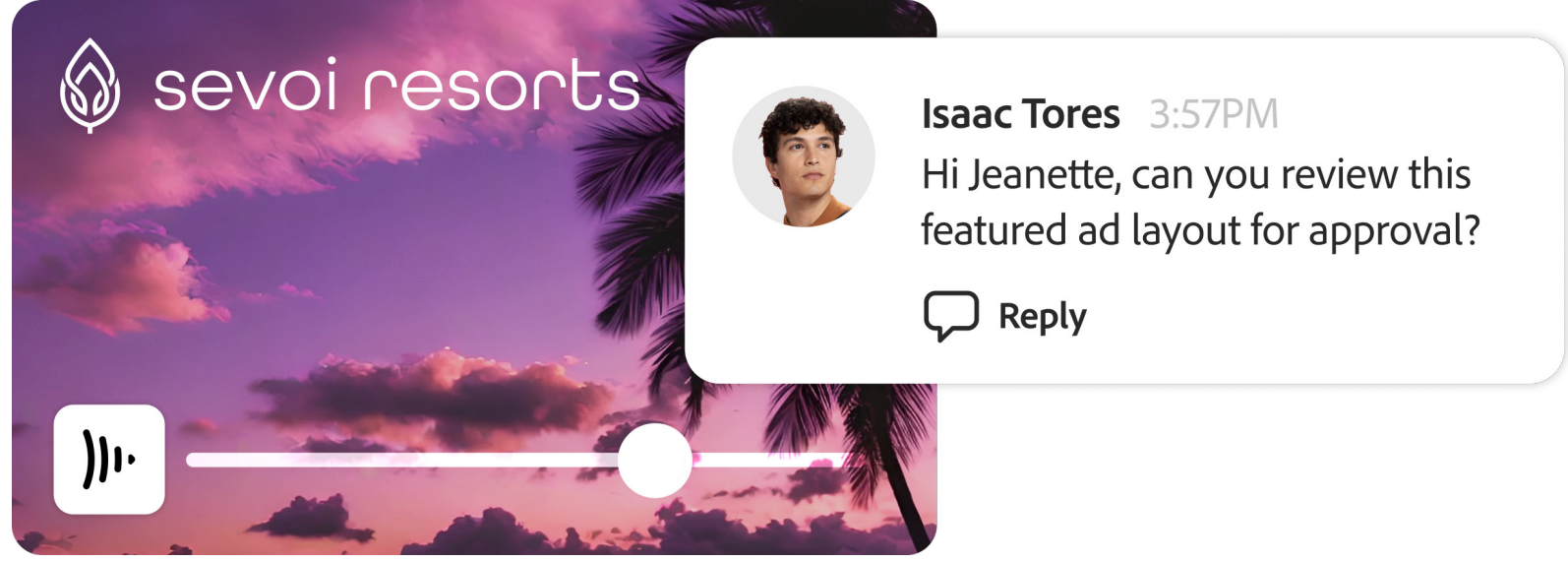
Marketing teams understand the challenges of creating mountains of assets while they're racing against the clock. When tasked with a variety of strategies, events, campaigns, launches, and so much more, they find themselves running to keep up with demand while hitting deadlines.

To add to their challenges, campaign materials, briefs, research, and approved assets are often scattered across tools or teams, making it difficult to access or reuse content, share knowledge and information, stay informed and aligned, and deliver on-brand output at campaign speed.

Adobe Acrobat Studio positions you for productivity.

Now, marketers can keep moving with a unified and trusted productivity platform. Adobe Acrobat Studio is designed for every team that depends on turning knowledge into polished content, so all their assets are ready when the campaign is — not days or weeks later.

In Acrobat Studio, AI-powered features help teams quickly gather critical insights from documents, collaborate with contributors or stakeholders, and create commercially safe, on-brand content for every purpose and region. Teams can rapidly analyze multiple source materials, create and adapt approved assets, localize campaigns, and easily generate outputs in a wide variety of formats — without depending on design or agency support.



30%–40%

time savings per campaign for designers as marketers handle routine edits.

Source: Adobe, Driving Growth through Brand Consistency

Empowering marketers to create their own content resulted in

70% faster time to market.

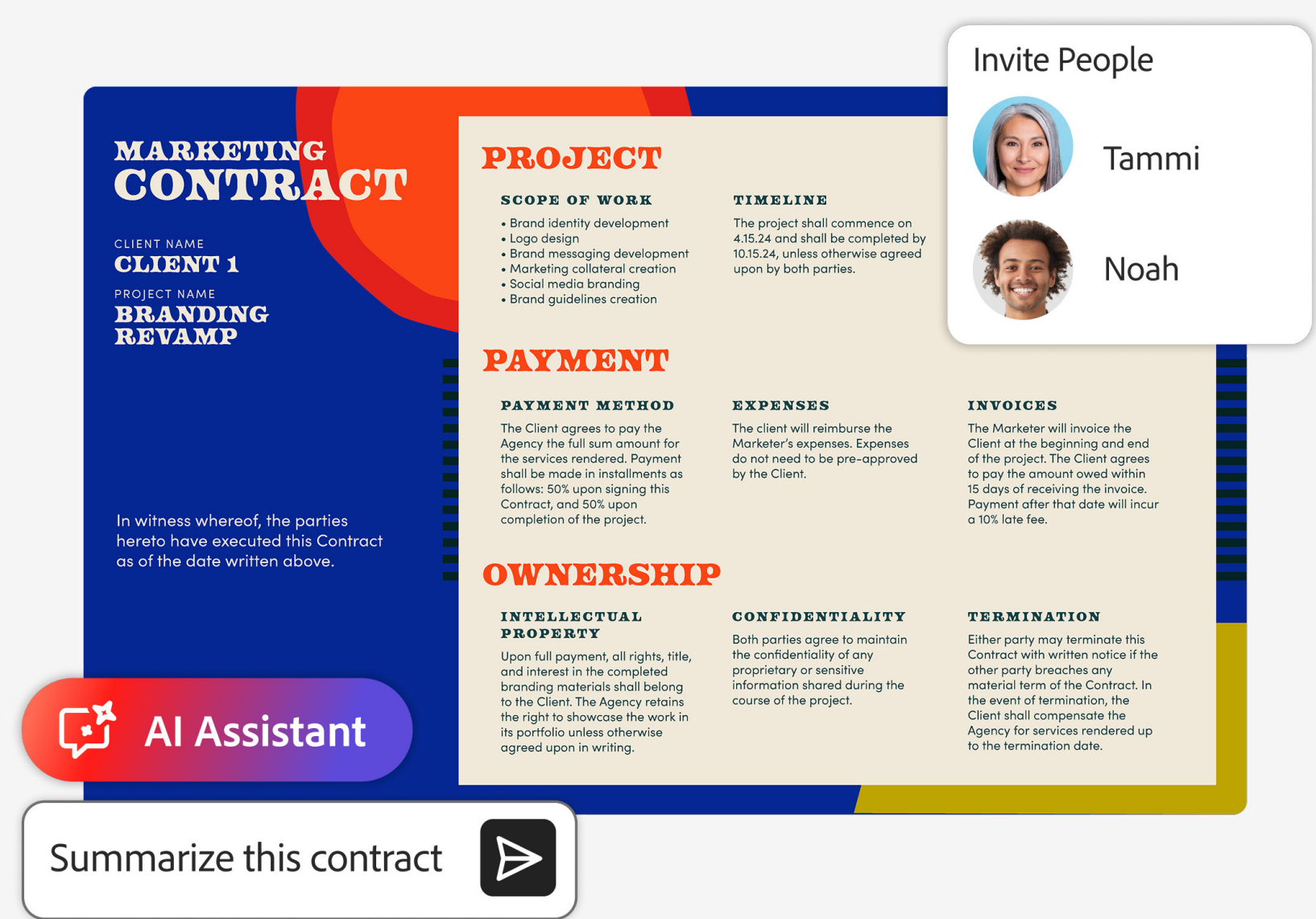
Source: Adobe, Designing at Scale for Global Brand Equity

Content creation time went from ~8 days to just

30 minutes

per asset, accelerating turnaround and localization workflows.

Source: Adobe, ABB Empowers Global Teams to Create Faster with Adobe Express



Meet marketers where they work.

Whether planning large-scale campaigns, product launches, or in-person events, marketers turn briefs, research, specifications, and feedback into a constant stream of on-brand content. Success depends on quickly transforming information into polished assets while keeping teams aligned and meeting tight deadlines. Acrobat Studio supports every stage of that workflow — from understanding source materials to collaborating, creating, and delivering final content.

Acrobat AI Assistant turns documents into actionable insights by summarizing briefs, research, and requirements and answering questions with links to the exact sentence, table, or figure in the source document.

PDF Spaces provides a shared workspace where documents, insights, comments, and collaboration stay together, enabling real-time coediting and helping teams review, align, and approve content faster.

Adobe Express transforms insights into polished, on-brand content with one-click brand kits, drag-and-drop editing, and intuitive creation tools that reduce dependence on creative resources.

Acrobat Pro manages the final document lifecycle, giving marketers a secure way to prepare, share, and distribute approved PDFs and other assets for social media, PR, events, and more.

Customize campaigns at scale.

High-impact campaigns can be difficult to adapt without breaking brand rules, especially when assets might be scattered across systems and require lots of last-mile edits. Assets must also be repurposed and resized for multiple channels on short deadlines, and customized or translated for different regions.

Adobe Express, built into Acrobat Studio, provides solutions:

- Give creative and brand teams the ability to enforce brand standards with brand kits and locked templates, while controlling access and permissions for approved assets
- Adapt approved campaigns and assets to create new on-brand variations across channels, offers, and moments
- Rework assets visually and translate text easily for multiple locations
- Enable faster review cycles by allowing marketing, brand, and partner teams to coedit, review, and approve campaigns collaboratively



ABB reports

6x higher engagement in local markets compared to typical campaign performance.

Source: Adobe, ABB Empowers Global Teams to Create Faster with Adobe Express

Feel confident that your content is safe for shipping.

Marketing teams can know shipped content is always commercially safe, and assets are protected by enterprise-grade security. And with built-in governance, every output stays on brand.

Adobe Firefly models are trained exclusively on licensed content and are designed to be commercially safe, so teams can create with confidence. Customers on qualifying plans are eligible for Adobe's IP indemnification.

Encrypted storage, controlled sharing permissions, and admin-managed access ensure that content doesn't leave the organization without authorization.

Licensing, provisioning, and user access are controlled by IT from a central admin console.

Audit logs and licensing reports give full visibility into usage across the organization.



Marketing success depends on speed and scale.

Marketing teams are dealing with a higher demand for content than ever in today's communication-filled landscape. That's why they need the right tools to streamline and accelerate their workflows.

Discover how Acrobat Studio can help marketers get from insights to on-brand content faster, at the scale and speed marketing demands.

Learn more

Sources
"ABB Empowers Global Teams to Create Faster with Adobe Express," Adobe customer story for ABB, 2024.
"Designing at Scale for Global Brand Equity," Adobe customer story for dentsu, 2025.
"Driving Growth through Brand Consistency," Adobe customer story for Informa Markets, 2026.
"How Adobe Express Helps Teams Create Smarter, Faster, and On-Brand," Adobe, 2025.

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