

JUNE 2026

The Total Economic ImpactTM Of Adobe Acrobat Studio

Cost Savings And Business Benefits For Content Creation

A FORRESTER TOTAL ECONOMIC IMPACTTM STUDY COMMISSIONED BY ADOBE, JUNE 2026

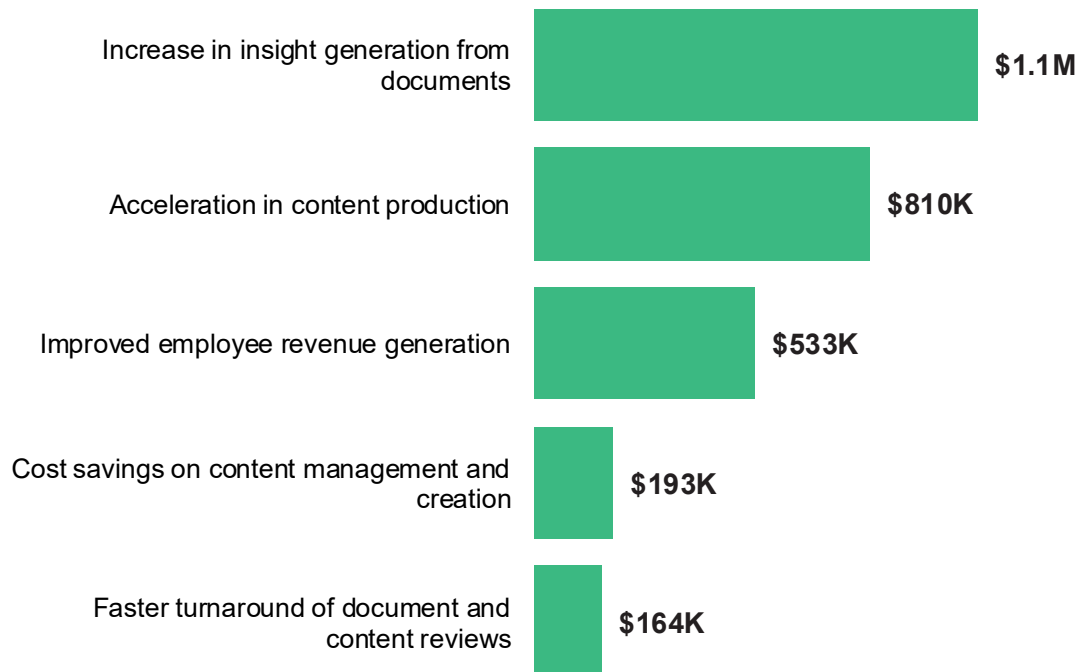
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“With the templates that we build in Adobe Express [part of Adobe Acrobat Studio], our users can avoid an hour of work on individual pieces of content by making text and small elements editable while preserving the same overall design.

Instead of putting together a campaign with a bunch of disparate looks in the content, we can maintain brand consistency.”

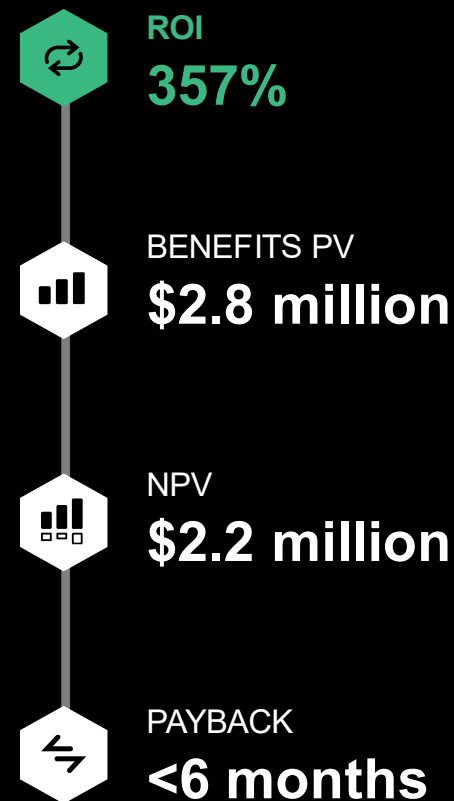
— Senior project manager, conglomerate

Key Findings



Adobe Acrobat Studio combines the capabilities of Adobe Acrobat Pro, Acrobat AI Assistant with PDF Spaces, and Adobe Express into one integrated platform. Teams can use Acrobat Studio to streamline content creation with AI-powered experiences — all with the PDF editing, conversion, and review tools they already rely on. By unifying Adobe technologies in a single platform, Acrobat Studio seeks to streamline fragmented workflows and help enterprises move from information to action faster.

Key Metrics



Methodology



CUSTOMER INTERVIEWS AND SURVEY

Interviewed decision-makers at seven organizations and surveyed 316 individuals with experience using Adobe Acrobat Studio's capabilities and tools.



COMPOSITE ORGANIZATIONS

Designed a composite organization based on characteristics of the interviewees' organizations.



FINANCIAL MODEL FRAMEWORK

Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees.

Interviewees

Industry	Interviewee Title	Employees
Hospitality	Director of analytics	100,000+
Conglomerate	Senior project manager	50,000+
B2B	Senior product manager	20,000+
Public sector	Chief information officer	<5,000
Insurance	Senior system engineer	<5,000
Media and entertainment	Creative director	<1,000
Media	Creative director of design	550+

Demographics

Roles	
Sales	27%
Finance/accounting	19%
Marketing/advertising	18%
Procurement	14%
Human resources/training	13%
Legal	12%

Industries (Top Five)	
IT/tech services	10%
Financial services	10%
Professional services	7%
Manufacturing	7%
Advertising/marketing	7%

Company Size	
10,000 or more employees	27%
5,000 to 9,999 employees	29%
2,500 to 4,999 employees	28%
1,000 to 2,499 employees	16%

Company Region	
Latin America	16%
Asia Pacific	24%
EMEA	27%
North America	33%

Note: Percentages may not total 100 because of rounding.
Base: 316 global decision-makers

Source: A commissioned study conducted by Forrester Consulting on behalf of Adobe, March 2026

“In the past, we would enter a request for the design team to refresh images for a campaign, and it would take five to seven days.

Now we have a person who can take the template and update the copy or colors on the image and have it done within a day.”

— Senior project manager, conglomerate

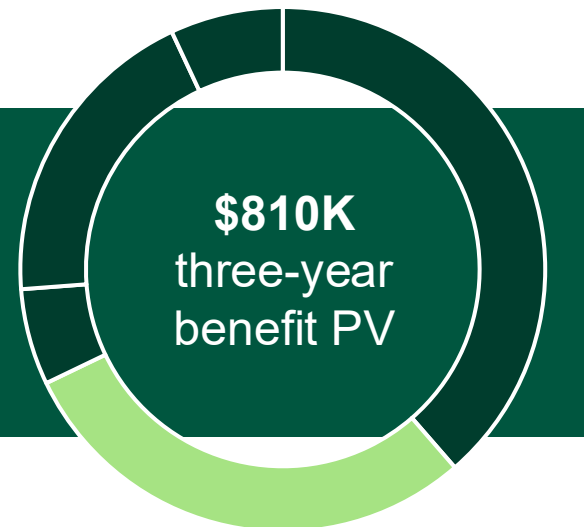
Increased Content Production Among Nondesigners

With Acrobat Studio, powered by Adobe Express, nondesigners at interviewees' and survey respondents' organizations could fulfill their own content requests instead of waiting for design team support. **Among survey respondents, 71% agreed that Adobe Express enabled nondesigners to create their own content and 62% agreed it reduced reliance on design teams to create content.** Templates built in the solution were based on existing content from their organizations so that any new deliverable carried over on-brand formatting and colors.

Not only was content creation democratized with Adobe Express, but the quality and volume also improved. **Survey respondents reported that the percentage of content and assets that were templated for reuse grew from 38% to 50% with Adobe Express.**

Visual content creation time
savings for nondesigners
with Acrobat Studio

30% to 40%



Ways In Which Adobe Express Has Influenced Revenue Growth



Base: 118 global decision-makers
Source: A commissioned study conducted by Forrester Consulting on behalf of Adobe, March 2026

Improved Revenue Generation

Better content creation quality was cited as a key contributor to revenue gains by 62% of Acrobat Studio user survey respondents. Faster collection and sharing of insights meant knowledge workers had more time to review information, reach consensus, and work toward higher-quality output.

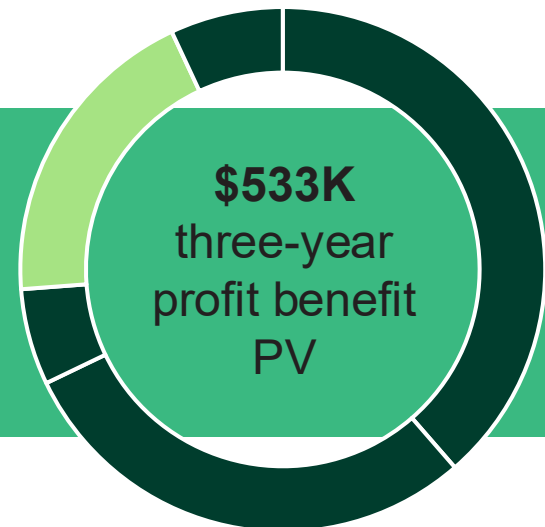
Among survey respondents, 70% reported that faster time to market enabled by Adobe Express was a factor influencing revenue growth. Marketers captured value sooner and built on that early performance by getting content live earlier in a campaign. They also kept a steady supply of fresh material in front of customers because the templates let them refresh content far more often.

Incremental
revenue growth
with Acrobat Studio

2%

Additional revenue over
three years (pre-operating-
profit margin)

\$8.3M



“Maintaining and improving the quality of content is a big deal. ... Instead of multiple tools stitching content together, we have one solution in Adobe Express that nondesigners can use to create outputs with visual richness.”

— Senior product manager, B2B

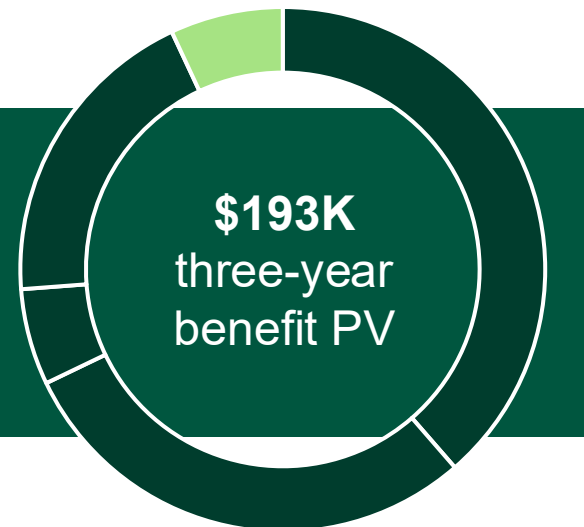
Cost Savings On Content Management And Creation

Adobe Acrobat Studio's end-to-end document management capabilities enabled interviewees and survey respondents, who had been leveraging multiple solutions for document workflows (e.g., processing, signatures, etc.), to consolidate licensing. The chief information officer at a public sector organization said that each of their two previous document workflow solutions had required an administrator who spent one-quarter of their time overseeing the platform; this time was rededicated to Adobe, which required less oversight given its solutions' integrated ecosystem.

Third-party resources usually brought in for support were freed up for other projects because nondesigners could now build content from templates themselves. Organizations also cut licensing costs for non-Adobe creative tools, since nondesigners could rely on Adobe Express instead.

Annual content creation cost savings seen by 78% of surveyed Adobe Express users

\$30K+



“With Adobe Express [in Acrobat Studio], it’s all about standardization and branding guardrails to make sure our content is meeting compliance goals.

These templates do not bottleneck us when creating materials because we don’t have to check if we’re following guidelines.”

— Chief information officer, public sector

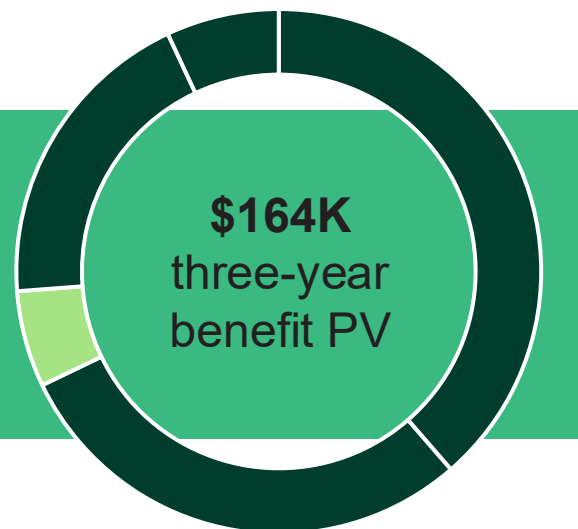
Accelerated Turnaround Of Document And Content Reviews

With Adobe Acrobat Studio, interviewees and survey respondents spent less time reviewing content for brand consistency and for compliance with internal and regulatory guidelines. Interviewees made templates within Adobe Express so that content retained on-brand colors, formatting, and any other essential assets while allowing text to be changed or images to be swapped out. Content produced by nondesigners required less review because templated designs limited how much could vary, leaving less to inspect.

Survey respondents affirmed this trust in Adobe Express, with 76% agreeing that it strengthened brand consistency across content and 61% also agreeing it improved the reuse of existing content and assets across channels.

Document and content
review time savings with
Acrobat Studio

70% to 80%



“The presentation was 85% to 90% finished after it was generated [by Adobe Acrobat Studio]. It’s almost like you have the manuscript for a book done and only need to hand it off to the editor.”

— Creative director, media and entertainment

Faster Creation Of Polished Presentations With Adobe Acrobat Studio

In Adobe Acrobat Studio, interviewees and respondents used Acrobat AI Assistant to take uploaded files and generate polished presentations. They also used AI Assistant to extract key facts, summaries, and data points, and then exported that content to Adobe Express to design the final graphic. According to the director of analytics at a hospitality organization, this feature eliminated the need to recruit a volunteer to assemble the deck or assign individual contributors to build their own slides.

This improved collaboration because colleagues could start iterating and sharing feedback on a draft of the presentation almost immediately. The interviewee also used the same workspace to create one-pagers summarizing the presentation for executives or workers who missed the meeting.

Content planning and
development time savings
with Adobe Acrobat Studio

20% to 30%

Total hours saved on
content planning and
development annually

1,000 to 9,000+



“When a client gives us a script or folder of plot details for a project, a PDF can be dozens of pages for us, and we need to be quick in reviewing it. Acrobat AI Assistant can summarize [it] for us.

It helps me be more efficient and spend more time on creative thinking.”

— Creative director, media and entertainment

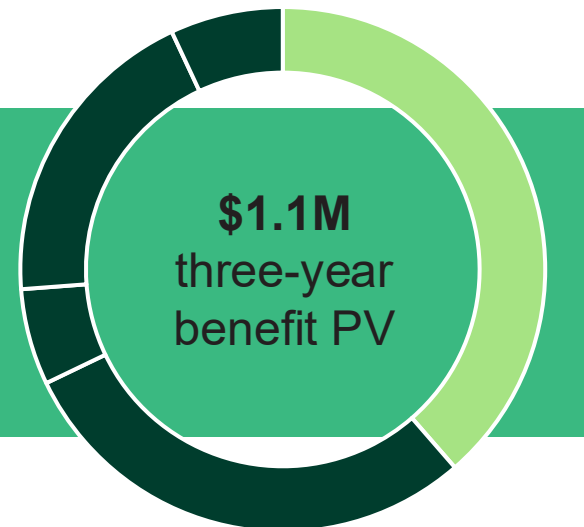
Increase In Insight Generation From Documents

Adobe Acrobat Studio can support content creation with all of the capabilities of Acrobat Pro to create, convert, edit, and sign documents. Users can quickly share files across shared folders and collaborate in real time on documents. Acrobat Studio's AI-driven capabilities, such as Acrobat AI Assistant and PDF Spaces, build on this foundation to further enhance document management for knowledge workers.

Interviewees also reported that AI Assistant in Acrobat Studio can automatically generate in-depth summaries of users' files (e.g., transcripts, slide presentations, scans, etc.) and provide traceable citations. **A creative director at a media and entertainment company reported that these features helped cut the time needed to digest lengthy PDFs by two-thirds.**

Efficiency gain in reviewing,
finding information in, and
summarizing documents

25% to 35%



Additional Benefits And Flexibility Enabled By Adobe Acrobat Studio

Additional benefits that interviewees and respondents' organizations experienced but were not able to fully quantify include:

Increased trust in AI insights and comprehension of documents

- **64%** of respondents trusted insights from AI Assistant
- **Only 8%** didn't trust its insights
- **67%** of respondents cited a greater level of insights from documents as a factor helping influence revenue growth



More connected workflows enhancing employee collaboration



Audio narration of content



Cost-effective localization of content

- **\$32,000** median annual cost savings on localization with Acrobat Studio
- **More than 60% growth in translations for of content and assets** among feature users



Appendix A: Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

Total Economic Impact Approach

-  **Benefits** represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.
-  **Costs** comprise all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.
-  **Flexibility** represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.
-  **Risks** measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.



Return on investment (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

Present value (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.

Net present value (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made, unless other projects have higher NPVs.

Discount rate

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

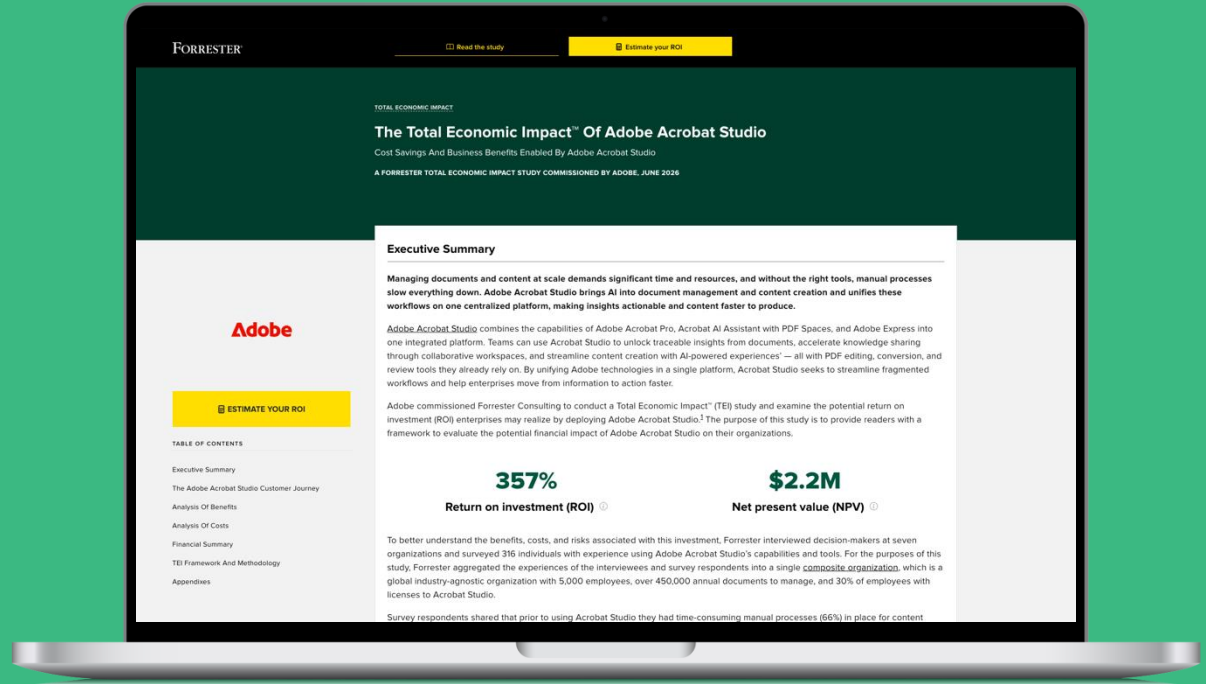
Payback period

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

Explore More

Read the full study: The Total Economic Impact™ Of Adobe Acrobat Studio

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