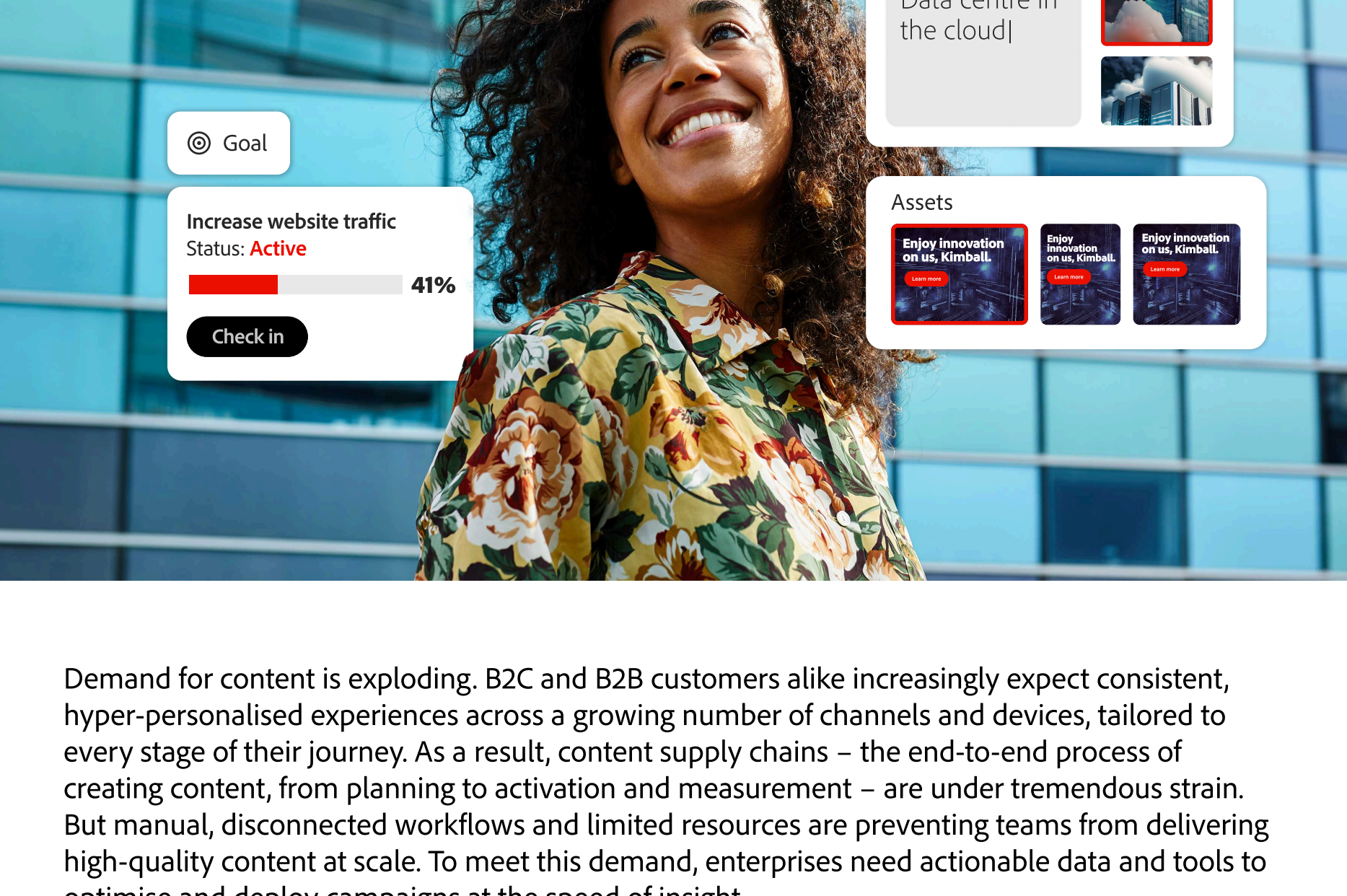


# Transforming your content supply chain with Adobe GenStudio.



Demand for content is exploding. B2C and B2B customers alike increasingly expect consistent, hyper-personalised experiences across a growing number of channels and devices, tailored to every stage of their journey. As a result, content supply chains – the end-to-end process of creating content, from planning to activation and measurement – are under tremendous strain. But manual, disconnected workflows and limited resources are preventing teams from delivering high-quality content at scale. To meet this demand, enterprises need actionable data and tools to optimise and deploy campaigns at the speed of insight.

## 5 critical capabilities of the content supply chain.

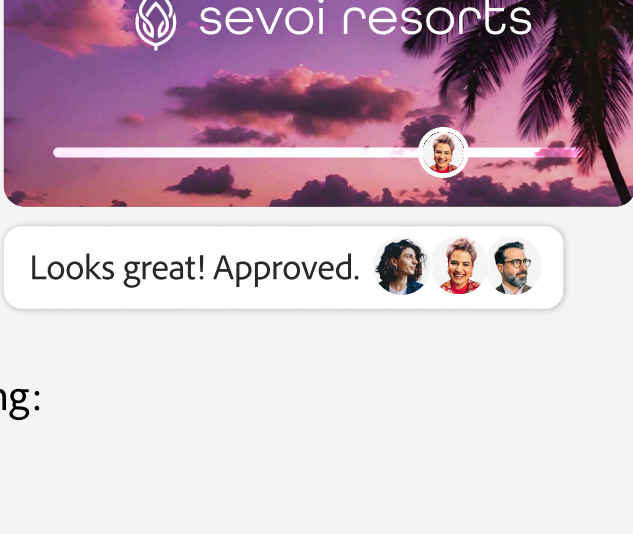
In the face of these challenges, enterprises are seeking solutions to automate processes and strengthen their capabilities across all five stages of the content supply chain. They're aiming to:

- Centralise planning, collaboration, and workflows
- Accelerate content creation and production
- Democratise and connected asset management
- Streamline delivery and activation
- Simplify reporting and insights

Adobe set out to understand the pain points in our content supply chain and use our own applications to find solutions – both for us and for our customers. During that process, we discovered that integrating some of our tools solved the toughest challenges we faced. This new set of tools is called Adobe GenStudio. Here are the challenges our teams dealt with and the products we used to optimise each stage of the content supply chain.

### Workflow and planning.

Lay a strong foundation for your people and processes with connected workflows that simplify complex campaigns and help teams move faster from ideation to market.



Adobe products that support workflow and planning:

- Adobe Workfront
- Frame.io by Adobe

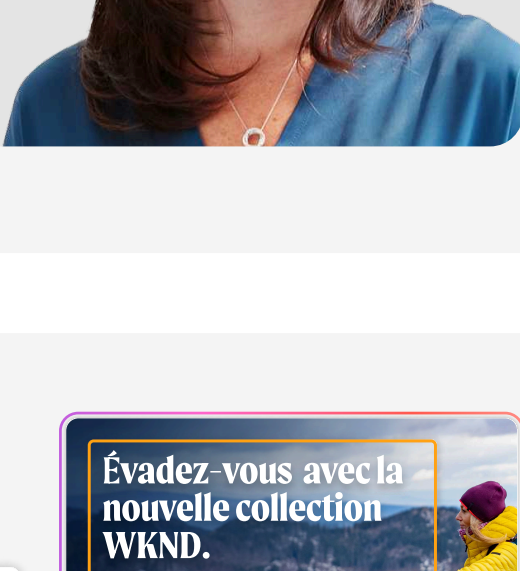
**Challenges.** Disconnected planning and workflows lead to limited visibility and resources that are not aligned. As a result, processes become more manually time-consuming, and reviews and approvals are more error-prone, causing delays that diminish ROI.

**GenStudio capabilities.** GenStudio consolidates requests, optimises planning and automates repetitive, time-consuming tasks like project setup, brief generation and resourcing. Keep everyone on the same page with a holistic view of projects and campaigns, and accelerate reviews with automated, cross-application updates, and more.

**Key outcomes.** Smoother project lifecycles, on-time delivery and higher ROI.

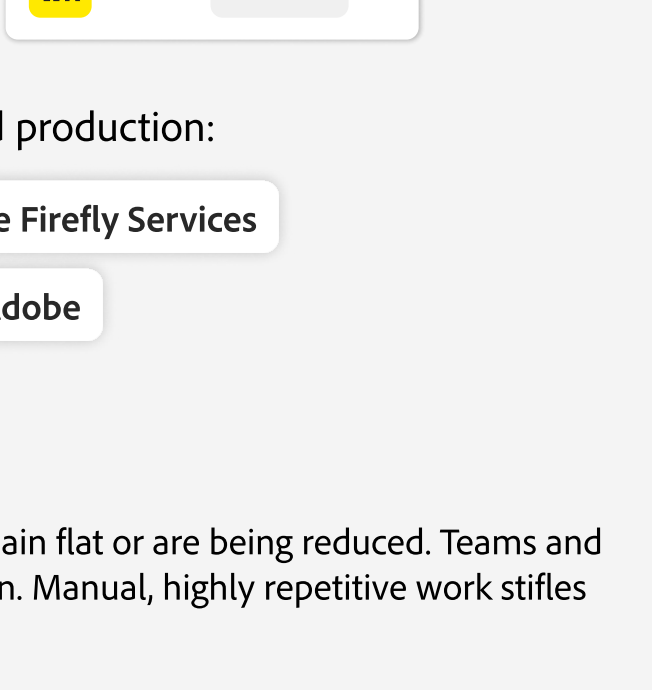
“One of the things that’s been a game changer for workflow and planning is I now have a centralised view of all the campaigns and workstreams that are happening. I can view a calendar of everything that’s coming up in one powerful dashboard. If dates change, I can make sure they line up properly. This is a capability we just didn’t have before because all these campaigns and information were dispersed across the organisation.”

**Heather Freeland**  
Chief Brand Officer, Adobe



### Creation and production.

Harness the power of generative AI to meet demand and give your creative teams more time for meaningful work.



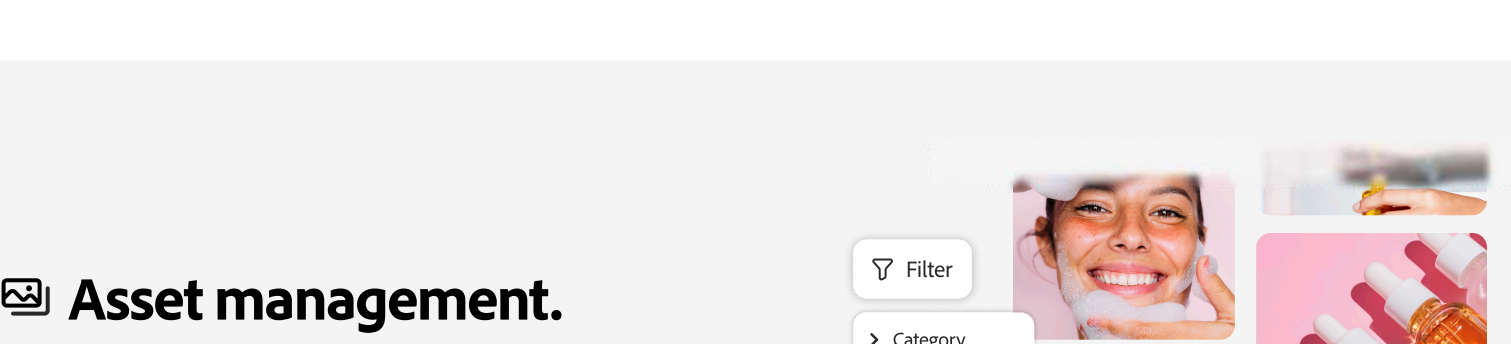
Adobe products that support content creation and production:

- Adobe Creative Cloud for Enterprise
- Adobe Firefly Services
- Adobe Express for Enterprise
- Frame.io by Adobe
- Adobe GenStudio for Performance Marketing

**Challenges.** Content demand is exploding while creative budgets remain flat or are being reduced. Teams and tools operate in silos, limiting alignment and collaboration. Manual, highly repetitive work stifles creativity and slows time to market.

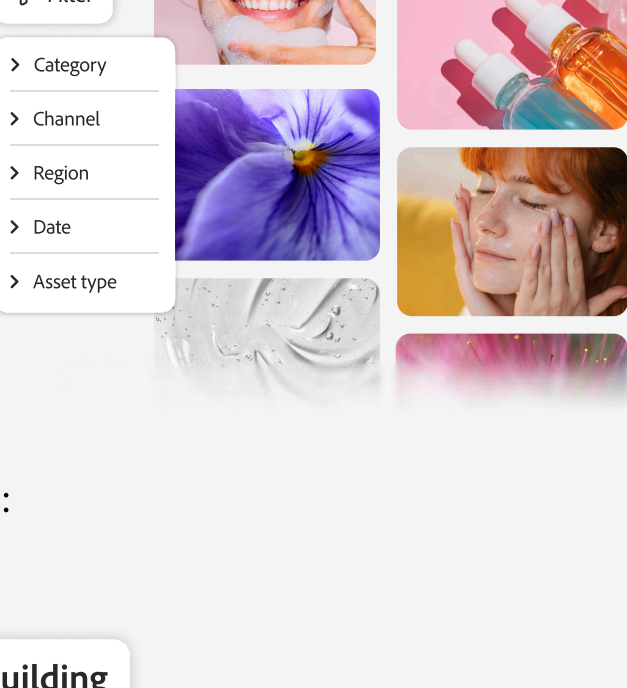
**GenStudio capabilities.** GenStudio streamlines content creation along with generative AI to automate repetitive tasks, so marketers can self-serve on-brand content while creative teams focus on more strategic initiatives. Tools like Adobe Express and Frame.io enhance collaboration and efficiency, while Adobe Firefly Services enables rapid content generation tailored to specific needs.

**Key outcomes.** Increased scalability, faster speed to market with quicker turnaround times for campaigns, and enhanced creativity and team efficiency.



### Asset management.

Create a single source of truth for assets with democratised access and strong governance, making on-brand content easier to find, store, remix and distribute.



Adobe products that support asset management:

- Adobe Experience Manager Assets
- Adobe Experience Manager Sites for experience building
- Adobe GenStudio for Performance Marketing

**Challenges.** Without a centralised asset management system, it’s difficult to govern brand and legal compliance, teams can’t easily find existing approved assets for activation, and adapting assets for new audiences and experiences is costly and time-consuming.

**GenStudio capabilities.** GenStudio provides a centralised repository for all digital assets, with automated asset tagging and metadata management, ensuring they are easily searchable and accessible.

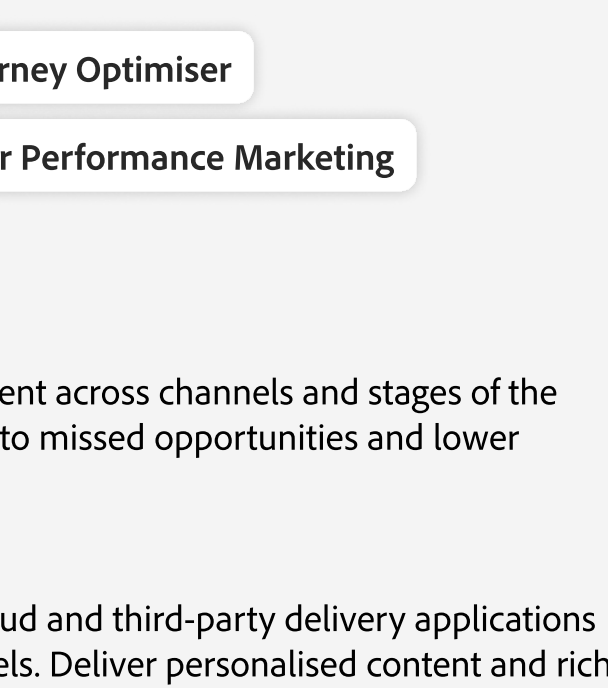
**Key outcomes.** Improved asset discoverability, increased efficiency and higher ROI from every asset and campaign.

Up to 70% of content that companies create goes unused because it’s difficult to find.

Source: [Adobe](#)

### Delivery and activation.

Seamlessly integrate your asset repository with the applications used for content activation to quickly deliver content to every channel and touchpoint.



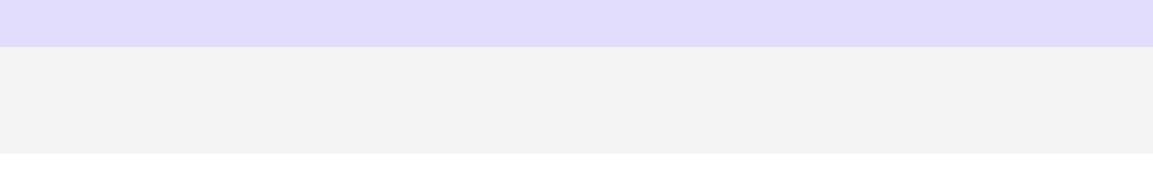
Adobe products that support delivery and activation:

- Adobe Experience Manager Sites
- Adobe Journey Optimiser
- Adobe Marketo Engage
- Adobe GenStudio for Performance Marketing
- Adobe Campaign
- Adobe Target

**Challenges.** Brands often struggle to deliver personalised, relevant content across channels and stages of the customer journey at the most impactful moments, leading to missed opportunities and lower engagement rates.

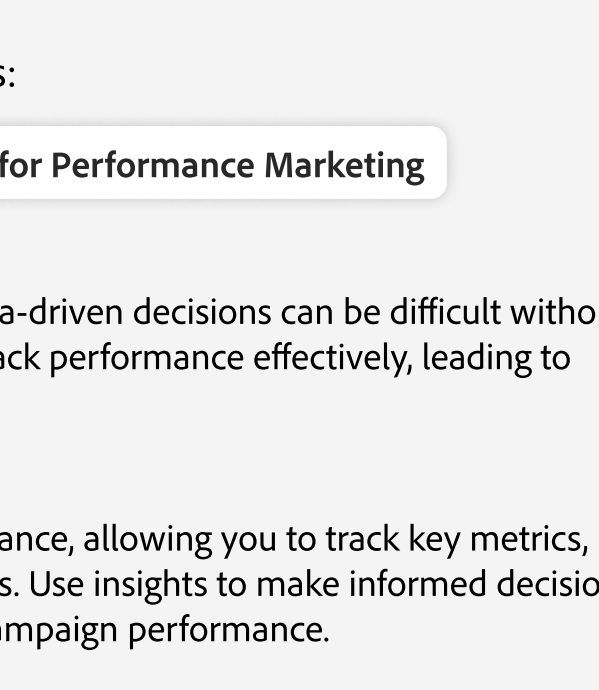
**GenStudio capabilities.** GenStudio’s robust integrations with Adobe Experience Cloud and third-party delivery applications result in easy content delivery and activation across channels. Deliver personalised content and rich media quickly across all channels and devices to better align with customer preferences and brand goals.

**Key outcomes.** Faster content activation across channels, increased relevancy and engagement.



### Reporting and insights.

Quickly optimise every experience with actionable content performance insights.



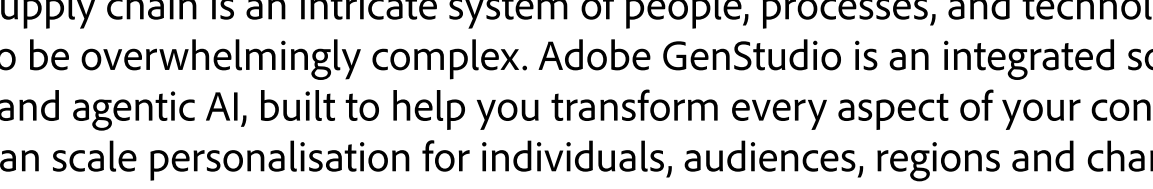
Adobe products that support reporting and insights:

- Adobe Content Analytics
- Adobe GenStudio for Performance Marketing

**Challenges.** Understanding the impact of your content and making data-driven decisions can be difficult without comprehensive insights. Many organisations struggle to track performance effectively, leading to missed opportunities for optimisation and improvement.

**GenStudio capabilities.** GenStudio provides detailed insights into content performance, allowing you to track key metrics, analyse customer engagement and gain actionable insights. Use insights to make informed decisions that enhance your content strategy and improve overall campaign performance.

**Key outcomes.** Better decision-making, improved campaign performance, and increased ROI.



## Conclusion

Your content supply chain is an intricate system of people, processes, and technologies – but it doesn’t have to be overwhelmingly complex. Adobe GenStudio is an integrated solution powered by generative and agentic AI, built to help you transform every aspect of your content supply chain so you can scale personalisation for individuals, audiences, regions and channels.

Learn more about [Adobe GenStudio](#), an end-to-end content supply chain solution.

Read the full report to learn how Adobe optimised its own content supply chain.

[Read report](#)

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