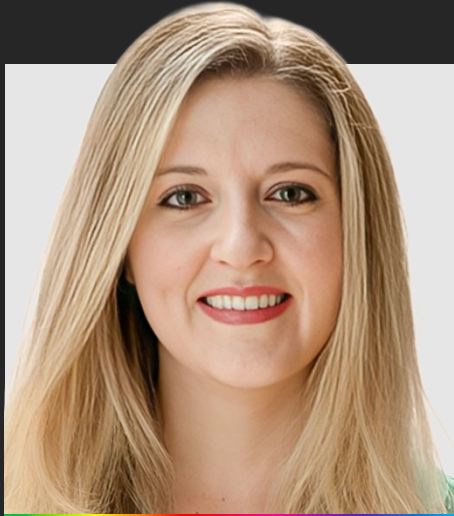




Best of Adobe Summit: Defining the Next Generation of Customer Experience

Adobe Summit



Lindsay Morris

Manager,
Global Content Strategy,
Adobe



Rebecca Staley

Senior Content Strategist,
Executive Marketing,
Adobe



Gina Casagrande

Director,
Experience Cloud
Evangelism,
Adobe



Logan Seamons

Global
Content Strategist,
Adobe

Agenda

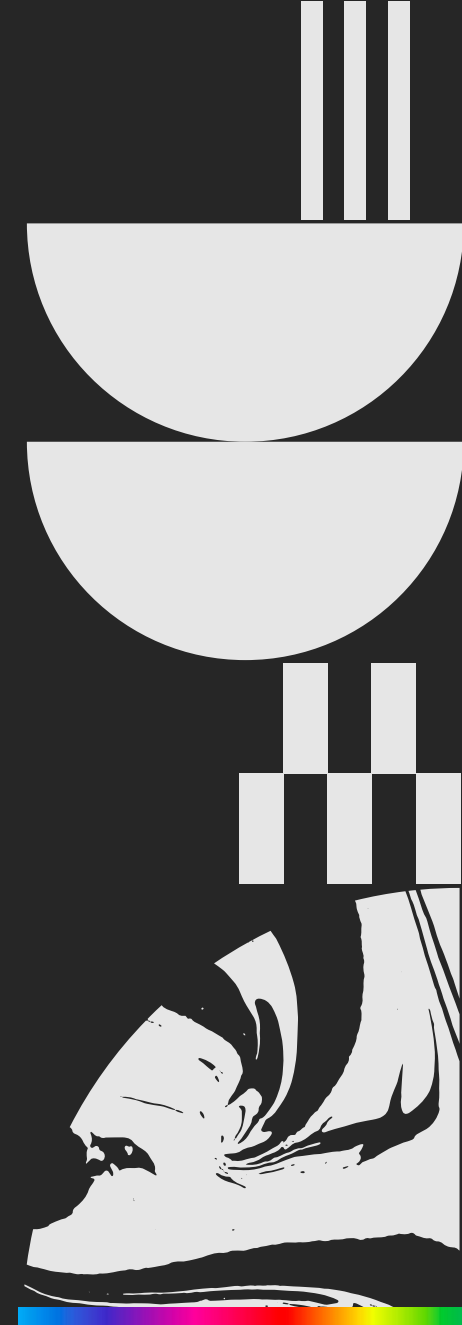
Mainstage highlights

CX Enterprise in action

AI innovation with ServiceNow

Adobe x DICK's Brand Concierge experience

Audience Q&A





Rebecca Staley

Senior Content Strategist,
Executive Marketing

Adobe

Mainstage highlights

Websites

Change background image to include a person.

How's this?

DESTINO paradisiaca

Lighthouse score

98% Performance 100% Accessibility 97% SEO

Experiment A

Clicks

30K

Emails

Generate email HTML

Create email series targeting younger audience to promote Treq puffer jackets.

TREQ To: Amelia Smith

TREQ Puffer Jacket: lightweight, packable, and perfect for rugged hikes.

This just in. The new TREQ puffer collection. Shop now.

Promotions

Origem Tea Fields

20% 冬の新作フレーバーが対象

20% sur nos nouvelles saveurs d'hiver

Profiter de l'off

20% off our new winter flavo

Get Deal

Analytics

Dawn Hall

Audience Frequent traveler

Real-time profile

4,033 User growth: Active

Site visits +34%

865 Click-throughs 90% Campaign delivery

Behavioral insights

80%

Empowering Enterprises

“Winning isn't just about producing the most content. It's about producing **the right content, on brand, at scale,** delivered in a way that feels personal and connected at every single touchpoint.”

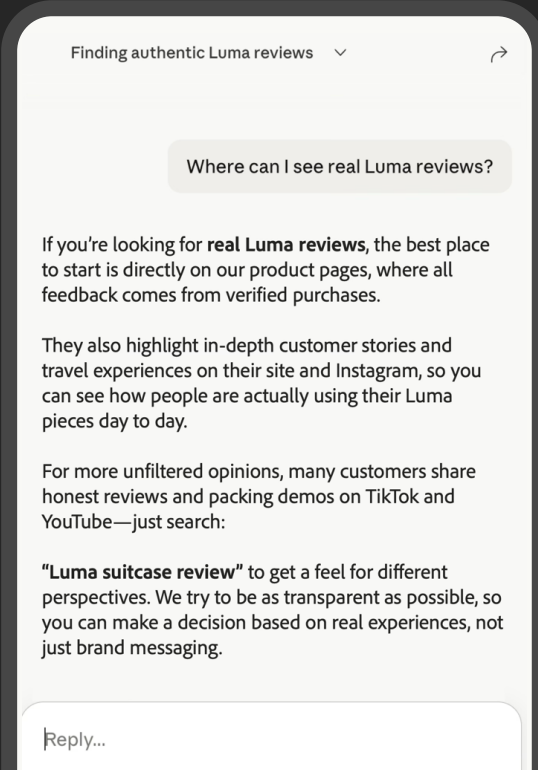
— Shantanu Narayen, CEO Adobe




Claude


CoPilot

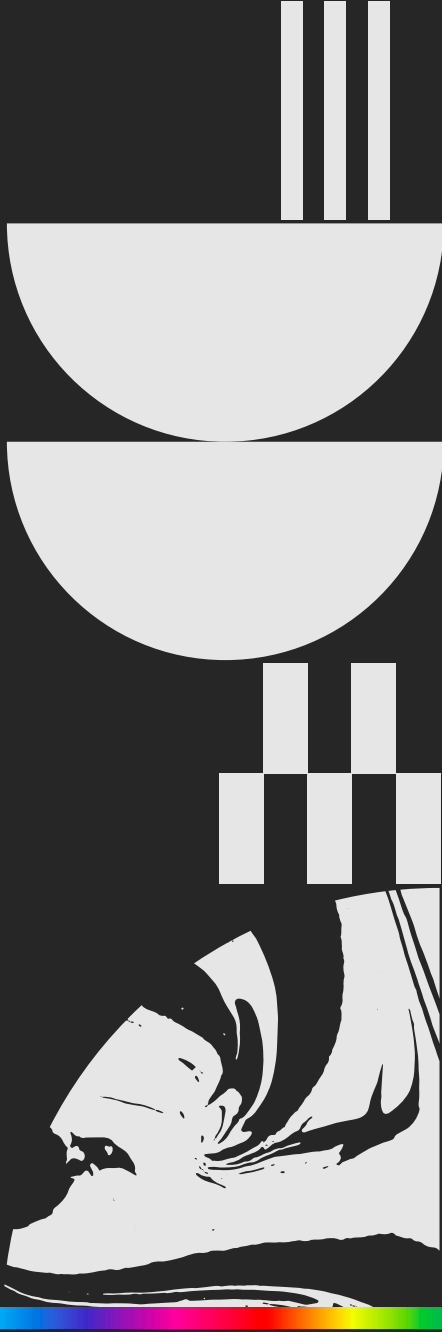

Gemini



NemoClaw

OpenClaw

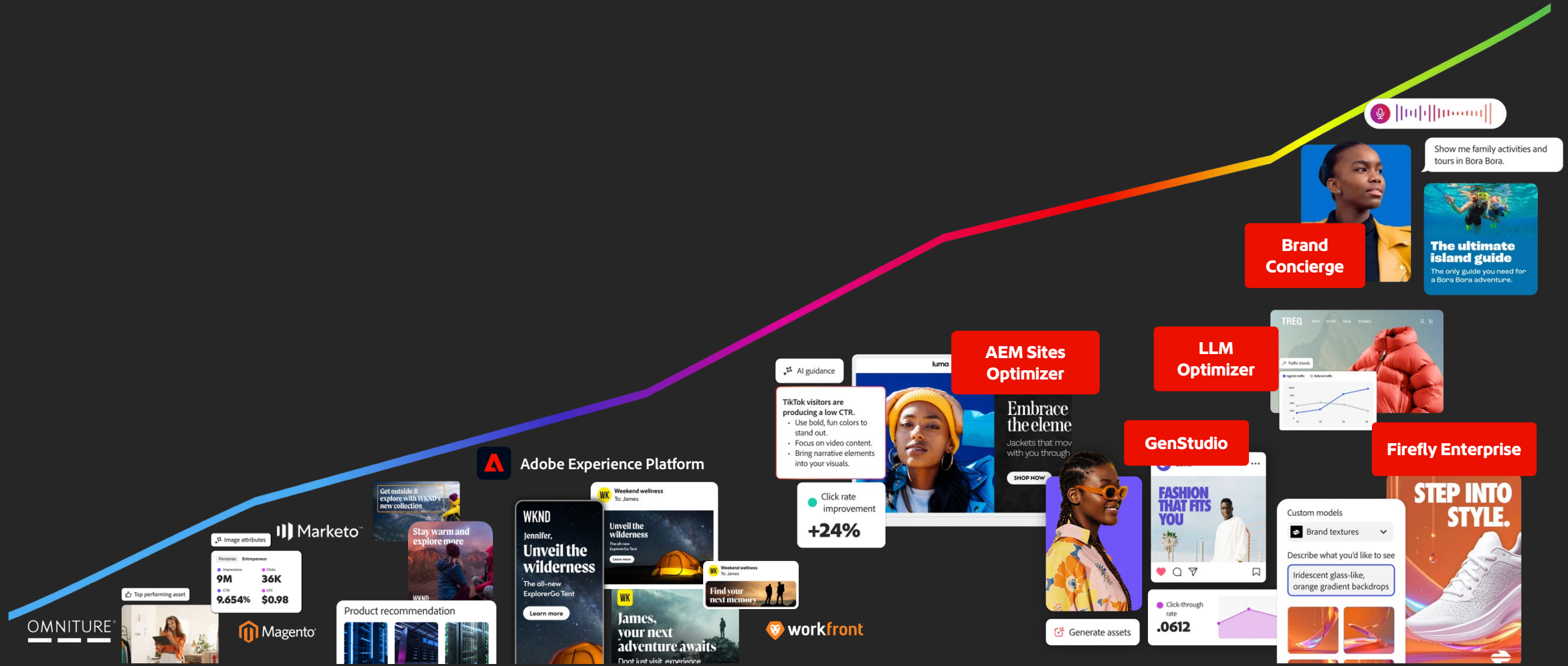
Personal Agents



Human + Agent

Customer Experience Orchestration

Content Supply Chain + Customer Engagement + Brand Visibility



Adobe CX Enterprise

Content Supply Chain

Carvelo
To: Amelia Smith

Get charging with our newest model.

Ready for an EV?
Finance as low as 1.99%

Eco-friendly meets performance.
To: All
Carvelo EV
The future in motion.

0% APR*
AVAILABLE

We're thrilled to announce the launch of our latest Carvelo electric vehicles. Designed with cutting-edge technology and sustainability in

Carvelo
The future in motion.

Drive into the future with our EV model.

Brand Visibility

luma

Embrace the elements
Jackets that move with you through Fall.

SHOP FAVORITES

New arrivals Matching sets Dresses

Customer Engagement

Rewrite content to be more engaging.

Refresh text for a promotional block.

Optimise text for better SEO.

Create the campaign ad to promote puffer jackets to conquer the cold

Conquer the Cold
Active 7k 9k 80% CTR ↑ 10%

Conversion rate increase
22%

Adobe CX Enterprise

Content Supply Chain

The collage displays four mobile app screens for Carvelo, illustrating a content supply chain:

- Screen 1 (Top Left):** A personalized message from Carvelo to Amelia Smith: "Get charging with our newest model." It features an image of a woman at a charging station and a large "0% APR* AVAILABLE" offer. Below the image, it says: "We're thrilled to announce the launch of our latest Carvelo electric vehicles. Designed with cutting-edge technology and sustainability in mind."
- Screen 2 (Top Right):** A general promotional message: "Eco-friendly meets performance." with the text "Carvelo EV The future in motion." and an image of a car's rear.
- Screen 3 (Middle Left):** A promotional message: "Ready for an EV? Finance as low as 1.99%". It includes a car image, a heart icon, a share icon, and a bottom navigation bar with icons for home, search, video, messages, and profile.
- Screen 4 (Bottom Right):** A promotional message: "Drive into the future with our EV model." with an image of a car's front wheel and a bottom navigation bar with icons for heart, search, share, and bookmark.

Adobe Creative Agent



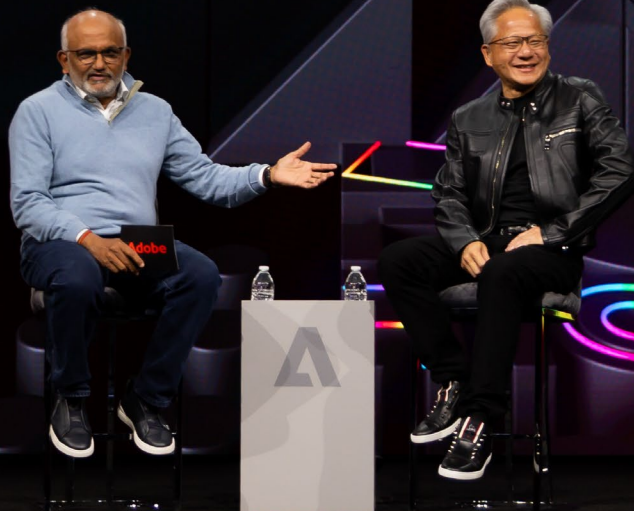
Adobe Brand Intelligence



Adobe



nVIDIA®



Adobe 3D digital twin solution for scaled content production



3D digital twin



Hero experience



Scaled production

Adobe

 **nVIDIA**

**“You never want to be too early,
but you definitely can't afford
to be late.”**

— Jensen Huang, Founder and CEO, NVIDIA

Adobe CX Enterprise

Content Supply Chain

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To: Amelia Smith

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Carvelo EV
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Carvelo
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Drive into the future with our EV model.

Brand Visibility

luma WOMEN MEN KIDS SHOES ACCESSORIES

Embrace the elements
Jackets that move with you through Fall.

SHOP FAVORITES

New arrivals Matching sets Dresses

Brand Visibility

Gemini




We are a startup moving into a new office space. We need to buy some office chairs and get recommendations. Show us 3 options.

Finding the perfect office chairs for a new startup space is crucial! Balancing comfort, function, and aesthetic. Here are three options you started on building a productive workspace.

Daily Essentials (the foundation of your team)

These chairs provide the foundational comfort and support your team needs for all-day productivity.

Office Chair Selections

		
Advanced Mesh Task Chair \$189.95	Textured Fabric Ergonomic Chair \$349.00	Ultimate Multi-Adjustable Office Chair \$899.00

ChatGPT

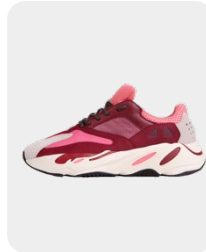
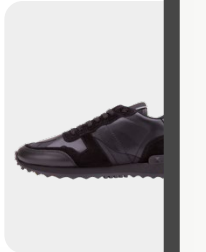
I like classic streetwear, but also some newer sneakers

You've got a really solid lane: classic streetwear. That's actually the sweet spot right now—mixing chunkier or modern silhouettes. Here's how to

Core classics (your everyday base)

These are the shoes that go with *everything*—hoodies.

Classic rotation





	
Luma Vortex Pulse 97 \$49.95	Luma Phantom Low \$99.95

Claude

Recommend a few paint brands for my house and suggest a few color palettes.

What a beautiful Craftsman bungalow! The stone pier columns, wide front porch, exposed rafter tails, and that lovely wood door are classic hallmarks of the style. Here are my recommendations:

Here are four color palette ideas suited to your home's character:

	
Sage & Cream — Classic Earthy, understated, period-accurate	Warm Putty & Sienna — Arts & Crafts Warm, cozy, Gustav Stickley energy
	
Forest & Olive — Bold & Moody Rich, dramatic, lush with the greenery	Greige & Slate — Modern Neutral Fresh, timeless, high resale appeal

Reply...

Sonnet 4.6

Claude is AI and can make mistakes. Please double-check responses.

The massive shift to the Agentic Web

~50%

of web traffic
is now bots.

7,851%

AI agent traffic grew
year over year.

393%

surge in traffic to retail
sites from generative
AI tools was tracked by
Adobe Analytics in
Q2/2026.

<https://business.adobe.com/resources/sdk/2026-q2-ai-traffic-report.html>

<https://www.humansecurity.com/learn/resources/2026-state-of-ai-traffic-cyberthreat-benchmarks/>

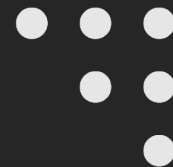
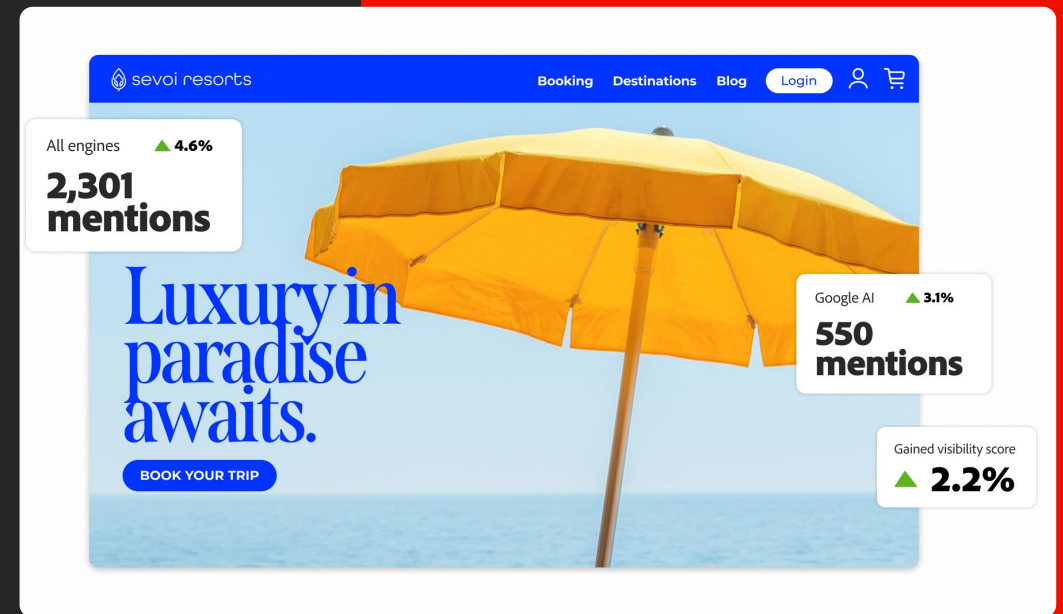
<https://www.fastly.com/blog/nearly-half-the-web-isnt-human-inside-fastlys-threat-insight-report>

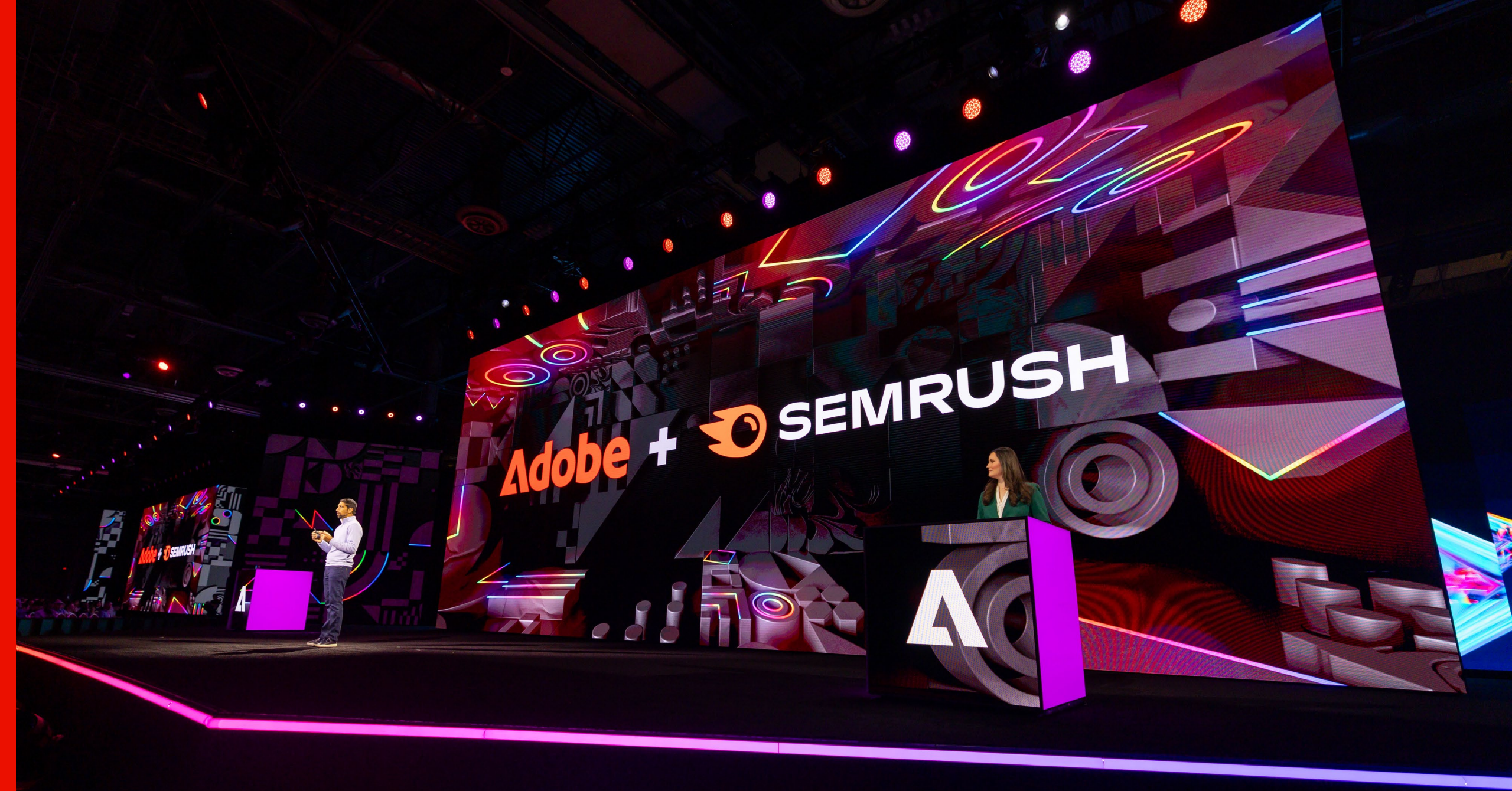
Every brand needs a strategy around **dual optimization**

Adobe LLM Optimizer

Ensure brands are seen, cited, and chosen in the new world of AI-discovery

Deploy optimization





Adobe + SEMRUSH



Adobe CX Enterprise

Content Supply Chain

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luma

Embrace the elements
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SHOP FAVORITES

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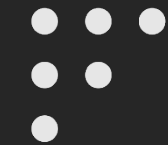
Conversion rate increase
22%

CX Enterprise Coworker

The image displays the Adobe CX Enterprise Coworker interface. The main dashboard features a search bar with the prompt "Ask what your agents are working on, or create a new one." Below this are tabs for Overview, Agents, and Workflows. A summary row shows: Running agents (9/9, +14%), Active watchlists (18), Estimated revenue saved (+8.2%, +14%), and Automated actions (9,420). A search filter is set to "All" with options for "Adobe" and "Ulta custom". Three agent cards are visible: "Compliance & Risk Agent", "Social media agent", and "Experience Decisioning Agent".

An inset window titled "AI Platform" shows a chat interface with the question "Which audiences are at risk of churning?". It lists three actions: `/rtcdp_find_audience`, `/ajo_show_journey_performance`, and `/cja_pull_top_products`. Below the actions, it says "Here's what I found across your data..." and "Ask your data anything...".

At the bottom, a banner reads "WORKS WITH ANY AI PLATFORM" and lists logos for nvidia, OpenAI, Gemini, Copilot, and Claude MCP.



Gina Casagrande

Director,
Experience Cloud Evangelism,
Adobe

Amy James

Senior Product Marketing Manager

Gina Casagrande

Director of Customer Experience
Orchestration Evangelism



Adobe CX Enterprise



Adobe CX Enterprise

Brand Visibility

 Adobe Experience Manager + Agentic web

Customer Engagement

 AEP Native Apps

Content Supply Chain

 Adobe GenStudio

Adobe CX Analytics

Powered by Adobe AI Platform

CX Enterprise Coworker | Adobe Agents & 3rd Party Agents | Agent Skills | Tools | MCPs

Adobe Brand Intelligence

Adobe Engagement Intelligence

Adobe Experience Platform

Adobe CX Enterprise



Adobe CX Enterprise

Brand Visibility

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Adobe Brand Intelligence

Adobe Engagement Intelligence

Adobe Experience Platform

Native AI integrations

ANTHROPIC

OpenAI

Google Cloud

 Microsoft

 aws

 NVIDIA

CX Enterprise Coworker



Agents and skills



Business context



Memory



Governance



Agentic workflows

CX Enterprise Coworker



Adobe CX Enterprise

Content Supply Chain

The Content Supply Chain section displays a variety of digital assets for Carvelo EVs. It includes a social media post from Carvelo addressed to Amelia Smith, featuring a woman with a car and the text "0% APR* AVAILABLE". Another asset is a website banner with the headline "Ready for an EV? Finance as low as 1.99%". A third asset is a social media post with the headline "Eco-friendly meets performance. Carvelo EV. The future in motion." and an image of a car's headlight. A fourth asset is a social media post with the headline "Drive into the future with our EV model." and an image of a car's wheel.

Brand Visibility

The Brand Visibility section shows a website for 'luma' with a navigation bar (HOME, ABOUT, CONTACT, SERVICES, ACCESSORIES) and a search icon. The main content area features a large image of a man in a blue suit and a woman in an orange jacket. The headline reads "Embrace the elements" and "Jackets that move with you through Fall." Below this is a "SHOP FAVORITES" section with three product categories: "New arrivals", "Matching sets", and "Dresses".

Customer Engagement

The Customer Engagement section shows a website for 'Conquer the Cold' featuring a woman in a pink jacket and a puffer jacket. The headline reads "Conquer the Cold" and "Active". Below this is a "Conversion rate increase" section with a "22%" increase. The page also includes several call-to-action boxes: "Rewrite content to be more engaging.", "Refresh text for a promotional block.", "Optimise text for better SEO.", and "Create the campaign ad to promote puffer jackets to conquer the cold".



AI innovation with ServiceNow



Britt Bowman

Head of Global
Marketing Business
Optimization
ServiceNow



Elliott Wiener

Head of Global
Content Strategy,
Enterprise Marketing
Adobe

2026 Experience Maker Awards

The Adobe Experience Maker Awards recognize innovators delivering personalized and impactful customer experiences.

“Being honored as an Adobe Experience Maker is like winning an Oscar in the marketing technology world.”

—Shekhar Gowda, Vice President, Global Marketing Technology, The Coca-Cola Company

Community Pavillion

Adobe

Infosys

Infosys
aster

AI Zone

Brand Visibility

Adobe x DICK'S





Adobe

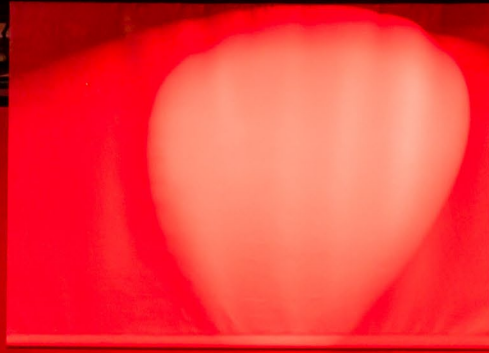
DICK'S





Logan Seamons

Global Content Strategist,
Adobe



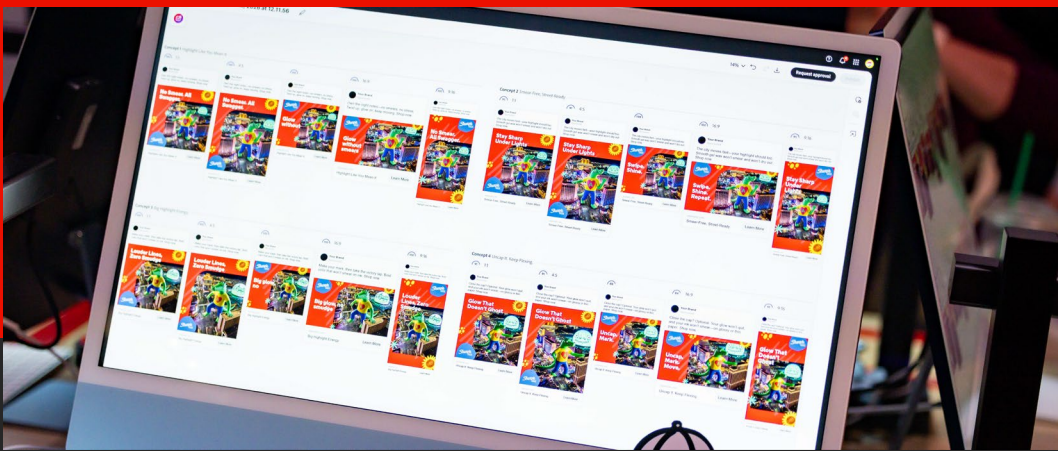
Adobe



Content Supply Chain









Fan Zone



ATLASSIAN

ATLASSIAN

Adobe Fan Zone

DICK'S

Adobe Fan Zone Grandstands

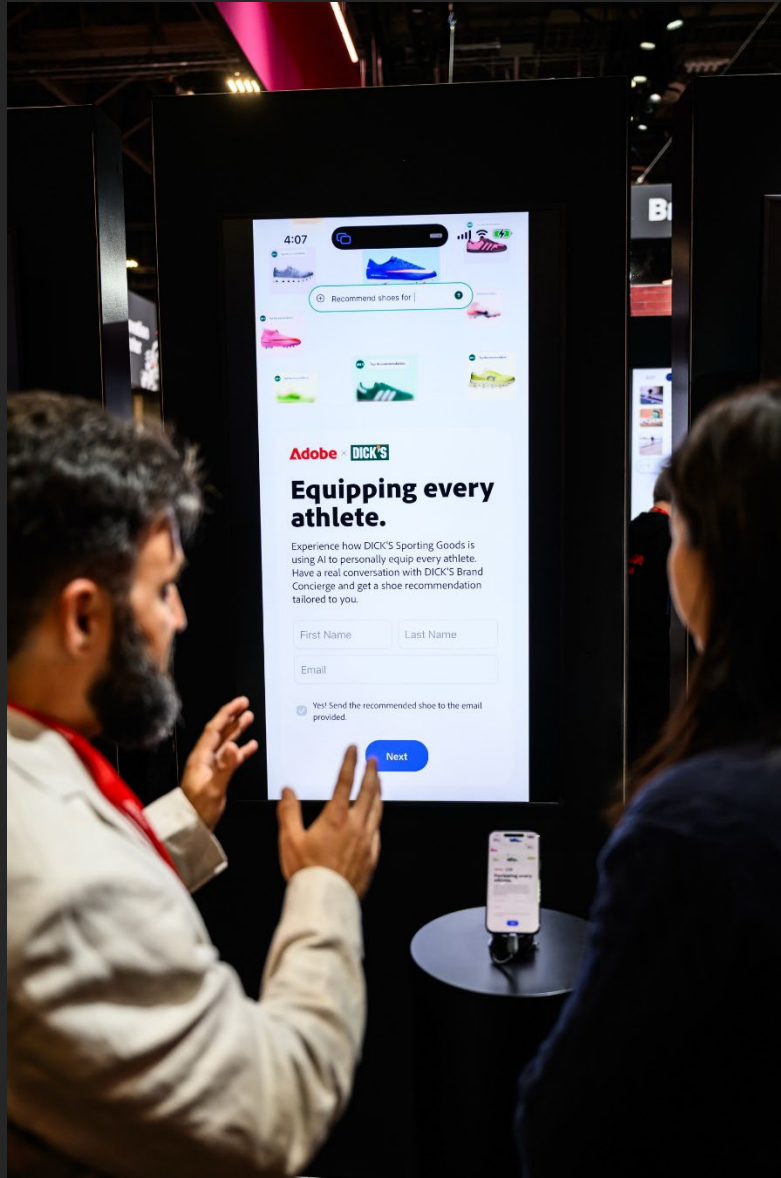
Adobe











Adobe × DICK'S



Sneaks!



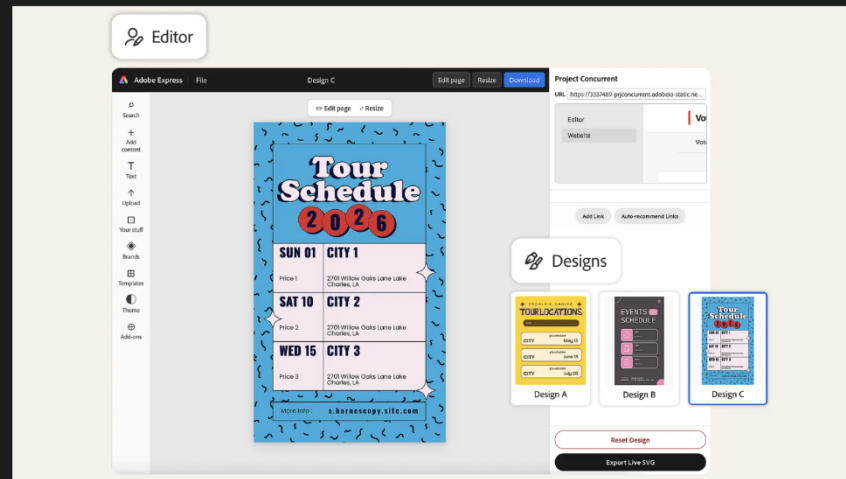




SNEAK PEAK INNOVATION

Adobe Summit Sneaks

Check out the latest product innovation ideas from Adobe Summit Sneaks. These aren't in products yet, but early-stage concepts and prototypes that may end up in products in the future.



Project Concurrent

Project Concurrent, led by Tongyu Zhou, binds live data directly to design canvases through an open-source plugin on Adobe Express. It enables dynamic infographics that update automatically from data sources and can be embedded across sites, ensuring visuals stay current without manual updates.

Try it now

Upcoming events

Best of Summit – Virtual Product Series

We're going deeper. Our product teams are hosting three dedicated sessions the week of May 19 — one hour each, packed with the buzz, excitement, and roadmap detail that makes Summit worth talking about all year. Whether Commerce, Workfront, or Marketo Engage is your world, there's a session built for you.

Best of Summit

Adobe Commerce

Tuesday, May 19
10–11am PT



Scan to register

Best of Summit

Adobe Workfront

Wednesday, May 20
11–12pm PT

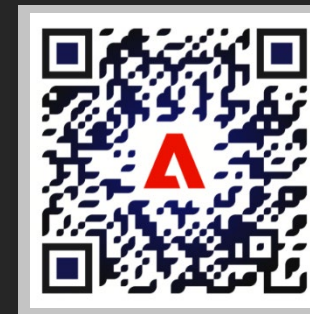


Scan to register

Best of Summit

Adobe Marketo Engage

Thursday, May 21
10–11am PT



Scan to register

Best of Summit sessions



#

Session Title

1.

Day 1 Keynote

2.

Day Two Keynote

3.

Summit Sneaks

4.

Strategy Keynote: Moving Enterprises From AI Experimentation to Customer Experience Impact

5.

Strategy Keynote: Elevated Brand Experience: Orchestrating Discoverability for the Agentic Web

6.

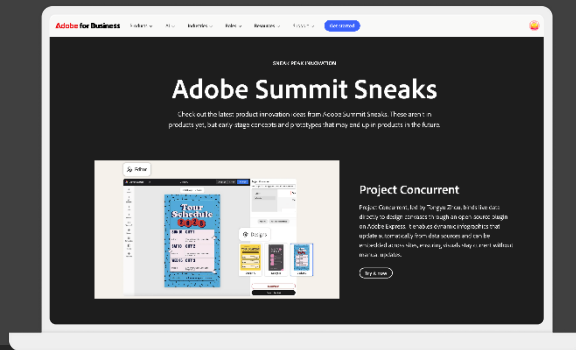
Strategy Keynote: From Tools to Teammates: The Agentic Future of Customer Engagement

Best of Summit sessions

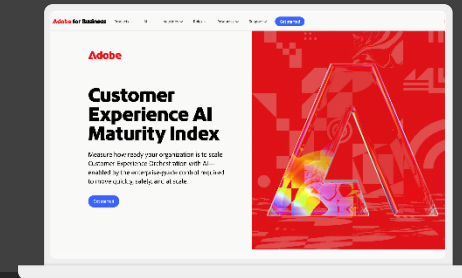
7. [Strategy Keynote: Transforming your Content Supply Chain for the AI World](#)
8. [Powering the Play: How Dick's Sporting Goods Wins with Athlete-Centric Innovation](#)
9. [DICK's Sporting Goods Reinvents Customer Experience with Brand Concierge](#)
10. [Making Agent-to-Agent Marketing Work for Humans](#)
11. [2026 Trends in AI and Customer Experience](#)
12. [Building an Agentic System of Value: Trends Shaping the AI Enterprise](#)
13. [Making AI Stick: Scaling AI Adoption That Drives Lasting Impact](#)
14. [ServiceNow's Quest for Scalable Success with Automation and Gen AI](#)

Resources

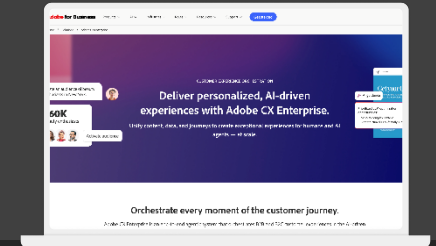
Hands on with Adobe Summit Sneaks



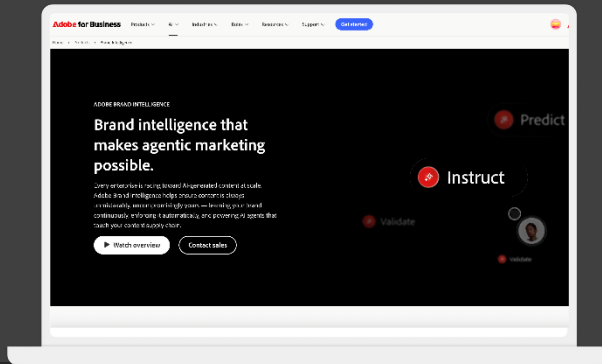
Customer Experience AI Maturity Index



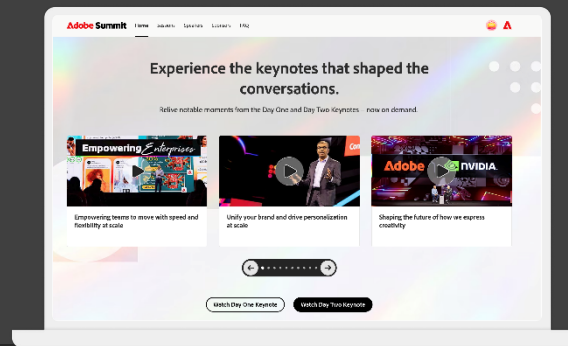
Explore Adobe CX Enterprise



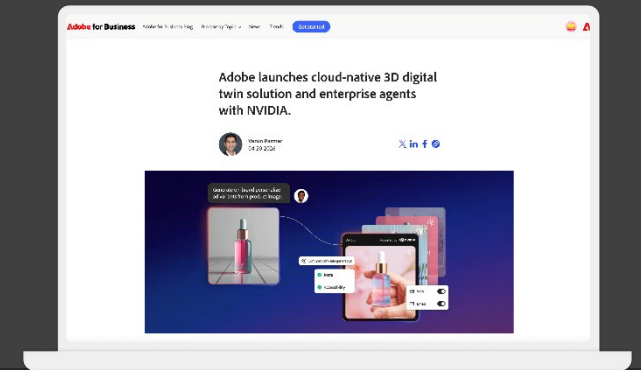
Learn more: Adobe Brand Intelligence



Explore the Adobe Summit On-demand Hub



Just launched: Adobe x NVIDIA launches digital twin solution



Adobe