Adobe on AI: Agentic Innovations for 2026

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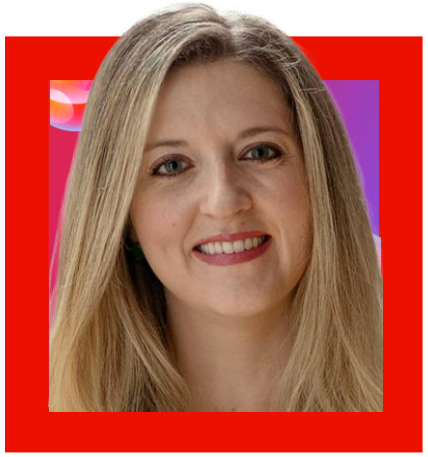
Featured speakers



Lindsay Morris

Principal Content Strategist

Adobe

Emily McReynolds

Global AI Strategy,
Digital Strategy Group

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Viggy Madhav

Director of Design,
Firefly Enterprise

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Loni Stark

Vice President of Strategy
and Product

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Agenda

Evolving your AI strategy for agents

Brand agency in an agentic era

On-brand production at scale with AI

Q&A

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Evolving your AI strategy for agents

Emily McReynolds

Global AI Strategy, Digital Strategy Group

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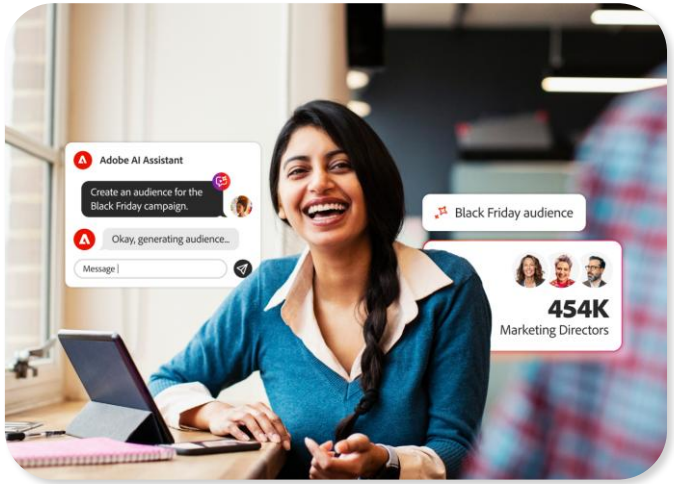
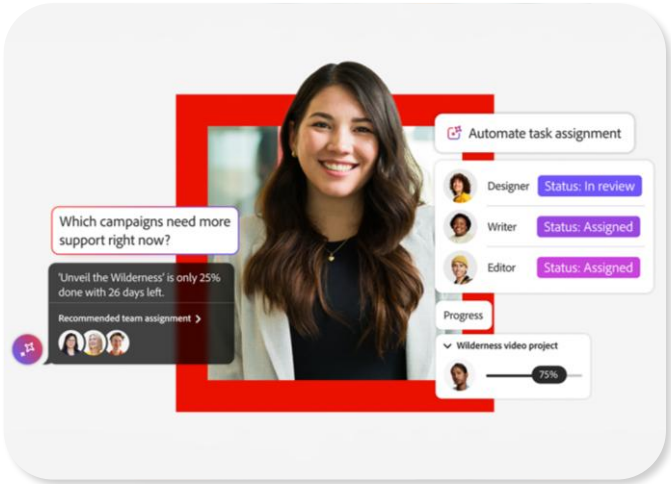
Themes for 2026



Agentic interoperability

Using the right type of AI for the business need



Evolution & merging of roles

Moving to a perspective of accomplishing responsibilities and tasks as roles merge

Crossing AI adoption gap

Addressing the concerns of functions across the enterprise to speed adoption

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AI types & tasks

	Workflow & Planning	Creation & Production	Asset Management	Delivery & Activation	Insights
Predictive AI	▪ Customer churn prediction	▪ Audience look-alike modeling		▪ Forecasting future sales trends to inform marketing strategies	
Generative AI	▪ Creating personalized email copy at scale	▪ Writing brand-aligned blog posts		▪ Generating imagery for different audience segments	
Agentic AI	▪ Develop and execute marketing journeys to achieve campaign objectives	▪ Goal-based audience creation and management		▪ Optimizing website performance, engagement, and security	

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Role transformation types

A framework for evaluating the impact and needs of a company's workforce.

Hybrid Worker

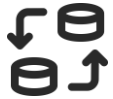
(Basic task-level integration)

Role stays the same, but use AI tools to help with specific tasks, like writing, analysis, and research.

Strategist

(Workflow-level integration)

Eliminate routine work entirely by having AI handle complete operational processes, while focusing on relationships, strategy, and complex problem solving.



Orchestrator

(Autonomous workflow management)

Transition from doing work to managing AI systems that autonomously handle workflows, like a conductor directing an AI orchestra.

Consolidator

(End-to-end role integration)

Manage entire business processes that previously required multiple people/teams, collapsing roles using AI to perform specialized functions across teams and organizations.

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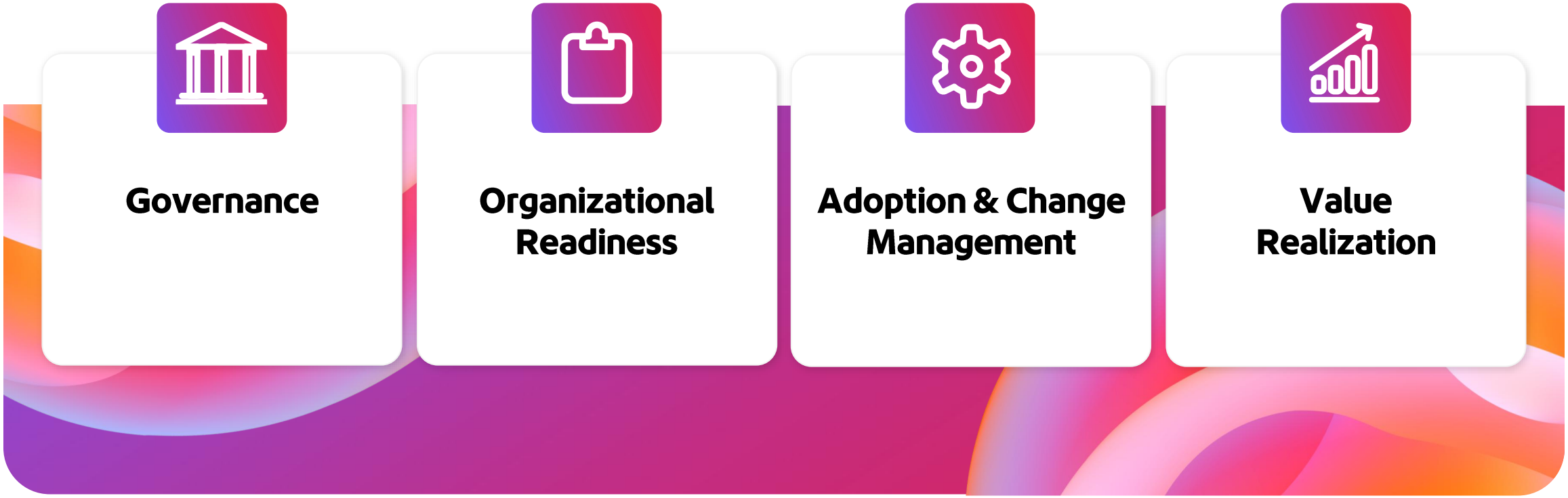
Four common challenges & bottlenecks in AI adoption



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Brand agency in an agentic era

Loni Stark

Vice President of Strategy and Product

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Brand agency in an agentic era

Helping brands lead—not follow—in an agentic world

Agent Readiness

Human Experience Reimagined

Productivity & Brand Differentiation

Dual Optimization

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Agent Readiness: The new discovery layer

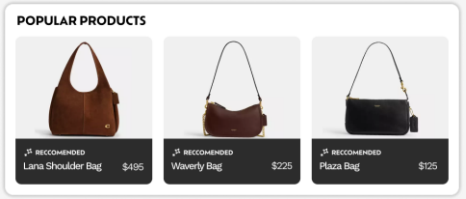
Your brand being discovered, and described, by AI

Adobe Digital Insights Report – Jan 2026

693% YoY increase in AI-driven retail traffic (Holiday 2025)

AI referrals convert 31% higher, revenue per visit up 254%

AI-referred shoppers: 33% less likely to bounce, 45% more time on-site



Adobe LLM Optimizer:

5x citations,

200% visibility lift,

41% referral traffic increase

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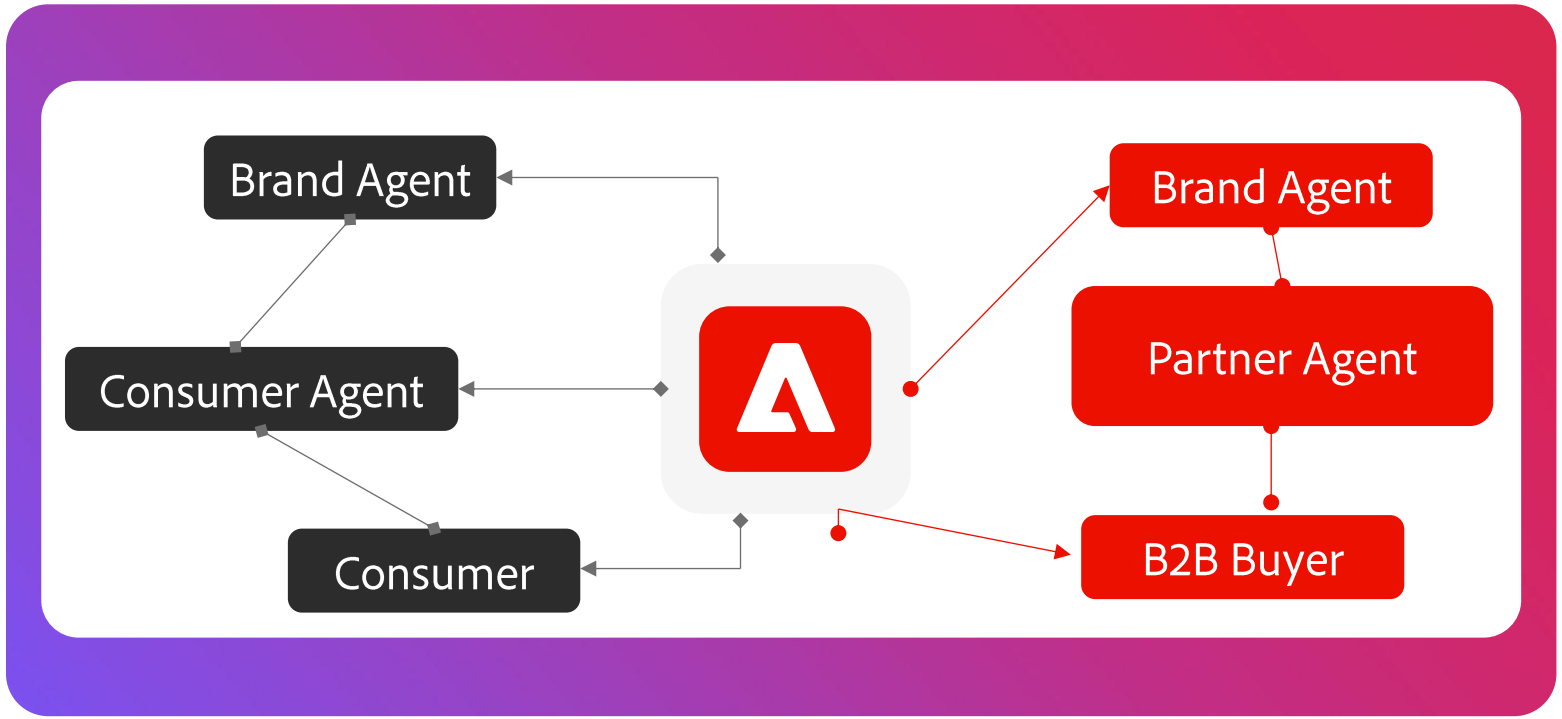
Agent readiness: Preparing for agent-to-agent

Beyond visibility: enabling actions



Agentic Commerce: Innovations to simplify the complexity

Key standards emerging: MCP, A2A, UCP, AP2, ACP

Security, authentication, governance: including Content Authenticity Initiative

Get pipes in place

MCP: 97 million monthly SDK downloads, 10K active servers

Content Authenticity Initiative: 6,000+ members

Adobe will support these standards as table stakes in our CXO applications so that brand can focus on brand differentiation and merchandising.

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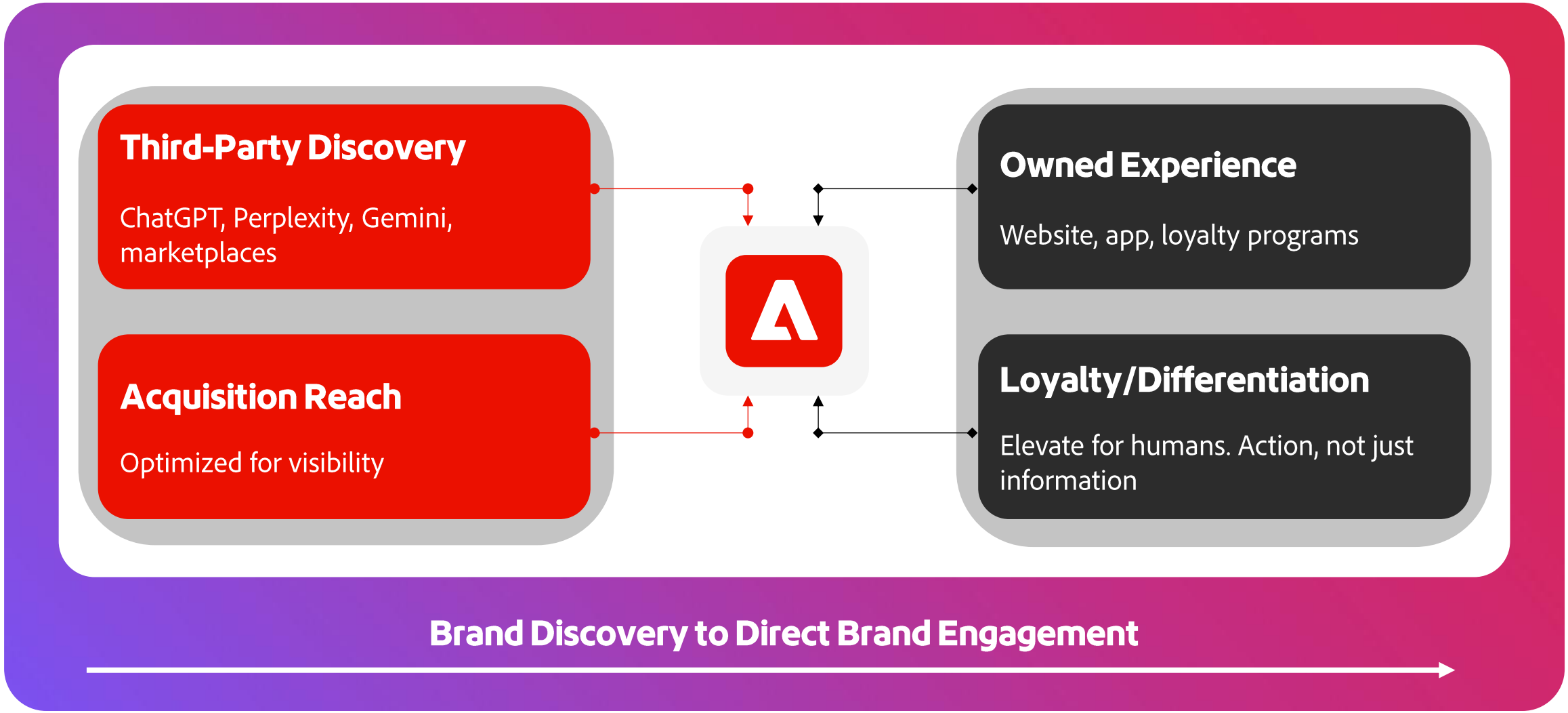
Agents as a channel

Acquisition vs. What you own



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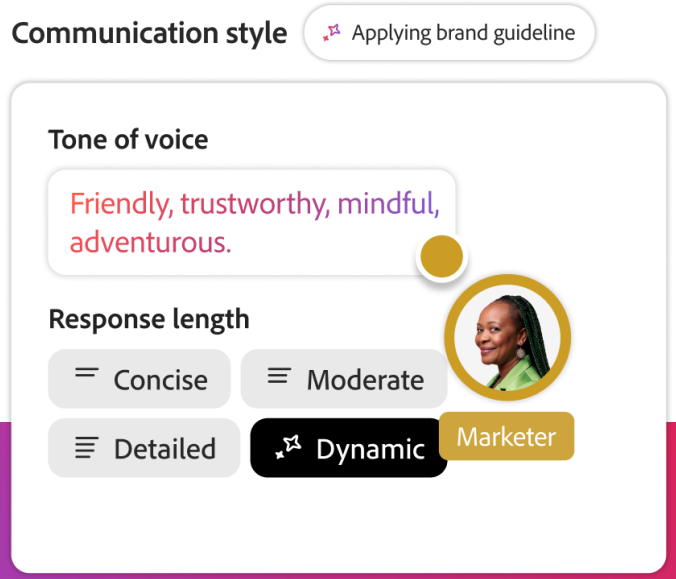
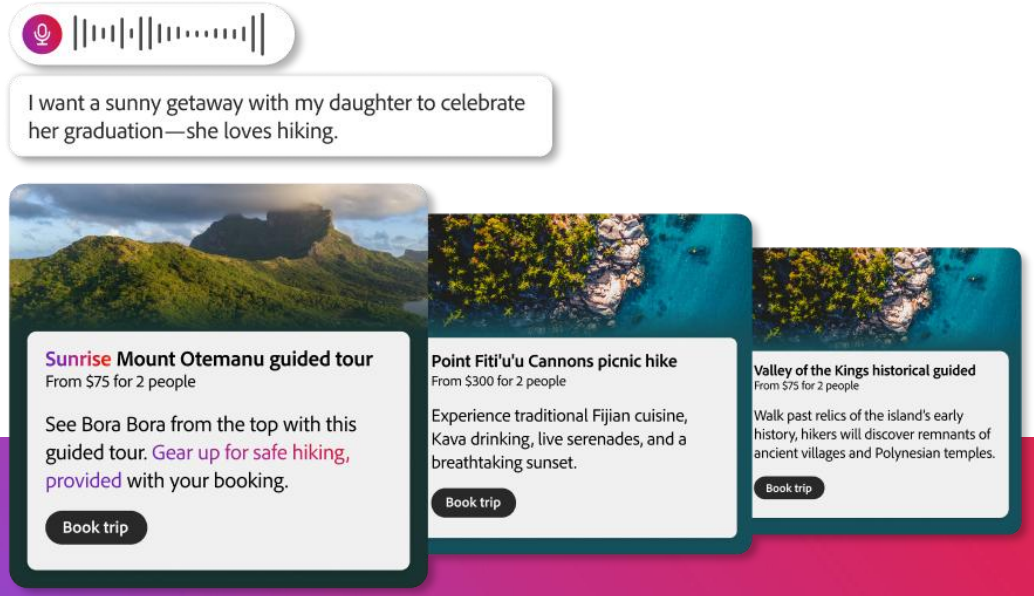
Human experience reimagined: Brand Concierge

Conversational experiences – purpose-built, personalized





- Multi-modal: test, voice, images
- Brand voice, policies and context with guardrails
- Powered by first-party data

- Built on AEP Agent Orchestrator
- Natively connected to Adobe's content, journeys and data

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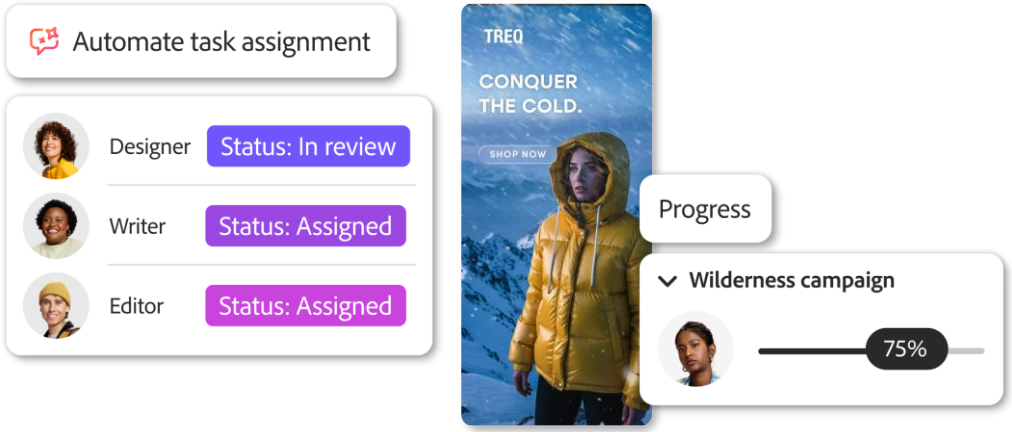
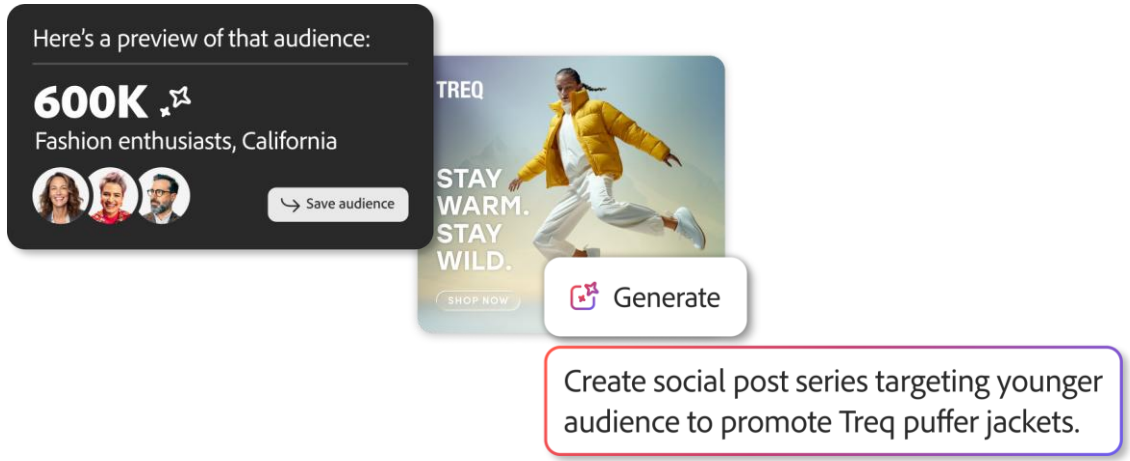
Productivity and brand differentiation

Automate the operational. Amplify the signature.





OPERATIONAL

- Needs to happen, doesn't define you
- Automate with context
- Resizing, localization, status updates, formatting

SIGNATURE

- Where your identity lives
- Amplify with collaboration
- Voice, creative strategy, brand POV, the creative leap

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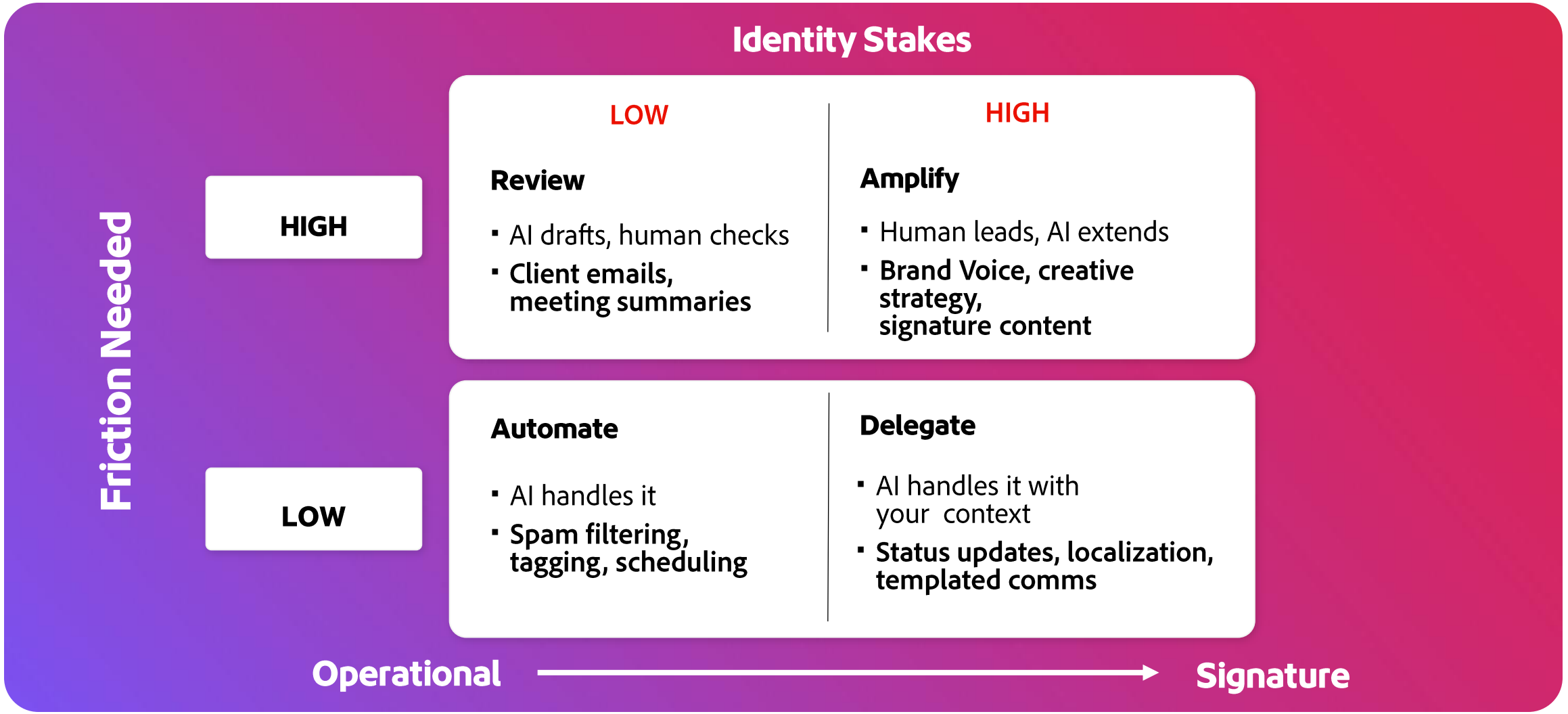
Brand differentiation: Human-AI friction needed



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Brand agency in an agentic era

Agent Readiness

Show up where AI is looking—and get the pipes in place

Human Experience Reimagined

The bar is higher on what you own

Productivity & Brand Differentiation

Automate the operational. Amplify the signature

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On-brand production at scale with AI

Viggy Madhav

Director of Design, Firefly Enterprise

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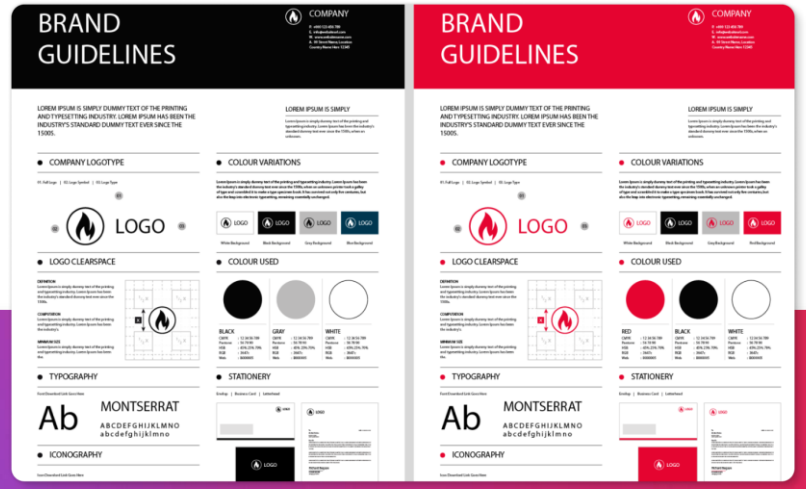
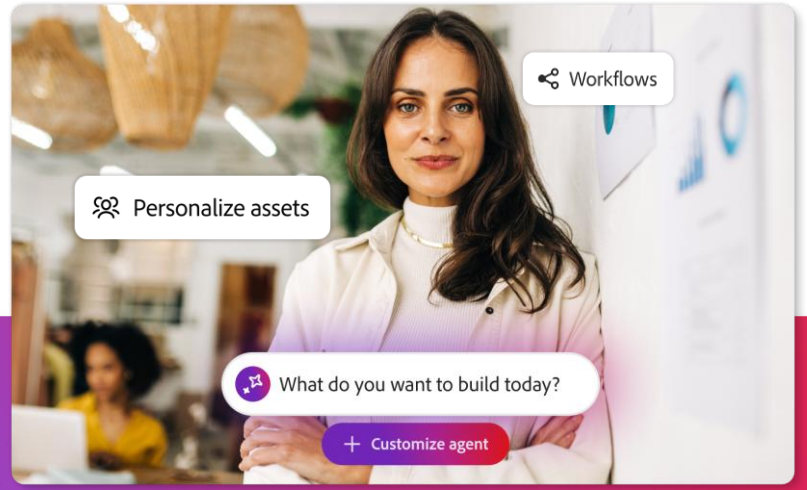
The shift



Brands used to be documents



AI forces brands to become systems

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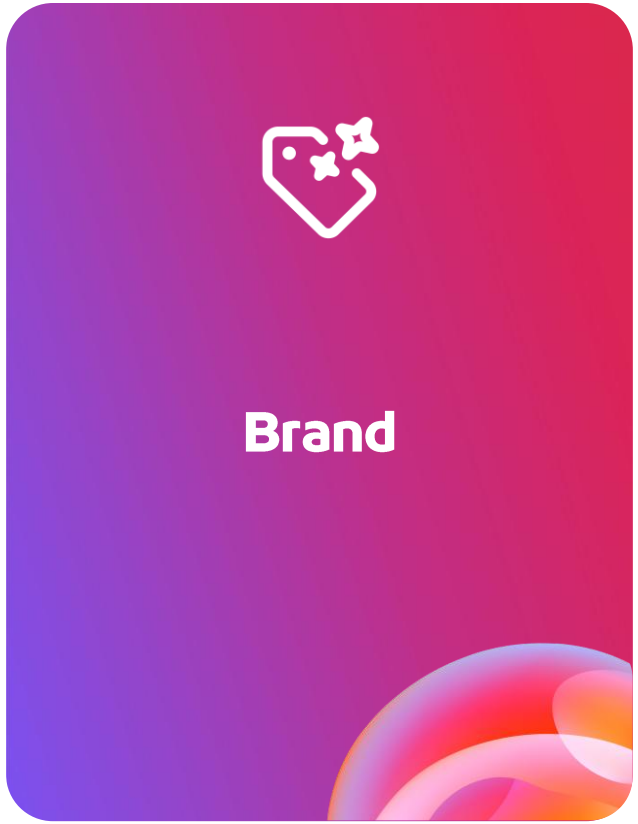
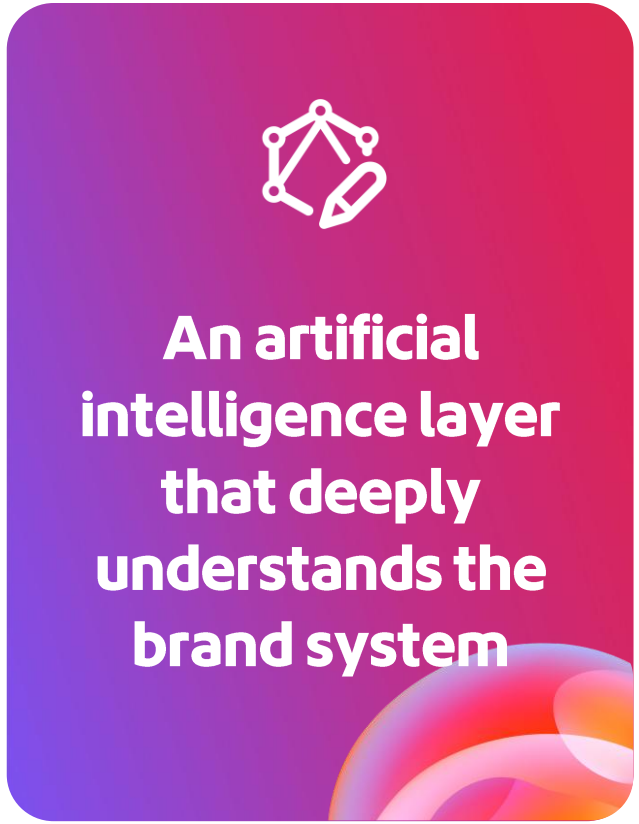
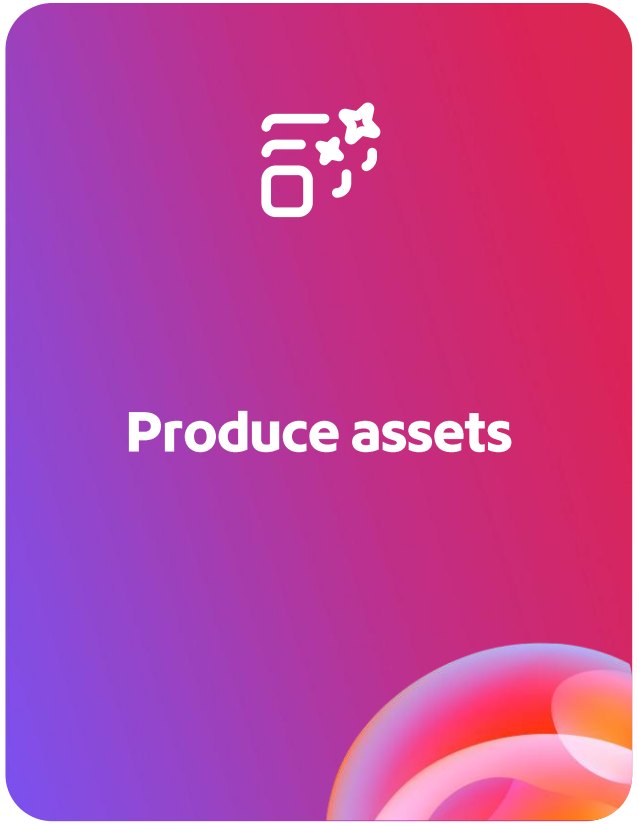
The minimalistic view







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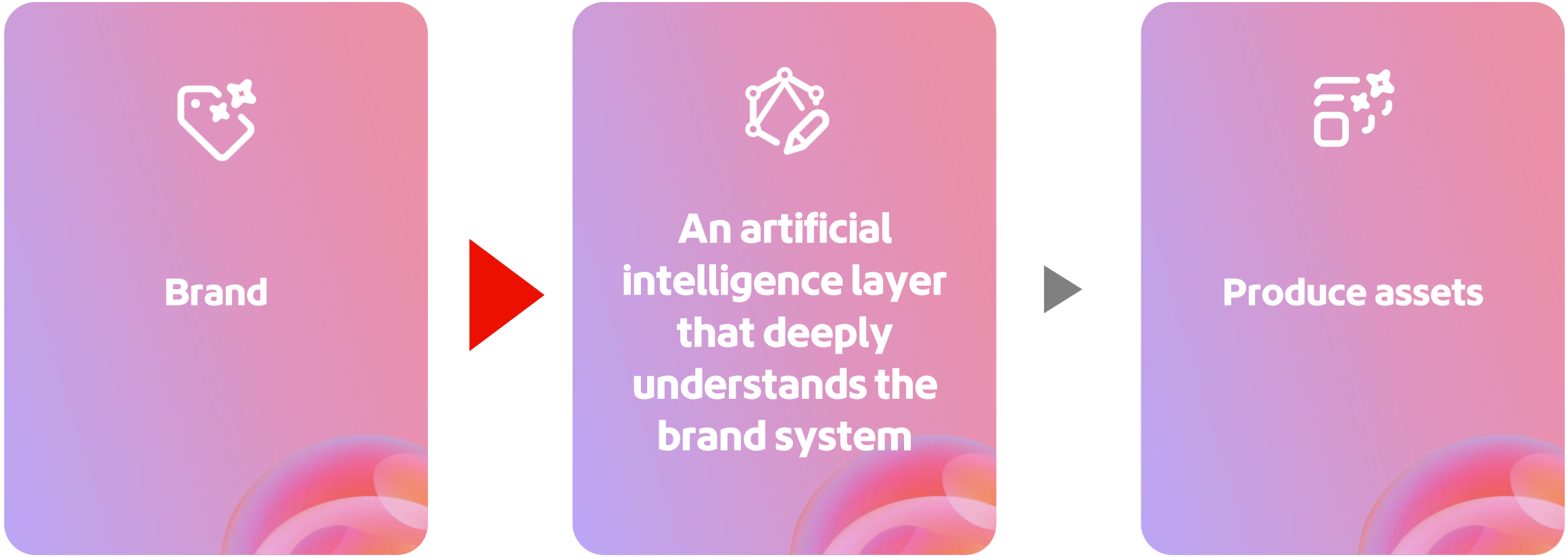
The bottleneck

...is first translating brand intent into machine-usable structure.



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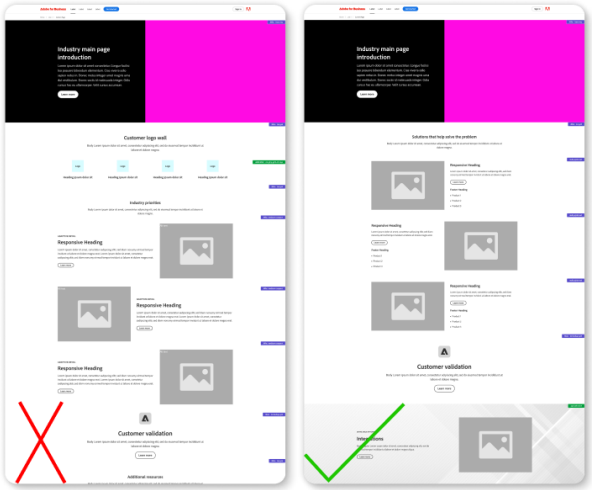

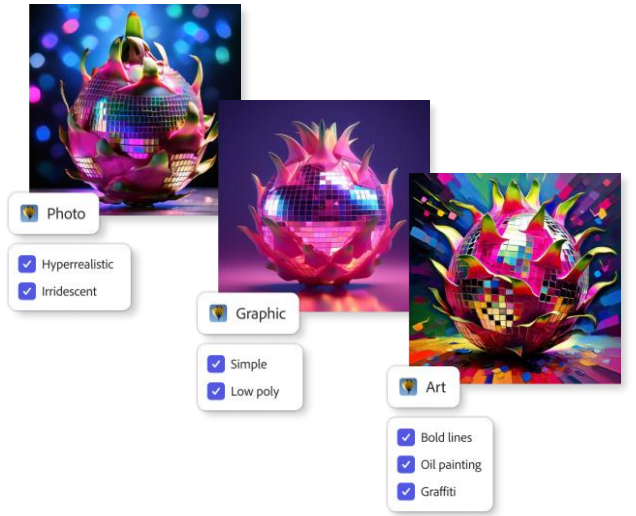

What's "on brand"?

What assets matter?

What can safely vary?

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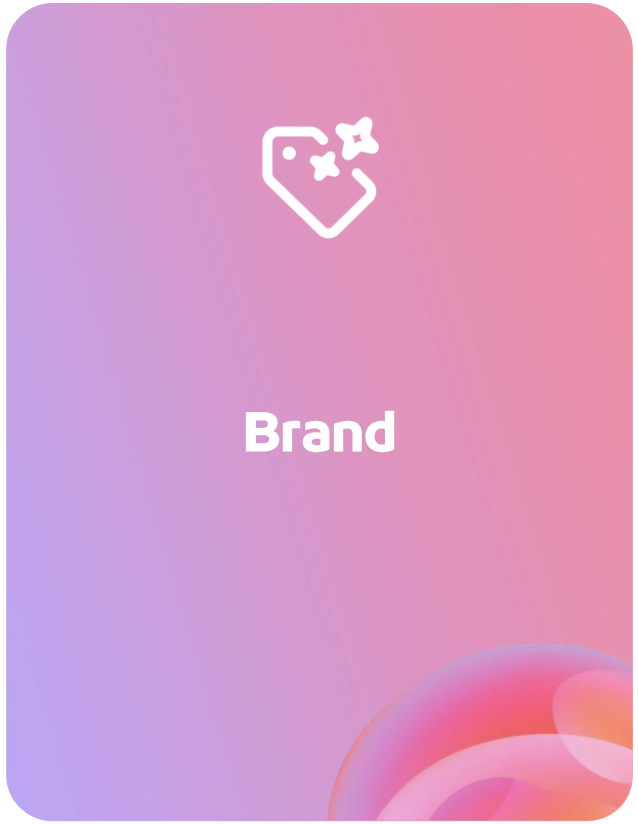
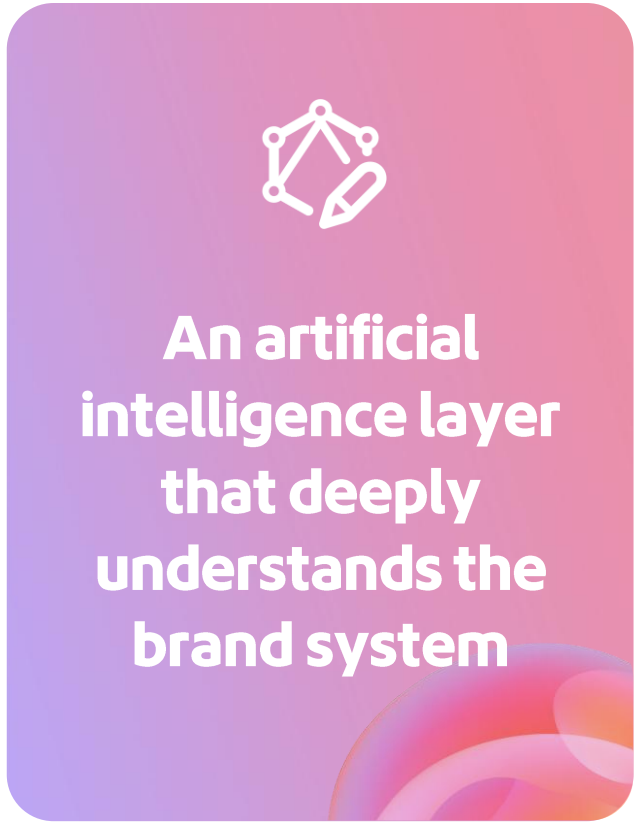
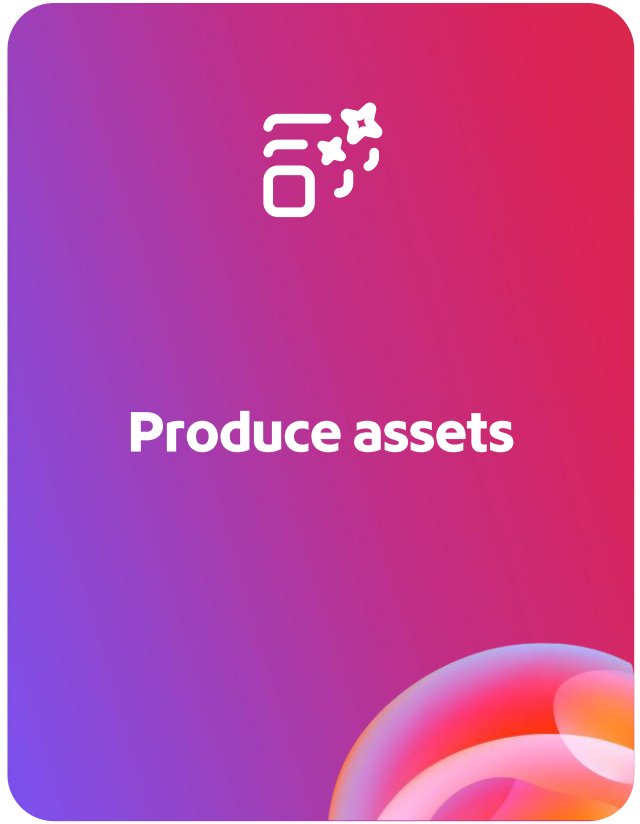
What agents are good at (today)







Workflow execution & policy enforcement

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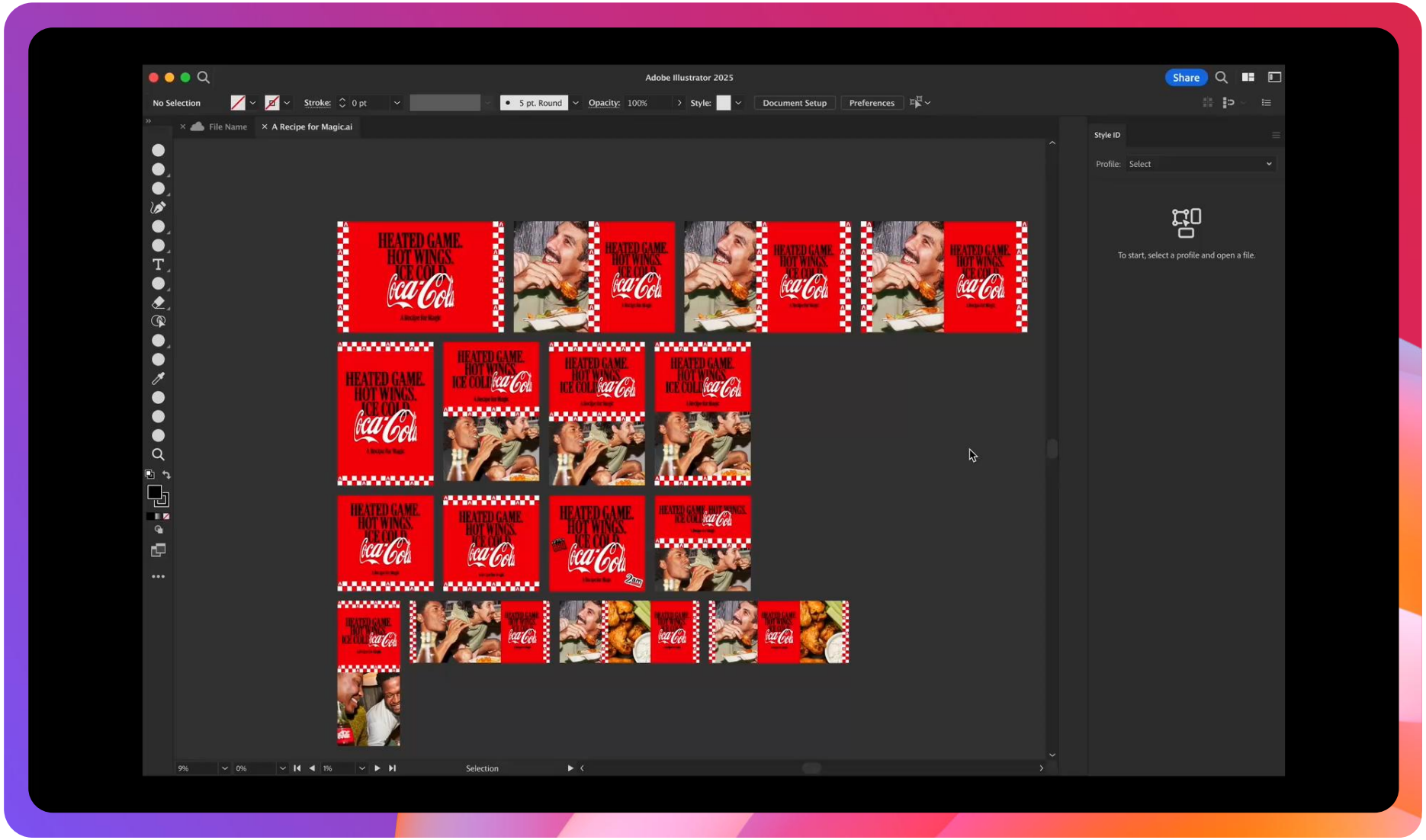
On-brand production at scale with AI

Firefly Design Intelligence



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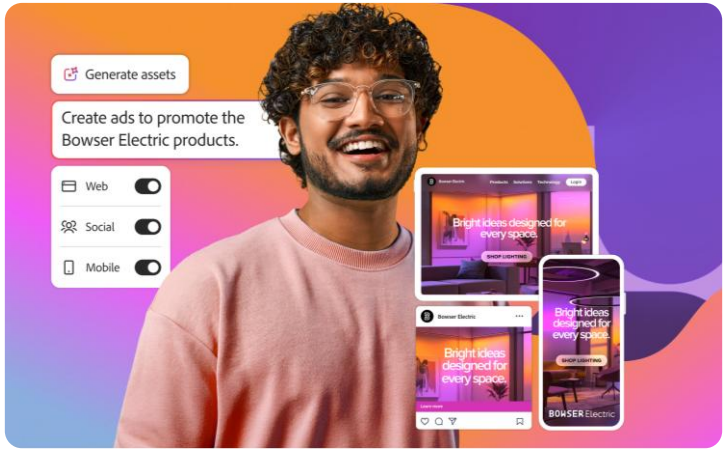
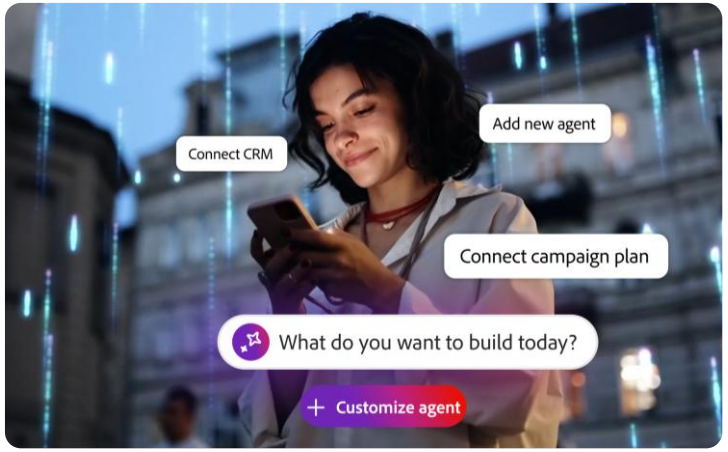
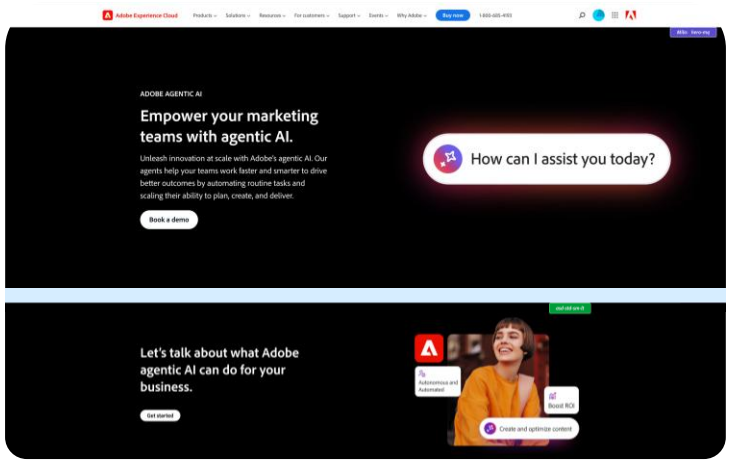
In the lab currently...



Extracting and building intelligence



Automation vs agentic



Ensure brand adherence

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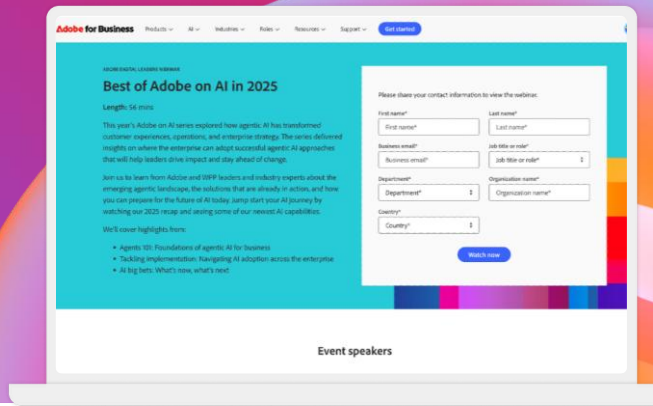
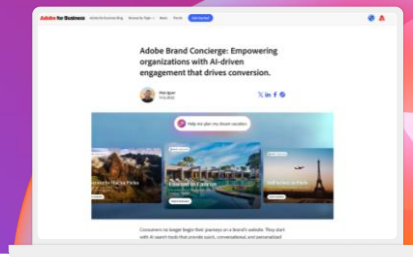
Related resources

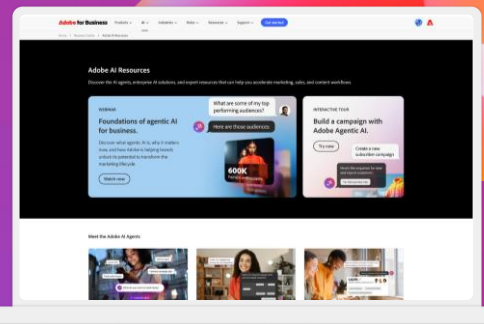
[Best of Adobe on AI 2025 series recap]



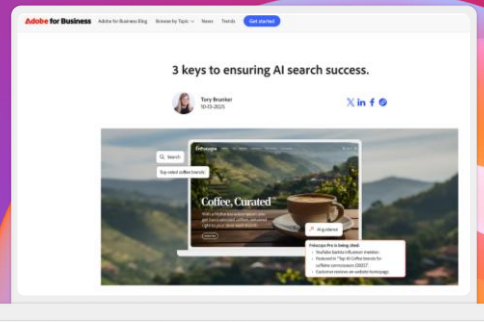
[Empowering organizations with AI-driven engagement that drives conversion.]



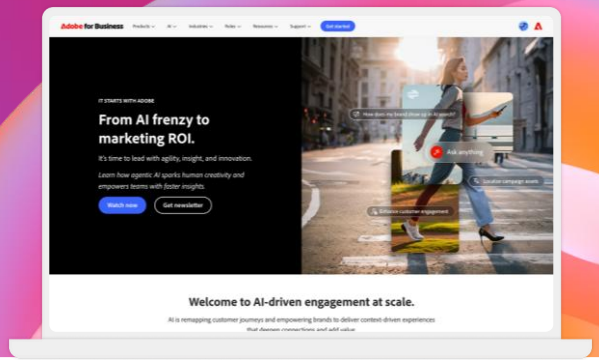
[Check out additional AI resources]



[3 keys to ensuring AI search success.]



[Learn more about AI at Adobe]



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