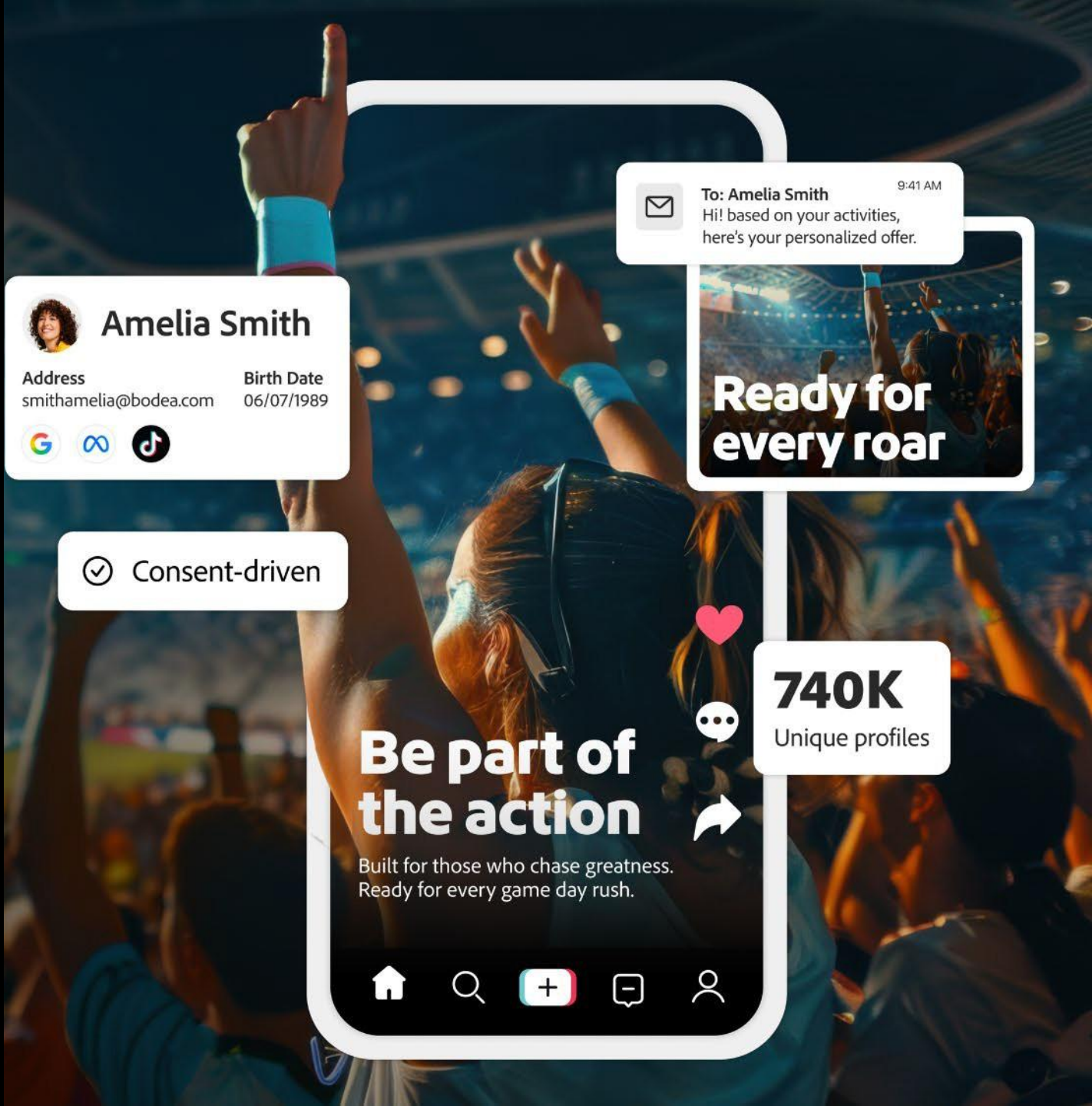



Delivering Global Fan Experiences at the Intersection of Content, Data, and Trust








 **Amelia Smith**
Address: smithamelia@bodea.com Birth Date: 06/07/1989
  

 Consent-driven

 **To: Amelia Smith** 9:41 AM
Hi! based on your activities, here's your personalized offer.

Ready for every roar

Be part of the action
Built for those who chase greatness. Ready for every game day rush.

 **740K**
Unique profiles

Agenda

Building for the Fan: PwC, NFL, and Adobe on trusted fan engagement

The engine behind the moment:
Event monitoring with Adobe

 Personalized test



560K

New York City audience

Personalized message



 Content Performance



12,985

Total Conversions



**Nobody remembers the
brand that almost got
there in time.**

Billions of fans. One window to get it right.

Fifty-plus years of rivalries across
three countries and a dozen time zones.
No margin for error.



The brands that execute all solved the same problems first.

They knew who their fans were across every channel.



Adobe Experience Platform

They built for the spike before it hit.



Adobe Experience Manager on Edge

They made content fast enough to keep up with the moment.



Adobe GenStudio for Performance Marketing

They treated trust as the thing that makes personalization possible.



Adobe Experience Platform



Adobe Journey Optimizer

Building for the Fan

PwC, NFL, and Adobe on trusted fan engagement



Thomas Cioce

Chief Privacy Officer and Vice
President of Legal Affairs

NFL



Joe DeMarzio

Director, Data Risk
and Privacy

PwC



Jen Zick

Principal, Digital Strategy Group –
Media and Entertainment

Adobe

How is fan engagement changing?



Real-Time

Moments are the product.

- Real-time expectation during live events
- Fans following individual players globally
- AI surfacing moments instantly



Global

Fandom has no borders.

- Streaming eliminating geographical boundaries
- Personalized highlight feeds
- AI accelerating content production



Unified

One fan. One profile.

- Unified profiles replacing siloed systems
- Real-time CDP enabling journey orchestration
- AI decisioning across channels








Trusted

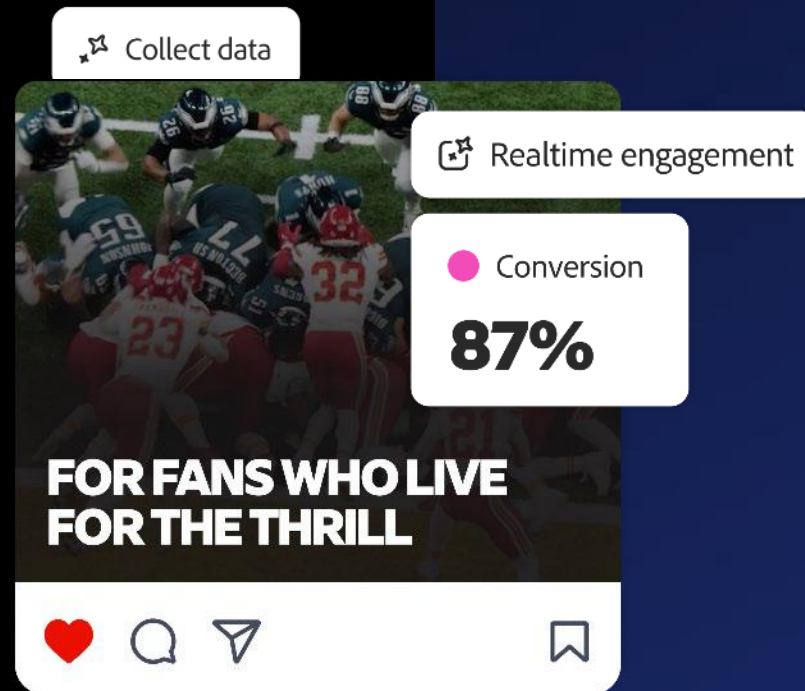
Trust drives engagement.

- Trust now central to brand value
- Global fan bases require thoughtful data strategy
- Personalization must feel respectful, not invasive

Personalization starts with connected data

The connected fan journey

-  Attends game
-  Watches highlights
-  Buys merch
-  Engages with sponsors
-  Everything feels connected



Without unified data, personalization is guesswork

- A unified data foundation powers the fan experience
- Identity across streaming, commerce ticketing & sponsors
- Real-time segmentation at scale
- AI on connected, governed data
- Journey orchestration replaces campaigns

AI powers the fan experience in real time

From acquisition to retention—AI drives every fan interaction



Acquisition

- AI-driven audience modeling
- Smarter, global targeting



Engagement

- Dynamic in-app experiences
- Live game personalization
- Real-time messaging



Monetization

- Personalized merch & offers
- Sponsor precision targeting
- Real-time commerce moments



Retention

- Churn prediction & loyalty scoring
- Intelligent preference management
- Continuous engagement optimization

A moment happens—and the entire experience adapts instantly.

Trust is the growth multiplier

Privacy, consent, and governance—designed for growth

Trust enables scale. Scale drives growth.



Privacy protects brand value

- Respecting fan expectations
- Transparency builds trust
- Protects long-term loyalty



Consent powers personalization

- Preferences improve relevance
- Better consent improves data quality
- Fans feel in control



Governance unlocks innovation

- Respecting fan expectations
- Transparency builds trust
- Protects long-term loyalty

When fans trust you, they engage more—and that drives growth.

Building for the Fan

PwC, NFL, and Adobe on trusted fan engagement



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Key Takeaways

1

Fandom is Global & Emotional

Fans compare you to every great digital experience.

2

Data is the foundation, AI is the accelerator

Unified profiles unlock real-time relevance at scale.

3

Trust is the multiplier

Consent and governance aren't constraints – they enable growth.

4

Personalization drives measurable revenue

Tickets, merch, sponsor activation and contactability all improve.

The engine behind the moment: Event monitoring with Adobe



Elliott Gordon

Senior Manager, Technical
Account Directors

Adobe



Jason Oler

Product Manager,
Customer Engagements

Adobe



Kevin James

Technical Account Director

Adobe

Key Takeaways

1

Preparation is everything

The work that makes a moment successful starts long before it happens.

2

Success isn't measured in uptime

It's measured in whether the customer walks away feeling like everything went right.

3

This isn't just a sports story

The Super Bowl, Black Friday, a major product launch — same problem, same solution.

4

Adobe shows up before, during, and after

Because the moment the customer is counting on can't wait.

GENSTUDIO FOR PERFORMANCE MARKETING

How your team can meet the moment



Transform your experience.



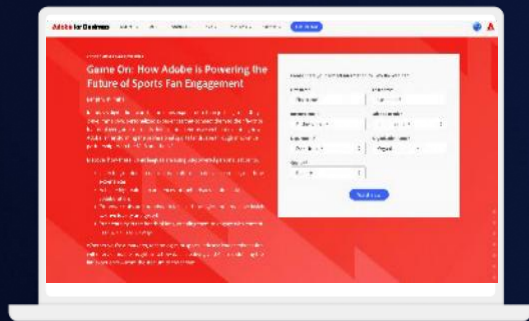
The 28-day free trial is now available

Sign up at business.adobe.com to link your brand, pick a channel, and watch it generate your first ads.

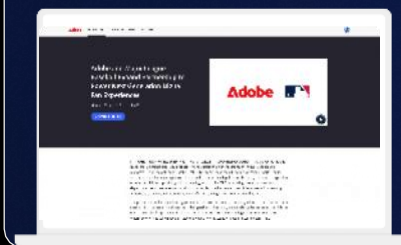
[Sign up](#)

Resources

Game On: How Adobe is Powering the Future of Sports Fan Engagement



Adobe x MLB expanded partnership announcement:



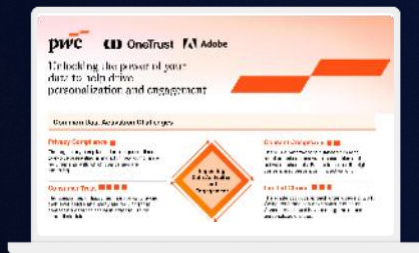
Summit Session: The Future of Fan Engagement: NFL, PGA Tour, 49ers and Fox on Trusted AI:



NFL fan experiences. It starts with Adobe:



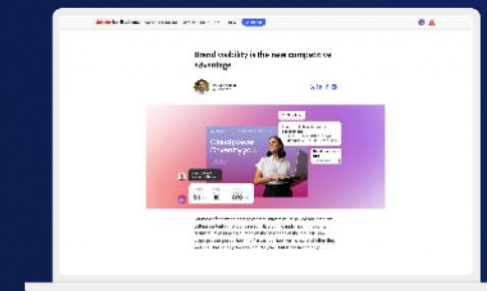
PwC x Adobe: Unlocking the power of your data



GenStudio for Performance Marketing Free Trial:



Brand visibility is the new competitive advantage.



Adobe