

From Insight to Action with Natural Language AI



Our speakers



**Akintunde
Ajayi**

Group Manager,
Product Marketing
Adobe



**Jayashree
Ramakrishna**

Principal Strategic
Business Development
Adobe



**Lori
DeFurio**

Principal Solutions
Technologist
Adobe



**Keyur
Nandu**

Business Systems
Analyst
Adobe

Agenda

01

Natural Language Models in AI Assistants

02

AI Assistants Within Document Productivity

03

DEMO: Adobe Acrobat Studio

04

Adobe Customer Zero Use Case

05

Panel Discussion

06

Q&A

Natural Language Models in AI Assistants



**Akintunde
Ajayi**
Group Manager,
Product Marketing
Adobe



**Jayashree
Ramakrishna**
Principal Strategic
Business Development
Adobe

AI Assistant can transform team productivity, boosting efficiency and performance



AI Assistant streamlines operations, saving valuable time for your organization and driving significant cost savings.



AI Assistant empowers your organization to make data-driven decisions and run more targeted campaigns.



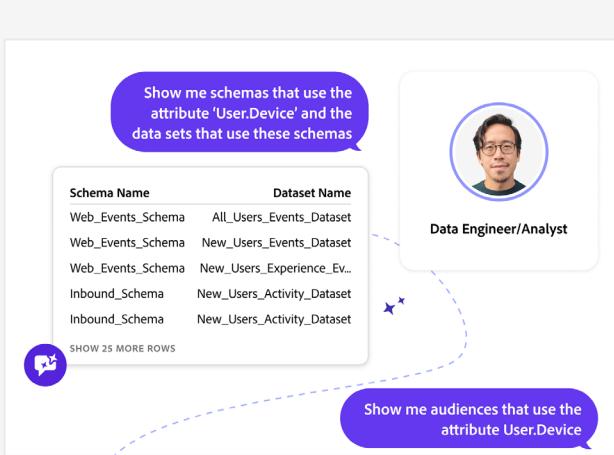
AI Assistant helps you stay ahead of the curve, keeping you informed on the latest technologies and best practices.



AI Assistant is the productivity companion for users across diverse roles

Data & IT Teams

Accelerate data exploration, data management and data insights discovery, streamline routine tasks



Show me schemas that use the attribute 'User.Device' and the data sets that use these schemas

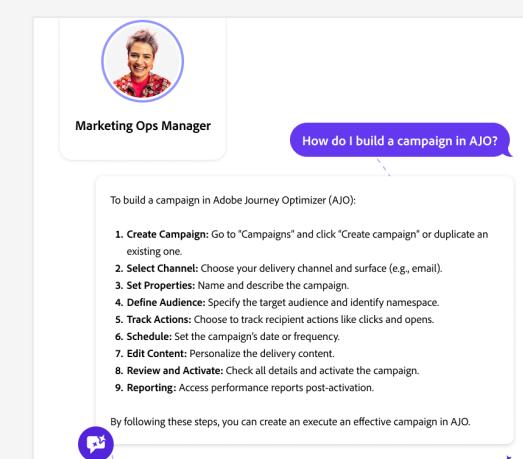
Schema Name	Dataset Name
Web_Events_Schema	All_Users_Events_Dataset
Web_Events_Schema	New_Users_Events_Dataset
Web_Events_Schema	New_Users_Experience_Ev...
Inbound_Schema	New_Users_Activity_Dataset
Inbound_Schema	New_Users_Activity_Dataset

SHOW 25 MORE ROWS

Show me audiences that use the attribute User.Device

Marketing Operations

Fast answers to questions about marketing workflows and troubleshooting with explainability



Marketing Ops Manager

How do I build a campaign in AJO?

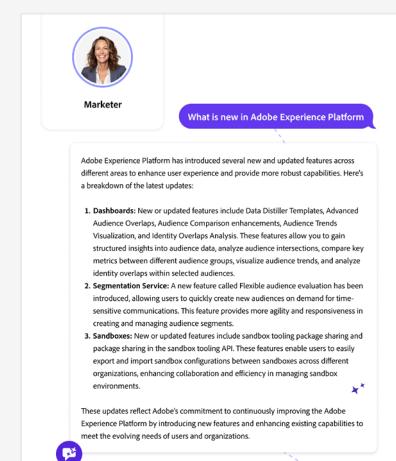
To build a campaign in Adobe Journey Optimizer (AJO):

1. Create Campaign: Go to "Campaigns" and click "Create campaign" or duplicate an existing one.
2. Select Channel: Choose your delivery channel and surface (e.g., email).
3. Set Properties: Name and describe the campaign.
4. Define Audience: Specify the target audience and identify namespace.
5. Track Actions: Choose to track recipient actions like clicks and opens.
6. Schedule: Set the campaign's date or frequency.
7. Edit Content: Personalize the delivery content.
8. Review and Activate: Check all details and activate the campaign.
9. Reporting: Access performance reports post-activation.

By following these steps, you can create an execute an effective campaign in AJO.

Marketing Teams

Self serve, and get smart on available tools and features, accelerate campaign creation and completion



Marketer

What is new in Adobe Experience Platform

Adobe Experience Platform has introduced several new and updated features across different areas to enhance user experience and provide more robust capabilities. Here's a breakdown of the latest updates:

1. Dashboards: New or updated features include Data Distiller Templates, Advanced Audience Overlaps, Audience Companion enhancements, Audience Trends Visualization, and Identity Overlaps Analysis. These features allow you to gain structured insights into audience data, analyze audience intersections, compare key metrics between different audience groups, visualize audience trends, and analyze identity overlaps within selected audiences.
2. Segmentation: A new feature called Flexible audience evaluation has been introduced, allowing users to quickly create new audiences on demand for time-sensitive communications. This feature provides more agility and responsiveness in creating and managing audience segments.
3. Sandboxes: New or updated features include sandbox tooling package sharing and package sharing in the sandbox tooling API. These features enable users to easily export and import sandbox configurations between sandboxes across different organizations, enhancing collaboration and efficiency in managing sandbox environments.

These updates reflect Adobe's commitment to continuously improving the Adobe Experience Platform by introducing new features and enhancing existing capabilities to meet the evolving needs of users and organizations.

Customers are seeing real productivity and quality gains using AI Assistant

70+ hours saved by marketing teams every week



98%

reduction in time to ensure data hygiene

"Using AI Assistant for audience audits has made a big difference. Deleting audiences is the scariest part of my job, but now I can quickly see which ones are used in journeys and which can be safely deleted. This reduces clutter and ensures we stay within guardrails."

- User experience specialist,
Travel firm



96%

reduction in time taken to troubleshoot issues

"I was trying to debug why a custom payload for coupon journeys wasn't working, and AI Assistant was able to help me fix the format. It cut down five hours of debugging. It just made my day."

- Digital marketing developer,
Retail firm



80%

faster to master new platform features

"We are seeing the power of the AI Assistant to help us be future ready, smoothens information gathering by giving summaries, best practices."

- Marketing consultant,
Insurance firm



75%

faster in building optimized audiences

"Insights from AI Assistant on audience overlaps have been crucial for optimizing and creating targeted campaigns, helps us avoid redundant messaging and ensures our campaigns reach the right audience effectively".

- Email marketer,
Travel firm

AI Assistants Within Document Productivity



**Lori
DeFurio**
Principal Solutions
Technologist
Adobe



**Jayashree
Ramakrishna**
Principal Strategic
Business Development
Adobe

It's too hard to get from insights to action

Vast amounts of unstructured information



40%

productivity loss among business professionals due to content sprawl and cognitive overload¹



Legal



Finance



HR/Talent

Communication often misses the mark



58%

of non-creative employees spend up to 29 hours/ week creating visual content independently²



Sales



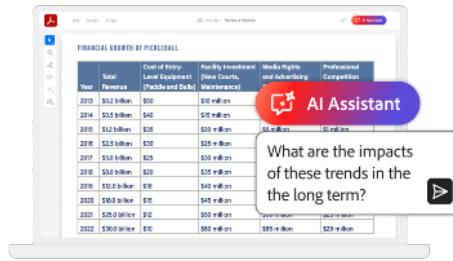
Marketing



Brand

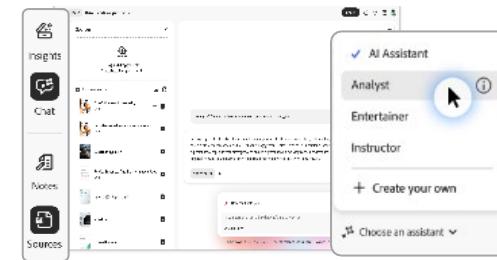
Introducing Adobe Acrobat Studio

Comprehend



AI Assistant: Insights grounded in your documents

Collaborate



PDF Spaces: Work from the same insights, not silos

Create



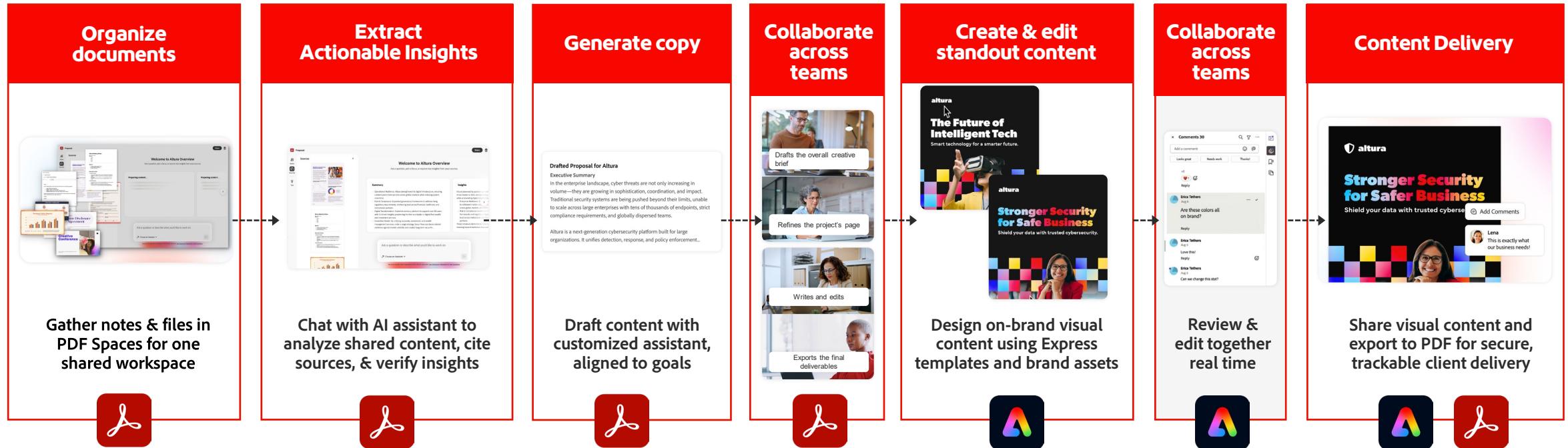
Express Premium: Remix insights into powerful on-brand content



DEMOS:

Adobe Acrobat Studio

Unifying Comprehension + Collaboration + Creation



Adobe Acrobat Studio delivers measurable results

🔍 Comprehend

45%

faster document analysis to focus on actionable insights

👤 Collaborate

30%

reduction in time to align teams on insights

📌 Create

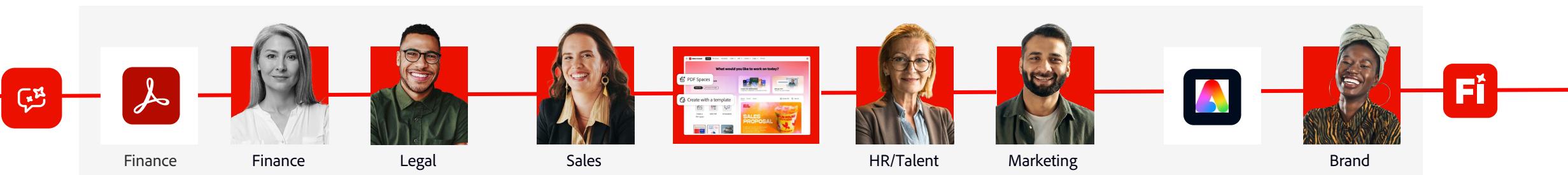
10x

faster time to create

+45%

cost savings with self-serve branded content

2+ hours per day saved by eliminating context switching



Customer Zero Use Case Unlocking workflows with Acrobat AI Assistant



**Keyur
Nandu**
Business Systems
Analyst
Adobe



**Jayashree
Ramakrishna**
Principal Strategic
Business Development
Adobe

Why does Adobe have a customer zero program?

First to Use New AI

See innovations
before launch



Shape Better Workflows

Help AI solve
real problems



Make Challenges into Wins

Turn work issues
into success



Two Major Problems in Vendor Management and Procurement



Contract Review

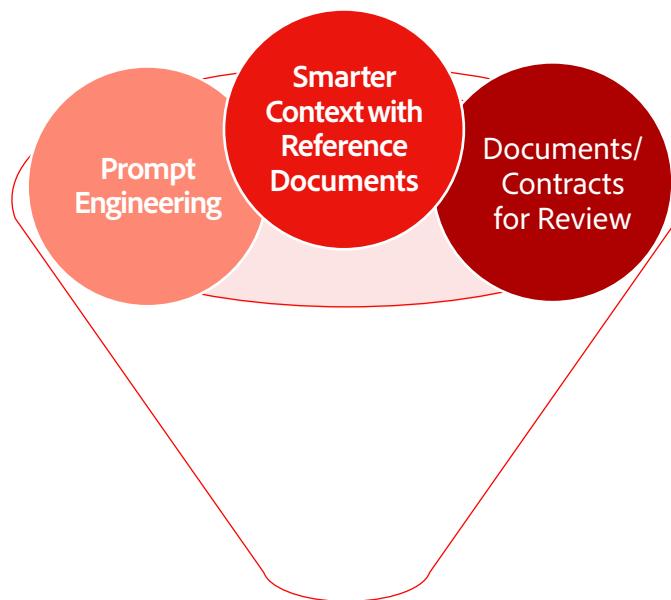


Creating Presentation



How Acrobat AI Solves Them:

A. Contract Review And Comparison



AI-Powered Comparison & Review

Example Table: Contract Terms and Conditions Comparison

Clause	Previous Contracts	Latest Contract (04/01/2025)	Change	Details
Exchange Rights	2 exchanges/year, 78% discount. ¹	5 exchanges/year, 85% discount. ²⁻³	Addition: Increased limit and discount. ²	Example: 3 more exchanges allowed; 7% higher discount.
Renewal Cap	Price increase capped at 3%. ⁴	Price increase capped at 3%, stricter conditions. ⁵	Addition: Stricter renewal terms. ⁵	Example: Renewal tied to product availability. ⁴
Impact Fee	12.17% of annual subscription fees. ⁶	Increased to 13.55% of annual subscription fees. ⁷	Modification: Fee increase. ⁶	Example: Fee increased by 1.38% for capacity overages. ⁷
Termination Clause	Data return within 60 days, file format specified.	Certification of data deletion required, free data return. ⁸	Addition: Enhanced data security. ⁹	Example: Vendor must certify deletion; free data return. ⁸

Sample Prompt: "Using Terms and Conditions as a reference. Compare terms and conditions and clauses of the latest contract, along with any additions or removals of contractual clauses in the new contract, and list those changes in a table. Add data when making comparisons, such as the amount added or removed. Latest Contract Start Date is 04/01/2025"

From Raw Data to Polished Slides Using Acrobat X Express

1

Upload Work Documents from Ticketing System

2

Prompt Engineering

3

Include Length, Audience, and Level of Detail

4

AI Summaries & Outlines

5

Express: Slides Fast

Example prompt:

"I want to create a storytelling presentation with 5 slides, using pictures and diagrams rather than text to visually convey the creation of the License Import file generator.

- Slide 1 will introduce vendor managers, their roles, and why the files are crucial for creating master data records in Smart Track.
- Slide 2 will depict the current manual process with visuals, emphasizing...
- Slide 3 will include a process flow diagram showing...
- Slide 4 will use quotes or visuals to showcase...
- Slide 5 will visually explore future enhancements..."

Key Takeaways

AI speeds decisions



Customer Zero drives
smarter tools



Clarity and productivity
for everyone



Panel Discussion



**Akintunde
Ajayi**

Group Manager,
Product Marketing
Adobe



**Jayashree
Ramakrishna**

Principal Strategic
Business Development
Adobe



**Lori
DeFurio**

Principal Solutions
Technologist
Adobe



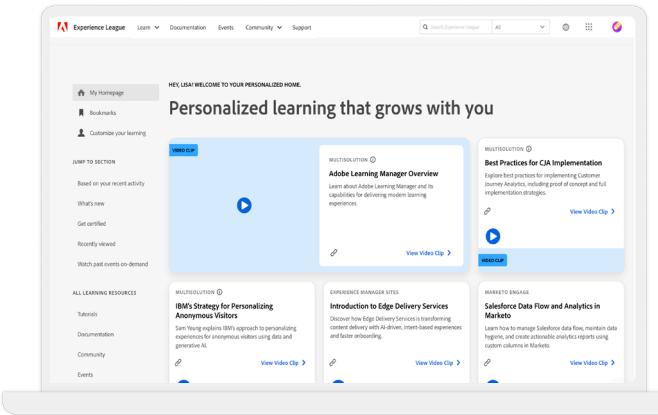
**Keyur
Nandu**

Business Systems
Analyst
Adobe

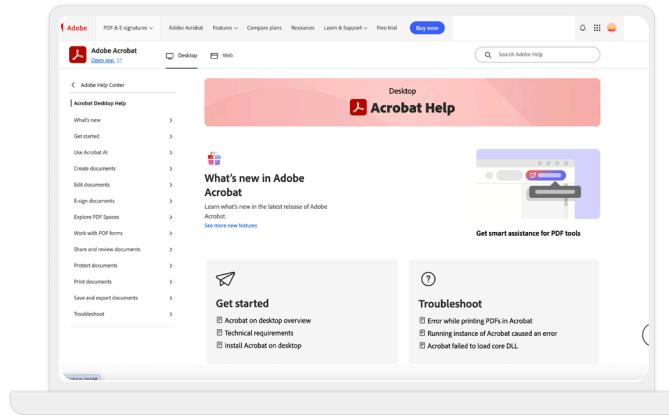


Questions & Answers

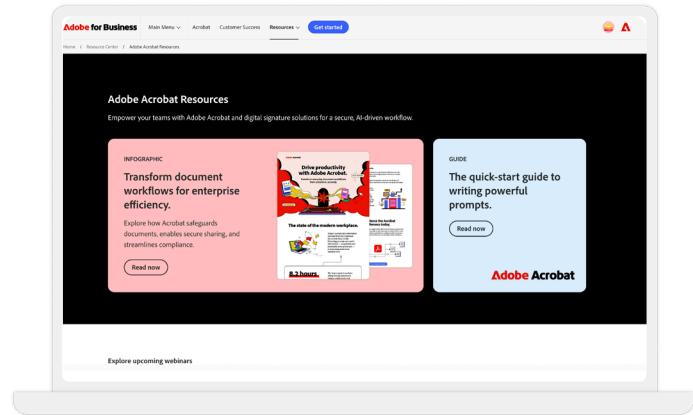
Helpful resources



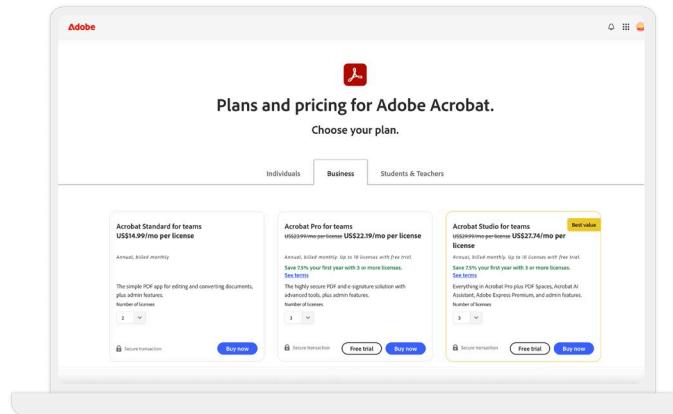
Adobe Acrobat Experience League



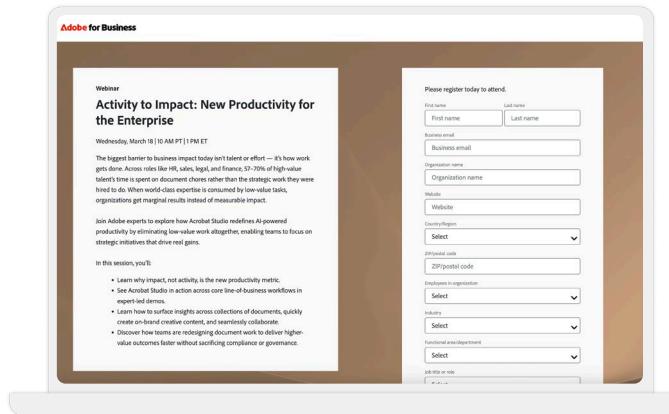
Adobe Acrobat Learn & Support



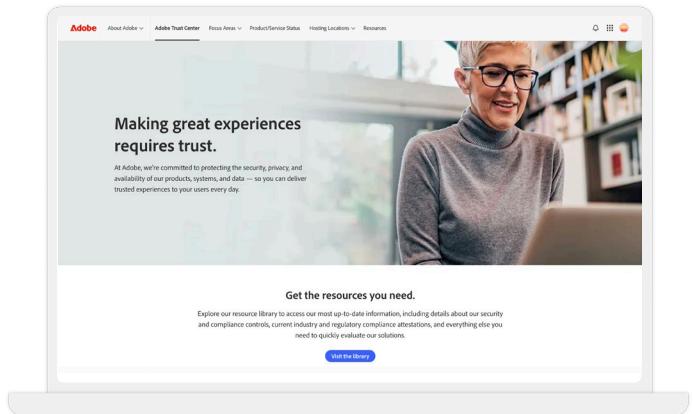
Adobe Acrobat Webinar Hub



Adobe Acrobat Plans & Pricing



Upcoming Webinar: Activity to Impact: New Productivity for the Enterprise



Adobe Trust Center

Adobe