

Adobe on AI: Orchestrating Real-World Agentic AI Workflows

Create summer collection campaign images with recommended actions.

Asset creation agent



Recommend a flash sale – ad

Governance agent

✓ Approved - All conditions met

OK to launch?

Adobe

Today's speakers



**Tracey
Craft**

VP,
Content Marketing
SAP



Britt Bowman

Enterprise AI
& GTM Transformation
Leader



**Gina
Casagrande**

Director, Customer Experience
Orchestration Evangelism
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**Anish
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Sr. Marketing Lead
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Agenda

Lessons on building the foundation

Demo: Adobe CX Enterprise Coworker

Build to learn, buy to scale

AI as a new persona

Demo: Adobe Brand Visibility

Q&A

Campaign goal

Launch re-engagement journey to grow premium subscriptions by 10%.

- ☒ Goal definition
- ☒ Audience creation
- ☒ Content creation
- ☒ Journey mapping
- ☒ Verify company guidelines

Add audiences or reviewers

 Nadia Chau
Audience • nchau@bodea.com

 Arthur Armstrong
Reviewer • astrong@bodea.com

 Approved

Here's a targeted journey built to re-engage users and increase premium subscription conversions.

Campaign assets



For existing customers



For new customers

 Launch campaign

What's the biggest barrier to scaling AI in your organization today? (Select one)

A

Data and systems
are not connected

B

Governance,
security, and
trust concerns

C

Identifying high-
value use cases

D

Organization
alignment and
change management

Lessons on building the foundation



**Britt
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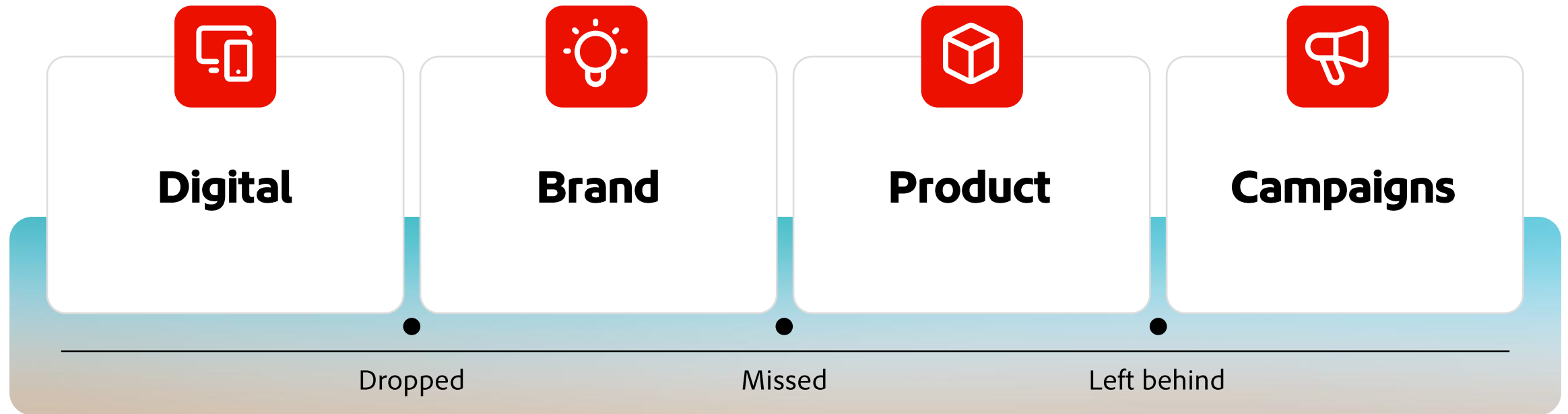
The unglamorous work that makes AI pay off.

Three lessons on building the foundation,
before you bolt AI onto a broken workflow.

THE PREMISE

The least sexy topic in AI.

The foundation that decides whether any of it works.



You optimize your own cushion and look efficient. **The revenue is stuck in the gaps.**

LESSON ONE

Align incentives to revenue, not activity.

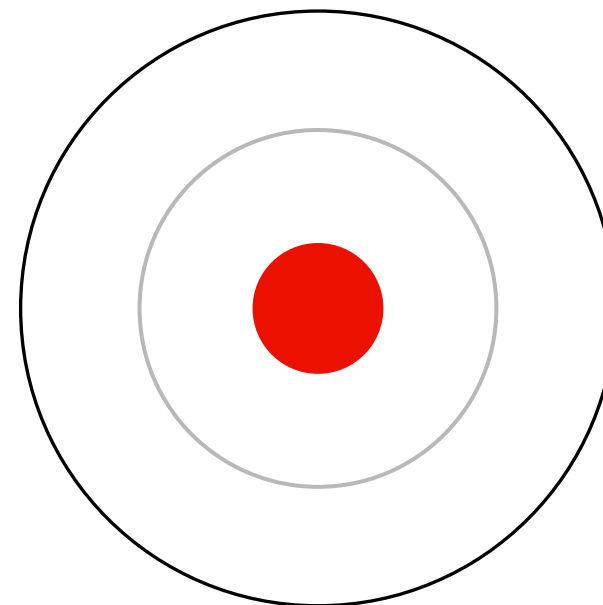


REWARDED FOR
Content volume



REWARDED FOR
Saving money

Misses



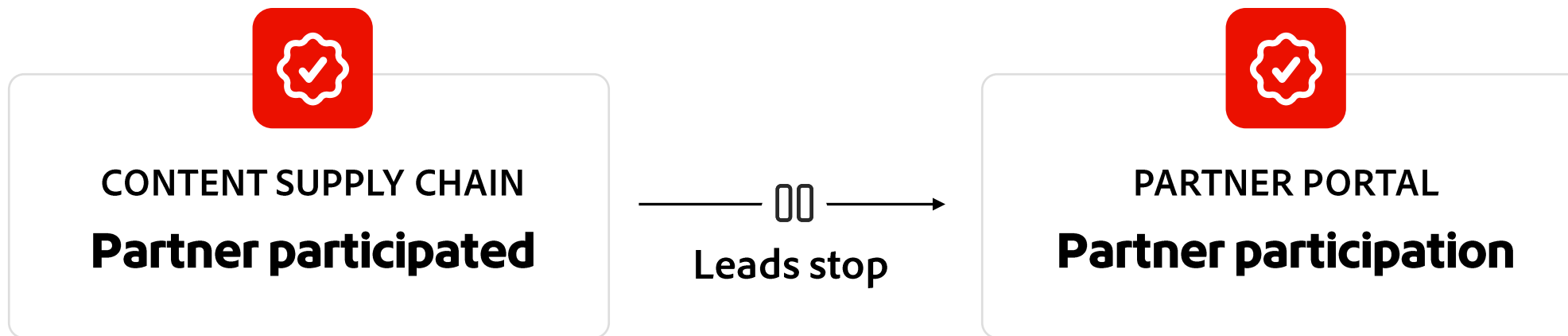
Revenue

"That's not what we're incentivized on."

THE LESSON: Fix the goals and incentives first. Then pump out the data.

LESSON TWO

Taxonomy is what you call it. **Ontology is what it means.**



Same word, off by one. Both ends optimized correctly.
Neither one connected.

THE LESSON: A taxonomy match can still be an ontology failure. In B2B, that gap is dropped revenue.

LESSON THREE

One budget. One number to win.



Moves the number?

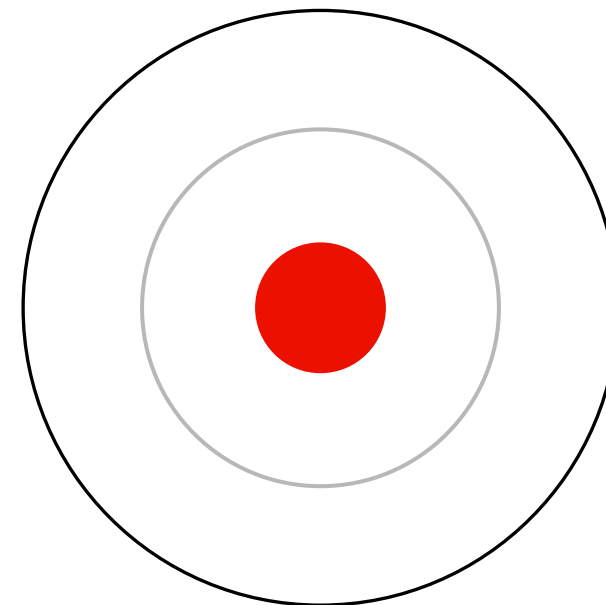
YES go all in



Moves the number?

NO why are we doing it?

If I ran a car company, colors matter only as they move cars sold.



Revenue

THE LESSON: Test every dollar against the one number, across the whole go-to-market.

THE REFRAME

Do all of that, and you've built the foundation AI needs.

Stop asking how to enhance work with AI. Ask three questions.

1

Am I confident I have
the right foundation?

2

Where is the
real friction?

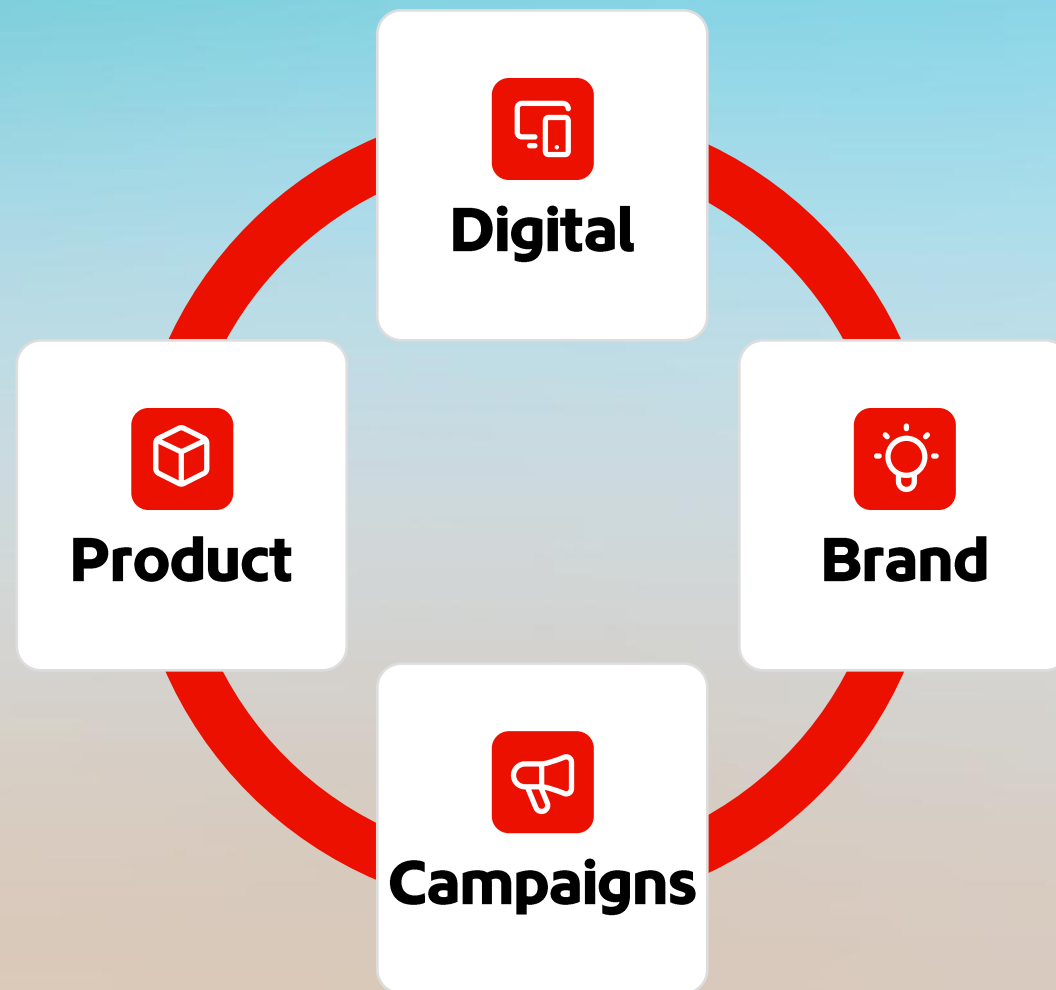
3

Which friction needs
human judgment, and
which gets optimized out?

AI inherits your ontology. If your systems don't agree on what things mean, neither will the agent.

Don't optimize your cushion.

Optimize the couch.



Adobe CX Enterprise Coworker



**Gina
Casagrande**

Director, Customer
Experience Orchestration
Evangelism
Adobe

Adobe CX Enterprise

Brand Visibility

Customer Engagement

Content Supply Chain

Adobe CX Analytics

Powered by Adobe AI Platform

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

Adobe Brand Intelligence | Adobe Engagement Intelligence

Adobe Experience Platform

Native
AI integrations

ANTHROPIC

OpenAI

Google Cloud

Microsoft

aws

NVIDIA

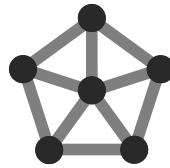
CX Enterprise Coworker



Enterprise
harness & skills



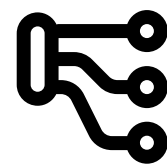
Business
context



Memory



Governance



Agentic
workflows

CX Enterprise Coworker



Speed

Enables you
to move faster



Accessibility

Expert skills and
insights within reach



Scale

Accomplish
more than was
possible before

Build to learn, buy to scale



**Anish
Raul**

Sr. Marketing Lead
Sling TV

THE BUILD FRAMEWORK

Five steps from process to agent

- 1 Pick the work**

Tag every step of your process as mechanical, judgment, or high stakes. Agent candidates live in the first two.
- 2 Map the workflow**

Every step answers four questions: Input, Action, Decision, Output. Circle the fuzzy decisions.
- 3 Assign tools**

One line per step: step, tool, data in, data out. Most marketing workflows map to five tools total.
- 4 Connect**

Just plumbing. Output of one step becomes input of the next. Copy-paste is a valid v1.
- 5 Place judgment, validate**

Humans hold every circle in v1. Run it 5 to 10 times. Hand off one boring decision at a time.

IN MORE DETAIL

Map any workflow with four questions



Input

What arrives?
A brief, a lineup
sheet, an approval



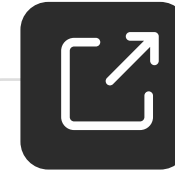
Action

What happens to it?
Summarize, draft,
format, publish



Decision

Is there a fork?
What is the rule?
If copy exceeds the
limit, rewrite



Output

What leaves,
and who gets it?
Draft copy, sent
to reviewer

The one-sentence test:

Can you write the decision rule in one sentence?
Yes: a rulebook decision, automate it. **No:** a judgment call, circle it.

A REAL WORKFLOW

Web ribbon merchandising: The honest map

Described, this is three boxes. Mapped with the four questions, it looks like this.

	Gather sources	Draft banner copy	Review and ship
INPUT	5 programming inputs + past ribbon copy	Today's priority + past ribbon voice	Draft copy
ACTION	Compile today's source set	Write today's banner copy	Check against what is live on TV
DECISION	Sources conflict. Which priority leads?	Under the character limit, on tone?	Accurate vs. the live lineup?
OUTPUT	Today's priority, to drafting	Draft copy, to review	Published ribbon
WHO DECIDES	HUMAN HOLDS IT	MACHINE-SAFE, ONE-SENTENCE RULE	HUMAN, LONGEST

The Decision row is the agent question: One decision fits a one-sentence rule. Two do not.

WHAT BUILDING LOOKS LIKE

AETHER: The same map, applied four times

Each agent is one mapped workflow unit. Its own input, action, decision, output, and tool.

	Data Analyst	CRO Agent	Browser Agent	Project Manager
INPUT	Experiment results + site analytics	Prioritized findings	Claims from the first two agents	Verified findings + evidence
ACTION	Analyze what actually moved	Draft hypotheses	Crawl the sitemap, browse live pages	Package and sequence the test
DECISION	Which signals earn a hypothesis?	Testable as one sentence?	Does the live site confirm the data?	Ship-ready? Routes to a human
OUTPUT	Findings, to CRO agent	Test brief, to Browser Agent	Verified evidence, to PM	Recommendation, to a human
TOOL	NOTEBOOKLM	GEMINI	PLAYWRIGHT	GEMINI + HUMAN GATE

Why four agents and not one notebook?

Each column needs a different tool, and a notebook cannot hold a browser.
One agent's output is the next agent's input. And the last output still lands on a human. Reactive, by design.

BUILD VERSUS BUY

It was never build or buy. It is a loop.



Build to learn

Prototypes, sandboxes, weekend builds

Building your own version teaches you what good looks like. You stop evaluating vendor pitches on the demo and start evaluating them on the parts you know are hard because you have hit those walls yourself. Every prototype makes you a sharper buyer.



Buy to scale

Enterprise tools, for the parts you should not build

Governance, security, compliance, and first-party data at enterprise scale are exactly why enterprise tools exist. A prototype that works on your sandbox is not a system that is safe to run on customer data. Buying well is knowing which walls are theirs to hold.

The loop:

Building makes you a better buyer. Buying gives you ideas for what to build next.
A working prototype is your best pitch: Showing the value before you ask for the enterprise version.

Map your process.
Automate the mechanical.
Agent the judgment.
Keep your hand on the trigger.

An agent is not something you build. It is something your workflow becomes, one boring decision at a time.

AI as a new persona



**Tracey
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VP, Content Marketing
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The invisible audience

Before AI, your buyer found you... now AI tells your story first.

2022 → A CFO searches Google

"Best ERP for finance transformation"

- Gets 10 blue links plus ads
- CFO clicks four or five links
- Maybe reviews some company websites and analyst reports
- Compares messages
- Forms own opinion
- Possibly books a demo

2026 → Same CFO asks Claude

"Best ERP for finance transformation"

- Gets a summary of options
- AI names three vendors and provides succinct comparisons
- AI makes a recommendation, narrowing options early in the process—before engaging with demos, sales, or partners

Buyers are making decisions before companies know what conversations are happening.

94%

of B2B buyers are already using AI to make purchase decisions.

Forrester, 2025

From campaigns to content systems

AI is not a decision-maker, but it shapes framing, criteria, and which companies get surfaced.

- ✓ Prefers stable definitions and consistent terminology
- ✓ Rewards specific, balanced, and data-backed claims
- ✓ Leans on attribution signals like credible authors and first-party research
- ✓ Reuses patterns including FAQs and lists

You already think about your target audiences... **now AI is one of them.**



Influence upstream

The AI-first landscape requires system-level coherence so our expertise can scale without losing meaning.



AI-mediated discovery rewires influence

AI is shaping customers' first impressions of companies.



It's not just about creating more content

Success shifts from traffic to AI inclusion, accuracy, and impact.



New rules for winning the AI interpretation layer

Treat AI as a persona with its own behaviors, preferences, and decision-making patterns.

Adobe Brand Visibility



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Director, Customer
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Brand Visibility

Recommend a hiking tour for my Bora Bora trip.

Sunrise Mount Otemanu guided tour
From \$75 for 2 people
See Bora Bora from above on a sunrise hike - gear included for a safe fun climb.

Book trip

Mentioning safety increases interactions by 200%

Customer Engagement

WKND Fly
To: Elliana Perez
Still thinking about Utah? As a silver member, unlock your exclusive discount - book before its gone.

Elliana Perez
At risk of churn

Email: eperez@outmail.msg
Account: Active

Loyalty status: Silver member
Preferred channels: Google, Facebook, LinkedIn

Abandoned cart

Personalized offer

Content Supply Chain

luma

Generate

Create an on-brand ad for an upcoming fall essentials campaign that can scale across different audiences and channels

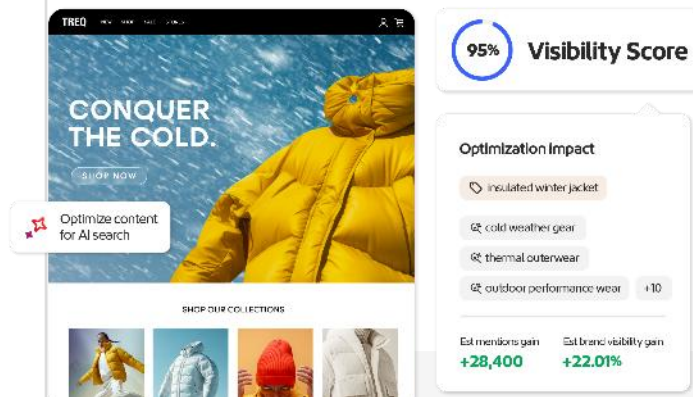
Commerically safe

Shop fall essentials
Pieces that move with you through fall.

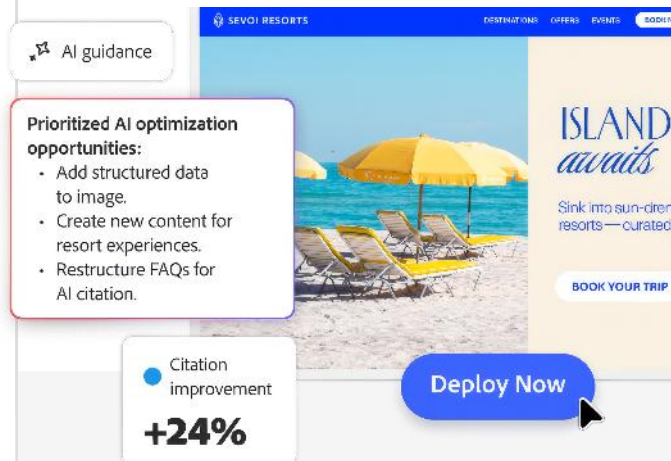
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Brand Visibility

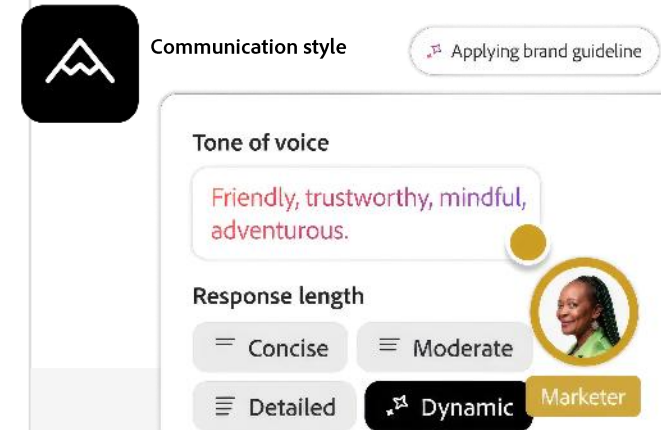
Brand Discovery



Agentic Automation



Conversational Experiences

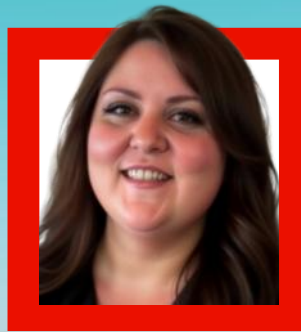


Q&A



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CX Innovator Types quiz

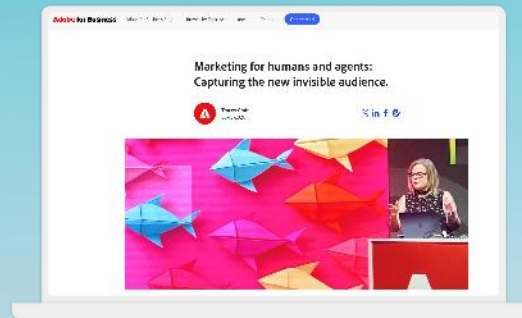
The CX Innovator Types quiz reveals your unique approach to customer experience innovation. It shows how you respond to moments of change and how to harness your approach to help shape the future.

- **Uncover the skills that set you apart**, who you work best with, and how to use both to shape standout customer experiences.
- **Share your results** with your teammates and your LinkedIn community to discover how, together, you can envision, orchestrate, and evolve through new innovations.
- **Explore the 2026 AI and Digital Trends** research hub for insights from 3,000 executives and practitioners worldwide on navigating the pressure and promise of AI in customer experience.

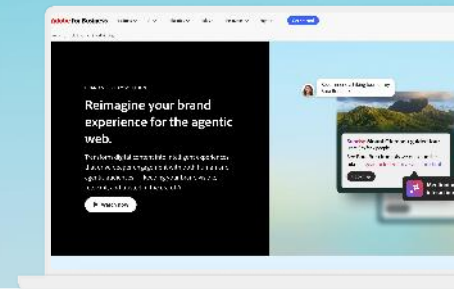


Resources

Capturing the new invisible audience



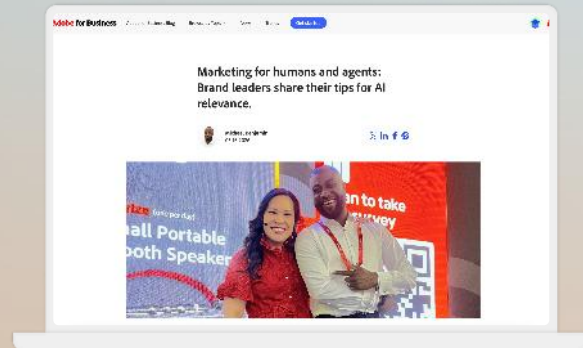
Reimagining brand experiences



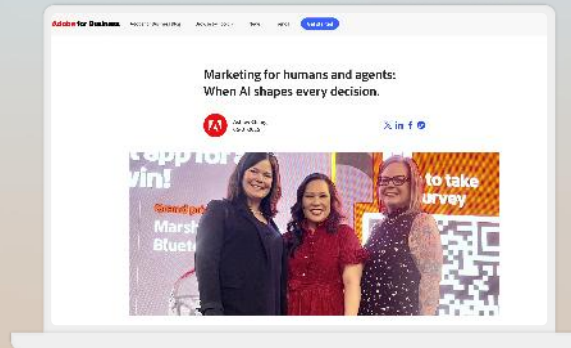
Rebuilding the content supply chain for AI Scale



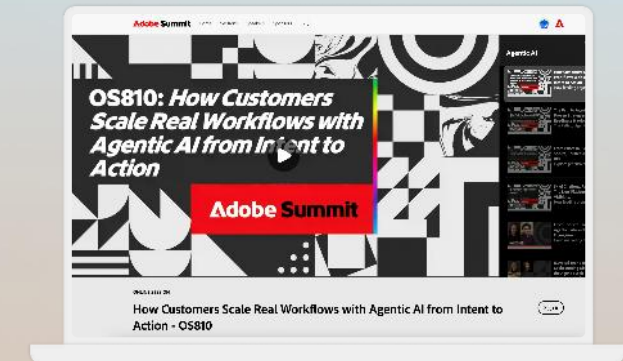
Brand leaders on AI relevance



When AI shapes every decision

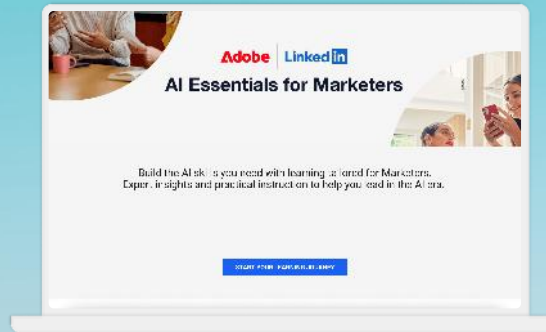


Scaling real workflows with agentic AI

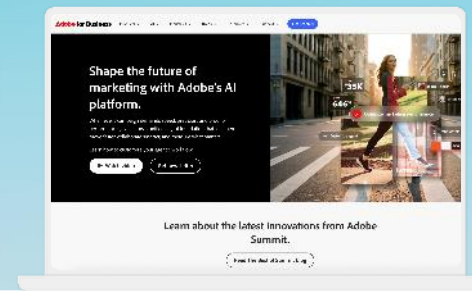


Resources

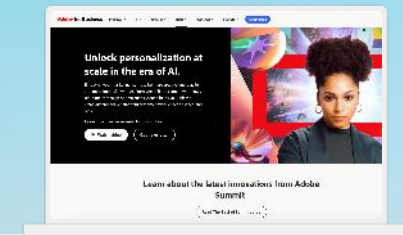
AI essentials for marketers



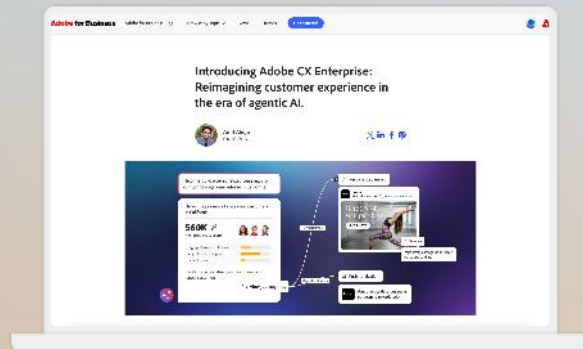
Shape the future of marketing



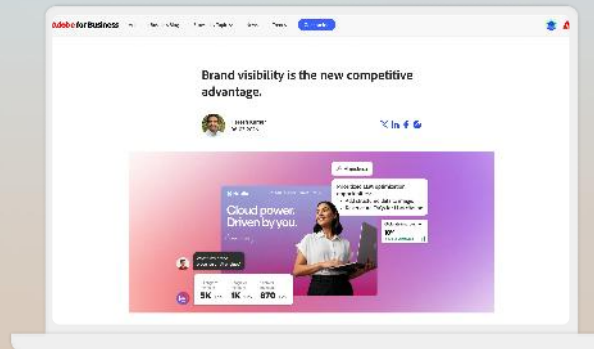
Personalization in the AI era



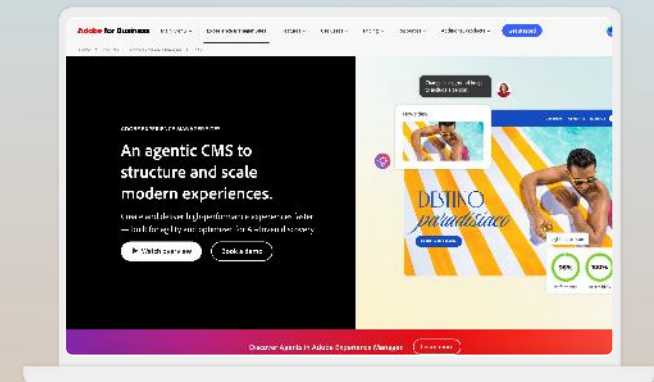
Introducing Adobe CX Enterprise



Brand visibility as a competitive advantage



Scaling modern experiences with an agentic CMS



Adobe