

Scaling B2B Content with Speed: Inside Lumen's Transformation

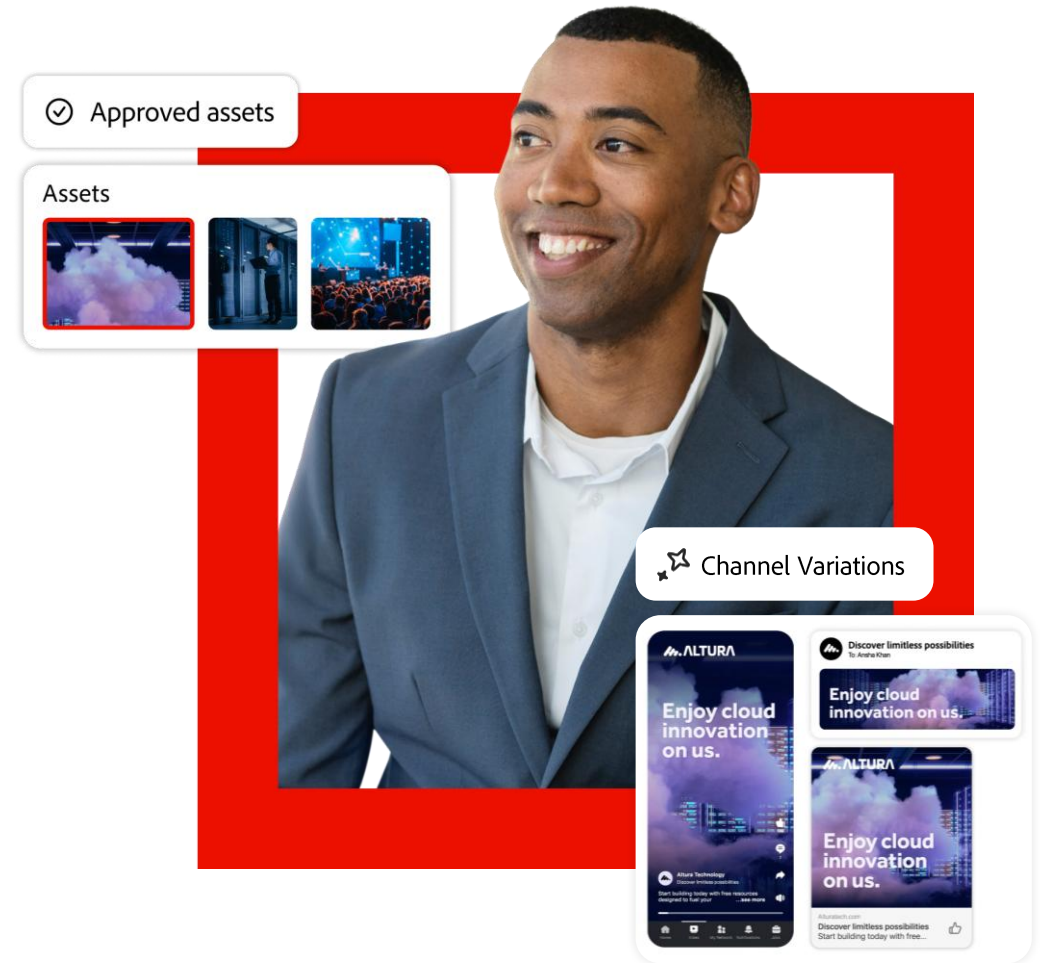
Moria Fredrickson

VP of Brand & DX
Lumen Technologies

Nick Harper

Principal, B2B Content Transformation
Adobe

Adobe



Our speakers



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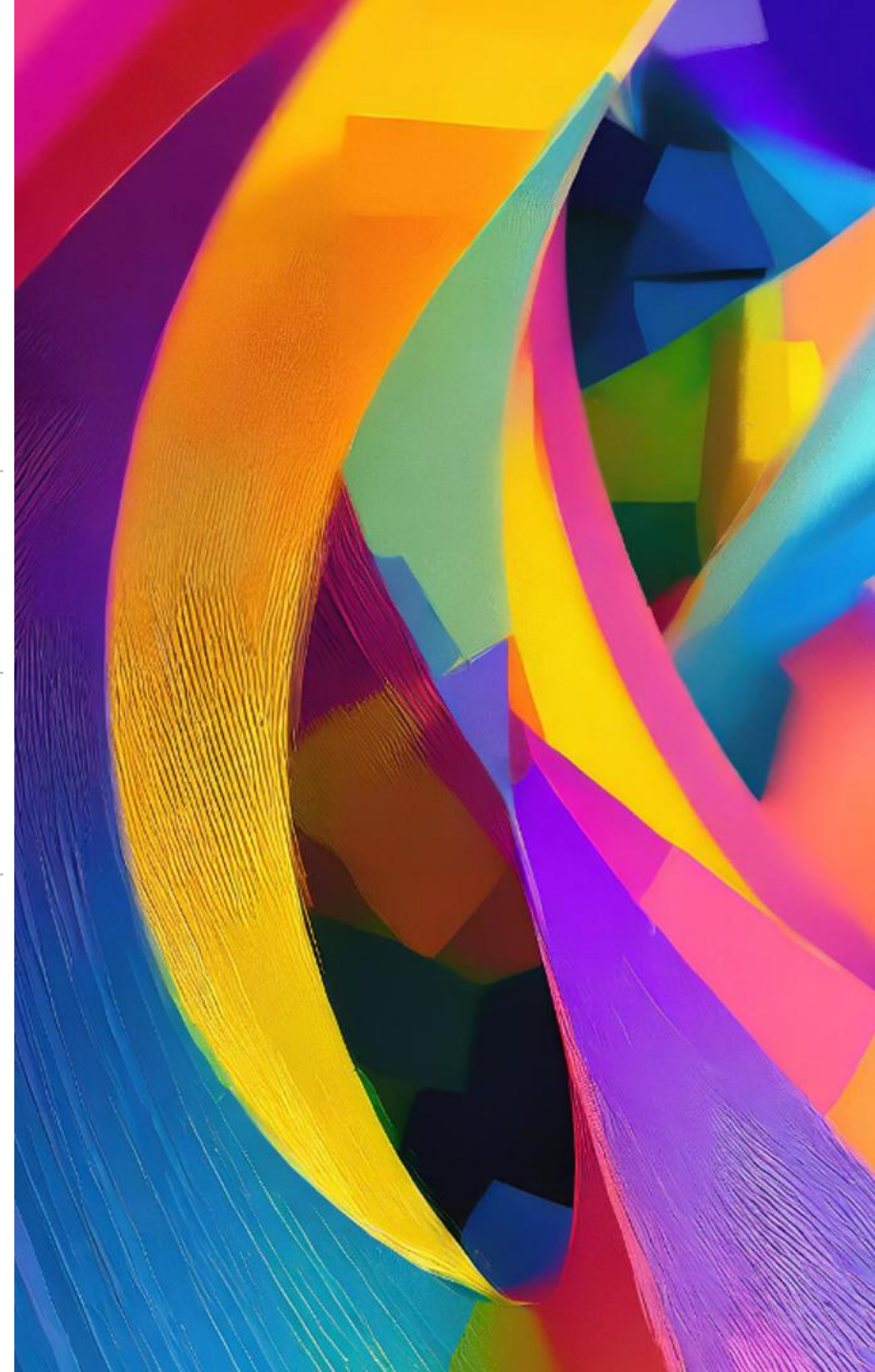
Principal, B2B Content Transformation
Adobe

Agenda

- The Case for Content Transformation

- AI-Powered B2B Content with Lumen Technologies

- Audience Q&A



Content is the front door to your sales funnel

From first touch to closed deal, content powers how buyers learn, evaluate, and choose. The enterprises that will win are the ones that treat content like a growth engine — not a cost center.

Sources:

1. Forrester, Content Preferences Survey

2. Incisiv & Adobe, 2025 State of Global Digital Transformation, B2B Global

62%

of B2B buyers develop selection criteria or finalize a vendor list based solely on digital content¹

B2B Buyers Are Dramatically Increasing Content Consumption Before Purchase²

74% increase in educational content/technical documentation

68% increase in product/service information and customer case studies

61% increase in thought leadership

44% increase in social media

Demand for content to meet buyer needs outpaces capacity



AI can turn enterprise content into a coordinated growth driver

Brand & Creative

Corporate Marketing

Regional Marketing

Field Marketing

Product Marketing

Web & Digital

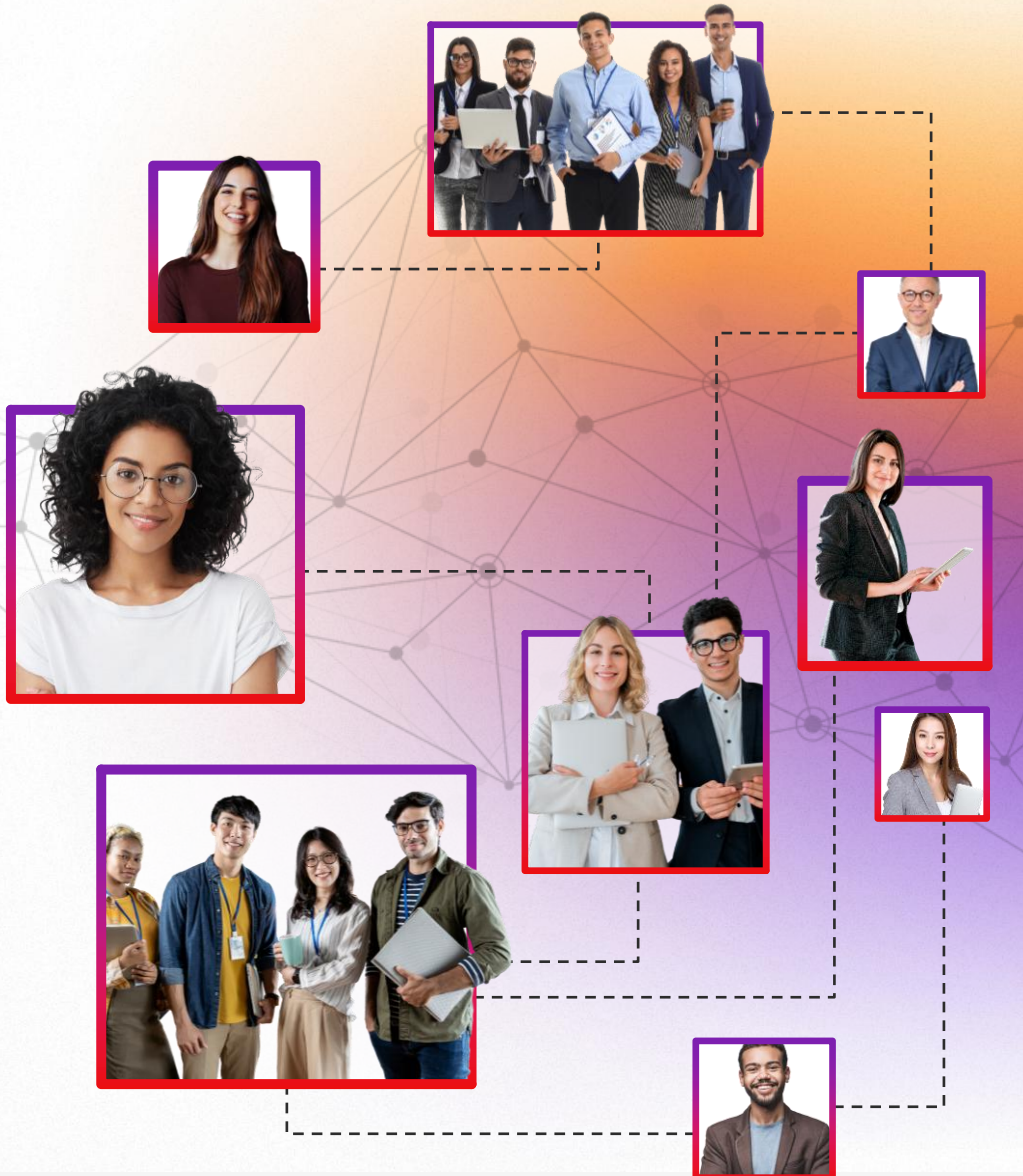
Sales & Enablement

BDR / SDR

Events & Experiential

Partners & Agencies

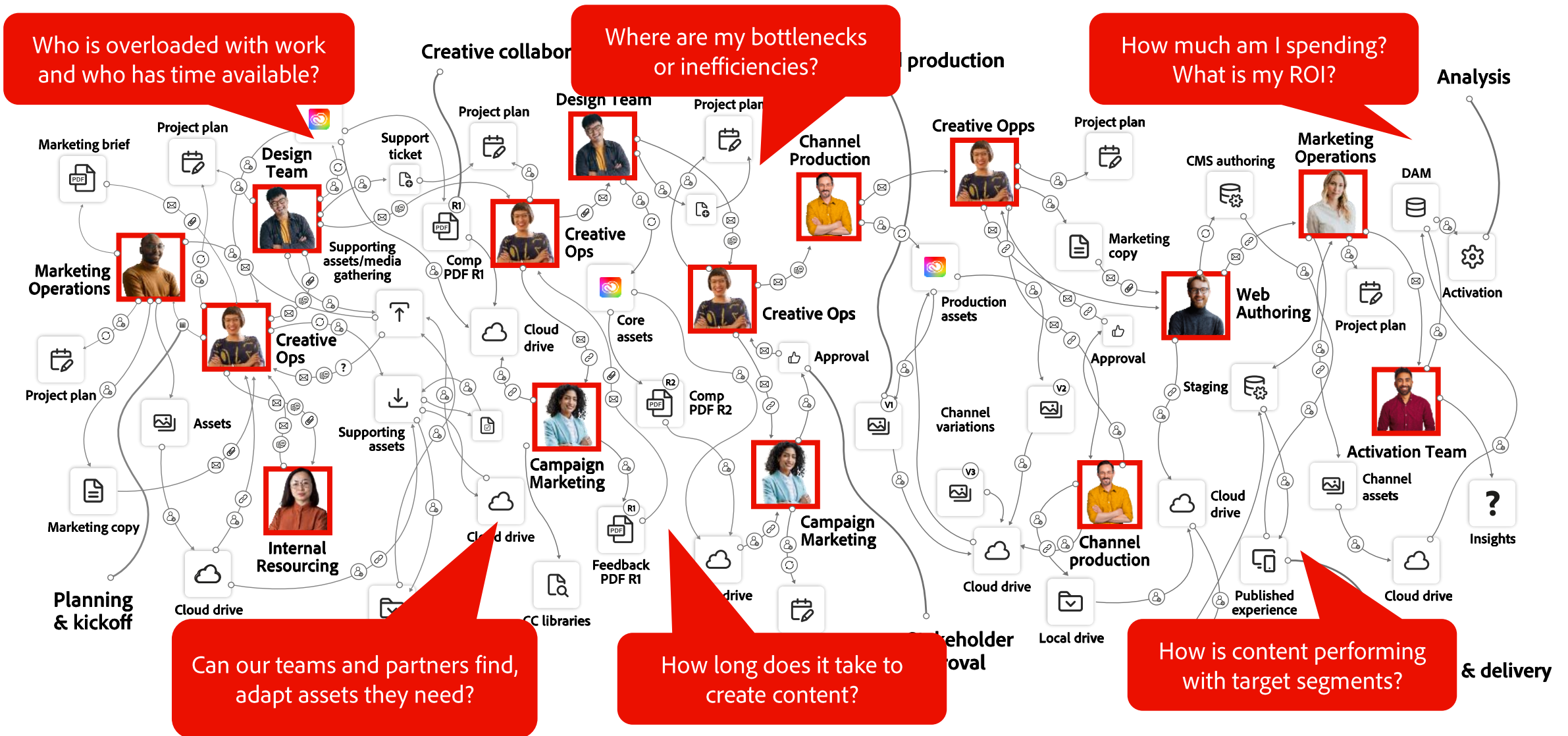
IT & Operations



Drive scale and speed at lower cost by putting AI at the heart of your workflows

- Enhance ideation, accelerate content production, and free up time for true creativity
- Automate repetitive tasks, scale content variations, and speed up time to market
- Empower teams to self-serve, edit, and localize content while staying on brand

However, AI alone will not fix a broken content supply chain



Five building blocks to optimize your content supply chain

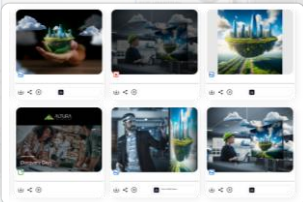
Workflow & Planning



Creation & Production



Asset Management



Delivery & Activation



Reporting & Insights



4 phases of content transformation

What it takes to evolve — and win:



Awareness

See the cracks

The system's breaking.
Content is manual,
siloesd, and can't keep up
with demand.



Foundation

Build smarter

Centralized workflows,
modular content, and
clear governance.



Momentum

Move faster

Faster turnarounds,
more reuse, fewer
creative bottlenecks.



Scale

Think bigger

AI and automation power
personalized content — and
open the door for real-time
adaptive content.

It's not about doing everything at once. It's about knowing where you are — and what move to make.

AI-Powered B2B Content

Moria Fredrickson

VP Brand & Digital Experience
Lumen Technologies

LUMEN®



Awareness

When the Old Way Stops Working

What this phase is about:

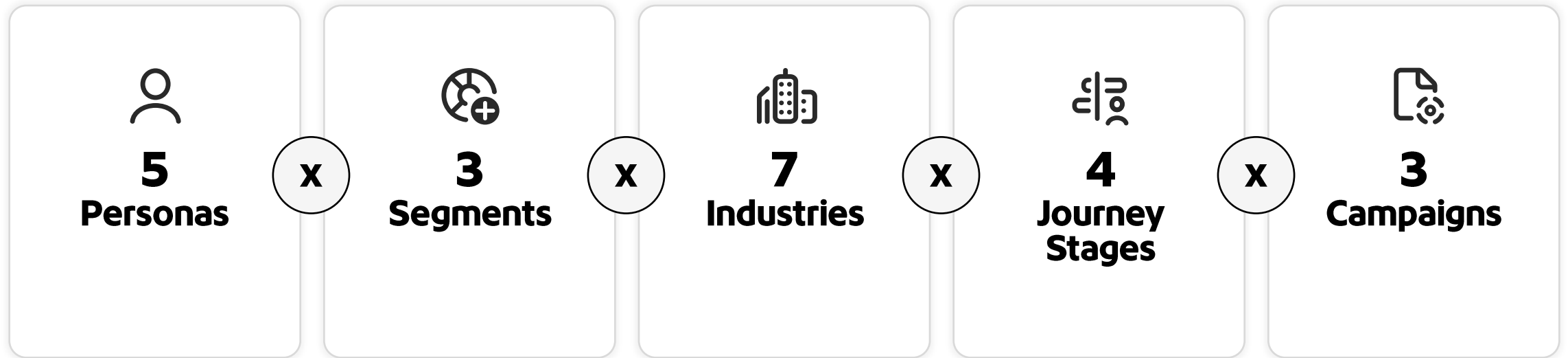
You know something has to change. Content is a bottleneck, not a driver — and it's holding back growth.

In this phase, teams often:

- Juggle disconnected tools, duplicate requests, and one-off assets
- Rely on creatives or agencies for every content need, creating delays
- Miss opportunities to personalize at the industry or persona level
- Hear *"We don't have the right content — or we can't find it."*

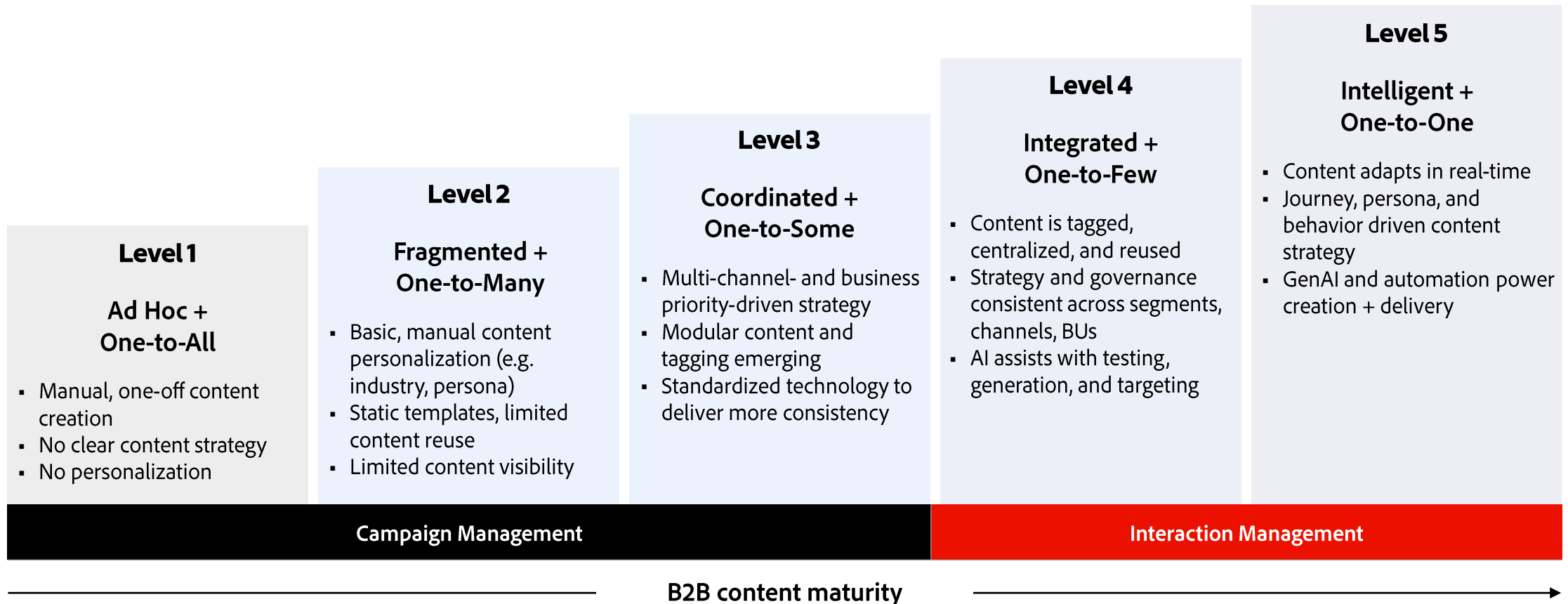


ABM: The math wasn't mathing



Refresh cycle every 6 weeks.
2-3 options for test.
Multiple channels. Multiple sizes.

Achieving content at scale





Building a System That Can Scale

What this phase is about:

You start building the workflows, skills, and tech stack for repeatable, modular content delivery.

In this phase, teams often:

- Redesign workflows for content planning, creation, and reuse
- Introduce modular content strategize to build once, use everywhere
- Begin breaking down silos between teams
- Define new processes, responsibilities, and governance



Modular Content: Rethinking your content strategy

Makes content creation more efficient

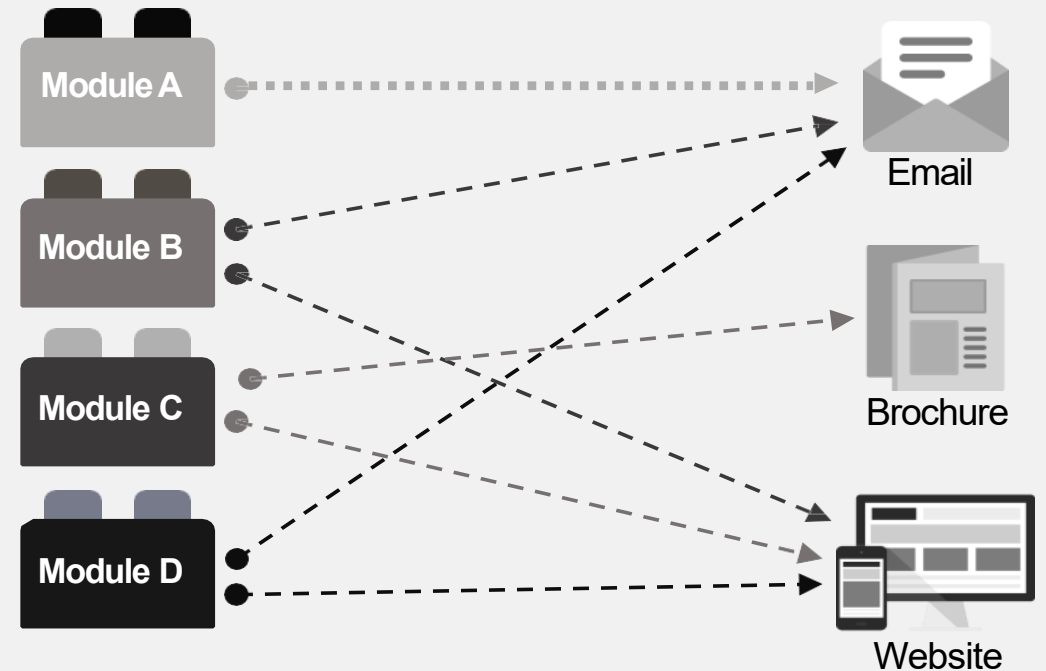
Reduces approval and review time

Facilitates personalized content

Empowers omnichannel programs

Enables marketers to build consistent, on brand assets and tools

Saves time and resources by creating and approving a grouped set of content into a “module” once and reusing it across channels.





Getting Faster, Smarter, and More Aligned

What this phase is about:

You see early wins. Teams work differently. The content engine starts running smoother — and faster.

In this phase, teams often:

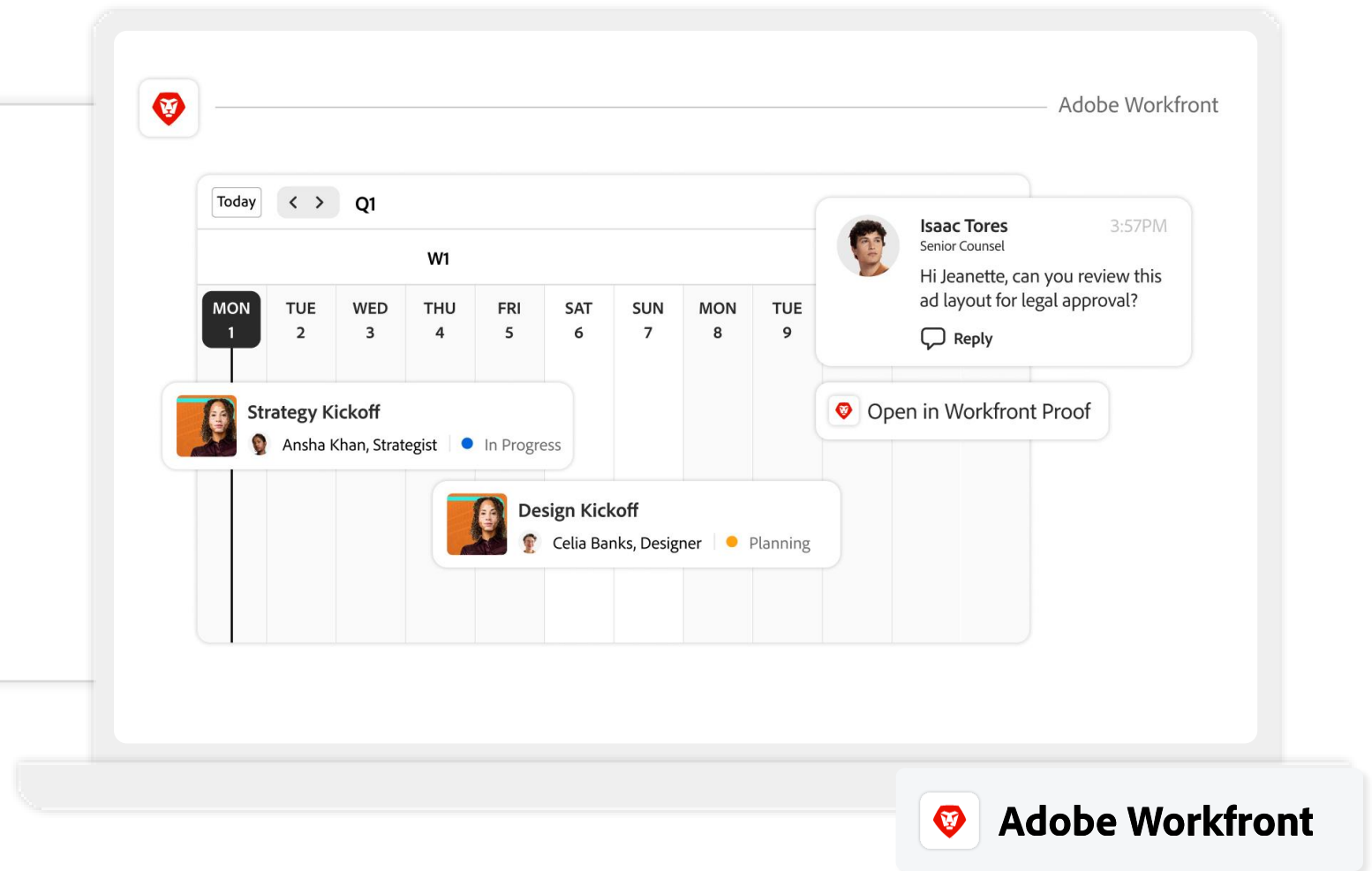
- Cut turnaround time for new campaigns or asset refreshes
- Streamline intake, feedback, and version control
- Automate repetitive tasks to free up time
- Reuse and remix content more efficiently



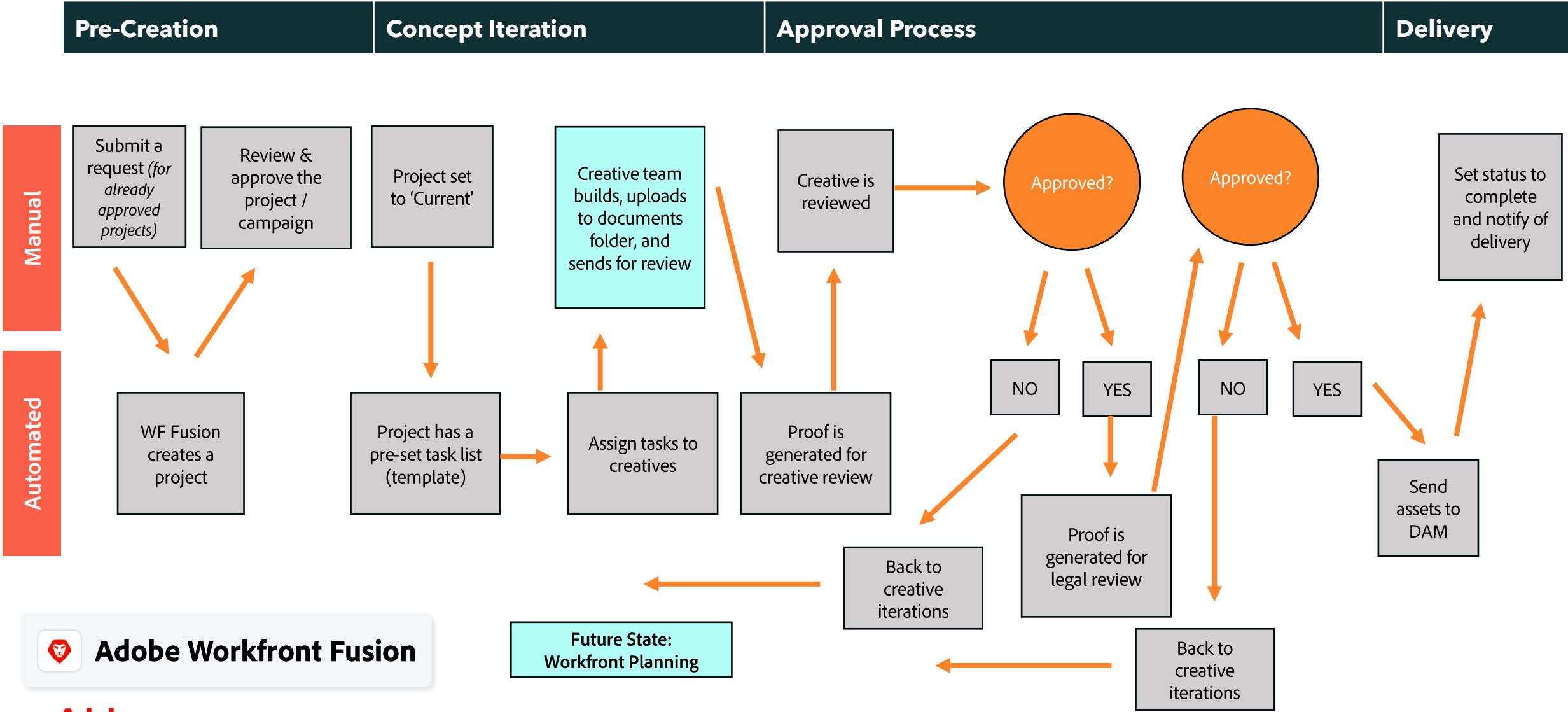
Building a more agile, automated workflow

33%

**Faster timelines,
eliminated revisions**



Agile, automated creative process





Fueling Personalization and Growth with AI

What this phase is about:

You're no longer just managing content — you're activating it. AI, automation, and data turn your supply chain into a growth engine.

In this phase, teams often:

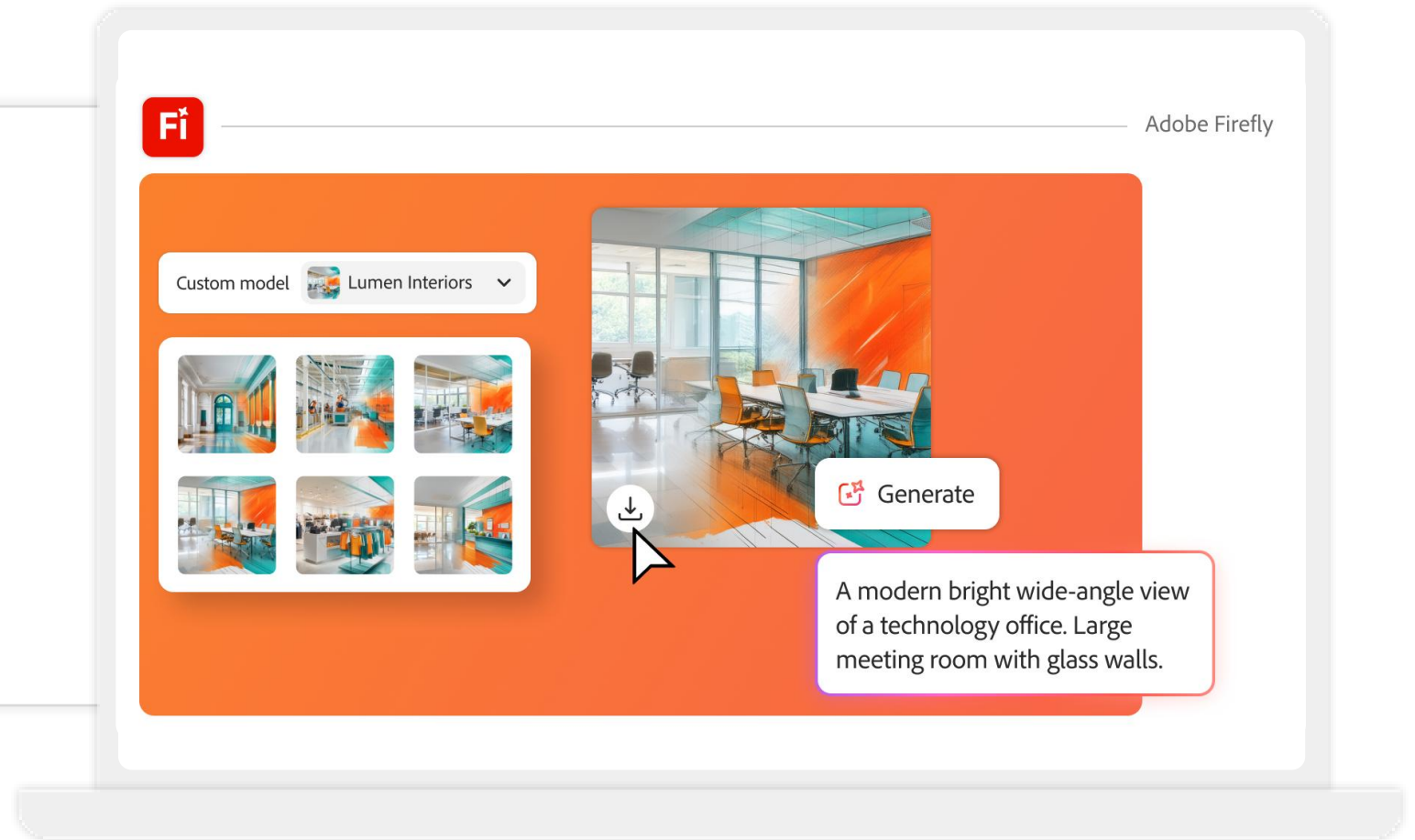
- Use generative AI to create content variations for every audience
- Deliver personalized assets across web, email, paid, and social
- Give marketers the power to self-serve, remix, and publish
- Build content based on customer intent, behavior, or buying stage



Verticalized campaign images at scale

70

hours saved each
campaign & refresh



Paid media variations & sizes at scale

245

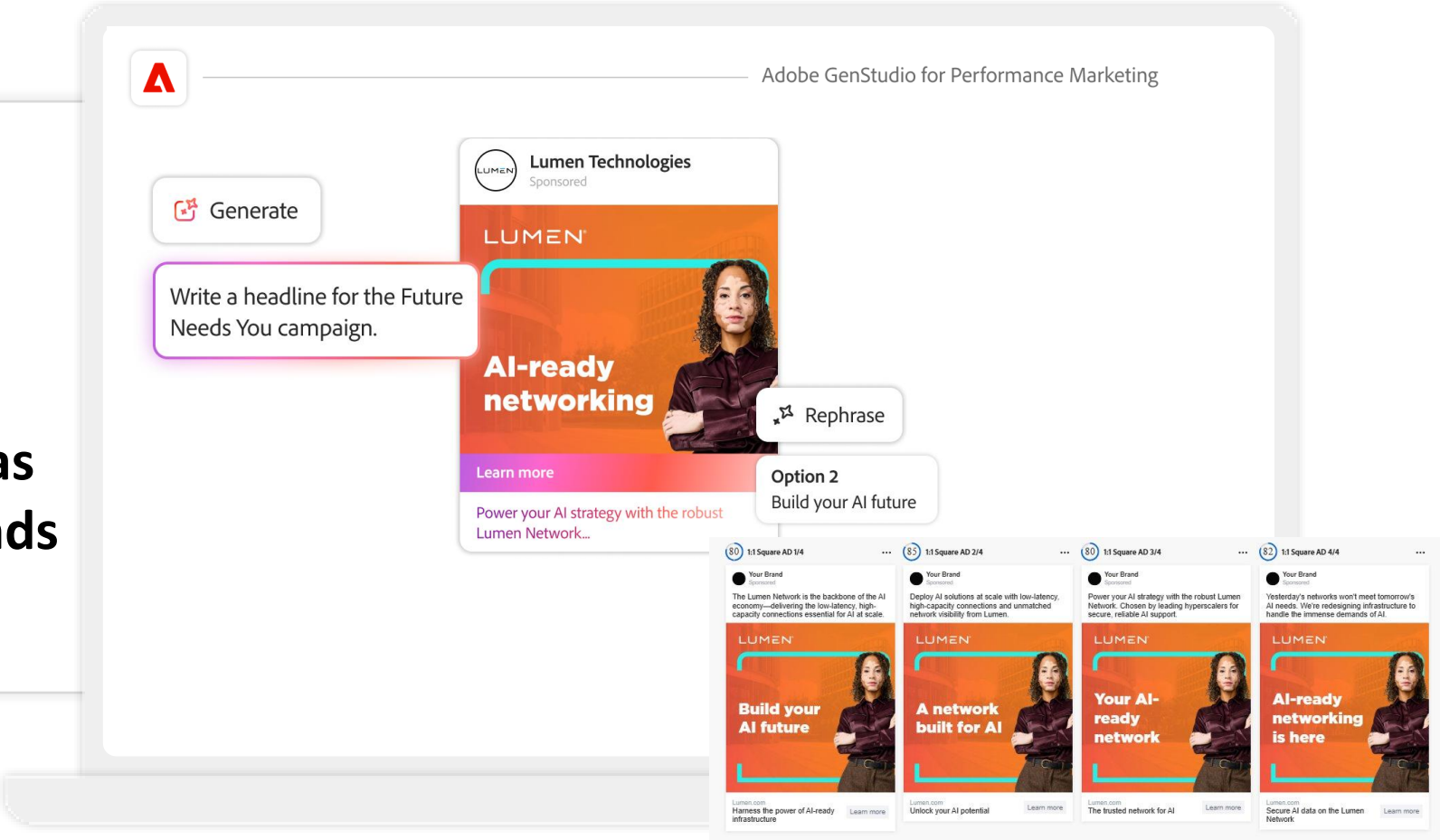
Sizes & variations in minutes



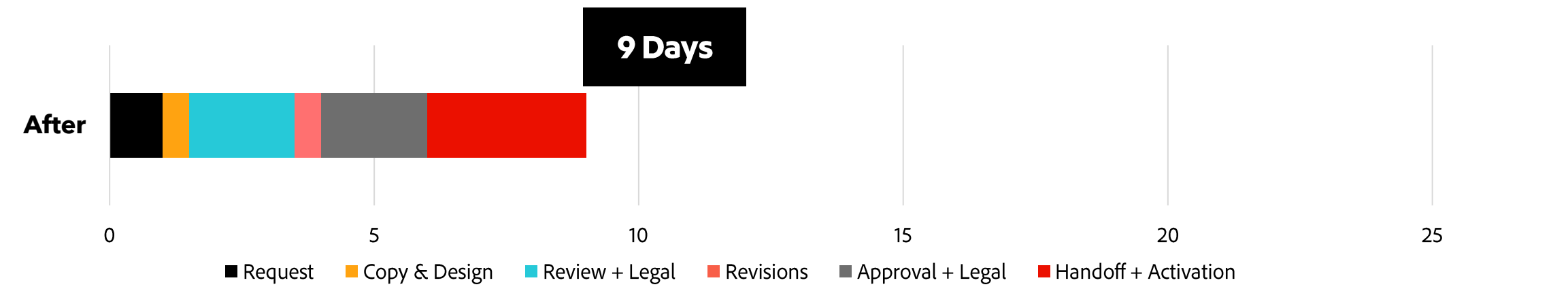
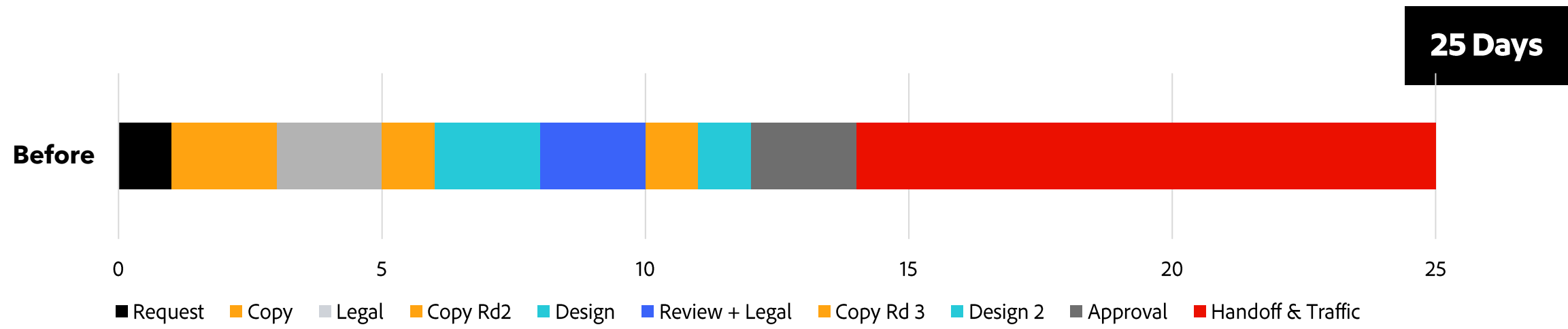
Adobe Firefly

Social Media 15x versions in market 65% faster

ABCD x 5
testing Personas
in seconds



Changing processes and roles deliver immediate impact



Top Tips



Strategy

- **Before you start:** Make sure you have documented enterprise content strategy and persona, industry, and journey specific messages



People & Process

- Deploy a small cross-disciplined team with extreme growth mindset
- Give them clear short & long-term goals, but let them define new roles, ways of working
- Boil everything down to the essentials: workflow, guidelines, templates



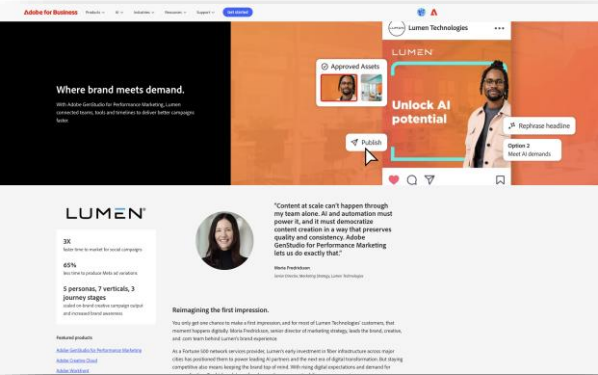
Tech

- Use design and copy experts to train your models, build your templates and define prompting, channel best practices
- Work with vendor best practices on how to make your brand guidelines AI-ready
- Customer data platforms, Journey Orchestration and automation, CMS are key

Adobe thought leadership for continuous learning and success

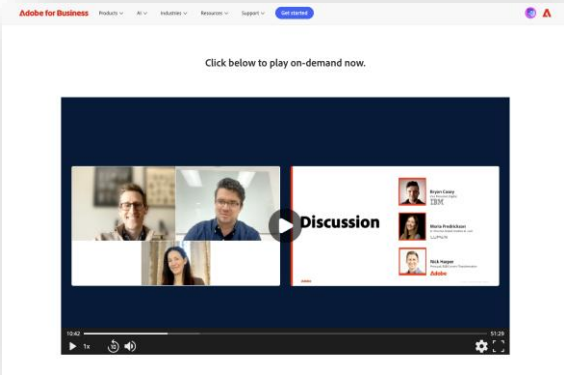
CASE STUDY

How **Lumen** connected teams, tools and timelines to deliver better campaigns faster



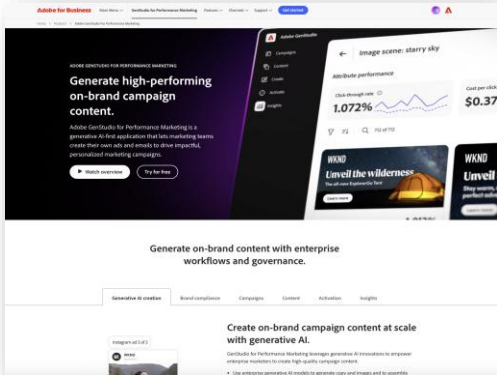
ON-DEMAND WEBINAR

From Bottlenecks to **Breakthroughs**: Modernizing B2B Content Operations



LEARN MORE

Generate **high-performing** on-brand campaign content.



Adobe