

# Adobe on AI:

## Foundations of Agentic AI for Business

Adobe

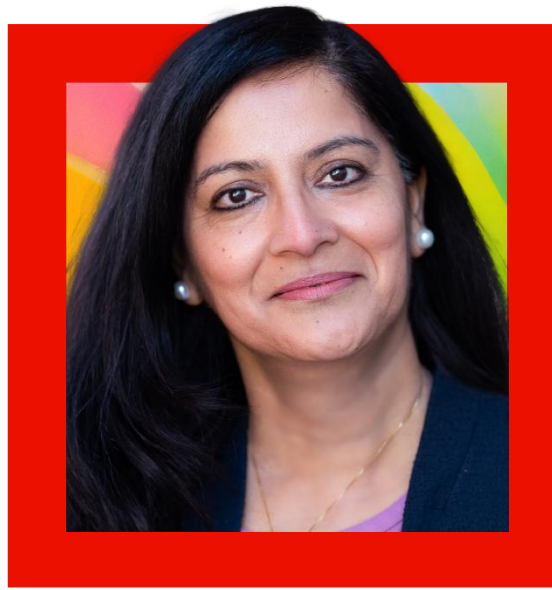


# Today's speakers



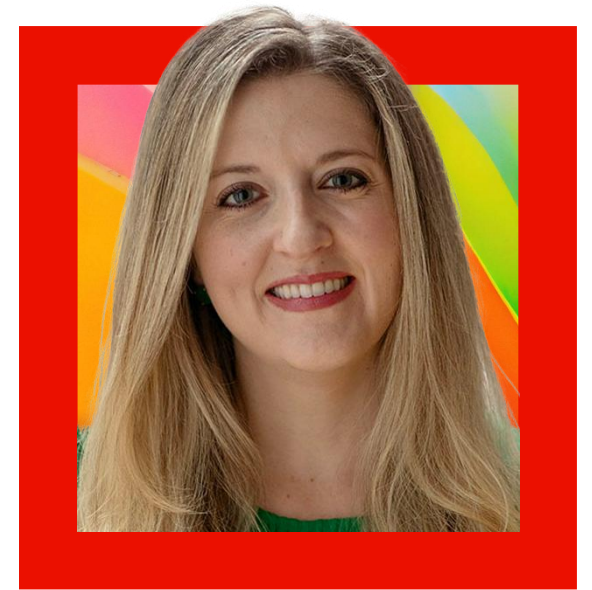
**Emily McReynolds**

Global AI Strategy,  
Digital Strategy Group,  
Adobe



**Anjul Bhambhri**

Senior Vice President,  
Adobe Experience Cloud,  
Adobe



**Lindsay Morris**

Senior Content Strategist,  
Adobe

# Agenda

- Agents 101

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- Agentic Fundamentals Fireside Chat

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- Adobe Agents in Action

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- Q&A and Resources

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AI may be the most important technology of any lifetime. More profound than electricity or fire. A game-changer. Creativity amplified. Productivity accelerated. Revolutionize content creation. Turning data into insight, insight into action. Powerful. Endless possibilities for growth. Everywhere. A tsunami that everything. Next level intelligence experiences every time. Fuel everywhere. Seamless workflows. Optimized for Empowering businesses, tech, real impact. simple. AI may be the technology of any lifetime. More profound than electricity or fire. A amplified, productivity Revolutionize content insight, insight into possibilities for growth. Everywhere. A tsunami that Next level intelligence for every time. Fuel everywhere. Seamless workflows. Optimized for Empowering businesses, tech, real impact. simple. AI may be the technology of any than electricity or fire. A amplified, productivity Revolutionize content insight, insight into possibilities for growth. Everywhere. A tsunami that

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# Emily McReynolds

Global AI Strategy, Digital Strategy Group,  
Adobe

# What are the characteristics of an agent?

## Let's get started!

### ★ We recommend you start here:

Since there is a deadline for the next campaign to start before the holidays, let's work on the audience you started yesterday, but did not finish.

[Vegan shoppers in CA](#)

[Draft](#)

Leadership has said we need to focus on re-engagement rather than conversion

● ● ● Gathering insight

Stop

🔍 🗨

🔄 ▶

### Goal



Journeys + Goals

2 audiences, 2 journeys

Target 1M individuals aged 15–20 in California, interested in fitness and recent website visits, with a focus on driving conversion.

Sources



👍 🗨 ⋮

### Goal



Brief + Goals

3 audiences, 10 journeys

Target 2M–4M individuals aged 35–50 in California, interested in vegan food and recent website visits, with a focus on driving conversion.

I have updated your existing campaign plan with the new goal.

### Re-engagement Campaign Plan

🔖 ⋮

#### Campaign Goal

Target 2M–4M individuals aged 35–50 in California, interested in vegan food and recent website visits, with a focus on driving re-engagement.

#### Audience Segments

👤 5K Runners

25–40 \$40K–100K

👤 Sneakerheads

15–30 \$10K–200K

👤 Sports players

18–34 \$40K–100K

👤 Hubheads

30–50 \$10K–100K

> Sources

👍 🗨

## Interact

Interprets intent, responds intelligently, and often supports multi-modal communication including natural language text, speech and imagery.

## Reason

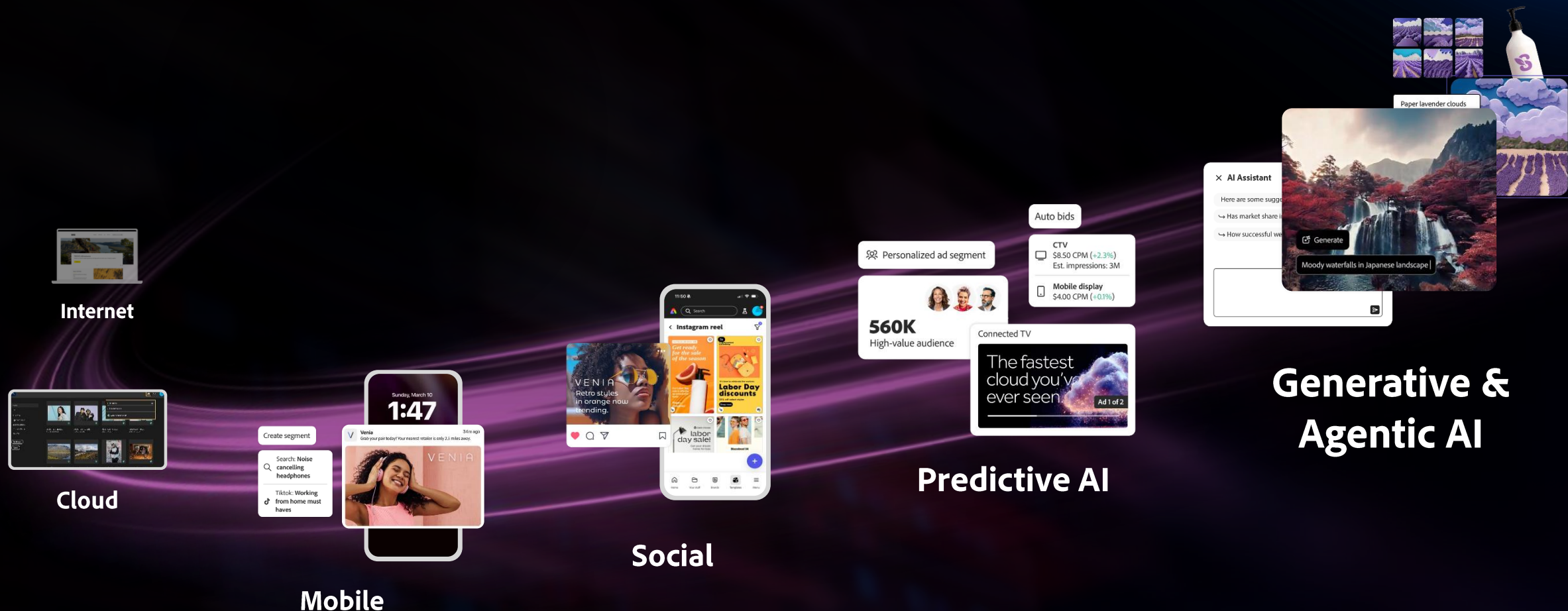
Thinks through problems, understands context, and makes decisions vs. following pre-determined steps and rules.

## Act




Takes action to get things done independently, or in partnership, but always guided by human direction (through high-level guidance or explicit instruction).



# Major technological advancements have sparked generational shifts in customer experiences



# How does agentic AI differ from what already exists?

	 Predictive AI	 Generative AI – AI Assistant	 Agentic AI
Definition	Learns from the properties of training data to classify, label, and make predictions on new, unseen data using statistical algorithms	Responds to input by generating new content based on patterns and relationships learned from existing data	Understands intent, reasons, makes decisions, takes action toward goals, and learns over time
Customer experience orchestration use cases	<ul style="list-style-type: none"><li>▪ Customer churn prediction</li><li>▪ Audience look-alike modeling</li><li>▪ Forecasting future sales trends to inform marketing strategies</li></ul>	<ul style="list-style-type: none"><li>▪ Creating personalized email copy at scale</li><li>▪ Generating imagery for different audience segments</li><li>▪ Writing brand-aligned blog posts</li></ul>	<ul style="list-style-type: none"><li>▪ Goal-based audience creation and management</li><li>▪ Optimizing website performance, engagement, and security</li><li>▪ Develop and execute marketing journeys to achieve campaign objectives</li></ul>



# Adobe's Agentic AI Vision

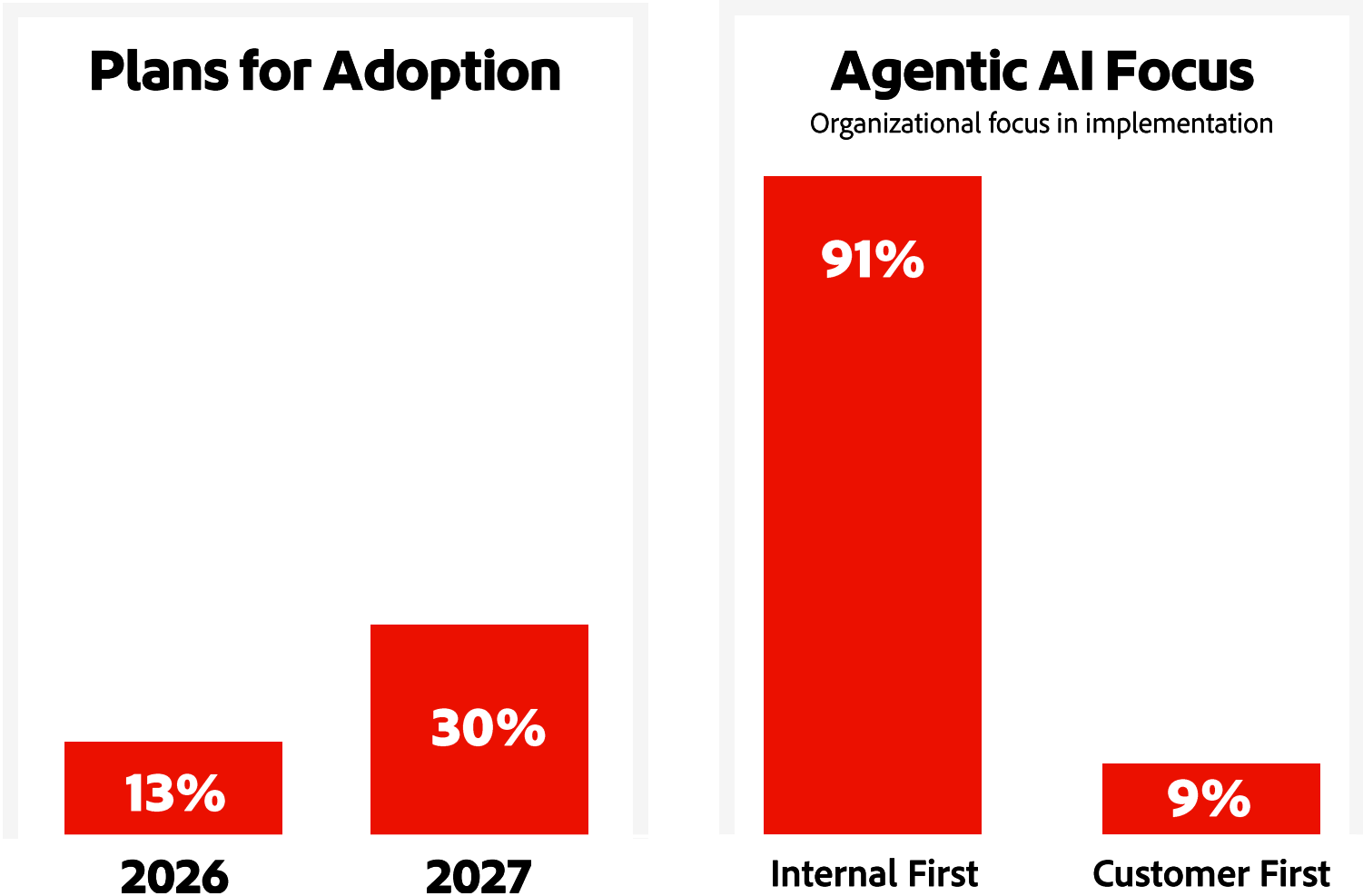
Powered by purpose-built agents

Automating, adapting, and executing seamlessly to deliver deeply tailored, high-impact customer experiences

Redefining personalization at scale

Enabling teams to focus on what is uniquely human—creativity, differentiation, and growth

# 80% of Companies are in the process of learning, exploring or implementing Agentic AI



Source: 2025 Adobe Incisiv



## Initiative Drives

- 1. Technology team-led exploration **43%**
- 2. Individual departments **22%**

## Validation Requirements

- 1. Risk Assessment **87%**
- 2. Security Audit **86%**
- 3. Successful internal pilot **82%**

# Agents will continue to transform customer experience teams and fundamentally the way they work



## Expanding human roles

As AI agents take on more tasks, humans will shift toward strategic orchestration, creativity, and ethical oversight.



## Reshaping work

Marketing teams will expand with specialist agents to streamline workflows and the tools they use will evolve to become more interactive and integrated.



## Evolving customer engagement

Agentic platforms will transform the way brands create experiences and interact with customers, driving business outcomes.





# Unlocking joint agentic customer use cases with a broad set of ecosystem partners

accenture

ACXIOM

aws

Deloitte.  
Digital

EY

GENESYS™

IBM

Microsoft

rainfocus

SAP

servicenow

workday®

# Fireside Chat



**Emily McReynolds**

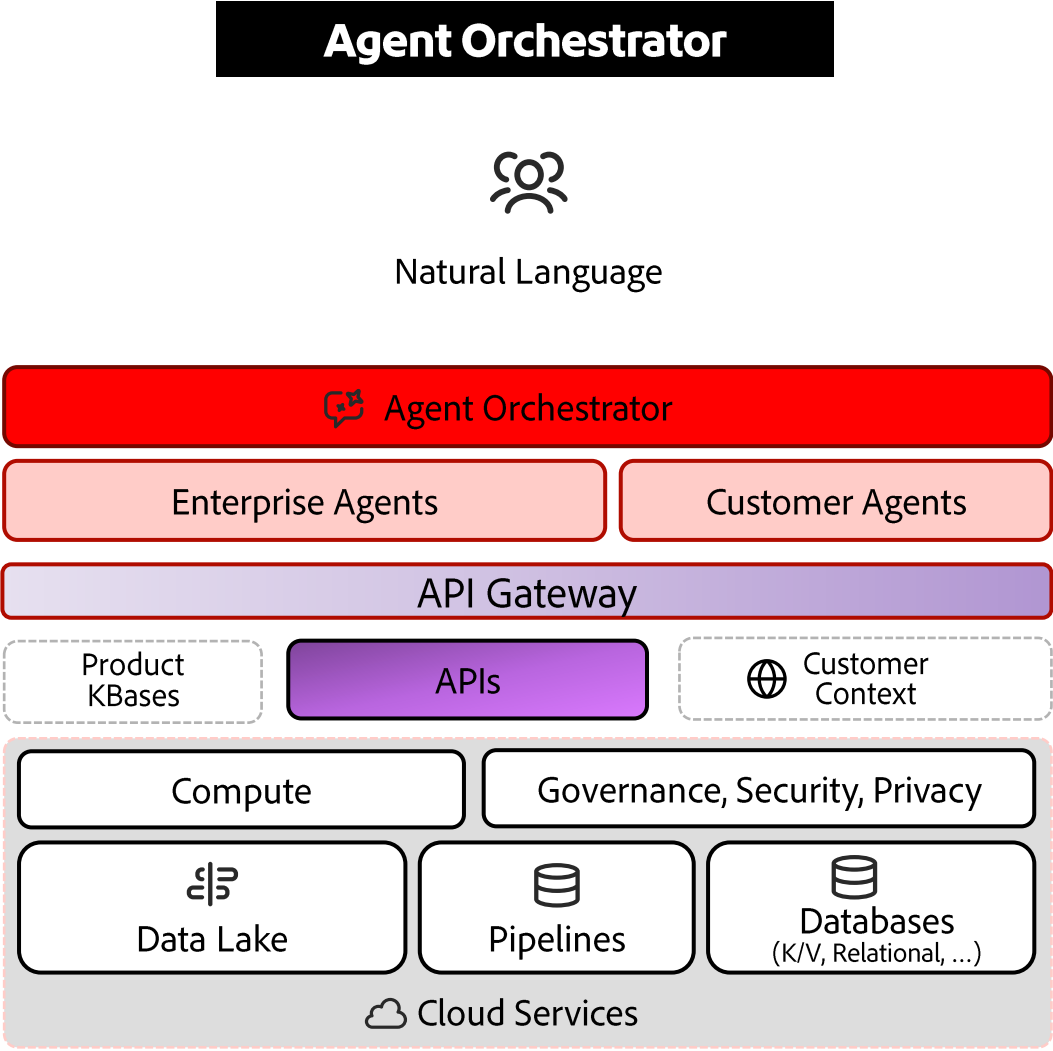
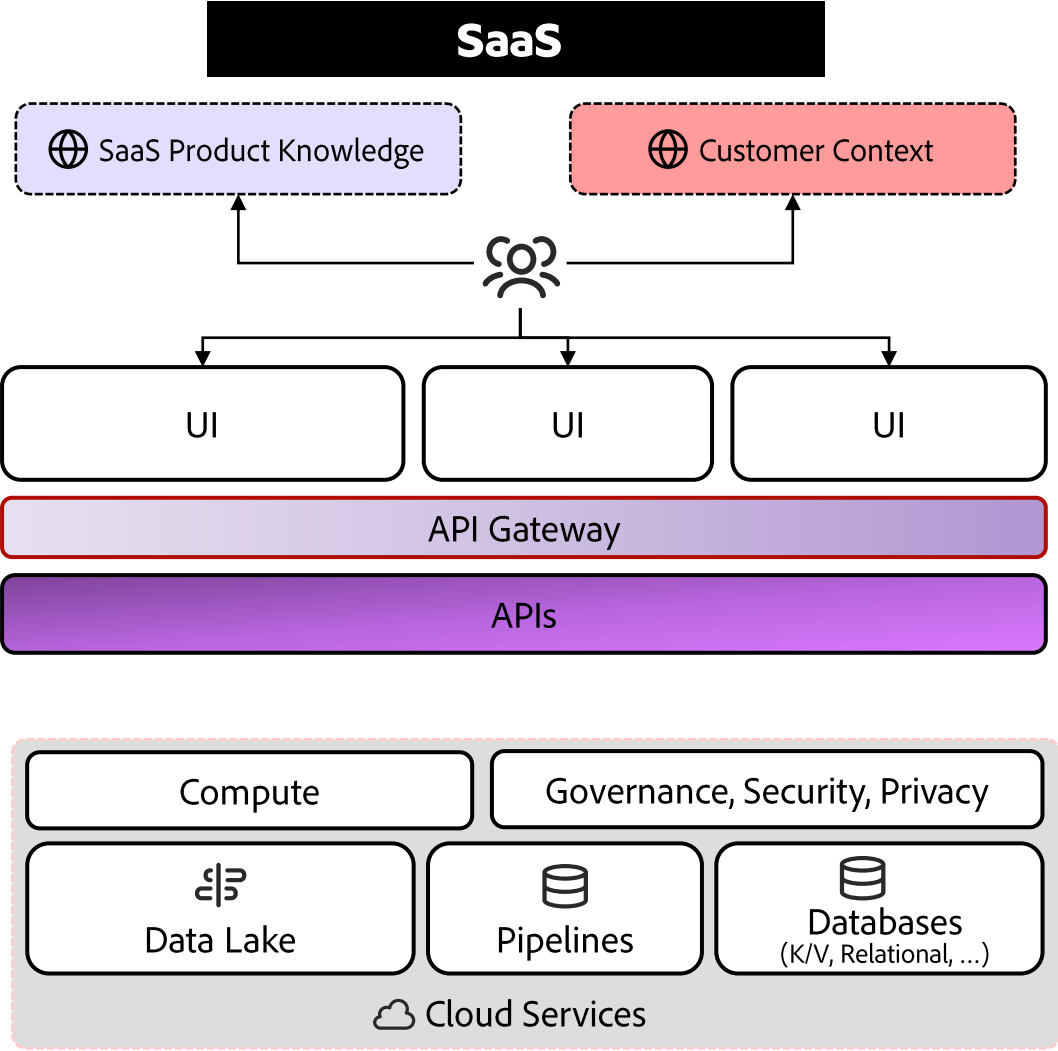
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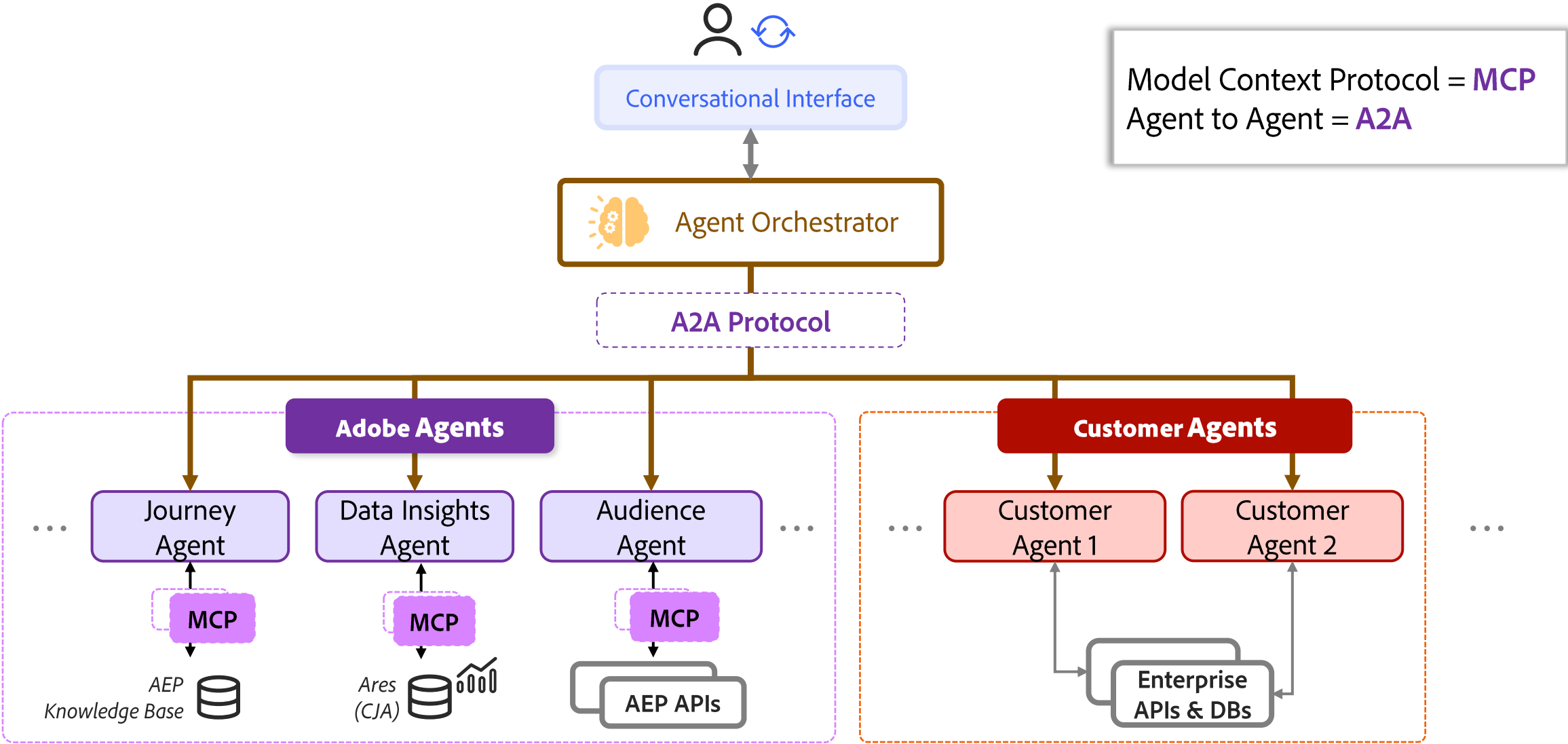
Senior Vice President,  
Adobe Experience Cloud,  
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# Evolution of enterprise tech stack



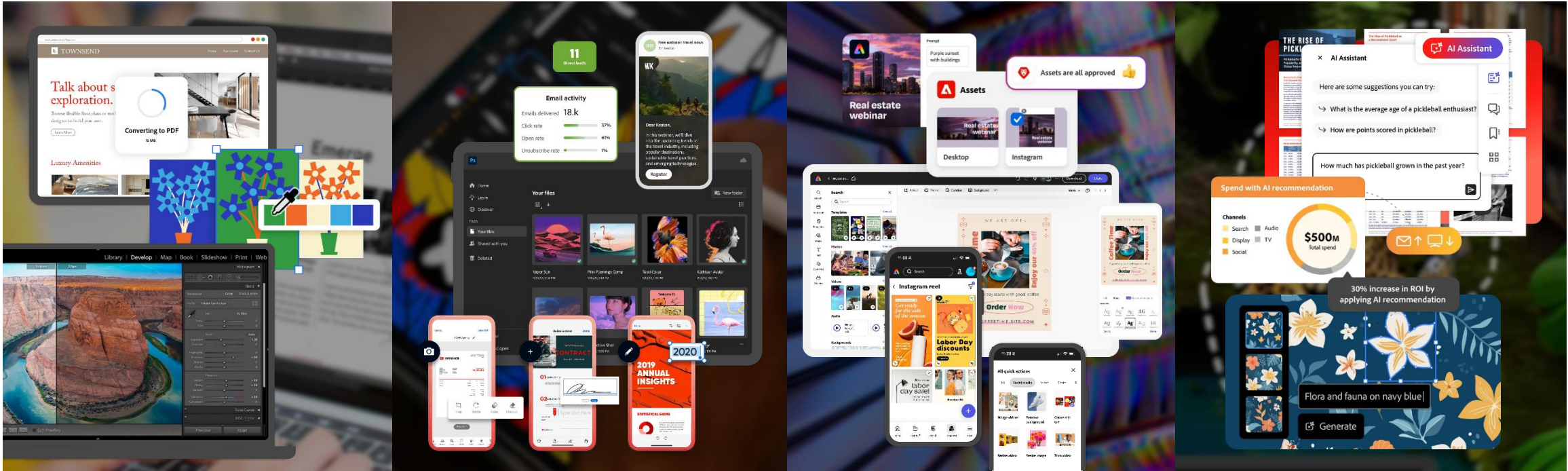


# Interoperable Agentic Ecosystem



# Adobe innovation shaping every era

Internet era → Mobile era → Social era → AI era



Desktop Web Mobile



Video



Cloud



3D&I



Ecommerce



Social



AI

# Fireside Chat



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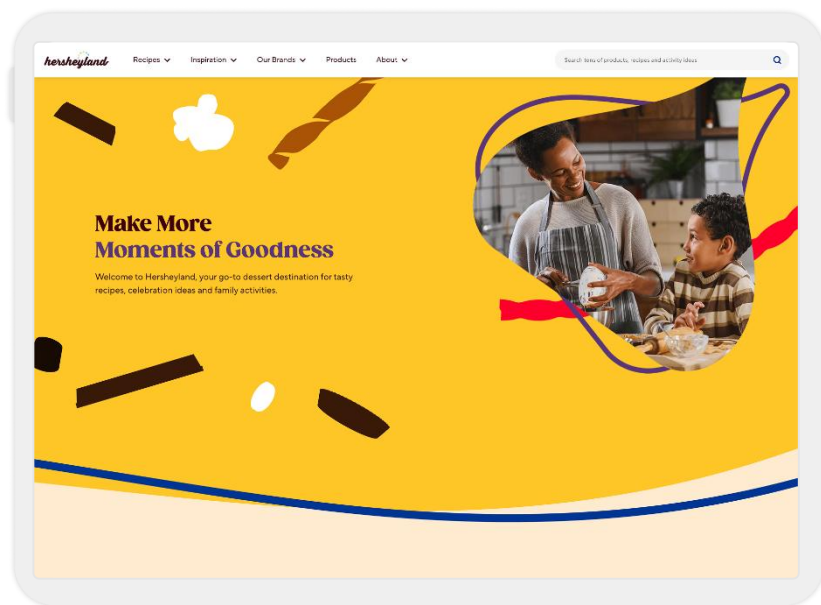




"With AEM Sites Optimizer, SEO, page speed, content performance, security, and accessibility issues can all be optimized on the fly. In a few short weeks, we've seen **key business metrics improved with little effort required from marketing teams**. While the product is packed with breakthroughs, the greatest shift is the business model where **Adobe is aligning their product strategy squarely with our organizational objectives**."



**Geoff Lyman** Manager, Digital experience solutions



## Engagement

Improved engagement rates by optimizing consent banners and forms in landing experiences.

**3.4%**

Bounce rate improvement



## Security

Identified and resolved Cross Site Scripting and CORS configuration issues.

**5x faster**

To find and fix security issues



## Accessibility

Optimized experiences for screen readers, improved keyboard navigation, and alt text for images.

**3x faster**

Faster to find and fix a11y issues



## Page speed

Monitored for CWV and provided prescriptive recommendations for how to improve degradations.

**+19%**

Accelerated LCP



## SEO

Identified issues in sitemap.xml that were impacting indexation. Auto-optimized page metadata.

**+15%**

Organic visibility



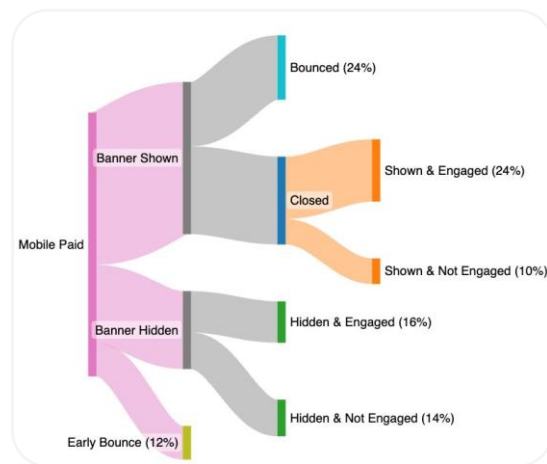
“This agent gives ecommerce managers **data analysis, web design, and web development superpowers. We are more efficient and effective than ever.**”



**Mike Yantis** Director, Ecommerce

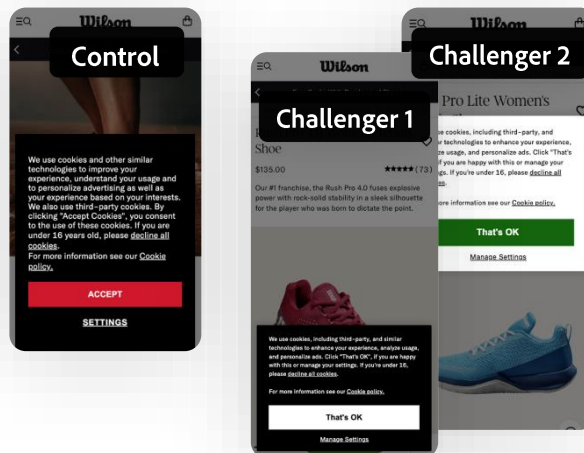
## Identify

Significant optimization opportunity in paid media traffic at consent banner.



## Suggest

Simplify banner design. And try a different button color because red can trigger alarm and warning associations.



## Optimize

The result was more engaged audience and efficiency in our paid media campaigns.

**+24%** Conversion rate difference in challengers

And the time and effort required to execute was dramatically reduced.

**3x** Faster optimization to market

# Agents working with you...

"Adobe's **Data Insights Agent** will be a major unlock for our organization, shortening the time it takes to find and deliver actionable insights. By streamlining time-intensive workflows, from reporting to forecasting, we can ensure that every stakeholder has timely data to drive initiatives that enhance customer satisfaction."

**Lokesh Alluri**

Digital and marketing analytics manager,  
Lenovo

"From onboarding new users to deploying the latest features in Adobe applications, the **Product Support Agent** is shortening the time it takes for us to see value. By streamlining these time-intensive tasks, we can devote more energy towards using Adobe's tools to enhance the shopping experiences we deliver online."

**Sean Kegelman**

Director of digital marketing,  
Wegmans Food Markets

"What this **Product Support Agent** proves is that she who holds the knowledge keeps the relationship, and that's exactly what Adobe is looking to extend in a customer's experience: faster resolutions to empower extended relationships."

**Liz Miller,**

VP and Principal Analyst,  
Constellation Research

## Key takeaways

# Agents will continue the evolution of reimagining teams and the way we work



### Expanding human roles

As AI agents take on more tasks, humans will shift toward strategic orchestration, creativity, and ethical oversight.



### Reshaping work

Marketing teams will expand with specialist agents to streamline workflows and the tools they use will evolve to become more interactive and integrated.



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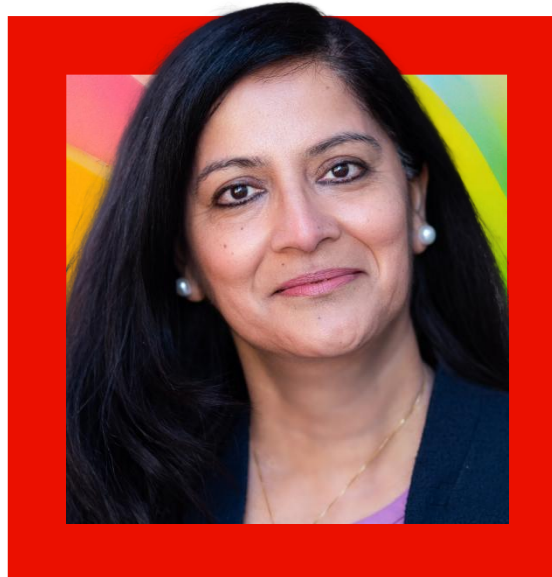


# Q&A



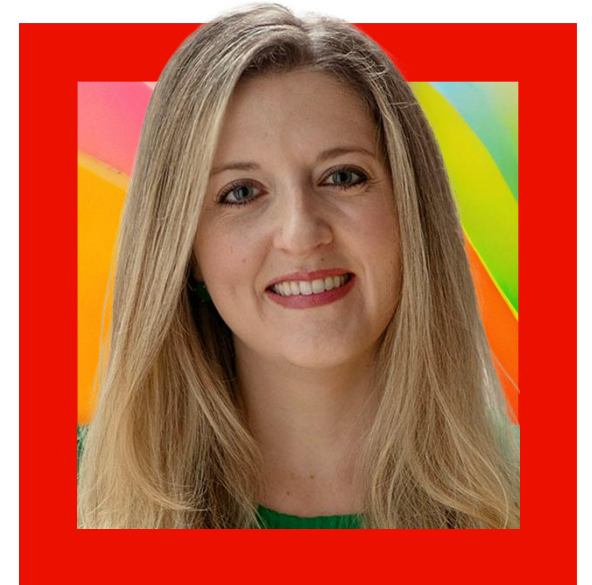
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# Acrobat Proof of Concept



LLM referral traffic continues to increase on Adobe.com. With Adobe LLM Optimizer we can not only see what pages are being most viewed by LLMs but also succinctly understand what content changes will help drive our bi-directional traffic impact.

+200%

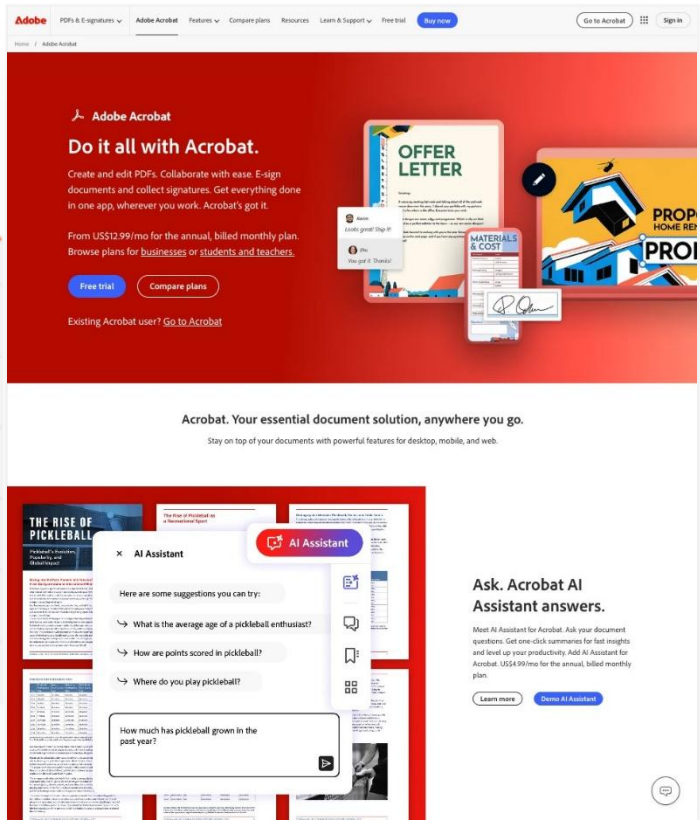
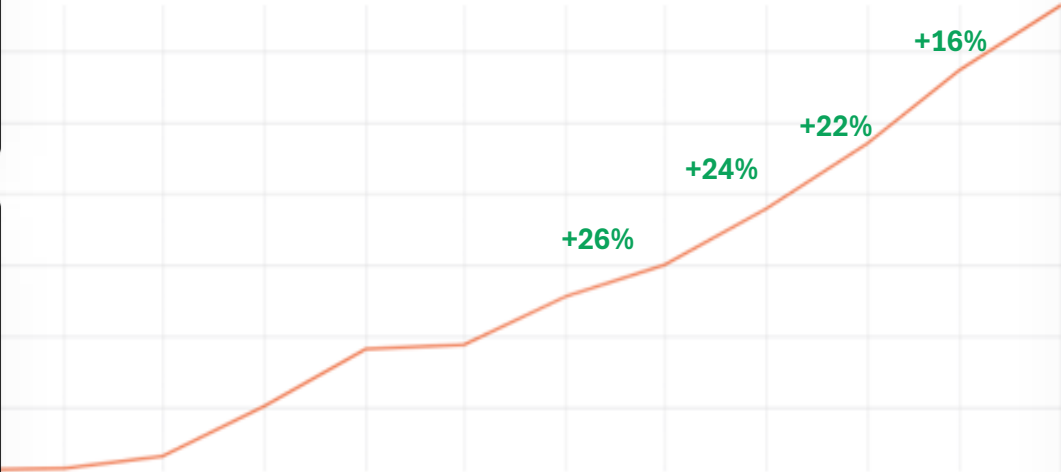
LLM Visibility vs Competitors

Adobe.com citations for Edit PDF keywords outpace competitor citations in LLM platforms

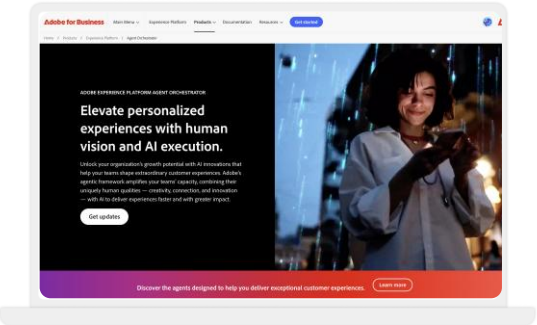
+41%

Traffic from LLMs

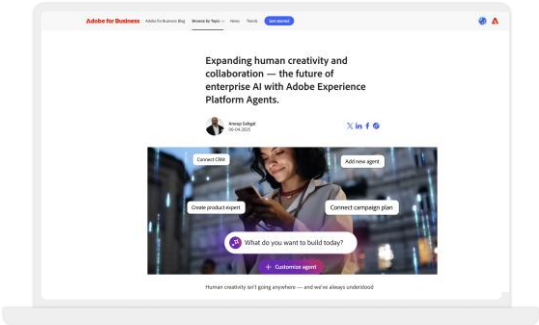
Referral traffic from LLMs grew significantly since it was initiated



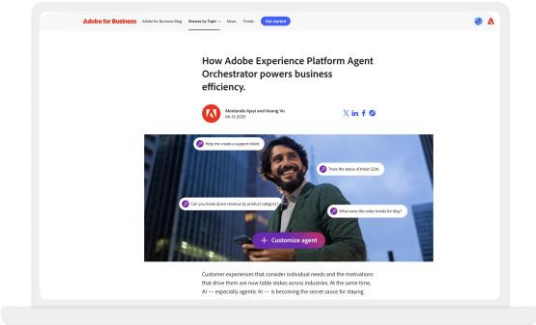
# Related resources



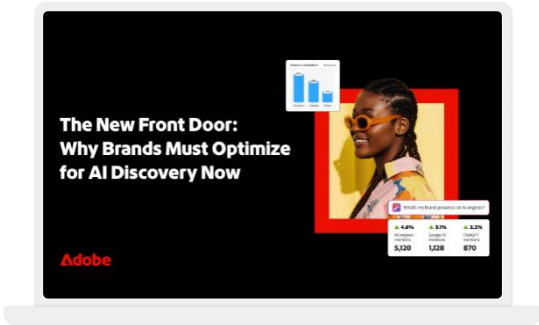
Elevate personalized experiences with human vision and AI execution.



Expanding human creativity and collaboration — the future of enterprise AI with Adobe Experience Platform Agents.



How Adobe Experience Platform Agent Orchestrator powers business efficiency.



The New Front Door: Why Brands Must Optimize for AI Discovery Now



Maximize Your Web Impact with New AI-Powered Site Optimization



**Adobe**