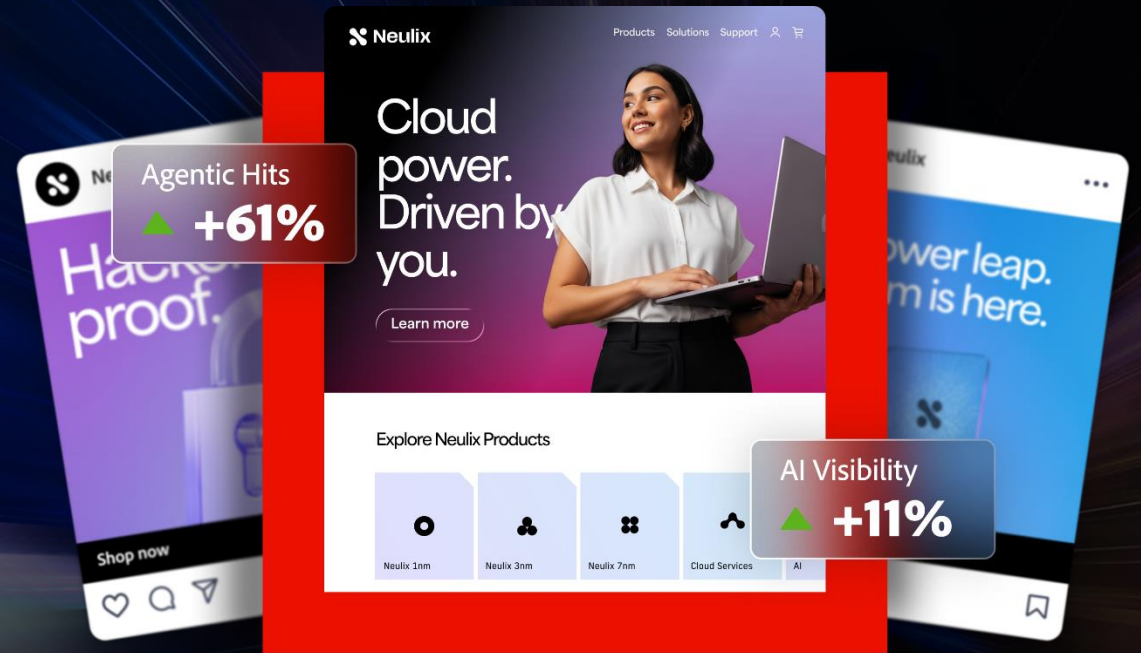


How to Win Visibility in an AI-Driven World



Adobe

Today's speakers



Marissa Dacay

Global Vice President
of Enterprise Marketing

Adobe



Andrew Warden

Vice President
of Marketing

Adobe



Eric Matisoff

Principal Evangelist,
Customer Experience
Orchestration

Adobe



Lindsay Morris

Manager,
Global Content Strategy

Adobe

Agenda

Brand visibility: Own your presence in AI

DEMO: Adobe Brand Visibility

Fireside chat: Winning in the agentic era

Q&A

Find related prompts to:
What's the most secure cloud storage for businesses?

 Prompt research

Most secure cloud storage for businesses?

9.2K



Cloud storage with end-to-end encryption?

2.6K



Compare Dropbox, Google Drive & OneDrive security.

1.3K



Secure
skies.

A large, stylized blue cloud logo with a white outline, positioned behind the text "Secure skies.".

Brand visibility: Own your presence in AI



Andrew Warden

Vice President of Marketing
Adobe

The background is a dark, deep purple. A large, glowing, multi-colored elliptical ring or halo is centered in the image. The ring is composed of many thin, overlapping lines of light in shades of blue, purple, and white, giving it a sense of motion or a celestial body's ring. The text "Once-in-a-generation shift" is written in a bold, white, sans-serif font across the middle of the image, superimposed on the glowing ring.

Once-in-a-generation shift

The AI shift: New era of brand engagement

Brand equity is still the asset. AI is changing how it's earned.



Brand Discoverability

Can AI find your content?



Brand Clarity

Does AI understand your brand?



Brand Authority

Does AI see your brand seen as a leader?

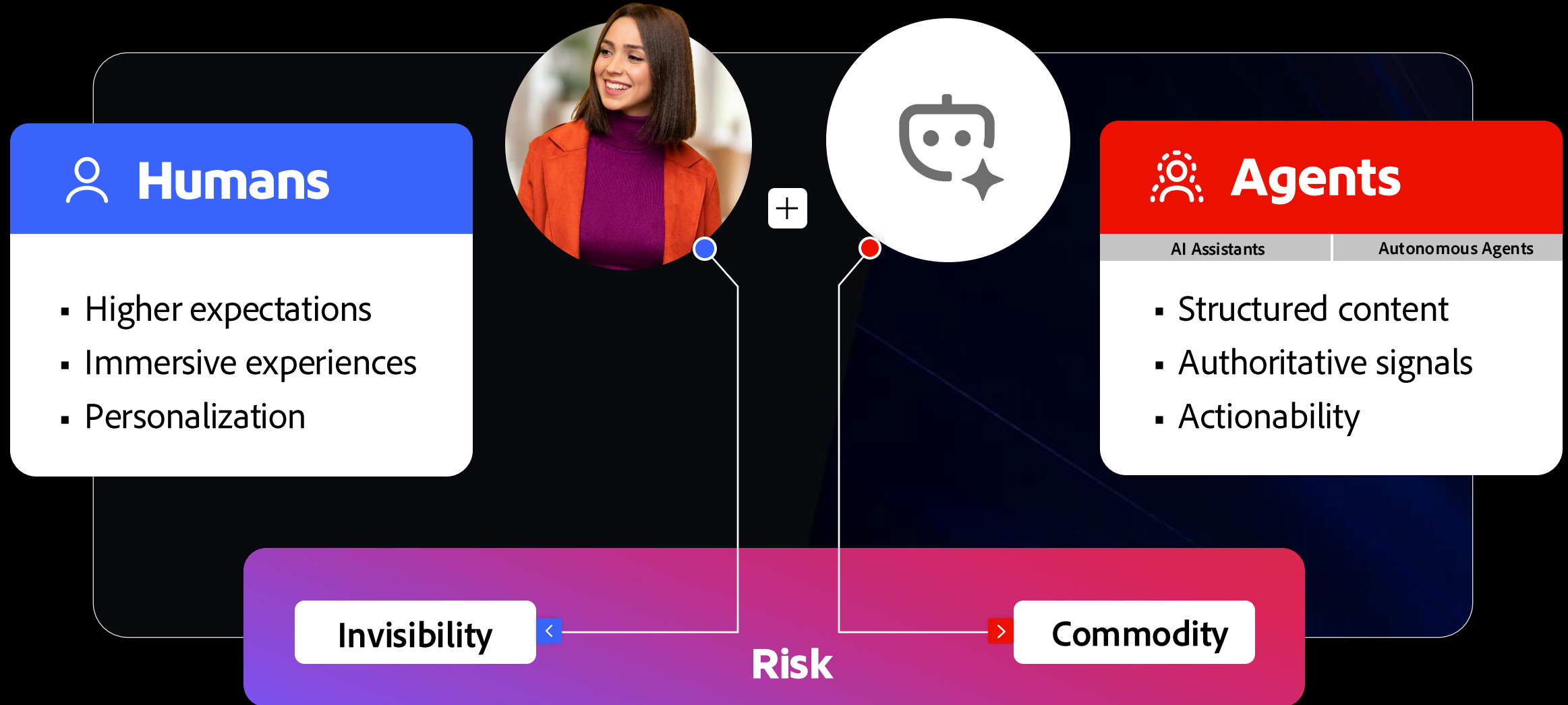


Brand Trust

Will AI confidently recommend you?

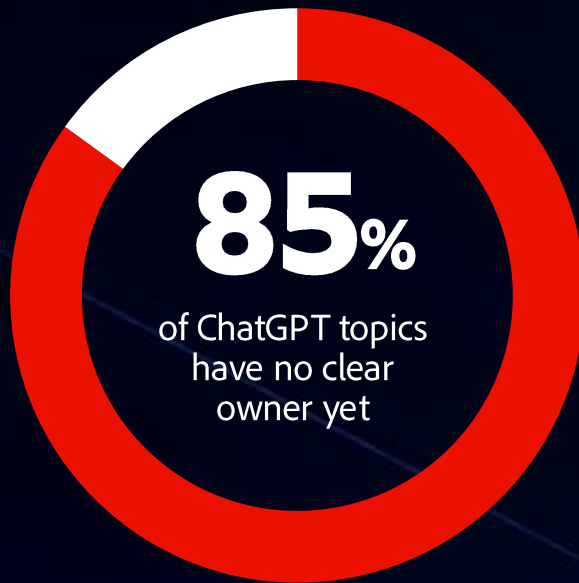
Brand Equity

Brands need to engage both human and agentic audiences



The category is still unclaimed

And the window to lead it won't stay open long.



Built on the world's largest AI visibility dataset



300M+

Close the gap at scale



43T

backlinks



30B

keywords

Data alone won't win the category

Adobe Brand Visibility sees it, fixes it, and proves it.



See

Where you show up



Optimize

Close the gap at scale



Prove

Return on Brand Visibility™

Brand Visibility with confidence in the boardroom [illustrative]

Connecting the top of the organic AI discovery funnel to the business outcome, to unlock budgets.



BRAND VISIBILITY

RoBV

Return on Brand Visibility

Revenue ÷ Cost to own topics

The AI-search analog to ROAS — revenue over what you spend to own your topics (Top-3 share of voice). A true efficiency multiple, not a vanity count.

REVENUE

Brand visibility: Own your presence in AI



Andrew Warden

Vice President of Marketing
Adobe

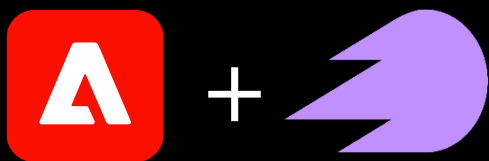
Adobe Brand Visibility



Eric Matisoff

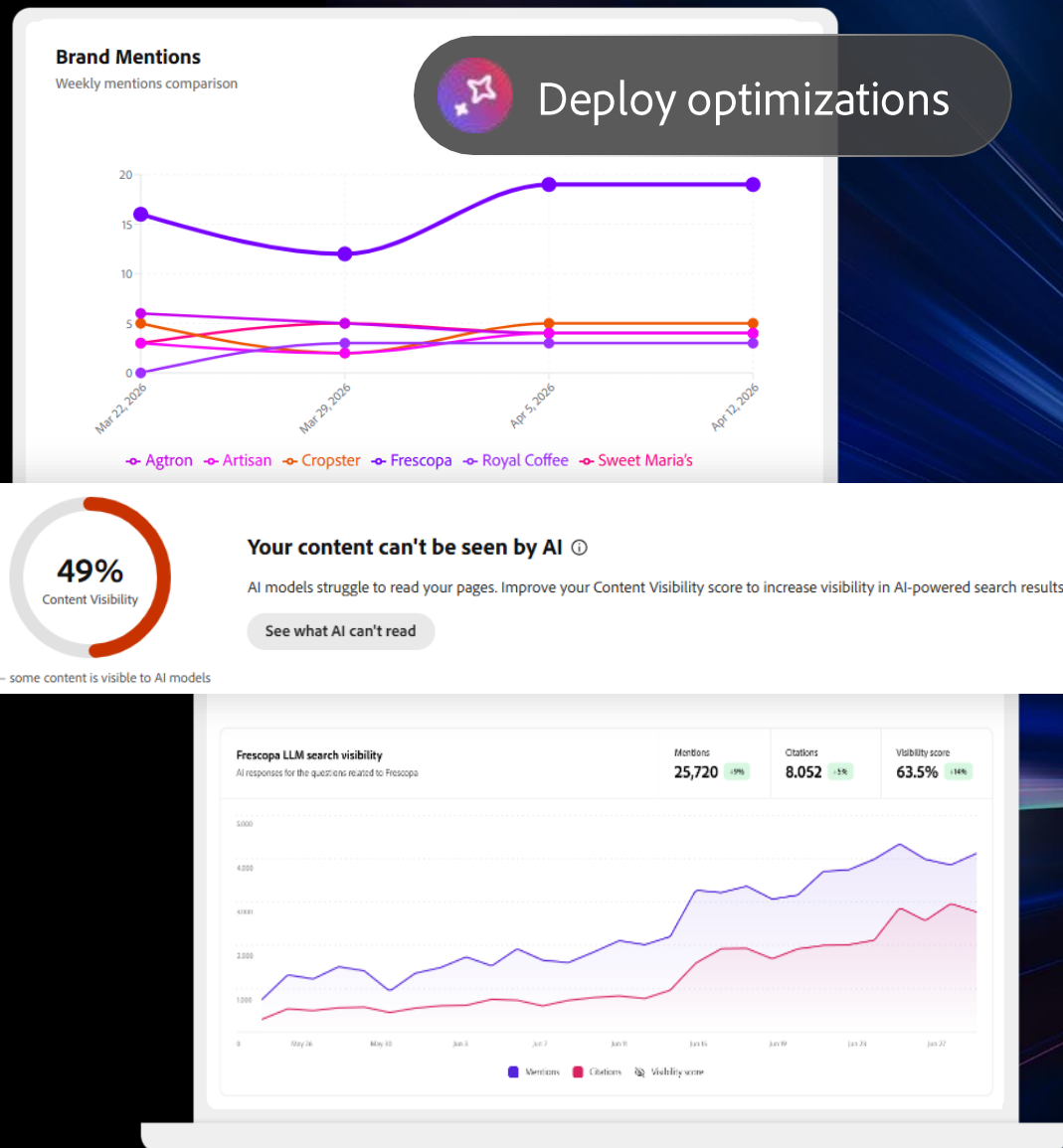
Principal Evangelist,
Customer Experience Orchestration
Adobe

Introducing



Adobe Brand Visibility

The end-to-end platform that helps brands win in **AI visibility** by unifying intelligence, optimization, and business impact.



Adobe Brand Visibility



Eric Matisoff

Principal Evangelist,
Customer Experience Orchestration
Adobe

Fireside Chat: Winning in the agentic era



Marissa Dacay

Global Vice President of
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Q&A



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Adobe



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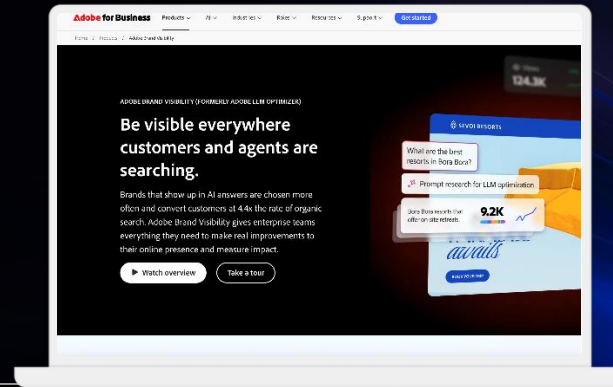


Lindsay Morris

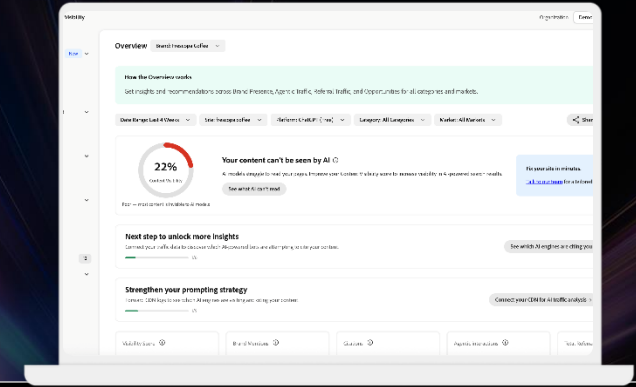
Manager,
Global Content Strategy
Adobe

Resources

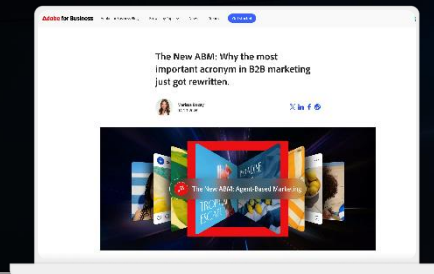
Adobe Brand Visibility



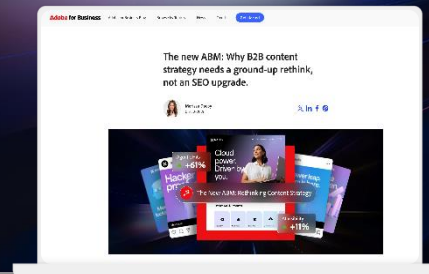
Adobe Brand Visibility Overview



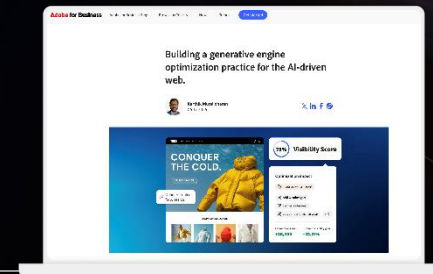
The New ABM: Why the most important acronym in B2B marketing just got rewritten



The new ABM: Why B2B content strategy needs a ground-up rethink, not an SEO upgrade

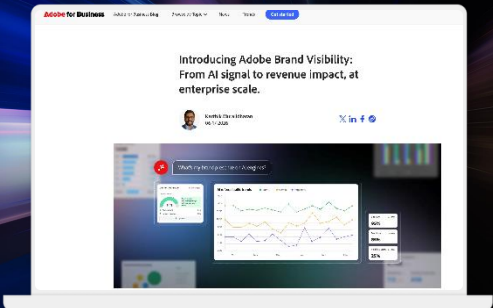


Building a generative engine optimization practice for the AI-driven web

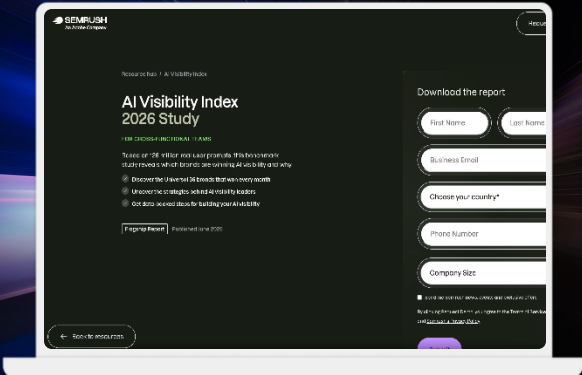


Resources

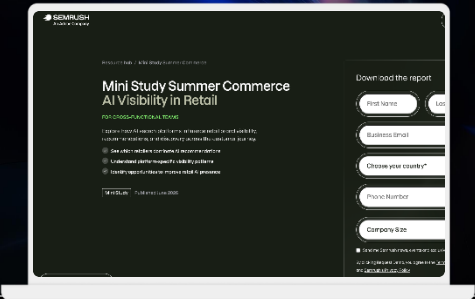
Introducing Adobe Brand Visibility: From AI signal to revenue impact, at enterprise scale



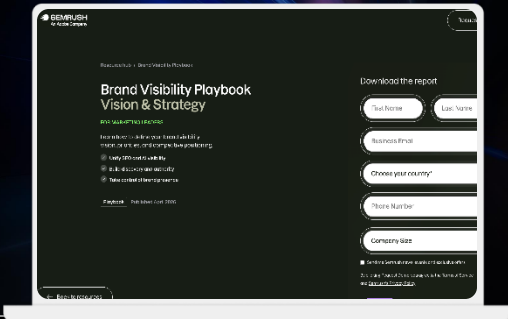
AI Visibility Index 2026 Study



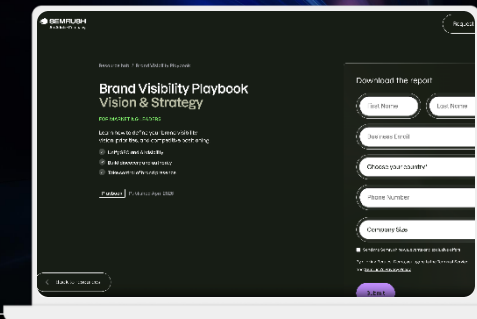
Mini Study Summer Commerce AI Visibility in Retail



Brand Visibility Playbook Vision & Strategy



Brand Visibility Playbook Operating Model & Execution



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