

Adobe Sensei

Smart tools, brilliant content.

Adobe Experience Manager Assets 6.4 features powered by Adobe Sensei accelerate your content journey.

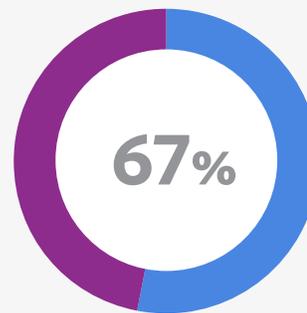
The assignment is deceptively simple: For an upcoming campaign, locate images that show key features of the Bondi Beach hotel property and make sure they'll work on all the devices and platforms your customers might use to view them. Oh—and get it done by the end of the week. But even if you had the right images in that bottomless pit you call a repository, they're not tagged to make it easy to find them. And then you'll have to wait while your design team undertakes the tedious task of cropping each image to fit the right aspect ratios. With your current processes, you can't possibly meet the deadline.

As a marketer, you design experiences—but today that means you must be producing and evolving compelling content non-stop for the brands you support. U.S. consumers devote as much time every day sleeping—7.8 hours—as they do engaging with digital content, according to the 2018 Adobe Consumer Content Survey. Slightly more than half of consumers not only multi-task but multi-screen, simultaneously engaging with digital content across devices. They expect to receive highly relevant, perfectly rendered content for a dizzying array of devices and formats.

Consumers weigh in on digital content.

These expectations raise the bar for digital marketers to quickly create and manage a burgeoning number of personalized experiences at scale. You struggle to find and repurpose the right content for the right context at the right time. And you're counting on creative teams that can't keep pace with your demands due to outdated techniques. The brand pays the price: The inability to provide relevant content at scale leads to decreased awareness, missed conversion opportunities, and lost customers.

To meet demand, digital marketing and creative teams must produce more and better customer content faster. Applying intelligence to automate content creation and management has never been more critical. Smarter tools let your teams create content faster and frees them to be more strategic and creative.



say it's important for brands to automatically adjust content based on context.

42% get annoyed when their content isn't personalized.

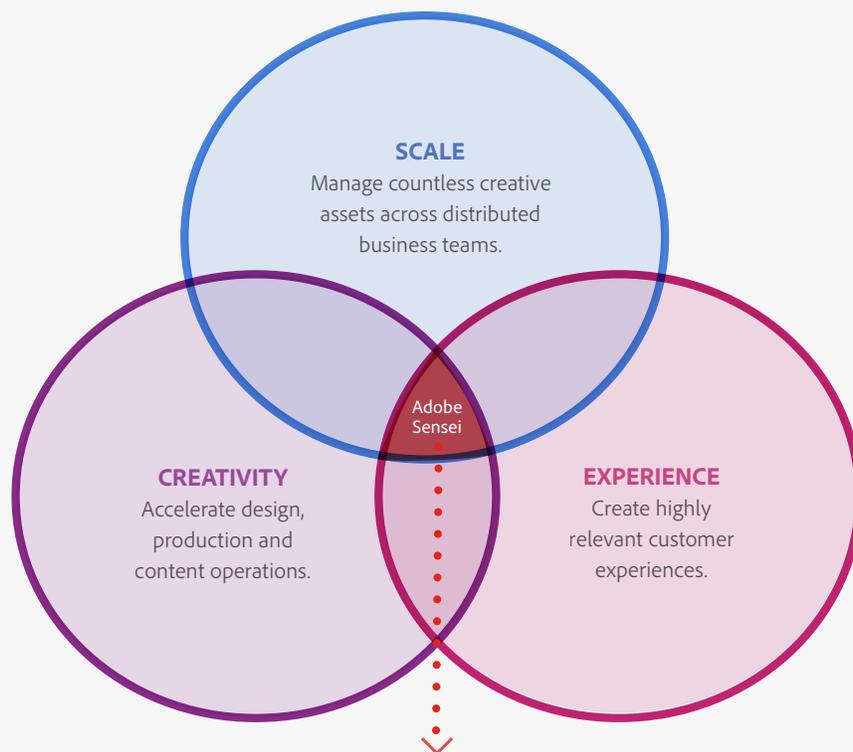
33% get annoyed when content is poorly designed.

29% get annoyed when content isn't optimized for their devices.

Source: 2018 Adobe Consumer Content Survey

Digital Asset Management must address three key challenges facing marketing and creative teams.

Adobe Experience Manager Assets 6.4 provides new features powered by Adobe Sensei that let digital marketers and creative teams find, edit, and manipulate content. Experience Manager Assets lets you use the power of artificial intelligence to improve every aspect of the content lifecycle. Let's see how features such as Smart Tags and Smart Crop, help you identify, create, and refine content in hours or days rather than weeks or months.



Adobe Experience Manager 6.4 with Adobe Sensei

Smart Tags: Discover what is hidden.

You know you have user-generated images that would be awesome to use in your campaign if they were tagged with something more specific than #BondiBeach. But the content in your repository is not tagged in a way that lets you find useful assets later. You need a way to accelerate image tagging so that designers can find photos of surfing or spas or sunsets quickly.

Find treasure.

[Link: Watch "Smart Tags Powered by Adobe Sensei"](#)

Many marketers and creative teams struggle to tag all their assets. In fact, they often don't add metadata at all. And staff members who do apply tags often have specific use cases

in mind, which limits tags to their own needs. Moving assets to a repository is like dropping them into a black hole.

Smart Tags powered by Adobe Sensei adds metadata that helps your creative team instantly find relevant images. Smart Tags enables auto-tagging that uses generic keywords, like beach or ocean or yoga. The system was trained using Adobe Stock photos, so it's robust. For each tag—beach, ocean, yoga—the system assigns a confidence score. Manual tags receive a 100 score, so they're always returned first in search results. Although Smart Tags includes about 100,000 keywords, you'll find it even more valuable to customize with unique tags for your business—using keywords that employees, partners, and customers use to identify and retrieve digital assets.

Smart Tags deep dive.



Step 1:

Curate a set of images and tag each manually.

Create a tag for each context—for example, your brand's logo.



Step 2:

Train the tagging service to recognize your tag structure and business taxonomy.

Use 20 to 30 images to train the algorithm to recognize surfers and tag images.

Run a validation to make sure tagging is working the way you want.



Step 3:

Tag images automatically.

Add Smart Tags to a tagging workflow.

Upload images to a folder and start the tagging workflow on the folder.

Smart Tags recognizes images and populates tags based on your brand's unique business taxonomy.

Smart Crop: Eliminate the tedious.

For your campaign, you need images cropped to fit all the devices and screens your customers might use to view them.

You need to ensure that all your assets will render perfectly no matter which device or platform your customers use. But with all the formats out there today, your designers face hours and hours of tedium selecting the focal point of each image and cropping to achieve a pleasing result. Your designers balk at the work, knowing it will use almost no creativity.

Smart Crop powered by Adobe Sensei automatically locates and crops the focal point for images in a workflow, based on your specifications, and then resizes them for various screens. Experience Manager can detect the available bandwidth on a customer's device—for example, an instant 5-bar LTE connection versus a creeping 1-bar 4G—and adapt the image accordingly. That can reduce image file size by up to 70 percent and ensure customers get smooth and quick loading without loss of visual fidelity on every delivery channel.

Smart Crop includes the ability to generate high-quality color swatches from product imagery that shows color or texture. Designers can specify the desired dimensions and get a color/texture swatch as a separate crop from an image.

Smart Crop deep dive.



Step 1:

Create an image profile for a batch of images.

The image profile defines the aspect ratios needed to cover mobile and tablet devices, desktops, and banners.



Step 2:

Crop images automatically.

- Add Smart Crop to a workflow.
- Upload images to a folder and start the cropping workflow on the folder.
- Smart Crop crops all images in all sizes and aspect ratios specified in the image profile.



Step 3:

Designer reviews the suggested crops and adjusts images if needed to perfect them.

Boost the power and return from your assets.

Adobe has long been the leader in tools for creativity; now we're also the leader in tools for experience design and delivery. By combining AI-driven features like Smart Tags and Smart Crop in a workflow, your marketing and design teams can further accelerate content creation.

They can work even more seamlessly and effectively by using Adobe Asset Link in the content creation process. This panel, built natively into Creative Cloud tools, gives creatives a single place to search for shared assets across Adobe Experience Manager. Your creative team can use assets directly within Photoshop, Illustrator, and InDesign without ever leaving the Creative Cloud interface.

And there's even more integration. For example, you might want to take the Bondi Beach assets you've developed and quickly select and arrange them to deliver exactly the right experience to dozens of customer segments. You can do that by linking with Adobe Experience Manager Sites, our web content management platform. Smart Layout powered by Adobe Sensei can use content intelligence to match the experience fragments that you've created with preference data for each audience segment and achieve KPIs you've selected.

The layout then adjusts automatically—giving more space and larger headline type to fragments of interest to the segment. You'll be able to deliver amazing, personalized experiences in a way that was never before possible.

That's what Adobe excels at and what matters to marketers like you—great experiences for your customers. But first you must gain control over the thousands of assets in your repository, so you can feed the never-ending demand for content. Then you can tap Experience Manager Assets 6.4 and features powered by Adobe Sensei like Smart Tags and Smart Crop to make time work for you, accelerating content creation and the return on your assets.

Adobe can help.

With just a light human touch, Experience Manager Assets 6.4 with Adobe Sensei lets you streamline the content journey and move from discovering assets to creating brilliant experiences in a few short days.

Adobe Experience Manager Assets makes teams more efficient and productive.

47% faster to create new assets.

74% quicker to find and download assets.

84% faster to render existing assets.
... and that translates into achieving returns faster.

20% faster to launch marketing campaigns.

21% higher productivity for creative teams.

20% faster delivery of content.

Source: IDC.

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