Soar to new business heights with generative AI by your side.

A guide to help you get started with generative AI.

Summarize

Simplify

Change tone

Elaborate

Rewrite

Enhance copy

Rich text

"…a mountain face stretching out for a thousand meters covered by a smooth blanket of powder, with the evening sun replica in uncount

Art ✕   Layered paper ✕

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Venture into the new experience frontier.

The year is 1895. On a warm summer day in a quiet Massachusetts town, a boy named Richard is born.

This boy would go on to become one of the most renowned architects, designers, and inventors in the world. As he grew up and pursued his career, Richard—now known as R. Buckminster Fuller—would coin the term "ephemeralization," a future-forward ideology that seeks to use less material for greater results.

> " To do more and more with less and less until eventually you can do everything with nothing.
>
> **R. Buckminster Fuller**
> Architect, Inventor
> Futurist

This way of thinking is where businesses all over the world find themselves—the pressure is on to do more with less, as customer demands skyrocket and available resources dwindle. We see you. We know you have to show value to your customers and profitable growth, and you have to reduce expenses in a way that's efficient and productive. All while delivering personalized experiences your customers can trust.

At times like this, we would do well to embody the spirit of ephemeralization—to embrace technological advancement and use it to improve human ability. And right now, that emerging tech is generative AI.

Yes, there's a lot of wariness—even fear—around this topic. But there's so much more opportunity. And the reality is, AI isn't going away. It's going to be an integral part of the future of powering business growth by leading with customer experiences, along with content and data.

Because in order to fuel this growth, you need a way to connect and optimize the entire customer journey—all while keeping the customer at the center of it all. That means

going beyond just your marketing and including all your channels of engagement from acquisition to engagement and retention.

Enter generative AI. Rest assured that it's not here to replace you or your human ingenuity. Rather, it's here to be your assistant and accentuate the vivacious humanity you bring to the table.

In a nutshell, think less along the lines of RoboCop and its merciless programming and more along the lines of R2-D2, the brave droid who helped Luke Skywalker in all his greatest adventures. Less Terminator, more Wall-E. Less HAL 9000, more Optimus Prime.

The point is, generative AI is here to help. And as you embrace it, you'll start to power the experiences that drive meaningful, long-term growth. Because the next generation of business success has begun—and with AI at your side, it's well within reach.

In this guide, we'll be taking a closer look at what generative AI is, why it's an opportunity and not your competition, and how you can get started with it in your business. So you can start integrating your workflows and accelerating your path to experiences that fuel business growth.

Join us as we step into the exciting frontiers of technology and the vast expanse of opportunity that awaits.
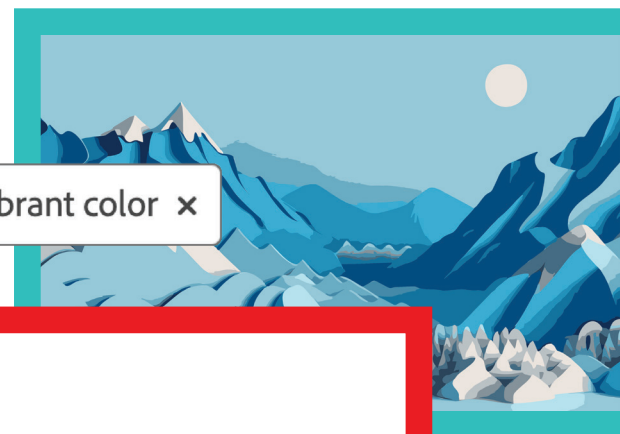
What is generative AI?

Generative AI is a set of models that allow you to describe what you want in your own words, visualizing and generating content to match your prompts. It cannot think for itself, which in turn means that it's incapable of replacing human ingenuity. Instead, generative AI accelerates your ideation, brings your visions to life, and frees you up to spend more time on being creative.

Build an intentional strategy with generative AI.

The root of innovation is to always push limits and try new things. And that sentiment will be as important as ever as we push into the new frontiers of customer experience (CX).

Things are changing, and past ways of doing things are quickly becoming out of date. Leading this charge is generative AI, emerging as a fast-evolving technology. And people everywhere are getting more excited about it, as we found in *An Adobe Report on the Future of Digital Experiences*.
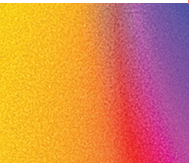
Most consumers see a bright future for generative AI.

72% say it will improve the customer experience (CX).

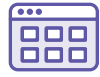**80**% of millennial and 83% of Gen Z consumers express similar optimism.

Source: Adobe and Advanis

In that same survey, a large majority of participants said generative AI would have these benefits:

| Do better and more work. | Create more and better content. | Better personalize customer experiences and reach the right customers. | Identify new customer journeys and identify new audiences. | Enhance creativity and the ability to use creative tools. |

Still, even with these possible benefits on the horizon, you'll want to make sure you approach an implementation of generative AI carefully. Because above all else, customers need to know they can trust you. And they want you to approach generative AI responsibly.

#1 Consumers rank trust as the **number-one factor** in choosing where they spend their money.

Source: Adobe and Advanis

This means setting up strong guardrails to ensure your teams use it ethically. We'll touch on this more later, but for now just know that this was a top priority among surveyed consumers.

As the frontiers of CX continue to expand and all these new technologies emerge, it's clear that generative AI will be an important tool in your arsenal as you build valuable experiences. And that's why it's crucial for you to get started on building your roadmap to generative AI today.

Generative AI can be the foundation of scalable, personal experiences.

In today's digital-first world, you're simultaneously facing tough challenges and embracing major opportunities. You're under pressure to give everyone amazing experiences, but to do it with fewer resources. Underpinning that demand for great experiences is a mounting need for great content.

The people have spoken—and they want even more content.

89%

of senior executives said the demand for content has significantly increased over the last 3 years.

61%

of CX pros predict a 5x increase in content demand by 2024.

Source: Adobe

Once again, generative AI is here to help. It's burst onto the scene to support you in your quest to deliver on this massive content demand. It can help your creative teams get started—and finish—faster, removing the barriers between imagination and the blank page in front of them. That way, they can bring their dreams—and your company's visions—to life so much faster than ever before.

But generative AI has so much to offer beyond the creation of marketing content. It can also transform campaigns, audiences, experiences, journeys, and insights. It can help your marketing teams think of better ideas, execute campaigns faster, and create more highly personalized experiences. And they can do it all at scale.

A closer look at how generative AI can invigorate your business.

Planning	Building and delivering experiences	Measurement

Planning
- Generate campaign briefs with AI prompts.
- Refine your audiences automatically based on past insights.
- Create new audiences based on predicted actions.

Building and delivering experiences
- Produce and lay out new creative assets and marketing copy quickly.
- Streamline your **content supply chain** to personalize at scale.
- Build variations on experiences and make every moment personal.

Measurement
- Automatically measure how your campaigns are performing.
- Transform raw CX data into valuable insights.
- Segment new audiences in a flash to inform your teams as they plan new experiences.

And that's just the tip of the iceberg. There's so much more that generative AI can do to help your business, and we're discovering new benefits every day.
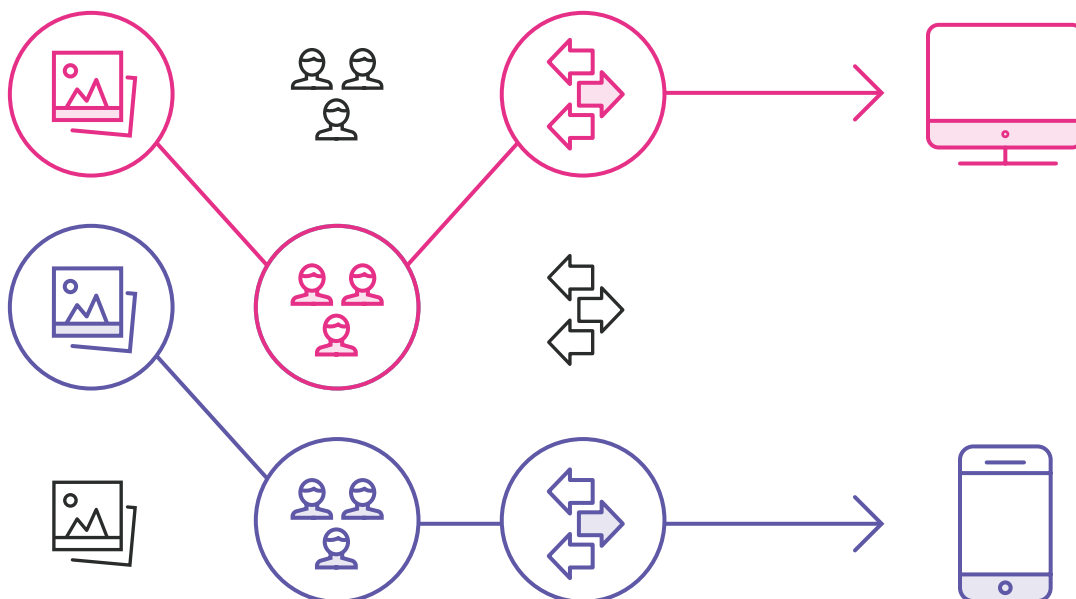
How to get started with generative AI.

At this point, we've talked plenty about the rise of generative AI and how it can help your business. So now it's time to look ahead.

Today, generative AI represents the chance to seize incredible opportunity. To get started, we've landed on a few main steps to take:

1. Identify the challenges you want to solve.

2. Decide who needs to be involved.

3. Outline which processes you need to put in place.

4. Assess generative AI tools and pick the right one for your business.

5. Establish how you'll get your workforce started.

Let's take a look at each one in more detail.

1. Identify the challenges you want to solve.

As with any tool, generative AI won't be any use to you until you know what you're going to do with it. So before you venture into the vast promise of generative AI, ask yourself what core challenges you're facing that your existing technologies aren't addressing. Then, decide which ones are best suited for generative AI. Even with all the hype around it, it's not a single solution for any problem—it has its own sets of limitations and problems.

For example, generative AI probably shouldn't be the tool to generate a final product. But it could certainly be used to help in the ideation process as to what you could be creating. Or maybe you need something to variate and scale images or gather cross-channel insights so you can uncover new opportunities.

It can also be helpful to think of things in terms of specific use cases. Really think about the areas of opportunity you want to start your generative AI journey with. You might want to optimize your content supply chain. Or maybe you need help understanding blockers in your customer journey. Or you could be wanting to scale your testing and optimization strategies. Whatever the case, pick a few that feel manageable and start from there.

In short, look for places in your workflows where an AI assistant could be helpful to amplify your ideas, kick-start conversations, and clear pathways.

2. Decide who needs to be involved.

Generally speaking, there are a few people you'll always want to loop into the conversation. For marketing purposes, the CMO is likely the person who will be signing off on the use of generative AI with support from the CIO or CTO. Beyond that, you should absolutely get your legal teams involved early on. They'll help you from an ethical and governance standpoint. Finally, you may look into bringing on your IT and data science teams to help with implementation and performance analysis.

Essentially, just take a look at your business's unique needs and get anyone involved who will see active benefits from using generative AI.

For example, if your CMO is concerned they can't get campaigns out fast enough or can't make enough content, maybe reach out to them or their team and start the conversation. CMOs especially will also be wanting a generative AI solution that supports their goals while also remaining ethical and supporting their company's standards. Or if getting the generative AI tech you've chosen is going to be tough to scale across a larger enterprise, make sure IT knows what's coming.

3. Outline which processes you need to put in place.

Once you have buy-in and all the right people on board, it's time to set up some processes. Because like we said, generative AI is far from perfect—and it can actually make pretty useless content without human guidance.

Basically, it helps to think of generative AI as a junior colleague in your workforce. Always review its work to make sure it's in line with your goals and vision. Really any situation you can imagine with a junior colleague, you can apply to generative AI. But you can stop just short of giving it a promotion.

Here's one thing to keep in mind, though—you could fix an errant AI generation yourself, but the next time you use the machine, it will generate the same mistake. And you'll have to fix it all over again.

So it'll be helpful to build into your process an option to provide feedback to your instance of generative AI. This could be an explicit thing, like pushing a thumbs-up or thumbs-down button. Or it could be implicit, where you don't use the copy or image provided, or maybe you change it, and the machine picks up on that.

Beyond that, we also recommend putting some other guardrails in place to keep your AI generations in check. Since AI generates non-factual, almost hallucinatory outputs, it's crucial to have someone making sure they don't feel off. Plus, AI can also be biased toward certain cultures, genders, or languages. And over time, erroneous content like this can have a negative impact on customer trust.

76% of consumers say trust is important when choosing where they do business. And nearly 40% say it's the most important factor.

Source: Adobe and Advanis

With that said, a major guardrail you'll want to invest in is building ethics and legal governance into your processes. One of the biggest challenges of generative AI is around copyright lawsuits, so be sure that the generative AI solution you use has done the work to mitigate that issue. And when you work with the right brand, your company can feel safe in the knowledge that you're providing futuristic experiences your customers can trust.

4. Assess generative AI tools and pick the right one for your business.

Once you have your process strategies set up, you're ready to start evaluating generative AI tools for your business. Whatever tool you ultimately decide on, it should meet these four criteria:

It meets enterprise standards.
Let the product you choose do the heavy lifting when it comes to staying in accordance with standards across enterprise security, privacy, data handling, and compliance.

It's built for your brand standards.
We touched on this earlier, but you don't want to give up control when it comes to safeguarding your brands and the quality of your experiences. Any solution you end up using must help you keep the experiences your teams create up to par and on brand across the entire customer journey.

It helps you scale where and when it counts.
A generative AI tool won't be useful to you if it doesn't empower your teams to deliver or improve the experiences that drive your business. And beyond that, the best tools will do all that without requiring your teams to make drastic changes to the way they operate.

It optimizes to your business objectives.
Finally, the only generative AI tools worth investing in are the ones that have your bottom line in mind. The right tool should continuously improve the experiences it generates based on the way they perform against your key metrics. That way, you can rest easy knowing that the best experience is always being delivered.

5. Establish how you'll get your workforce started.

Finally, with your plan outlined, people bought in, and processes built, it's time to bring in the most important piece of the puzzle—your people.

Hopefully it's clear by now, but we'll say it one more time—generative AI is useless without humans to guide it. The true power of generative AI is rooted in the idea that anyone in your organization can be more effective at their job with the right AI assistant to help them work faster or amplify their intelligence. But that only happens when they have the tools right in front of them.

In this stage of your generative AI journey, the most valuable thing you can do is help your people feel empowered to use this new technology. They need to feel like they can and should use it, and they'll need to get experience with it so they can start building new skills. Only then can they embrace true creativity and apply new ways of thinking that deliver better experiences to customers.

These new skills are a big part of the industry's future. For example, one emerging skillset is prompt engineering, a technique that's much different than the writing most of us are used to. But to get the most effective generative AI output, you'll need to create the most optimal prompt. And that's something that takes experience, strategy, and care, combined with a deep understanding of how the machine is working.

Ultimately, it comes down to understanding both your business and the new technology—and then bringing them together to produce the most effective outputs.

As we look to the future, there are plenty of other roles that may emerge. One other big trend we see coming is the idea of fine-tuning your AI model. So that as you consistently add your brand's specific strategies and influence into the machine, it will start to help you differentiate your business from others—including your competitors.

In short, this technology continues to evolve, and you and your teams will need to know how to use it. But more importantly, you'll want to know the challenges of AI—as well as how to overcome them—so you can seize your share of this tremendous opportunity.

Begin your journey to a brighter future with generative AI.

We're not here to say that it's not tough to do more with less. It absolutely is. But maybe we can start looking at it more as an opportunity and less as a hindrance.

Generative AI represents that opportunity to help you achieve greater scale and agility while streamlining so many of your operations. To help your people reimagine creativity to produce the best ideas and most dazzling experiences they can. To democratize marketing processes across your entire organization. And to provide responsible, transparent experiences to your customers at scale.

It's an incredible time in the digital world right now. And as we embrace generative AI as the assistant to human brilliance, we'll discover endless possibilities on our quest into the new frontiers of CX. And as we all begin to think anew, be bold, and try things that might seem impossible at first, we'll start to achieve greater heights than ever before.

Learn more about how Adobe is leading the generative AI charge, and how we can help you get started.

Get details

Sources

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