

## Forrester's New Study: The Projected Total Economic Impact™ Of Adobe's Creative Solutions For Enterprise Powered By Firefly Generative AI

Forrester interviewed 11 customers and conducted research to quantify the benefits of an AI-driven content creation and production transformation, projecting up to a 5.7X net ROI.

Using the data gathered from the interviews, Forrester modeled a range of projected ROI impact outcomes based on evaluated risks.

**577%**

High-impact

**461%**

Medium-impact

**335%**

Low-impact

“There were five priority regions this client had budgeted for, but they wanted to reach 50 regions. Firefly Services enabled us to reach this goal by giving us the ability to create content that’s more personalized at scale.”

**EVP OF INNOVATION, AGENCY**

### BUSINESS BENEFITS OF ADOPTING ADOBE'S CREATIVE TOOLS

**30%  
to 70%**

Boost in creative ideation

**60%  
to 70%**

Faster hero asset creation

**70%  
to 80%**

Increase in asset variant production

**65%  
to 75%**

Time saved in reviewing and fixing assets

**25%  
to 50%**

More cost-efficient photography

**0.5%  
to 1%**

Revenue growth from increased engagement

“My marketing team believes we can save up to one-third of content costs over the next three years with AI-driven content from Firefly. For a lot of the work you do manually, you’re recouping costs on that production effort and time.”

**GLOBAL CHIEF DESIGN  
OFFICER, TECHNOLOGY**

Commissioned by:

**Adobe**

This document is an abridged version of a case study commissioned by Adobe titled: New Technology: The Projected Total Economic Impact™ Of Adobe's Creative Solutions For Enterprise Powered By Firefly Generative AI, January 2025.

 [Read the full study](#)