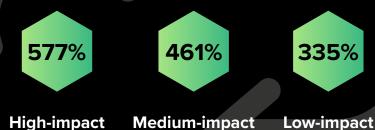
Forrester's New Study:

The Projected Total Economic Impact™ Of Adobe's Creative Solutions For Enterprise Powered By Firefly Generative Al

Forrester interviewed 11 customers and conducted research to quantify the benefits of an Al-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.



"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 costefficient 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 Al-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.

