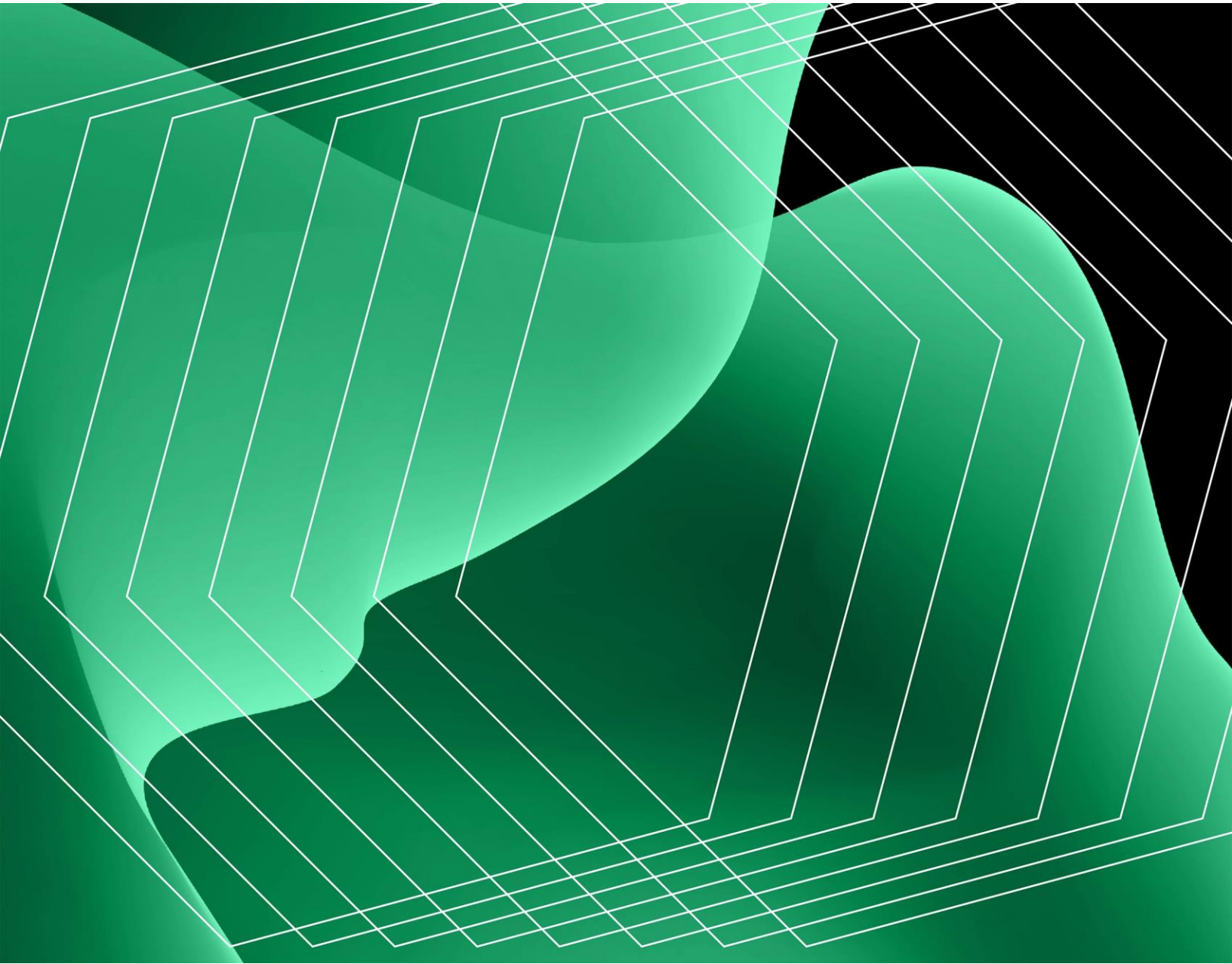FORRESTER®

New Technology: The Total Economic Impact™ Of Adobe Creative Solutions For Enterprise Powered By Firefly Generative AI

Cost Savings, Revenue Growth, And Other Business Benefits Enabled For Marketing And Creative Teams

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Consulting Team:

Corey McNair

Executive Summary

In recent years, generative AI (genAI) has transformed content creation workflows and enabled new business opportunities at enterprise-sized organizations. This technology continues to evolve as creative and marketing professionals face increasing demand to close content gaps and create content with greater speed and variety to power global, personalized marketing programs. To keep pace with this demand, enterprises are seeking genAI solutions built on commercially safe technology that deliver high-quality creative content at scale.

[Adobe's Creative Solutions for Enterprise powered by Firefly genAI](#) helps organizations accelerate core creation and ideation, automate scaled production of asset variations, streamline reviews and collaboration, customize genAI models to match a brand's own styles and products, and enable all business teams to easily create standout content while staying on brand. Key applications include:

- Adobe Creative Cloud for Enterprise powered by Firefly

- Full access to the Firefly web app

- Frame.io

- Adobe Firefly Custom Models

- Adobe Firefly Services

- Adobe Express

Adobe commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying these solutions. The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of the technology on their organizations.

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed 11 representatives from six organizations with experience using these solutions. For the purposes of this study, Forrester aggregated the interviewees' experiences and combined the results into a single composite organization that earns $10 billion in annual revenue. The global organization runs 300 marketing campaigns per year that require more than 550,000 hero and variant assets. The financial results modeled for the composite organization are conservative and risk-adjusted.

Mid-range return on investment (ROI)

461% (in 335% to 577% range)

Interviewees at enterprise-sized brands said that prior to using Adobe's Firefly-enabled technology, their organizations had reached a plateau in scaling content production without increasing costs or sacrificing quality. Similarly, interviewees at large agencies received requests from clients to incorporate new technology, like genAI, into content creation to close content gaps in their marketing.

Interviewees' teams had previously struggled with content production inefficiencies due to time-consuming manual work, such as asset editing and retouching, and inadequate collaboration tools. These challenges prevented them from scaling content creation and limited their ability to deliver relevant and engaging campaigns to customers. While interviewees were interested in using genAI solutions, they had concerns over technology governance and copyright infringement risk.

Interviewees gained confidence in using Firefly due to Adobe's approach to genAI model training (e.g., it only uses licensed or public domain content where copyright has expired) and its support for indemnification, which further mitigates legal risk. Since using Firefly in Adobe's creative solutions, interviewees' organizations addressed their production inefficiencies and experienced several benefits, including greater productivity and efficiency in their content creation and production processes.

> "We had a feeling with Firefly that it was going to be a huge game changer, from accelerating ideation through to that last-mile derivative asset production. … It helps to increase employee productivity across large teams across the enterprise."
>
> **GLOBAL CHIEF DESIGN OFFICER, TECHNOLOGY**

With Firefly within Creative Cloud, for example, creative teams were able to increase the breadth of ideas and concepts used to inspire asset creation and produce hero assets faster. By training Firefly Custom Models with their own assets, they were able to generate content that reflected their brand's identity safely and privately, further scaling creation and reducing time-consuming reviews and rework.

Similarly, with Firefly Services, interviewees noted that their teams significantly scaled content production without having to take on additional costs or bandwidth for support. Frame.io enabled greater collaboration and streamlined reviews and feedback among creative teams and key stakeholders to unlock the production process. And for organizations leveraging Adobe Express, non-creative teams were empowered to create on-brand content easily, enabling the "last mile" of content creation.

The cumulative effect of these solutions also led to top-line benefits. By scaling content production, interviewees' organizations reached and engaged customers with more timely, localized, and personalized content that drove revenue growth.

This study will explore how Adobe's Creative Solutions for Enterprise powered by Firefly contributes to these benefits and how the benefits are expected to expand and evolve over time.

KEY FINDINGS

Quantified benefits. Forrester's conservative, three-year, risk-adjusted quantified benefits for the composite organization include:

- **Boosts productivity of creative ideation by 30% to 70%.** Firefly's genAI capabilities in Adobe Creative Cloud's applications and on Firefly Web help creative teams at the composite organization by accelerating ideation and amplifying the breadth of new creative concepts. Features like Firefly text to image, style and composition reference, and text-to-vector graphics accelerate the creation of high-quality creative concepts with simple prompts. Meanwhile, Custom Models, trained on a brand's own assets, enable teams to generate on-brand concepts of products, characters, or campaign content in a fraction of previous time spent. Over the three-year period for the composite organization, ideation productivity improves by 30% to 70%.

- **Accelerates hero asset creation by up to 60%.** Creatives at the composite organization streamline hero asset creation with Firefly capabilities like Generative Fill in Photoshop (to expand and fill in gaps in images) and Generative Recolor in Illustrator (to swap out colors and streamline hero asset creation). Custom Models also enable teams

to automatically generate on-brand content, reducing time spent searching or creating similar assets. In addition, Frame.io helps streamline creative collaboration as part of this process. For the composite organization, hero asset creation improves between 40% and 60%.

- **Scales asset variant production by 70% to 80%.** Firefly Services helps the composite organization significantly scale variant production for each hero asset. The solutions automate creative and generative workflows for teams to produce asset variations across channels, customer segments, and markets (e.g., localized backdrops and seasonal elements), maximizing output delivery. Asset variant production improves by 70% to 80% at the composite organization over three years.

- **Reduces time spent reviewing and fixing assets by as much as 75%.** Frame.io drives collaboration between colleagues involved in creating, reviewing, and approving content, and simplifies feedback and peer review processes. Furthermore, with the composite organization leveraging Custom Models, its AI-generated content is consistently on brand and does not require much rework. Over the three-year analysis period at the composite organization, time spent reviewing and fixing assets falls 65% to 75%.

- **Improves efficiency on photography expenditure by 50%.** The composite organization uses Firefly embedded in Adobe's Creative Solutions to create and adjust assets that span different locations, geographies, and marketing moments without having to commission additional shoots. The composite also becomes more efficient with its photoshoots to capture what is needed for content, and it can edit this content in real time via capabilities such as Frame.io's Camera to Cloud. The composite organization becomes more efficient, reducing creative costs by 25% to 50%.

- **Grows revenue from increased engagement.** End customers of the composite organization receive content that is more targeted, localized, and relevant, resulting in more personalized experiences. Customers engage more with the content, which creates a greater likelihood of conversion. At the composite organization, revenue per campaign grows by 0.5% to 1% after incorporating Adobe Creative Solutions powered by Firefly to its workflows.

Unquantified benefits. Benefits that provide value for the composite organization but are not quantified for this study include:

- **Adobe's commercially safe genAI training approach and IP indemnification mitigate risk.** Adobe Firefly is the first commercially safe genAI solution in the market, as it is trained in content it has rights to or where copyrights have expired. Adobe Firefly's training approach prevents the creation of content that infringes on copyright or intellectual property. In addition, Adobe's indemnity further protects organizations against copyright infringement claims. These precautions enable the composite organization to generate assets with confidence that it is not using materials that could expose it to legal risk.

> "Adobe is the lowest hanging fruit for us to work with [for genAI] because it has copyright protection and hooks into other Adobe solutions."
>
> **EVP OF CREATIVE MARKETING, MEDIA AND ENTERTAINMENT**

- **Firefly Video Models and recent innovations bolster video production.** Adobe's new Firefly Video Model helps further drive productivity for creative and marketing teams. Integration with existing video editing tools, such as Premiere Pro, for example, helps editors generate video to fill footage gaps, extend shot lengths, and smooth transitions. Text- and image-to-video capabilities enable users automatically generate video within minutes. As for video localization and personalization, new capabilities in Firefly Services, such as Dubbing and Lip Sync, enable organizations to automatically generate dozens of video variations across markets, languages, and products.

- **Adobe Express enables self-service for non-creatives that is brand safe.** Adobe Express helps the organization offload its design team's tedious tasks by templatizing asset creation for marketers and other business teams, such as sales, HR, and finance. Simplifying this process frees bandwidth for creatives to focus on critical work items and enables other team members to quickly edit and leverage content to meet their needs, while staying on brand.

- **Comprehensive Adobe Professional Services support.** Deployment of Adobe's Creative Solutions for Enterprise comes with Adobe Professional Services support,

which helps accelerate use case definition, adoption, and value realization. Adobe consultants provide organizations with guidance on incorporating its solutions into creative and marketing workflows and producing high-quality, on-brand genAI content at scale.

Costs. Three-year, risk-adjusted PV costs for the composite organization include:

- **Adobe licensing and professional services costs, alongside internal training costs.** The composite organization upgrades its existing Creative Cloud licenses to expand Firefly-related use and pays additional fees for Custom Models, Firefly Services, and Frame.io. Some of these values increase as the composite expands its adoption and use of Adobe solutions on content volumes. In addition, teams at the composite spend time learning and developing best practices to utilize Adobe's solutions effectively. They also share these best practices with supporting colleagues and new hires.

Forrester modeled a range of projected low-, medium-, and high-impact outcomes based on evaluated risk. This financial analysis projects that the composite organization accrues the following three-year net present value (NPV) for each scenario by enabling Adobe Creative Solutions for Enterprise:

- High-impact of an $13.7 million NPV and net ROI of 577%.

- Medium-impact of an $11.0 million NPV and net ROI of 461%.

- Low-impact of an $8.0 million NPV and net ROI of 335%.

MID-RANGE ROI

461%

PROJECTED BENEFITS PV

$10.4M-$16.1M

TOTAL COSTS

$2.4M

Three-Year Projected Financial Analysis For The Composite Organization

High-impact NPV, $13.7M, PROI of 577%

Mid-impact NPV, $11.0M, PROI of 461%

Low-impact NPV, $8.0M, PROI of 335%

$16.0M
$14.0M
$12.0M
$10.0M
$8.0M
$6.0M
$4.0M
$2.0M
$0K

Initial   Year 1   Year 2   Year 3
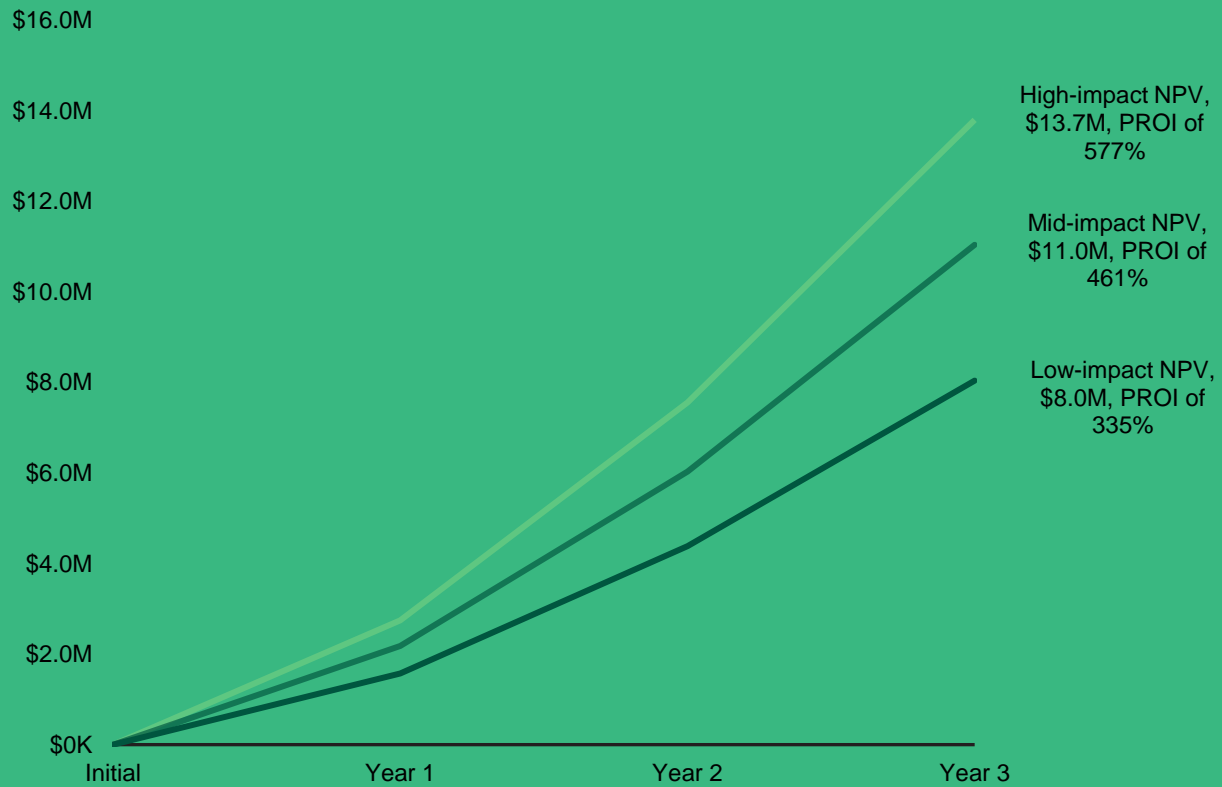
TEI FRAMEWORK AND METHODOLOGY

From the information provided in the interviews, Forrester constructed a New Technology: Projected Total Economic Impact™ (New Tech TEI) framework for those organizations considering an investment in Adobe's suite of Creative Solutions for Enterprise powered by Firefly genAI.

The objective of the framework is to identify the potential cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the projected impact that Adobe's Creative Solutions for Enterprise can have on an organization, including productivity, cost savings, and revenue growth.

DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Adobe and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Creative Cloud for Enterprise powered by Firefly genAI.

Adobe reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Adobe provided the customer names for the interviews but did not participate in the interviews.

1. **Due Dilligence**
Interviewed Adobe stakeholders and Forrester analysts to gather data relative to Adobe's Creative Solutions for Enterprise and Adobe Firefly.

2. **Interviews**
Interviewed 11 representatives at six organizations piloting and/or using these solutions to obtain data about projected costs, benefits, and risks.

3. **Composite Organization**
Designed a composite organization based on characteristics of the interviewees' organizations.

4. **Projected Financial Model Framework**
Constructed a projected financial model representative of the interviews using the New Tech TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees.

5. **Case Study**
Employed four fundamental elements of New Tech TEI in modeling the investment's potential impact: revenue, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to technology investments, Forrester's TEI methodology provides a complete and conservative picture of the total economic impact of purchase decisions. Please see Appendix B for additional information on the TEI methodology.

Customer Challenges Prior To Adobe Creative Solutions For Enterprise Powered By Firefly GenAI

Factors leading to using these solutions

Interviews			
Role	**Industry**	**Region**	**Number of employees**
EVP of creative marketing	Media and entertainment	HQ in North America, global operations	20,000+ employees
Global chief design officer Head of design	Technology	HQ in North America, global operations	150,000+ employees
Head of martech and director of digital commerce use cases	Consumer packaged goods (CPG)	HQ in Europe, global operations	<50,000 employees
Branch 1: Global chief technology officer Branch 2: EVP and director of content creation	Agency	HQ in North America, global operations	Branch 1: 2,000+ employees Branch 2: <500 employees
Branch 1: Global head of AI and data product Senior brand manager Branch 2: Chief product officer	Agency	HQ in North America, global operations	Branch 1: 11,000+ employees Branch 2: 1,000+ employees
EVP of innovation Executive innovation director	Agency	HQ in Europe, global operations	<10,000 employees

KEY CHALLENGES

Each interviewee said their organization used Adobe Creative Cloud applications, including Photoshop, Illustrator, and InDesign, before adopting Firefly genAI capabilities, Frame.io, Custom Models, Firefly Services, and Adobe Express. Despite Creative Cloud applications' versatility, interviewees noted that their organizations struggled with common challenges, including:

- **Increased demand for creative output.** Interviewees cited the growth and maturation of marketing channels and ad formats over the past decade (e.g., social media, digital video, etc.), as well as ever-increasing amount of content competing for audiences' attention as drivers of brands' demand for higher

volume and more relevant marketing content. Additionally, audiences were exposed to the same messaging and images across marketing channels, leading to reduced engagement. To maintain customer interest and engagement, marketers asked creatives to provide a greater breadth of assets for each campaign, launch more campaigns overall, and refresh assets more frequently. Creative teams struggled with bandwidth and budget to support these efforts.

- **Inefficient creative processes.** The creative process has historically been time consuming for creative teams, from initial concept development through iterative design reviews that slow production and drain creative momentum. Moreover, the number of asset variants needed by marketing relied on highly manual processes from creatives, further limiting the time they could invest in more strategic creative work. Although the organizations' creative teams were using state-of-the-art creative tools, they recognized that existing capabilities to drive additional productivity were limited due to the pace of modern marketing.

> "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**

- **Inability to meet requests for highly personalized marketing content.** Interviewees spoke about using advanced marketing solutions to accurately target audiences with personalized messaging and offers, but said they lacked relevant creative content to support them. Additionally, their production budgets often weren't large enough to capture all elements in asset production that increased relevancy (e.g., seasonality, localization). Lack of relevant content to power campaigns for all segments, channels, and markets made interviewees feel their organizations were missing out on opportunities to drive revenue.

- **GenAI technology governance concerns.** Although interviewees were eager to leverage genAI's creative potential, they were vigilant about the risks of model training,

content ownership, brand reputation, and intellectual property rights. The financial risk associated with creating content that infringes on copyright or intellectual property rights was significant for their organizations. This concern, along with the time required to train models to correctly produce on-brand content, sometimes slowed the adoption of genAI solutions at the interviewees' organizations.

SOLUTION REQUIREMENTS

Several factors led the interviewees' organizations to begin using Adobe's new genAI-based Firefly capabilities, including:

- Leveraging a genAI solution with robust intellectual property protection that provides legal indemnification and ensures content originality.

- Enhancing creative teams' productivity with time-saving features in existing workflows to drive adoption.

- Increasing creative output and ensuring the high quality of content.

- Scaling the production of consistently on-brand assets.

- Streamlining repetitive tasks and automating the production of high-quality asset variants for different audiences, channels, and markets.

- Increasing customer engagement through deeper content personalization and relevance.

- Facilitating collaboration and reviews with capabilities integrated within the current Adobe tech stack.

> "With content production, particularly for social media and real-time marketing, we needed to move fast with producing material. So, we said, 'Let's see if Firefly can give us the speed we're looking for.' … We've been able to prove that we can produce more content so customers have fresh content to engage with every interaction."
>
> **HEAD OF MARTECH AND DIRECTOR OF DIGITAL COMMERCE USE CASES, CPG**

COMPOSITE ORGANIZATION

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the 11 interviewees, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

Description of composite. The composite organization is a global, enterprise-sized company with multiple business lines, $10 billion in annual revenue, and 20,000 employees. Among its employees are 37 in-house creatives and 85 extended full-time equivalent creative workers (e.g., global, off-site, and/or contractor workforce) using Adobe Creative Solutions for Enterprise for their day-to-day work. The organization runs 300 campaigns per year and produces 10 hero assets for each campaign. For each campaign, the creatives at the composite produce variants of each hero asset across eight channels (including display, social, and video), up to three additional variants within each channel, with each variant appearing in eight languages — totaling more than 550,000 assets per year.

Deployment characteristics. The composite organization has leveraged Adobe Creative Cloud for Enterprise for years and is now leveraging Firefly extensively within these applications. In Year 1 of the financial analysis, creatives at the composite make use of Adobe Creative Cloud's genAI features. Creatives also start training Custom Models and begin using them to create on-brand assets, as well as deploying Firefly Services across select campaigns that receive full support with variations across channels and geographies. The composite also adds Frame.io for collaboration, workflow management, and review cycles.

By Year 2, the composite forms internal best practices across these solutions as they reach maturity in adoption. By Year 3, they are fully embedded into new creation and production workflows across the composite**.**

KEY ASSUMPTIONS

$10 billion revenue

37 in-house full-time creatives

85 extended creative FTE workers

300 campaigns per year

550,000+ assets per year

Analysis Of Benefits

Quantified benefit data as applied to the composite

Total Projected Benefits					
Projected Benefits	**Year 1**	**Year 2**	**Year 3**	**Total**	**Present Value**
Total projected benefits (low)	$2,261,458	$4,358,820	$6,246,200	$12,866,478	$10,351,065
Total projected benefits (mid)	$2,924,669	$5,621,019	$8,042,900	$16,588,588	$13,347,011
Total projected benefits (high)	$3,537,880	$6,783,218	$9,689,600	$20,010,698	$16,102,159

BOOST IN PRODUCTIVITY OF CREATIVE IDEATION

Evidence and data. Interviewees shared that their creative teams spent upwards of a fifth of their project time ideating and conceptualizing foundational creative concepts, including creating mood boards and experimenting with brand design colors or stylings. Much of the time spent on this work was inflated by constructive feedback from stakeholders, clients, or executives asking them to go back to the drawing board.

Interviewees said Firefly's genAI capabilities in Adobe Creative Cloud's applications, along with Custom Models, helped streamline this process. For example, the head of design at a technology company noted there was a speed advantage to creating these storyboards within Illustrator, using the text-to-vector graphic capability to automate iconography and pattern production with simple prompts. They could then use Generative Recolor to quickly apply feedback from stakeholders to revise those concepts.

> "From an ideation standpoint, we've opened the floodgates. Our designers are leveraging some generative features within Adobe, and it is helping us quickly incorporate feedback from stakeholders and get them to feel confident about our general concepts."
>
> **HEAD OF DESIGN, TECHNOLOGY**

Custom Models also enabled interviewees' organizations to increase the volume and types of conceptual output beyond what was previously possible. The senior brand manager at an advertising agency spoke about training artificial intelligence on specific iconography and styles using Custom Models to maintain a level of brand governance in the creative output. With consistently on-brand assets, their team was able to conceptualize product presentations with many different scenes and backgrounds to show how products could appear in different contexts.

The senior brand manager said: "If we're planning to widely distribute materials using our library of icons, we use [Custom Models] more as a concepting tool to add in some visual elements and flair. We did create a couple concepts from a model that would be production ready, which sped up the process a ton."

> Annual productivity increase in ideation and conceptualization
> ## 30% to 70%

Modeling and assumptions. Based on the interviews, Forrester assumes the following for the financial analysis as applied to the composite organization:

- The full-time equivalent of 10 workers (2,080 hours per FTE) support campaign ideation and conceptualization. These workers include anyone providing input into this phase of work.

- The number of campaigns incorporating Creative Cloud's Firefly capabilities and Custom Models expands year-over-year as creative teams deepen their expertise with Firefly to refine workflows, optimize how they leverage the models, and unlock more value from the technology.

- Productivity on impacted work improves between 25% and 70%. These results vary depending on how much the organization relies on genAI to influence ideation and conceptualization, as well as the type of content it's trying to create and whether it's iterative of previous content.

- The fully burdened average hourly rate for an in-house creative is $50 per hour, including salary, benefits, and payroll taxes.

Results. This yields a three-year projected PV ranging from $590,000 (low) to $1.4 million (high). For the full financial results of this benefit, please see Appendix A.

ACCELERATED HERO ASSET CREATION

Evidence and data. Interviewees said their organizations accelerated hero asset creation with Firefly in Creative Cloud applications. For example, they explained creatives were no longer limited to working with only photos and videos taken from shoots. The global chief design officer at a technology company said: "For us, it's huge to have Generative Fill and Expand in Photoshop. Resizing, expanding, and manipulating photos is tedious work, and those features are an assistant in enabling our productivity."

Meanwhile, the EVP and director of content creation at an agency called out After Effects and said: "The workflow capability to rotoscope or remove people from video is a huge time saving for us compared to how we used to work. It's helped us generate new, high-quality campaign materials while doing video production work faster."

In addition to Creative Cloud for Enterprise, interviewees said they trust Custom Model's ability to consistently produce on-brand, high-quality outputs. After spending time training models on brand assets, the organizations' creative teams didn't need to focus on nailing the appearance of branding in new assets. The global chief technology officer at an agency said: "We have very talented designers who understand a brand's value, and being able to codify that value through training a Custom Model is huge. It's not just a time saver, it helps us capitalize on our design talent by replicating their quality outputs at scale." They also shared that their organization saw a nearly 200% return on investing time into training sets with the time they had since saved.

> "A good chunk of production time is spent on the small details, like resizing and then adding tags, which adds up with the volume of content we create. So, if we can automate the process around that, we have more time to be creative."
>
> **EVP OF CREATIVE MARKETING, MEDIA AND ENTERTAINMENT**

The senior brand manager at an agency found value by training Custom Models on elements surrounding a brand's products. They said: "Teams can train [the model] on the look and feel of scenery that they want, like weather or location, then put the product imagery in. That's the longer journey we're on: understanding how we can create environment parameters that are

repeatable." This approach helped some interviewees spend less time searching for tags to pull assets they were looking for since they could generate the desired image by just writing text.

Annual acceleration in productivity creating new hero assets
40% to 60%

Modeling and assumptions. Based on the interviews, Forrester assumes the following for the financial analysis as applied to the composite organization:

- The full-time equivalent of 25 employees is dedicated to creating hero assets for campaigns.

- As with ideation and conceptualization, the number of campaigns leveraging Creative Cloud's Firefly capabilities and Custom Models to create hero assets expands at the same pace year-over-year.

- The composite's employees create hero assets 40% to 60% faster with Creative Cloud's Firefly capabilities and Custom Models. The range depends on the complexity of the content, the asset, the level of automating repetitive tasks, and the designer's proficiency in optimizing workflows and leveraging Custom Models.

- A TEI standard assumption for the composite organization is that large groups of employees who experience a productivity benefit rededicate two-thirds of their time savings toward additional work. This work can include more ambitious asset treatment and innovative creative designs. The remaining time savings are allocated to longer breaks or less late shifts, qualitatively improving the composite employee's experience.

Results. This yields a three-year projected PV ranging from $1.3 million (low) to $1.9 million (high). For the full financial results of this benefit, please see Appendix A.

INCREASED PRODUCTIVITY IN CREATING ASSET VARIANTS

Evidence and data. Interviewees from organizations that used Firefly Services said their companies significantly scaled production of asset variants deployed across marketing campaigns and e-commerce experiences. Marketing teams were able to serve multiple versions of more relevant product assets to audiences, such as geographically localized backdrops or seasonal elements. Firefly Services' API integration with creative workflows automated teams' ability to personalize customer experiences and provide audiences with fresh content. According to interviewees, the solution could help increase variant production by as much as 10 to 20 times.

The head of martech and director of digital commerce at a CPG organization said: "We have demonstrated [with Firefly Services] that genAI can help in the personalization journey, because it's a capability that we can scale. When we're sending emails to different audiences, we now have a larger library of generated images to use that are relevant to the customers receiving that message."

> "[With Firefly Services,] I will use the budget that we have to produce more content. We've seen thus far that by personalizing interactions with more images, we have the ability to compete with other brands at scale."
>
> **HEAD OF MARTECH AND DIRECTOR OF DIGITAL COMMERCE USE CASES, CPG**

The interviewee shared a proof of concept for a hair conditioner product their organization sells: They prompted Firefly Services to create a variant image displaying hair attributes based on customer data (e.g., blonde curly hair, wavy brown hair, etc.). In the past, the interviewee's team would create only four to five variant images to include in a campaign; however, the team created between 80 to 100 variant images during this pilot test.

Teams at the interviewees' organizations were encouraged to create more variants because of the high quality of the assets. The global chief technology officer at an agency said: "We've used Firefly Services' APIs to incorporate different templates and layers into images. But it's not just replacing the background image, it's doing things like realistically showing how reflections might work on a surface. It's that kind of effectiveness with AI that's huge for us."

> "There were five priority regions this client had budget for and marketed toward, 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**

The global chief technology officer cited the variant creation feature as particularly helpful for a pilot case with a consumer electronics client that had thousands of products marketed to different audiences globally. Firefly Services helped their agency avoid spending extensive time creating different asset versions for each audience.

Firefly Services enabled other interviewees' organizations to more effectively reach additional markets. The EVP of innovation at an agency shared that a client who initially only had budget to market to five priority regions was able to reach 50 regions using the solution.

Annual productivity increase in creating asset variations
70% to 80%

Modeling and assumptions. Based on the interviews, Forrester assumes the following for the financial analysis as applied to the composite organization:

- The full-time equivalent of 75 employees supports variant asset creation.

- The number of campaigns using Firefly Services to create variants slightly trails that of campaigns that incorporate Creative Cloud's Firefly capabilities and Custom Models for ideation and hero asset creation. Employees spend time preparing the solution for their campaigns to receive the full complement of variants, including three variations of the hero asset (e.g., sizes, styles, etc.), each then made for eight channels, and then for eight languages. In total there are at least 192 variants for each hero asset.

- Variant creation accelerates by 70% to 80% with Firefly simplifying the process for the composite organization.

- The average fully burdened hourly rate for an extended creative support FTE (e.g., global, off-site, and/or contractor workforce) creating variants is $30.

- There is productivity recapture of 75%, which is greater than with hero assets because the employees significantly increase their variant output by thousands. The remaining bandwidth not rededicated to meaningful work goes toward breaks, helping employees refocus and generate better outputs.

Results. This yields a three-year projected PV ranging from $3.9 million (low) to $4.5 million (high). For the full financial results of this benefit, please see Appendix A.

REDUCED TIME SPENT REVIEWING AND FIXING ASSETS

Evidence and data. Each interviewee said Frame.io was a critical technology in their organization's creative collaboration and review processes. The head of martech and director of digital commerce use cases at a CPG company said: "Frame.io eliminates a lot of the endless back and forth between creatives. You're able to see end-to-end feedback given, decisions made, etc., all within one application. It makes work much more manageable." They added that this was particularly helpful when working with agencies, as they could reallocate time from reviewing materials toward being more productive and iterating content.

For video content, Frame.io further improved the editing process for interviewees' organizations by enhancing communication between teams. For example, editors were able to leave feedback on videos at specific timecodes and have Frame.io automatically notify colleagues. Editors rarely had to compile their notes in an email to send to their team or repeatedly nudge them to follow up.

> "Frame.io has been a game changer for us. We have a clear view on items that we need to address quickly. It's made for a nice review cycle that has made us much more productive."
>
> **HEAD OF DESIGN, TECHNOLOGY**

Interviewees said that by training their models on approved, branded material with Custom Models, they were able to avoid review time if the AI-generated content was on brand. The

outputs maintained brand consistency, which established trust among reviewers and relaxed their need to pore over specific branded elements like colors or styles.

If any issue was caught, it typically stemmed from their prompt and was a quick fix. The head of design at technology company said: "Features like Photoshop interoperability and the ability to leverage Generative Fill and retouch is a game changer. Something that would have taken a designer several hours to do right with a highly complex image or set of images can now be done in a matter of minutes."

Interviewees found that Firefly Services was able to handle complex asset creation on the scale of thousands that didn't require significant retouches or fixes. The head of martech and director of digital commerce use cases at a CPG company noted that their organization completely streamlined its review process and avoided four to five feedback cycles on variant content produced in its proof-of-concept experience with Firefly Services and Frame.io.

Decrease in time spent reviewing and fixing content
65% to 75%

Modeling and assumptions. Based on the interviews, Forrester assumes the following for the financial analysis as applied to the composite organization:

- The full-time equivalent of two in-house employees works on reviewing and fixing hero assets. The full-time equivalent of 10 extended creatives supports FTEs who review and fix variant assets.

- Time spent reviewing and fixing content issues improves between 65% and 75%. Frame.io streamlines collaboration and communication among team members and quickly identifies areas to fix. With models trained to produce on-brand content, issues with the content become less frequent and it becomes easier to identify and fix outlier problems.

- Productivity recapture isn't applied to this benefit as the group experiencing the benefit is smaller than the impacted group noted in the previous two tables. In addition, time spent on this activity shrinks altogether with the help of these solutions.

Results. This yields a three-year projected PV ranging from $907,000 (low) to $1.0 million (high). For the full financial results of this benefit, please see Appendix A.

GREATER EFFICIENCY IN PHOTOGRAPHY EXPENDITURE

Evidence and data. According to interviewees, Adobe's genAI capabilities enabled their organizations to become more cost efficient with existing photoshoots and expand derivative content. For example, teams could carry out a single product photoshoot without the need for extra time, travel, or expenses to capture the product in various settings or at specific times. Instead, they took photoshoot assets and leveraged solutions such as Firefly Services to show products against various backdrops.

For creative teams that operated on a limited budget, these cost and time efficiencies helped maximize their resources. The head of martech and director of digital commerce use cases at a CPG company shared that although their organization operates in more than 70 countries globally, it doesn't have a photographer or crew readily available to produce new material in each country. By using Firefly Services, the company no longer relied on older content from a particular country or bought stock material. Instead, it automatically generated fresh, professional-grade product imagery in different locations and settings that only required minor touch ups.

> "With Firefly Services, you can tap into it and produce more material for your brand. So, if you don't have a visual on hand from a shoot, it's an option for you to use."
>
> **HEAD OF MARTECH AND DIRECTOR OF DIGITAL COMMERCE USE CASES, CPG**

This interviewee also shared an example from a product shoot for shampoo: After recognizing that an American-style bathroom wouldn't resonate around the world, they quickly used Firefly Services to create content that showed the product in both UK- and Japanese-style bathrooms without having to travel or recreate scenes.

For some companies, production savings were not realized up front. The chief product officer at an agency shared that some brands their organization has worked with have put more money into shoots to build out asset repositories. The brands plan to train Custom Models on these assets to create evergreen outputs and expects long-term savings.

Modeling and assumptions. Based on the interviews, Forrester assumes the following for the financial analysis as applied to the composite organization:

- Each year, 20% of the organization's marketing campaigns require an entirely new photoshoot for marketing materials.

- The cost of these photoshoots is $50,000 per campaign, which consists of hard expenditures like travel, production facilities, and any third-party or freelance services required.

- Adobe's Firefly solutions enable the composite organization to avoid potential reshoots and shoots in different locales. Depending on the complexity and details of the visuals, the composite's employees become 25% to 50% more efficient with photoshoot budgets.

> Efficiency in expenditure on creative projects
> ## 25% to 50%

Results. This yields a three-year projected PV ranging from $1.2 million (low) to $2.4 million (high). For the full financial results of this benefit, please see Appendix A.

REVENUE GROWTH FROM INCREASED ENGAGEMENT

Evidence and data. Adobe's Creative Solutions for Enterprise enabled interviewees' organizations to serve audiences with a larger variety of fresh images and create more relevant experiences. A few brand interviewees said they saw their organization's customers log higher engagement with visuals that featured local landmarks (generated based on the location being served) and products in customers' preferred colors (generated based on past purchase data).

The head of martech and director of digital commerce at a CPG organization said Firefly Services was a key driver of this improvement. In an email campaign that previously would have used four templated emails, the company created between 80 to 100 variant images to leverage. The organization targeted a select group of recent customers, who bought hair products within the last 35 days, and served them images of hair in specific colors and shapes that reflected the results achieved with their previous purchases. Leveraging Firefly Services for this use, along with Adobe Journey Optimizer, the company saw a 300% improvement in click throughs to conversion.

> "We demonstrated that Firefly could help in the personalization journey. … The tendency for uplift was there. The opportunity for genAI to help us make high-quality content several times over is a differentiator."
>
> **HEAD OF MARTECH AND DIRECTOR OF DIGITAL COMMERCE USE CASES, CPG**

Similarly, the global chief design officer at a technology company ran an early test and created a social campaign with 1,200 assets. Previously, building a campaign of this scale would have taken 10 days to complete, but asset generation only took two days using Firefly capabilities in Creative Cloud. The increased content volume combined with higher customer relevance resulted in over 26 times more engagement on social media content. The interviewee said: "It performed incredibly well. The variety and relevancy of content drove a huge performance gain. This was just the first experiment, but for it to be a cost saver, time saver, and a well-performing campaign is exciting."

Revenue uplift recognized
0.5% to 1.0%

Modeling and assumptions. Based on the interviews, Forrester assumes the following for the financial analysis as applied to the composite organization:

- The composite directly attributes an average of $10 million in revenue to each marketing campaign. The impact of each campaign varies depending on seasonality, messaging, and targeted audiences. This analysis does not factor in additional revenue from indirect sources like awareness, word-of-mouth, or customer sentiment gains.

- Campaign performance, as measured by revenue uplift, improves between 0.5% and 1%. This gain is driven by marketers using Firefly capability to create more engaging, localized, and relevant content, which makes for a more personalized audience experience. This impact is isolated from other non-creative Adobe solutions that primarily focus on enhancing marketing performance.

- A standard TEI assumption for the composite organization is to apply a pre-tax unadjusted operating profit margin of 10% to the revenue results. This is done to account for all operating costs, except the interest on debt and the company's income taxes. Businesses that are not the composite organization can consider applying a gross margin to the revenue outcomes instead of the operating profit margin.

Results. This yields a three-year projected PV ranging from $2.4 million (low) to $4.8 million (high). For the full financial results of this benefit, please see Appendix A.

UNQUANTIFIED BENEFITS

Interviewees mentioned the following additional benefits that their organizations experienced but were not able to quantify:

- **Adobe's commercially safe genAI training approach and IP indemnification mitigated risk.** For several interviewees, Adobe Firefly represented the first commercially safe genAI solution they could leverage because of Adobe's protection against copyright or intellectual property right infringement. Interviewees appreciated that Firefly is trained on Adobe Stock and content with permissions for use and does not scrape the internet for content, which could expose them to legal risk.

  Adobe's indemnification clauses against copyright lawsuits also went a long way toward making users feel even more comfortable with Firefly. The EVP of innovation at an agency said: "For the legal department of a brand, Adobe has been very smart in training their AI on Adobe Stock and copyright-safe data sets. If a technology doesn't provide indemnification, it's assessed as a risk. … There's a lot more comfort for a brand to engage with genAI content [from Adobe solutions]."

  Beyond deflecting legal risks, interviewees chose to work with Adobe Firefly to avoid intellectual property risks and reputational damage from using harmful content and to ensure creatives received proper attribution. The EVP of creative marketing at a media and entertainment company trained their Custom Models entirely on their company's IP. Adobe's promise that their IP wouldn't be exposed to or incorporate unapproved third-party material made them feel comfortable with carrying out their test cases.

  Interviewees also appreciated that creatives received proper attribution for their work if it is used for Firefly training. The EVP and director of content creation at an agency said: "We like that Firefly was trained in an appropriate way and that artists are being

compensated instead of being an amalgamation of scraping the internet. This is a tool that feels like it was created properly for commercial purposes."

"Adobe is the focus for our creatives [with genAI] because of the copyright risk we would otherwise face. We're conservative in general with how we use AI, and we have clearance to explore with Adobe because of their copyright assurances."

EVP OF CREATIVE MARKETING, MEDIA AND ENTERTAINMENT

- **Firefly Video Models and recent innovations bolster video content creation.** Adobe's new Firefly Video Model was in its early stages of beta testing when interviews were fielded for this study, but the solution held promise for users. The head of design at a technology company said: "Adobe has made good progress with video manipulation, and audio as well. … There's a lot of value in some of those features where it doesn't require additional time from a specialist to produce something of good quality."

  Key features for enhancing productivity included Generative Extend in Premiere Pro, which allows for high-quality video to be generated instantaneously and cover gaps in footage, extend the length of shots, and smooth out transitions. Similarly, text and image-to-video capabilities via Firefly enabled users to automatically generate videos within seconds and further enhance outputs with capabilities such as controlling the camera to find different angles and zooms. Lastly, new Firefly Services video APIs helped in scaling out video content with the solution automatically transcribing, dubbing, and lip-syncing video dialogue across multiple scenarios or local markets at once.

- **Adobe Express enabled self-service for non-creatives that is brand safe.** Several interviewees said their organization was in the early adoption stages of Adobe Express at the time of speaking with Forrester. The designers interviewed at the technology organization spoke about seeing an opportunity to offload tedious tasks from their team with templates they generated for marketing teams to use. The head of design said: "We already have internal knowledge workers beginning to template videos [with Express] for meetings. They're using it tactically. If you're doing a briefing, then Express will create the intro, outro, and video content in between. … My design team isn't capable of doing everything right now, and this helps keep them focused on the most highly impactful work possible."

> "Our goal [with Adobe Express] is to save designers time on repetitive requests so they can focus on more strategic work. There's interest among marketers to use Express for different social media tiles and similar content to help free that bandwidth."
>
> **HEAD OF DESIGN, TECHNOLOGY**

Similarly, the EVP and director of content creation at an agency shared that Express was especially helpful for social content. Templatizing logos, specific disclaimers, and legal nomenclature for healthcare products, for example, helped users easily create variants across social channels while retaining master elements. The global head of AI and data product at another agency echoed this sentiment: "We want to help brands be more consistent in how they speak and appear in the marketplace. With Adobe Express and its straightforward feature set, we can help clients customize their master assets to make fast, reactive content. Generative Fill, for example, is a great tool that will help accelerate content creation workflows among non-creatives."

- **Comprehensive Adobe Professional Services support.** Interviewees who worked with Adobe's Professional Services team cited its support as being critical toward ramping up Firefly adoption and use. The global head of AI and data product at an agency said regarding Custom Models: "It's somewhat deceptively easy to get started but can be hard to get precise in quality. We've been working with Adobe to finetune the results. … It took a little bit of back and forth with figuring out how to prompt images, but it doesn't take very long when working with Adobe's support team."

  Meanwhile for Firefly Services, the head of martech and director of digital commerce use cases at a CPG company said: "We needed to tap into Adobe's know-how. They brought in a couple of people to help us on a bi-weekly basis to make sure we were able to produce brand-accurate material. So instead of taking our own time exploring approaches, we had Adobe help do that for us."

FLEXIBILITY

The value of added flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Adobe's Creative Solutions for Enterprise and realize unique business opportunities or additional use cases, including:

- **Avoiding spending money on and managing competing genAI technologies.** Interviewees that had conducted genAI tests before engaging with Adobe Firefly had worked with several competing technologies. The interviewees allocated budget from research and development to cover the costs, but knew their finances were finite. Given Adobe's indemnification support, output quality, and Adobe ecosystem integration, Firefly became the preferred genAI solution at several organizations to focus their budget. The EVP of creative marketing at a media and entertainment company said: "We're looking forward to our next steps with Adobe Firefly. They're great partners and they really want to help us crack how to use genAI for everyone's benefit."

> "You usually only get a little bit of time to do the hard stuff, which is research and original ideation. Now [with Firefly] you can give yourself more time to do that prep work. … We think that genAI can then play a big role in being a creative partner in ideation from campaigns to activations."
>
> **GLOBAL CHIEF DESIGN OFFICER, TECHNOLOGY**

- **Using new concepts and ideas from Firefly that drive value.** In their early use cases with Firefly, interviewees looked at how this technology could help their content creation workflows. Based on the work efficiencies it created, they were excited about leveraging the technology to help build new creative concepts. The EVP of creative marketing said: "Firefly can help me as a creator. If I have a very vague idea of an image and it could go this way or that, instead of sketching it, I can leverage AI to take it from concept to sketch."

  With these new concepts, the goal is to help inspire more engagement among customers and potentially drive value. The executive innovation director at an agency shared: "We're looking toward finding larger use cases with Firefly. We've given designers access to these capabilities to enable them to produce quality output. Now the

next step is how we can build marketing around these materials and how we can improve our product."

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in Appendix B).

Analysis Of Costs

Quantified cost data as applied to the composite

Total Costs							
Ref.	**Cost**	**Initial**	**Year 1**	**Year 2**	**Year 3**	**Total**	**Present Value**
Gtr	Adobe Creative Solutions for Enterprise license and professional services costs, alongside internal training costs (risk-adjusted)	$0	$608,055	$956,445	$1,376,445	$2,940,945	$2,377,371

ADOBE CREATIVE SOLUTIONS FOR ENTERPRISE LICENSE AND PROFESSIONAL SERVICES COSTS, ALONGSIDE INTERNAL TRAINING COSTS

Evidence and data. All of the interviewees' organizations had Adobe Creative Cloud for Enterprise licenses. For greater access to Firefly capabilities within Creative Cloud, and for Custom Models, Firefly Services, and Frame.io, the organizations paid incrementally more based on the number of users of the solutions and the scale of work being carried out. There was an additional cost attached to annual payments for organizations leveraging Adobe's Professional Services to help with solution implementation and technical support.

Regarding user training, interviewees said using Firefly capabilities within Creative Cloud for Enterprise felt like a natural extension of the solutions they already used. The global chief technology officer at an agency said: "It's a huge advantage that Adobe has all of this integrated into your current workflows with Photoshop or Illustrator. You can deploy Generative Fill in your normal workflows, and it all moves seamlessly." Interviewees noted that employees spent less time on training to use these solutions.

Custom Models and Firefly Services took a little more time for employees to learn effectively. Employees spent time developing best practices on how to train models to keep content on brand and how to generate assets at scale by stringing together APIs. Once they developed these best practices, teams shared this guidance with employees new to using the solutions.

Some interviewees said their organization folded Adobe Firefly into its general genAI training. The global chief design officer at a technology company said: "We've done a lot of internal

enablement on generative AI. There are so many facets to AI that we train everybody on. Adobe is a component of larger training we do from a technical standpoint on genAI use cases."

Modeling and assumptions. Based on the interviews, Forrester assumes the following for the financial analysis as applied to the composite organization:

- The composite's costs include additional charges for Creative Cloud for Enterprise upgrades, as well as licenses for Custom Models, Firefly Services, and Frame.io. Some of these values increase as the organization expands its use of Adobe's solutions across higher volumes of assets.

- The composite organization uses Adobe Professional Services to support implementation and rollout of Firefly solutions to employees.

- The composite's in-house creatives involved in ideation and conceptualization, creating hero assets, and fixing content spend time familiarizing themselves with Adobe's Firefly solutions over the course of a year. Extended creative FTEs already have some familiarity with Firefly solutions and spend a few hours learning best practices from the composite organization.

Risks. Results may not be representative of all experiences, and the cost will vary between organizations depending on the following factors:

- The time spent on solution implementation and the level of support needed from Adobe Professional Services.

- Any potential pricing adjustments that may occur over time.

- The number of in-house and support employees who are trained to use the solutions, the time they spend familiarizing themselves with the solutions, and their hourly rates.

Results. To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of $2.4 million.

Financial Summary

Consolidated Three-Year Risk-Adjusted Metrics

Three-Year Projected Financial Analysis For The Composite Organization

High-impact NPV, $13.8M, PROI of 581%

Mid-impact NPV, $11.0M, PROI of 461%

Low-impact NPV $8.0M, PROI of 335%
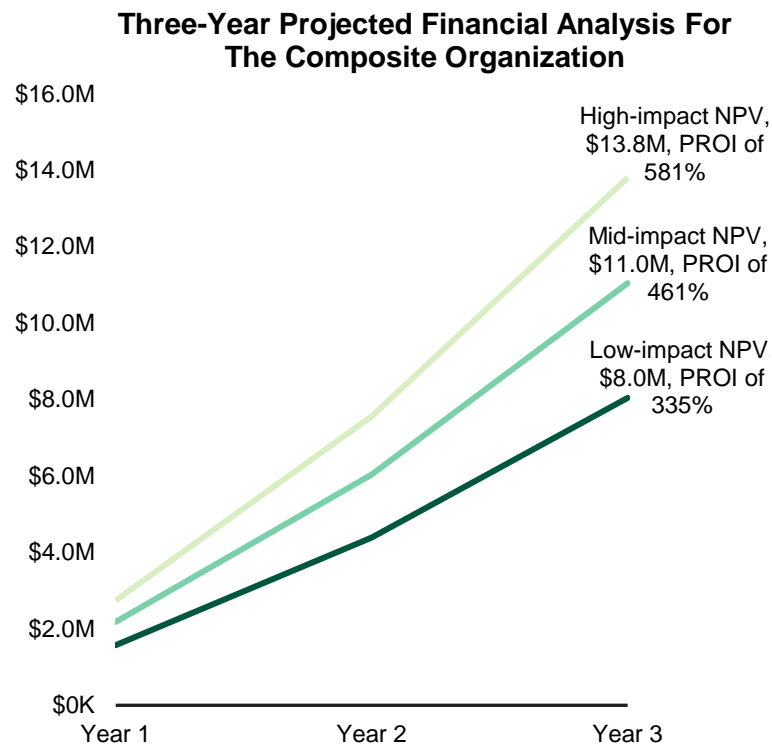
The financial results calculated in the Benefits and Costs sections can be used to determine the PROI and projected NPV for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted PROI and projected NPV values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

Cash Flow Analysis (Risk-Adjusted)						
	Year 1	Year 2	Year 3	Total	Present Value	Net PROI
Total costs	($608,055)	($956,445)	($1,376,445)	($2,940,945)	($2,377,371)	
Total benefits (low)	$2,261,458	$4,358,820	$6,246,200	$12,866,478	$10,351,065	335%
Total benefits (mid)	$2,924,669	$5,621,019	$8,042,900	$16,588,588	$13,347,011	461%
Total benefits (high)	$3,537,880	$6,783,218	$9,689,600	$20,010,698	$16,102,159	577%

APPENDIX A: FINANCIAL ANALYSIS

Based on the interviews, Forrester calculated the following financial analysis as applied to the composite organization.

Boost In Productivity Of Creative Ideation					
Ref.	**Metric**	**Source**	**Year 1**	**Year 2**	**Year 3**
A1	FTEs involved in ideation and conceptualization	Composite	10	10	10
A2	Campaigns incorporating Firefly capabilities	Composite	150	250	300
A3	Percentage of total work on campaigns impacted	A2/300	50%	83%	100%
A4	Total time spent on ideation and conceptualization (hours)	A1*A3*2,080 working hours	10,400	17,264	20,800
$A5_{Low}$			30%	30%	30%
$A5_{Mid}$	Increased productivity in ideation and conceptualization with Firefly	Interviews	50%	50%	50%
$A5_{High}$			70%	70%	70%
$A6_{Low}$			3,120	5,179	6,240
$A6_{Mid}$	Annual productivity benefit (hours)	A4*A5	5,200	8,632	10,400
$A6_{High}$			7,280	12,085	14,560
A7	Fully burdened average hourly rate for an in-house creative FTE	TEI standard	$50	$50	$50
At_{Low}			$156,000	$258,950	$312,000
At_{Mid}	Boost in productivity of creative ideation	A6*A7	$260,000	$431,600	$520,000
At_{High}			$364,000	$604,250	$728,000
Three-year projected total: $727,000 to $1,696,000			**Three-year projected present value: $590,000 to $1,377,000**		

Accelerated Hero Asset Creation

Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	FTEs supporting campaign hero asset creation	Composite	25	25	25
B2	Campaigns incorporating Firefly capabilities	Composite	150	250	300
B3	Percentage of total work on campaigns impacted	B2/300	50%	83%	100%
B4	Total time spent creating new assets for campaigns using Firefly capabilities (hours)	B1*B3*2,080 working hours	26,000	43,160	52,000
B5$_{Low}$			40%	40%	40%
B5$_{Mid}$	Increased productivity in creating hero assets	Interviews	50%	50%	50%
B5$_{High}$			60%	60%	60%
B6$_{Low}$			10,400	17,264	20,800
B6$_{Mid}$	Productivity benefit (hours)	B4*B5	13,000	21,580	26,000
B6$_{High}$			15,600	25,896	31,200
B7	Fully burdened average hourly rate for an in-house creative FTE	TEI standard	$50	$50	$50
B8	Productivity recapture	TEI standard	66%	66%	66%
Bt$_{Low}$			$343,200	$569,712	$686,400
Bt$_{Mid}$	Accelerated hero asset creation	B6*B7*B8	$429,000	$712,140	$858,000
Bt$_{High}$			$514,800	$854,568	$1,029,600

Three-year projected total: $1,599,000 to $2,399,000   **Three-year projected present value: $1,299,000 to $1,948,000**

Increased Productivity In Creating Asset Variants

Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Extended creative support FTEs supporting campaign variant creation	Composite	75	75	75
C2	Campaigns incorporating Firefly capabilities	Composite	100	200	300
C3	Percentage of work on campaigns impacted	C2/300	33%	67%	100%
C4	Total time spent creating variants for campaigns using Firefly capabilities (hours)	C1*C3*2,080 working hours	51,480	104,520	156,000
$C5_{Low}$			70%	70%	70%
$C5_{Mid}$	Increased productivity in creating asset variants	Interviews	75%	75%	75%
$C5_{High}$			80%	80%	80%
$C6_{Low}$			36,036	73,164	109,200
$C6_{Mid}$	Productivity benefit (hours)	C4*C5	38,610	78,390	117,000
$C6_{High}$			41,184	83,616	124,800
C7	Fully burdened average hourly rate for an extended creative support FTE	TEI standard	$30	$30	$30
C8	Productivity recapture	TEI standard	75%	75%	75%
Ct_{Low}			$810,810	$1,646,190	$2,457,000
Ct_{Mid}	Increased productivity in creating asset variants	C6*C7*C8	$868,725	$1,763,775	$2,632,500
Ct_{High}			$926,640	$1,881,360	$2,808,000
Three-year projected total: $4,914,000 to $5,616,000			**Three-year projected present value: $3,943,568 to $4,506,935**		

Reduced Time Spent Reviewing And Fixing Assets

Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	In-house FTEs reviewing and fixing hero assets	Composite	2	2	2
D2	Time spent reviewing and fixing hero assets (hours)	D1*2,080 working hours	4,160	4,160	4,160
D3	Fully burdened average hourly rate for an in-house creative FTE reviewing and fixing hero assets	TEI standard	$50	$50	$50
D4	Percentage of hero asset work impacted	A3	50%	83%	100%
D5	Extended creative support FTEs reviewing and fixing content	Composite	10	10	10
D6	Time spent reviewing and fixing variant assets (hours)	D5*2,080 working hours	20,800	20,800	20,800
D7	Fully burdened average hourly rate for an extended creative support FTE	TEI standard	$30	$30	$30
D8	Percentage of work impacted (rounded)	C3	33%	67%	100%
$D9_{Low}$			65%	65%	65%
$D9_{Mid}$	Time savings on reviewing and fixing assets	Interviews	70%	70%	70%
$D9_{High}$			75%	75%	75%
Dt_{Low}			$201,448	$383,968	$540,800
Dt_{Mid}	Reduced time spent reviewing and fixing assets	(D2*D3*D4*D9)+ (D6*D7*D8*D9)	$216,944	$413,504	$582,400
Dt_{High}			$232,440	$443,040	$624,000
Three-year projected total: $1,126,216 to $1,299,480		**Three-year projected present value: $906,775 to $1,046,278**			

Greater Efficiency In Photography Expenditure

Ref.	Metric	Source	Year 1	Year 2	Year 3
E1	Campaigns incorporating Firefly capabilities to create variants	Composite	100	200	300
E2	Percentage of campaigns requiring a photoshoot	Composite	20%	20%	20%
E3	Average production hard costs per campaign (e.g., photoshoots, freelance/external support)	Composite	$50,000	$50,000	$50,000
$E4_{Low}$			25%	25%	25%
$E4_{Mid}$	Greater efficiency in photoshoot expenditure	Interviews	40%	40%	40%
$E4_{High}$			50%	50%	50%
Et_{Low}			$250,000	$500,000	$750,000
Et_{Mid}	Greater efficiency in photography expenditure	E1*E2*E3*E4	$400,000	$800,000	$1,200,000
Et_{High}			$500,000	$1,000,000	$1,500,000
Three-year projected total: $1,500,000 to $3,000,000		**Three-year projected present value: $1,204,000 to $2,408,000**			

Revenue Growth From Increased Engagement

Ref.	Metric	Source	Year 1	Year 2	Year 3
F1	Campaigns incorporating Firefly capabilities	Composite	100	200	300
F2	Average incremental revenue directly attributed to each campaign	Interviews	$10,000,000	$10,000,000	$10,000,000
$F3_{Low}$			0.50%	0.50%	0.50%
$F3_{Mid}$	Revenue uplift from higher engagement (attributed to more relevant content)	Interviews	0.75%	0.75%	0.75%
$F3_{High}$			1.00%	1.00%	1.00%
$F4_{Low}$			$5,000,000	$10,000,000	$15,000,000
$F4_{Mid}$	Additional recognized revenue	F1*F2*F3	$7,500,000	$15,000,000	$22,500,000
$F4_{High}$			$10,000,000	$20,000,000	$30,000,000
F5	Operating profit margin	TEI standard	10%	10%	10%
Ft_{Low}			$500,000	$1,000,000	$1,500,000
Ft_{Mid}	Revenue growth from increased engagement	F4*F5	$750,000	$1,500,000	$2,250,000
Ft_{High}			$1,000,000	$2,000,000	$3,000,000
Three-year projected total: $3,000,000 to $6,000,000		**Three-year projected present value: $2,408,000 to $4,816,000**			

APPENDIX B: NEW TECHNOLOGY: PROJECTED TOTAL ECONOMIC IMPACT

New Technology: Projected Total Economic Impact (New Tech TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The New Tech TEI methodology helps companies demonstrate and justify the projected tangible value of business and technology initiatives to both senior management and other key stakeholders.

Total Economic Impact Approach

Projected benefits represent the projected value the solution delivers to the business. The New Tech TEI methodology places equal weight on the measure of projected benefits and projected costs, allowing for a full examination of the solution's effect on the entire organization.

Projected costs comprise all expenses necessary to deliver the proposed value, or benefits, of the solution. The methodology captures implementation and ongoing costs associated with the solution.

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. The ability to capture that benefit has a PV that can be estimated.

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

Present Value (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.

Projected Net Present Value (PNPV)

The projected present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.

Projected Return on investment (PROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

Discount rate

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.

APPENDIX C: SUPPLEMENTAL MATERIAL

Related Forrester Research

Shift Generative AI In Martech From Theory To Reality, Forrester Research, Inc., November 6, 2024.

Maximize The Magic Of AI Visual Content, Forrester Research, Inc., August 8, 2024.

Generative AI Uplevels B2B Personalization To Contextualization, Forrester Research, Inc., August 21, 2024.

Critical Actions To Advance GenAI Marketing Adoption, Forrester Research, Inc., July 18, 2024.

Advance GenAI Marketing From Pilot Projects To Proficiency, Forrester Research, Inc., February 22, 2024.

Generative AI Ignites Change In B2B Content, Forrester Research, Inc., June 28, 2023.

APPENDIX D: ENDNOTES

[1] Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

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