



# Adobe on Adobe Express: The Customer Zero Experience

As we develop our products, we start by asking ourselves the same questions we ask our customers. What problems are we trying to solve? How can we make teams work more effectively?

In this case, we asked ourselves how Adobe Express could help our content creation processes across creative and non-creative teams alike.

## Our findings?



**30K** staff plus  
**15K** freelancers  
enabled



**Production  
times reduced**  
from months  
to days



**Saving \$100K+**  
in multiple  
business units

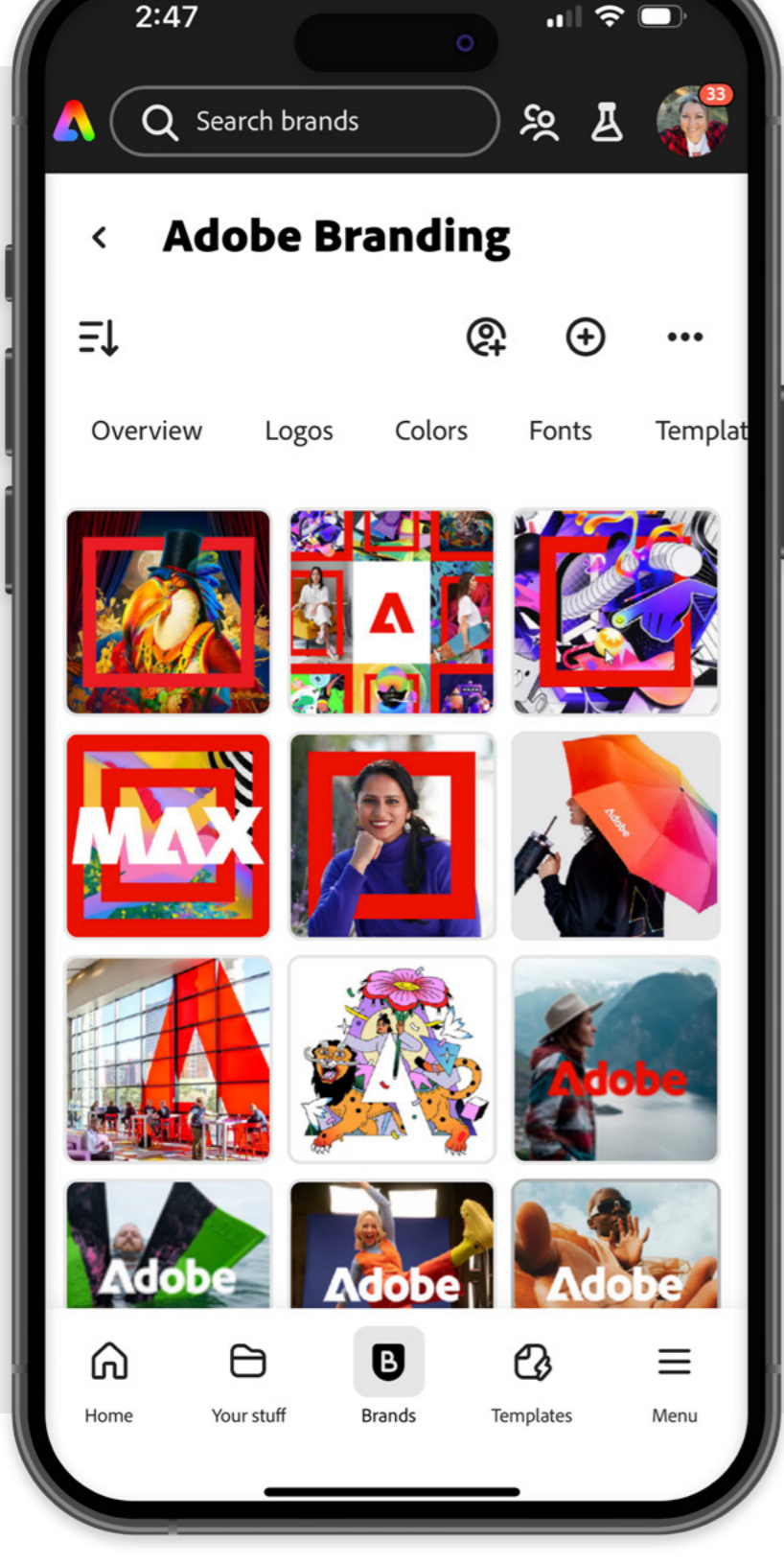
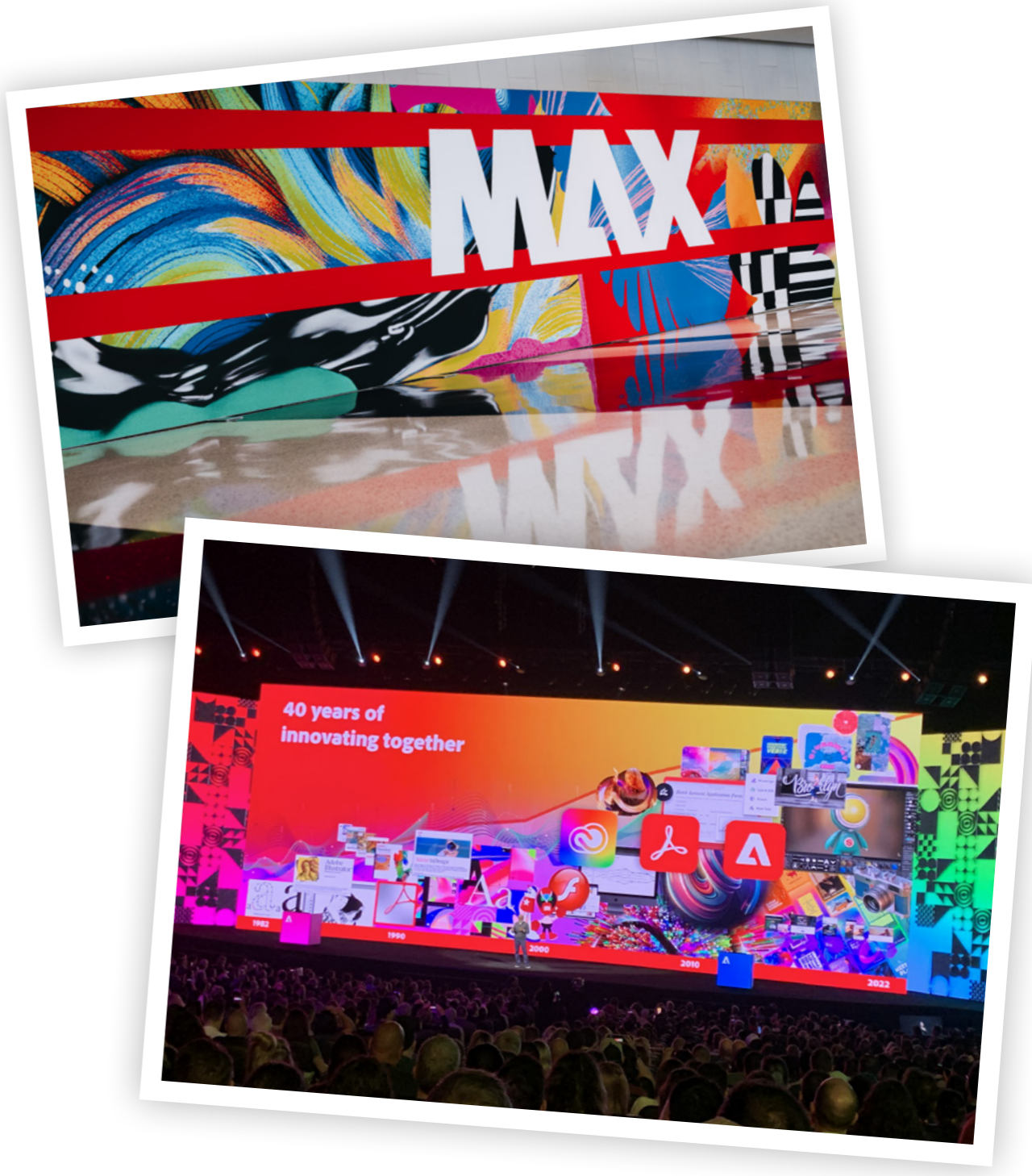
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**The advantage is that anyone in the team, regardless of level of design proficiency, can create content that fits their segment.”**

—Tarn Susumpow  
Creative Director, Adobe

## How we Express ourselves.

We started by having our in-house Brand Studio create templates with locked and unlocked areas so different departments could change what they needed while adhering to brand guidelines. The templates were distributed and used to create:

- Marketing kits for tentpole events like Adobe MAX and Summit
- Collateral for B2B digital and hybrid events
- ABM marketing and event kits for EMEA locales
- Recruitment collateral for talent marketing
- Employee comms like in-house newsletters and events wrap ups



## Built-in brand guidelines.

Even design pros can find it challenging to navigate through complex “brand bibles” that go into extensive detail on fonts, sizes, colors, logos, composition, and more. But once designers have built templates in Adobe Express, the non-creatives have nothing to worry about.

- Locked areas control what can be changed and by whom
- Templates are centralized in Adobe Express and accessible to anyone from staff to freelancers, vendors, or partners
- If templates are updated by designers, they're instantly available in Express—no searching through DAMs required

“  
**Our partners, regardless of where they are, internal or external, will have documentation, tools, and resources that will empower them to stay on brand to help us lift the waters for Adobe.”**

—Alejandro Chavetta  
Executive Creative Director, Adobe

## Designed for teams of all sizes.

Adobe Express has proven valuable in all our use cases. We've distributed Adobe Express templates to 120+ partner sponsors worldwide to create the collateral for Adobe Summit, and enabled a three-person EMEA Studio team to share templates with 40+ marketing partners across Europe to localize assets.

By making Adobe Express accessible to everyone we work with, from staff to agencies and freelancers, we've discovered that there are as many different ways to use Adobe Express as there are users. From e-books, infographics, one-pagers, and emails to social media posts and employee newsletters, what used to take weeks or months to create now takes hours or days.



“  
**I did in an hour for free what would have taken 3 days and \$5,000.”**

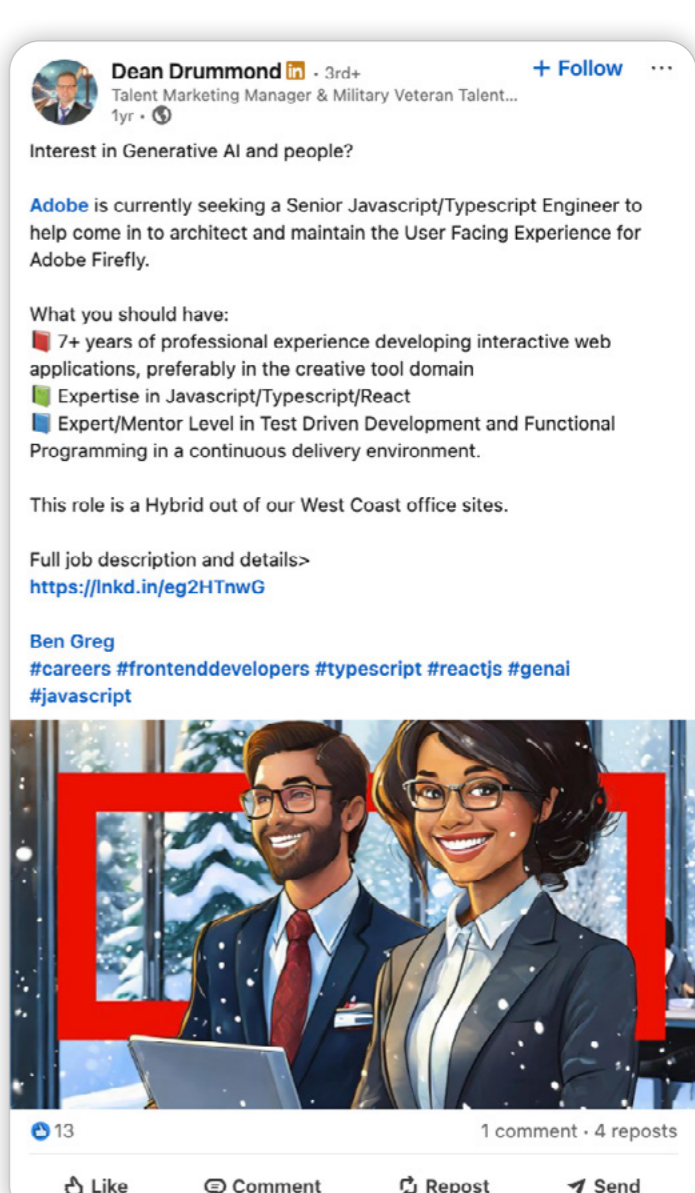
—Jo Cohen  
Director Employee Communications, Adobe

## More than the bottom line.

We discovered that not only were we saving time and effort, the cost savings became significant. Our employee newsletter experiment resulted in annual savings of approximately \$140,000. Our EMEA marketing savings totaled about \$100,000 annually. And our Demand Generation team saved approximately \$12,000 annually just by creating their own internal emails.

But beyond that, we found that using Adobe Express added intangible value to other efforts. For a company that depends upon finding talent globally, our nearly 300 talent marketers and recruiters are now able to create content that reaches a wider talent pool and gives candidates better access to information or resources as they explore opportunities with Adobe.

The bottom line: as our adoption of Adobe Express grew, we found that it had become essential to our business, as well as our new creative playground.



**Adobe Express is included in Creative Cloud for enterprise.**

Learn more about our experience and try it for yourself.

Contact us

Read the full Adobe Customer Zero Experience Report.

Learn more

### Sources

“Adobe Customer Value Stories,” Heather Floyd, Robert McDaniels, Kristen Webb, Cassidy DeStefano, Dawn Edwards, and Gioemi Male for Adobe, 2024.

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