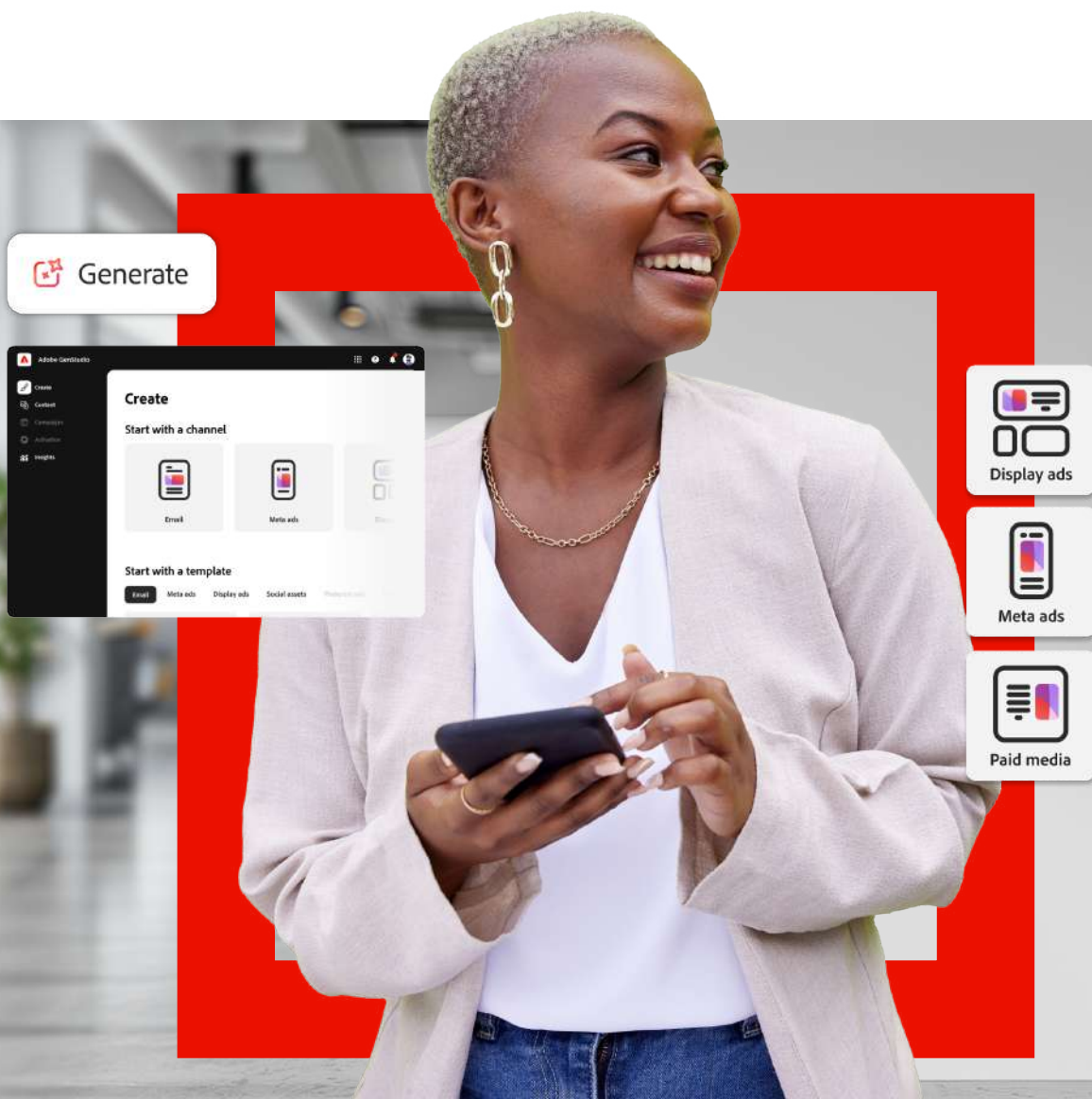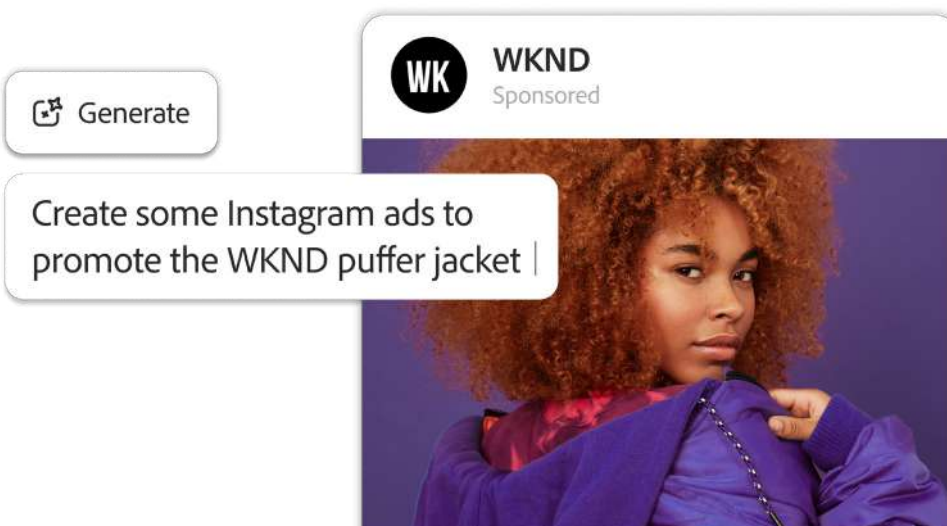# Adobe

Unchain your content supply chain with GenAI.

Strategic, seamless, scalable, sustainable. AI-powered content supply chains are the next frontiers of growth.

Contents

Generate

Create some Instagram ads to promote the WKND puffer jacket

WKND
Sponsored

Master content supply chain to win in today's market.

Customer experience is the new competitive battlefield, and businesses that prioritise personalised, connected experiences see remarkable success—a 23% increase in new customers and 9% gains in repeat business and profitability. At the heart of this success is relevant, strategic content[1].

Welcome back, Noah

frēscopa

Fall in love with coffee. Every single month.

frēscopa RESERVE

Personalised, connected experiences see remarkable success

● New Customers　● Repeat buiness

23% increase　**9% gains**

But content takes time to create, it's complex to approve, it gets stuck, it runs late, it gets lost. And with a fractured content supply chain, it's tough to see what adds the most value.

To overcome this, organisations need a modern, integrated content supply chain—one that unites your people, tools, and workflows into a cohesive process to strategically plan, create, deliver, and analyse content.

It's no longer optional—streamlining your content supply chain is essential for delivering personalisation at scale. Those who can't scale to meet the demand cannot compete at scale.

To create experiences that truly resonate, your content needs to be compelling, it needs to be timely, and it needs to be relevant. You must track and measure its impact. So, the way the organisation thinks about content has to change to respond to this new opportunity, to deliver personalised experiences to customers and stand out from the competition.

Publish content timely

In this new landscape, content is not just a marketing question. It's a core, strategic imperative. And generative AI is the ultimate accelerator for success.

Build the foundation for generative AI success.

Your business needs more content, faster than ever, while keeping your brand's identity intact. Every customer touchpoint, every digital experience, every moment of engagement hinges on content.
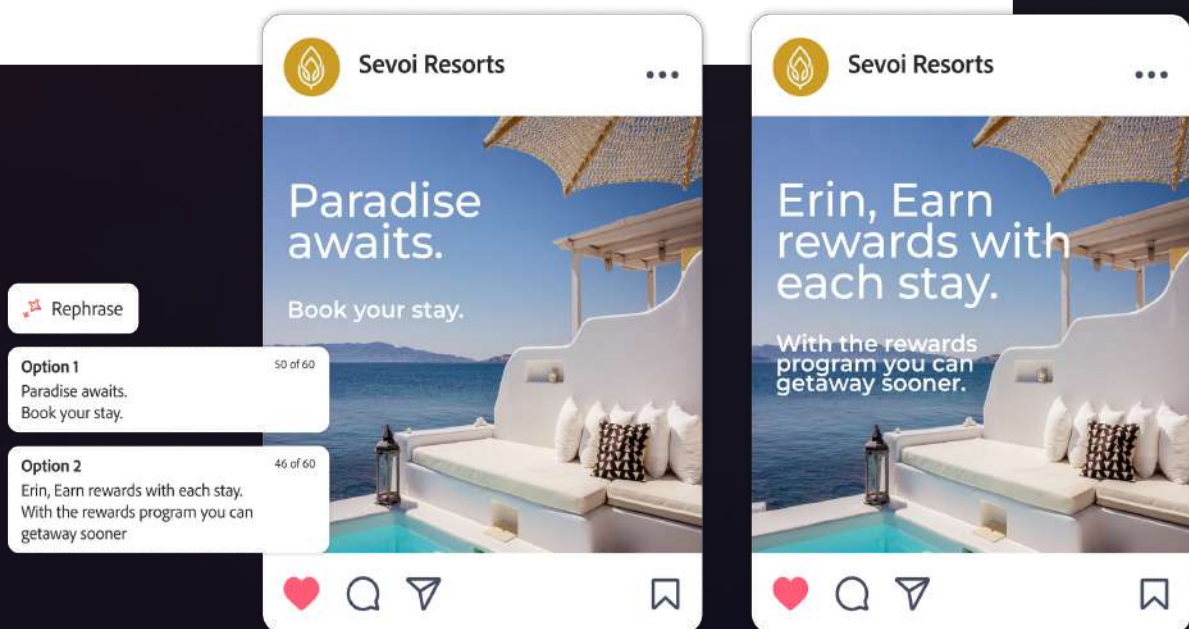
Marketers are under pressure daily to deliver agile, real-time campaigns that break free from traditional, sequential approaches. Generative AI emerges as a promising solution, transforming how we create and deliver customer experiences.

But here's the hard truth:

Generative AI alone can't save you if your content supply chain is fundamentally broken.

Think of generative AI like a high-performance engine in a car with a flat tire and a cracked windshield. It doesn't matter how powerful the engine is if the rest of the machine can't function. Your content workflow—how you plan, create, deliver, and analyse content—is that machine.

Current tools often address only fragments of the content process, creating disconnected workflows that slow you down. Without an integrated, end-to-end content supply chain, generative AI might even amplify issues like brand compliance and review bottlenecks.

The future will belong to businesses that can build a seamless foundation, one where generative AI serves as a co-pilot, enabling teams to collaborate and deliver personalised content that meets customer needs and expectations at the speed and scale today's digital landscape demands.

Why personalisation at scale requires a new approach.

The content efficiency gap is widening. Customer expectations are soaring, but organisational capabilities are falling behind—turning efficiency into a critical competitive battleground.

120+ Customer Personas
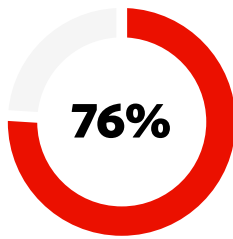
🔔 Pending Approval
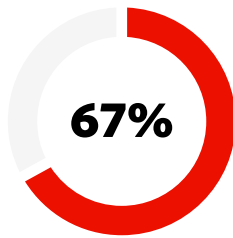
Black Friday campaign

Father's Day campaign

Summer sale campaign

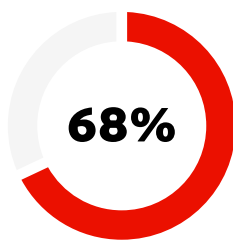# The demand for personalisation is unstoppable...

76% of consumers[2] are more likely to purchase from brands that tailor their interactions to individual preferences.
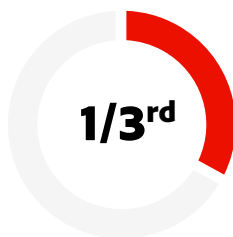
67% want personalised offers based on their shopping habits, whether online or in-store[3].
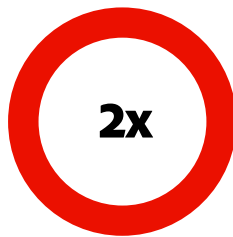
But the process to deliver it is broken.

68% of marketers[4] say delivering this level of personalisation is a significant challenge.
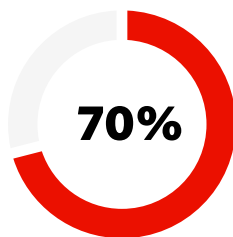
1/3rd Fewer than one-third of marketers[5] feel their organisations manage content efficiently.

The need for high-impact content has never been greater...

2x

Marketing and CX leaders report that content demand has **more than doubled** in the past two years[6].

70%

70% of customers expect a seamless, unified experience across all interactions with a brand[7].

But organisational budgets are flat or reduced.

71%
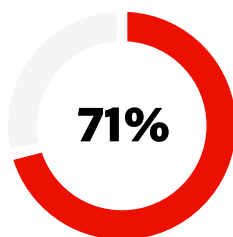
Over 71% of CMOs[8] report insufficient budgets to fully execute their strategies.

75%

of marketing leaders[9] feel the pressure to "do more with less" to drive profitable growth

Customer experience and conversion are at stake.

So, how will you shift the mindset around how you plan, produce, deliver and analyse content, to achieve the speed and scale you need to drive business impact?

It's not optional.
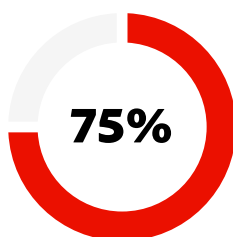
In an omnichannel Europe, with digital-first customers, it's become both a top-line and a bottom-line necessity. That's why 62% of marketing leaders[10] have already attempted streamlining—because until you can scale content creation, personalisation at scale remains out of reach.
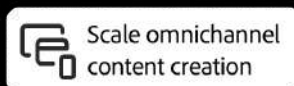
Adobe GenStudio bridges this critical gap. An end-to-end solution that transforms the entire supply chain, it combines generative AI with intelligent automation to help you streamline processes and deliver impactful, personalised content at unprecedented scale.

This is more than an incremental change. It's a paradigm shift focused on workflow, logistics, data, and automation. The goal isn't simply to create more content—it's to create the right content, for the right audience, at the right moment.

> **Brands have spent years trying to deliver personalisation at scale, with varying degrees of success. Generative AI now makes it achievable for our industry and bridges a longstanding gap between creatives and marketers.**
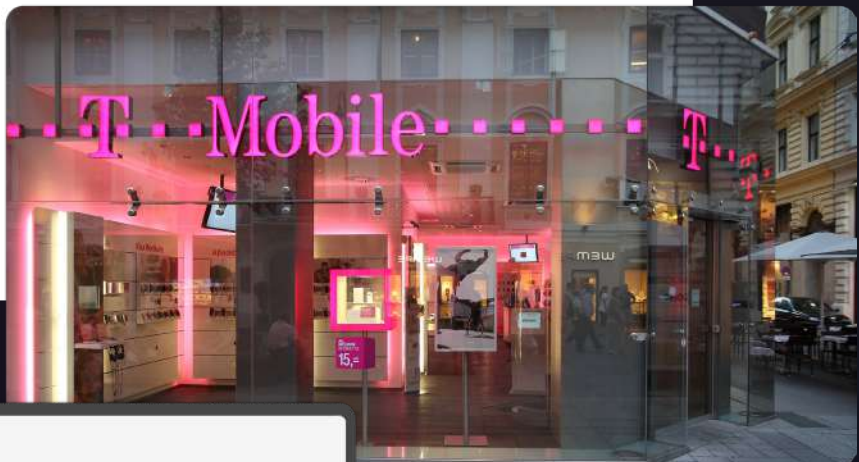>
> **@ARI SHEINKIN,**
> VP of Global Demand, IBM

The ROI of intelligent content: Velocity meets value.

The right content supply strategy doesn't just save time—**it drives extraordinary business success**.

🏆 T-Mobile turns its marketing workflows into a competitive advantage.

T-Mobile

$2M

$2 million saved:
Workflow consolidation and automation

47%
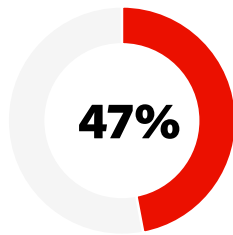
47% productivity boost:
Achieved without adding headcount[11]

IBM

26x
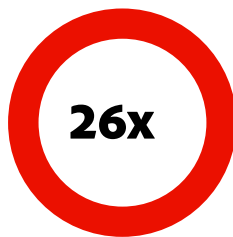
26x higher engagement:
Adobe Firefly-generated social media assets

75%
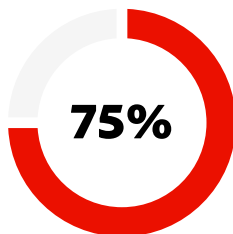
75% faster storyboarding:
Reduced campaign development time[12]

The returns are remarkably quick. You'll see meaningful ROI in months, not years. But this isn't just a short-term fix. By building a strategic platform for sustained growth, you're investing in long-term efficiency.

As a customer experience management leader with deep creative expertise, Adobe is uniquely positioned to help you turn these opportunities into reality.

Strengthen your weakest link—from ad hoc to agile.

Your content supply chain encompasses every resource and process involved in planning, producing, delivering, and analysing content.

Yet for most organisations, this chain has evolved organically—ad hoc systems and disconnected workflows rather than a streamlined, strategic system. For many, it's the weakest link in the chain that drives digital customer experiences.

Dryp.
Dry.

Image tags

Informal   < 30 words   Light CTA

Branding   Bestseller product

To scale it up, you'll need to optimise. The current landscape reveals the challenges:

87%
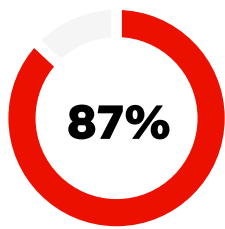
87% organisations struggle to manage content through the end-to-end content lifecycle[13].

70%
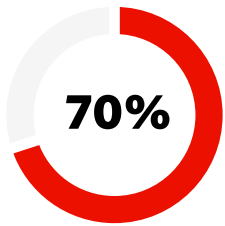
70% of creative time is spent on manual, non-core tasks spread across disparate systems.

9/10

Nearly **9 out of 10 employees** rely on email, to-do lists, or other ad hoc methods to manage work.

50%

More than **50% organisations** have at least two agencies responsible for producing their content[14].

The opportunity for velocity and efficiency gain ranges from improved productivity to bringing external tasks in-house, where you can integrate, accelerate and capture all the value.

Your organisation needs to understand precisely where the opportunity for efficiencies and more profitable growth are hidden. Typically, the big challenges are makeshift workflows, bottlenecks and wasted time on low-value tasks.

Adobe's content supply chain solution helps everyone involved in creating and activating content stay connected and work faster. Creatives can stay focused on creating, and our executive leadership has the real-time visibility and strategic insights they need to make quick decisions around everything from cutting costs to more effectively meeting customers' needs.

@EPHRAIM GERARD CRUZ,
Director of Operations and Software Initiatives Lead, Xfinity Creative

Friction points.

People friction

⚠️ Planning meetings | Searching | Burnout

Manual reporting | Manual metadata

Low-value tasks for key talents

Process friction

⚠️ Manual version control | Lost value through delay

Manual chasing | Siloed systems

Strategic misalignment | Poor visibility for decision

Technology friction

⚠️ Point solutions | Manual links between silos

Siloed architecture | Conflicting taxonomies

Complex MarTech ecosystems | Metadata loss

Unlock growth with a unified, AI-powered content supply chain.

With a unified approach to your content supply chain, you're freed to accelerate and scale-up your content operations to plan, produce, deliver and analyse the content that you need, to support profitable growth. It's critical to get that foundation right. You'll want it to be versatile yet robust, seamlessly supporting relevant experiences end-to-end.

That's exactly what Adobe GenStudio offers—a unified, AI-powered solution that transforms how your business manages content supply. By combining Adobe Experience Cloud and Creative Cloud, GenStudio addresses the entire supply chain, enabling streamlined workflows, generative AI-powered creation, and optimised team performance.
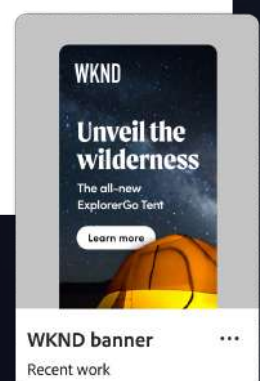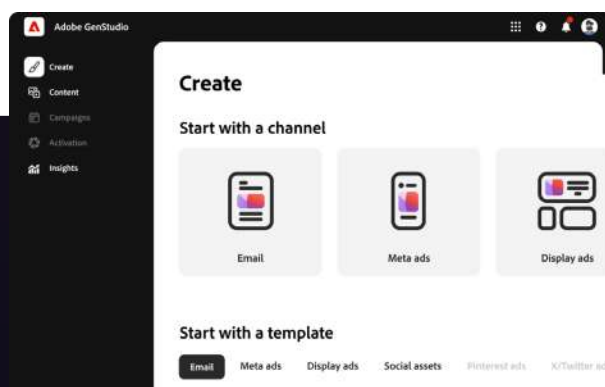
The GenStudio breakthrough.

Here's how GenStudio's five key capabilities empower your business:

1. **Streamline workflows and stay aligned:** Keep your teams connected with transparent workflows that sync across tools and teams. With automated approvals and task tracking, leaders can allocate resources efficiently and ensure projects stay on time.

2. **Create smarter content faster, with generative AI:** Meet the growing demand for high-quality content with generative AI tools like Adobe Firefly. Teams can automate content variations, reduce repetitive tasks, and focus on creativity while maintaining brand consistency.

> **One of the biggest benefits of working with Adobe is that everything is connected in one environment. That's a huge advantage when trying to automate workflows.**
>
> **@ANDY MCILVAINE,**
> Managing Director, Global Digital Channel Strategy and Brand Agency, Deloitte

3. **Centralise and simplify asset management:** Centralise all your content assets in one system, making it easier to organise, edit, and reuse content across campaigns. AI-powered tagging and governance ensure your assets are always compliant and on-brand.

4. **Deliver personalised content everywhere:** Deliver personalised, relevant content to your audience wherever they are. GenStudio integrates seamlessly with Adobe Experience Cloud applications to ensure fast, consistent delivery across all channels.

5. **Turn insights into impact:** Make data-driven decisions across the entire customer journey. AI-powered performance tracking automatically tags content with campaign IDs and attribute-level metadata, letting you measure how each piece of content and its characteristics drive engagement and conversion to improve experiences and ROI.

Redefine marketing and creative possibilities.

With GenStudio, you can transform your operations—whether you're a marketing leader steering strategy or a creative professional driving innovation.

Its connected architecture accelerates your content supply chain, enabling faster time-to-market, improved team productivity, and end-to-end operational efficiency.

It empowers you to scale your operations, efficiently, and makes every single asset composable and targetable, maximising the value every time. And planning, analysis and reporting become more accurate, timely and efficient—enabling smarter decisions and more impactful outcomes.
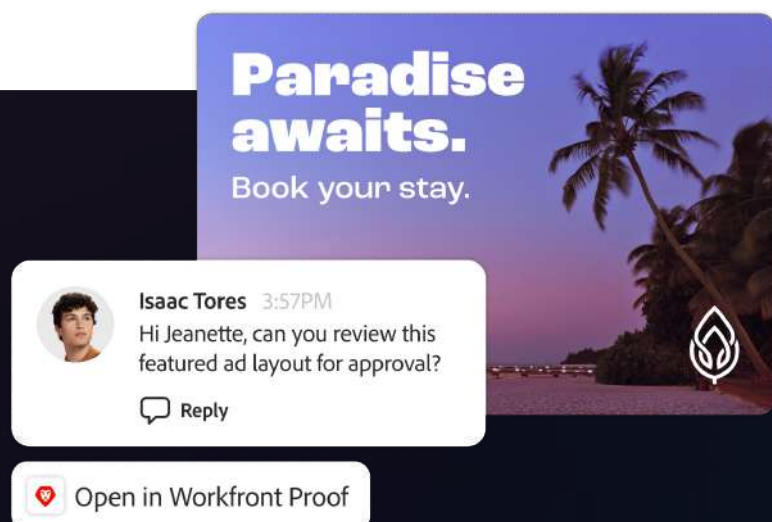
Command your marketing ecosystem.

Transform your marketing operations:
See the bigger picture without getting lost in the details. GenStudio transforms how you manage your marketing ecosystem by providing comprehensive visibility that cuts through operational noise. By aligning teams with strategic goals, streamlining workflows, and gaining real-time insights, you can drive ROI and steer your organisation toward sustained growth.

**Supercharge your team's performance:**
GenStudio empowers your marketing teams to access, remix, and repurpose high-performing content efficiently. By reducing repetitive tasks, teams can focus on crafting compelling campaigns. Real-world success proves the possibilities.

Case Study

Orvis accelerated project timelines by 75% and saved 1,000 hours annually through strategic workflow optimisation[15].
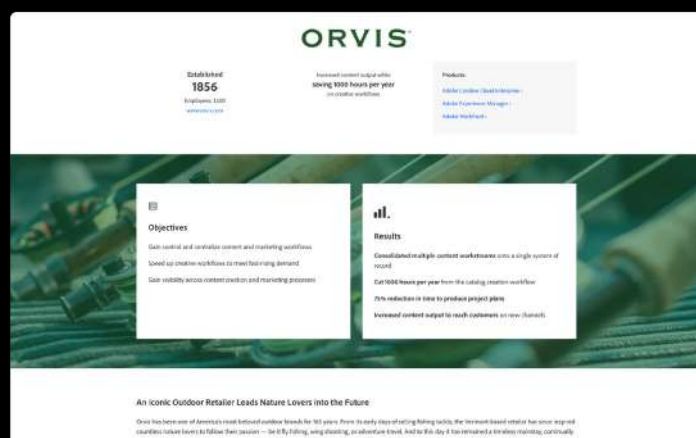
Empower your creative vision.

Scale without sacrificing creativity:

More than three out of five creative leaders report that increasing efficiency often comes at the expense of creativity. GenStudio enables scaling creative output while maintaining quality and preventing burnout. For instance, IBM accelerated retouching processes by 5x[16], freeing up their creative teams to focus on high-value work.

Remove creative barriers:

Nearly 44% of creative professionals[17] cite lack of time for creativity as a major barrier to delivering great customer experiences. GenStudio removes those barriers, automating mundane processes and enabling seamless collaboration. Tools like Adobe Firefly help boost the creative output and create standout customer experiences that differentiate your brand.

> **By empowering marketers to handle edits or even end-to-end content creation on their own, we accelerate time to market by 70%.**
>
> **@SAKURA MARTIN,**
> Global Brand and Design Lead,
> Dentsu Group Inc.

Position yourself for future success.

Across EMEA, companies are caught at a critical crossroads. The pressure to secure immediate revenues while operating with limited resources is intense and is compounded by increasingly discerning customers who demand both value and meaningful brand alignment.

Regrettably, 73% of senior brand executives[18] report that immediate needs have come at the cost of longer-term planning and strategy. But it doesn't have to be reactive.
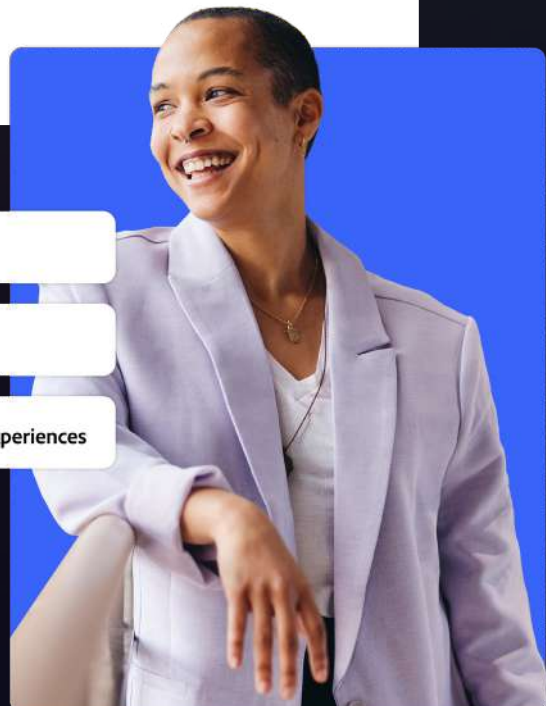
Steer through challenges

Operate with limited resources

Deliver value and personalised experiences

A transformation, not a temporary fix.

Immediate wins with lasting impact.

An optimised content supply chain ensures that less is more—by streamlining processes and accelerating content velocity, you can multiply content capacity while reducing overhead and cutting costs.

And the benefits of a robust foundation are only going to build, year-on-year.

The content supply chain of the future will be even more efficient and effective, for those who have positioned their organisations to ride the wave. Early adopters of a robust content supply chain are already reaping the rewards, positioning their organisations for future success.

Adobe GenStudio is here with the elements you need to help you stay ahead, integrating best-in-class applications—Experience Manager for optimising assets, Workfront for powering workflows, Creative Cloud for enhancing creative productivity, and AI-driven dashboards and content analytics to measure content performance across the customer journey.

Together, these tools enrich and accelerate content creation, bring data into creative decision-making, and empower leaders to demonstrate ROI while channelling resources into the most impactful opportunities.

As the gap between leaders and laggards in this space widens, the time to act is now.

Because scaling-up good quality content and maximising its utilisation is what gets you into the conversation with your customer—to learn and build proprietary insight into what interests them, to give them reasons to trust in you, to keep the connection warm and build a sustained relationship of mutual lifetime value.

Adobe can help.

Adobe GenStudio makes creating personalised content easier. We help you connect your teams, streamline your workflows, and use generative AI to deliver exactly what your customers want.

You can scale your campaigns, boost engagement, and drive real results—all within one integrated solution that's supercharged by Firefly generative AI. And the best part? You'll see meaningful productivity gains that pay for themselves in just six to eight months.

Learn more

Sources

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Adobe