

Insights to Innovation: AI and Digital Trends Shaping What's Next

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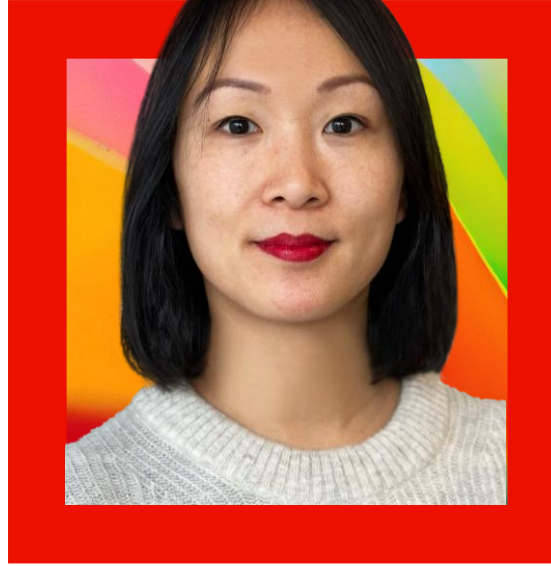


Today's speakers



Adam Justis

Senior Director of Enterprise Portfolio
and Solution Marketing,
Adobe



Emma Chiu

Global Director,
VML Intelligence



Lindsay Morris

Senior Content Strategist,
Adobe

Agenda

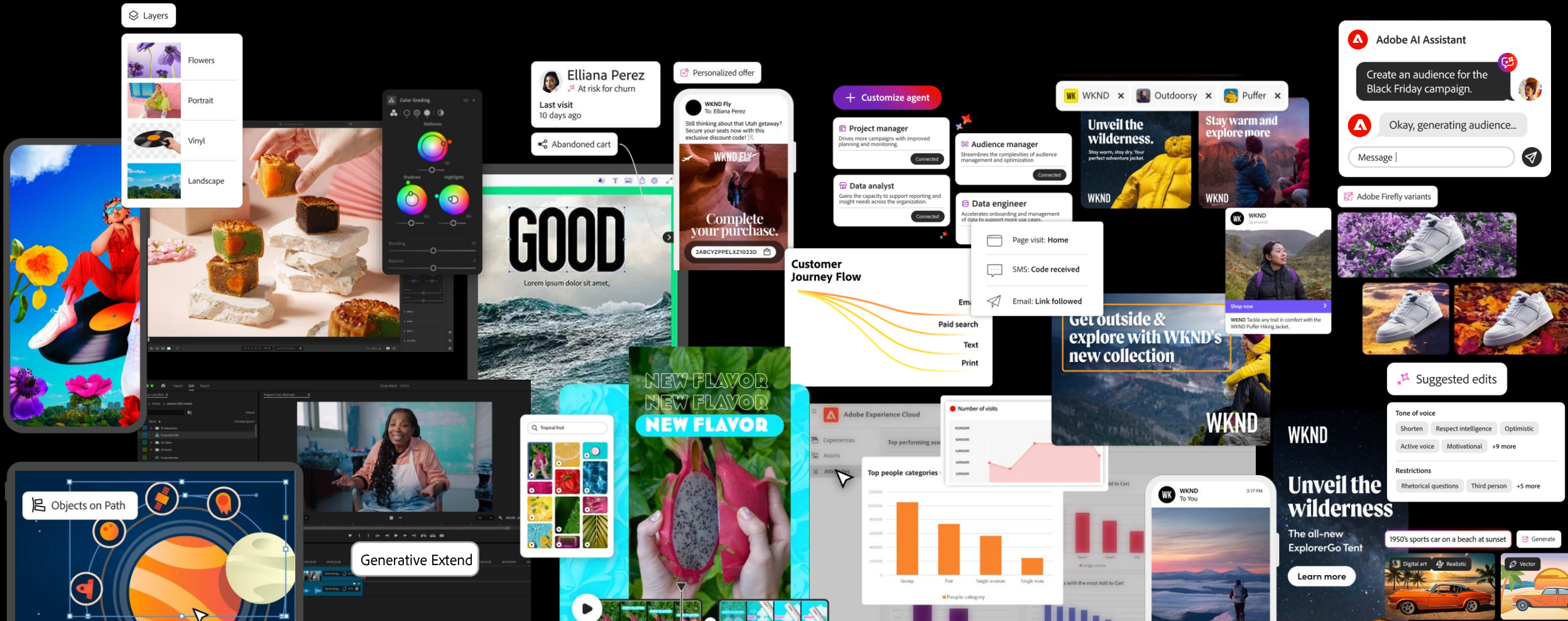
- **Creativity + Marketing + AI**

- **3 Key Insights on AI & Digital Trends**

- **Discussion: The Future of Customer Experiences**



Creativity + Marketing + AI



Human-Centered AI



Over half (**60%**)
trust AI to act in
the best interest
of humanity.

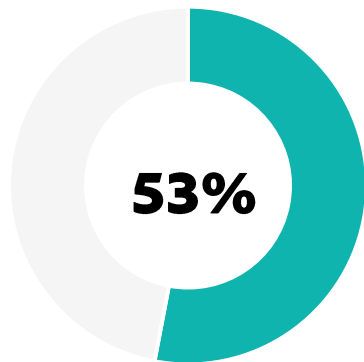


67% believe technology
can solve our biggest
challenges – like climate
change or cancer.

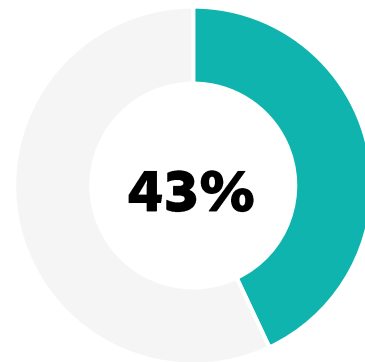
Source: The Future 100: 2025

Use of AI tools

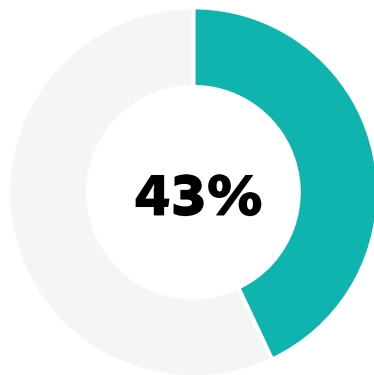
Percent using for each purpose,
global in the last 6 months



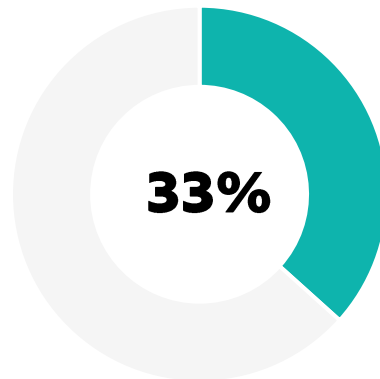
To write something



To create artwork or design

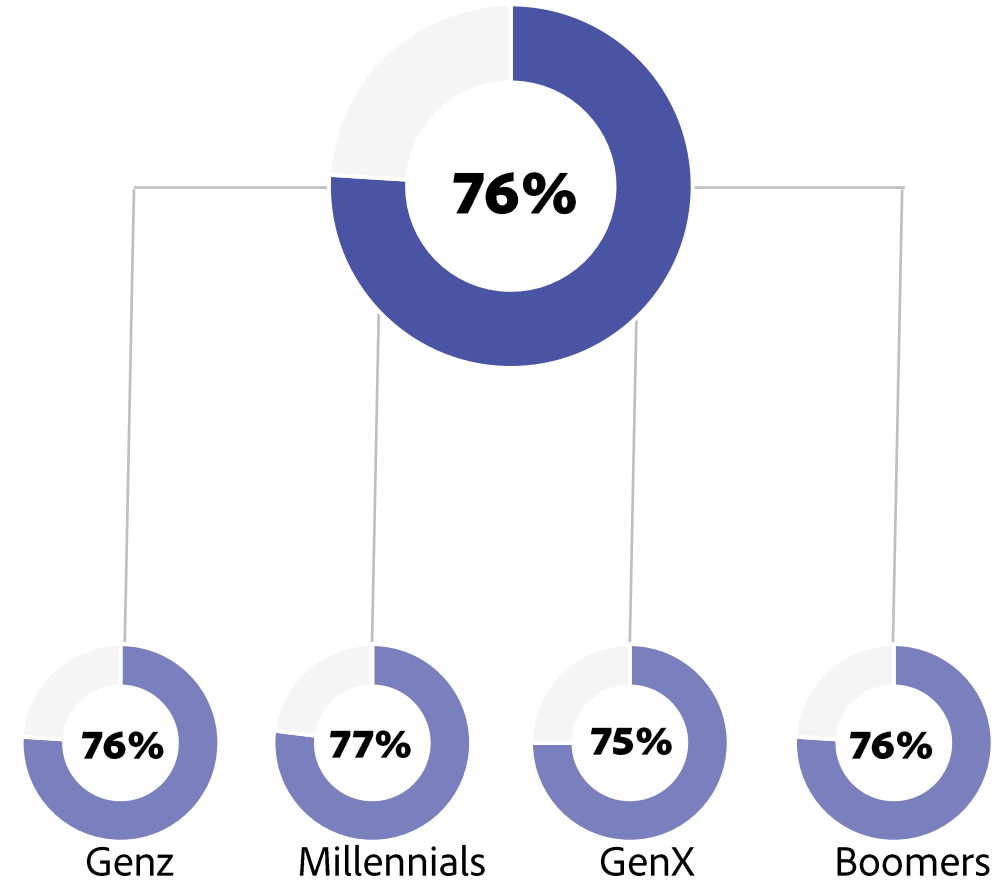


To make video/social
media content



To create music

Technology will never take creativity away from humanity-it's part of who we are



AI cannot replace human creativity.

37% would happily listen to music by AI.

47% would watch a movie in which actors were AI-generated.

53% would be disappointed if they found out that a brand had used AI to make an ad.

76% believe technology will never take creativity away from humanity – it's part of who we are.

Source: The Future 100: 2025

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**"The AI revolution is even faster
than the internet revolution."**

— Mark Read, CEO, WPP

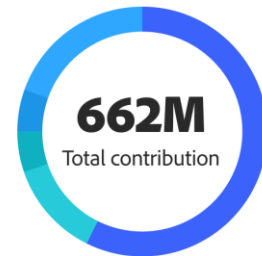
Source: 2025 AI and Digital Trends

#1

AI and Predictive Analytics Are Growth Drivers

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Contribution by channel



662M
Total contribution

Channel

- Base
- Shopping Google
- Connected TV
- Email
- Others



AI recommendation: ROI opportunity in connected TV

#1 key growth driver in 2025

65%

Nearly two-thirds of senior executives identify using AI and predictive analytics as primary contributors to growth in 2025.

Marketing and technology initiatives expected to drive growth in 2025

Optimizing digital spend

48%

Unifying data to deliver a consistent customer experience

50%

Accelerating marketing with increased flow of content

53%

Driving efficiency and velocity by automating the customer journey

59%

Boosting customer engagement with more personalized experiences

61%

Leveraging AI and predictive analytics to increase customer retention and loyalty

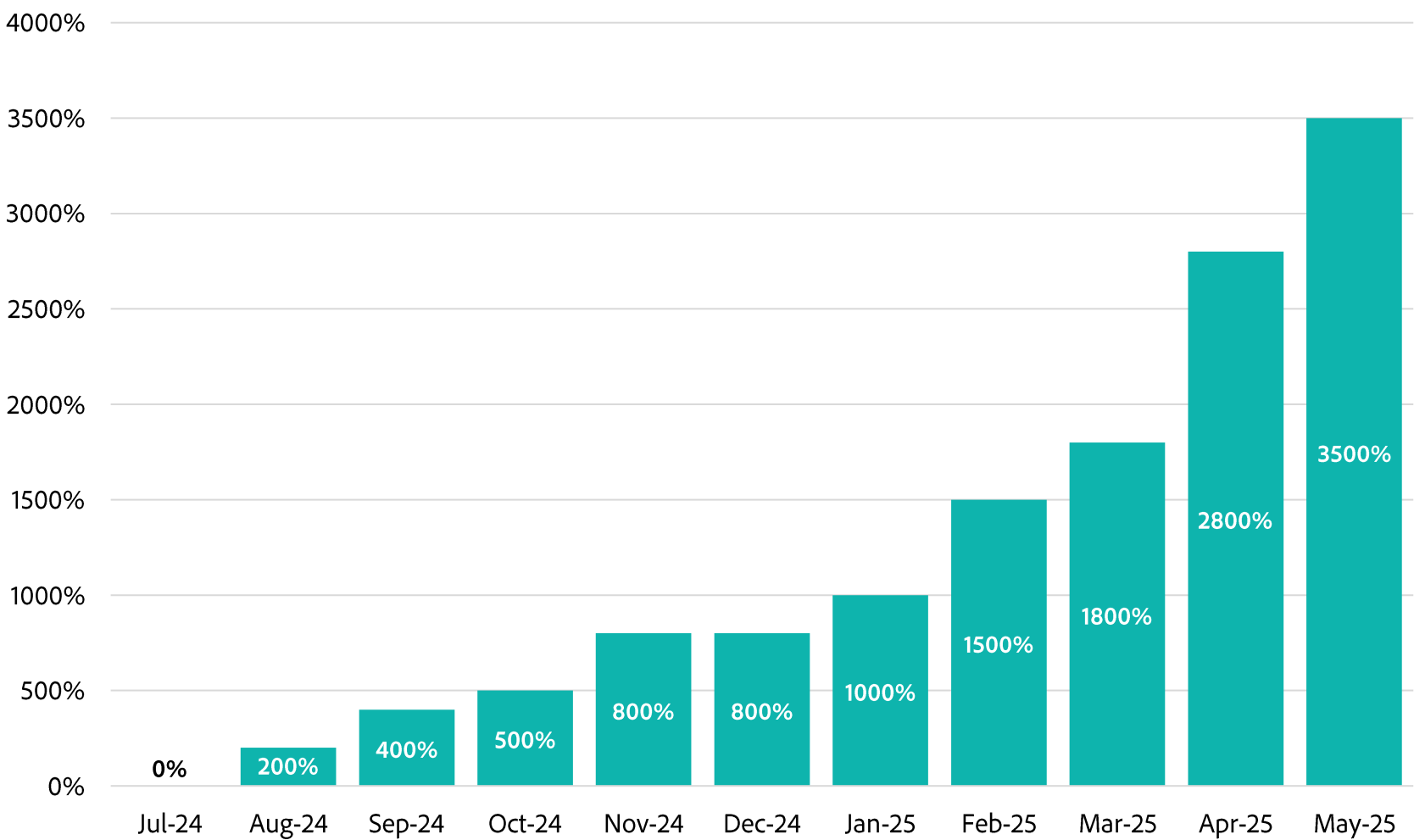
65%

Base: 1,272 senior executives

Source: 2025 AI and Digital Trends

Growth in AI-driven visit share (retail)

Adobe Digital Insights; July 2024 - May 2025



3,500%
growth



AI has a lot of potential but still requires knowledge.

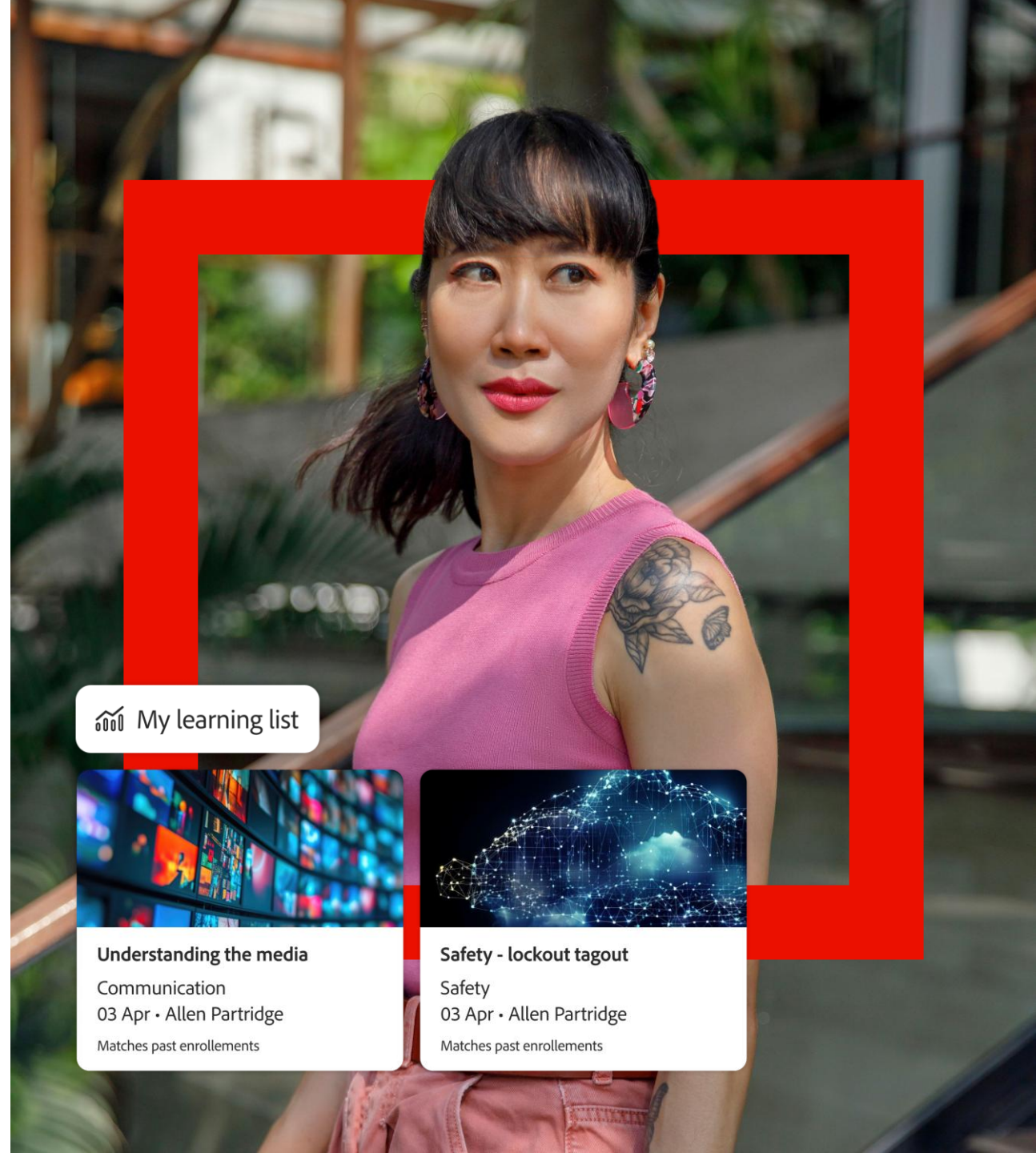
72% say it's getting harder to keep up with technology.

79% agree AI should be made easier to understand for everyday people.

56% are concerned their role at work could be replaced by AI in the next few years.

81% would be interested in refreshing their skills in the workplace to be prepared for the future.

Source: The Future 100: 2025



My learning list



Understanding the media

Communication
03 Apr • Allen Partridge
Matches past enrollments



Safety - lockout tagout

Safety
03 Apr • Allen Partridge
Matches past enrollments

There is a level of openness with AI across sectors

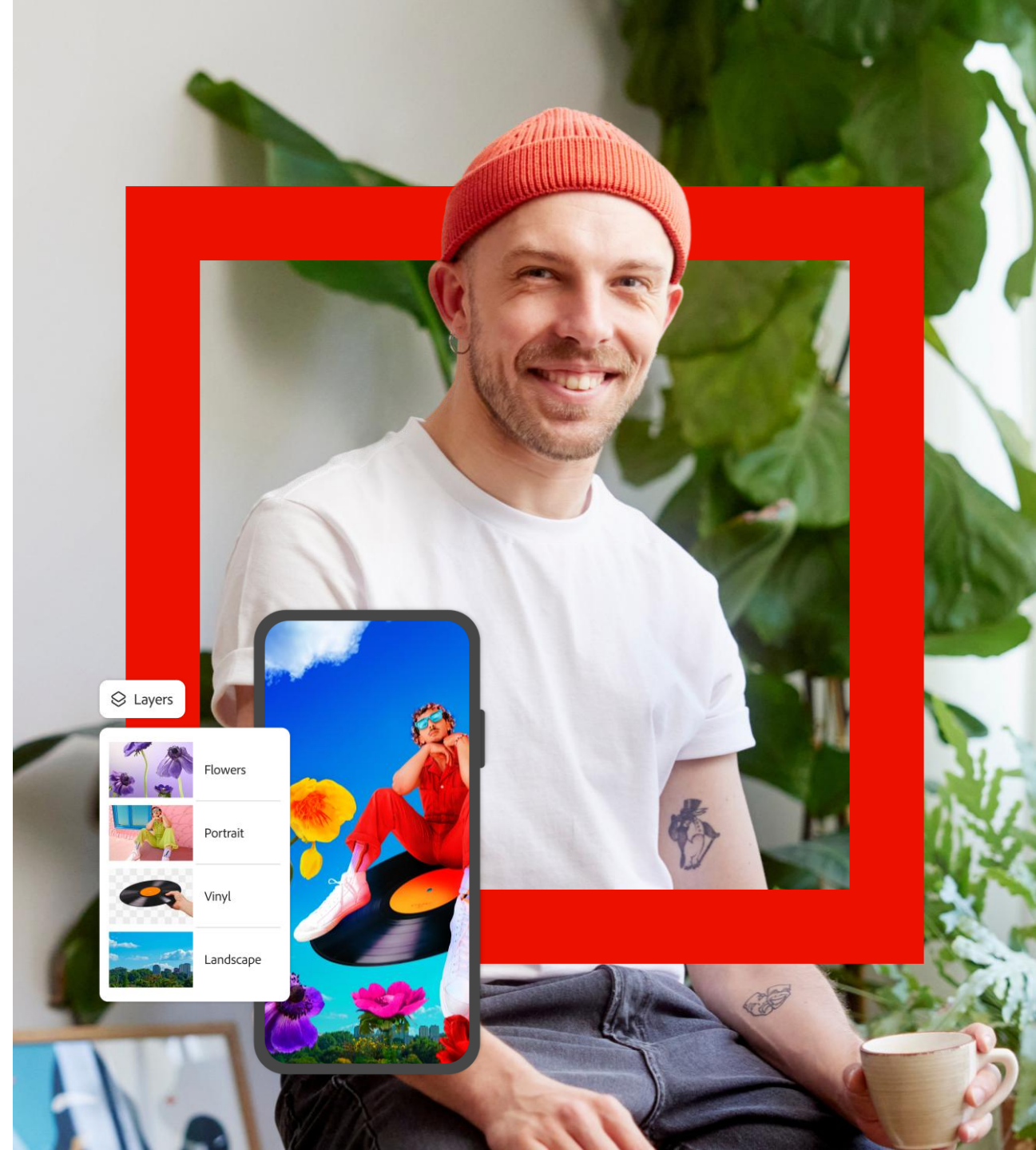
60% are willing to accept beauty advice from AI assistants/tools.

48% would be okay for their kids to be educated by AI (51% gen Z and 54% millennials)

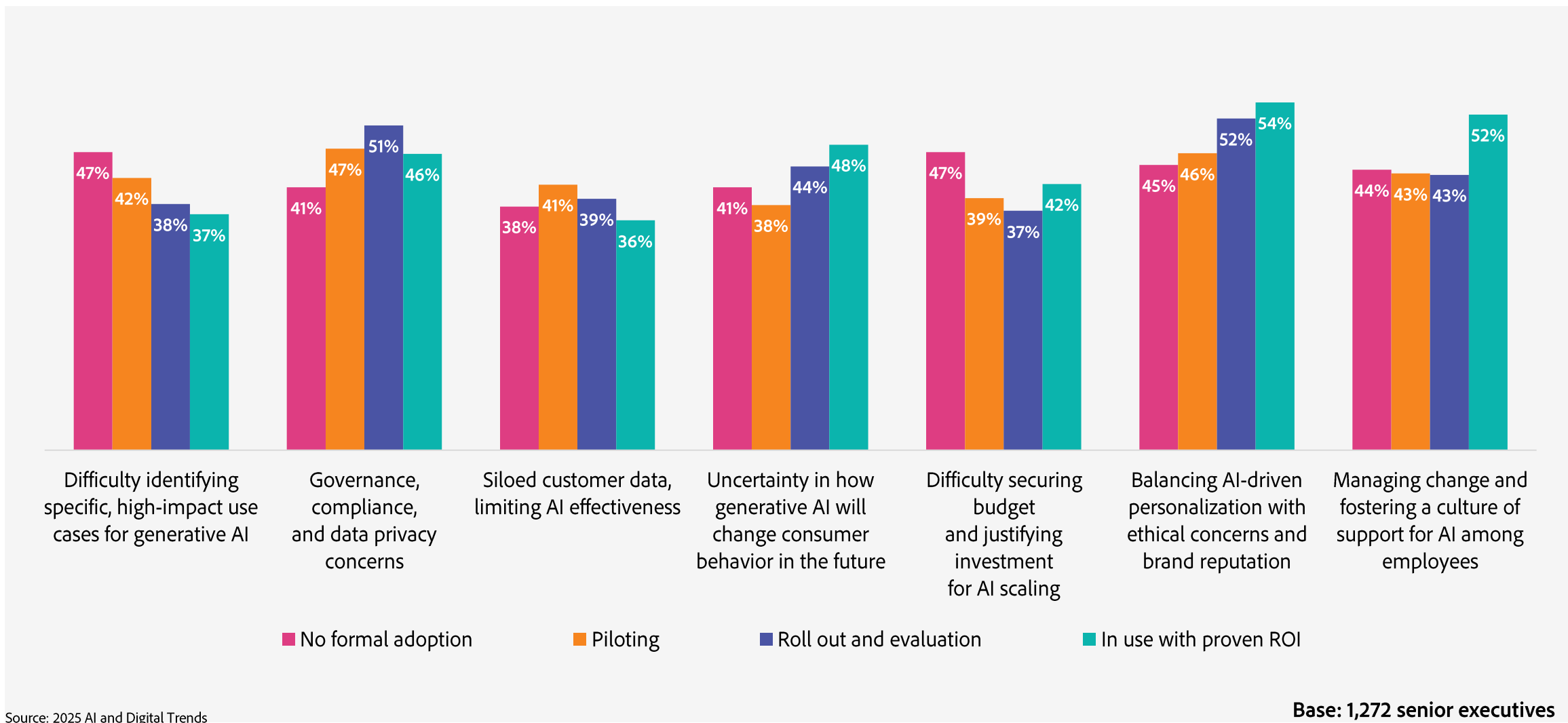
57% think AI doctors are a good idea (59% gen Z and 62% millennials)

Source: The Future 100: 2025

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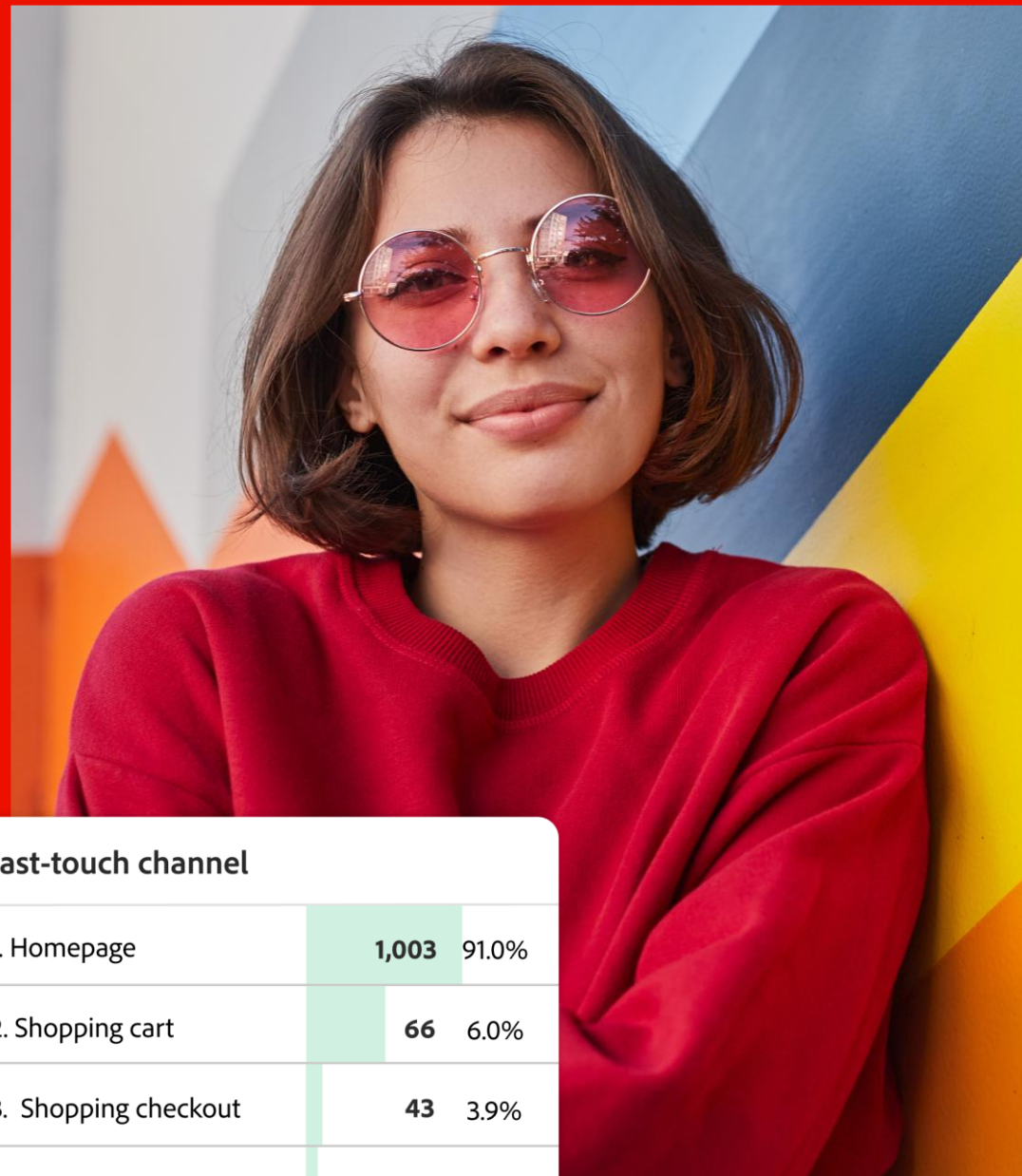
Senior executives' views on the most significant challenges in scaling generative AI by adoption level.



#2

United Data and Organizations Make or Break Your Business

Adobe



Last-touch channel

1. Homepage	1,003	91.0%
2. Shopping cart	66	6.0%
3. Shopping checkout	43	3.9%
4. Search results	22	2.0%

Only 14% of practitioners report being able to deliver exceptional digital customer experiences that surprise and delight — a sharp decline from 25% last year.

Source: 2025 AI and Digital Trends

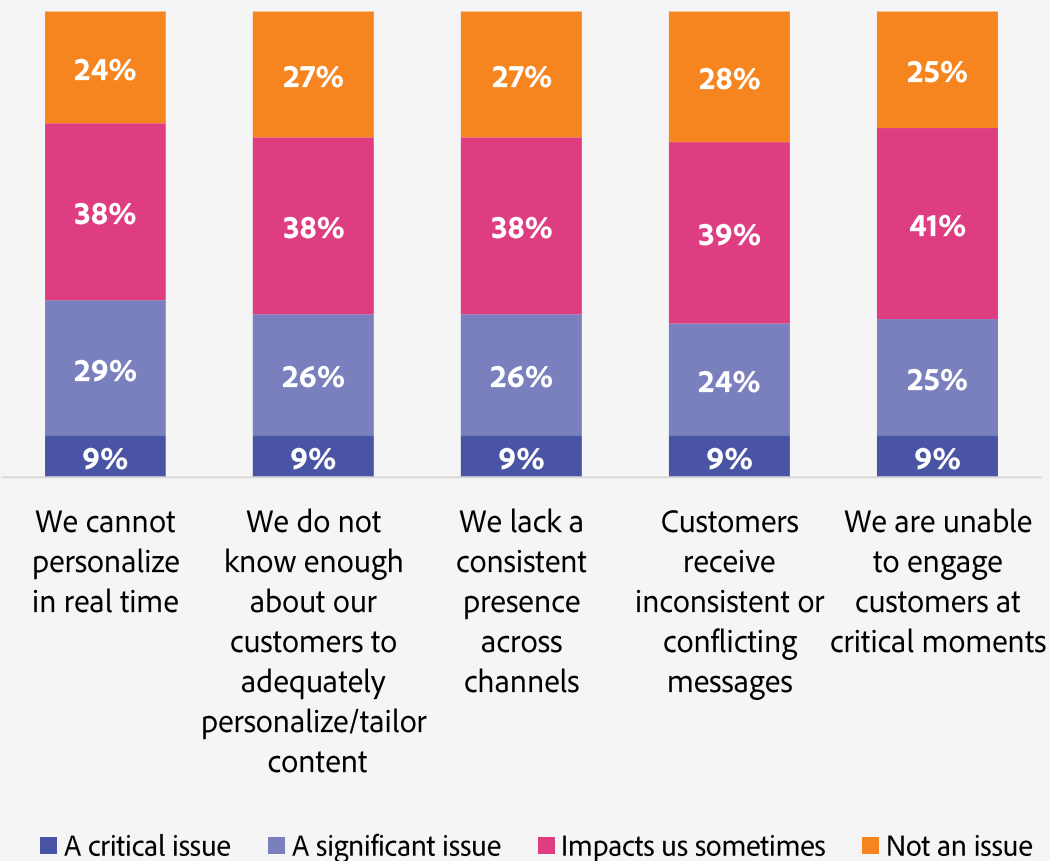
Fragmented data holds back real-time personalization.



Seamless data is the backbone of real-time personalization, whether customers are browsing or buying.

3/4 of practitioners report being unable to personalize in real time.

Practitioners’ perspectives on how fragmented or siloed data impacts their ability to deliver personalized experiences



Source: 2025 AI and Digital Trends

Base: 1,997 practitioners

88% of consumers say responsible and secure data handling is important, with 60% rating it as critical.

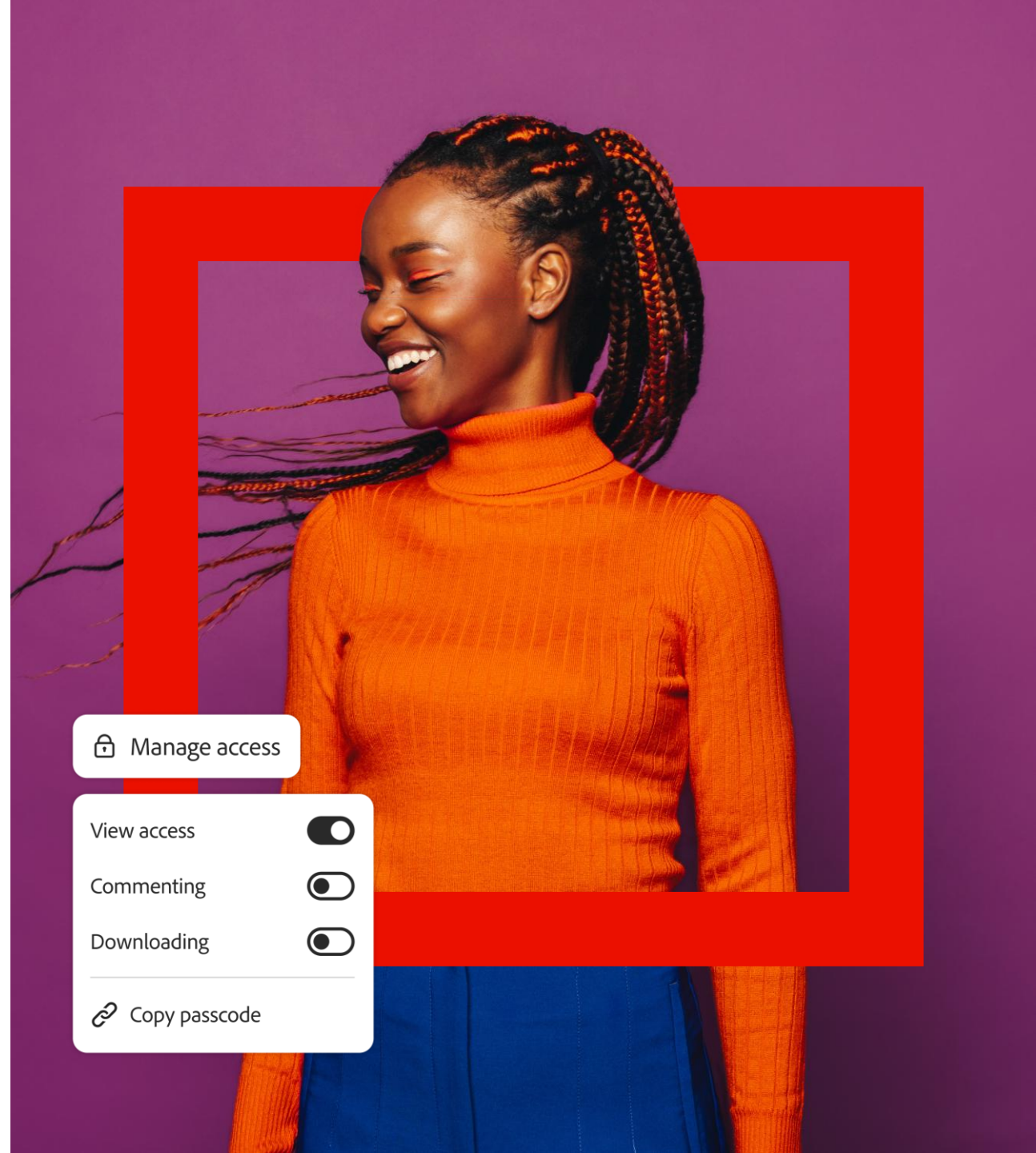
Source: 2025 AI and Digital Trends

Control is central to what people want.

86%

of people say they would like more control over their data and who can access it.

Source: The Future 100: 2025



However, people also want convenience.

54%

would be happy to share their biometric data (e.g., iris scan, handprint, facial recognition, heartbeat) if it makes their life easier.

Source: The Future 100: 2025

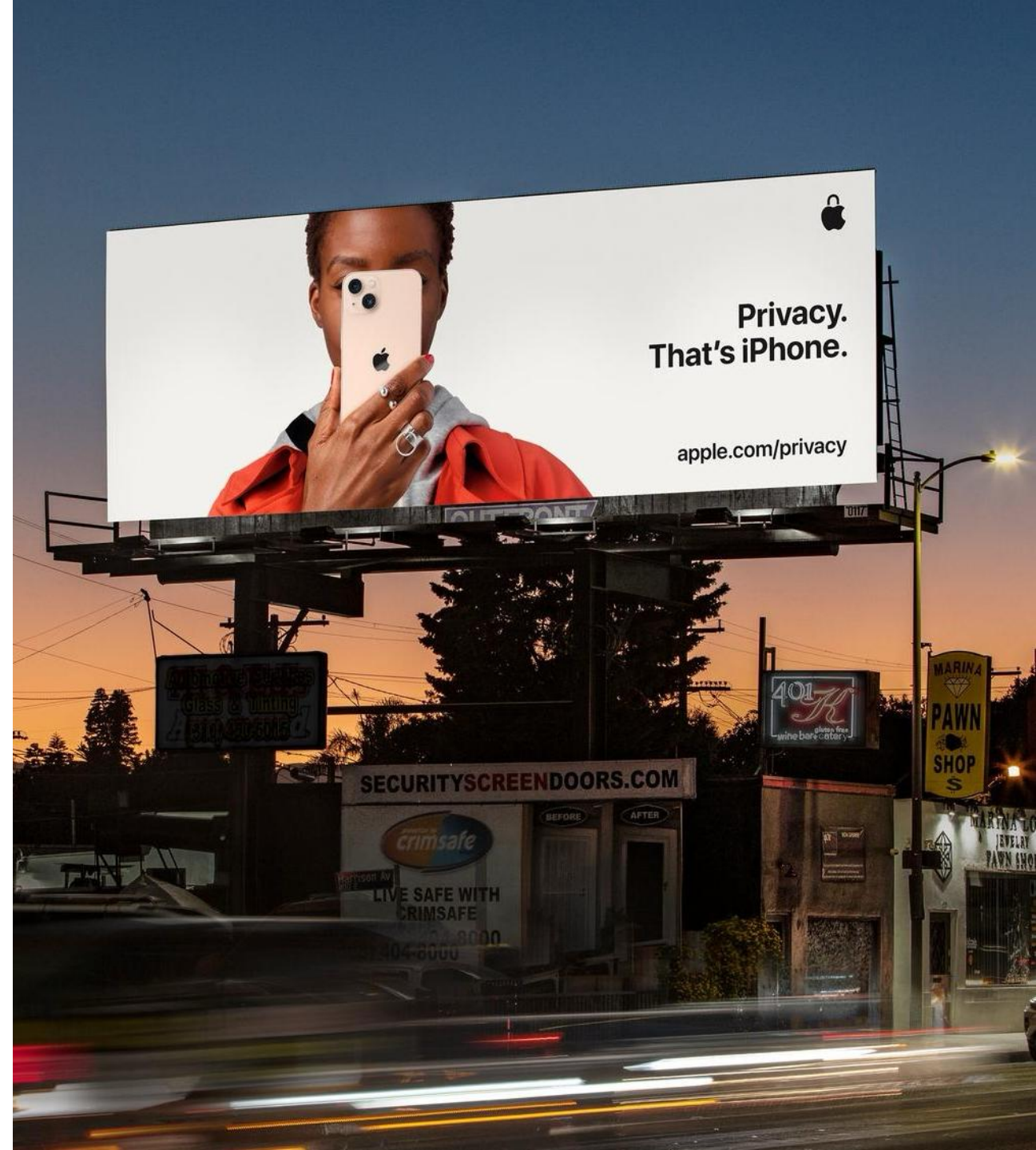
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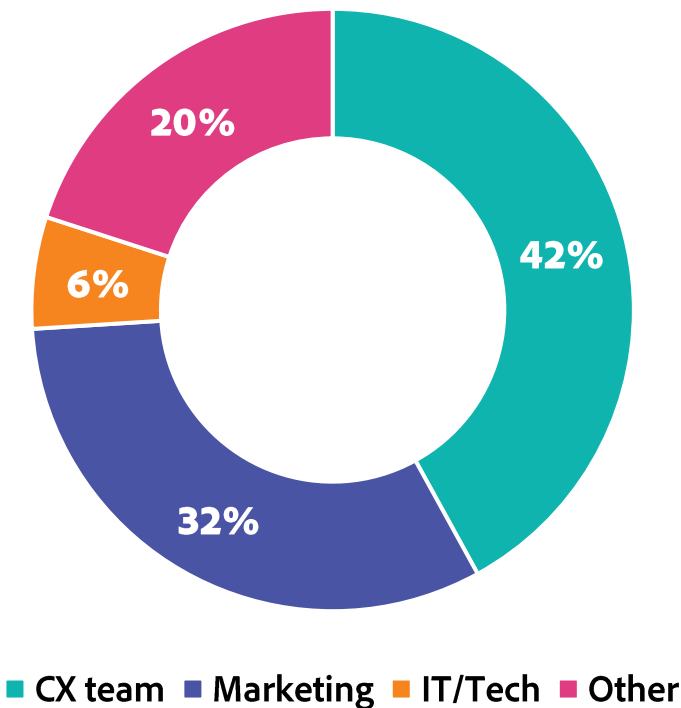
People want to ensure their data is secure and not being misused.

Image: Privacy. That's iPhone. Campaign by Apple

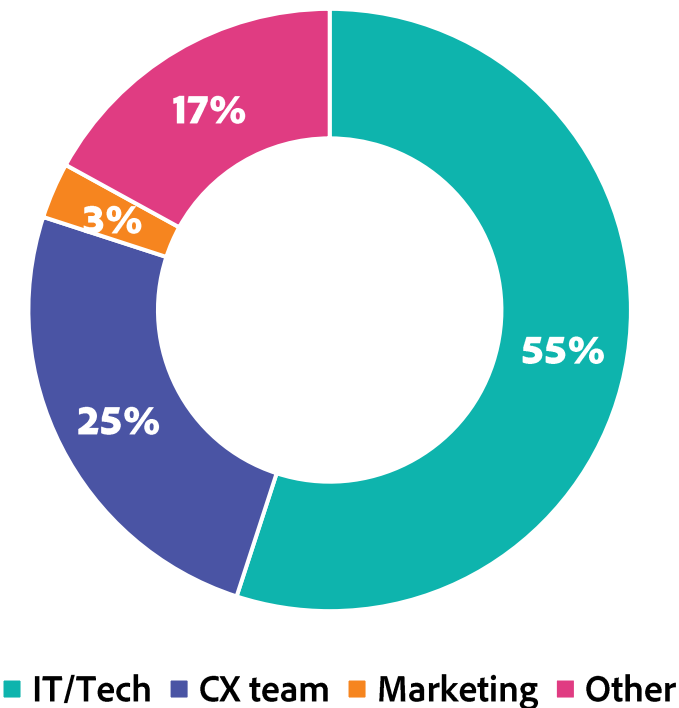


How marketing and technology executives view their ownership of the customer journey

Marketing roles



Technology roles

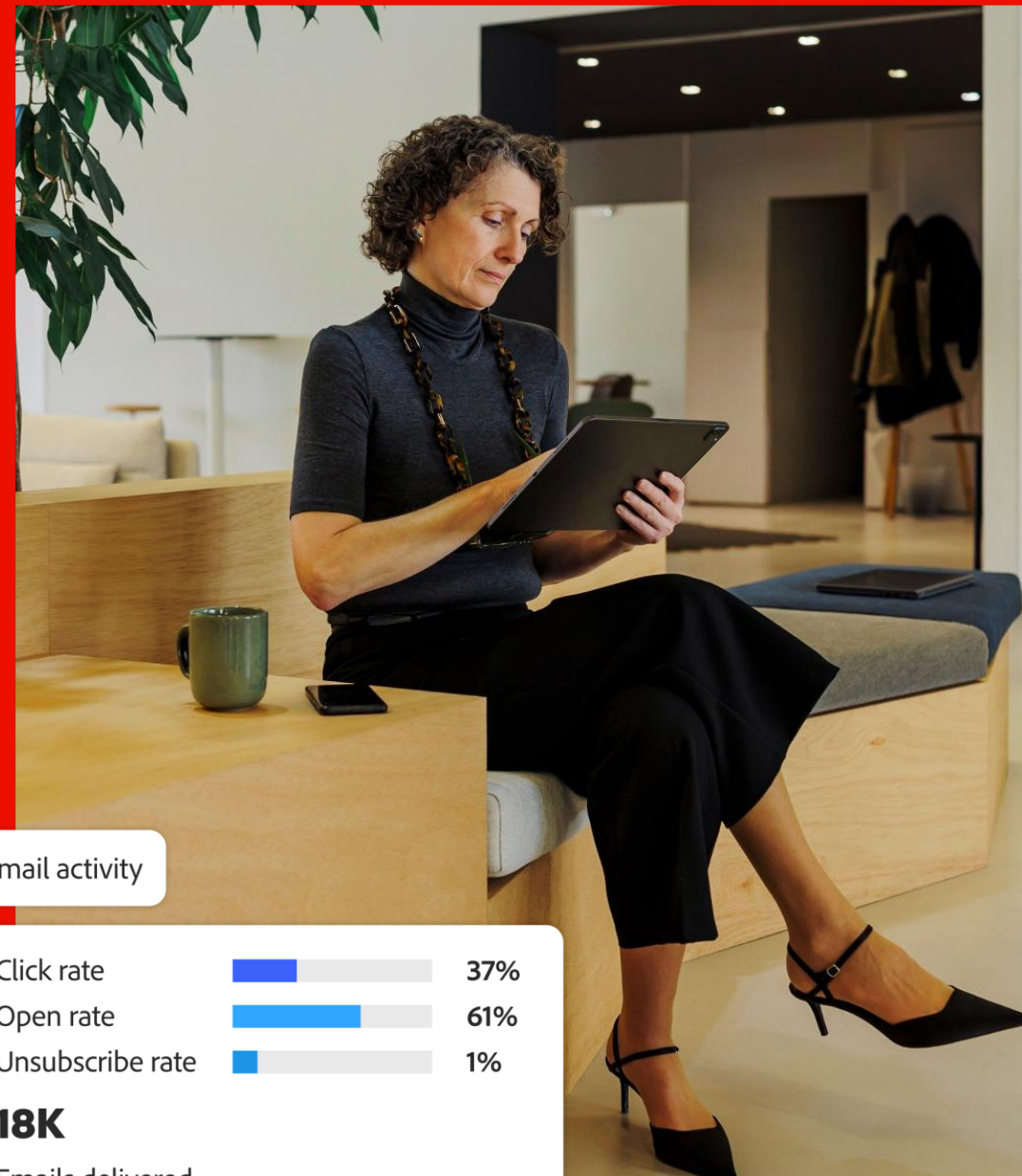


Source: 2025 AI and Digital Trends

#3

Agentic AI Compounds Your Advantage

Adobe



Email activity

Click rate	<div><div></div></div>	37%
Open rate	<div><div></div></div>	61%
Unsubscribe rate	<div><div></div></div>	1%

18K

Emails delivered

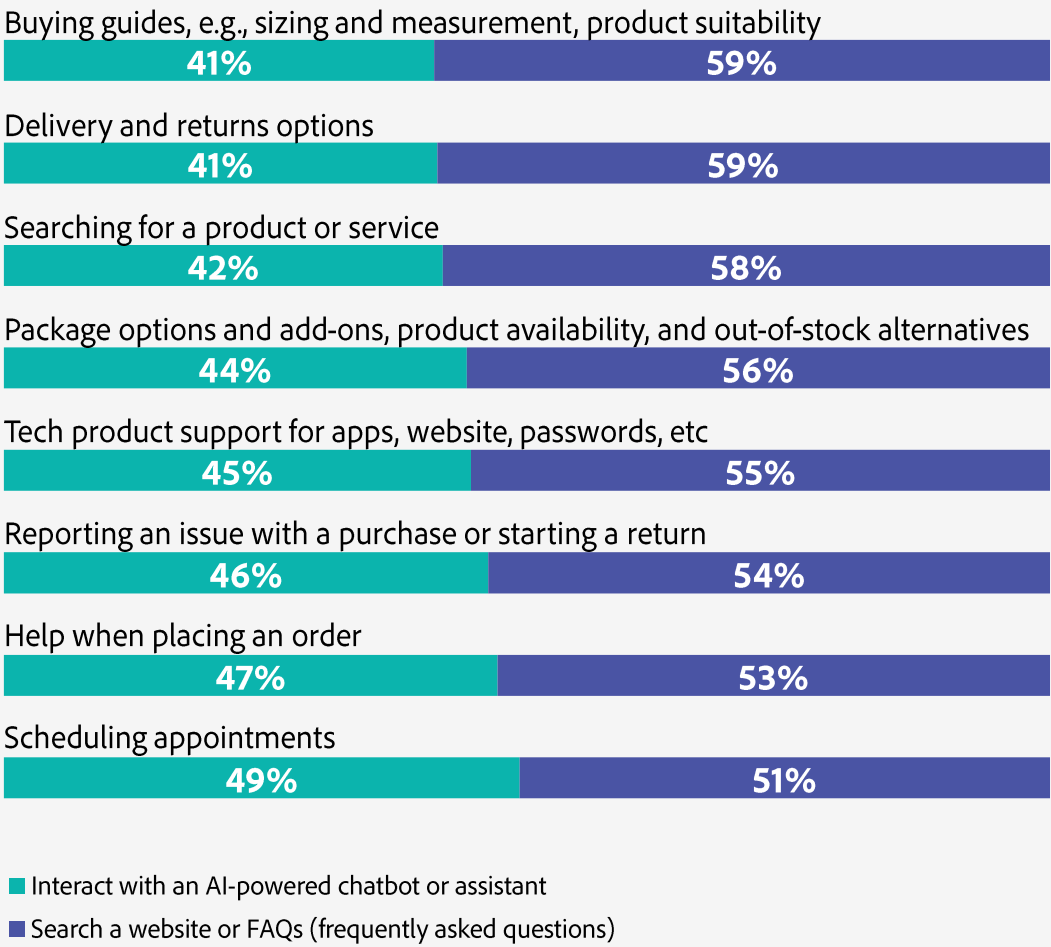
The evolution toward Agentic AI.

Consumers are demanding more adaptive, autonomous AI-powered support.

47% of consumers prefer an AI-powered assistant over a static web experience for help placing an order.

49% prefer an AI-powered assistant over a static web experience for scheduling appointments.

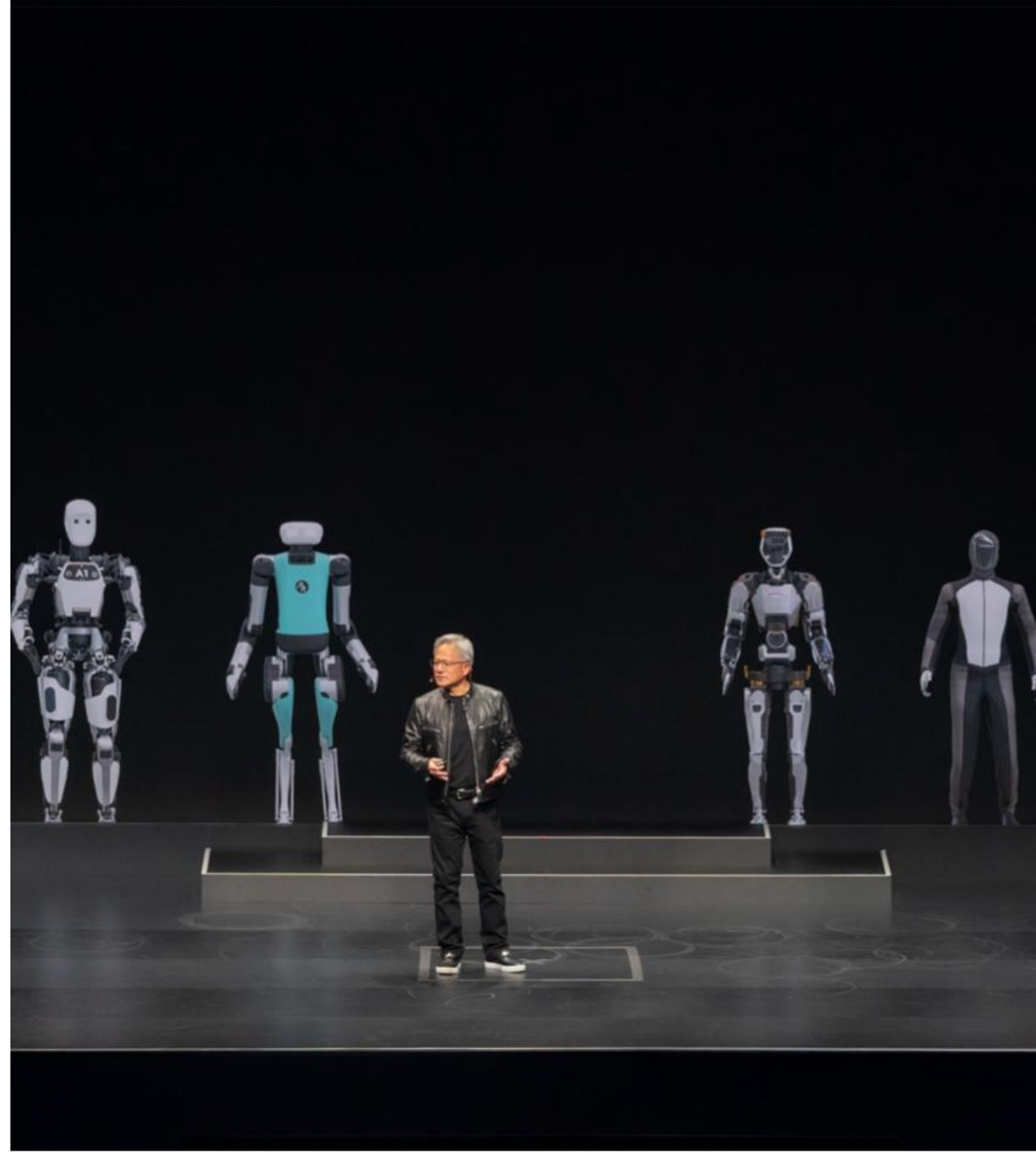
Consumers' preferred channel when seeking information and support: AI-powered chatbots or assistants versus websites or FAQs



Base: 8,301 consumers

Source: 2025 AI and Digital Trends

NVIDIA's CEO Jensen Huang gave a keynote at CES 2025 with a display of humanoid robots



44%

of global Gen Zers say they could see themselves falling in love with a chatbot/AI.





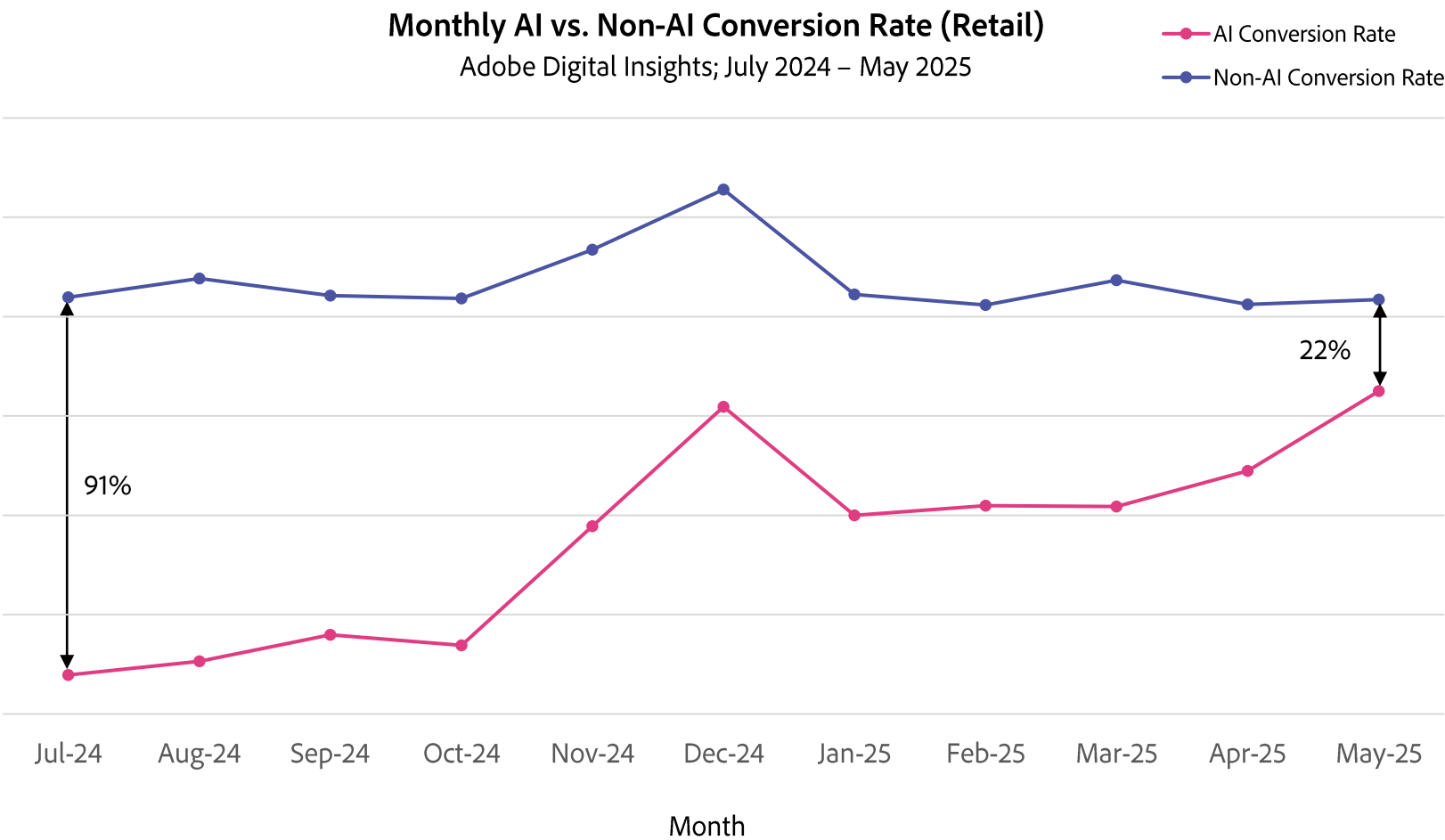
Source: Sir John Hegarty at Cannes Lions 2025

**The potential of AI is limitless.
Companies are already
exploring a world of "founders
who never die" and the
possibility of "digital
immortality."**



Monthly AI vs. non-AI conversion (retail)

Adobe Digital Insights; July 2024 – May 2025



AI referrals have narrowed the conversion gap by **76%** since July 2024.

Including a **55%** lift in conversion since last quarter.

53% of senior executives using generative AI report significant improvements in team efficiency.

Source: 2025 AI and Digital Trends

Discussion: The Future of Customer Experiences



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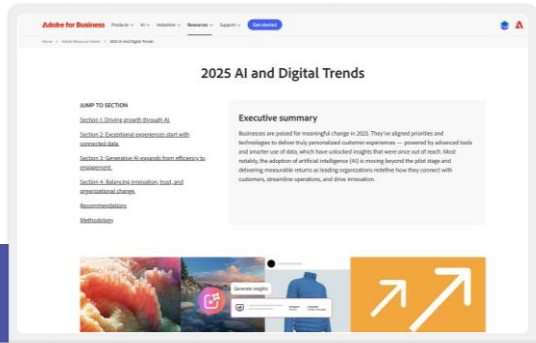
Global Director,
VML Intelligence



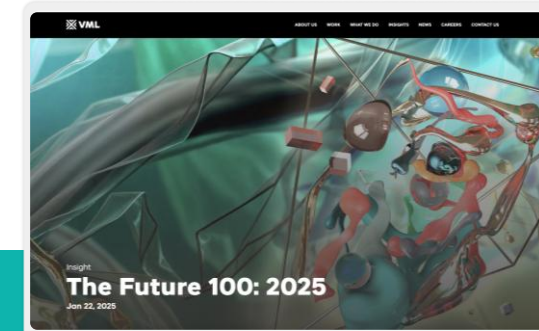
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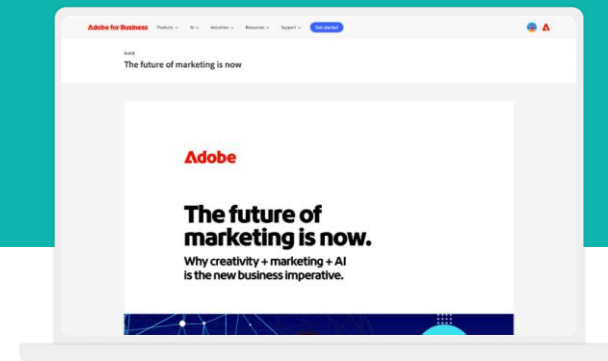
Related resources



2025 AI and Digital Trends | Report by Adobe



The Future 100: 2025 | Insights by VML



Unlock the power of creativity, marketing and AI | Guide by Adobe

Adobe