# Introductions
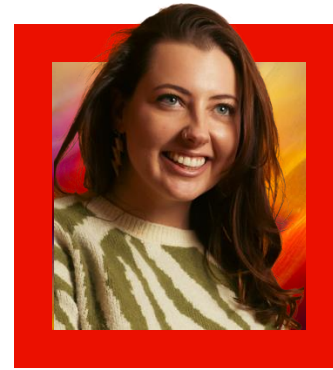


**Purnima Rachoor Roy**

Group Manager, Product Strategy & Marketing

Adobe



**Hannah Jilk**

Senior Copywriter, Creative

University of Phoenix®



**Daniel Fehrenbach**

Senior Marketing Manager, Lifecycle Marketing

Adobe



**Jacob Ingle**

Data Scientist &
Personalization Analytics Manager

Lenovo

# Agenda

**1** GenStudio for Performance Marketing overview and demo

Purnima Rachoor Roy, Adobe

**2** How to: Elevate the role of the creative with generative AI

Hannah Jilk, University of Phoenix

**3** How to: Empower the marketer to self-serve on-brand content

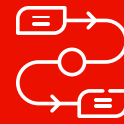Daniel Fehrenbach, Adobe Marketing

**4** How to: Enable AI-powered insights and performance for ongoing **optimization**

Jacob Ingle, Lenovo

Poll Question

# What are the key challenges for your organization when it comes to content?

*Select all that apply*

Meeting content demands of the organization

Maintaining brand guidelines and compliance

Finding and reusing existing creative assets

Understanding how content is performing

Lack of agility to experiment or respond to market trends

Performance campaigns had a 1.5x increase in ROAs when utilizing 57 creative assets and had a refresh frequency of at least once a week.

**More content**

**Faster**

Adobe

**However**

**59%**

of marketing teams say their creative teams and agencies can't meet the demand for content.

# **Three key factors** are hindering organizations from getting more, better, faster content while maintaining content quality

## Volume

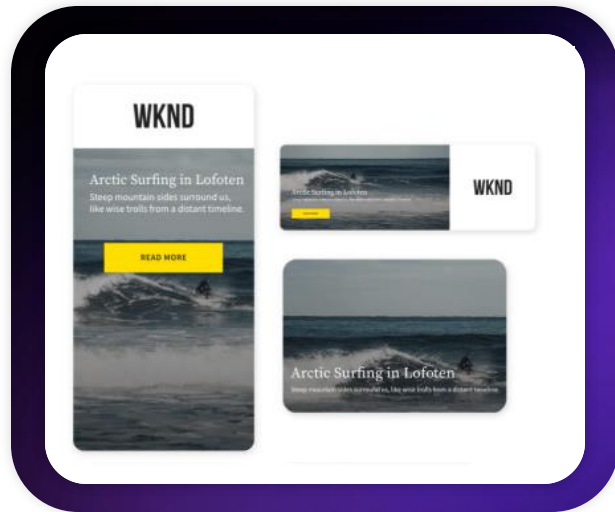Companies are experiencing a **5x growth in demand** for content.

## Time

The time it takes to generate a single piece of content **spans three to six weeks**.
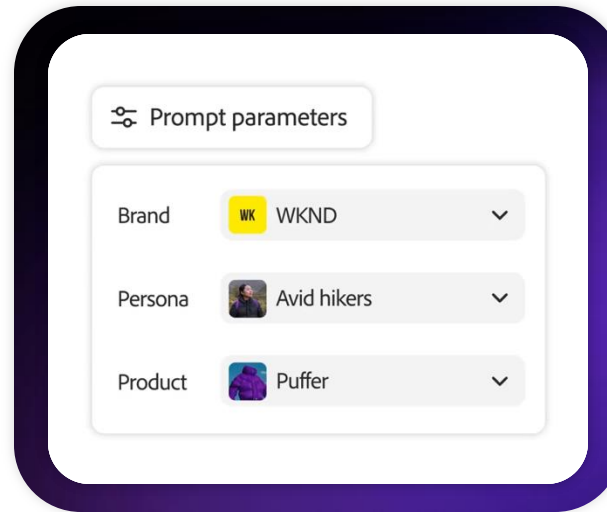
## Cost

When time and ad spend are considered it **translates into $2-6K/content**.

# Generative AI promises to transform how organizations scale content creation



## Volume

**Automate creation** of multiple variations with a single generation.

## Time

**Generate content instantly** with prompt-based actions.

## Cost

Generate content **at marginal cost.**

Adobe

# Adobe GenStudio
# for Performance Marketing

A generative AI-first content workflow application for marketing and creative teams to create and activate omnichannel content for digital marketing campaigns.
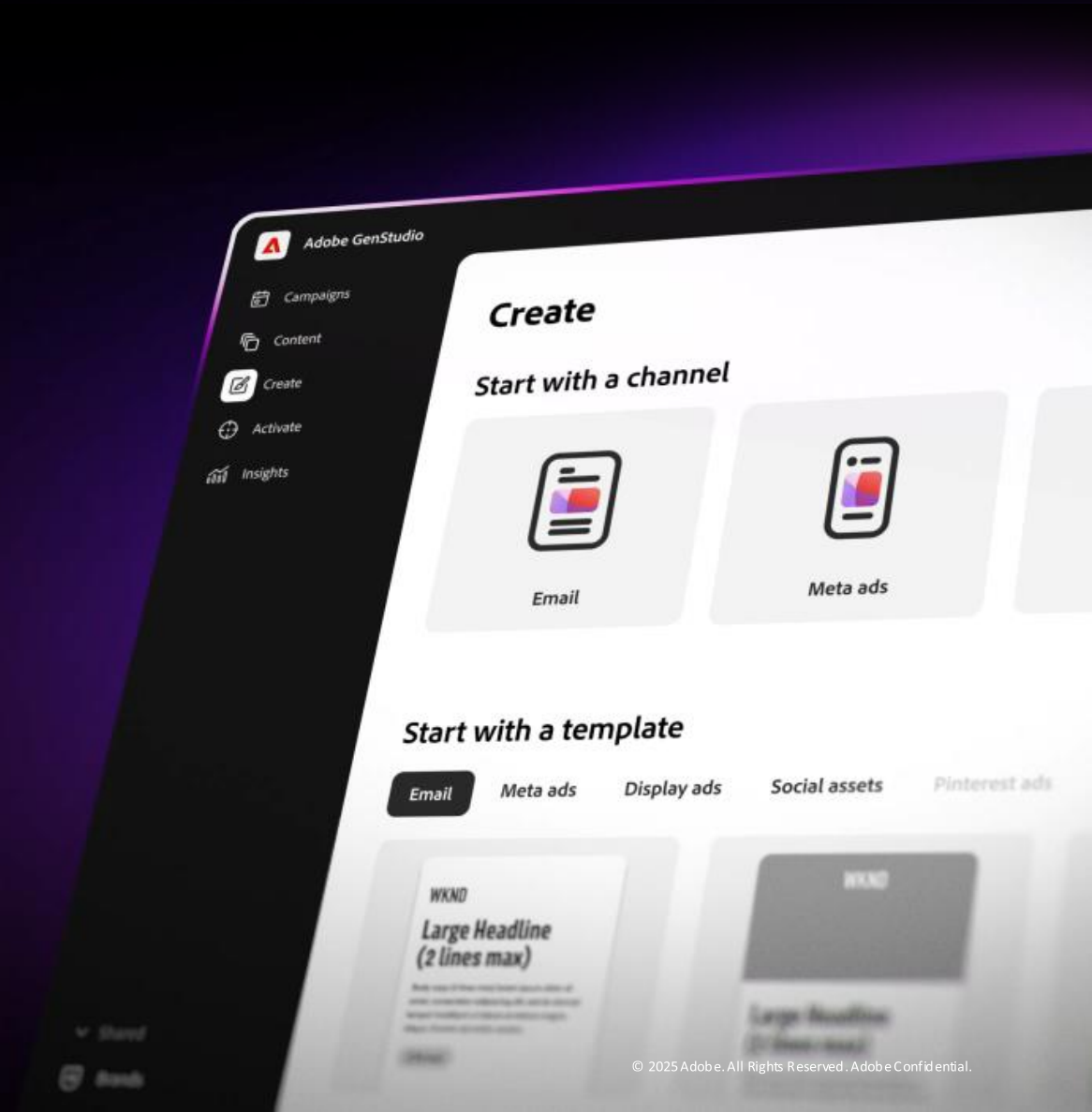
**On-brand**  **Customized**  **Performant**  **Compliant**

On-Brand  **Customized**  Performant  Compliant

# Customize
## content for your
## **target audiences**

**Persona specific messaging preferences**

**Product description & value proposition**

Produ...

Persona

WKND

Check out The Rios Shirt. Lightweight, super-soft, and easy to care for.

WKND...

The WKN...
warmth...
hikers. It...
ensures...
ideal for...
adventu...

**Urban Explorer**
Enjoys outdoor activities within urban settings, such as city parks

**Rios shirt**
Rios shirt delivers ultimate comfort
effortless style, making it

92  9:16 Vertical AD 1/4

wknd.com
Conquer urban trails with the Rios shirt

On-Brand    Customized    **Performant**    Compliant

# Granular
# insights on
# performance
# for continual optimization

**Centralized cross-channel insights**

**Aggregated insights for Assets**

**AI powered attribute analysis**

**Asset attributes**

normal mode    photograph

daylighting    portrait    Last 30 days

high color density    eye level

woman    person

light blue    dark green

mountain    water

lake    mid shot

dark blue    adventure

boat    sun hat

island

Adobe

**On-Brand**

**Customized**

**Performant**

**Compliant**

# Ensure compliance with industry standards & legal requirements

**Review & approval workflows**

**ADA & Accessibility compliance**

**Compliance add-ons**

**Company name** Add-on

Select a claims library

Haddlecon

Select experience to check claims

Email 1

**Run claims check**

3 issues need attention on Email 1

Pre header                                No issues

Header                                       2 issues

? Show text from email that had the mismatch
Issue : Incorrect claim

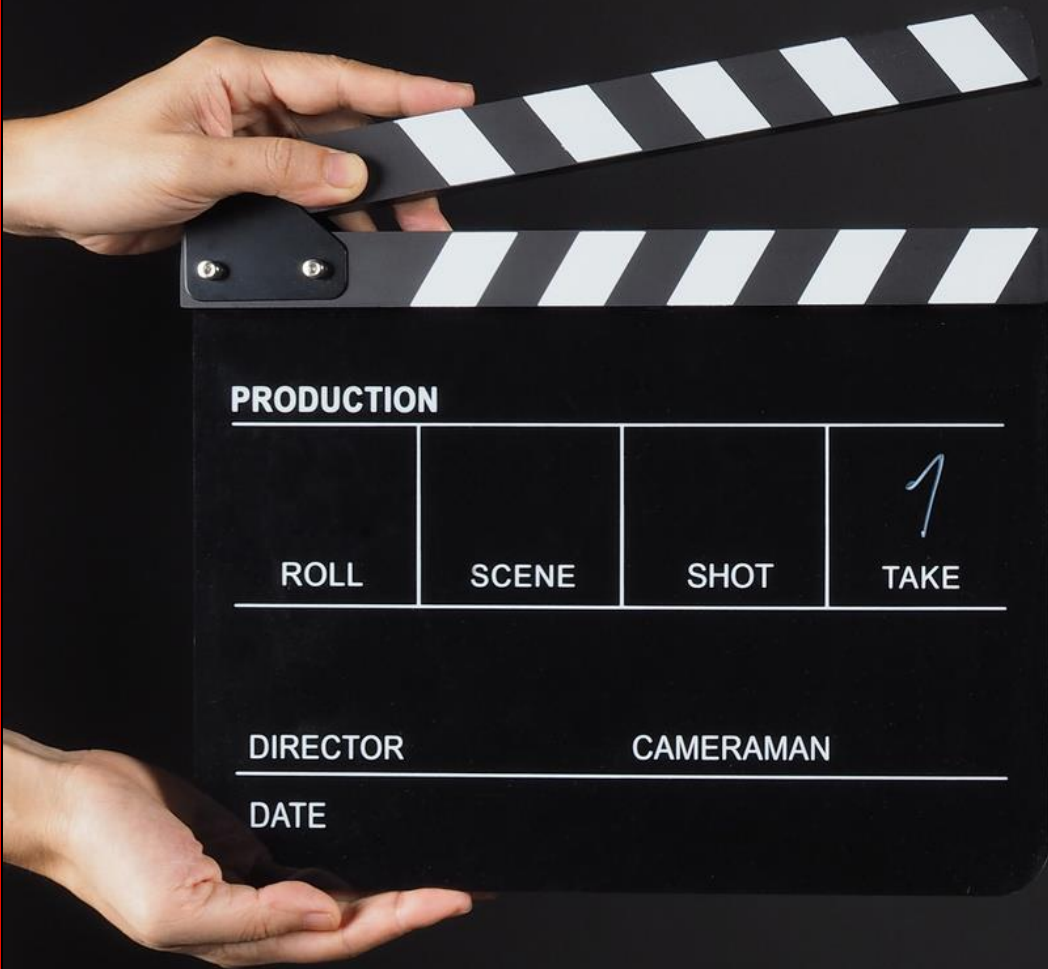? Show text from email that had the mismatch
Issue : Incorrect claim

Body                                         1 issue

⚠ Show text from email that had the mismatch
Issue : Claim mismatch

Email 4

From Vision to

Experience the

**Adobe**

**Enter
Gene**

Enter a new
Photoshop u
world of Ge
Adobe Firefl

**Adobe**

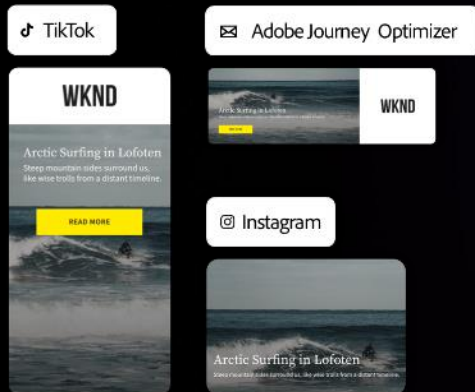Let's see the application in action!

**Adobe**

# Scaling on-brand content unlocks key use cases

**1**

**Refresh and assemble campaign content across channels.**

**2**

**Personalize content to offers, products, and segments.**

**3**

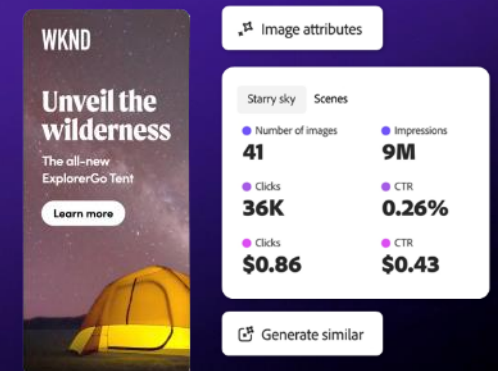**Localize content across geographies and languages.**

**4**

**Optimize content based on insights.**

# Hannah Jilk

Senior Copywriter, Creative

University of Phoenix®

Poll Question

# How effective are AI tools in creating and enhancing brand assets for your marketing campaigns?

**1** Very effective

**2** Somewhat effective

**3** Not that effective

**4** I don't use AI for asset creation

# Challenges creatives face today

| | | |
|---|---|---|
| **1** | **More demand than ever before** | Growing need for new or refreshed content for personalization, testing, and experimentation. |
| **2** | **Ask to do more with less** | Budgets, timelines, and resources are more or less staying the same. |
| **3** | **Manual repetitive tasks** | Spending more time on repetitive, redundant tasks and assets rather than true creative concepting and problem solving. |
| **4** | **Lack capacity** | Barely staying on top of current workload, let alone getting ahead on other projects that require creative thinking. Leading to increasing feeling of burnout. |

**Adobe**

# Enter GenStudio for Performance Marketing : Two key use cases
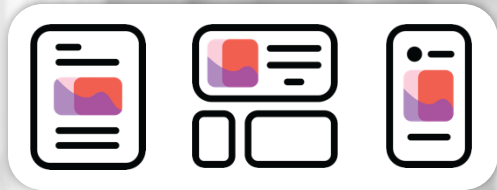
Creates time-consuming, **in-demand assets** for email, display, and paid social

Generate

New York city scape

Serves as a 'creative assistant', enabling you to **operate as a creative director**

# But is it on brand?

## In GenStudio for Performance Marketing:

✅ **Ingest brand guidelines** so AI knows your brand's tone, messaging, editorial preferences, and restrictions

✅ **Provide locked templates** that leverage your brand guidelines and existing creative

✅ **Input specific personas** within your audience and **product information** for personalized content

✅ Provide specific channel guidelines for **email, display,** and **social** to get the **best possible outcome**

# How will this impact creatives?

**1** Frees up time for **creative work**

**2** Delivers **more high-quality assets** without burnout

**3** Helps you stay ahead and focus on **big-picture creative thinking**

**4** Improves **quality of life**

# Embrace it,
# don't fear it.

GenStudio for Performance Marketing helps creatives and marketers elevate their game, not replace them.
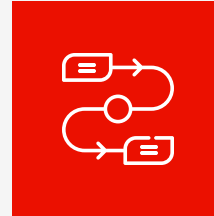
**Adobe**

Daniel Fehrenbach

Senior Lifecycle Marketing Manager

Poll Question

# As a marketer, what are you most excited to unlock through AI content generation?
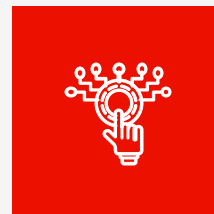
Speed to market

Increased testing velocity

Content personalization and versioning

Insights into campaign and content performance

# Biggest unmet needs for marketers

**1** | **Speed to market**
- 1 single email asset can take 2-3 weeks to generate
- Many hours consumed in briefing, review, and delivery process

**2** | **Scale**
- Must prioritize top 2-3 audiences to generate content
- Limited in the number of versions we can serve users

**3** | **Personalization**
- Sending very broad messaging across audiences
- Limited in ability to generate/scale content variation at scale

# How generative AI addressed our unmet needs

Test at scale for email and paid social

Refresh and reuse content quickly

Create new, unique content for untapped audiences

Facilitate real-time marketing and responsiveness

Give creative independence and agility to regional marketing teams
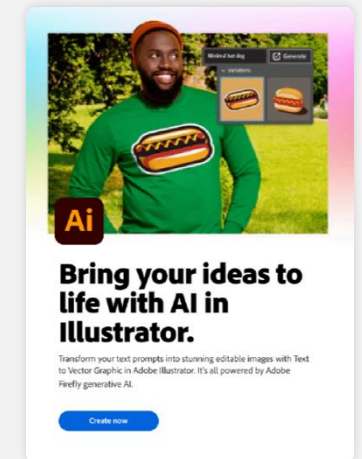
Measure creative performance

# Testing at scale for email and paid social

✓ Generates 4+ variations per prompt for emails and ads

✓ Enables A/B/n testing for subject lines, body copy, images, and CTAs
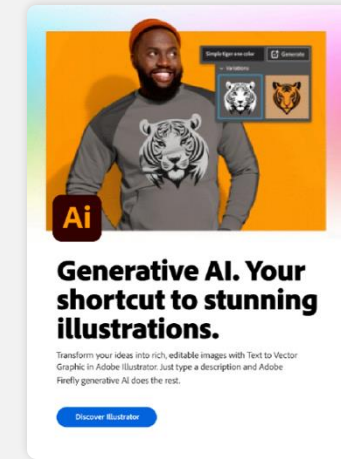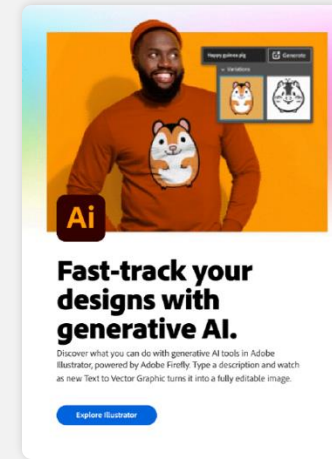


# 57% boost in CTR

In a generative AI-powered test, an Adobe Illustrator email campaign achieved a 57% increase in click rates compared to other variants.
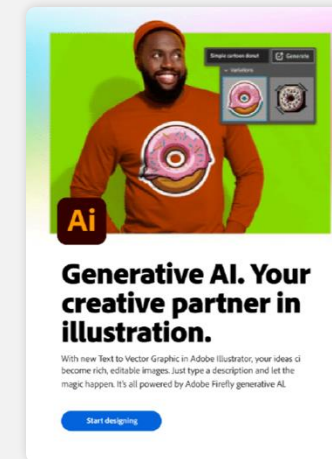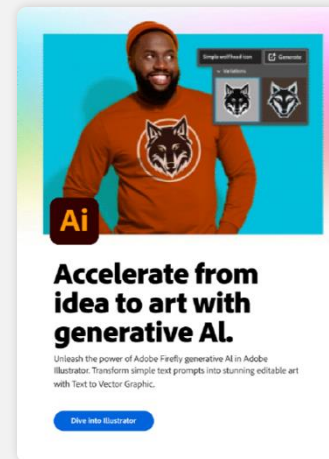
# Refresh and reuse content quickly

✓ Integrated with DAM to quickly access and remix existing approved assets

✓ AI-generated updates to headlines, images, and copy for reuse in different campaigns

✓ Enabled rapid content adaptation across channels (social media, email, etc.)



**3 weeks to 3 days**

Accelerated email creation process and increased productivity with generative AI.

This asset created by a designer with generative AI...

Became these new assets created with GenStudio for Performance Marketing.

# Create new, unique content for untapped audiences

✓ Quick, on-brand content creation for multiple personas with tailored messaging based on preferences and traits
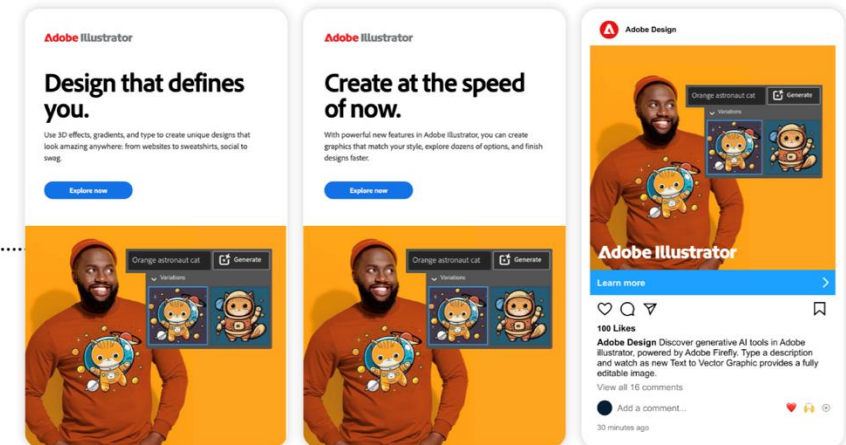
✓ AI-generated content variations across channels for different audience segments



**100% of target audiences reached**

The lifecycle marketing team has doubled both the volume of distinct email experiences it delivers and the audiences who receive personalized content.

Consideration

**Adobe Lightroom**

**Portraits pop in a tap.**

Begin crafting your visual tales today. With a single tap, the Lens Blur in Adobe Lightroom brings your subject to life, leaving distractions behind.

Try now

Conversion

**Adobe Lightroom**

**Focus sharpens stories.**

Adobe Photoshop Lightroom invites you to explore the art of storytelling. With AI-powered Lens Blur, you can effortlessly craft the perfect narrative in your photos, focusing solely on what truly matters.

Try now

Adobe

# How can I stay on brand?

## In GenStudio for Performance Marketing:

✓ **AI-powered brand validation** checks all the content against brand guidelines and allows to adjust and ensure brand compliance

✓ **Seamless review and approval workflow** enables content to be reviewed by key stakeholders including brand and creative teams to sign-off before activation

✓ Easily shareable content with other marketers supports review and **cross-team collaboration**

# Pushing marketers to think and operate in a new way

| PRE<br>GenStudio for Performance Marketing | | POST<br>GenStudio for Performance Marketing |
|---|---|---|
| Lack of control/flexibility in the creation and versioning of email assets | > | Marketers can self-serve content needs while staying on brand |
| Excessive time spent during the content creation process with multiple dependencies and handoffs | > | Huge time savings as creation process reduces from 2-3 weeks to 2-3 days |
| Unable to keep up with growing testing velocity, due to content constraints | > | Can easily create variants on the fly for testing at scale |
| Limited in scaling content to meet growing need for content personalization | > | Generate content personalized to more diverse and wider audiences |

# Self-serve has changed the game.

GenStudio for Performance Marketing helps marketers stay on brand while quickly creating content variations at scale.

# Jacob Ingle

Data Scientist & Personalization Analytics Manager

Poll Question

# Does your organization have the creative and content insights needed to effectively optimize digital experiences?

**1** Yes, Fully equipped

**2** Partially equipped

**3** No, need improvement

**4** Exploring options

# The marketer's big questions

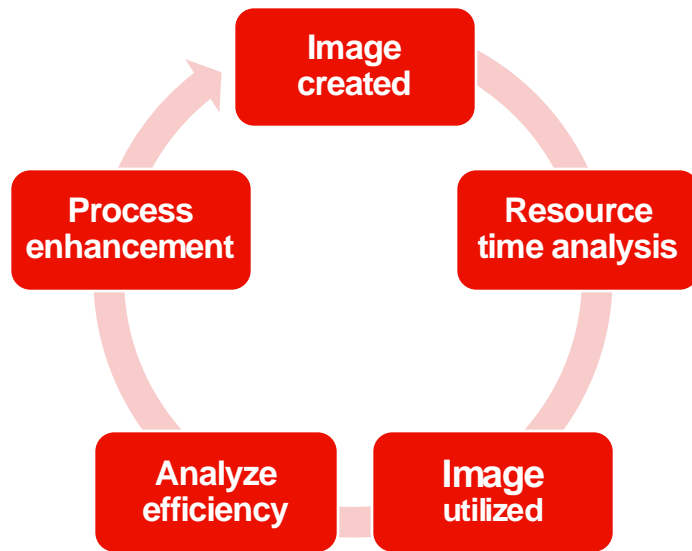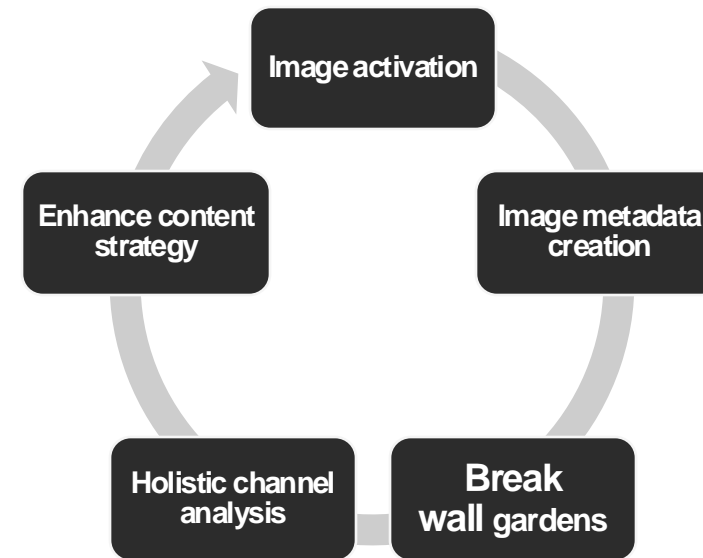| 1 | **Communication** | ❯ How do we talk to the creator?<br><br>❯ How can communication be actionable? |
|---|---|---|
| 2 | **Scale** | ❯ As you scale content, how do you scale accountability?<br><br>❯ The more variations, the more automation is needed |
| 3 | **Strategy** | ❯ How do we operate around insights around walled gardens?<br><br>❯ How can information lead not just to strategic goals, but CoE? |

# Content measurability is the foundation to storytelling at scale

## Ops feedback

- Image created
- Resource time analysis
- Image utilized
- Analyze efficiency
- Process enhancement

**Value of utilization**

## Strategy

- Image activation
- Image metadata creation
- Break wall gardens
- Holistic channel analysis
- Enhance content strategy

**Value of storytelling**

# Content insights enable marketers to drive business outcomes

**149**

*unique pieces of content attributes and categories*

**30M**

*average impressions per unique content attribute and category*

**200k**

*average clicks per unique content attribute and category*

**+**

## Identify CTR drivers with machine learning

**=**

## Which categories drive higher CTR?

**People**

**Tone**

### Key learning:
*Evidence shows that imagery with people and a discernible tone will drive higher CTR.*

# Optimization in GenStudio for Performance Marketing
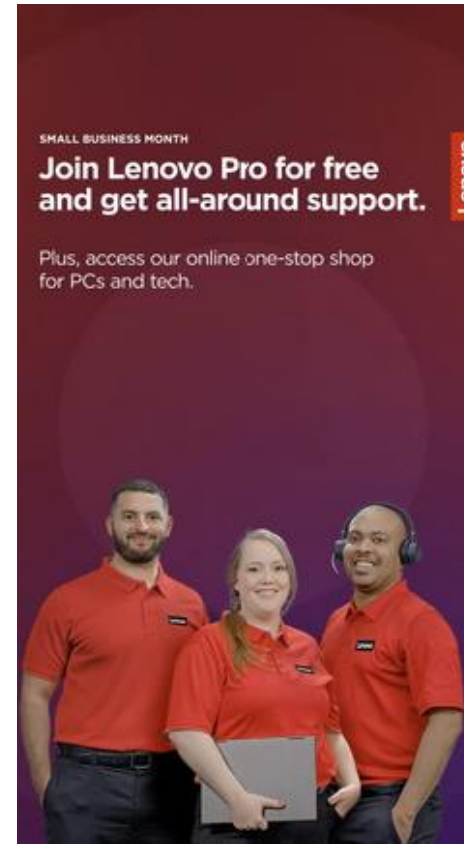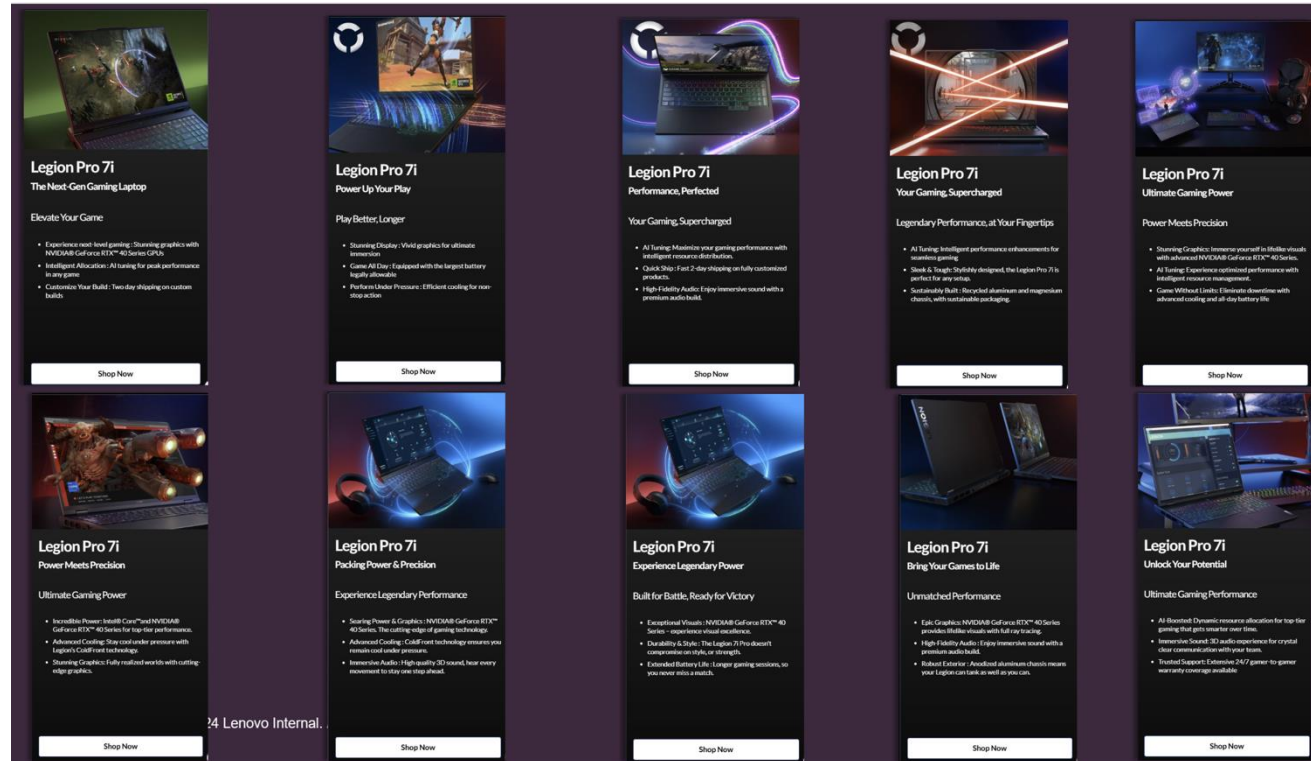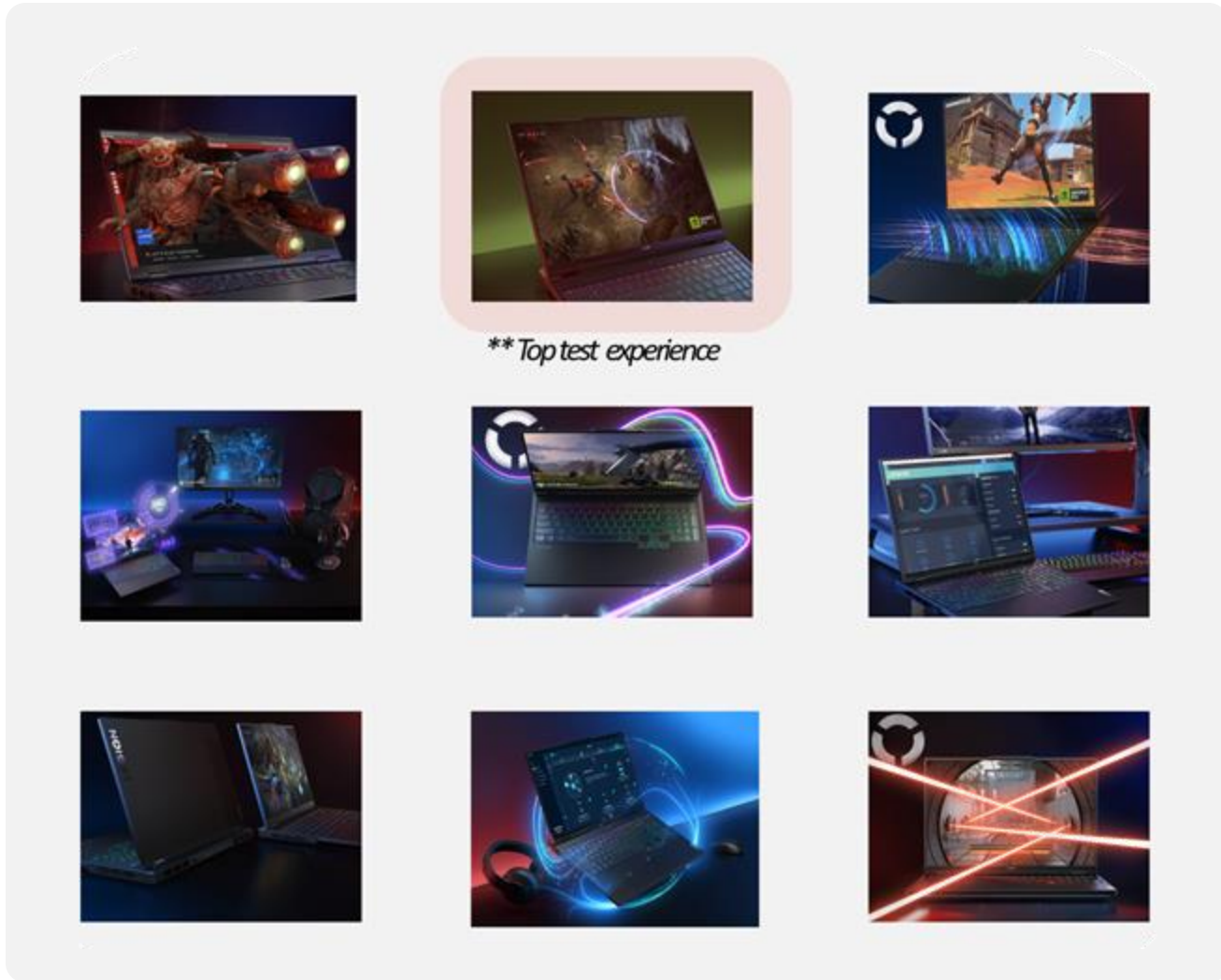
## People categories



Woman



Men



Social group

# Banner ads: Legion gaming

- Created **10 gaming banner** ads for product pages **in 2 days**

- Personalized to **3 different gamer personas**

- **60% reduction** in creation time, from **4 to 1.7 hours**

- **10x** expansion in **personalization**

# GenStudio content: Impact and results



** Top test experience

**Control experience**

▷▷

**Test experience**

▷▷▷▷          +100%

**Top test experience**

▷▷▷▷▷▷▷          +200%

# Analytics made easy for creatives.

GenStudio for Performance Marketing empowers creatives and marketers with insights for ongoing optimization.

**Adobe**

# Adobe's blueprint for scaling content using GenStudio for Performance Marketing.

**Check out now:**





**Adobe GenStudio**
for Performance Marketing

## From proof of concept to a scalable generative AI solution.

How Adobe's Global Marketing Organization scaled content creation with GenStudio for Performance Marketing.

LEARNING PLATFORM

# GenStudio Academy

From playground to production.

**Check out now:**



**6**

hours of video

**25**

courses

**3**

course levels
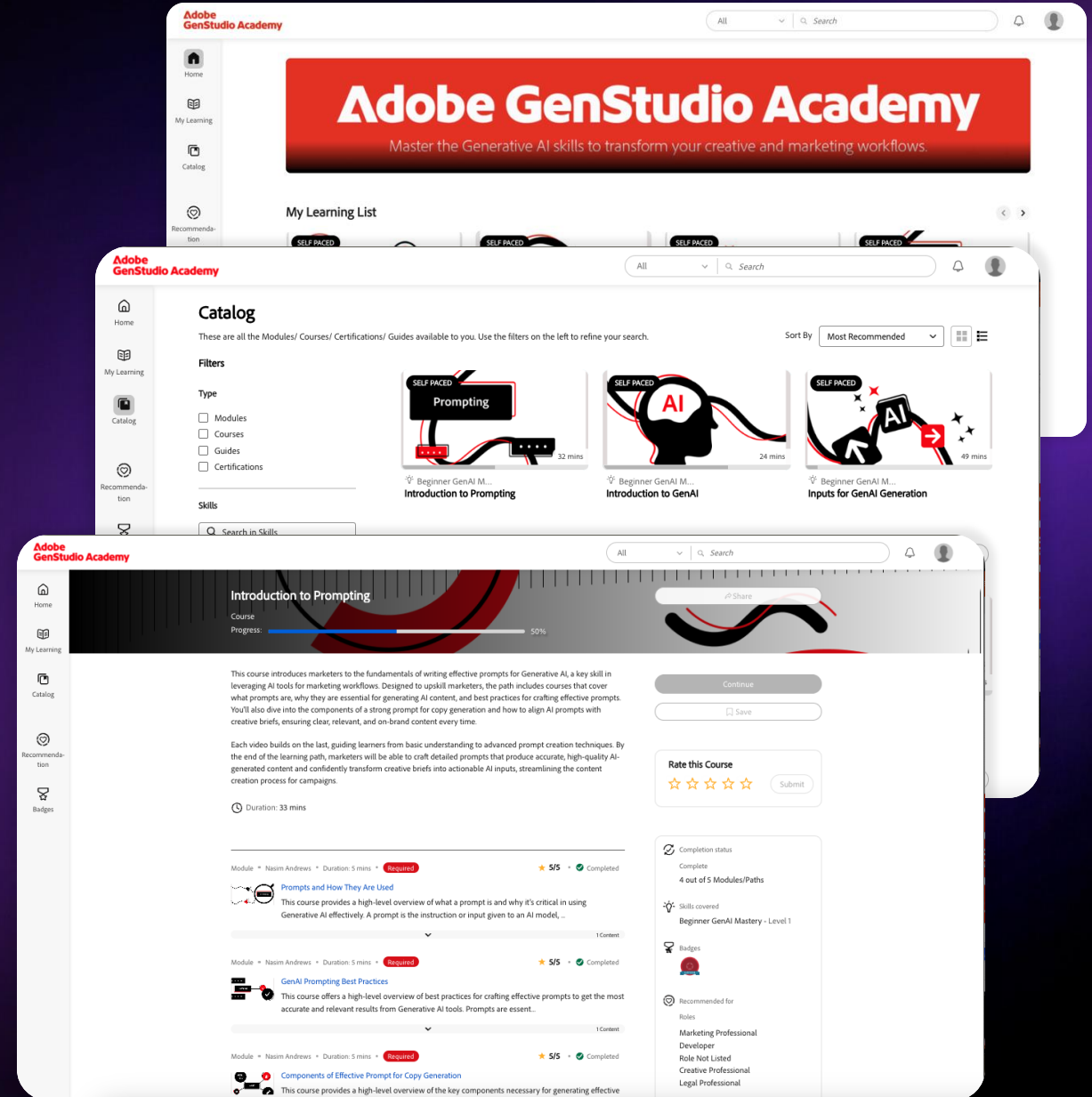
In person ⌄    Online    Sessions ⌄    Speakers    Sponsors ⌄    FAQ    Summit Online 2024    **March 17–20, 2025**    **Register**

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# Innovation ignites at Adobe Summit.

March 17
Preconference

**March 18–20, 2025**
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Be front row for the future of customer experience. Get inspired by innovators from the world's top brands, connect with other leaders, and explore what's next in generative AI and personalization at scale. If you can't attend the live event in Las Vegas, join us online from anywhere. Explore sessions.

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Save $400 per person with group pricing for three or more.

**Register**

**Adobe**

# Adobe GenStudio
# for Performance Marketing

Visit us at http://business.adobe.com/genstudio

# Questions
# & Answers