

Best of Adobe Summit 2025: Driving Enterprise Innovation with Next-Gen AI

Adobe


 Generate

Luxury Paradise |



Which channel has the highest conversion?

 Emails
51%

 Paid media
32%

 Social
17%

Today's speakers



Lindsay Morris

Senior Content Strategist,
Adobe



Klaasjan Tukker

Senior Director, Product Marketing,
Adobe



Robert Haws

Principal Product Marketing Manager,
Adobe



Ed Kennedy

Principal Product Marketing Manager,
Adobe



Rebecca Staley

Senior Content Strategist,
Adobe



Brian Glover

Senior Director, Product Marketing, B2B,
Adobe

Agenda

- Agentic AI & Unified Customer Experience
- Content Supply Chain
- GenStudio for Performance Marketing
- Creativity for All
- B2B 3.0
- Audience Q&A + Resources

Today's speaker



Klaasjan Tukker

Senior Director, Product Marketing,
Adobe

Adobe's AI platform



Acrobat

Express

Firefly App

Creative Cloud

GenStudio

AEP & Apps

Adobe AI Platform

Creative, Document and Customer Experience Agents

Firefly Models

PDF Models

Customer Experience Models

3rd Party Models



Adobe will revolutionize Customer Experience Orchestration with **Adobe Experience Platform Agent Orchestrator**



Marketeecture

Adobe Experience Cloud

Content

Adobe
Experience
Manager

Adobe
GenStudio for
Performance
Marketing

Adobe
Workfront

Adobe
Commerce

Data

Adobe
Real-Time
CDP

Adobe
Customer
Journey
Analytics

Adobe
Analytics

Adobe
Mix Modeler

Adobe
Audience
Manager

Journeys

Adobe
Journey
Optimizer

Adobe
Campaign

Adobe
Target

Adobe
Marketo
Engage

Adobe Brand
Concierge

Experience Platform Agents

Site Optimization Agent

Content Production Agent

Workflow Optimization Agent

Audience Agent

Data Engineering Agent

Data Insights Agent

Journey Agent

Experimentation Agent

Product Advisor Agent

Account Qualification Agent

Experience Platform Agent Orchestrator

Purpose-built Agents | Multi-Agent Collaboration | Reasoning Engine | Customer Experience Models

Adobe Experience Platform

Unified profile

Identity

Buying groups

Enterprise data

Content

Experimentation

Decisioning

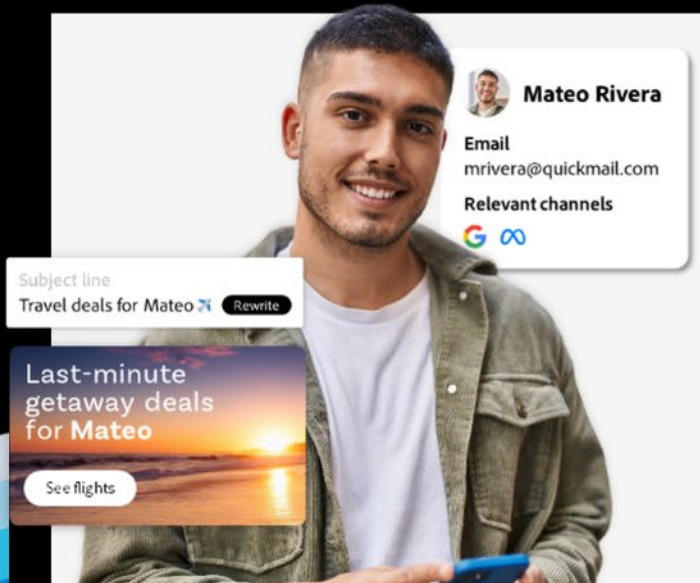
AI Assistant

Composable

Multi-cloud

Privacy &
governance

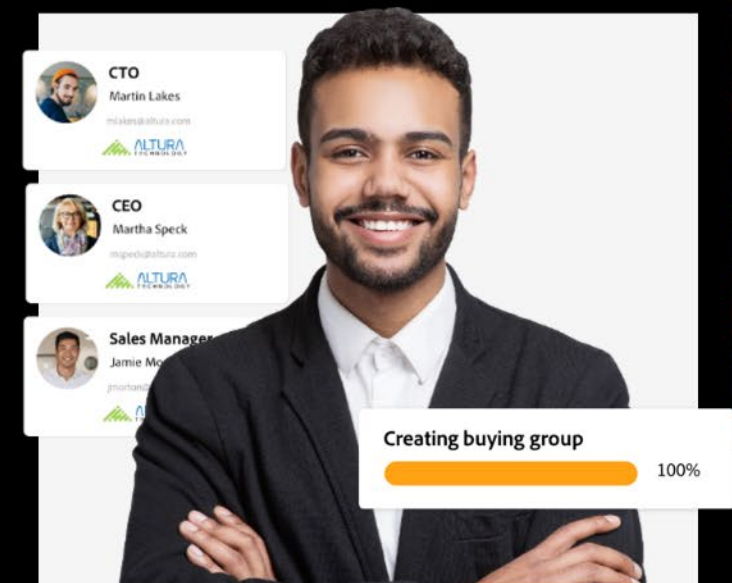
Adobe Experience Cloud



Unified Customer Experience



Content Supply Chain



B2B GTM Orchestration



Adobe GenAI / Adobe Agentic AI
Adobe AI supercharges all Adobe solutions

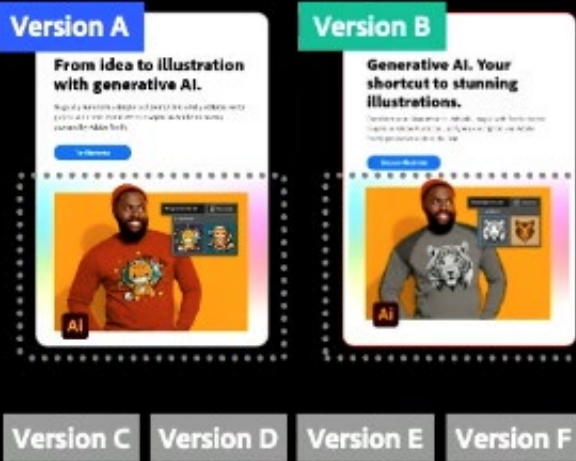
Unified Customer Experience

Adobe



Hypothesis Generation

Determine what works best, i.e., layout, content (copy, images, TA size & color).



Journey Generation

Use rules or AI decisioning to identify the next best experience for each customer.

Customer	Age	Behavior	Offer 1	Offer 2	Offer 3	Offer 4
John	26	Gold loyalty, frequent browsing, no recent purchase	15% off purchase	2x points w/ card	3x points in-store	\$10 off for 1000pts.
Mary	32	Bought clothes; recent affinity to jewelry	5% off handbags	2x on clothes	10% off jewelry	\$10 off for 1000pts.

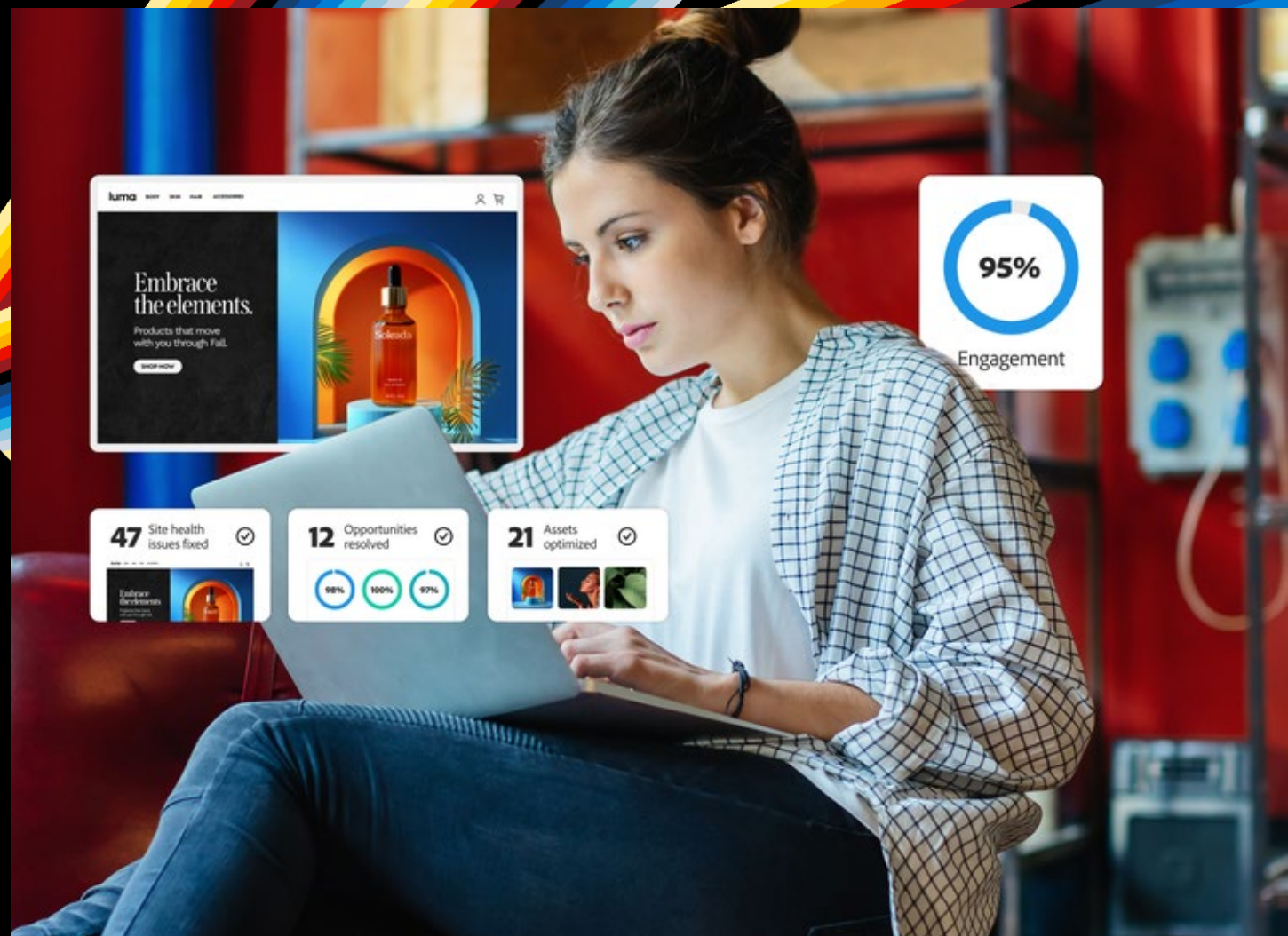
Journey Optimization

Use AI/ML to predict best time to send an email based on historical open & click rates.

[illegible]

ADOBE EXPERIENCE MANAGER SITES OPTIMIZER

Automate website optimization with generative AI.



Adobe



Hilary Cook

VP and Global Head of Marketing Orchestration,
Marriott International

Klaasjan's Adobe Summit Playlist



#	Title
1	<u>Marketing Operations at Scale - GS2</u>
2	<u>Leveraging Customer Experience Use Cases to Drive Better Business Outcome - S651</u>
3	<u>Scaling Mobile App Growth: AI, Personalization, and Real-Time Engagement - S524</u>
4	<u>Your Data Warehouse + Intelligent Activation: The Power Couple for In-The-Moment Experiences - S505</u>
5	<u>Optimize Traffic, Engagement, and Conversion of Your Digital Experiences - S327</u>
6	<u>Distilling the Content Cocktail: Discover Ingredients That Convert - S104</u>

Today's speaker



Robert Haws

Principal Product Marketing Manager,
Adobe

Common Content Supply Chain questions

**How can I create
content fast
enough?**

**How can I create
enough of the right
content?**

**How can I make
sure it meets my
brand standards?**

Common Content Supply Chain questions

**How can I create
content fast
enough?**

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enough of the right
content?**

**How can I make
sure it meets my
brand standards?**

What role does AI play in all of this?

Three Content Supply Chain opportunities



Speed



Scale



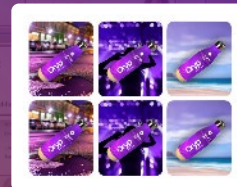
Brand Integrity



Artificial Intelligence

Five building blocks to optimize your content supply chain

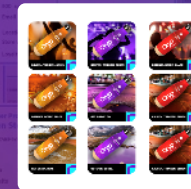
Creation & Production



Workflow & Planning



Asset Management



Delivery & Activation



Reporting & Insights



Adobe GenStudio transforms the content supply chain

Workflow and Planning



Workfront

Creation and Production



CC Apps



Express



Firefly
Services



Frame.io

Asset Management



Adobe Experience
Manager

Delivery and Activation



Native connectivity to
any Experience Cloud
delivery application



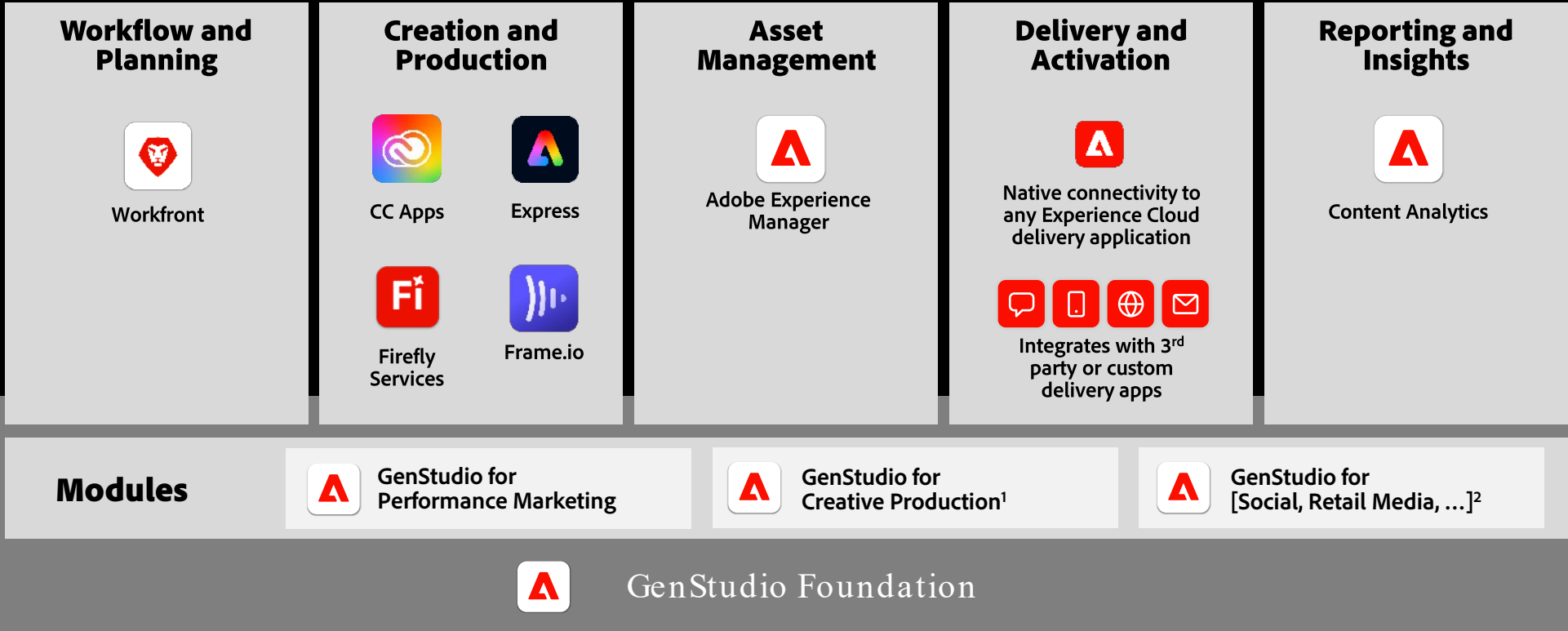
Integrates with 3rd
party or custom
delivery apps

Reporting and Insights

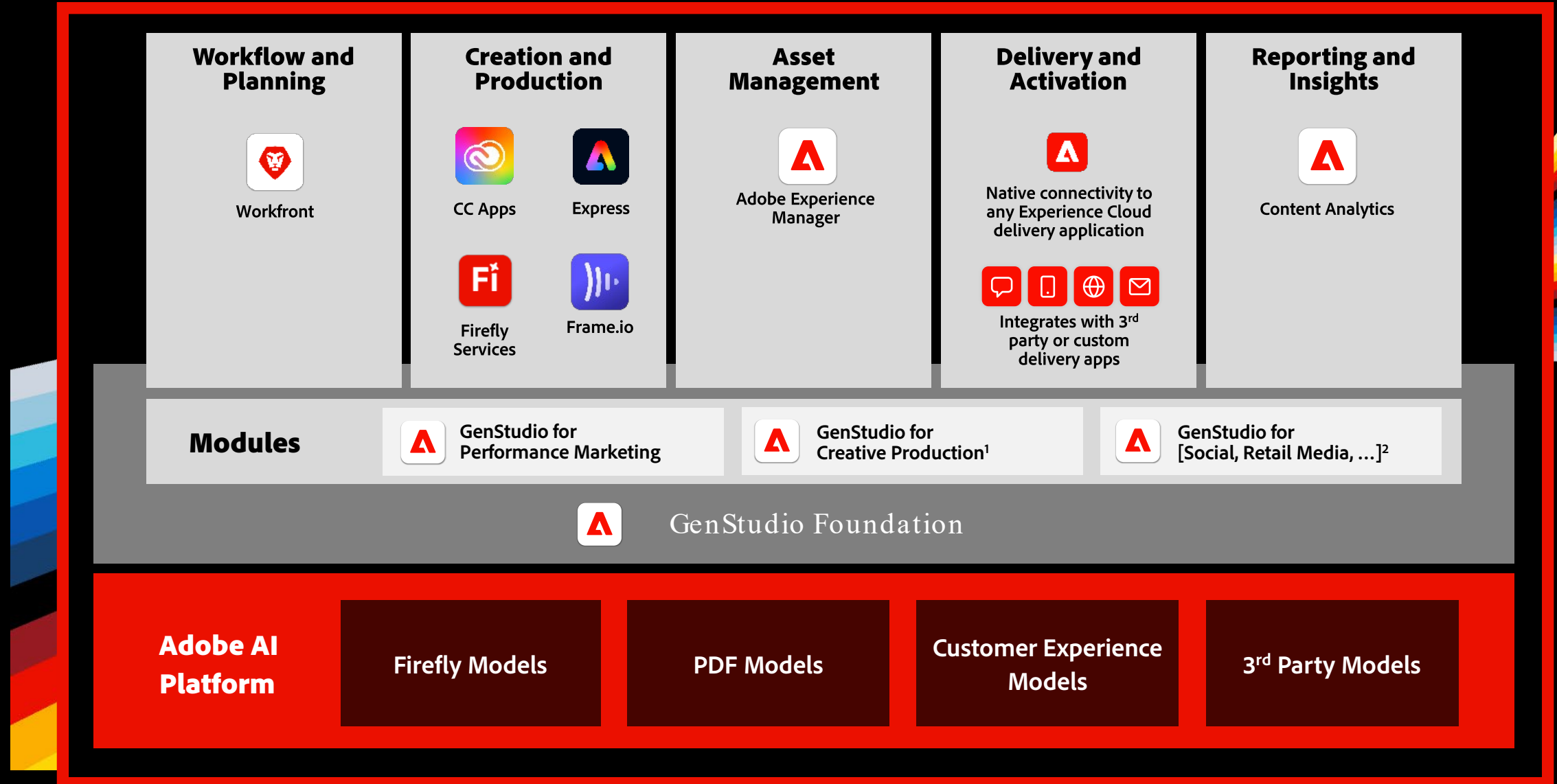


Content Analytics

Adobe GenStudio transforms the content supply chain



Adobe GenStudio transforms the content supply chain



GenStudio leverages Experience Platform Agents



Rob's Adobe Summit Playlist



#	Title
1	<u>Driving Marketing Agility and Scale: Transforming your Content Supply Chain with AI - SK2</u>
2	<u>Adobe's Top 10 Generative AI Capabilities to Accelerate Your Content Supply Chain - S401</u>
3	<u>How Adobe Uses GenStudio to Supercharge Its Global Marketing Organization - S402</u>
4	<u>Scale Content with GenStudio for Performance Marketing, Firefly Services, and Express - S407</u>

Today's speaker



Ed Kennedy

Principal Product Marketing Manager,
Adobe

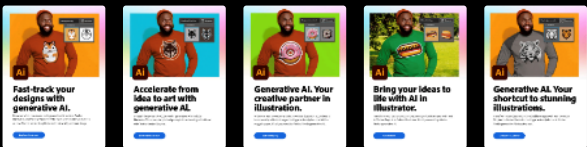
Increasing campaign performance using generative AI



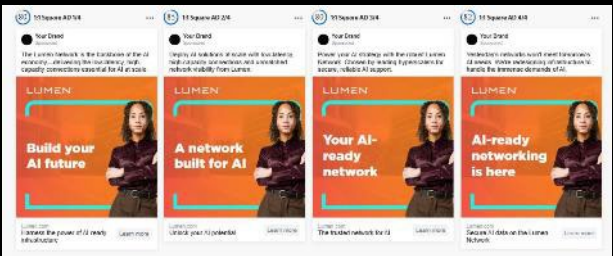
Real-time Marketing
+9% return on ad spend



Testing at scale
+57% boost in email click-through-rates



Personalized Ads using GenAI
+65% faster content



Created **10 gaming banners** in
2 days across **3 different**
gamer personas while
reducing banner creation
time by 60% 4 hours to
1.5 hours)



Source: Adobe.(2022). From proof of concept to a scalable generative AI solution. Adobe Experience Cloud.



**Creating personalized, high
performing ads in minutes**

**Resize and reframe videos
into ads in minutes**

**Create animated ads in
minutes from a single
image**

Ed's Adobe Summit Playlist



#	Title
1	<u>Adobe GenStudio for Performance Marketing Innovations and Roadmap - S408</u>
2	<u>GenAI: From Playground to Production with GenStudio for Performance Marketing - OS408</u>
3	<u>Real-World Insights from Brands Using GenStudio for Performance Marketing - S403</u>
4	<u>Supercharge B2B Marketing with Adobe GenStudio for Performance Marketing - OS219</u>
5	<u>A Developer's Guide: Extending Adobe GenStudio for Performance Marketing - OS606</u>



*For access to GenStudio for
Performance Marketing
product sandbox*

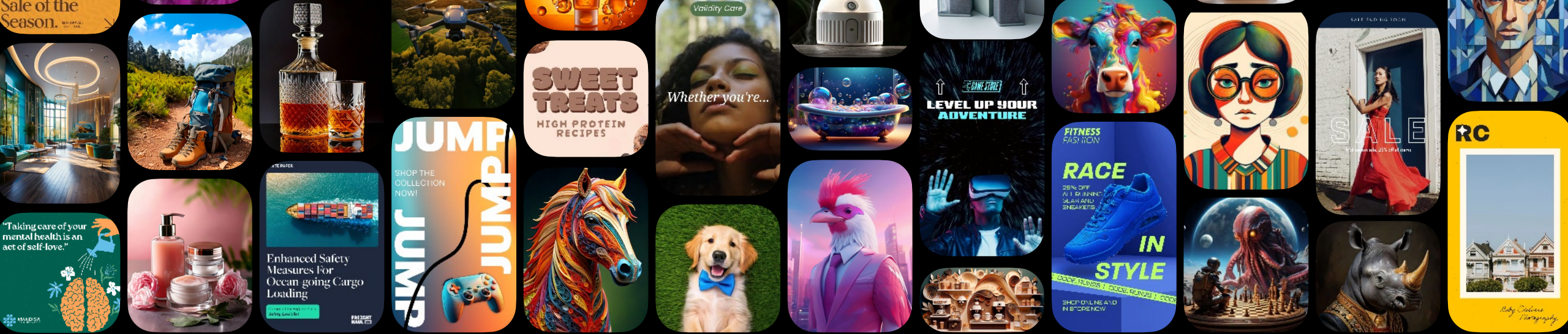
Today's speaker



Rebecca Staley

Senior Content Strategist,
Adobe





Creativity + Marketing + AI





Home



Gallery



Files



About




Help




Adobe Firefly

 Featured

 Image

 Video

 Audio

 Vector





Firefly Services

30+ generative and creative APIs, including:



Generate Image



Product Crop



Generative Fill



Remove Background



Object Composites



Data Merge



Custom Models




Auto Tone



Translate & Lip Sync

...and more

 Batch remove background



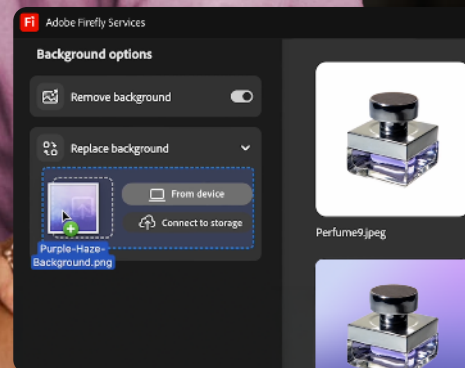
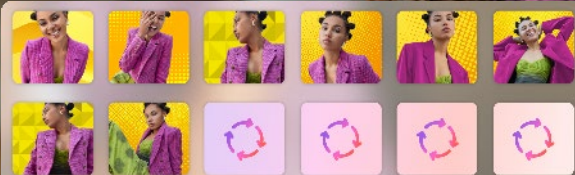
1000+ variants



Model image



Firefly backgrounds



Adobe Express

aisle
1100





Adobe

Community and Support

Community and Support

Welcome

Customer Experience

Supply Chain

osys

Adobe
Staff

Rebecca's Adobe Summit Playlist

#	Title
1	<u>On Brand, on Time: Three Ways to Scale Content Creation with Adobe Express - S951</u>
2	<u>Scale Content for Your Brand with Firefly Services & Custom Models - S952</u>
3	<u>PepsiCo Design and Doritos' Journey with Adobe Firefly and Generative AI - S922</u>

Today's speaker



Brian Glover

Senior Director, Product Marketing, B2B
Adobe

B2B3.0

Four pillars of B2B 3.0

Data.

Content.

Journeys.

AI.

The collage illustrates various B2B 3.0 digital experiences:

- User Profile:** Jennifer Choo, VP of Revenue Operations at Bodea. Contact info: j.choo@bodea.com, Account number 10025486.
- Email Campaign:** "Send email" action on people. Subject: "Email Enjoy unlimited and secure storage for your business."
- Product Catalog:** Joshua's catalog. Product: AlturaPro Enterprise Server Rack, \$29,999. Action: Add to cart.
- Product Recommendation:** "Product recommendation" section showing server racks.
- Configuration:** "Configure and explore" button.
- High Performance:** "High performance" badge.
- Approved Assets:** "Approved assets" badge.
- Webinar:** "Webinar" titled "Minimize ROI on Your Tech Hardware Investments" on 12th Time: 10 A.M. PST.
- My Learning List:** "My learning list" section showing various learning modules.
- Learning Modules:**
 - "Understanding the media" by Allen Partridge, 03 Apr.
 - "Building relationships in the buying cycle" by Allen Partridge, 03 Apr.
 - "Powered industrial truck safety for managers" by Allen Partridge, 03 Apr.
 - "Safety - lockout tagout" by Allen Partridge, 03 Apr.

Adobe B2B GTM Orchestration



Adobe
Marketo Engage



Adobe Journey
Optimizer



Adobe
Customer Journey
Analytics



Adobe
Real-Time CDP



Adobe
Commerce



Adobe
Experience
Manager



Adobe
Target

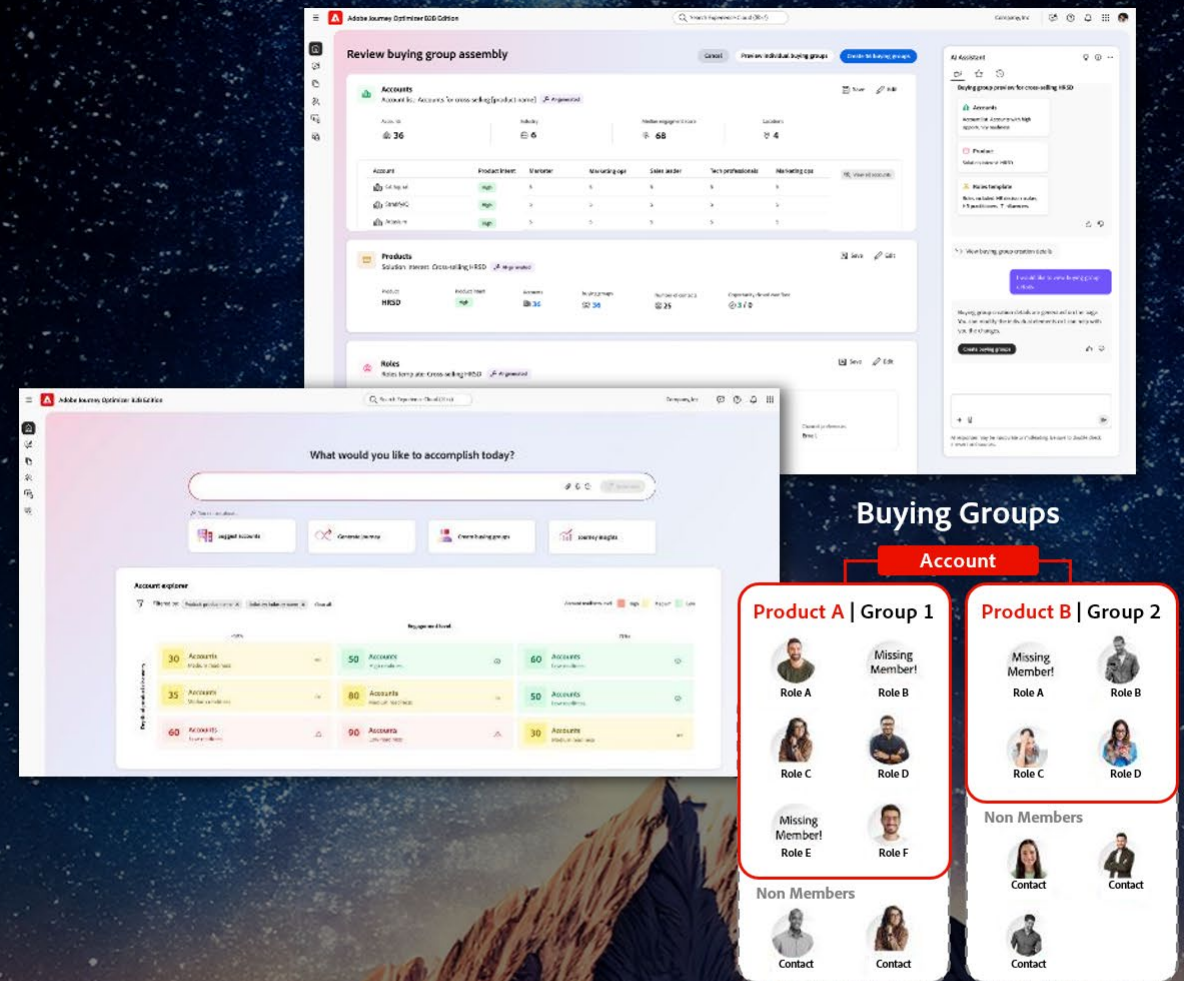
Adobe Experience Platform

Adobe B2B GTM Orchestration

Announcing: Buying Group Discovery & Creation



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Adobe Journey Optimizer B2B
Edition



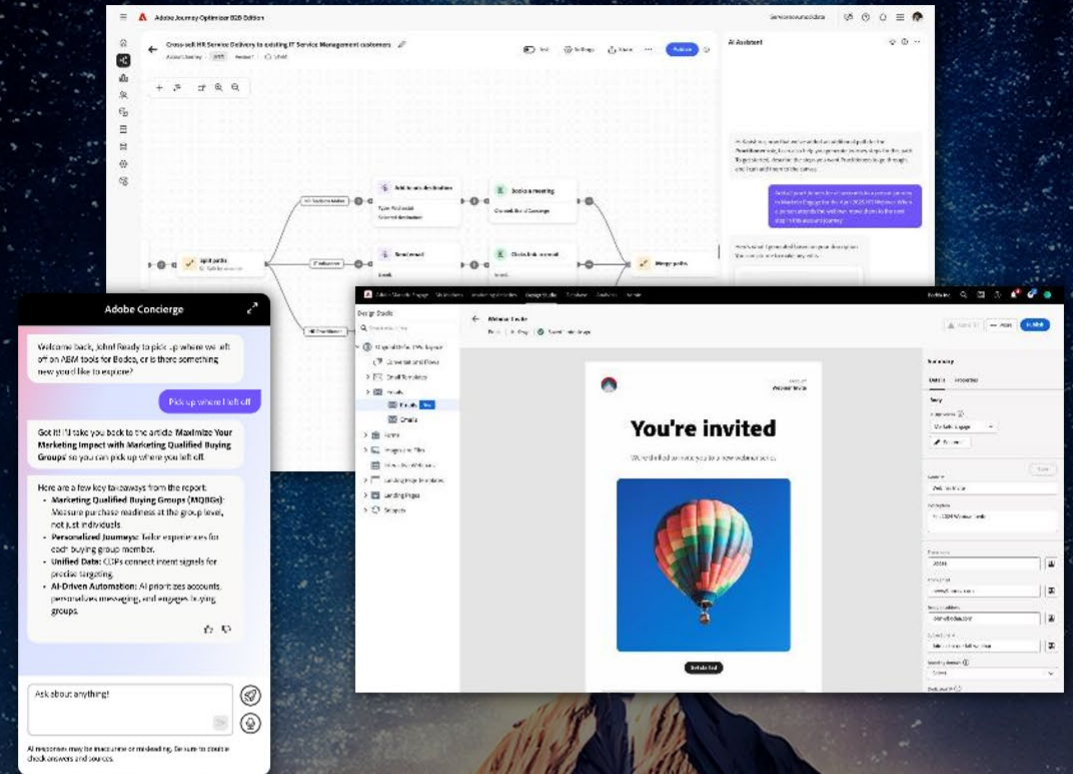
Adobe Real-Time CDP B2B Edition

Adobe B2B GTM Orchestration

Announcing: Brand Concierge B2B Edition AI-Powered Journeys Adobe Express Integration



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Adobe Journey Optimizer B2B
Edition



Adobe Marketo Engage



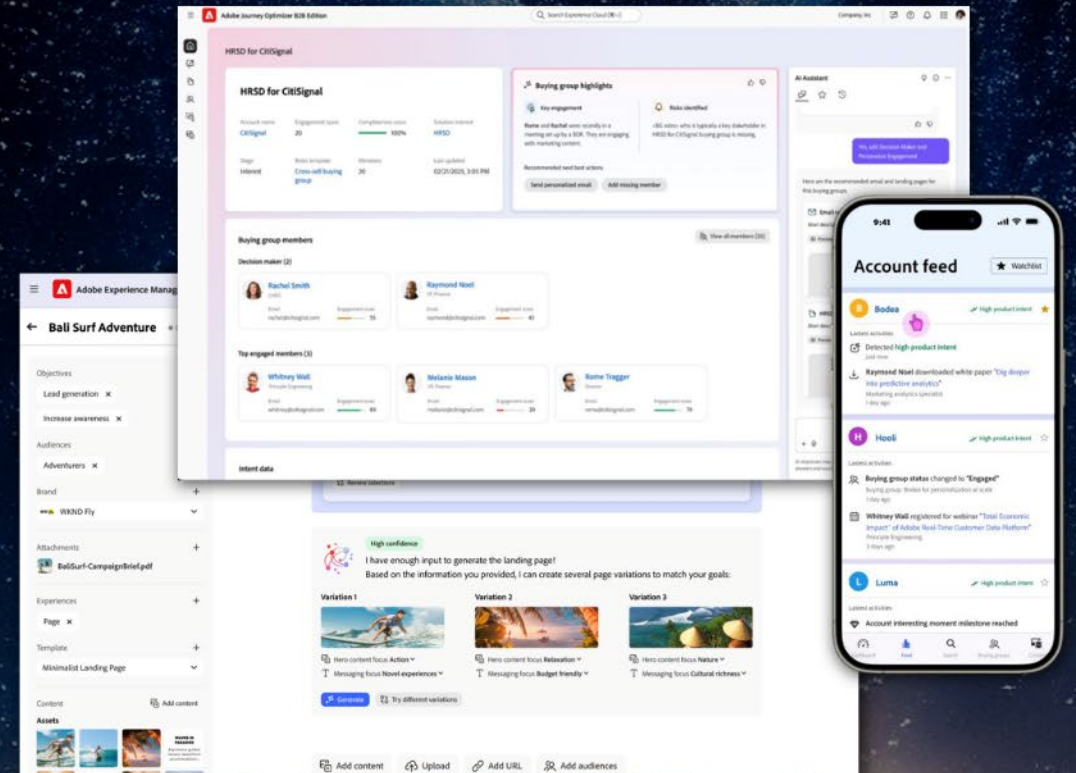
Adobe Express

Adobe B2B GTM Orchestration

Announcing: Sales Insights Account Qualification Agent



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Adobe Journey Optimizer B2B Edition



Adobe Experience Manager Sites

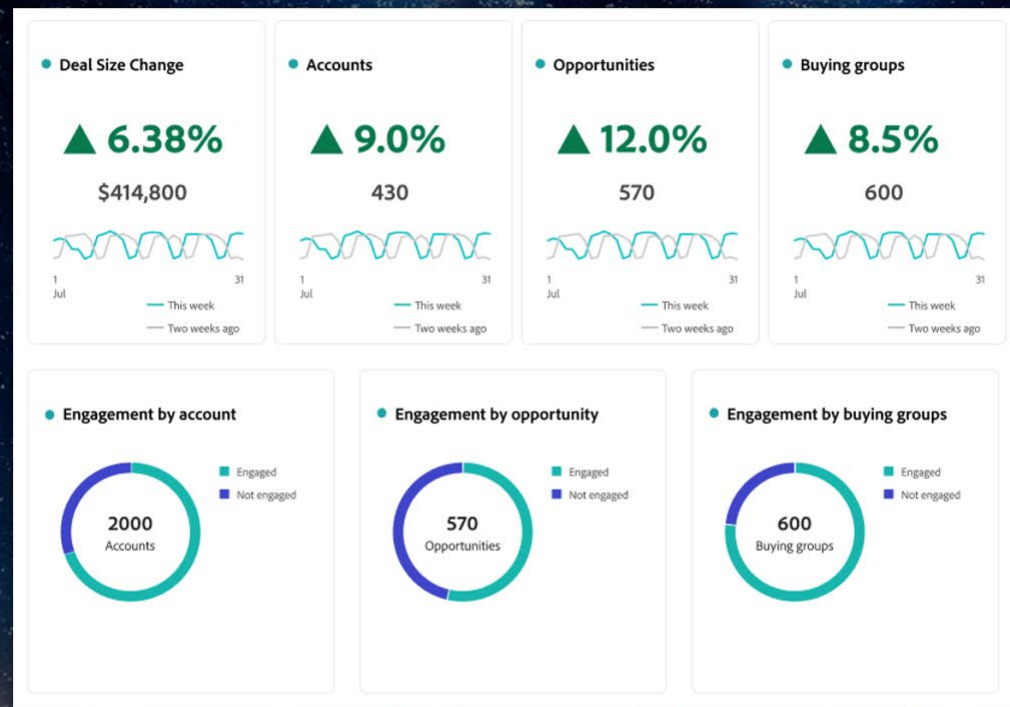


Adobe Commerce

Adobe B2B GTM Orchestration

Announcing:

Customer Journey Analytics B2B Edition



Customer Journey Analytics B2B Edition

Adobe B2B GTM Orchestration



B2B3.0

Brian's Adobe Summit Playlist

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Related Content

- [\[Blog\] The best of Summit 2025](#)
- [Adobe Experience Platform Agent Orchestrator for Businesses](#)
- [Adobe Content Analytics](#)
- [Overview of all AI features](#)
- [Up next: The Future of Work with AI](#)

Adobe