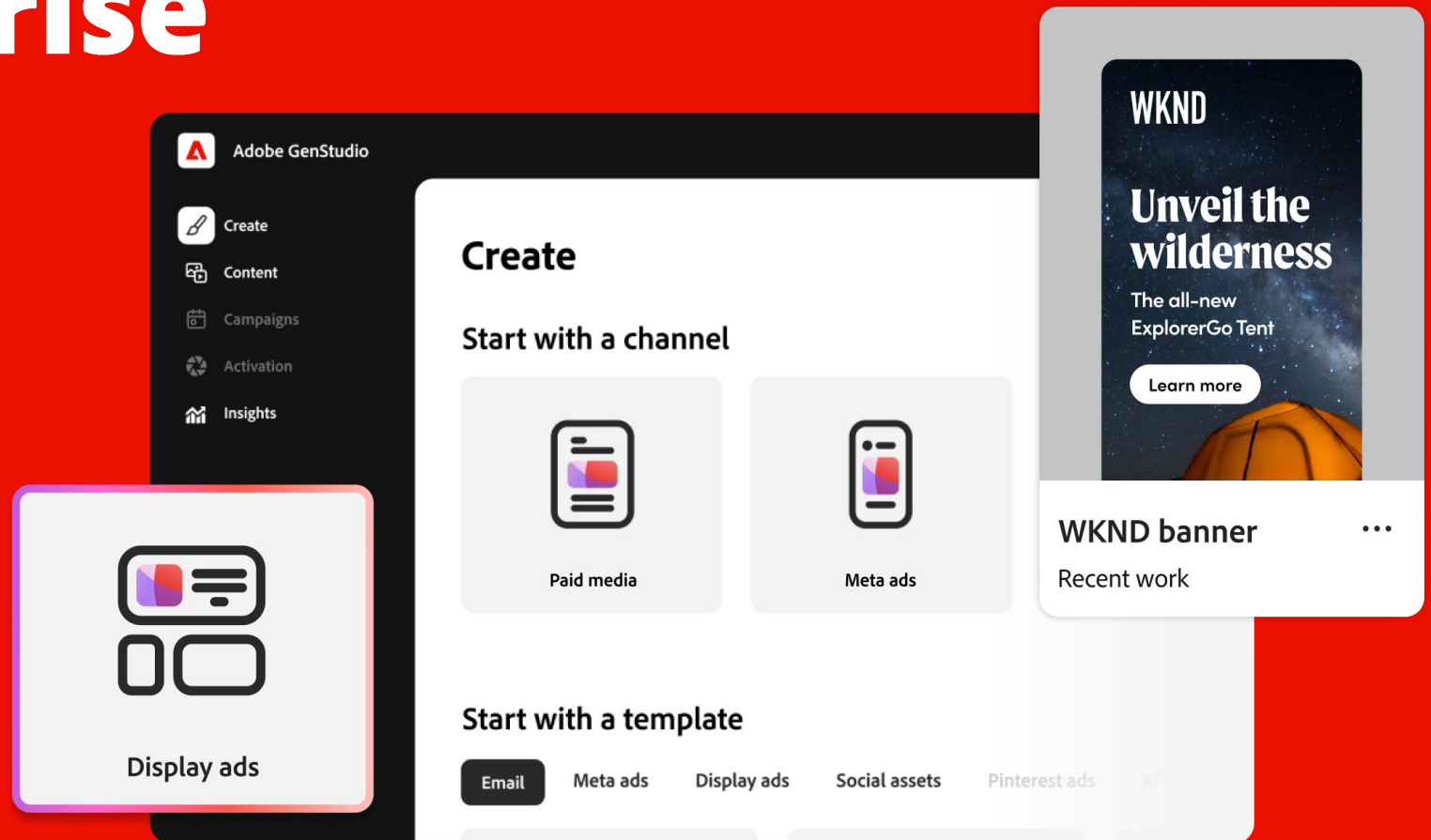


GenAI and Marketing in the Enterprise

Adobe



Speakers



VARUN PARMAR

General Manager, GenStudio &
Firefly Enterprise
Adobe



PATRICK BROWN

VP, Growth Marketing & Insights
Adobe



LINDSAY MORRIS

Senior Content Strategist
Adobe

Agenda

1

**Adobe GenStudio for
Performance Marketing**

Varun Parmar, Adobe

2

**Developing and using GenStudio for
Performance Marketing at Adobe**

Patrick Brown, Adobe

3

Discussion: The future of content creation

Varun Parmar and Patrick Brown

4

Audience Q&A

All



Varun Parmar

General Manager, GenStudio & Firefly Enterprise
Adobe

Adobe



Adobe GenStudio for Performance Marketing

Adobe

WKND To You 3:17 PM

Jamie Loughton

Email Address
jloughton@fastmail.com

Gender: Male Birth Date: 01/06/1992

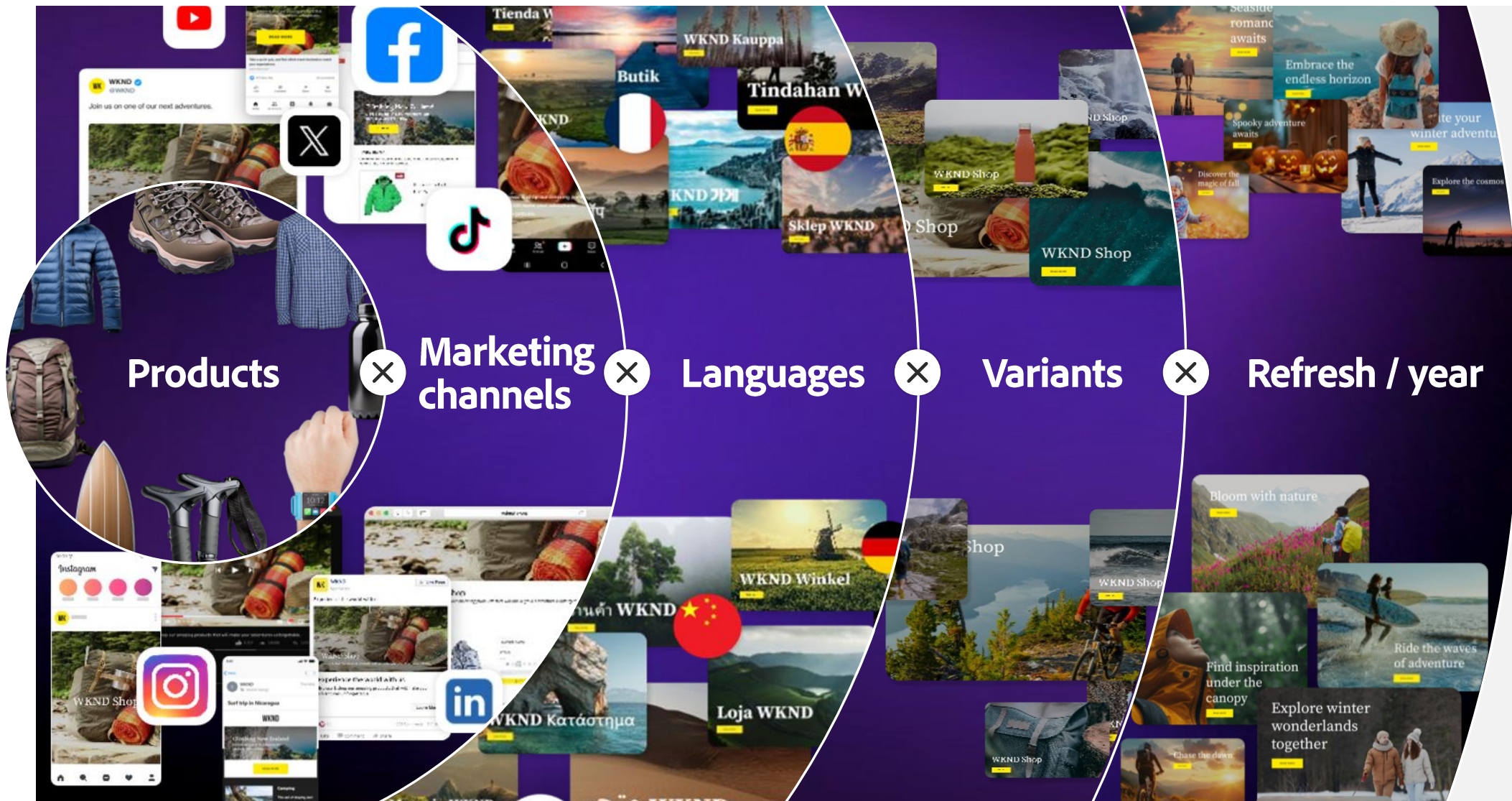
Location service

WKND To: James

**Jamie, your next
adventure awaits**

Explore now

Demand for content to drive personalization outpaces capacity



Content volume

Content is a significant driver of marketing ROI and drives 49% of incremental sales.

However

59%

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

Can you update the regional sales brochure with market-specific stats?
Asset_54758.pptx

Human Resources
Please create a branded template for job postings.

Can you design a banner for monthly employee update comms?
Banner_Template.pptx

Human Resources
Please create a banner for monthly employee update comms

Human Resources
Could you design a banner for our internal learning program?

People Operations
Request for an email banner for monthly employee update comms

Sales Manager
Please create a template for summarizing features.

People Operations
Can you make visuals for our Employee of the Month campaign?

Channel Marketer
Please update the partner toolkit with the latest assets

Social Marketer
Please design templates for recurring weekly posts.

Sales Manager
Can you design a professional proposal template for pitches?

Franchisee
Could you create a social media ad highlighting our local store's special offer?

Channel Marketer
Can you create a flyer for our joint promotion with a key distributor?

Sales Manager
We need a Customer Presentation for potential new clients

Channel Marketer
Please update the partner toolkit with the latest assets

Channel Marketer
Can you design a co-branded email template for partners?

Regional Marketer
Could you adapt the campaign visuals for local cultural relevance?
Campaign_visuals156789.psd

Channel Marketer
Could you design a co-branded email template for partners?

Channel Marketer
Please update the partner toolkit with the latest assets
Asset_54758.png
Updated_partner_Toolkit.doc

Channel Marketer
Please update the partner toolkit with the latest assets



Adobe GenStudio for Performance Marketing

A Gen AI-first content workflow application for marketing and creative teams that leverages agentic AI to create and activate omnichannel content for digital marketing campaigns.



On-brand



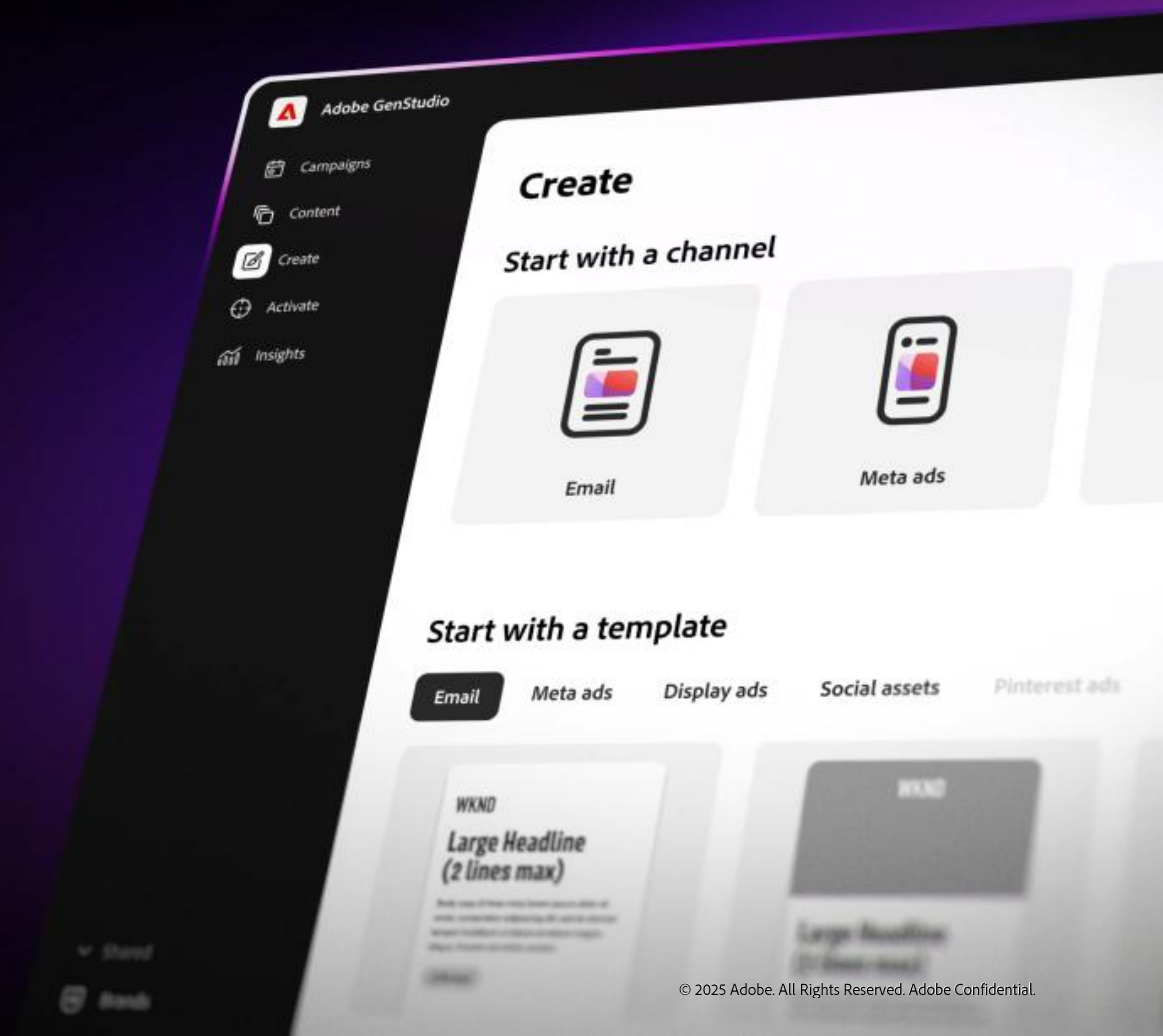
Customized



Performant



Compliant



Scale generation of **enterprise-grade,** **production-ready** content



On-brand

Generate on-brand content with built-in guardrails.



Customized

Customize content for your target audiences.



Performant

Granular insights on performance for continual optimization.



Compliant

Ensure compliance with industry standards and legal requirements.

Innovations **coming soon**

Adobe

- AEM Sites
- Marketo
- Journey Optimizer
- RTCDP

Adobe integrations

Unlock the full power of Adobe's digital experience applications with integrations to Journey Optimizer, Marketo Engage, Real-Time CDP, and Experience Manager Sites.

Generate

A retro-futuristic rocket launch, fiery exhaust, and a cosmic backdrop of planets and stars

Image & video generation

Use Adobe Firefly, with support for custom models, to generate new images and videos.

Company name Add-on

Select a claims library
Huddlecon

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

Extensibility

Seamless integrations with partner tools, including partner-developed compliance add-ons.

Channels: Snapchat, TikTok, Facebook, Instagram, Google Ads, Microsoft Advertising

Experiences: WKND, Arctic Surfing in Lofoten, Climbing New Zealand

Channel activation

Activate new experiences directly to partner platforms like LinkedIn.



Patrick Brown

VP, Growth Marketing & Insights
Adobe

Adobe

Developing and using GenStudio for Performance Marketing

Patrick Brown

VP, Growth Marketing & Insights,
Adobe

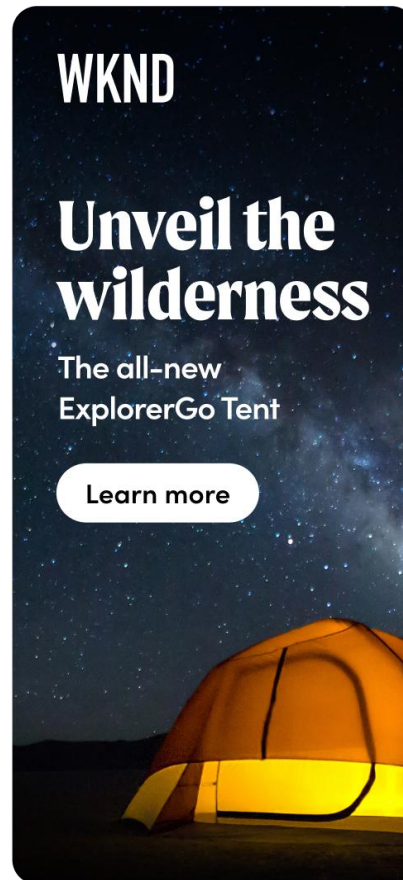


Image attributes

Starry sky Scene

Number of images

41

Clicks

9M

CPM

\$0.92

Impressions

9M

CTR

0.27%

CPC

\$0.41

Generate similar

Adobe

Before we get started

Who I am and what I do.

Growth Marketing & Insights



Insights

- Marketing planning and analysis
- Category/customer analysis
- Marketing channel optimization
- Adobe digital insights



Execution

- Global email delivery
- Global media strategy and buying



Science and engineering

- Marketing data science
- Platform operations and engineering

Setting the stage

The unmet needs of the Global Marketing Organization (GMO) at Adobe.



GMO overview

- Billion-dollar annual marketing spend
- Millions of emails sent yearly
- Campaigns in 50+ languages globally



Content challenges

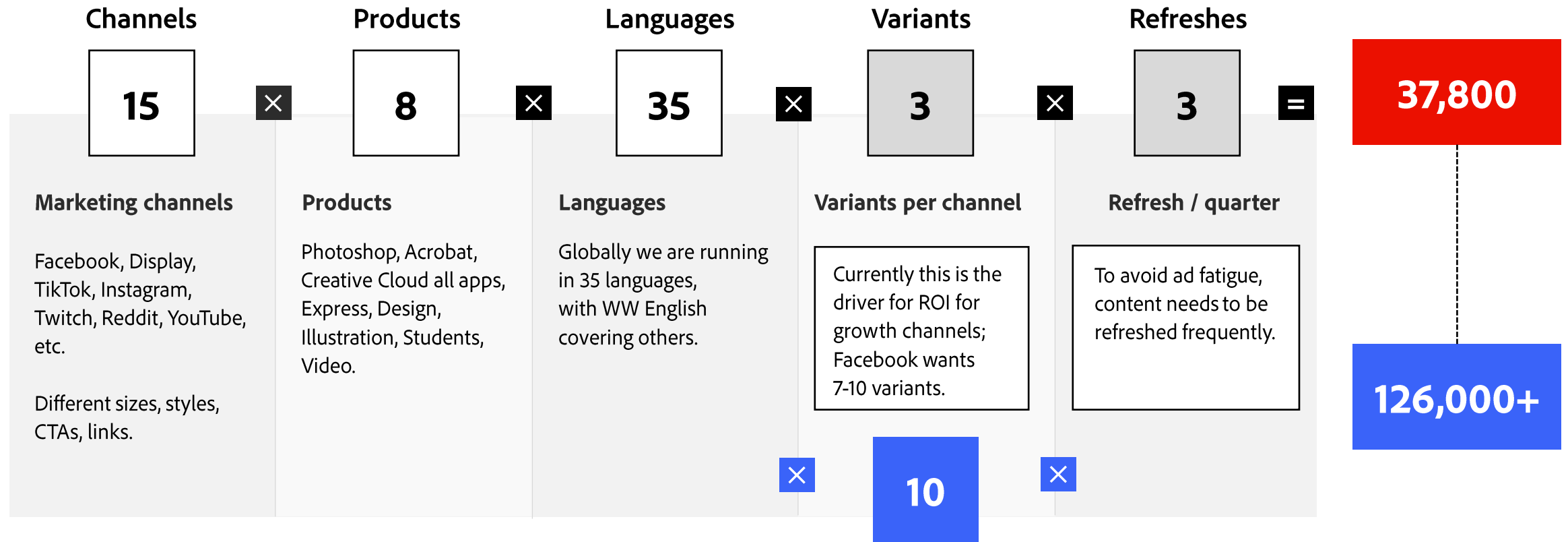
- Content bottlenecks due to limited traditional content production capabilities
- Studio overwhelmed by needs for major campaigns
- Content constraints limit ad engagement and reduce ROI

Focused use cases

1. Produce more variations to fuel testing and optimization
2. Reduce time-to-market for new creative

Volume is driven by scale, velocity, and ROI

Drivers of content volume.



Adobe GenStudio for Performance Marketing story

The product evolved to support new ways of working.



Ways of working

First core team of "hand raisers" were naturals. ("too good"?).

New cross-functional squads created requiring new roles and talent profiles (for example, AI-first creatives and marketers, applied scientists and engineers).

Scaling required infrastructure. Brand guidelines, prompt playbooks, and approval flows support 40+ marketers globally.

Example: Early pilot with Studio-led email creative

Copy: Studio + LLM

Images: Studio + Photoshop Generative Fill

Version 1

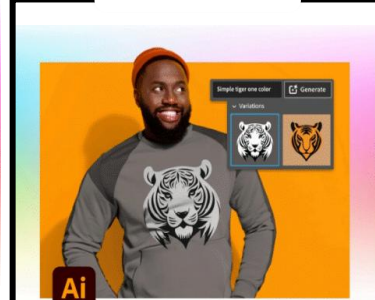


Fast-track your designs with generative AI.

Discover what you can do with generative AI tools in Adobe Illustrator, powered by Adobe Firefly. Type a description and watch as new Text to Vector Graphic turns it into a fully editable image.

[Explore Illustrator](#)

Version 2



Generative AI. Your shortcut to stunning illustrations.

Transform your ideas into rich, editable images with Text to Vector Graphic in Adobe Illustrator. Just type a description and Adobe Firefly generative AI does the rest.

[Discover Illustrator](#)

Version 3



Accelerate from idea to art with generative AI.

Unleash the power of Adobe Firefly generative AI in Adobe Illustrator. Transform simple text prompts into stunning editable art with Text to Vector Graphic.

[Dive into Illustrator](#)

Version 4



Generative AI. Your creative partner in illustration.

With new Text to Vector Graphic in Adobe Illustrator, your ideas become rich, editable images. Just type a description and let the magic happen. It's all powered by Adobe Firefly generative AI.

[Start designing](#)

Version 5



Bring your ideas to life with AI in Illustrator.

Transform your text prompts into stunning editable images with Text to Vector Graphic in Adobe Illustrator. It's all powered by Adobe Firefly generative AI.

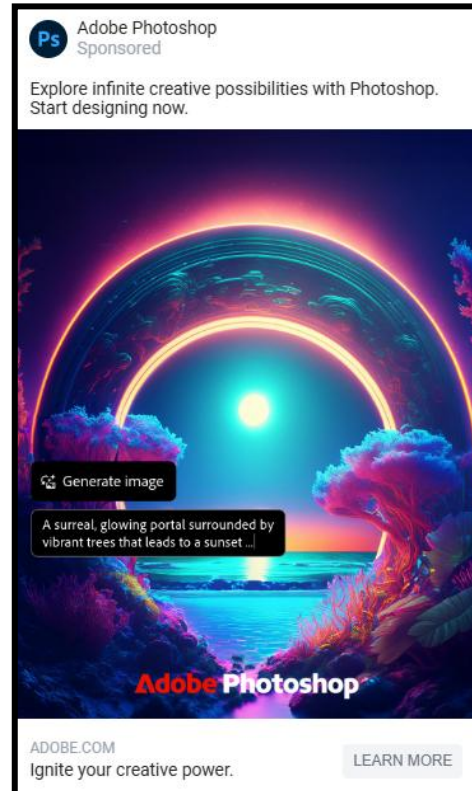
[Create now](#)

50+% CTR

over average CTR of other variants

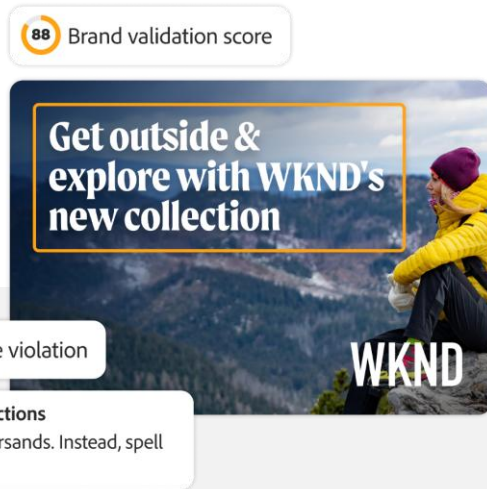
Example: Analyzing the impact of UI elements on creative ad performance

Creative: Marketer-driven assets; Ps portal



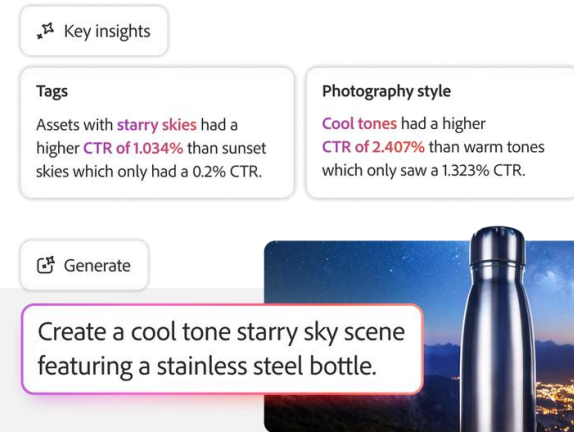
Results: Creative featuring UI expression resulted in **2.3 ROMS, +73% ROMS higher ROMs** versus creative without UI expression.

Collaboration between creative and marketing is critical to success



Creative = Champion

- Generate hero content
- Define brand guidelines
- Provide brand approved templates
- Review and approve content



Marketer = End user

- Understand content performance
- Generate diverse unique content
- Self-serve content re-use and creation
- Create great, on-demand content

A path to success

To shift an organization, adopt a phased approach



1

Identify a generative AI champion, and Executive Sponsor.



2

Assemble a cross-functional team and give them space.



3

Empower teams to document brand identity and segment personas into clear guidelines.



4

Focus on one area and business objective (for example, time to market, ROI).



5

Develop playbooks and training material.



6

Establish review and approval processes.



7

Leverage this initial team to train others.

This measured approach **maintains quality, enables smooth transition, and maximizes long-term impact.**

Discussion



VARUN PARMAR

General Manager, GenStudio &
Firefly Enterprise
Adobe



PATRICK BROWN

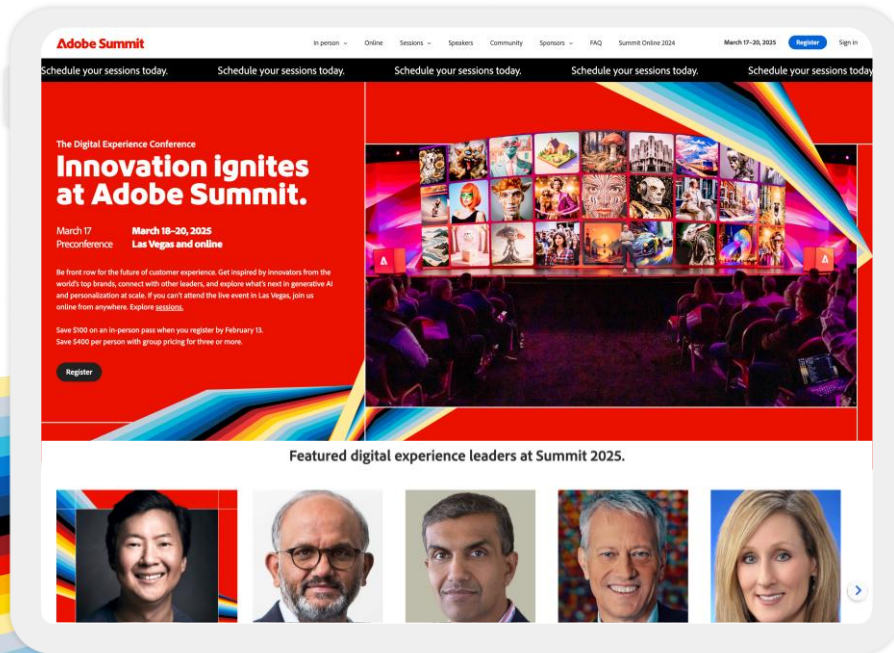
VP, Growth Marketing & Insights
Adobe



LINDSAY MORRIS

Senior Content Strategist
Adobe

Summit.Adobe.com



Session:
Revolutionizing Content: Engaging the Entire Buying Group

Speakers:
Phyllis Davidson
VP, Principal Analyst, Forrester

Jill Steinhour
Director, Industry Strategy, High Tech, Adobe



Session:
How Adobe Uses GenStudio to Supercharge Its Global Marketing Organization

Speakers:
Heather Freeland
Chief Brand Officer, Adobe

Jason Oke
Global Client President and Integrated Client Leader, Dentsu



Session:
Scaling High-Impact Content with GenStudio for Performance Marketing

Speakers:
Purnima Rachoor-Roy
Group Product Marketing Manager, Adobe



Session:
How Delta Air Lines Optimized Its Content Supply Chain with Adobe GenStudio

Speakers:
Daniel Hayden
Transformation Director, Adobe

Q & A

REPORT

Adobe's blueprint for scaling content using **GenStudio** for **Performance Marketing**

Check it out now



Adobe



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LEARNING PLATFORM

GenStudio Academy

From playground to production.

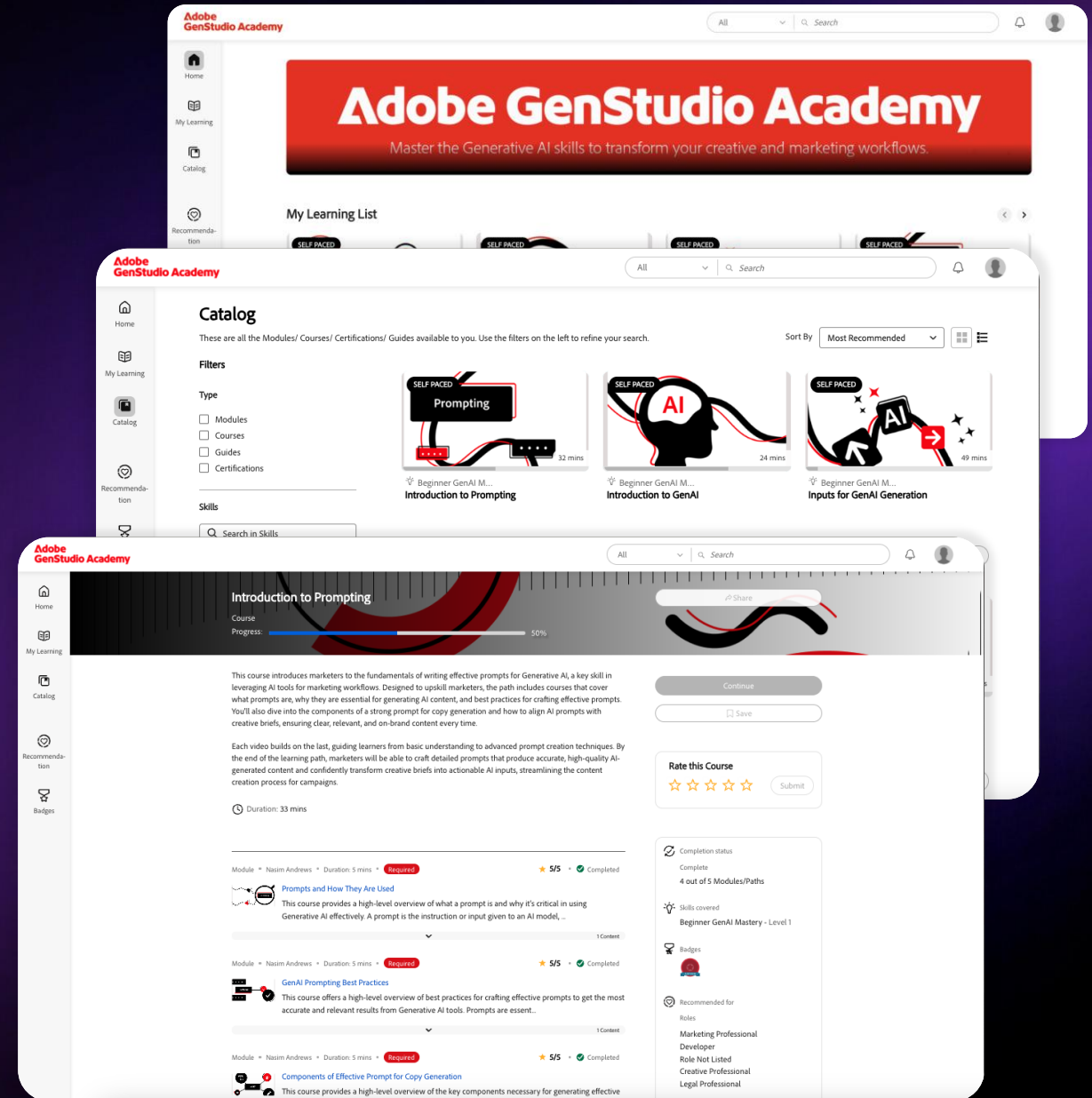
Check it out now



6
hours of video

25
courses

3
course levels



Related Content

- [DEMO: Adobe GenStudio for Performance Marketing](#)
- [REPORT: From proof of concept to a scalable generative AI solution.](#)
- [USER GUIDE: GenStudio Academy](#)

Adobe