

# Discover how Acrobat Studio helps marketing teams deliver big results.



## Marketers are multitaskers.

Marketing teams are major multitaskers: defining overall strategies, producing live events, creating regional or global campaigns, working with product teams on messaging and launches, researching and retelling customer stories. To make it more challenging, campaign materials, briefs, research, and approved assets are often scattered across tools or teams, making it difficult to access or reuse content, maintain brand consistency, and meet tight delivery deadlines.

## Acrobat Studio brings focus to the fray.

Adobe Acrobat Studio is the unified platform with AI-powered features that helps teams quickly gather critical insights from documents, create on-brand content, and collaborate with contributors or stakeholders in one secure place. Teams can analyze multiple source materials, access and adapt approved assets, localize campaigns, and easily generate content in a wide variety of formats.

**30%-40%**  
time savings per campaign  
for designers as marketers handle routine edits.

Source: Adobe, Driving Growth through Brand Consistency

Content creation time went from ~8 days to just

**30 minutes**  
per asset, accelerating turnaround and localization workflows.

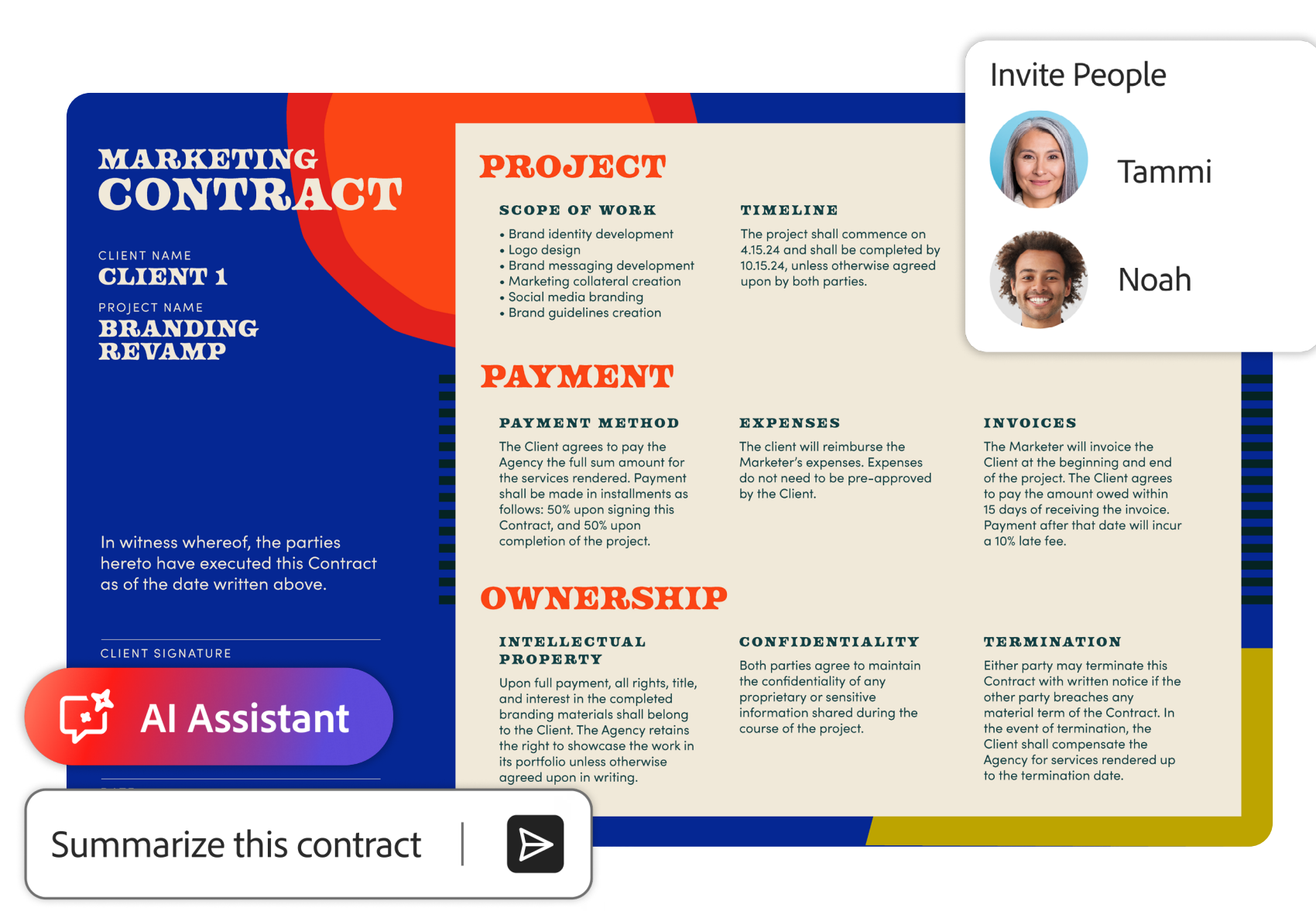
Source: Adobe, ABB Empowers Global Teams to Create Faster with Adobe Express

## Meeting marketers where they work.

While it's true that marketers have different areas of expertise, like field marketing, content marketing, product marketing, and social media marketing (often with overlapping responsibilities), their workflows still comprise four main pillars.

Acrobat Studio meets marketers where they work by helping with:

- Comprehension** — summarizing, comparing, and analyzing long documents with AI Assistant to surface key insights
- Collaboration** — centralizing research, briefs, and decks into PDF Spaces where other teams and contributors can collaborate in a single shared space
- Creation** — using Adobe Express, built into Acrobat Studio, to create polished, on-brand content for a multitude of purposes
- Control** — creating vendor contracts, timelines, and itineraries, and packaging and distributing event assets as approved PDFs



## Create high-impact content for memorable events.

Events require extreme planning and a wide array of content, including signage, social posts, presentations, and promotional materials that are created by in-house contributors and outside vendors. And, of course, every asset needs to be easy to access and brand-compliant.

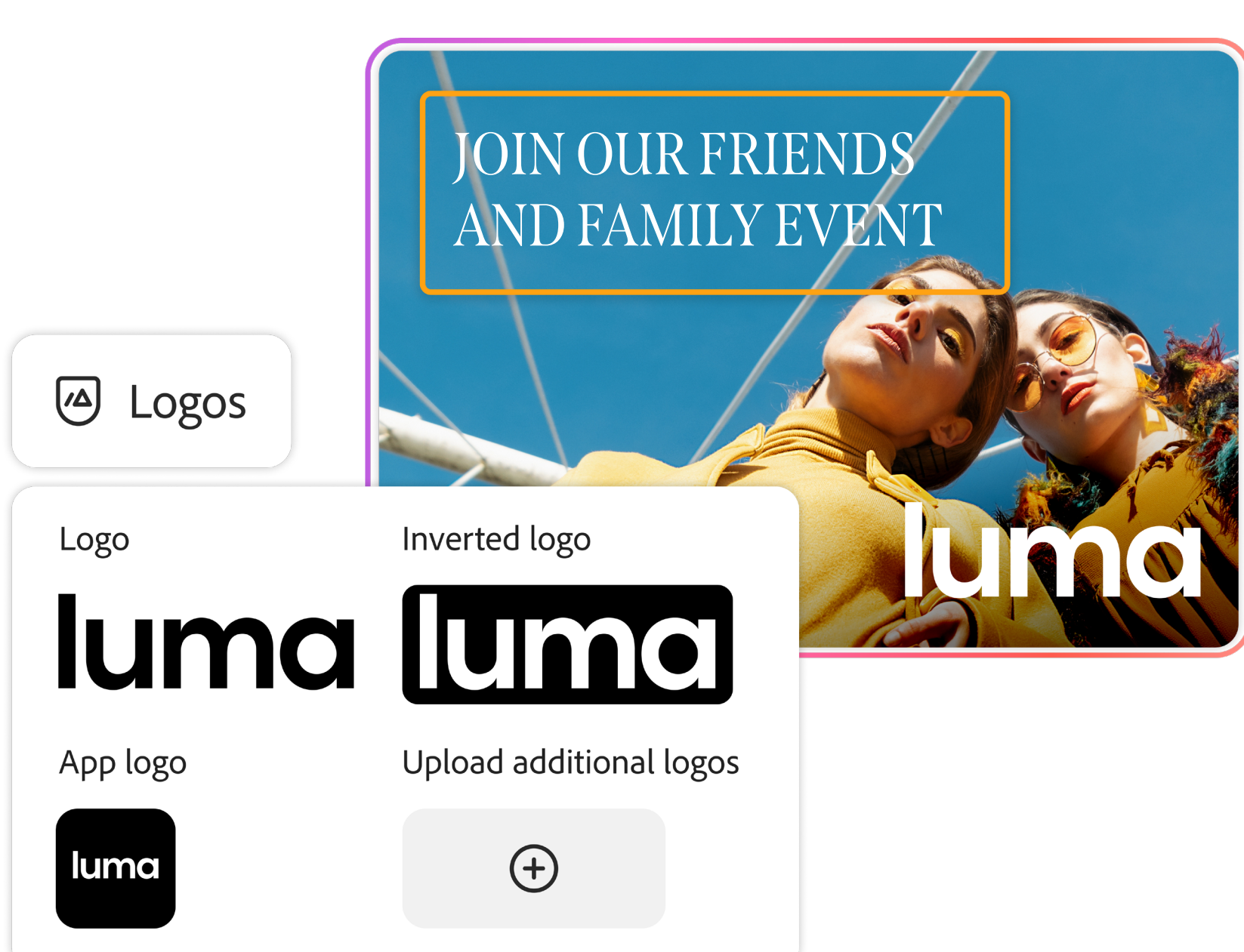
Acrobat Studio powers every step by helping teams:

- Understand event goals and timelines by summarizing briefs and turning them into plans using AI Assistant with trusted citations
- Create content kits rapidly from event briefs using one-click brand kits and the drag-and-drop editor in Adobe Express
- Collaborate on event content projects across teams and stakeholders for real-time coediting in a shared space for review and approval
- Control brand consistency with locked templates and brand kits to restrict editing on design elements such as logos, colors, and fonts in Adobe Express
- Package and securely distribute final event assets as approved PDFs or in other formats for on-site execution, social media, PR outlets, and more

Empowering marketers to create their own content resulted in

**70%**  
faster time to market.

Source: Adobe, Designing at Scale for Global Brand Equity



## Confidently adapt on-brand campaigns.

High-impact campaigns can be difficult to adapt without breaking brand rules, especially when assets might be scattered across systems and require lots of last-mile edits.

Acrobat Studio helps teams customize campaigns easily by:

- Letting creative and brand teams enforce brand standards with brand kits and locked templates in Adobe Express, and controlling access and permissions for approved assets
- Avoiding the need to design from scratch by adapting approved campaigns to create new on-brand variations across channels, offers, and moments
- Enabling faster review cycles by allowing marketing, brand, and partner teams to coedit, review, and approve campaigns collaboratively
- Using AI Assistant to edit, combine, and export finalized content as PDFs for auditability and compliance

## Roll out campaigns across regions and repurpose assets responsibly.

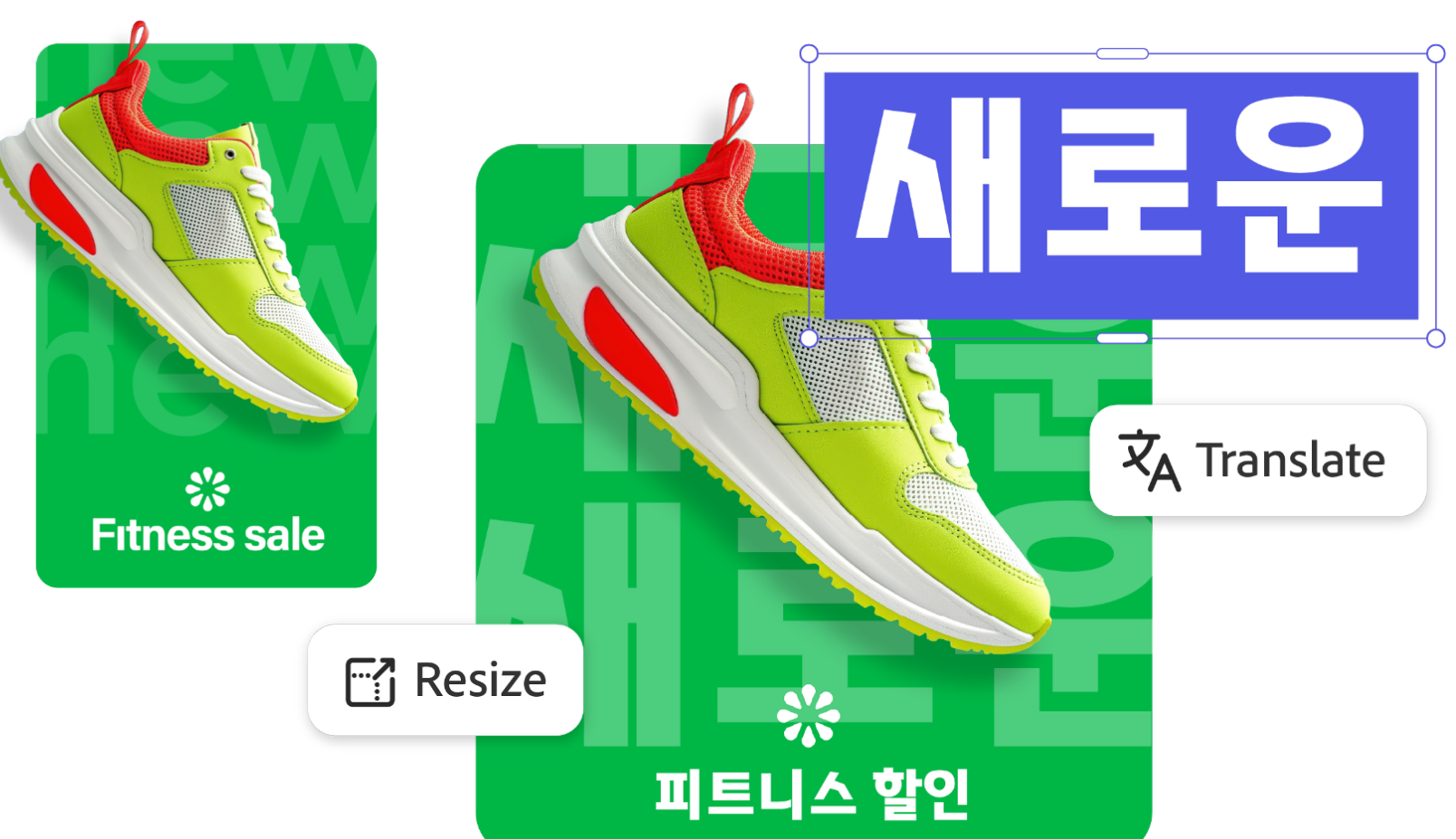
Creating campaigns at scale means repurposing and resizing assets for many (many!) channels on short deadlines and customizing or translating them for different regions. Acrobat Studio streamlines the process by:

- Letting teams create branded templates with built-in guardrails and brand kits with logos, fonts, and colors in Adobe Express
- Adapting assets visually and translating text for multiple locations easily
- Controlling asset access and permissions
- Centralizing coediting and collaboration to accelerate review and approval cycles
- Summarizing campaign documents with contextual accuracy with AI Assistant

ABB reports

**6x**  
higher engagement in local campaigns compared to typical.

Source: Adobe, ABB Empowers Global Teams to Create Faster with Adobe Express



## Successful marketing depends on speed and scale.

Marketing teams deal with a higher demand for content than ever in today's communication-filled landscape. That's why they need the right tools to streamline and accelerate their workflows.

Discover how Acrobat Studio can help marketers get from insights to action faster without increasing creative overhead.

[Learn more](#)

Sources  
 "ABB Empowers Global Teams to Create Faster with Adobe Express," Adobe customer story for ABB, 2024.  
 "How Adobe Express Helps Teams Create Smarter, Faster, and On-Brand," Adobe, 2025.  
 "Designing at Scale for Global Brand Equity," Adobe customer story for dentsu, 2025.  
 "Driving Growth through Brand Consistency," Adobe customer story for Informa Markets, 2026.

