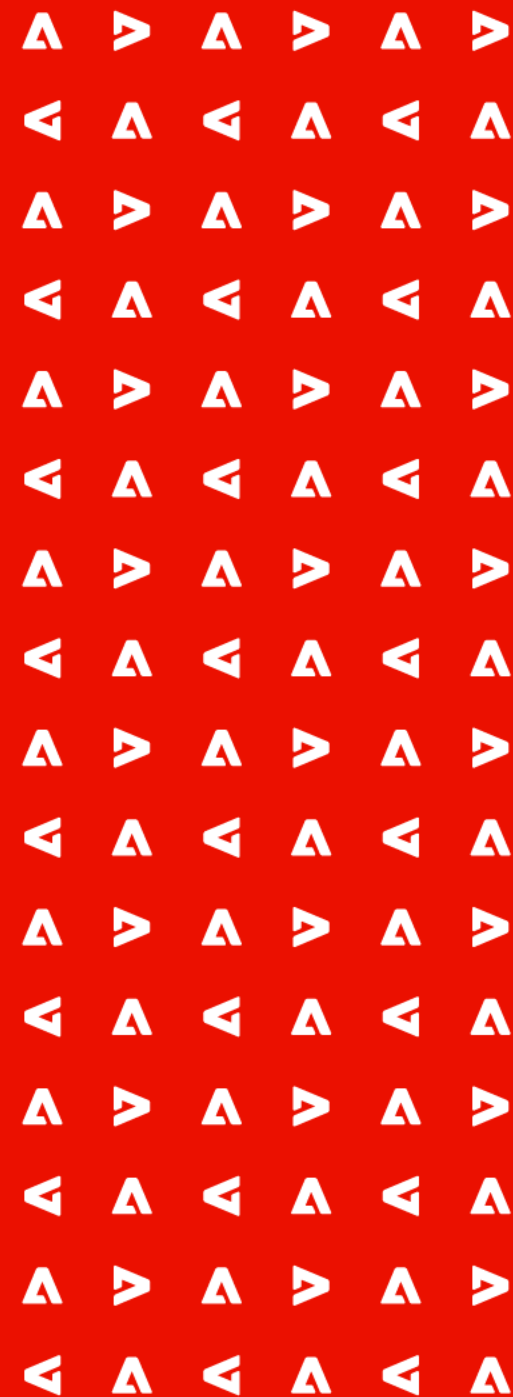




How GenAI will change the way your work this year

Carly Chuich | Adobe Experience Platform
August 7th, 2024



Agenda

1

Adobe's AI Vision

2

Adobe AI in Experience Cloud

3

Why Adobe



Adobe Differentiator: Personalization at Scale for the Enterprise

Workflow & Planning



Workfront



Frame.io

Creation & Production



CCE V4



Frame.io



Firefly Custom Models



Firefly Services (APIs)



Express (w/Firefly)

Asset Management



AEM Assets

Audience Management



Audience Portal/
Real-Time CDP

Delivery & Activation



RTCDP



AEM Sites



Campaign



Journey Optimizer



Marketo



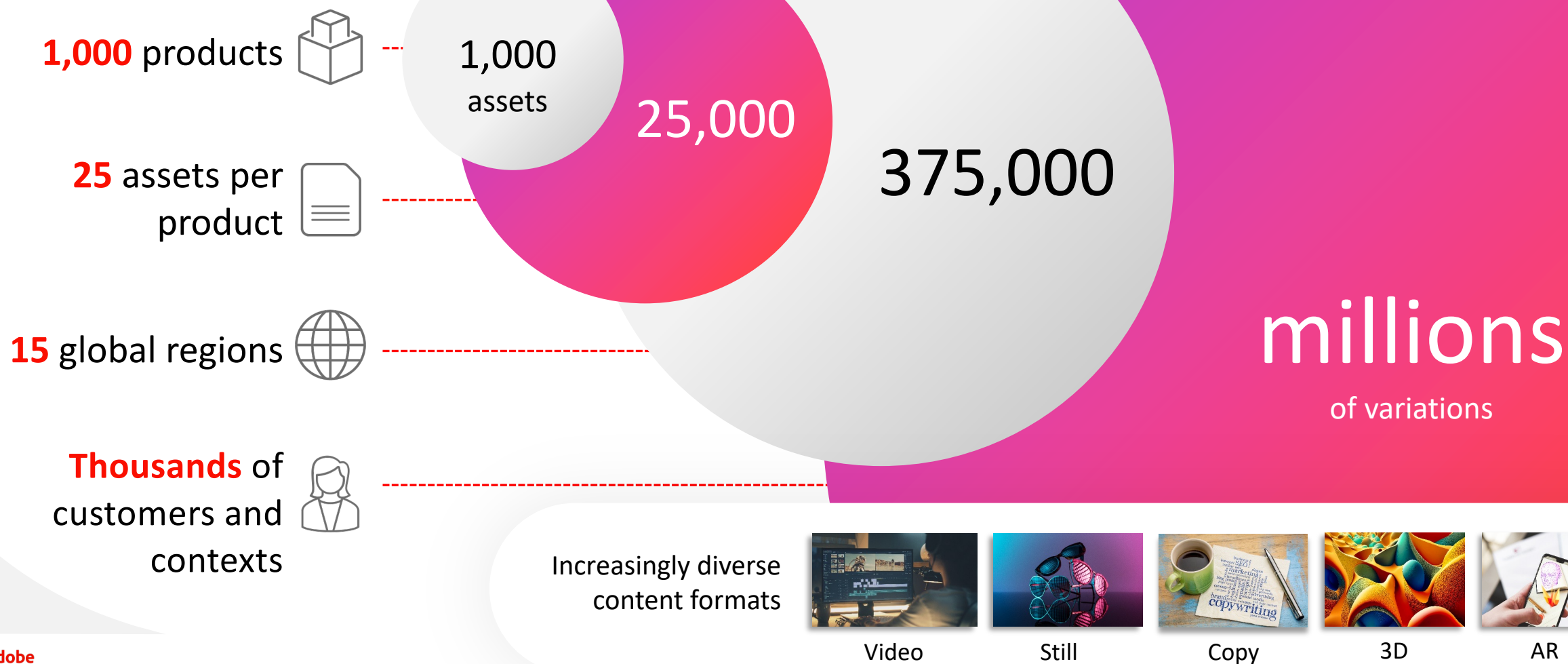
Target

Reporting & Insights



Customer
Journey
Analytics

Demand for personalized content soars while budgets drop



Adding AI to the mix is adding to the struggle

Marketers
want to maintain control.



"I need to be able to overlay our brand standards and have final control over what is used."

*"It's a complete **black box**."*

Organizations
lack data science resources.



*"We simply **don't have the resources** to create and maintain AI/ML services."*

"They don't understand our use cases."

AI technologies fall short
in privacy and trust standards.



*"We are not using this technology in any marketing or production instances until there is **more clarity on privacy and copyright issues**."*



Slower time to operationalize



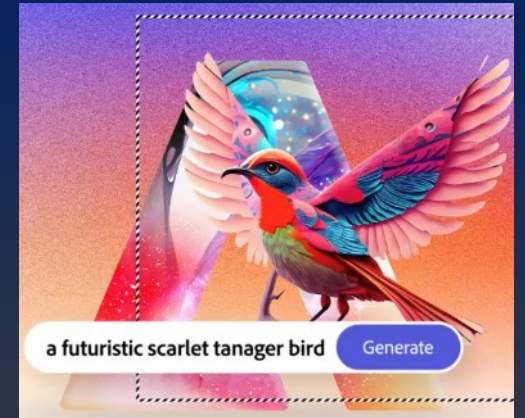
Missed revenue without personalization



Privacy and copyright violations

We have been building our AI foundation for over a decade

Adobe AI



Natively Integrated AI

AI-as-a-Service

Generative AI

Adobe Firefly

AI features that work within Experience Cloud applications

Shared AI services across Experience Cloud applications

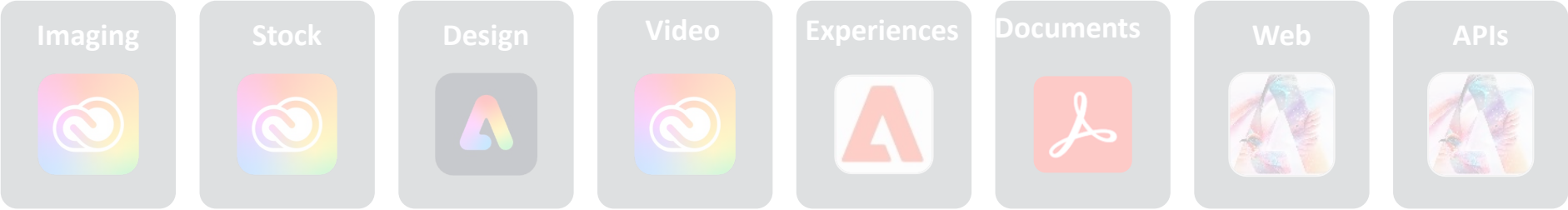
GenAI services powering an assistant for marketers and other customer experience teams

Adobe's family of creative generative AI models to generate visual content

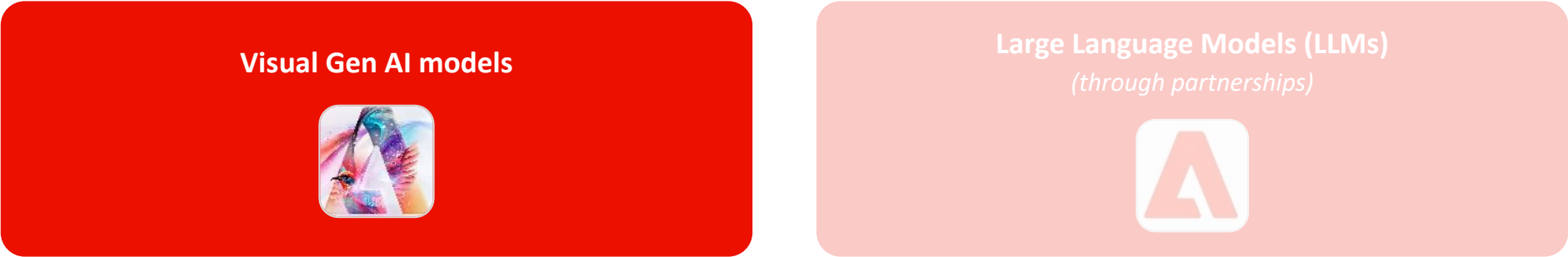
Adobe offers the most comprehensive Gen AI stack



Apps



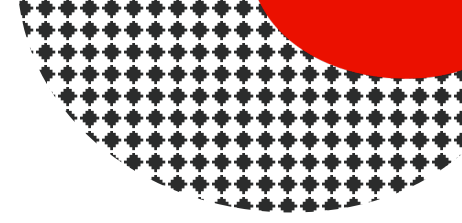
Foundation
Models



Data



Understanding Diffusion Models





What is adding noise to a model?

When we feed noise into generative models, we're essentially giving them a canvas of randomness from which they can draw patterns, guided by complex algorithms and training data, to create structured and coherent outputs.

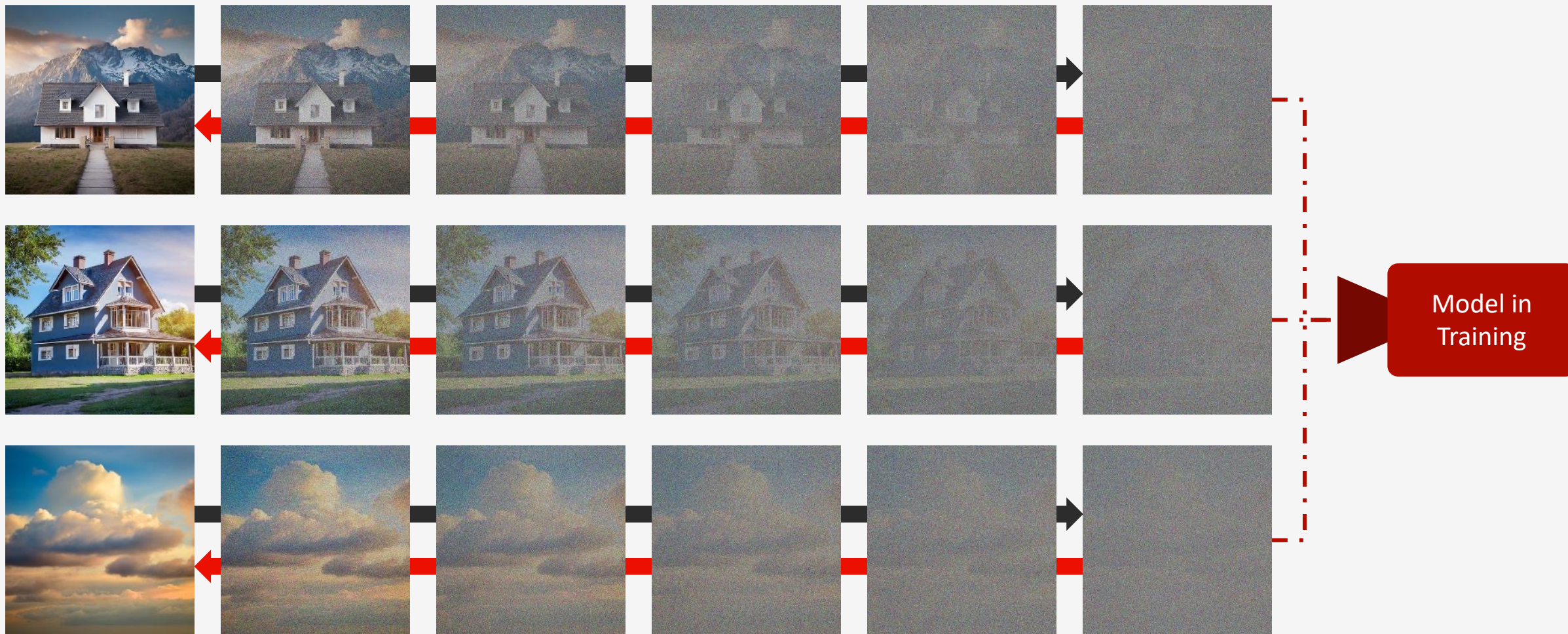
Forward Diffusion



Reverse Diffusion



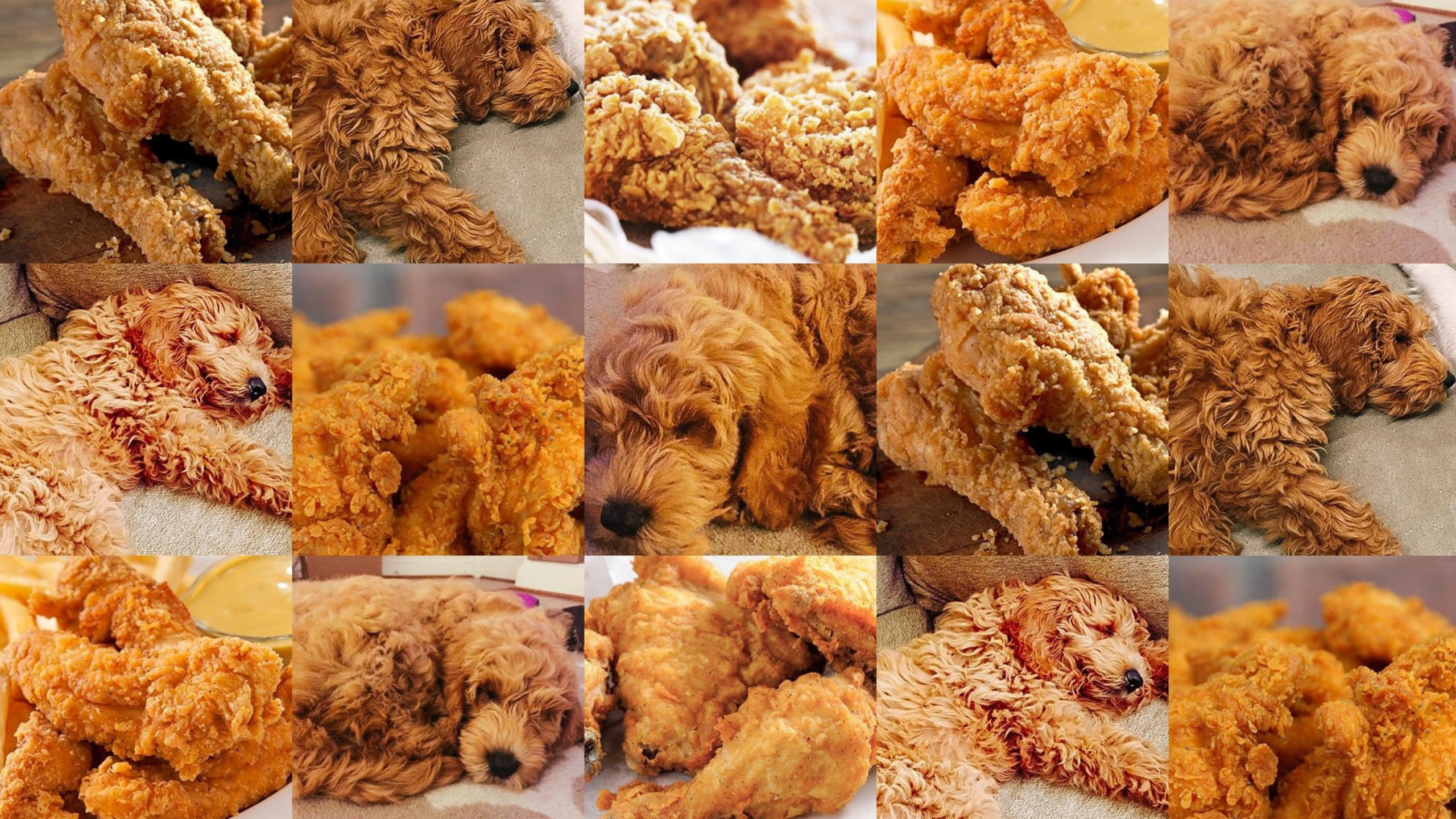
Repeat enough times... Noise removal!



Noise Removal on its own isn't enough

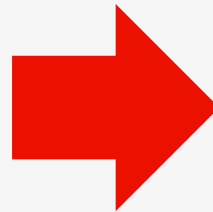






Text Prompting

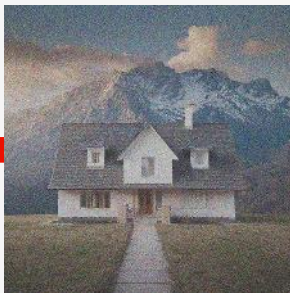
“A view of a cottage house on a path, mountains in the background, sunny day”



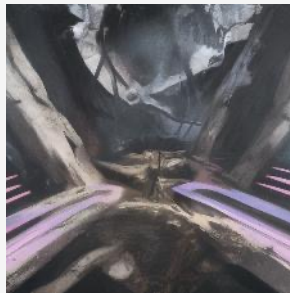
Conditioning Steers the Noise Removal

“A view of a cottage house on a path, mountains in the background, sunny day”

Model in Training



VS



Generative AI throughout the Customer Experience

Adobe GenAI is built on top of Adobe's long history of putting AI in the hands of marketers.

Experience Creation

*Achieve massive scale
creating high-performing
experiences aligned with
your brand*

*Asset Creation
Copy Creation
Variant Creation*

Journeys & Workflows

*Optimize the ideation,
design, & delivery of
campaigns and customer
experiences*

*Dynamic Chat
Campaign Generation
Audience & Journey Ideation*

Measurement & Insights

*Enable data-driven decision
making with next-level
content & customer insights*

*AI Assistant for CJA
Intelligent Captions
Content Analytics*

AI is foundational to Adobe Experience Cloud

Adobe GenAI is built on top of Adobe's long history of putting AI in the hands of marketers.

Experience Creation

*Accelerate the content
creation process across
Adobe Experience Cloud*

Journeys & Workflows

*Optimize the ideation,
design, & delivery of
customer experiences*

Measurement & Insights

*Enable data-driven decision
making with next-level
content & customer insights*

*Harm and bias mitigation
Smart Tagging for Assets
Dynamic assembly*

*Send-Time Optimization
Predictive Engagement Scoring
Automated personalization*

*Anomaly Detection
Contribution Analysis
Attribution Models*

Experience Creation

*Achieve massive scale
creating high-performing
content aligned with your
brand*



Enhance efficiency



Cost Savings



Scalability &
Adaptability

Journeys & Workflows

*Optimize the ideation,
design, & delivery of
campaigns and customer
experiences*

Measurement & Insights

*Enable data-driven decision
making with next-level
content & customer insights*

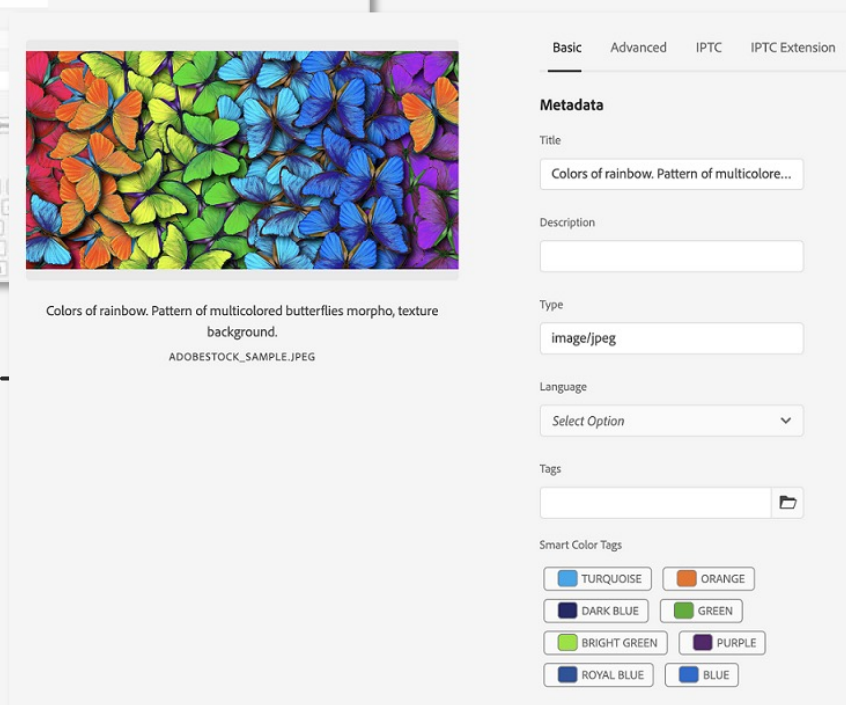
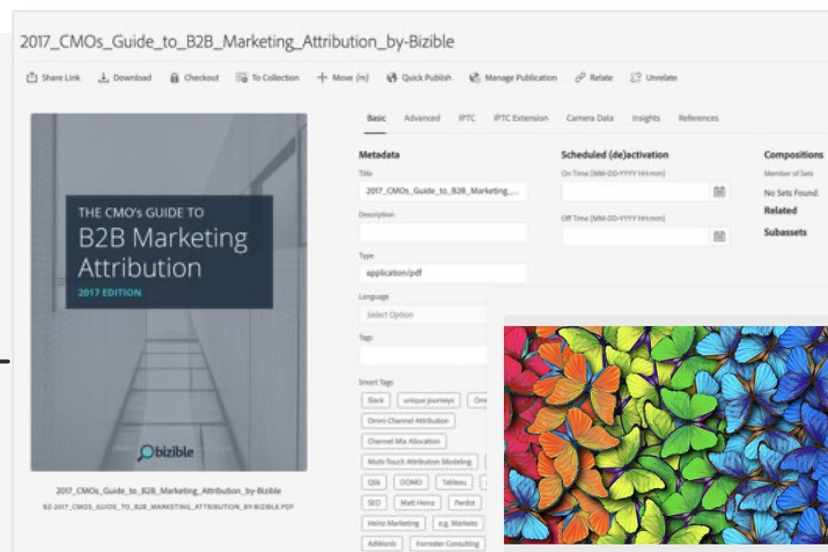
AI-powered Content in Adobe Experience Manager Assets

Smart Tags for text

AI-powered auto-tagging extended to support salient keywords in documents and text-based content

Color Tags

AI-powered labeling, organization and search of all imagery with the best color labels



AEM Assets

Find, share, and distribute assets faster

Reduce time to find, select, and deploy assets via AI-powered, meta-data tagging

- Easily search and find existing assets via AI-powered metadata tagging
- Access and seamlessly activate assets directly from downstream applications (e.g., CMS, Email Journey Orchestration)
- Improve asset ROI by driving asset usage and eliminating re-creation of existing assets

Business Impact:

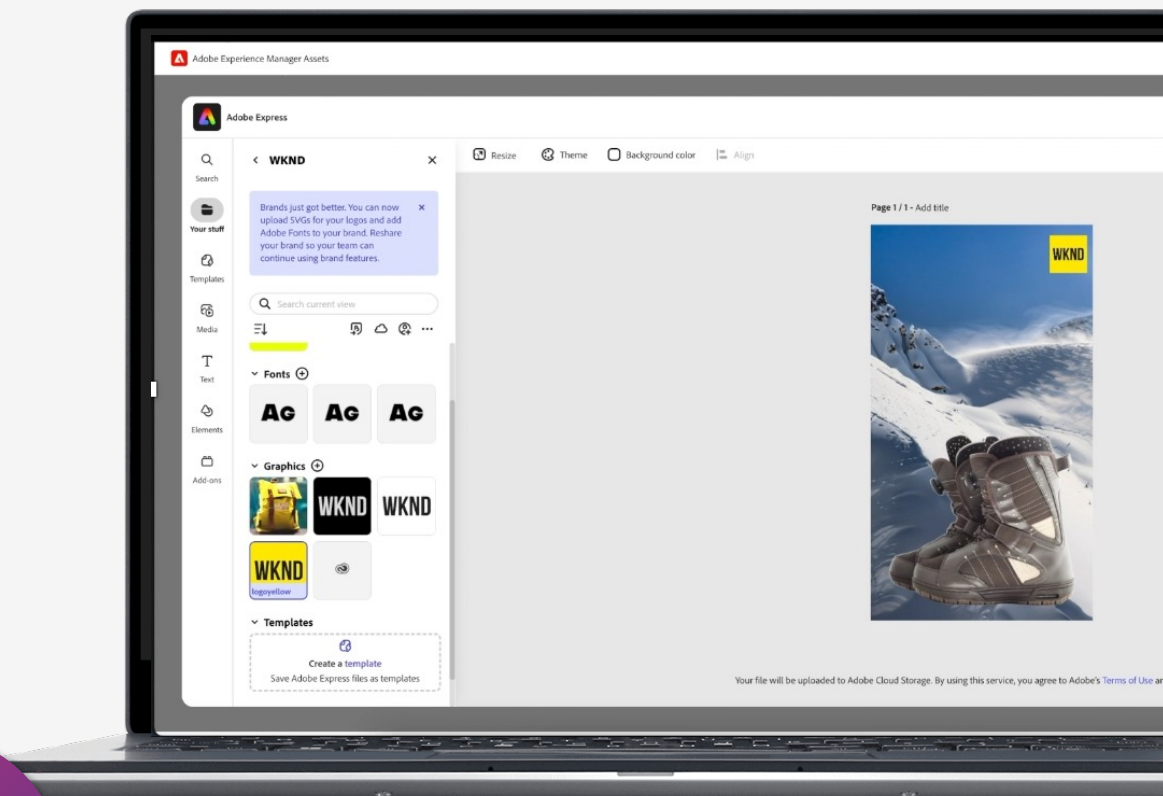
- Higher content & marketing ROI
- Improved operational efficiency
- Faster speed to market



AEM Assets

Asset Generation

- Personalization at Scale
Greatly accelerate on-brand content development and wide-scale personalization
- Adobe Express with Firefly
Integrated directly in Adobe Experience Cloud, to generate content and experiences safe for commercial use
- Text to image
Create unique images from a detailed text description and guide style with a reference image
- Text to Text Effect
Stylize and create text effects using your unique descriptions



Business Impact:

- Accelerate content production
- Save time storing and locating assets
- Faster speed to market



Good afternoon, Alex!

Quick access

[View all](#)

Admin Console



Analytics



Data Collection



Experience Manager



Experience Manager Assets



Journey Optimizer



Software Distribution



System Status

My Workfront Tasks

New



☐	Name	Project	Quick Actions	Status	Assignments	Start On	Due On	↓	% Complete

Marketing Copy Generation

- Enables brands to instantly create and modify marketing copy directly inside the editing interface
- Leverage tools for copywriting, re-writing, summarization, elaboration, and more to produce desired output
- Easily create brand-aligned message variations for cross-channel journeys within practitioner workflows

Business Impact:

- Accelerate content ideation and production
- Improve engagement with increased experimentation
- Stronger brand affinity with customers
- Improved productivity / employee experience



*Conceptual rendering.
Roadmap, subject to change.*



AEM Sites



Adobe Journey Optimizer



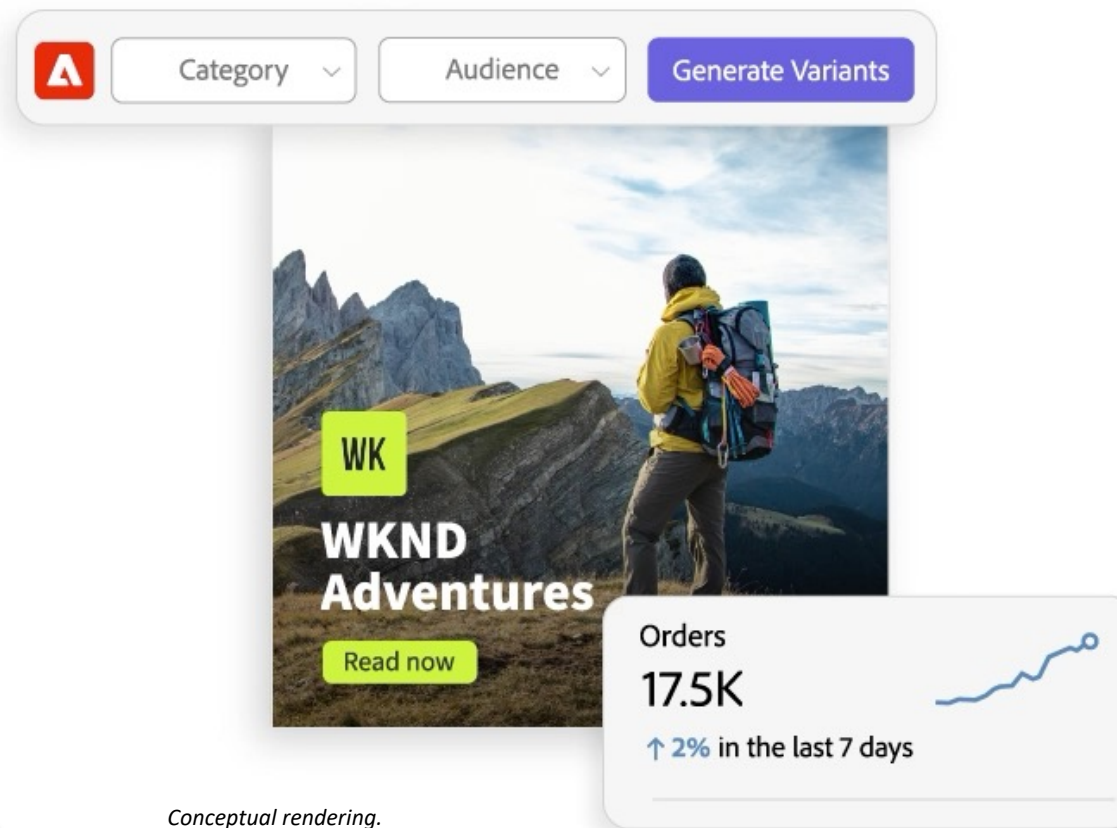
Adobe Campaign

Content Variation for Personalization

- Achieve personalization-at-scale and maximize customer engagement by scaling the creation of audience-specific content variations
- Layer GenAI prompts on top of existing content to produce segment -specific content variations at scale
- Generate exponentially more on-brand variants than feasible if utilizing human-powered content creation
- Rapidly test and experiment on personalized variations to optimize conversion

Business Impact:

- Increase asset creation by automating manual tasks
- Improve conversion through increased experimentation
- Increase sales with more personalized content



Conceptual rendering.
Roadmap, subject to change.

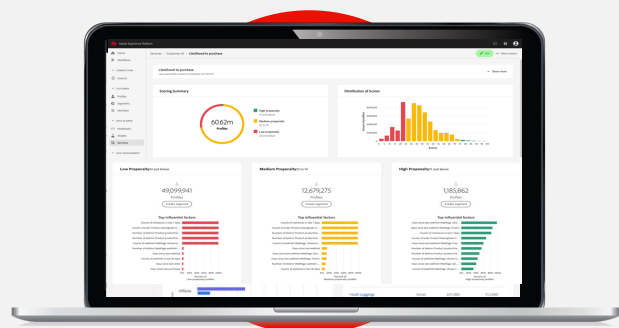


AEM Sites



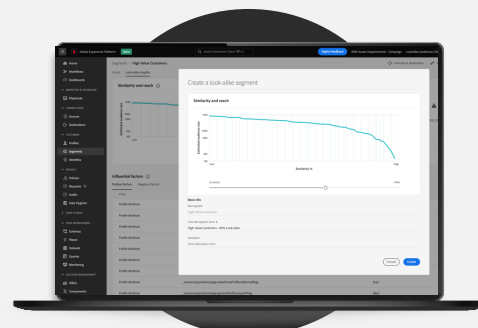
Adobe Journey Optimizer

AI-powered capabilities in Real-Time CDP



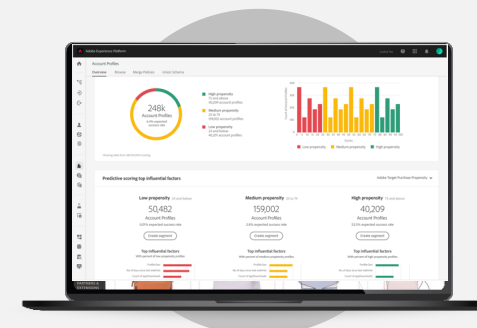
Customer AI

Predict the propensity of a user purchasing or churning from a product and the key drivers behind their propensity to buy or churn in order to target them more effectively and increase marketing ROI



Look-Alike Audiences

Leverage intelligent insights to discover and activate high-value profiles that share similarities with a selected seed audience



Predictive Lead & Account Scoring

Predict the likelihood that your leads and accounts will convert and advance through your sales opportunity stages, so you know which audiences will provide a better and faster ROI

Experience Creation

*Achieve massive scale
creating high-performing
content aligned with your
brand*

Journeys & Workflows

*Optimize the ideation,
design, & delivery of
campaigns and customer
experiences*



Enhance efficiency



Cost Savings

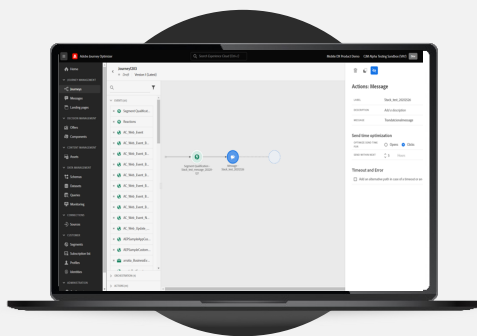


Improved User
Experience

Measurement & Insights

*Enable data-driven decision
making with next-level
content & customer insights*

Predictive AI in Adobe Journey Optimizer

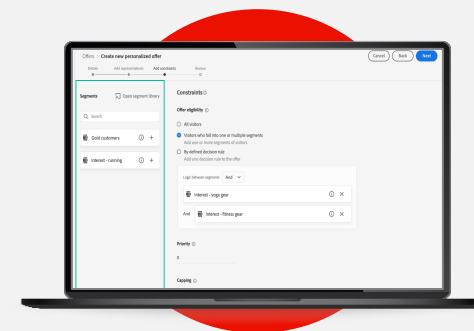


Send Time Optimization

Also available in Adobe Campaign

Predicts the best time to send a message to maximize customer engagement.

- Send messages at the right time when your customer is most likely to engage.
- Optimizes send time for email and push messages based on historical open and click rates.



Offer Decisioning

Automate the ability to select next-best-offer at scale for 1:1 journeys or audience-based campaigns.

- Trained models rank offers to display for each customer.
- Goal-based optimization learns over time. Can optimize the model to maximize return per offer group or per profile.

With AI-powered send time optimization in Adobe Campaign, one US retailer saw a **64% increase in avg cart size**, and another saw **32% increase in click through rate**



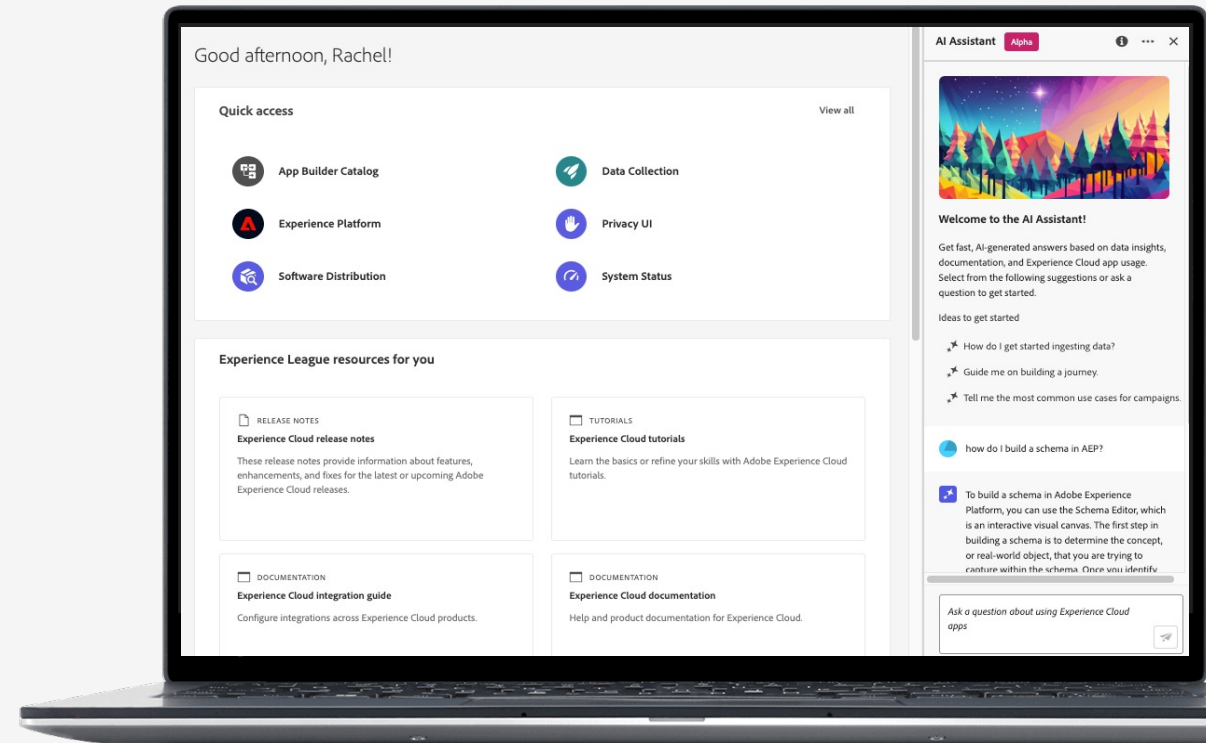
Adobe Journey Optimizer

Adobe Experience Platform AI Assistant

Efficiency: Use a conversational AI chat assistant to get answers on Adobe product concepts, existing data, and meta data

Discoverability: Find specific meta data and objects in a pinch to power execution, maintain data hygiene, support ideation

Faster Time to Value: Get started faster, learn new concepts, and troubleshoot issues



*Conceptual rendering.
Roadmap, subject to change.*

Business Impact:

- Democratize access to Enterprise data and metadata
- Improve product proficiency
- Increase productivity and streamline operational workflows



Adobe Experience Platform

- Home
- Workflows
- Dashboards
- CONNECTIONS
 - Sources
 - Destinations
- CUSTOMER
 - Profiles
 - Segments
 - Identities
- PRIVACY
 - Policies
 - Audits
 - Data Hygiene
- DATA SCIENCE
 - Services
- DATA MANAGEMENT
 - Schemas
 - Places

Segments

☒ Add all segments to schedule ⓘ

Overview Browse Feeds



NAME	BREAKDOWN	CHURN	PROFILE C...	EVALUATIO...	↓ CREATED	LAST MODI...
[Lookalike] People with active work status - 1 - 57% Look-ali...		0%	0	Batch	07/17/20...	07/17/20...
People who ordered in the last 30 days		0%	0	Batch	07/14/20...	07/14/20...
People with active work status - 1		100%	2.88K	Batch	07/06/2...	07/06/20...
Male professionals		100%	2.88K	Streaming	06/22/2...	06/22/20...
People with active work status		100%	2.88K	Batch	06/22/2...	06/22/20...
APAC Customers		100%	2.88K	Batch	06/21/20...	06/21/20...
Work Email Primary Segment		100%	1.18K	Batch	06/21/20...	06/21/20...
Male Customer Segment		100%	330	Batch	06/21/20...	06/21/20...
Mumbai streaming segment		0%	0	Streaming	06/21/20...	06/21/20...
Bronze Loyalty		0%	0	Streaming	06/21/20...	06/21/20...
India target Segment		0%	0	Batch	06/21/20...	06/21/20...
Car Insurance Sales Min Propensity Segment		0%	0	Batch	06/21/20...	06/21/20...

Segments

13
Segments

Last evaluated: 07/19/2023, 9:30 PM CDT
Next evaluation: 07/20/2023, 9:30 PM CDT

Segments by evaluation method



Batch Streaming
Edge Not defin...

Automate end-to-end processes

Leverage process automation to simplify execution and handoffs across marketing and creative teams

- Leverage AI to auto-generate campaign briefs from pre-existing documents*
- Automatically create projects and assign resources* based on experience and availability
- Automate handoffs and downstream processes, such as auto-generated folders and transfer of metadata into the DAM



Business Impact:

- Expedite project setup and kickoff
- Higher throughput and speed to market
- Lower error rates and missing data

*Conceptual rendering.
Roadmap, subject to change.*



Workfront + Fusion



AEM Assets

Experience Creation

*Achieve massive scale
creating high-performing
content aligned with your
brand*

Journeys & Workflows

*Optimize the ideation,
design, & delivery of
campaigns and customer
experiences*

Measurement & Insights

*Enable data-driven decision
making with next-level
content & customer insights*



Enhance
efficiency



Improve ROI



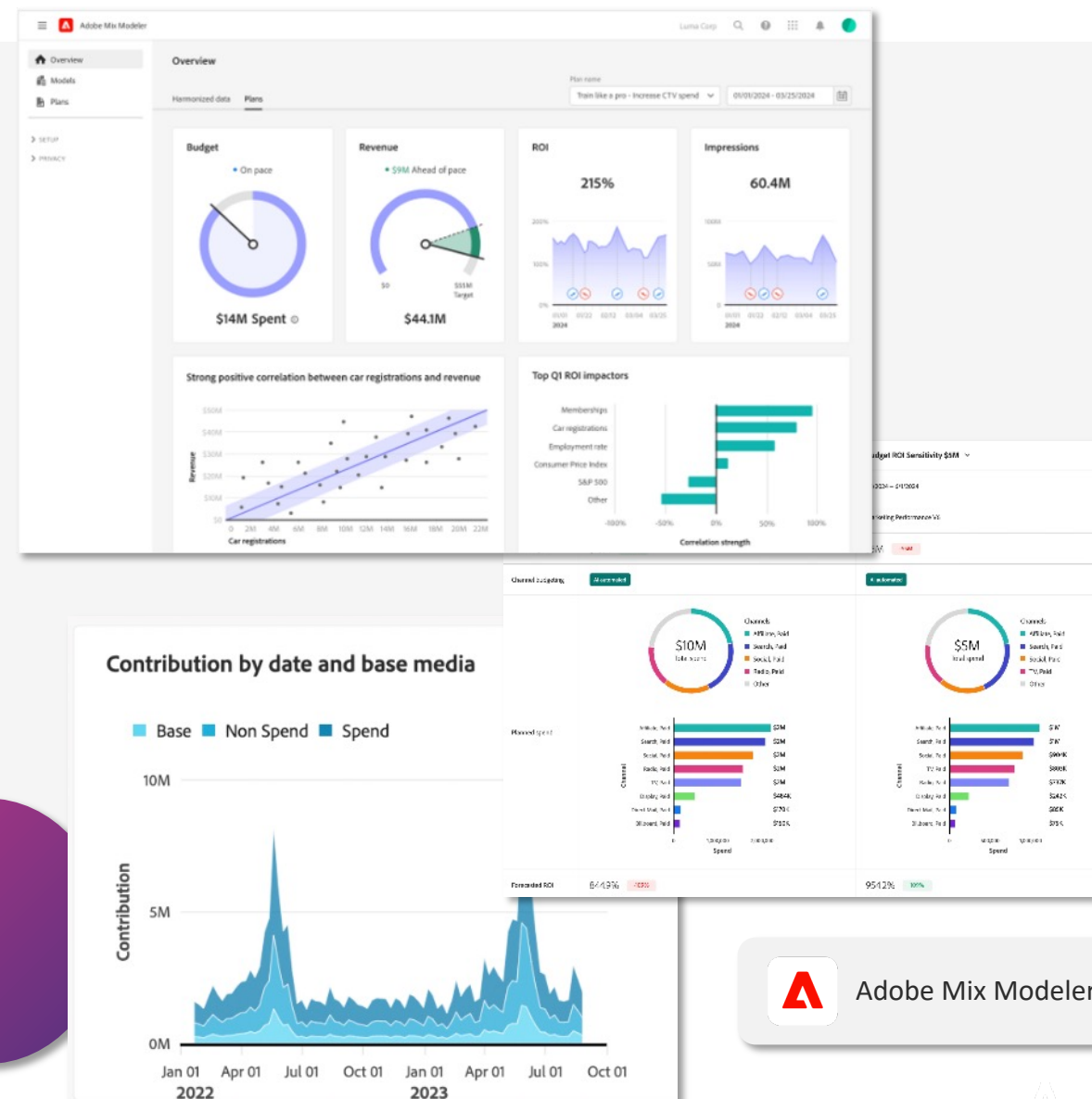
Improved User
Experience

Accelerate campaign measurement and planning across all channels

- Understand **incremental ROI and impact** of marketing across business goals or tactical campaign goals
- Achieve confidence in results with bottom-up and top-down outputs **unified through AI/ML**
- Identify **optimal budget allocation** based on marketing spend and impact to goals by creating multiple budget plans to **compare scenarios**
- Make **in-flight optimization** based on campaign delivery compared to predicted ROI
- Measure and forecast** the incremental effects that **key factors**, both internal and external to your business, have on marketing goals

Business Impact:

- Faster time to insights with a unified approach
- Create and compare budget scenarios to optimally allocate budgets
- Be proactive vs. reactive due to in-flight optimizations

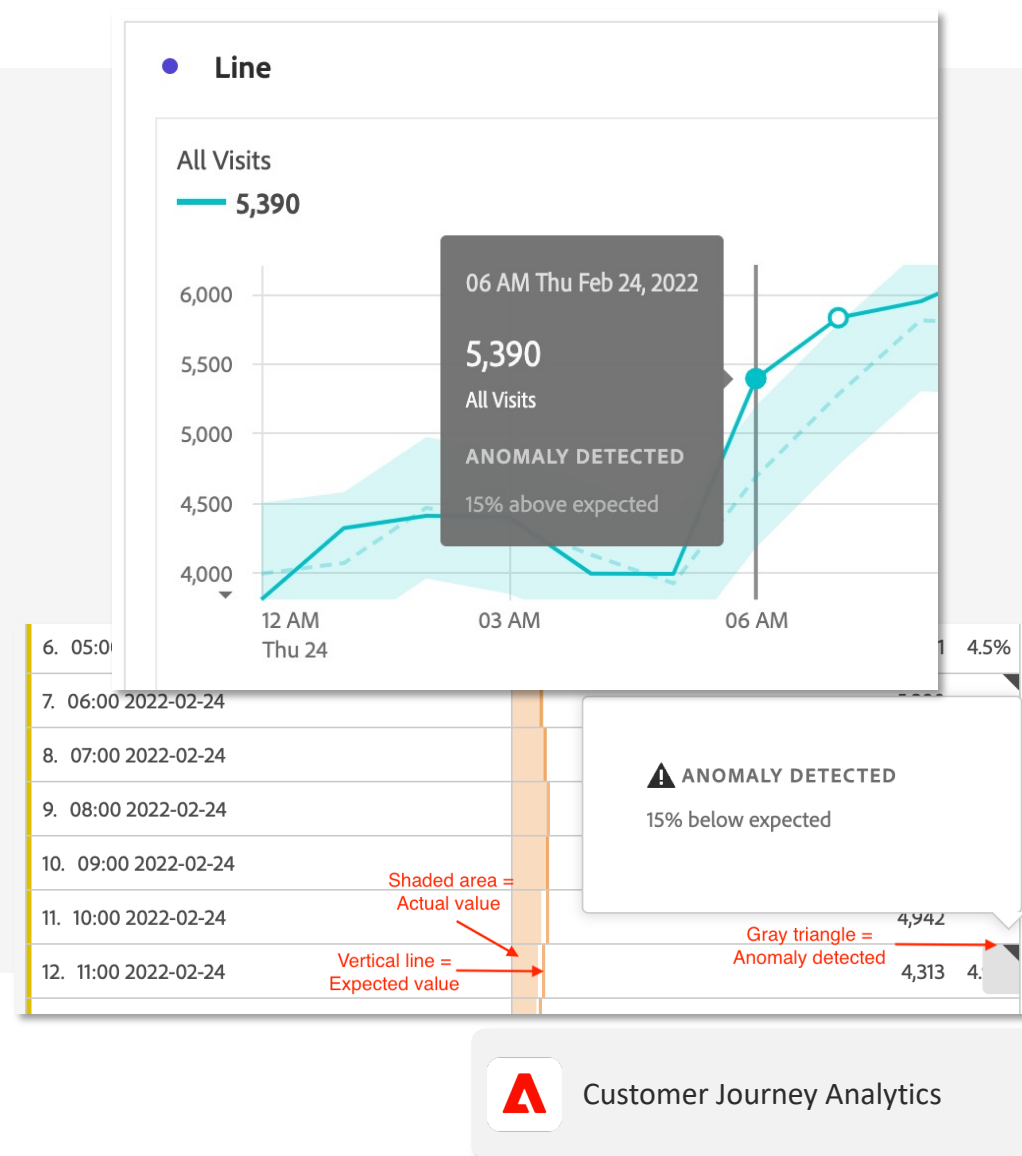


Leverage AI/ML to intelligently uncover new trend and insights

- Uncover unexpected trends and identify the root cause of true anomalies with Anomaly Detection
- Measure the lift and confidence of any experiment – offline, online, from Adobe solutions, Adobe Journey Optimizer, and more
- Track propensity scores over time and analyze the events and journeys associated with different scores with Customer AI-enabled datasets

Business Impact:

- Expedite project setup and kickoff
- Higher throughput and speed to market
- Lower error rates and missing data

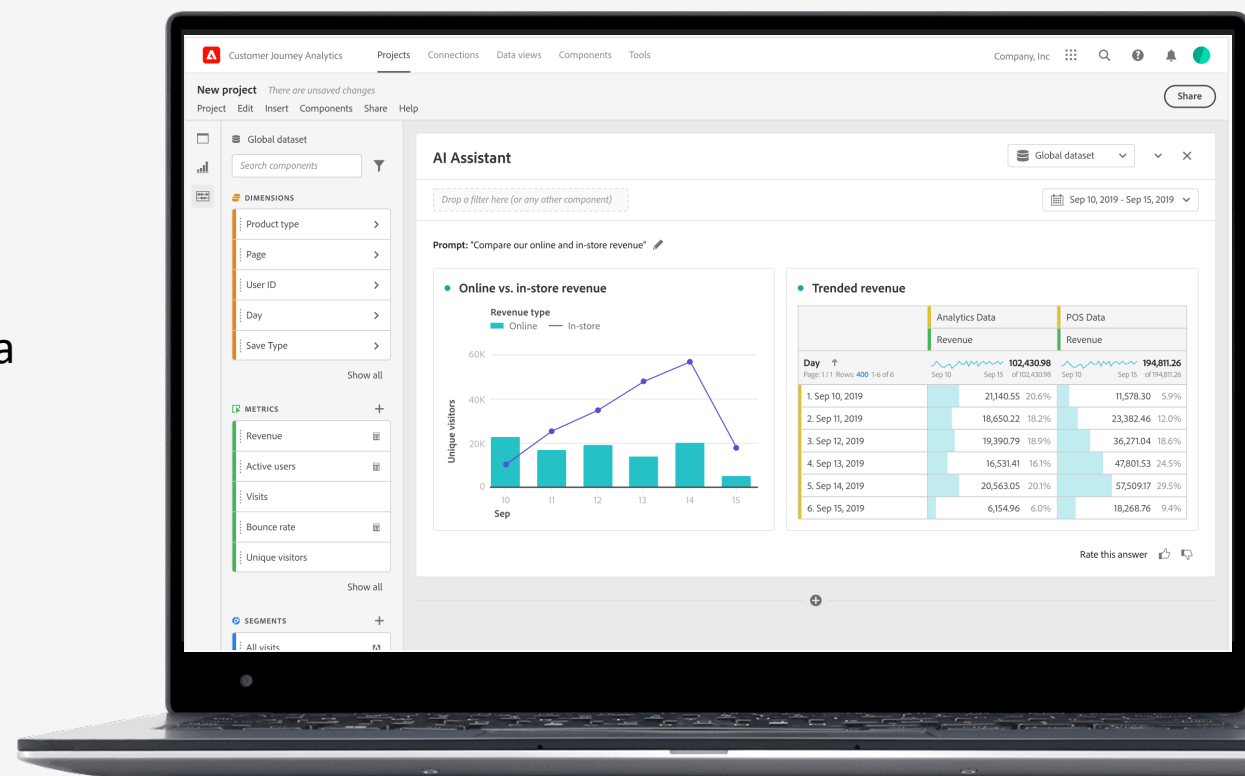


AI Assistant in Customer Journey Analytics

- Assistant in Customer Journey Analytics is a gateway to simple, quick answers for the non-analysts using generative AI
- This feature will leverage natural language to query the data for simple ad-hoc questions
- Easily answer questions on the fly like..
 - “What are my top 10 pages?”
 - “Which articles resulted in the most subscriptions?”

Business Impact:

- Faster time to insights
- Democratize access to data for the non-analyst
- Increase productivity across marketing organization



Conceptual rendering.
Roadmap, subject to change.



Customer Journey Analytics

Simplify analysis and uncover insights with Intelligent Captions

- Natural language insights are automatically generated by analyzing the key trends and important events in the data
- Simplifies analysis and insights in Analysis Workspace by providing high level takeaways
- Provide narratives that help share insights to other users
- Analysis using visualizations is accessibility friendly



Business Impact:

- Speed to action with high-level summary of data
- Democratize access to customer data and insights
- Improve efficiency of analysis and knowledge sharing



Customer Journey Analytics

Analyze content performance to feed insights and drive higher content ROI

- Measure content performance at the attribute level to derive more granular insights
- Identify patterns of audience engagement and response to content, pinpointing what drives impact at the segment and channel level
- Leverage insights to evolve content strategy and personalize content to target audiences



*Conceptual rendering.
Roadmap, subject to change.*

Business Impact:

- Enhanced customer engagement
- Higher content & marketing ROI
- Reduced effort/spend on less performant content



AEM Sites



AEM Assets



Customer Journey Analytics

Adobe GenStudio

Adobe GenStudio is a new GenAI first application that enables marketing teams to accelerate the planning, creation, distribution, activation, and measurement of on-brand content.



Single application with an end-to-end view of campaigns, content, insights and more



Find, share, remix, and re-use approved assets



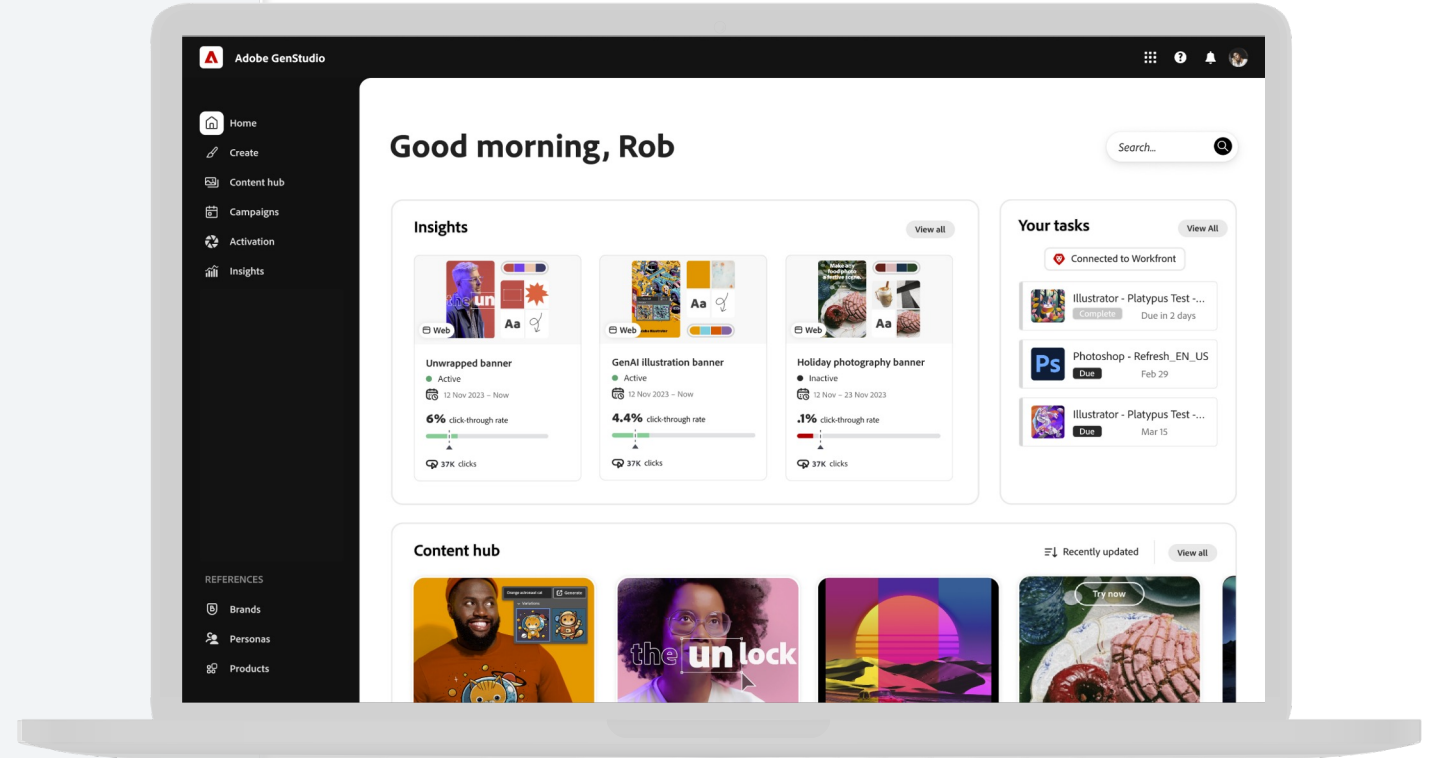
Self-serve content creation needs within brand guardrails



Create and assemble digital content & copy with GenAI that align to your campaign brief



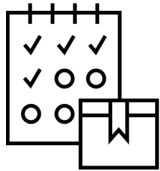
Understand content performance and quickly react to insights



Enterprise-grade | Consumer Simplicity | Out of the Box | GenAI at Every Step

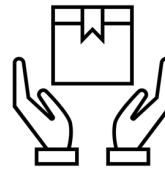
Adobe's Approach to Responsible AI

Accountability



We are committed to taking ownership for the impacts of our work by having processes and resources dedicated to respond to internal and external concerns.

Responsibility

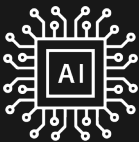


We will be responsible during every phase of designing, deploying and maintaining our AI systems through thoughtful evaluation and careful due diligence.

Transparency



We will be open about, and explain, our use of AI to our customers so they have a clear understanding of our AI systems and their application.



AI Ethics Review Board

Ensure human oversight and evaluate features to mitigate against potential biases



Risk-based approach

Focus on the highest potential ethical impact without slowing down the pace of innovation



Testing and Feedback

Rigorous, continuous testing and improvement based on feedback

