Adobe

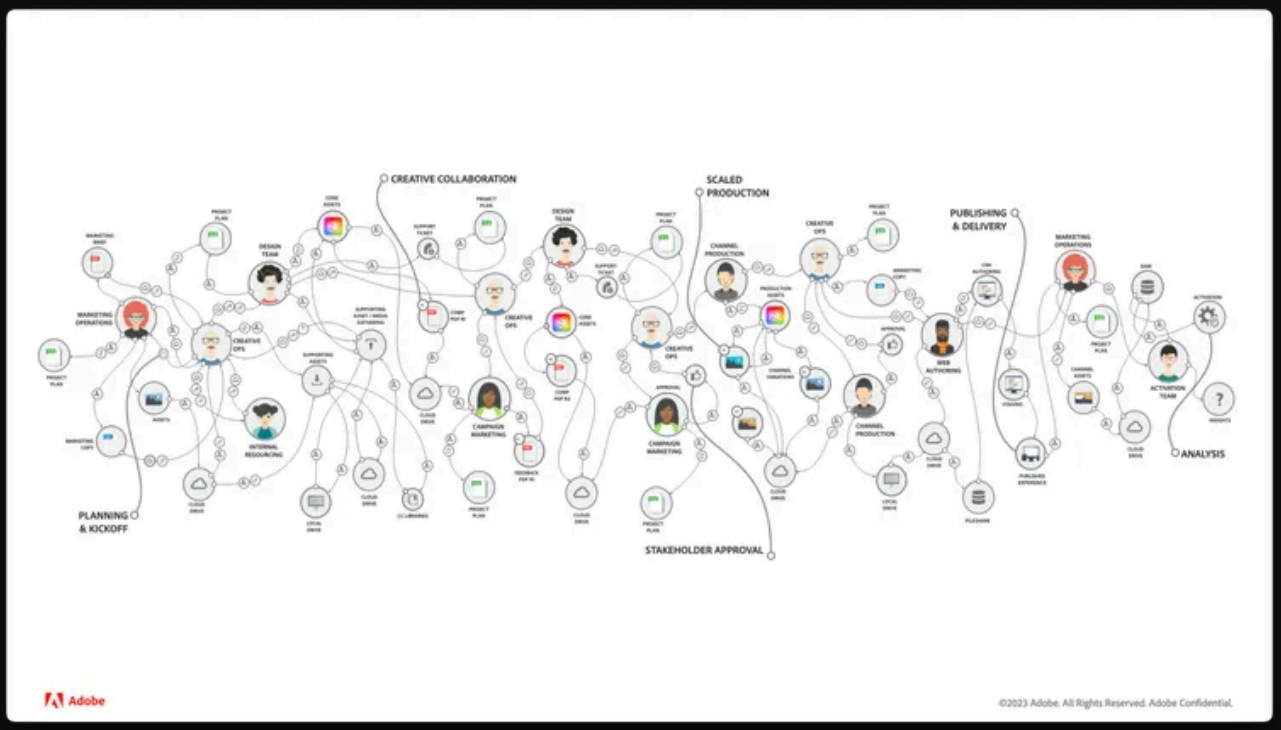
Chicago CSC Bootcamp

1. Content Supply Chain Overview
2. Bootcamp Materials
3. Additional Resources
4. Program Operations
    4.1. Objectives
    4.2. Accessing Workfront
    4.3. Campaign Planning
    4.4. AI Assistant
    4.5. Project Automation
    4.6. Resource Management
    4.7. Reporting Metrics
5. Creative Teams
    5.1. Objectives
    5.2. Asset Lifecycle
    5.3. Asset Management
    5.4. Content Hub
    5.5. Express Templates
6. Performance Marketers
    6.1. Objectives
    6.2. Regional Creation
    6.3. Data Driven Optimization
    6.4. Experience Generation
    6.5. Validation and Approval

1. Content Supply Chain Overview



Supercharge your content supply chain with the power of generative AI. Accelerate and simplify your content supply chain with generative AI and intelligent automation. Integrate high-velocity creative expression with sophisticated activation to deliver beautiful content to every channel.



Unlock enterprise content creation and delivery with Adobe.

A content supply chain is the end-to-end process companies use to deliver content for their marketing campaigns and personalized customer experiences. All organizations have one, but most are inefficient and disconnected, making it difficult to keep up with the demand — demand that is expected to grow by 5X in the next year alone.

With Adobe, you can manage all five aspects of the content supply chain seamlessly — from strategy, creation, and approvals to delivery and analytics. All powered by generative AI.

Simplify collaboration, accelerate content reviews and approvals, and give visibility into entire projects.

- Give contributors and stakeholders visibility and access to one cohesive content workstream — including agency, studio, marketing, legal, and management teams.
- Understand the full scope and status of work across your organization and align resources and timelines to top business goals.
- Accelerate the review and approval process with auditable proofing tools that update across applications.
- Automate manual processes such as content brief generation, quality control, metadata tagging, and resourcing.

Creatives and marketers can use generative AI to accelerate creative ideation and production.

- Kickstart the creative process using simple text prompts to ideate and create content.
- Automate content variations using generative AI to create, update, and remix images and copy.
- Enable marketers to edit and tailor on-brand content for every channel, market, and audience.
- Eliminate time-consuming manual tasks, like changing backgrounds or resizing assets.

Easily find, edit, govern, and deliver assets using a digital asset management engine (DAM) powered by generative AI.

- Search for assets through a centralized location or directly within the applications teams use daily.
- Get extensive governance and digital rights management tools to ensure assets are brand and legally approved.
- Map metadata from creative brief through delivery with AI-based smart tagging capabilities.
- Integrate your DAM across your entire content supply chain.

Easily deliver new content to all channels through integrated applications.

- Surface and activate assets faster in downstream applications with AI-powered metadata tagging.
- Auto-generate and publish assets with unlimited renditions — including size, format, resolution, crop, and effect — across all screen sizes, devices, and channels.
- Optimize every experience through AI-powered testing.
- Evolve content strategies, optimize experiences, and improve ROI based on content performance.

2. Bootcamp Materials



Presentation Decks

Adobe CSC Bootcamp - Chicago.pdf

Lab Assets

lab_assets.zip

3. Additional Resources



Adobe provides the following links as additional, supplemental information based on goals, use case needs, and discussions within lab sessions. This information is intended to augment the experience gained from Hands-On Lab curriculum.

AEM System:

- AEM Documentation Website
- AEM Video Tutorials
- AEM User Permissions
- AEM Security Checklist
- AEM Production Ready Mode

Workfront:

- AEM Native Integration Setup
- Workfront for Creative Cloud
- Approval Process Overview
- Managing Proofs Using Automated Workflows

- Understanding Reporting Elements
- Creating Dashboards
- Workfront and Frame.io
- Express integration with Workfront Proofing

AEM Assets:

- Workfront Native Integration for AEM
- Introduction to Assets
- Supported File Types
- Managing Assets
- Metadata Forms
- Asset Reporting

Content Hub:

- Content Hub Overview Video
- Content Hub Provisioning Video
- Content Hub Overview Documentation

GenStudio for Performance Marketing:

- Overview Page
- User Guide
- Academy Materials
- Writing Effective Prompts
- Creating On-Brand Marketing Emails Tutorial

- Creating On-Brand Meta Ads Tutorial
- Integrated Workfront Proof Approvals

Creative Operations:

- Content Supply Chain Optimization
- Enterprise Asset Lifecycle Video
- Integration of Workfront + Frame.io + Premiere Pro Video
- Adobe Summit Session - Adobe's Secret to Transforming Content Creation
- Creative Operations with Adobe DAM and Photoshop
- Creative Operations with Adobe DAM and InDesign
- Place and Link assets with InDesign and the Adobe DAM Desktop App
- Adobe Asset Link Overview
- Managing assets with Asset Link
- Integrating with creative workflows using Asset Link
- Express brand controlled templates

4. Program Operations

4.1. Objectives

Key Takeaways

- AI-Enhanced Record Generation:
    - **Summary**: Integrating the AI Assistant into Workfront Planning automates record creation, ensuring efficiency and accuracy in defining and managing your marketing lifecycle. This integration enhances operational control, allowing you to create records that fit your specific business needs seamlessly.
    - **Example**: Let's say your business needs to track leads, manage campaigns, and analyze performance. With Workfront Planning, you can design records that fit these specific needs. For instance, you can create a lead tracking record that includes fields for contact information, lead source, and follow-up actions. This flexibility allows you to efficiently manage your marketing activities and adapt to changes as needed.
- Combine Your Marketing Efforts:
    - **Summary:** Workfront allows you to unify all your marketing activities into a single operational graph, leveraging your marketing data for maximum efficiency and insight.
    - **Example:** Imagine you have separate campaigns for email marketing, social media, and content marketing. By integrating these activities into Workfront, you can see how they interact and support each other. For instance, you might find

that social media posts drive traffic to your blog, which in turn leads to email sign-ups. This holistic view helps you optimize your strategy and resources.

- Improve Team Insights:
    - **Summary**: Workfront Planning enables you to create and share custom views tailored to different team members and stakeholders, providing clear, actionable information.
    - **Example**: Suppose your marketing manager needs a high-level overview of campaign performance, while your content creator needs detailed analytics on engagement metrics. By creating custom views in Workfront Planning, you can provide each team member with the specific information they need. This ensures everyone is aligned and can make informed decisions based on relevant data.

Adobe Solutions

- Workfront Planning
- AI Assistant
- Workfront Workflow

Terminology

- **Custom workspaces -** Create workspaces for each team or business unit and define the records that are important for each group's success.
- **Custom records** - Deploy custom record types that reflect your marketing lifecycle.
- **Automated record creation -** Create records with the help of AI through brief ingestion or add them manually.
- **Campaign calendars -** Create calendars for your campaigns, events, deliverables, and more.
- **Shareable views -** Build, customize, and save views specifically for you, your team, or stakeholders.
- **Custom filtering -** Display, filter, and group by any available data the

- **Linked records -** Combine planning and execution records to connect projects to the strategic priorities they support.
- **Formula fields -** Use lookup and formula fields to facilitate the aggregation of data across linked records.
- **Status** - an indicator used to signal a workflow position of a work item or of a strategic goal
- **Project** - a large amount of work that must be completed within a specific timeframe and must use a specific budget and number of resources
- **Template** - project templates are generic outlines of your most repeatable projects
- **Report** - a chart or table containing information about one given Workfront object and its related attributes
- **Dashboard** - you can add this field in a report or a view of the Report object, to display the dashboards on which the report is listed in a list
- **Task** - an activity that must be performed as a step toward achieving a final goal (completing the Project)
- **Document** - any file that is attached to an object within Workfront
- **Custom Field** - for custom data that allow the user to select from several options, these are the values from which a user can select

4.2. Accessing Workfront

Description

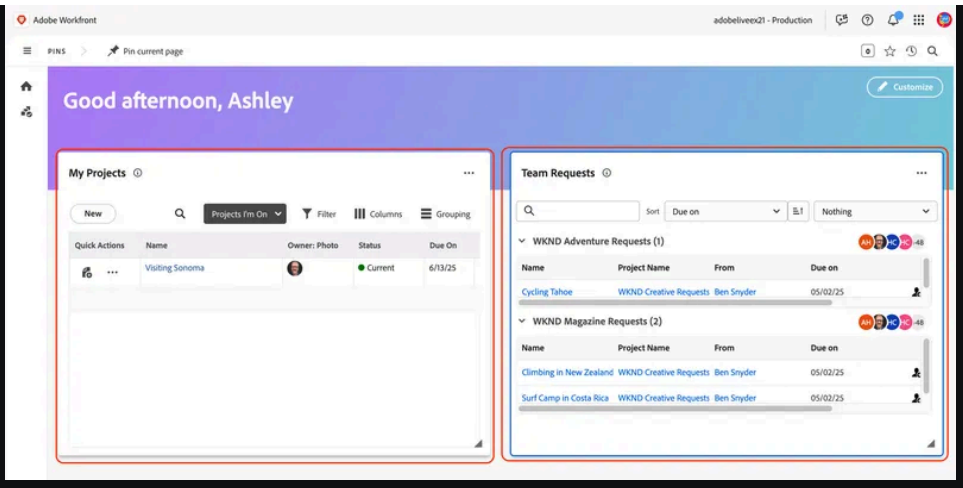
To begin with, let's examine the Work Management Platform, Adobe Workfront. As the program operations manager, Claire is responsible for planning and orchestrating work across the WKND team. Workfront ensures that Claire's objectives are transparent throughout the entire organization, allowing everyone to strategically prioritize tasks, monitor progress, and evaluate outcomes. As Claire's objectives evolve, Workfront disseminates relevant information to the teams responsible for executing tasks. This results in improved alignment, enhanced focus, and accelerated progress toward achieving success.

Please log into Workfront using the **Lab Login** provided by the Adobe team on the **Environment Access** page.

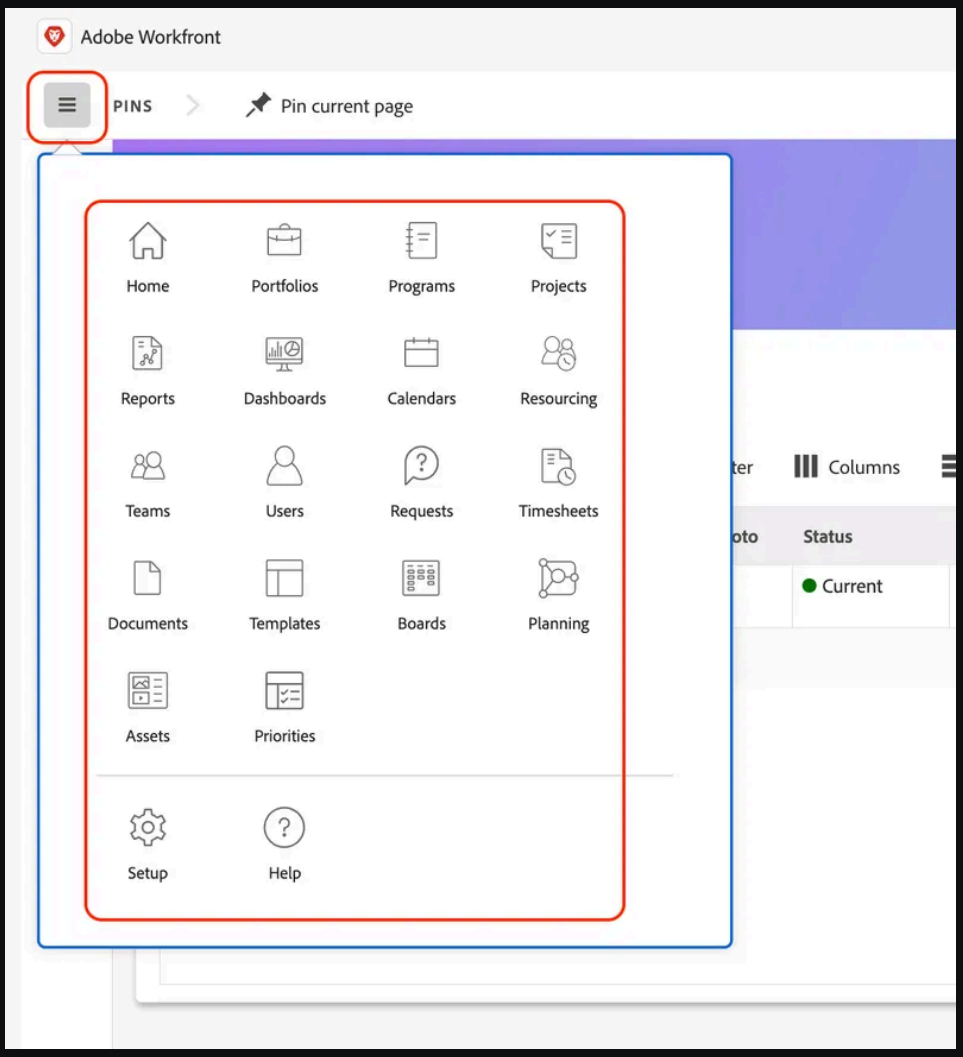
First Login

Upon your initial login, you will be presented with the personalized home screen of Workfront. As a program operations manager, Claire will find this screen particularly useful for managing and orchestrating work efficiently. This screen is designed to provide quick access to her most important tasks and projects.

- On this page, you will see two home screen widgets:
    - **Team Requests**: View requests routed to a team that your user profile is part of.
    - **My Projects**: View projects that you either own or are part of.

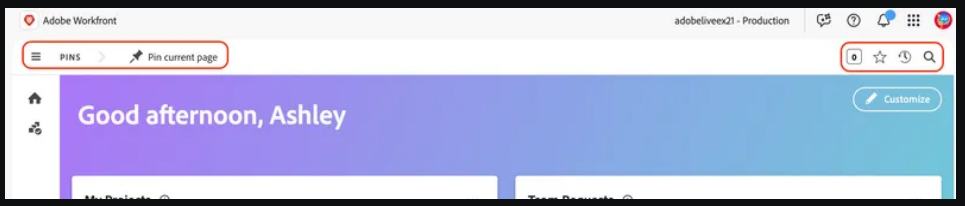


- At the top left, click on the **Main Menu** button to reveal the options for navigating the different areas of Workfront.



- **Pins** are located next to the main menu button. Pinning a page to the top is a way to bookmark that page for quick navigation.
- Click the **Magnifying Glass** at the top right of the screen to show the global search, which can be filtered to specific areas such as projects.

- Click on **Recents** and **Favorites** to see lists that will dynamically update as you navigate to projects, documents, reports, etc. The star option allows you to mark a page as a favorite for quickly navigating back to elements.
- Finally, click on **Notifications**, which is the area where notifications are displayed for actions like assigned tasks and approvals. These same notifications are also delivered via email with options for instant and daily digests.

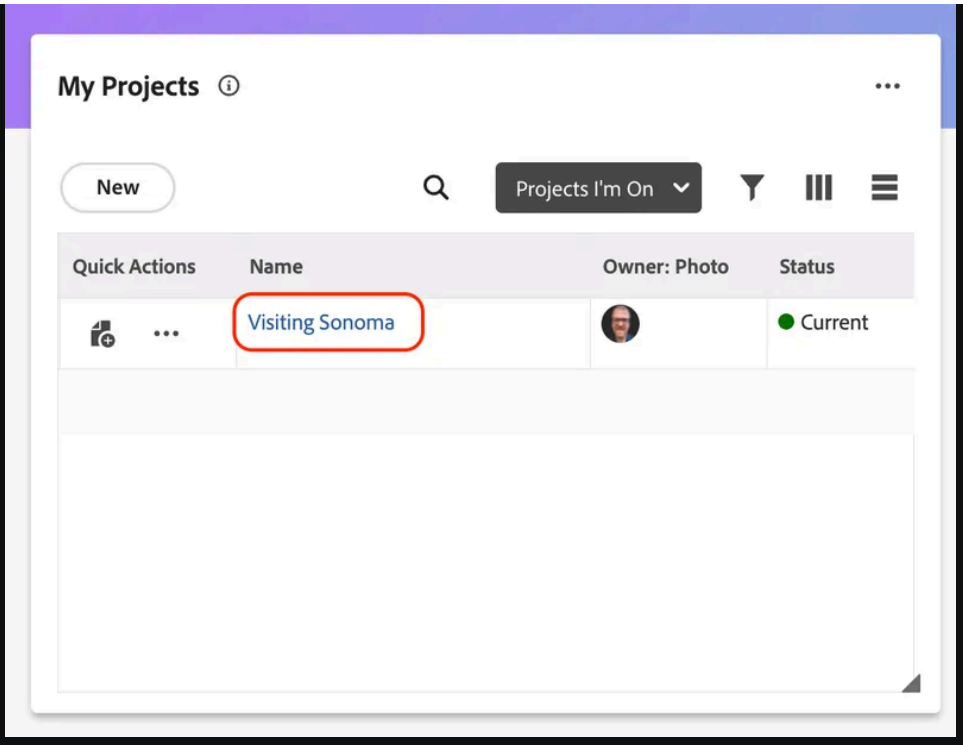


Project View

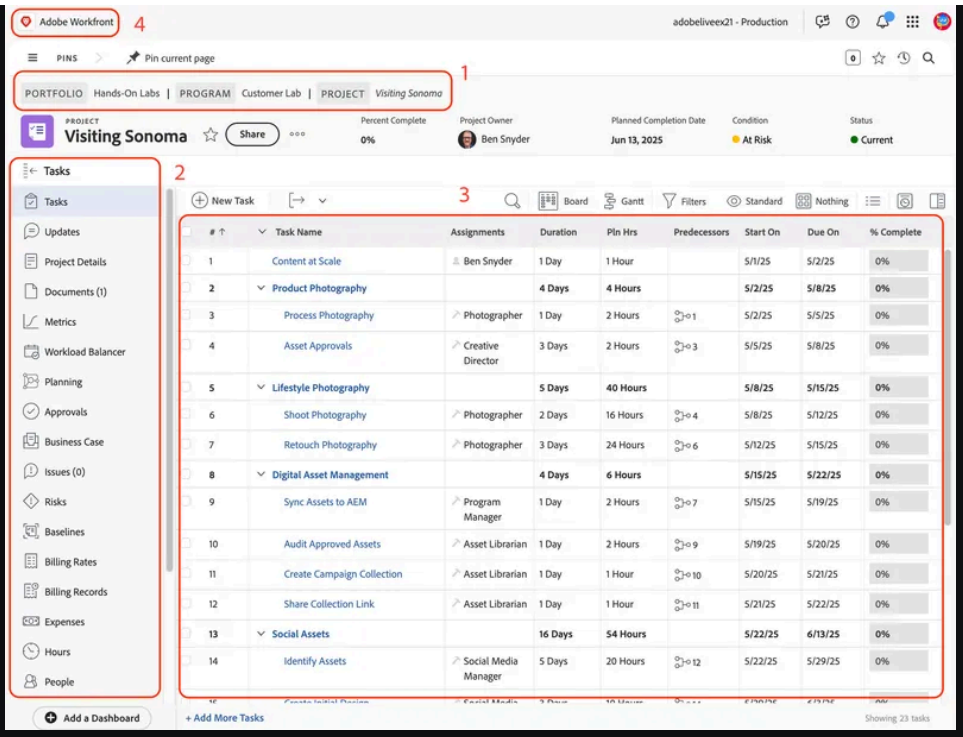
In Adobe Workfront, a project is a large work item that can be broken down into smaller tasks. These tasks can be assigned to users or teams who are responsible for their completion. As each user completes their assigned tasks, the overall project progresses towards completion.

As the program operations manager, Claire plays a crucial role in orchestrating and managing these projects. She ensures that tasks are properly assigned, tracked, and completed on time, facilitating smooth collaboration among team members and driving the project to successful completion.

- From the Workfront home page, navigate to the **My Projects** widget and click on the **Visiting Sonoma** project.



- Navigation within the project is split into three main areas:
    - The top **Breadcrumb** navigation, where projects are organized into their respective programs and portfolios. (1)
    - The **Left Sidebar** for navigating the views within the project. (2)
    - The **Task Area** in the middle of the screen, where tasks are created, assigned, and planned in preparation for assigning work to the team. (3)
- Finally, click on the **Workfront** logo at the top left of the screen to exit back to the home page. (4)


Adobe Workfront
4
adobeliveex21 - Production
PINS
Pin current page
1
PORTFOLIO Hands-On Labs | PROGRAM Customer Lab | PROJECT Visiting Sonoma
PROJECT
Visiting Sonoma
Share
Percent Complete
0%
Project Owner
Ben Snyder
Planned Completion Date
Jun 13, 2025
Condition
At Risk
Status
Current
Tasks
2
Tasks
Updates
Project Details
Documents (1)
Metrics
Workload Balancer
Planning
Approvals
Business Case
Issues (0)
Risks
Baselines
Billing Rates
Billing Records
Expenses
Hours
People
Add a Dashboard
New Task
3
Board
Gantt
Filters
Standard
Nothing
↑
Task Name
Assignments
Duration
Pln Hrs
Predecessors
Start On
Due On
% Complete
1 Content at Scale Ben Snyder 1 Day 1 Hour 5/1/25 5/2/25 0%
2 Product Photography 4 Days 4 Hours 5/2/25 5/8/25 0%
3 Process Photography Photographer 1 Day 2 Hours 1 5/2/25 5/5/25 0%
4 Asset Approvals Creative Director 3 Days 2 Hours 3 5/5/25 5/8/25 0%
5 Lifestyle Photography 5 Days 40 Hours 5/8/25 5/15/25 0%
6 Shoot Photography Photographer 2 Days 16 Hours 4 5/8/25 5/12/25 0%
7 Retouch Photography Photographer 3 Days 24 Hours 6 5/12/25 5/15/25 0%
8 Digital Asset Management 4 Days 6 Hours 5/15/25 5/22/25 0%
9 Sync Assets to AEM Program Manager 1 Day 2 Hours 7 5/15/25 5/19/25 0%
10 Audit Approved Assets Asset Librarian 1 Day 2 Hours 9 5/19/25 5/20/25 0%
11 Create Campaign Collection Asset Librarian 1 Day 1 Hour 10 5/20/25 5/21/25 0%
12 Share Collection Link Asset Librarian 1 Day 1 Hour 11 5/21/25 5/22/25 0%
13 Social Assets 16 Days 54 Hours 5/22/25 6/13/25 0%
14 Identify Assets Social Media Manager 5 Days 20 Hours 12 5/22/25 5/29/25 0%
+ Add More Tasks
Showing 23 tasks

4.3. Campaign Planning

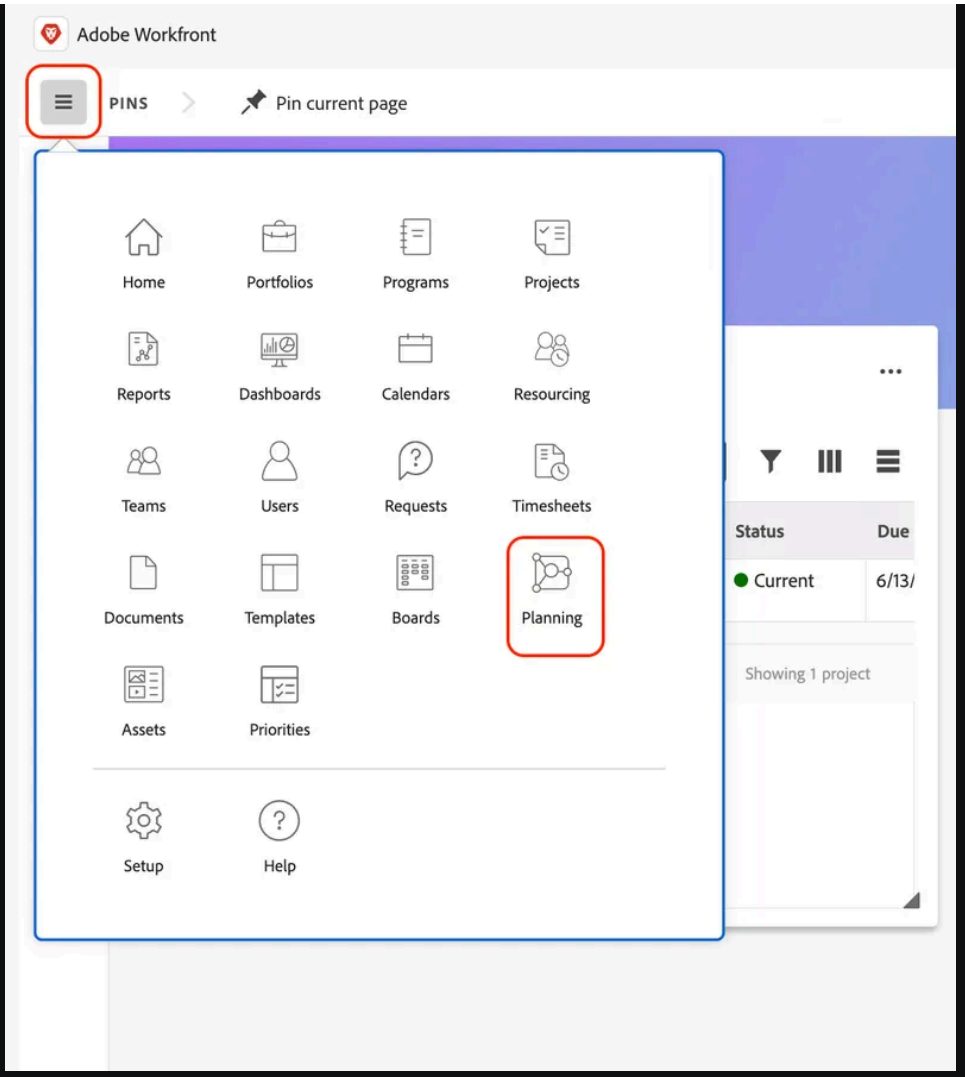
Description

Once in Workfront Planning, Claire examines the status of each campaign, ensuring that all tasks are on track and deadlines are being met. She also reviews the creative references linked from Adobe Experience Manager Assets, which provide valuable insights into the content being produced for the campaigns. By examining these records, Claire can make informed decisions about resources and timelines, ensuring that the WKND team's marketing efforts are well-coordinated and effective.

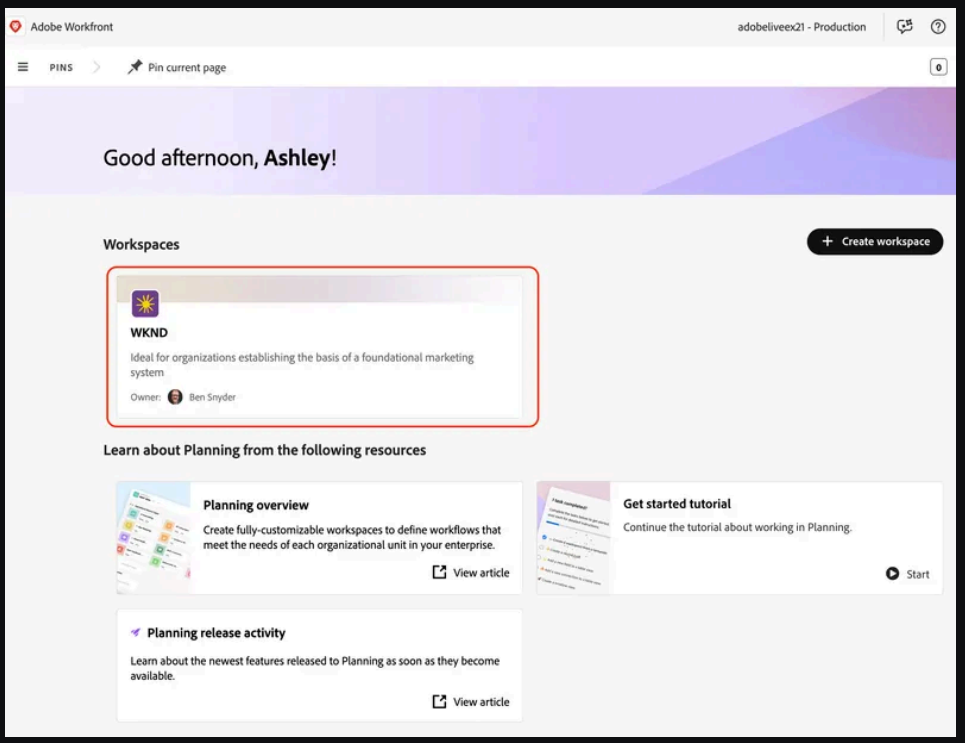
Navigating the Workspace

Claire uses the WKND Workfront Planning workspace to manage and review upcoming marketing campaigns. This workspace provides comprehensive visibility into operational details, allowing Claire to create custom views and calendars for campaigns, events, and deliverables.

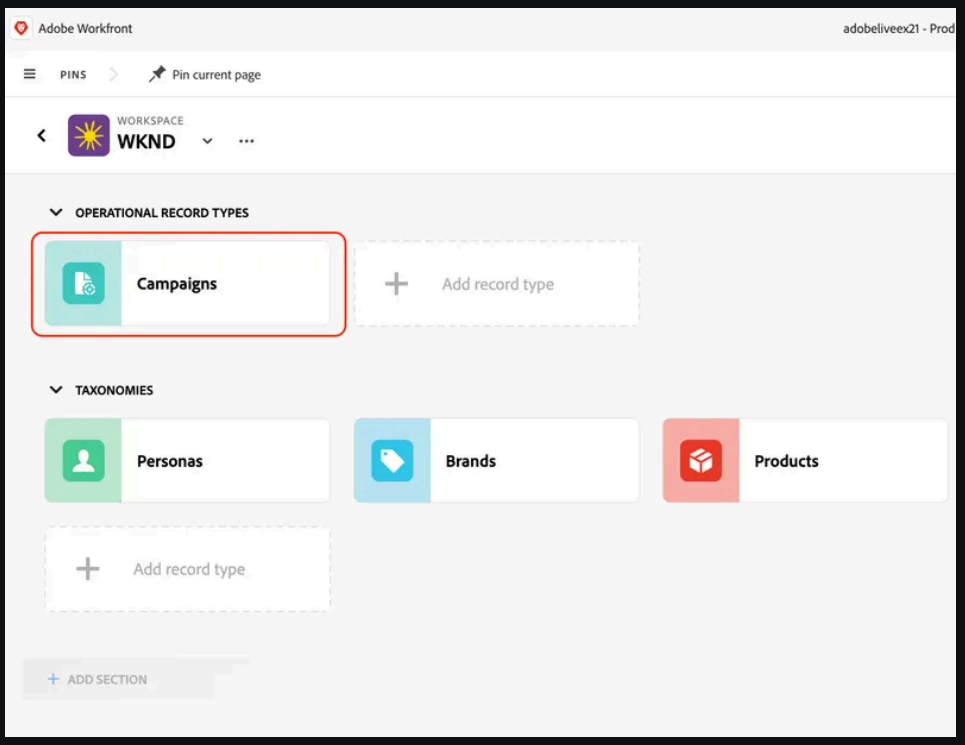
- Begin by clicking on the main menu button and selecting the **Planning** module.



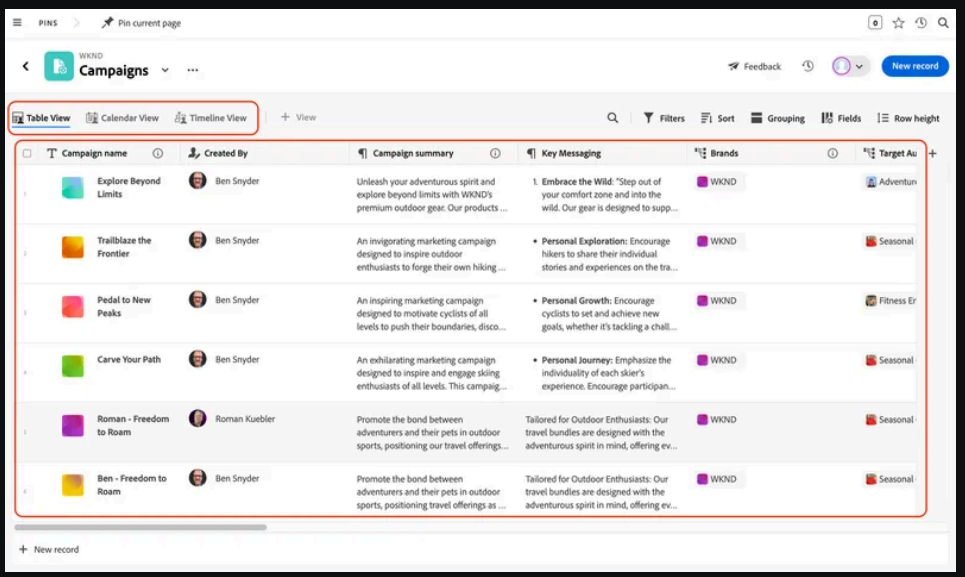
- In the Planning module, you can have shared **Workspaces** for different teams. Click on the **WKND** workspace to enter it.



- In the WKND workspace, click on **Campaigns** under the Operational Record Types section.

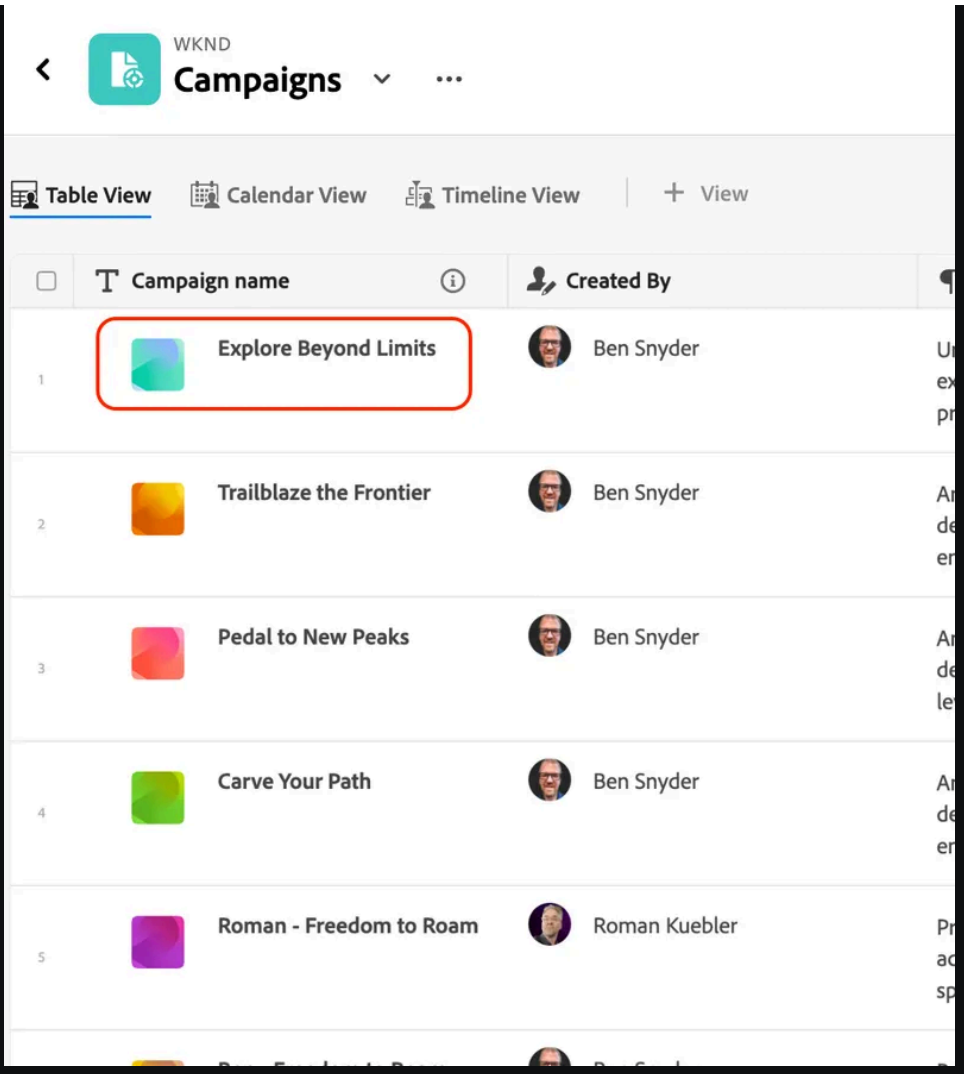


- The main two areas you will focus on are the **View** options at the top and the **Records** in the middle for each Campaign.

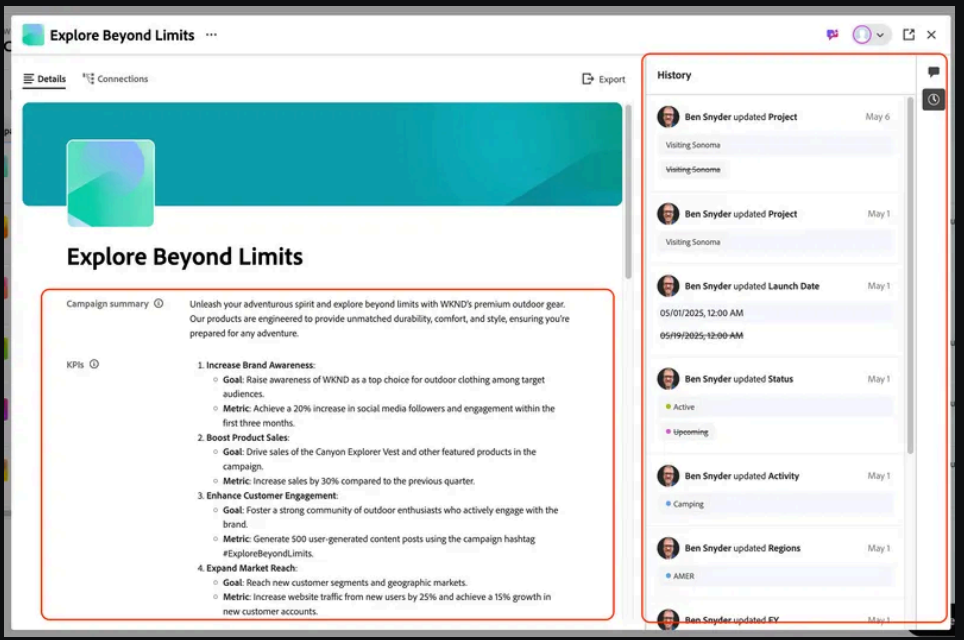



```
The view you'll begin with is called Table View and lists all the records
that currently exist in the WKND workspace.
```

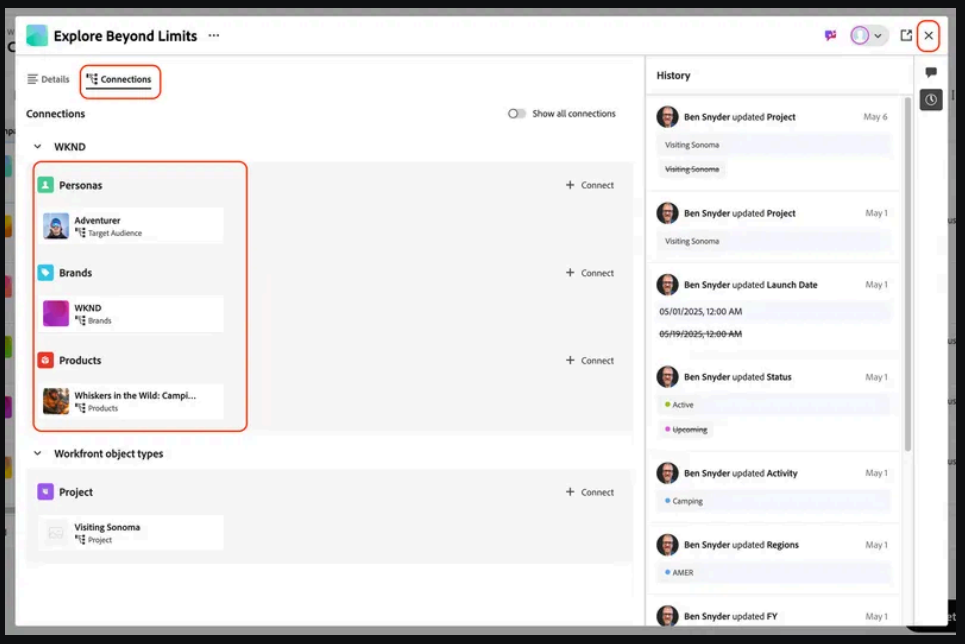
- Begin by clicking on the “Explore Beyond Limits” campaign name to view its **Details**.



- Scroll through to read details about this campaign along with the ability to see comments and history on the right-side panel.



- Click on **Connections** at the top left to see how this campaign record is linked to other Planning records in this workspace: **Personas**, **Brands**, and **Products**.
- Click on the X button at the top right to close the details window for this campaign record.



Planning Views

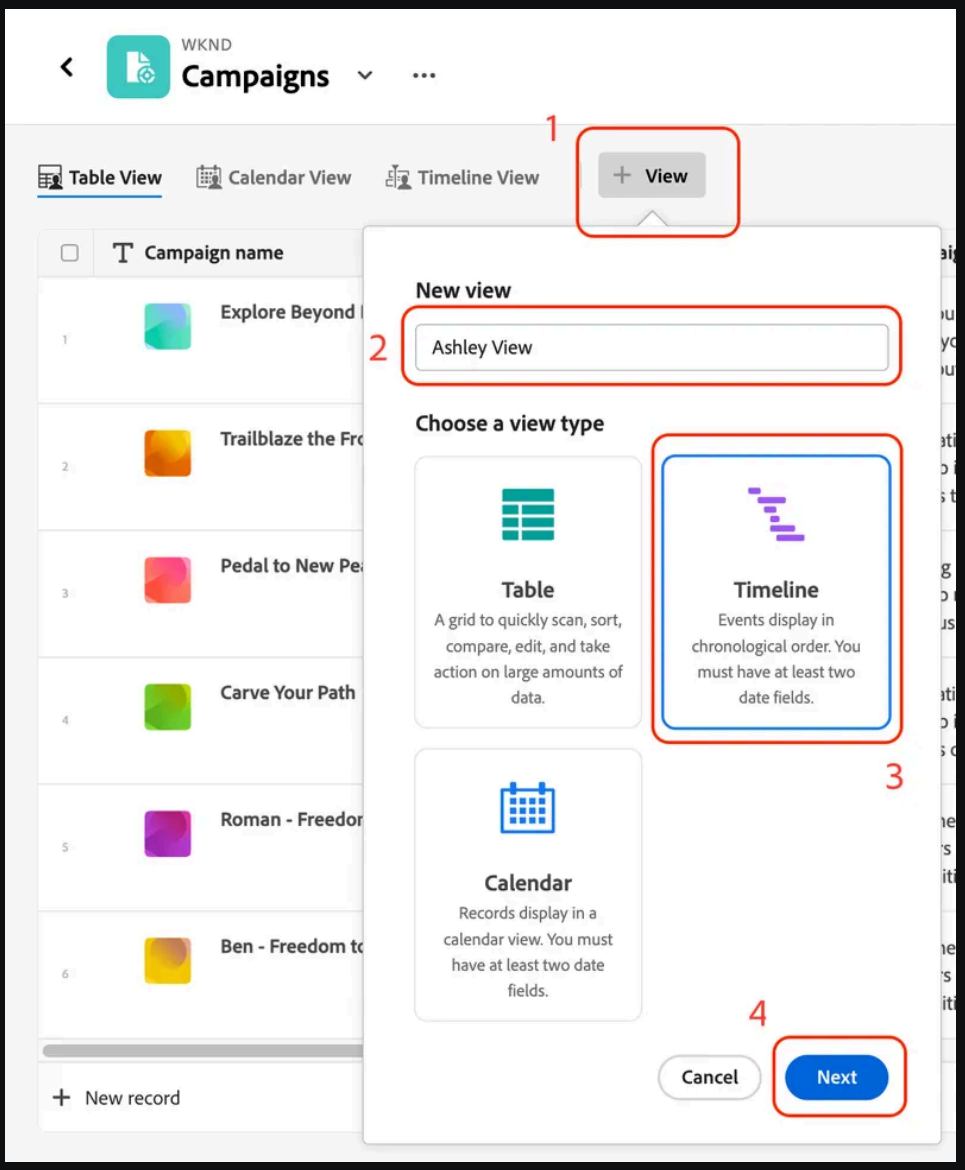
Claire can create custom views tailored to her team's needs. For example, she can set up views that display specific fields relevant to campaign performance, such as budget, timelines, and target audiences. This customization helps her focus on the most critical information without being overwhelmed by unnecessary data.

- Underneath the **Campaigns** header, you will see options for changing the view of the campaign records. Currently, you are viewing it in **Table View**.
- Click through to try out the **Calendar View** and **Timeline View** to see the other types of views that are available.

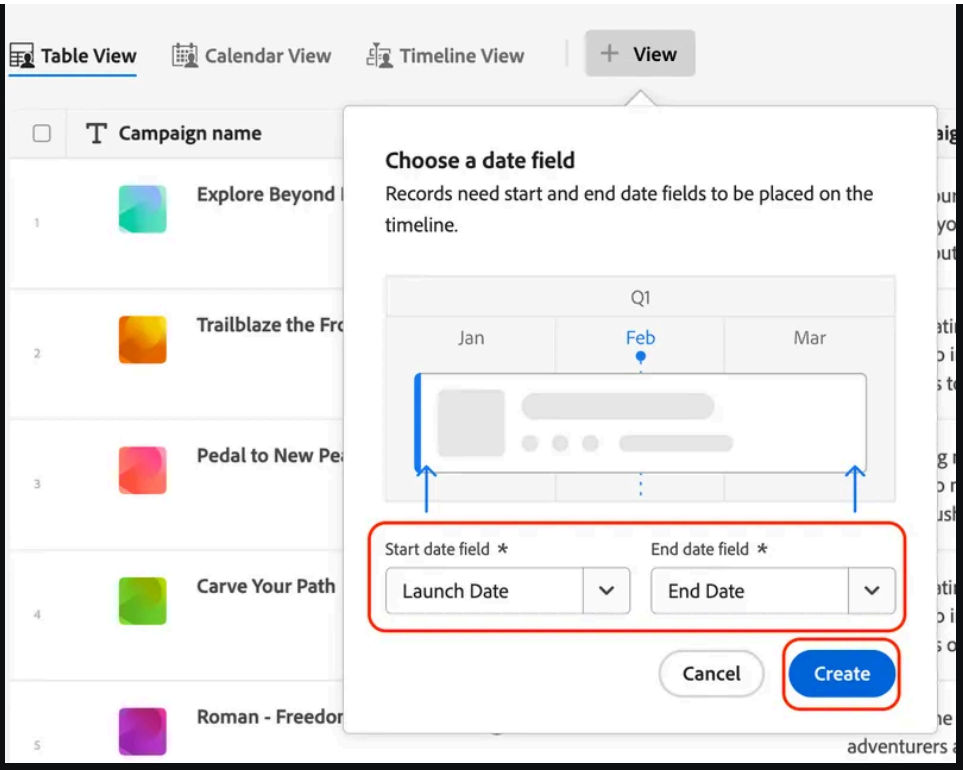
```
These views can be customized and shared with your team. All current views in the WKND workspace are configured to be accessible to anyone with workspace access.
```

- Click the **+** icon to create a new view, and enter a name of **FirstName View.** (1 & 2)

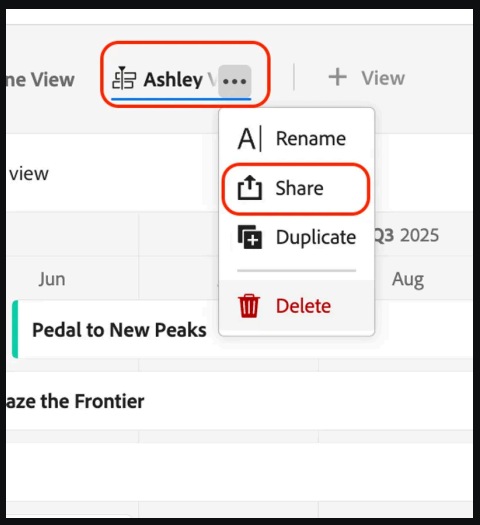
- Select the **Timeline** view type, and click the **Next** button. (3 & 4)

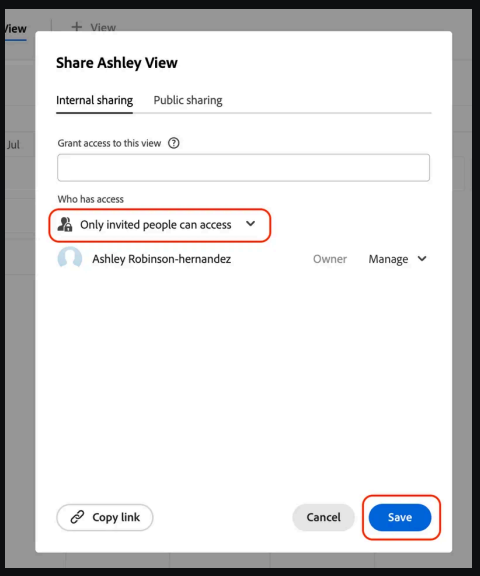


- Set the start date field to **Launch Date**, and the End date field to **End Date**.
- Click the **Create** button to finalize your view.



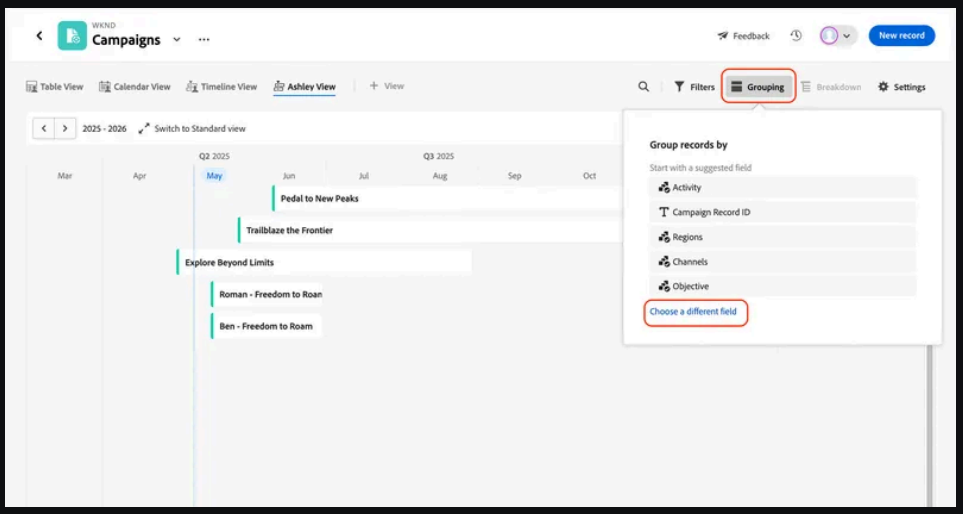
- Hover over your newly created view and click the **three ellipses** button that appears, then select **Share** in the menu options.
- Confirm your view is setup to only allow invited people to access, and click the **Save** button.



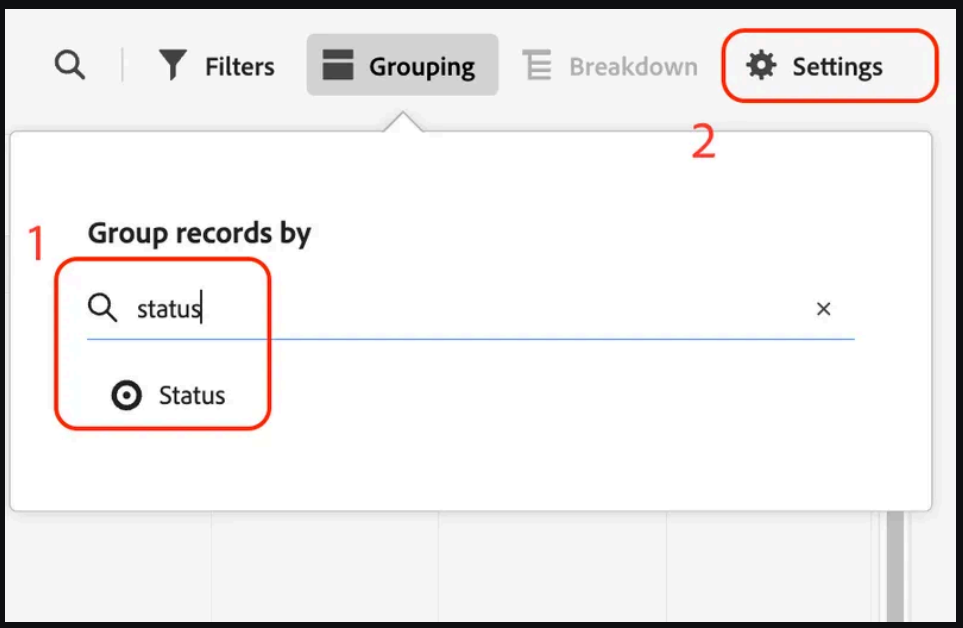


```
By default your view will only be accessible by you the creator, but you can add additional people from this Share screen.
```

- Click on the **Grouping** button.
- Click on the **Choose a different field** link.

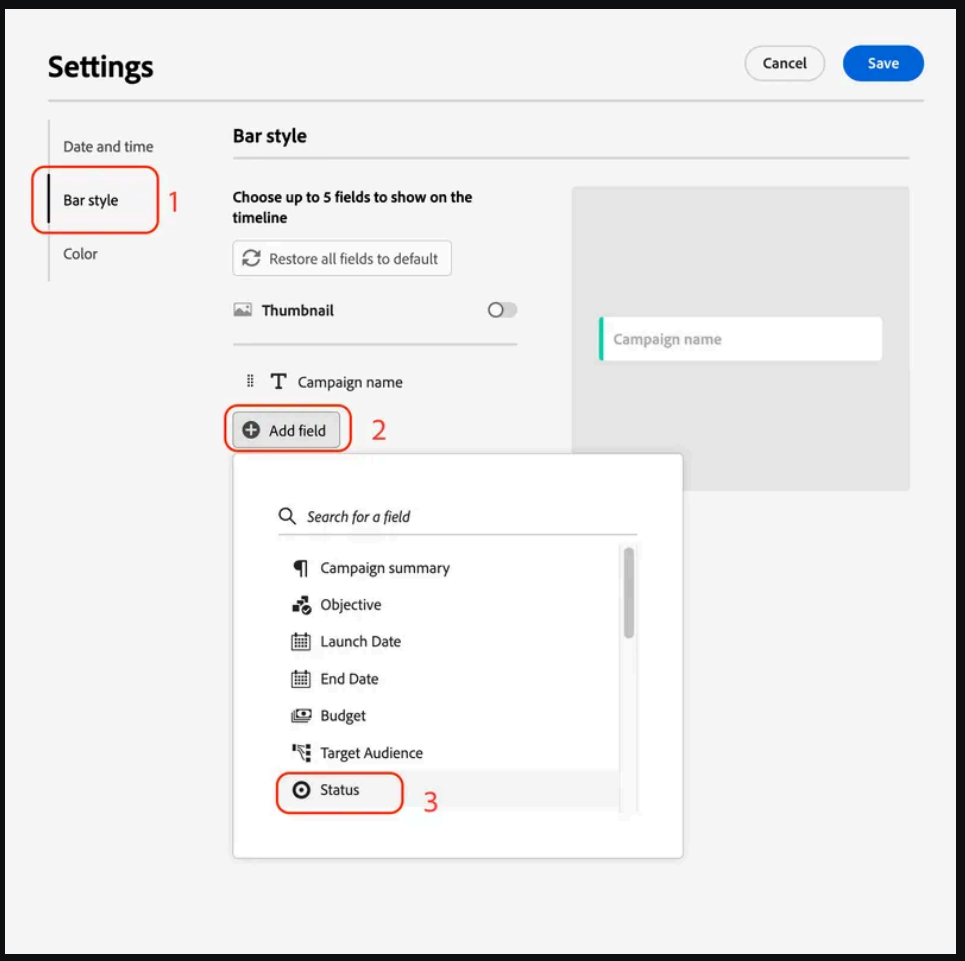


- Search for **Status** and choose this as the field grouping option. (1)
- Click on the **Settings** button at the top right of the View. (2)

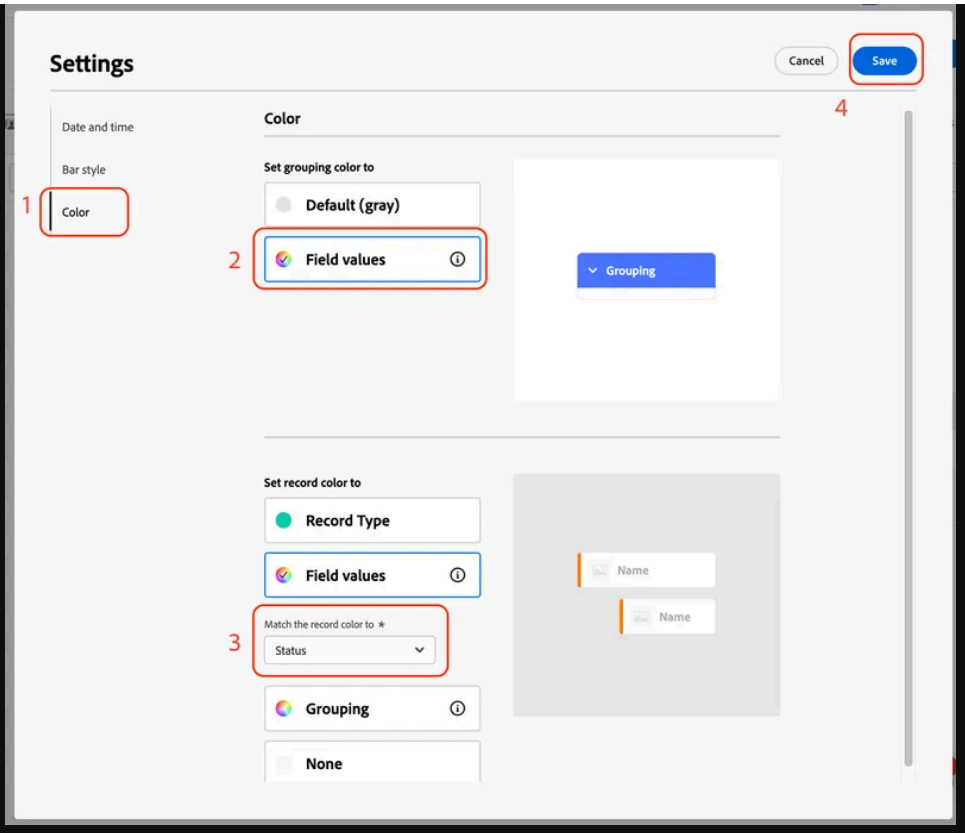


- Click on the **Bar style** tab (1), and then on the **Add field** button (2).

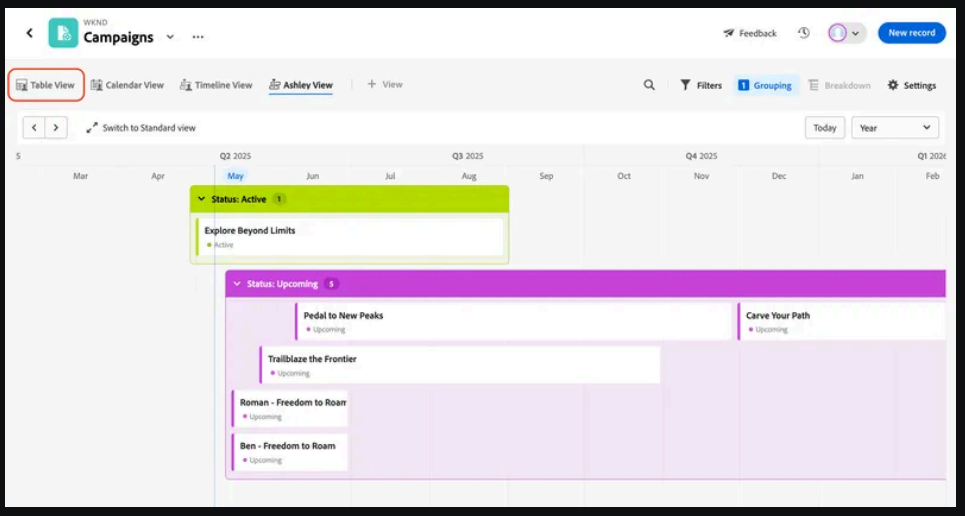
- Click on the **Status** field to add it to the timeline. (3)



- Click on the **Color** tab, and select Field values for the grouping color. (1)
- Select the **Field values** option for record color. (2)
- Select **Status** in the "Match the record color to *" dropdown. (3)
- Click the **Save** button to update the settings of your view. (4)



- "__yourFirstName__ View" table will update with the new settings. Navigate back to **Table View.**



4.4. AI Assistant

Description

Claire can utilize the AI Assistant in Workfront Planning to enhance her campaign planning process for the WKND team. This tool is designed to extract key information from ingested documents, quickly summarize it, and integrate those details into new Planning campaign records. Furthermore, it can link existing pre-defined Planning records to newly created campaign records, ensuring a seamless and efficient workflow for WKND's upcoming pet-friendly outdoor adventures campaign.

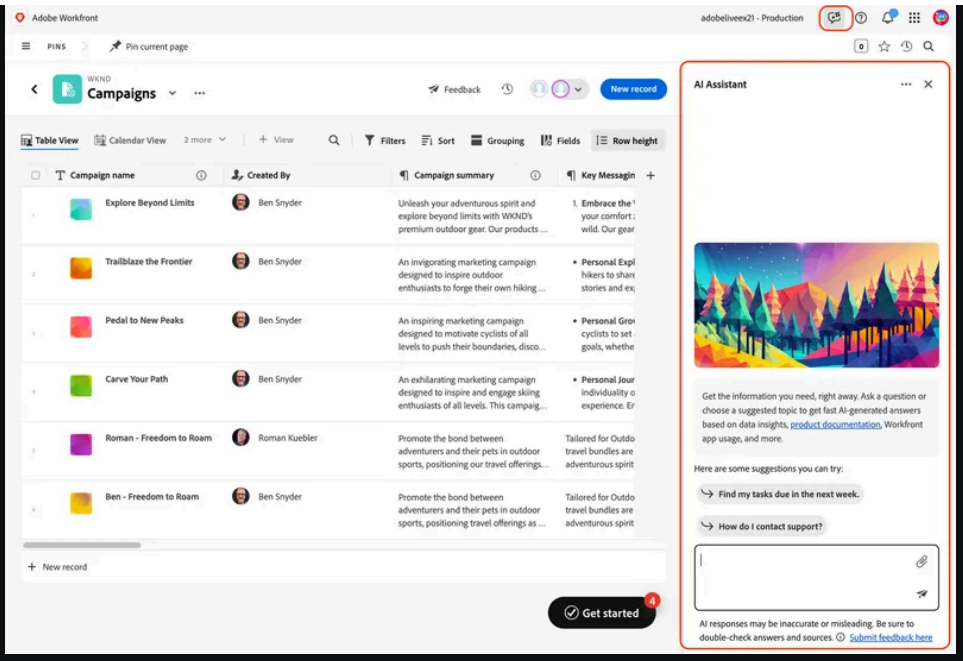
```
For best results, when creating a brief outside of Planning with the
intention of connecting records upon ingestion, make sure that the document
headers match the fields and record types in the workspace.
```

Creative Brief

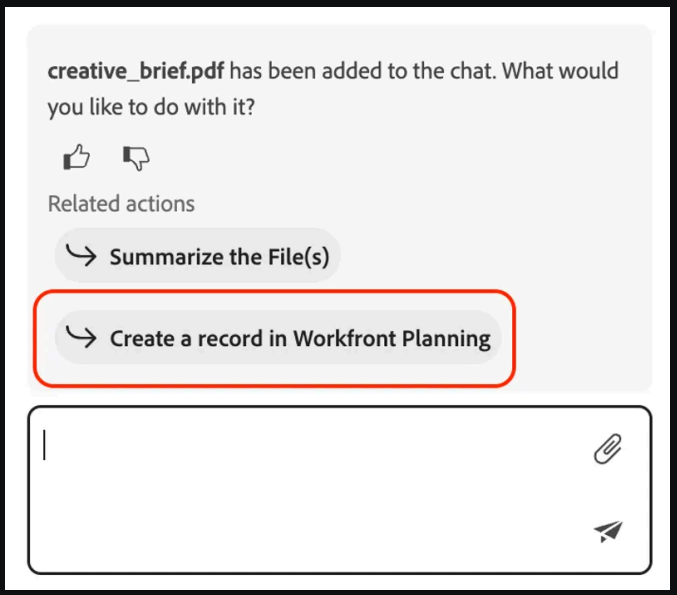
- Open the creative_brief.pdf downloaded from the lab_assets hosted on the engagement site, in the **Workshop Materials** area.

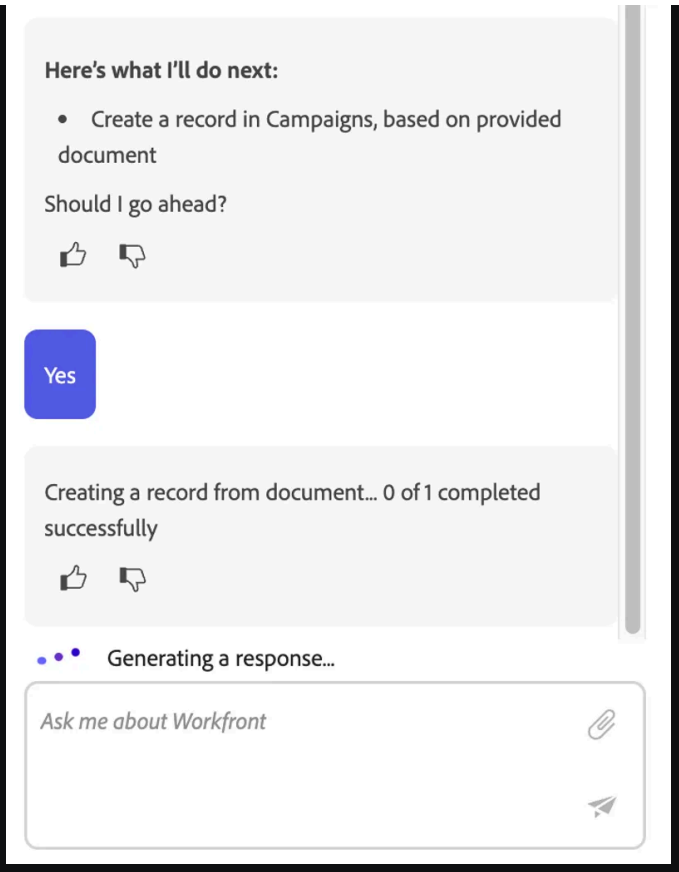
```
This example creative brief is in a presentation format that is commonly used
when developing marketing campaigns.
```

- While in the **Table View** of the WKND Campaigns, click on the **AI Assistant** button at the top right to open it in a side panel.



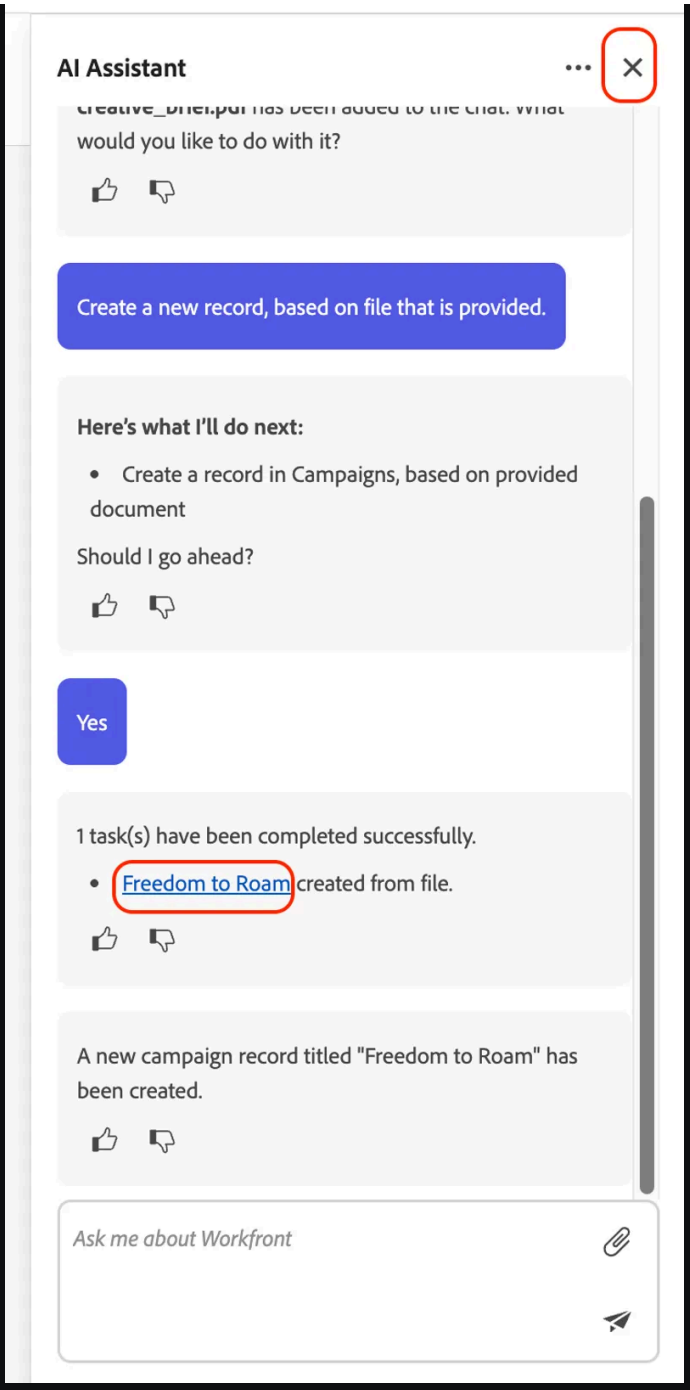
- Click on the paper clip icon, and attach the pdf file called **creative_brief**. You will start to see the AI Assistant generating a response.
- You will be prompted for what would you like to do with the file, and then click on **Create a Record in Workfront Planning**.
- Reconfirm that you want to create a new campaign record based on the attached pdf file by clicking **Yes**.



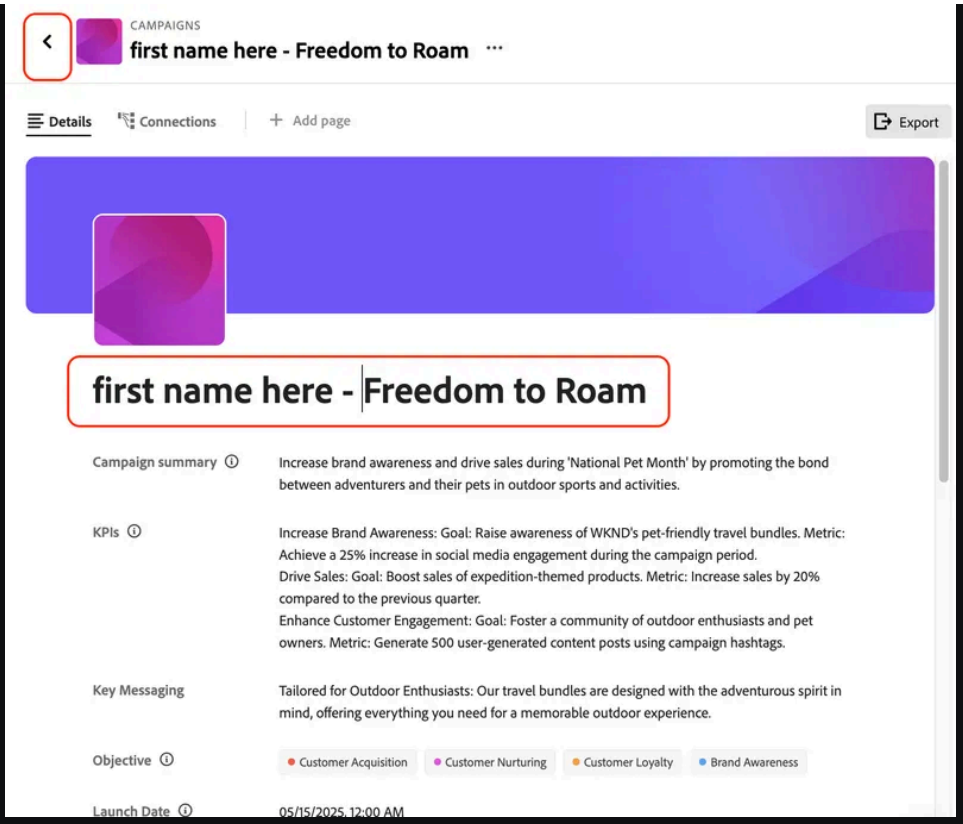



```
You will receive a confirmation that the campaign record has been created as well as see the record populate in the table with the others.
```

- View the campaign's **Details** and **Connections** by clicking on the direct link to that record in the AI Assistant chat window.
- Click the **X** to close the AI Assistant side panel.



- You can verify that the information ingested matches that of the **creative_brief**, as well as view how AI Assistant linked record types to the campaign.
- Click on the campaign title field, and add your **firstname** to the beginning to identify your campaign.
- Click the left arrow to exit your campaign record back to the **Table View**.



Additional Uses

- At the top right of the screen, click on the AI Assistant button to reopen it in a side panel.

```
The AI Assistant can be used to ask questions about your campaigns, as well as how to perform tasks inside of Workfront.
```

- You can click into the prompt field, enter **Tell me which products are being marketed in upcoming campaigns**, and click the submit button.

```
Review the response and note the verification of which campaigns are in upcoming status and then a list of the products linked in those campaign records.
```

- You can also ask things like **How do I create a product record** to get step by step information based on product documentation.
- Click on the **X** button to close the AI Assistant.

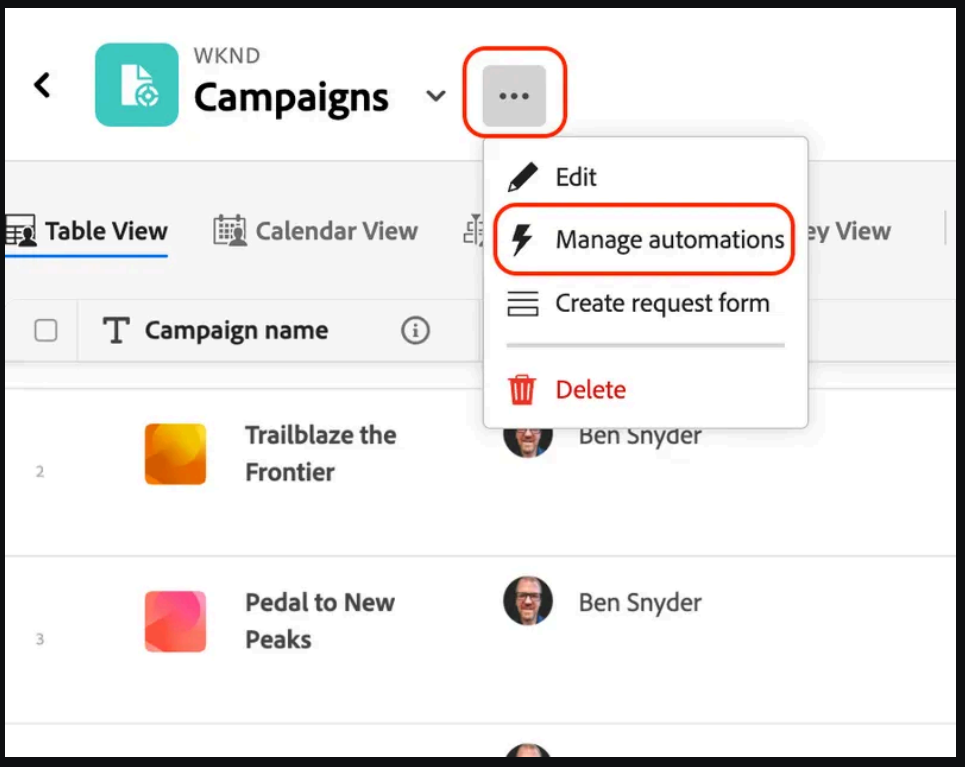
4.5. Project Automation

Description

To efficiently manage the delivery of creative assets, Claire uses Workfront Planning automations to create a campaign project from a standardized template. This automation ensures that all tasks are pre-defined, assigned to the right team members, and scheduled with appropriate deadlines and approval steps. By streamlining project creation, Claire reduces setup time, maintains consistency across deliverables, and enables real-time visibility into progress.

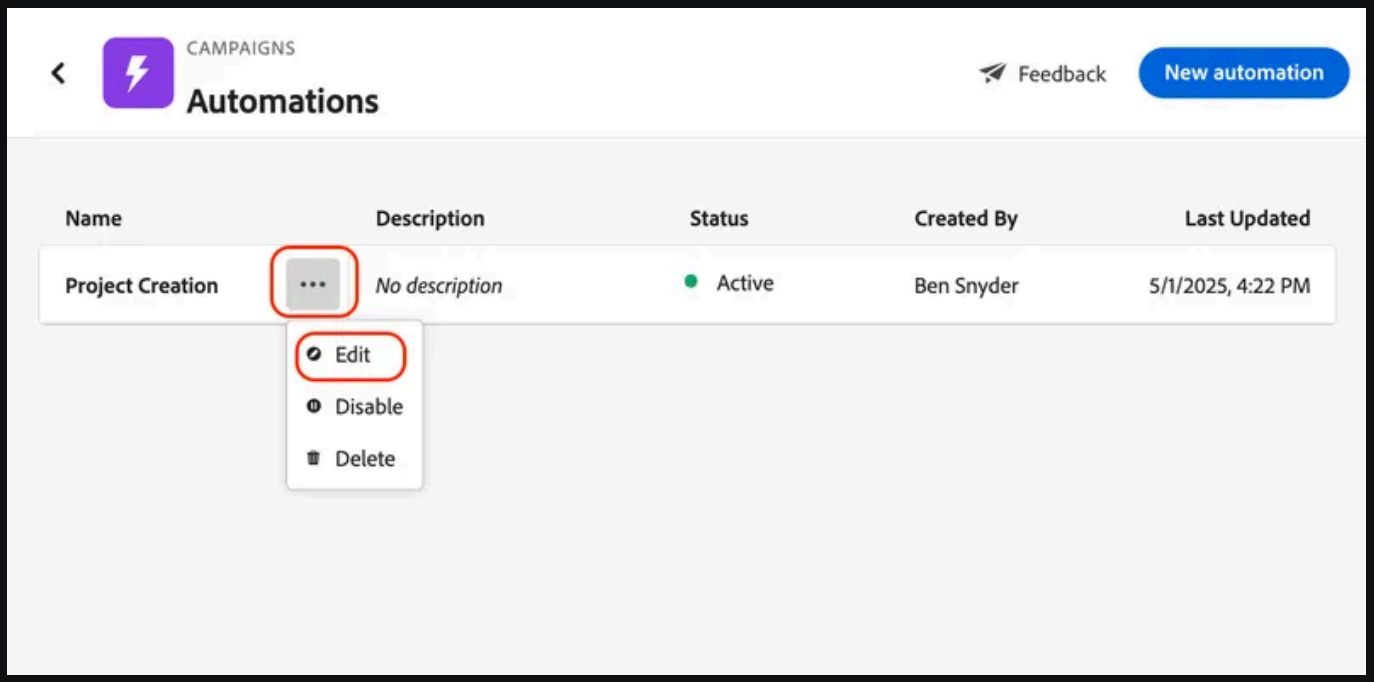
Planning Automations

- Click on the three ellipsis next to the **Campaigns** header, then select the **Manage Automations** in the menu.



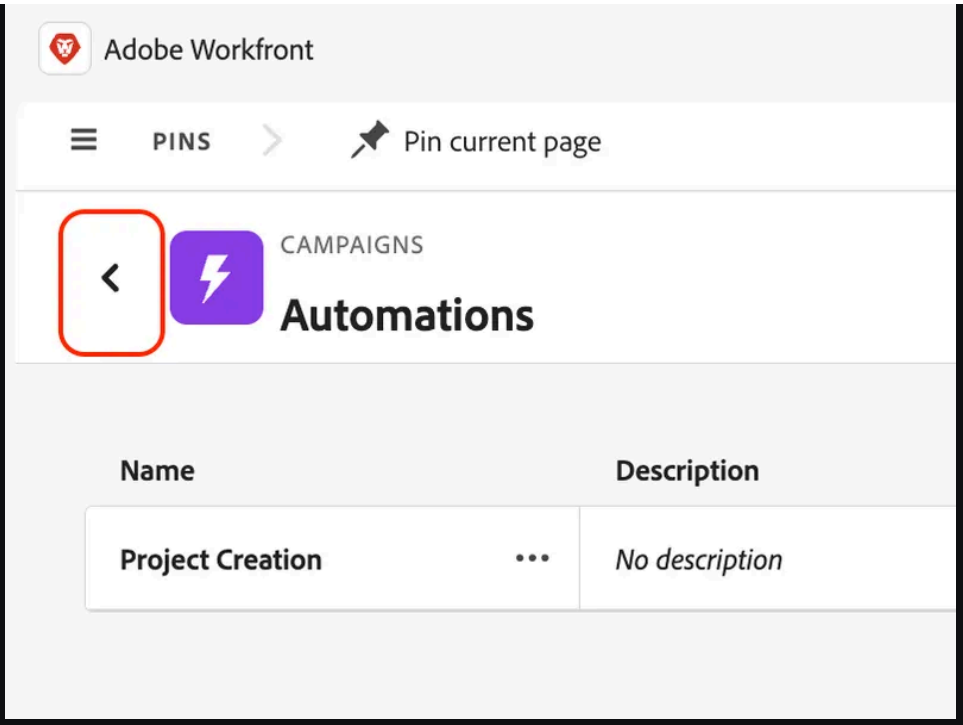

```
This is where a manager of the Planning workspace can create and store automations. These automations are indicated by the thunderbolt icon.
```

- In the list of automations, click on the three ellipses next to **Project Creation**, and choose the Edit option in the menu.



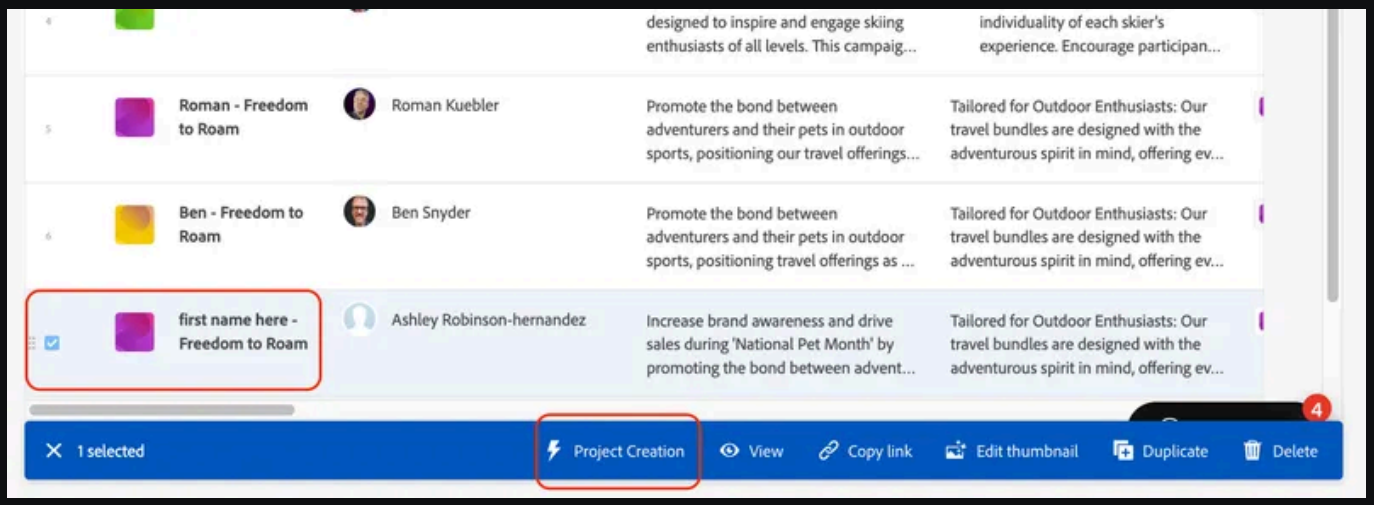

```
Review the Trigger which kicks off the automation, and then the action, which in this case creates a project using the WKND Creative project template.
```

- Click the **Cancel** button to exit this configuration screen.
- Click on the left arrow next to Automations to exit back to the previous screen.



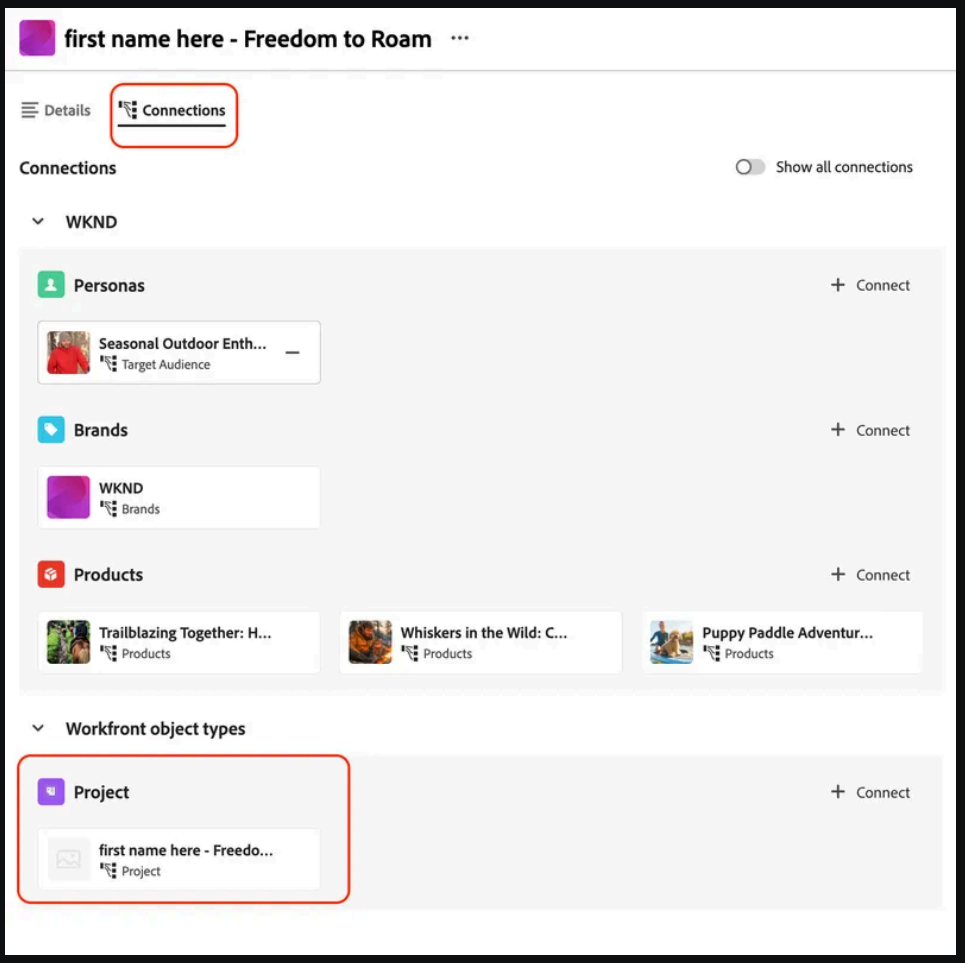
Project Creation

- Hover over and click on the selection box next to your **firstname - Freedom to Roam** campaign record.
- A blue pop-up menu will appear at the bottom of your screen. Click on **Project Creation**.

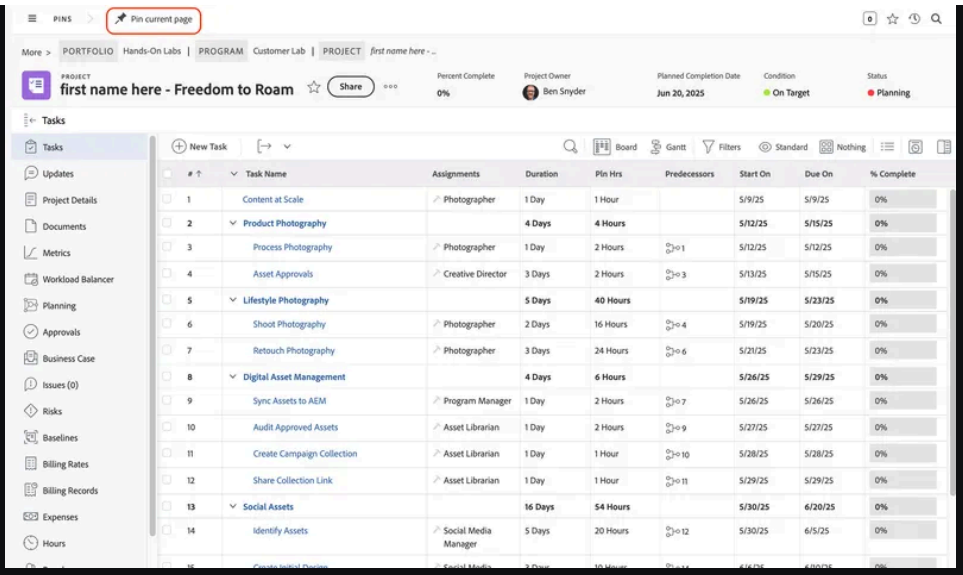


You will receive a notification in a green pop-up at the bottom of the screen notifying you that the project has been created with this campaign record.

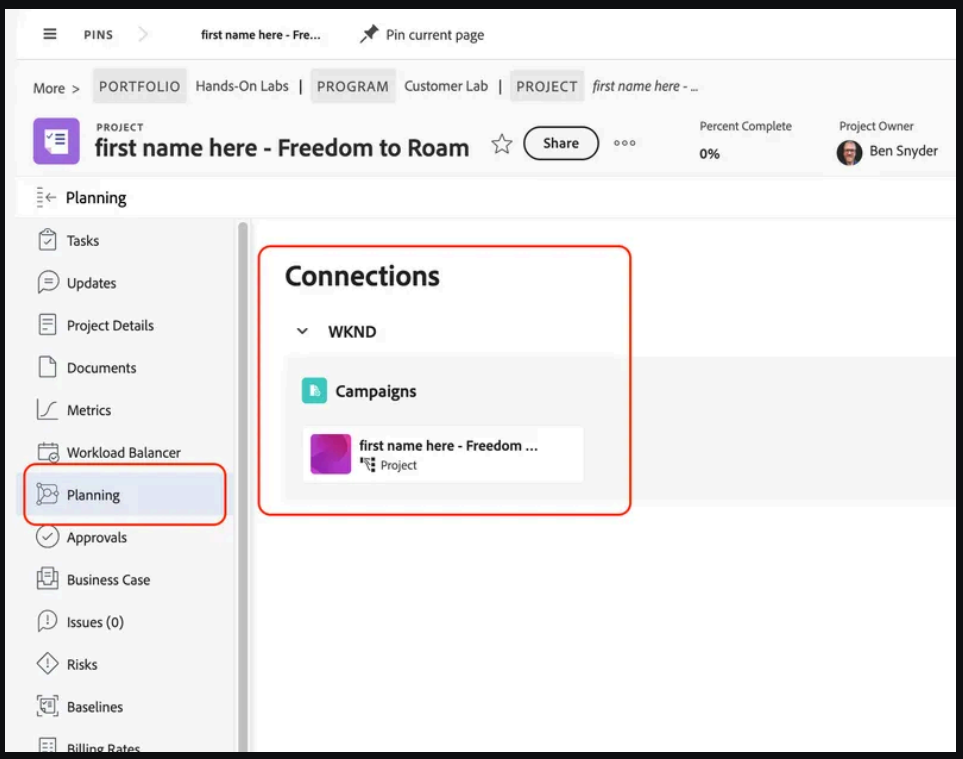
- Click on your **firstname - Freedom to Roam** campaign, and navigate to the Connections tab at the top to view the newly created Project record.
- Click directly on **firstname - Freedom to Roam** Project connection to leave the Planning interface and view the project in Workfront.



- Now you will see the **firstname - Freedom to Roam** project created with the WKND Creative template.
- Along the top of the screen click the **Pin current page** button.



- In the left sidebar of the project, click on **Planning** to view your linked campaign record.



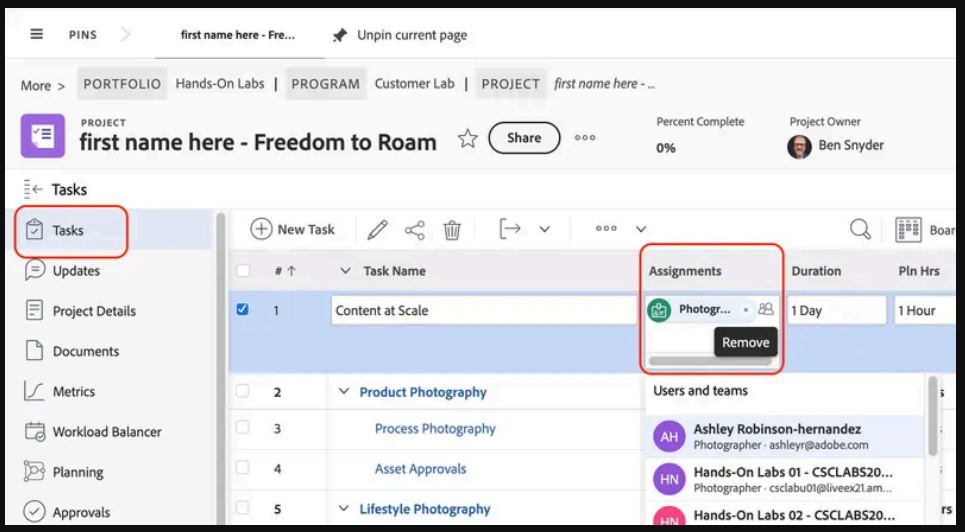
4.6. Resource Management

Description

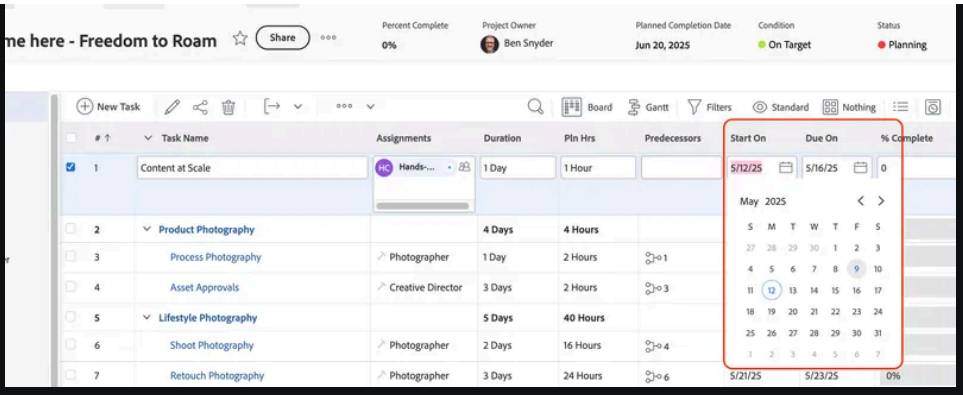
For Claire, the Workload Balancer is a crucial tool for managing campaign planning and tracking project delivery. It allows her to visualize resource allocation, ensuring efficient distribution of tasks based on team members' availability and skill sets. By highlighting over-allocated tasks, Claire can make adjustments to prevent burnout and maintain a sustainable pace for the team. This proactive approach helps in identifying potential bottlenecks and addressing them before they become issues, ensuring smooth workflow and successful project execution.

Single Task Assignment

- Navigate to the **Tasks** area of your **firstname - Freedom to Roam** project.
- On the task for **Content at Scale**, click on the **Assignments** box.
- Click on the **X** next to **Photographer** to remove the job role automatically assigned by the template.



- Select your **user account** to assign yourself to this task, and then tap the return key on your keyboard to save the change.
- Adjust the **Start On** date to some point in the future to see the project timeline adjust automatically.



This is one way to update task assignments within each project, but in the next section you will see how this can be done with visual indicators of the resources availability to complete the task.

Bulk Assignment

- Navigate to **Workload Balancer** from the project sidebar. (1)

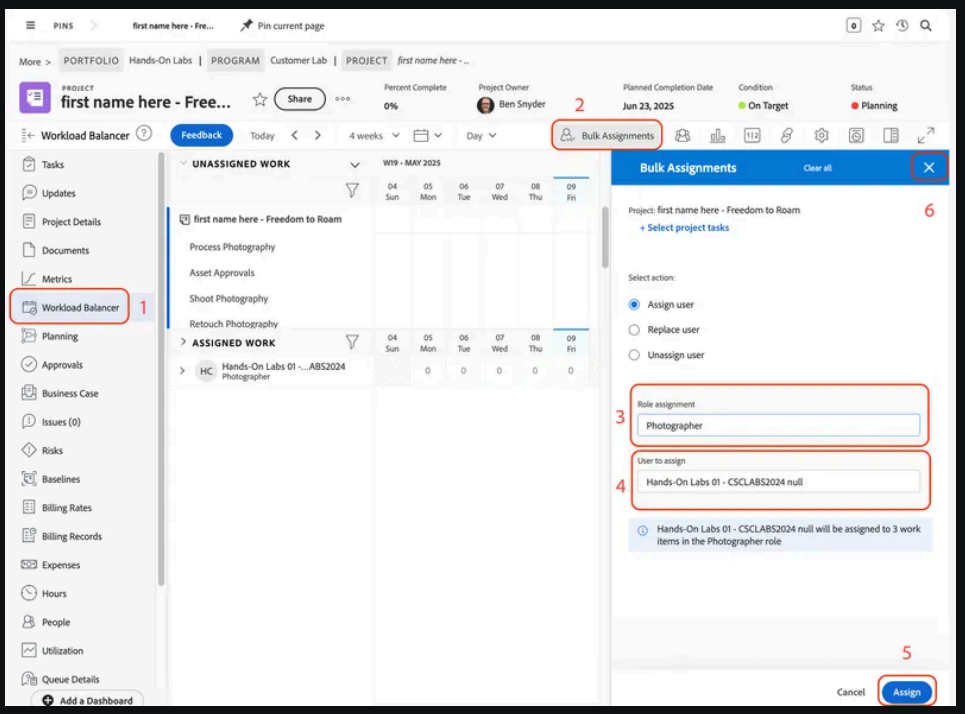
From this view, you can see unassigned work and assigned work within this project, as well as visual indicators for overallocation and availability of resources.

- Click on the **Bulk Assignments** button at the top of the view. (2)
- In this panel that expands choose the following info:
    - Select Action - **Assign User.**
    - Role Assignment - **Photographer**. (3)
    - Use to Assign - Pick **yourself** as your account has the photographer job role.(4)

Job Roles can be created by a system administrator and be assigned to each Workfront user. Each user profile has a primary job role, as well as additional job roles that they may fulfill as well.

- Click on the **Assign** button to assign the three tasks to this user. (5)

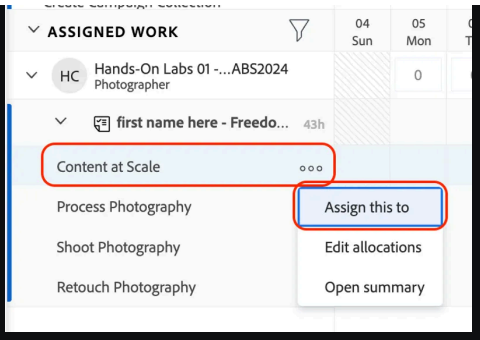
- Click on the **X** to close this panel. (6)

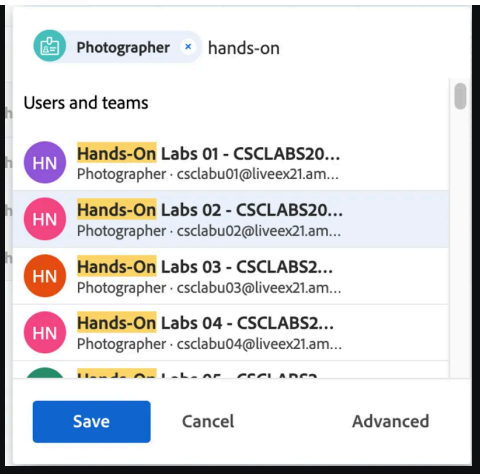


- Click on the **disclosure triangles** to reveal the tasks that have been assigned.

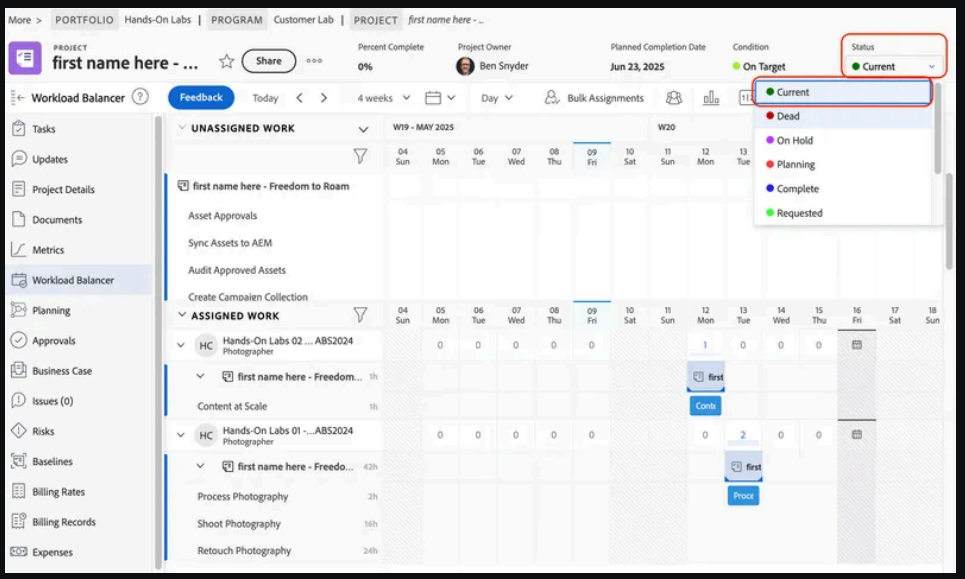
```
Under each day you can see visual indicators for things like holidays from the user schedule, and pto that has been populated under the user profile.
```

- Next to the **Content at Scale** task, click on the ellipses to review options that are available to a program manager to make adjustments.
- Click on **Assign this** to to change who this task is assigned to.
- Enter **hands-on** to bring up a list of users.
- Select a new user, and remove the current assignment.
- Click on the **Save** button.





- Click on **Status** for the project and change the status to **Current**.



4.7. Reporting Metrics

Description

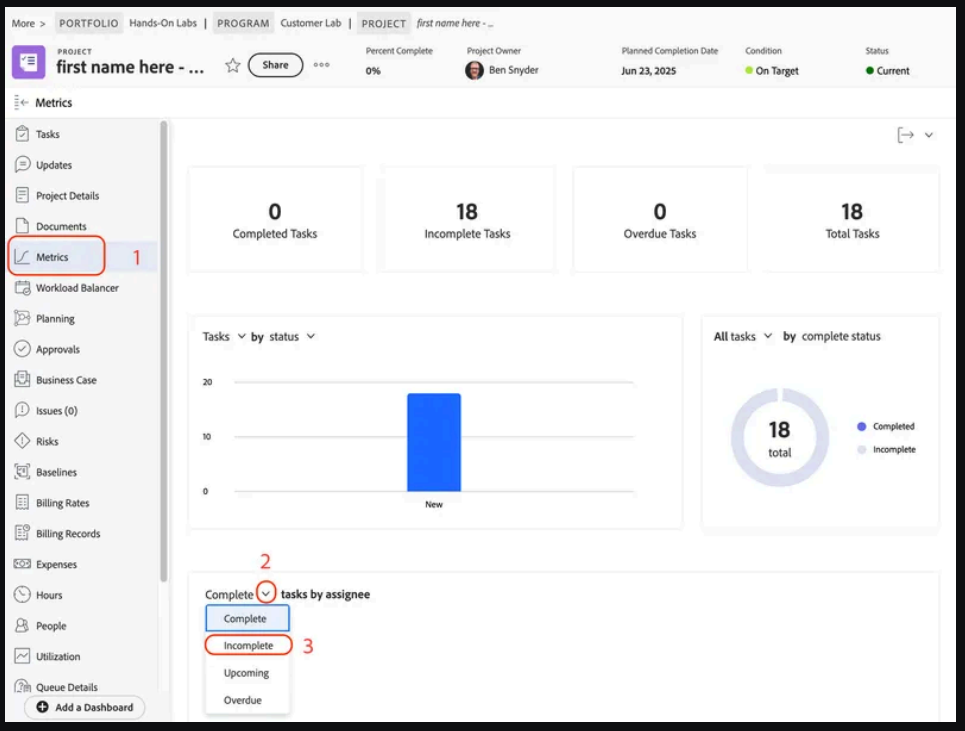
Claire uses project metrics and custom dashboards in Workfront to track the progress of WKND's marketing campaigns in real time. By monitoring key indicators like task completion, timelines, and approval bottlenecks, she ensures work stays on schedule and resources are used effectively. These insights help her make quick decisions, keep teams aligned, and deliver high-quality campaigns on time.

Project Metrics

- In the project sidebar, click on **Metrics**.

```
This view shows on each project as a default way for monitoring metrics on a project giving you the ability to monitor tasks through the lifecycle of the project.
```

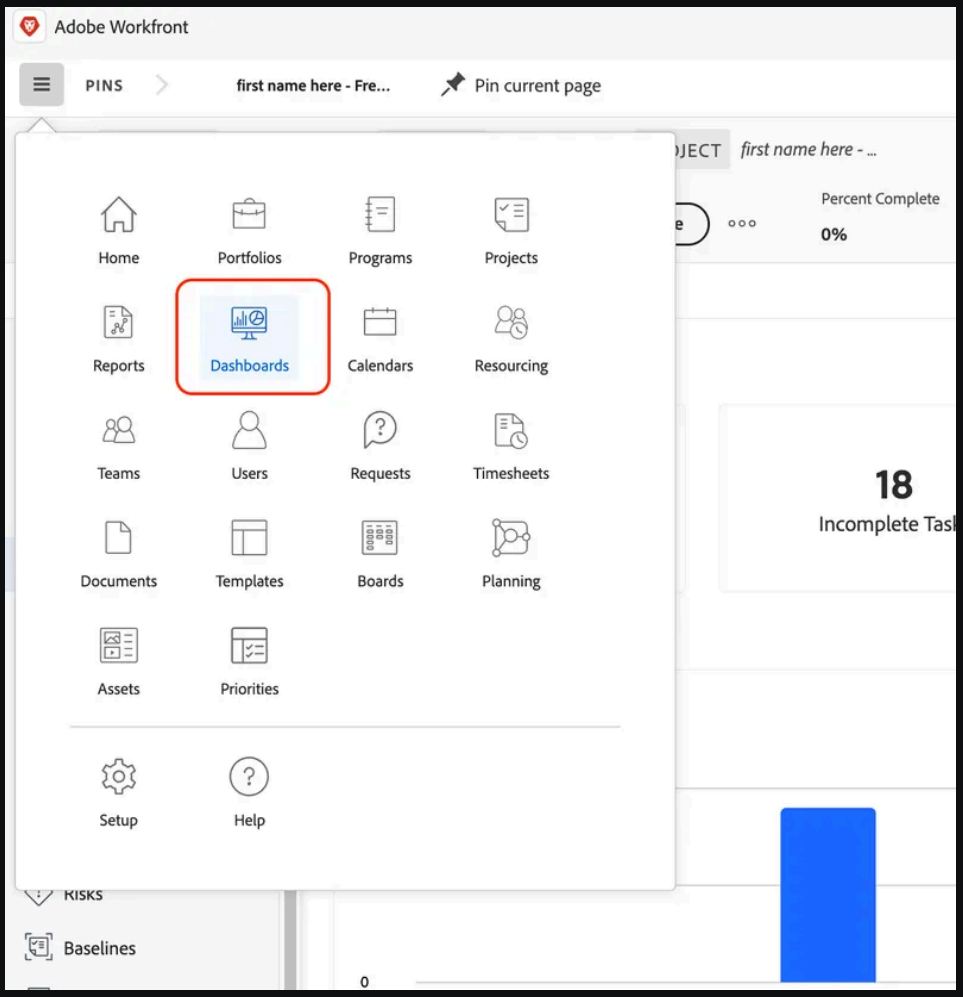
- Click on **Complete** tasks by assignee and change to **Incomplete** to show tasks that have been assigned but not completed.



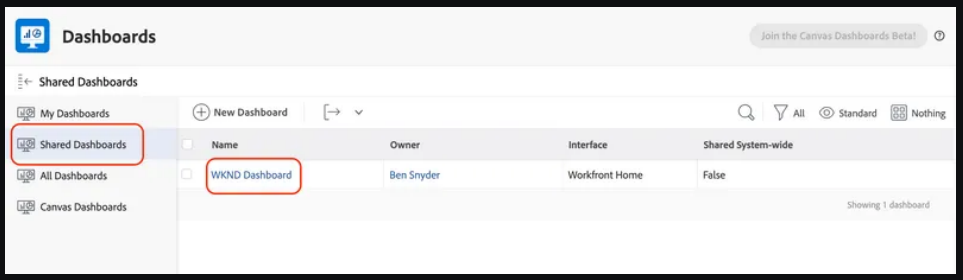


Custom Dashboard

- Click on the **main menu** and select the **Dashboard** module.

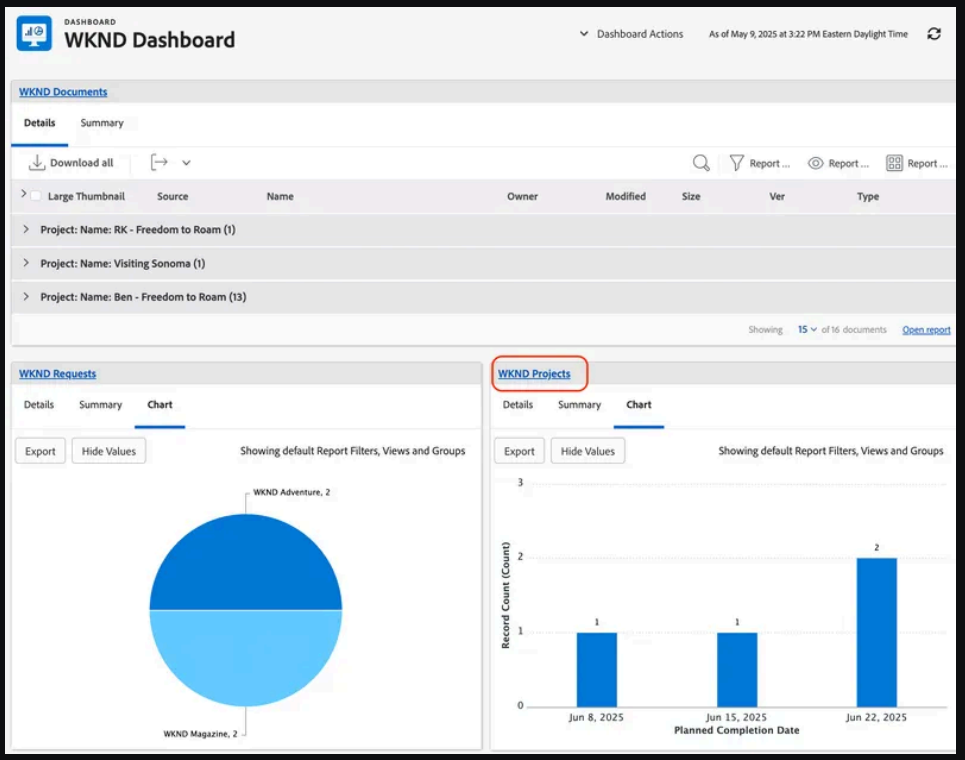


- In the sidebar, click on **Shared Dashboards**.
- Click on the **WKND Dashboard** that appears in this list.

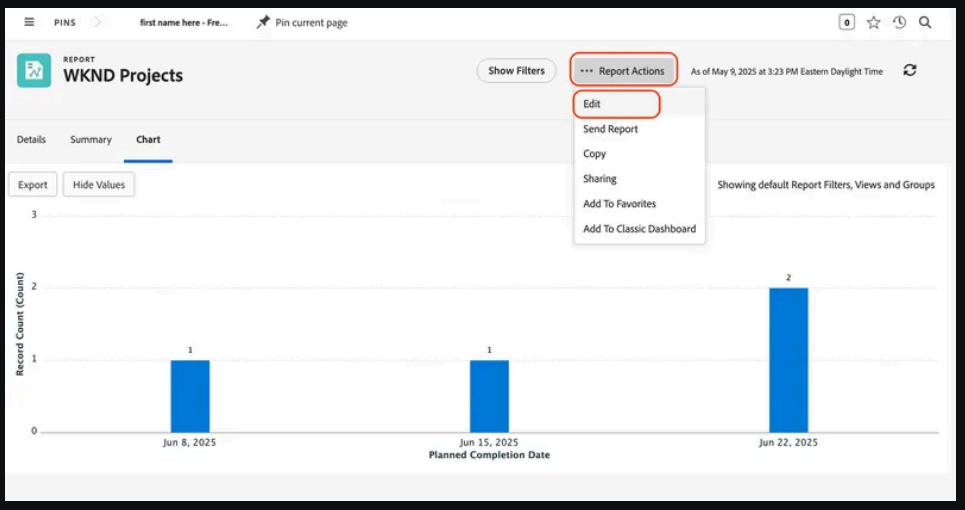


```
Dashboards in Workfront are collections of reports that enable users to organize and display related data in one place.
```

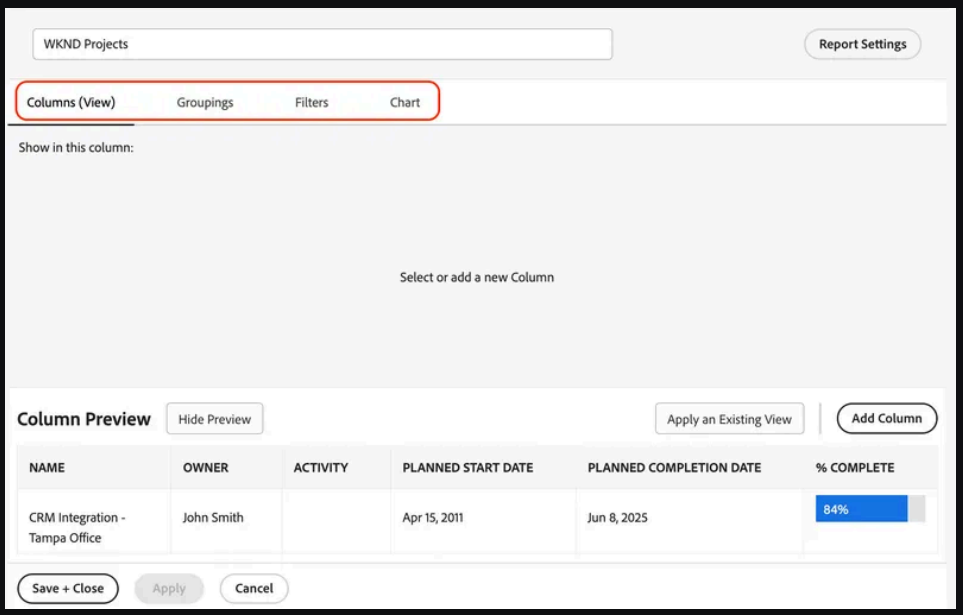
- Scroll through these **three reports** to review the customized reporting specific to WKND.
- Click on the title for the **WKND Projects** report.



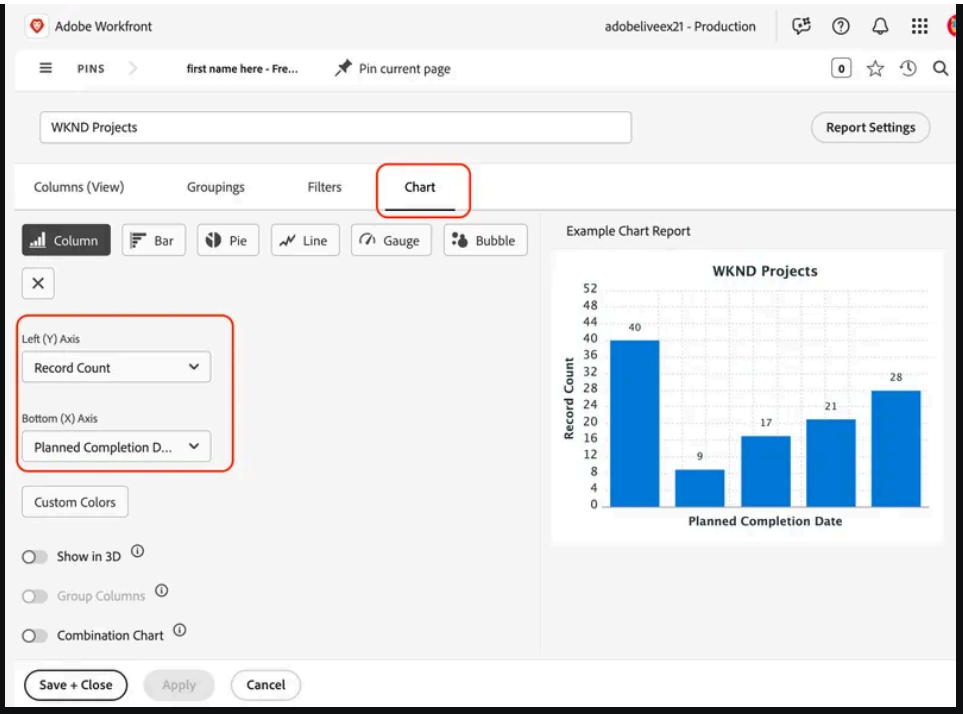
- Click on **Report Actions** at the top of the report view, and select the **Edit** option from the menu.



The report editor is split into four main tabs at the top named Columns (View), Groupings, Filters, and Chart.



- Click on the **Groupings** tab.
- Review the options that have been set to group the data by **Planned Completion Date**.
- Click on the **Filters** tab.
- Review the options for only pulling in projects that are contained in the **Customer Lab** program.
- Click on the **Chart** tab.
- Review the options where it creates a **Column** chart based on the record count for the grouping that was set for **Planned Completion Date**.



- Click on the **Cancel** button to exit the report editor.
- Click the **Adobe Workfront** logo to exit to Home.

5. Creative Teams

5.1. Objectives

Key Takeaways

- Saves Time with Creative Workflow Automation:
    - **Summary**: Adobe Workfront Workflow streamlines content creation and approval processes, reducing the time spent on repetitive tasks and allowing creative teams to focus on more strategic activities.
    - **Example**: Suppose your team needs to create multiple versions of web banners with different copy and aspect ratio variations. With Workfront Workflow you can automate the editing and approval process, ensuring that each version meets the required standards without manual intervention. This efficiency allows your team to concentrate on developing innovative ideas and strategies.
- Delivery of Optimized Assets with Rich Metadata:
    - **Summary**: Adobe Experience Manager Assets and Dynamic Media enable creative teams to deliver optimized assets with comprehensive metadata and taxonomy, ensuring easy retrieval and consistent usage across digital channels.
    - **Example**: Let's say your team has created a series of images for a campaign. By using Workfront natively integrated with AEM Assets, your assets are synced with relevant metadata and smart tagged, making it easy to find and use the right asset when needed. Additionally, Dynamic Media's Smart Crop and Smart

Imaging features automatically adjust images to fit various aspect ratios and optimize them for different platforms.

Adobe Solutions

- Workfront Workflow
- Workfront AEM Native Integration
- AEM Assets
- Dynamic Media
- Express

Terminology

- **Scenario** - a user-created series of automated steps, each represented and performed by a module
- **Trigger** - a module that allows you to grab bundles that were added or updated since the last run of a scenario
- **Module** - a single step within a scenario that performs a function, such as creating a record, within the associated app or service
- **Proof** - tools give stakeholders, creative teams, and project managers one easy place to review and approve work
- **Custom Field -** Data that is unique to an organization. Organizations can customize the Workfront application by creating custom forms and custom fields
- **Linked Folder -** Process of referencing assets or folders from AEM Assets within a Workfront project
- **Metadata Mapping** - Process that allows you to automatically assign information from Workfront to AEM Assets
- **Dynamic Rendition** - use one primary file to auto-generate and publish unlimited versions of images to take advantage of intelligent media transformation and delivery

- **Image Preset** - like a macro, an image preset is a predefined collection of sizing and formatting commands saved under a name
- **Smart Crop** - uses the power of artificial intelligence in Adobe Sensei to quickly automate the cropping of images based on focal point
- **Smart Tag** - content intelligence that is used to apply relevant tags on different set of assets

5.2. Asset Lifecycle

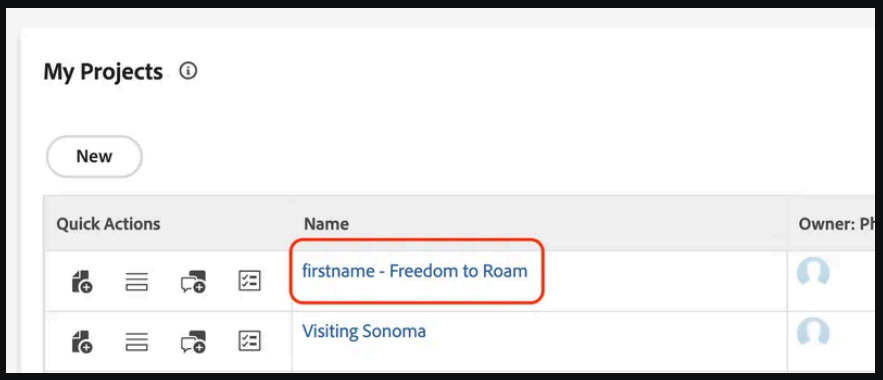
Description

Jamie has finished creating campaign assets for WKND's latest product launch. Before her designs can reach customers, they must pass through brand, creative, and legal reviews. Instead of juggling email threads and ad-hoc approvals that often cause delays and confusion, Jamie uses WKND's Creative approval workflow template in Workfront. This structured, automated process moves her designs through each required review stage, ensuring design quality is validated, brand guidelines are upheld, and compliance requirements are met for every market.

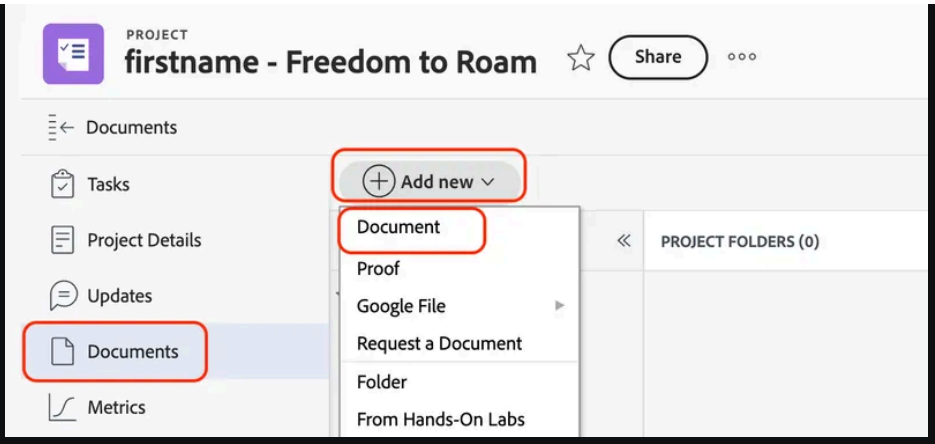
At the same time, Jamie streamlines asset management by filling out custom metadata fields during submission in Workfront. She captures details such as usage rights, campaign name, and image subject, ensuring the metadata is accurate and consistent across systems. Once the asset is approved, the metadata travels with it into Adobe Experience Manager Assets, enabling faster publication across WKND's global channels without re-entering data or chasing missing details.

Asset Upload

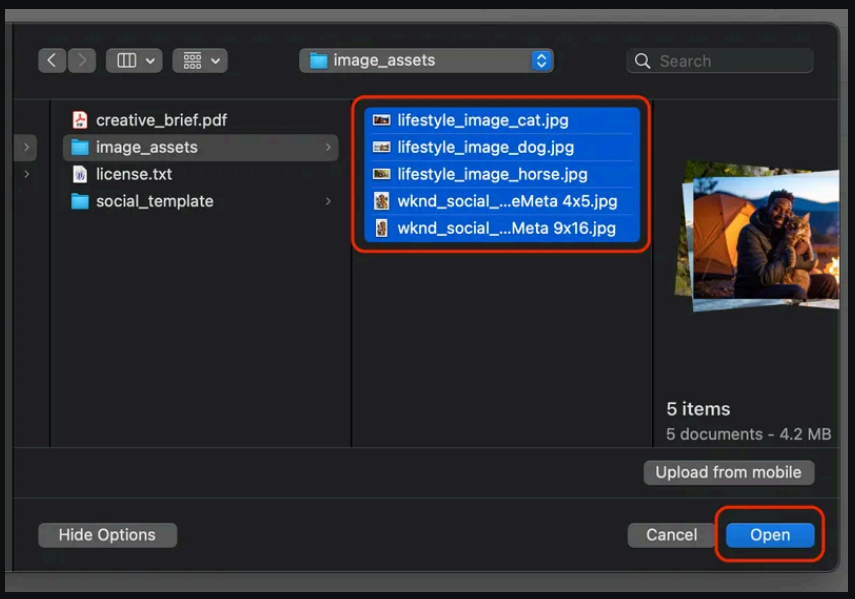
- Click on your **firstname - Freedom to Roam** project in your My Projects widget on your Workfront homepage.



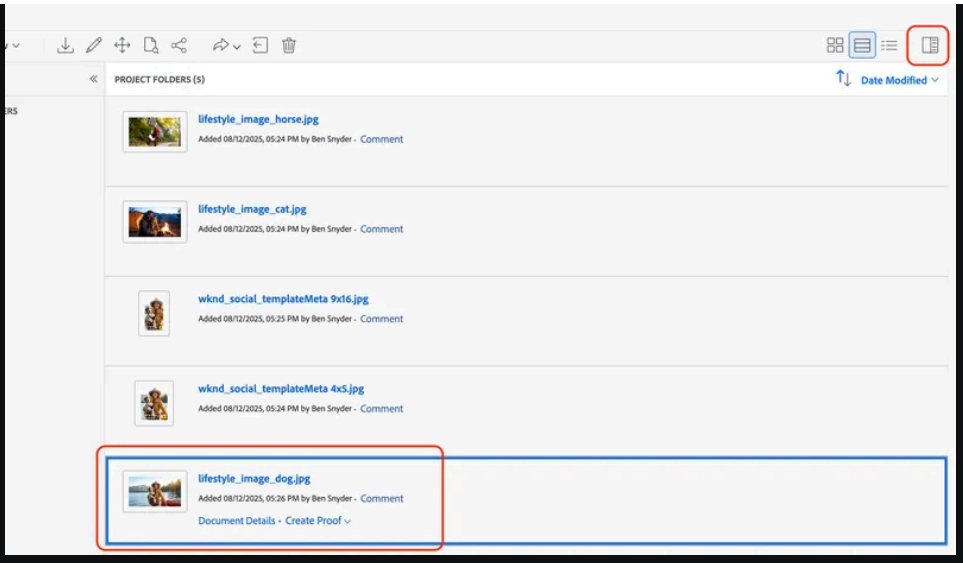
- Click on **Documents** in the sidebar of your project.
- Click on the Add new button and select Document.



- Select the image assets and click Open to upload them to your Workfront project.

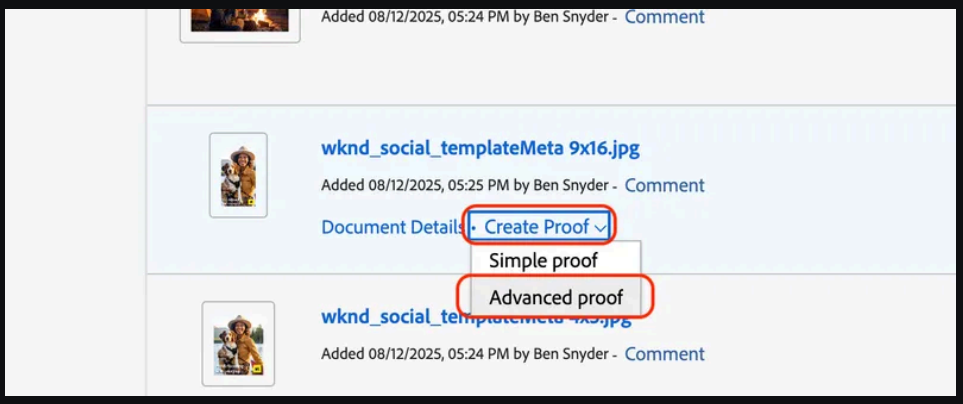


- Drag and drop one of the lifestyle images into the **Documents** area over the original and look for the **Drop here to upload a new version** indicator.
- With that image selected in the **Documents** area click the **Open Summary** button to see multiple versions now exist.

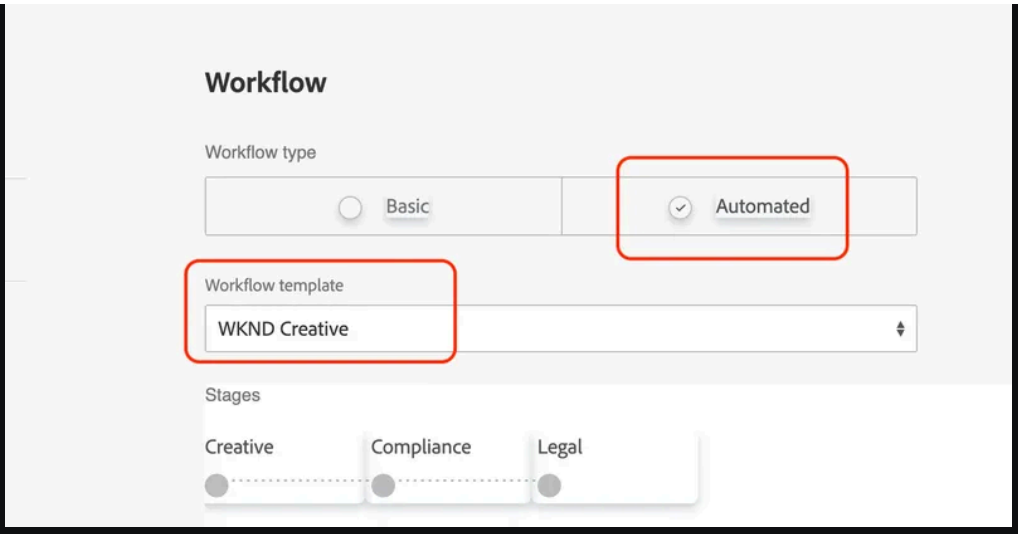


Approval Workflows

- Hover your cursor over one of your social images to display options including the option for Create Proof.
- Click on Create Proof and choose Advanced proof.



- In the Workflow area of the Proof Upload window, click "Automated."
- Select the workflow template called WKND Creative from the dropdown menu. (templates are created by system administrators)



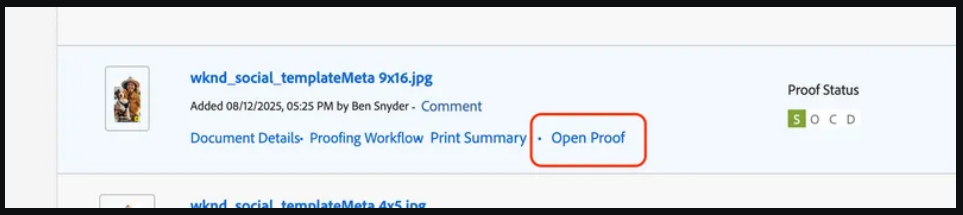
- Review template settings to ensure they match your campaign requirements.

```
Workflow templates include predefined recipients with appropriate proof roles (Reviewer, Approver, Reviewer & Approver, Author, Moderator). Templates also specify email alert preferences and stage activation triggers for each approval level.
```

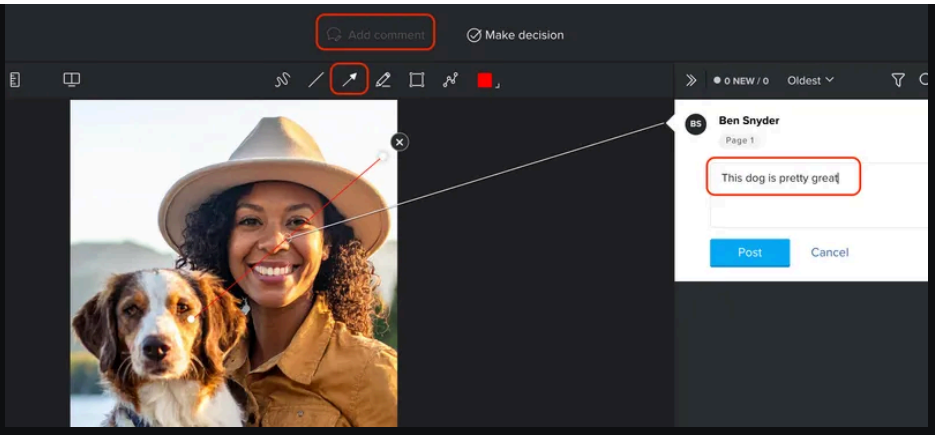
- Click the Create Proof button at the bottom left of the screen.

```
From the Document list you will now see a proof being generated for you with the image that was selected.
```

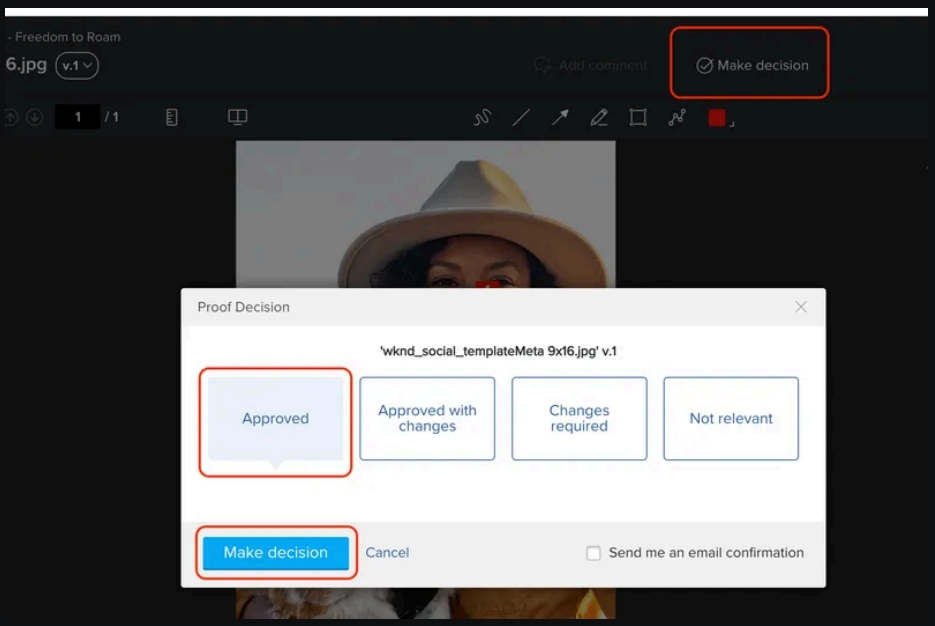
- With the proof generated hover over your image and click on Open Proof.



- Click the Add comment button.
- Click the Arrow button to draw to a section in the image.
- Type a comment into the box on the right and click the Post button.



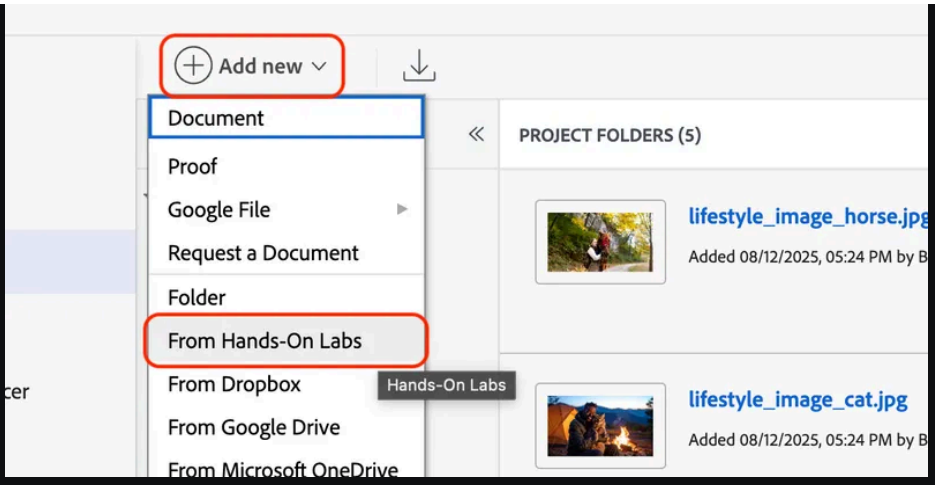
- Click the Make decision button.
- Click Approved and then Make decision.



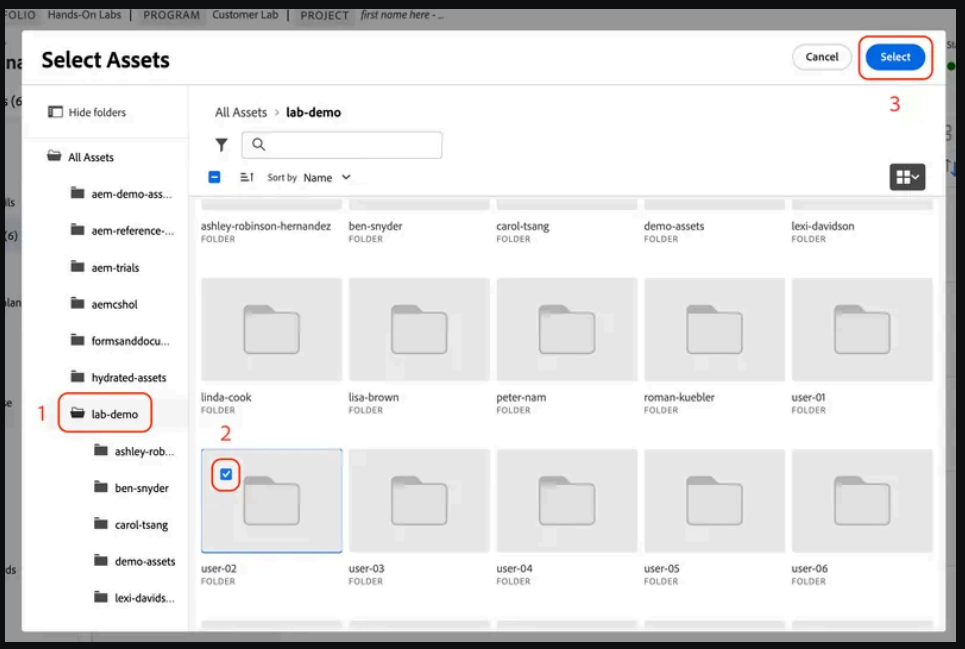
- Close this browser tab to navigate back to Workfront.

Linked Folder

- Click on the **Add new** button.
- Select the **From Hands-on Lab** option in the dropdown menu.

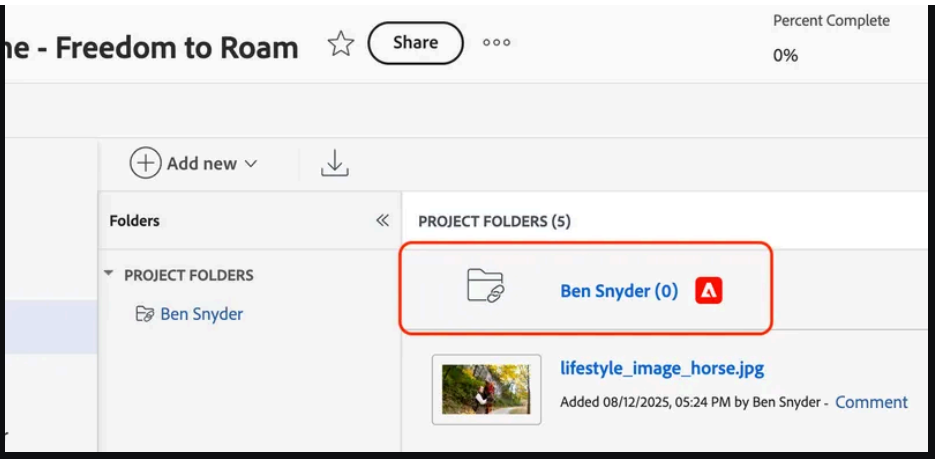


- Click on **Lab Demo** folder in the sidebar. (1)
- Click the selection box for your **Lab Login** folder. (2)
- Click the **Select** button. (3)



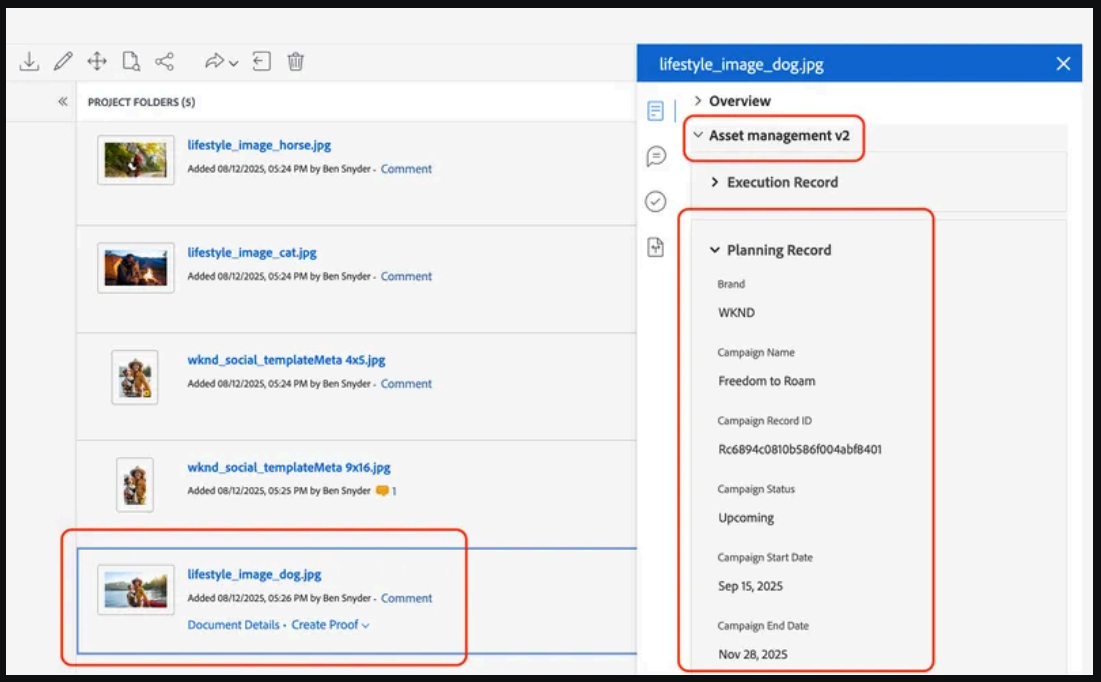

```
The native integration has provided the ability to link to a folder within AEM Assets, and as assets are added they are sent to AEM along with metadata that has been mapped between the systems by an administrator. Assets are then stored in AEM, and a link referenced back into Workfront.
```

- Check that your linked folder from AEM is now listed in your Workfront project with an Adobe logo inline.

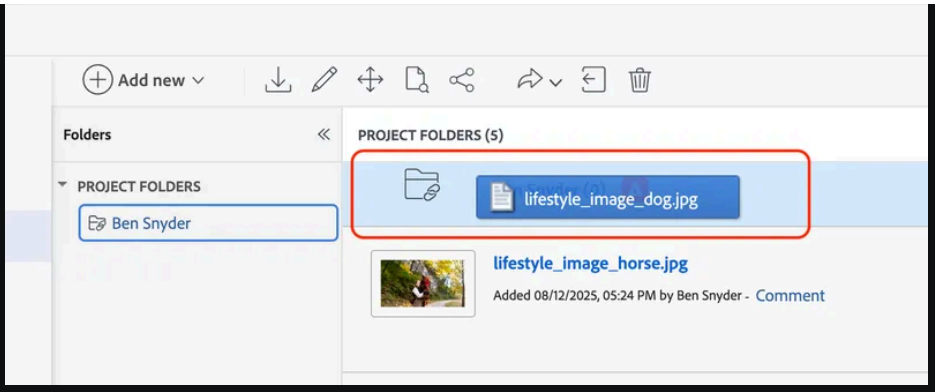


Metadata Updates

- Click to select your image in your project, and click the **Open Summary** button.
- Click on the disclosure triangle next to the **Asset Management v2** custom form.
- Review the fields on this form to see many of them have been auto populated by an automation to pull in **Planning and Execution** records to add to the document metadata.



- Drag your image to your linked folder and send it to AEM.



These assets will go through processing automation in AEM and may take a moment to show image previews inside of Workfront.

5.3. Asset Management

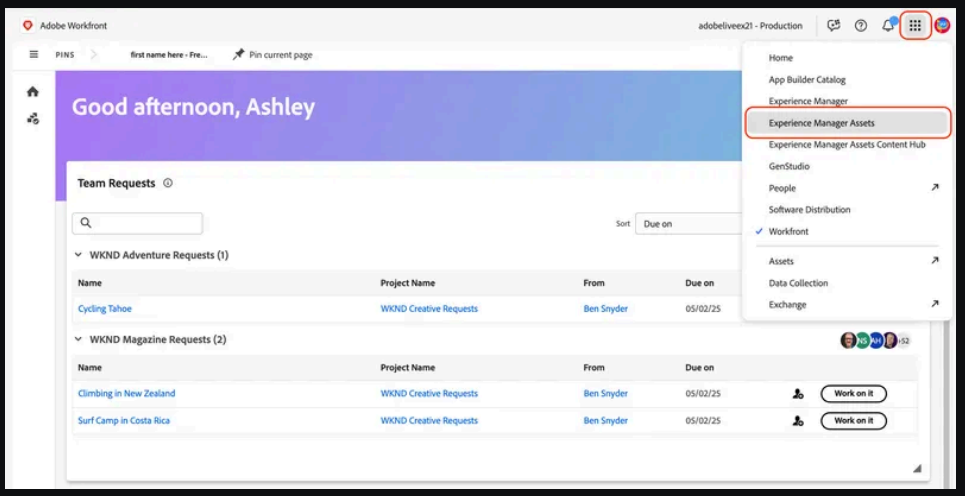
Description

For Jamie the native integration between Workfront and AEM Assets accelerates content production by seamlessly connecting project management and asset delivery. With automated folder creation, synchronized metadata, and real-time updates across both systems, Jamie and her team can focus on creating high-impact content while reducing manual work and delays.

Jamie leverages AEM Assets to automatically generate channel-ready asset variations, saving hours of manual work. With Express Quick Actions, she quickly crops, resizes, and removes backgrounds right inside AEM. These tools empower Jamie to deliver high-quality visuals faster, stay agile with last-minute changes, and spend more time on creative storytelling.

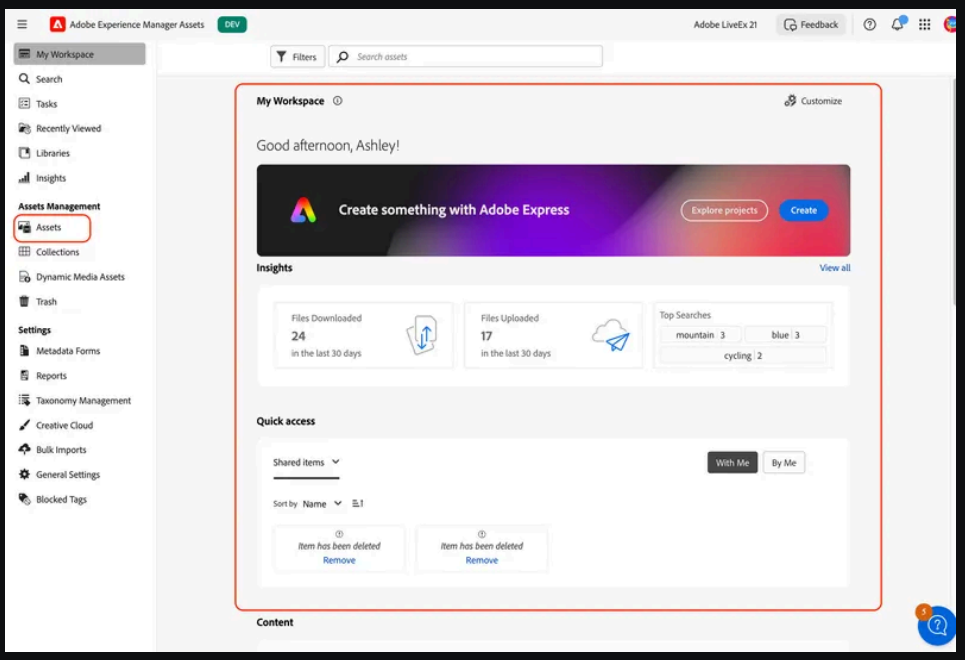
AEM Asset View

- In Workfront click on the **Apps** button at the top right and select **Experience Manager Assets** from the options in the menu.

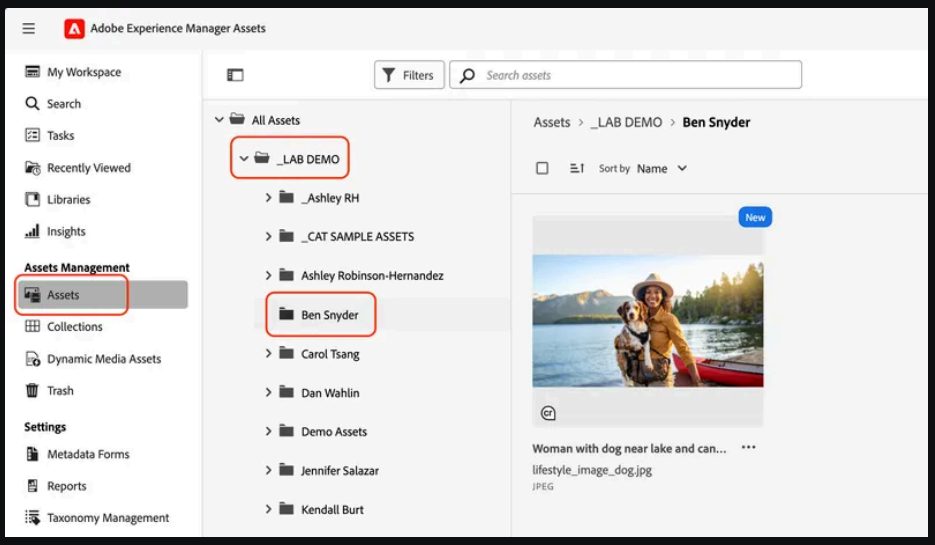


- Click the Select button under your cohorts repository:
    - **Adobe LiveEx 21 Program 1 dev**
    - **Adobe LiveEx 22 Program 1 dev**

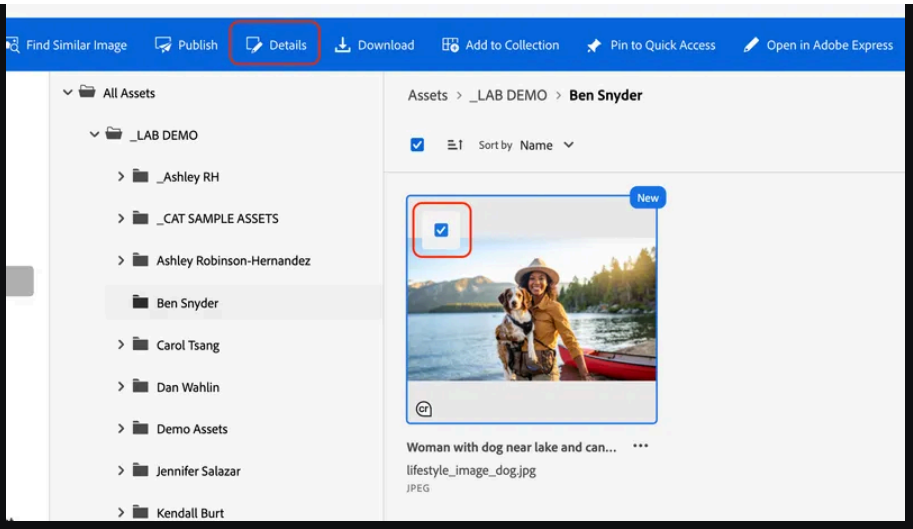
- Review the options on the **My Workspace** section in AEM Assets.
- On the left-hand sidebar click on **Assets.**



- Click the disclosure triangle next to the **_Lab Demo** folder.
- Locate your **user folder** here and select it to display the assets it contains.

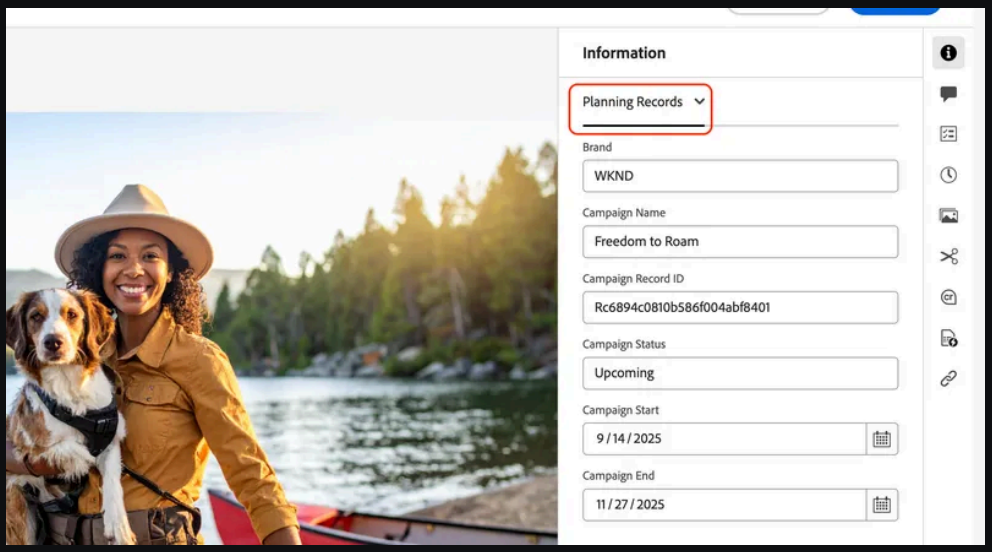


- Scroll through the assets in that folder and select your image.
- You can review the options available in the menubar, and then click on **Details**.



Metadata & Tags

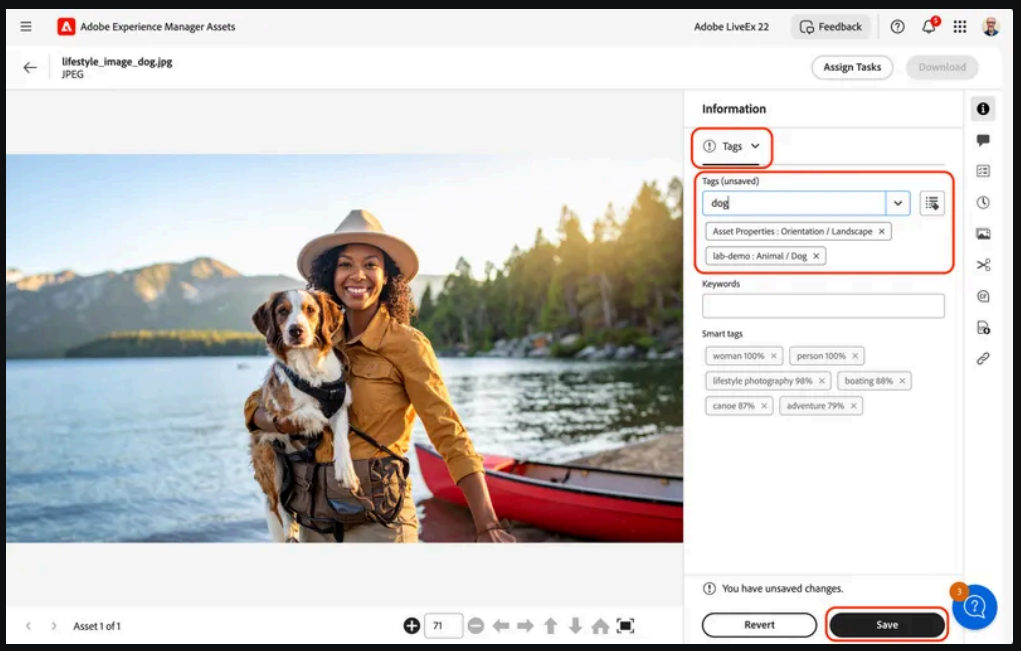
- Review some of the **Metadata** that has been applied to this asset in the Information Panel.
- Click on the **Execution Records** tab to see the synced project metadata.
- Click on the **Planning Records** tab to see the synced campaign metadata.



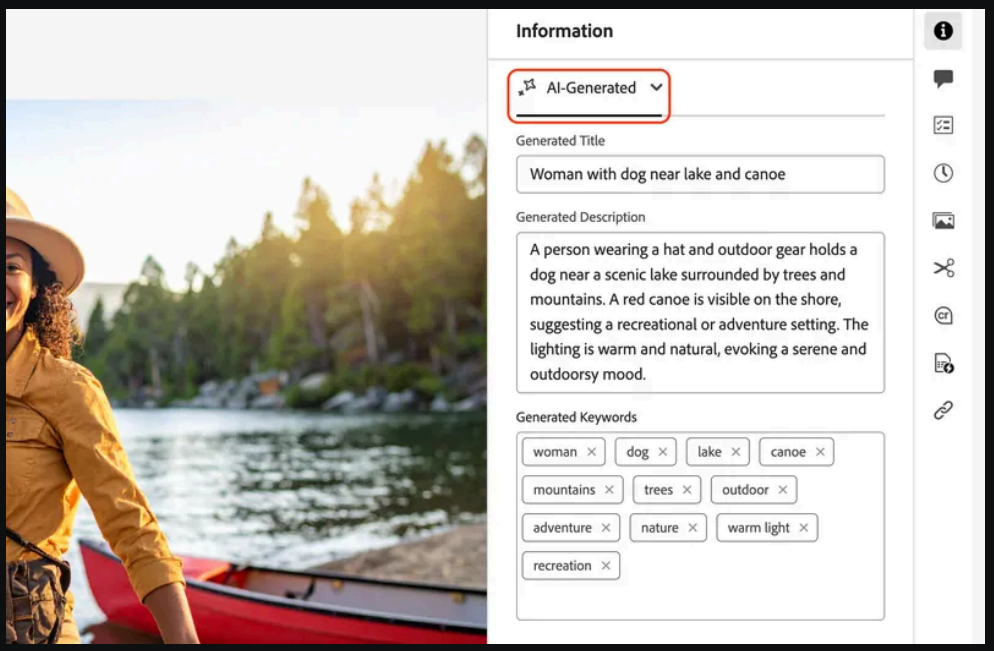
- Click on the **Tags** tab to see the smart tags that have been applied with AI powered by Adobe Sensei.
- Click on the **Tags** field and enter the animal related to your group activity:
  - **Horse**
  - **Cat**

- **Dog**

- Select the tag and click the **Save** button.



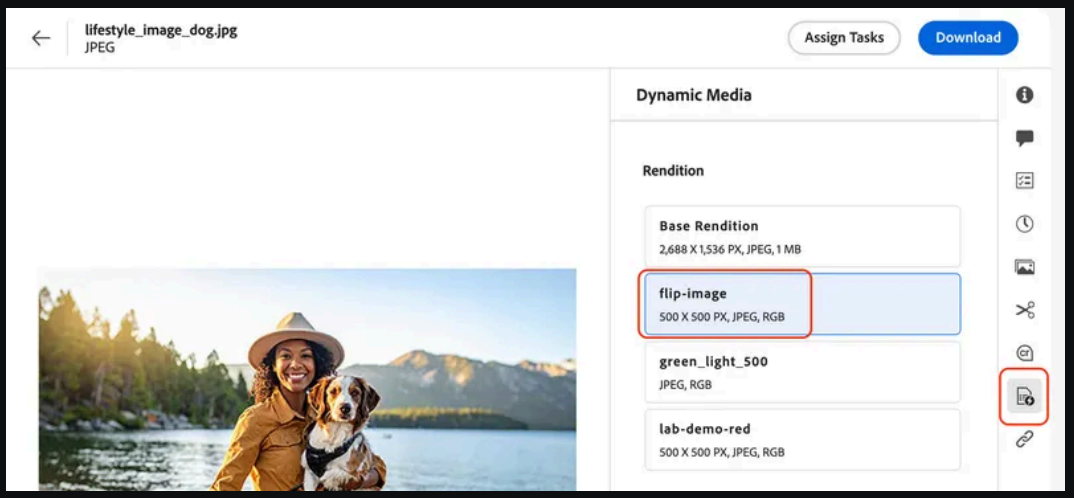
- Click on the AI-generated tab to see the additional metadata added by analyzing the image.



AI automatically generates descriptive tags for digital assets, improving search, categorization, and recommendations. This eliminates manual tagging while ensuring consistency across large content volumes. For images, AI can identify objects, scenes, emotions, and logos to create tags like "sunset," "beach," or "vacation." The system enhances asset discovery through semantic and lexical search capabilities.

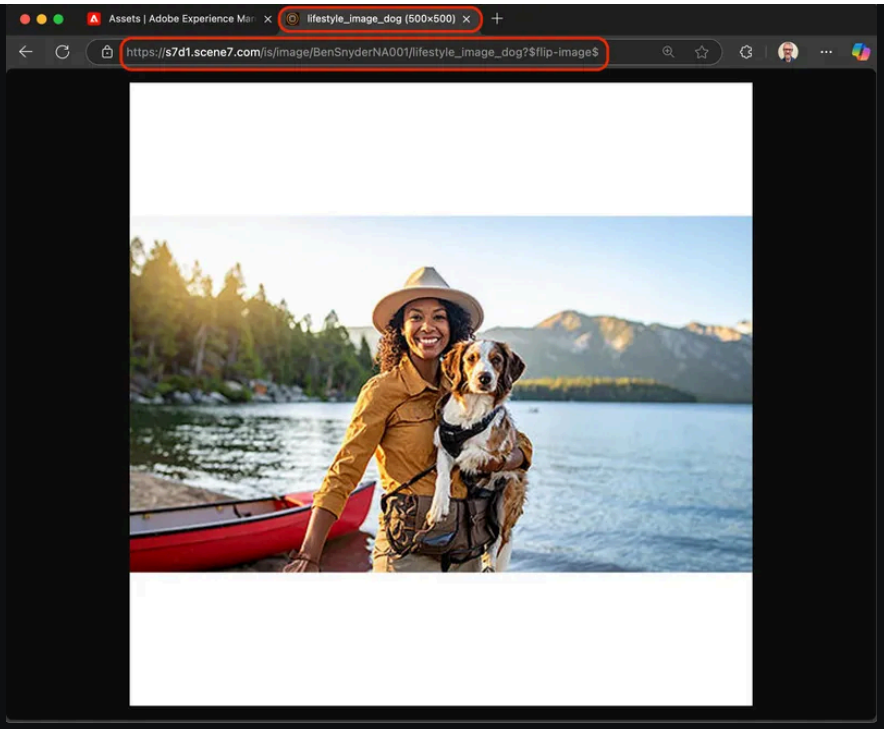
Dynamic Renditions

- In the Details area of your image click on the **Dynamic Media** button on the right sidebar.
- Under Rendition click on **flip-image**.

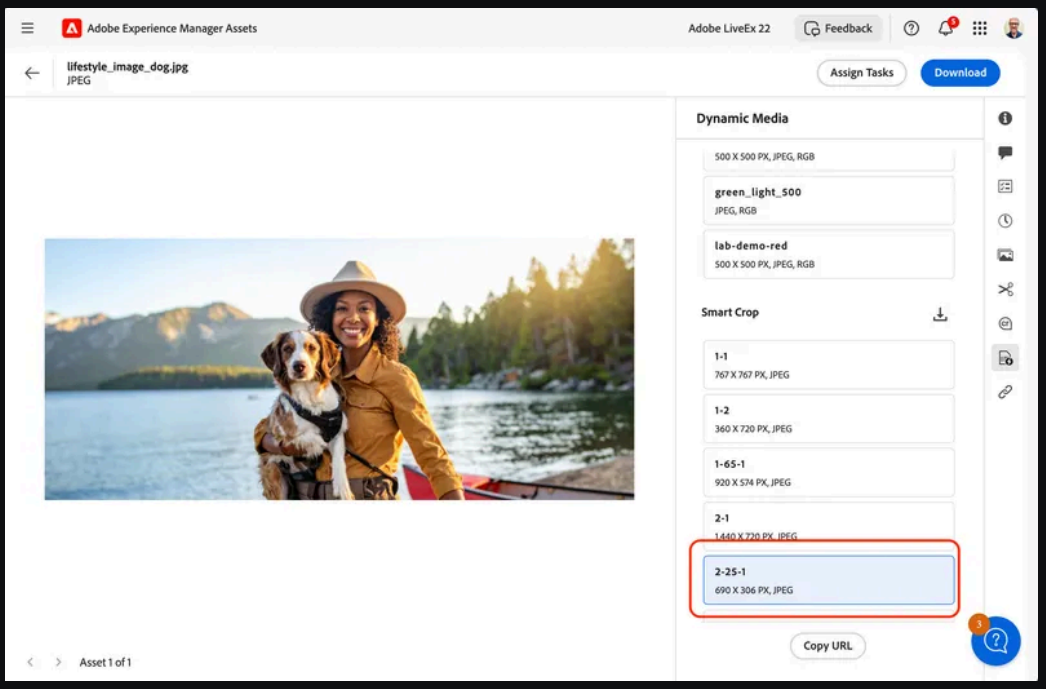



```
The options in this list are called Image Presets that a recipes to
dynamically alter the image, with this example showing flipping the selected
image horizontally.
```

- With this Image Preset selected click the **Copy URL** button at the bottom of the screen.
- Open a **new browser tab** and copy the url into it to see this image is accessible for use in digital channels served by the Dynamic Media service.



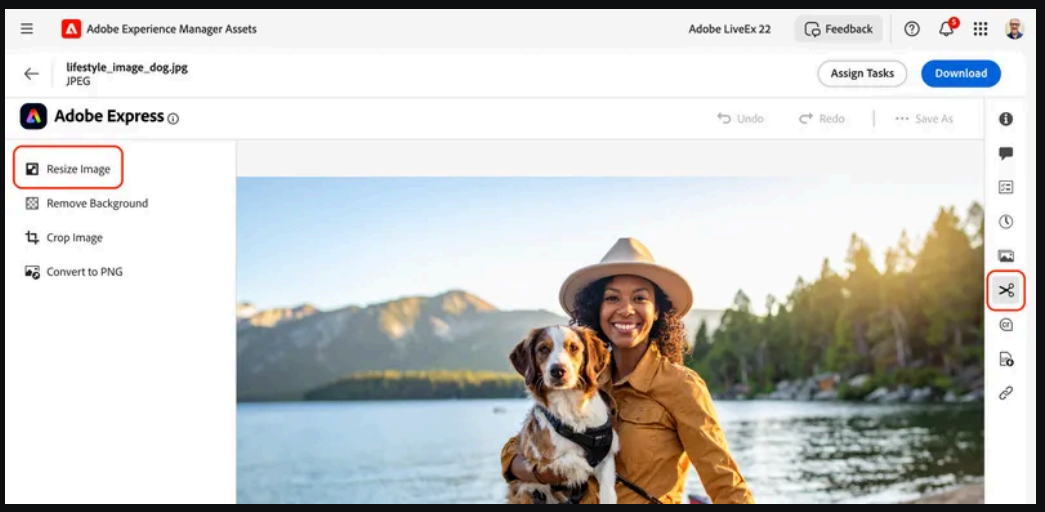
- Click out of this browser tab to go back to the tab with **AEM Assets**.
- Scroll the list down to the **Smart Crops** section.
- Review the different **Smart Crops** that use Adobe Sensei powered by AI to analyze for the focal point of the image and produce crops based on configurations that are applied.



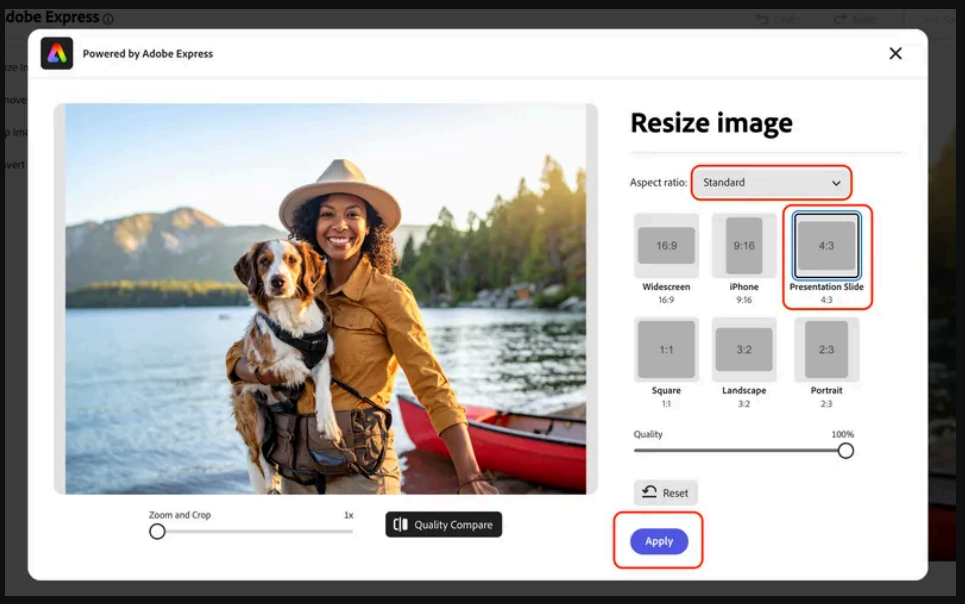
- Close that new browser tab.

Express Quick Actions

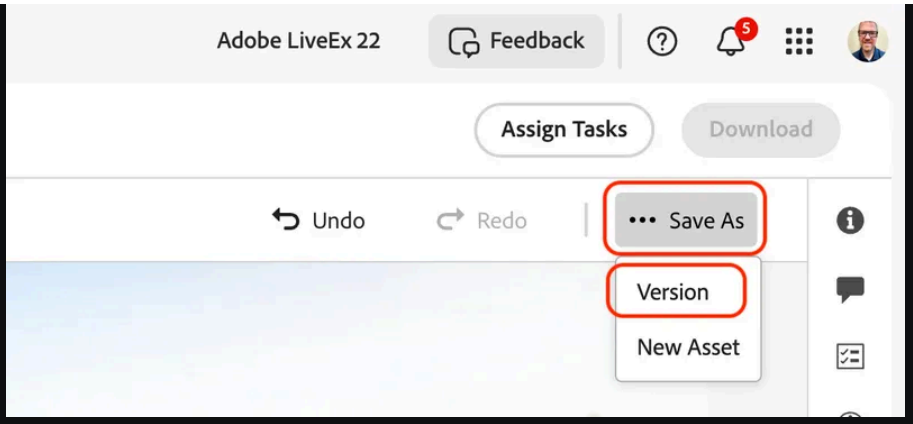
- In the right sidebar click the **Edit with Adobe Express** button.
- In the left sidebar click the **Resize image** tool.



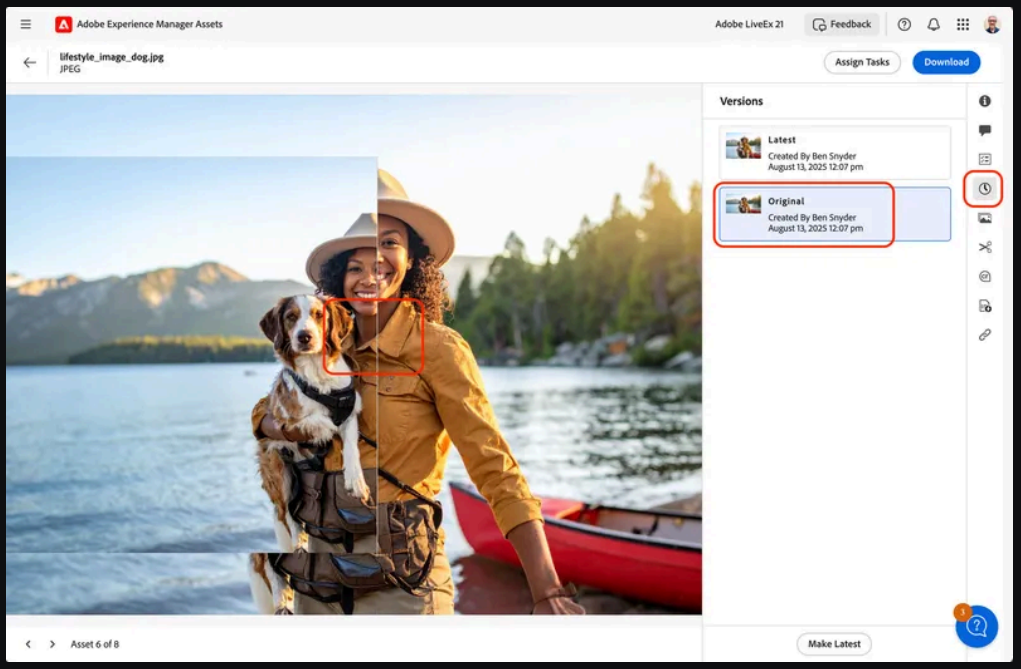
- Change the **Aspect ratio** dropdown to Standard.
- Click on the **Presentation Slide** option.
- Click on the **Apply** button.



- Click on the **Save as** button and then select **Version** in the menu.



- Click on **Versions** in the right sidebar of the asset detail page.
- Select **Original** in that list.
- Drag the slider on the image preview to compare versions.



- Click the **Left Arrow** at the top of the screen to exit the asset detail page.

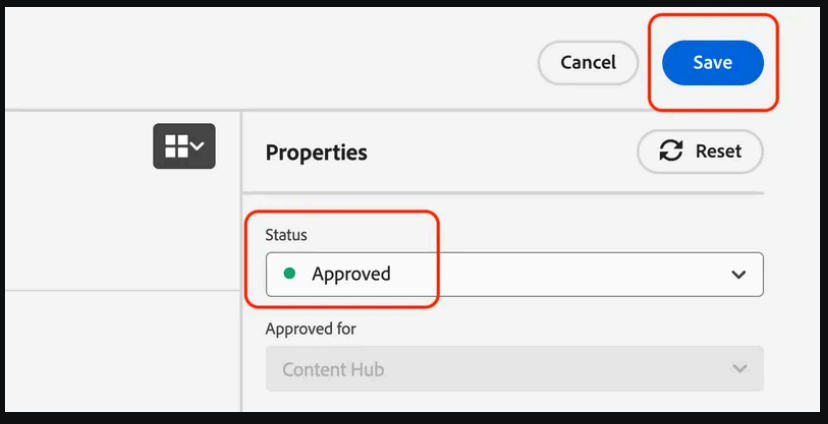
5.4. Content Hub

Description

Always working against tight deadlines and shifting campaign priorities, Jamie needs to provide fast access to brand-approved content that can be quickly customized for different platforms. Through Content Hub Jamie empowers her marketing teammates with direct access to a centralized repository of approved assets, eliminating bottlenecks and enabling autonomous content creation. With attribute-based access controls ensuring only appropriate team members can access specific brand assets, Jamie's teammates can independently search, preview, and download the latest approved materials from creative and brand teams. The integrated Adobe Express functionality within Content Hub allows her team to remix these approved assets into channel-optimized content variations leveraging generative AI capabilities through Adobe Firefly without requiring design team intervention for every iteration. This self-service approach helps Jamie's entire team stay on-brand while launching high-performing campaigns at speed.

Asset Status Metadata

- Select your image and then click on **Details** in the menubar.
- Click on the **Status** dropdown to change it to **Approved** and the **Approved for** dropdown to **Content Hub**.
- Click on the **Save** button.

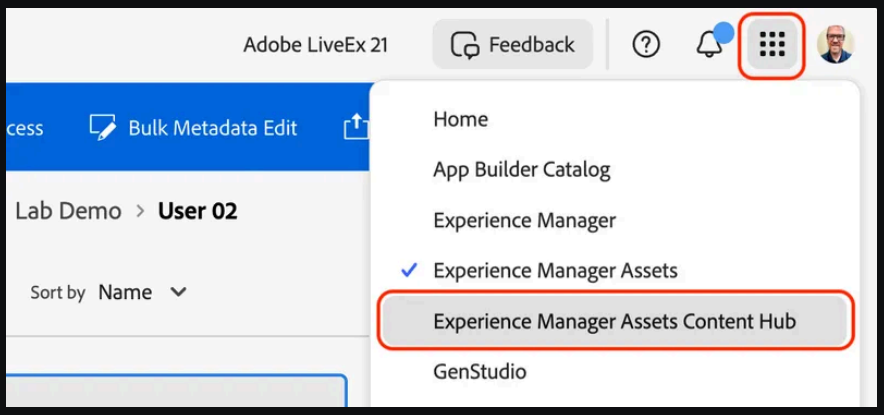



```
Changing the Status asset metadata to Approved will make this image available
```

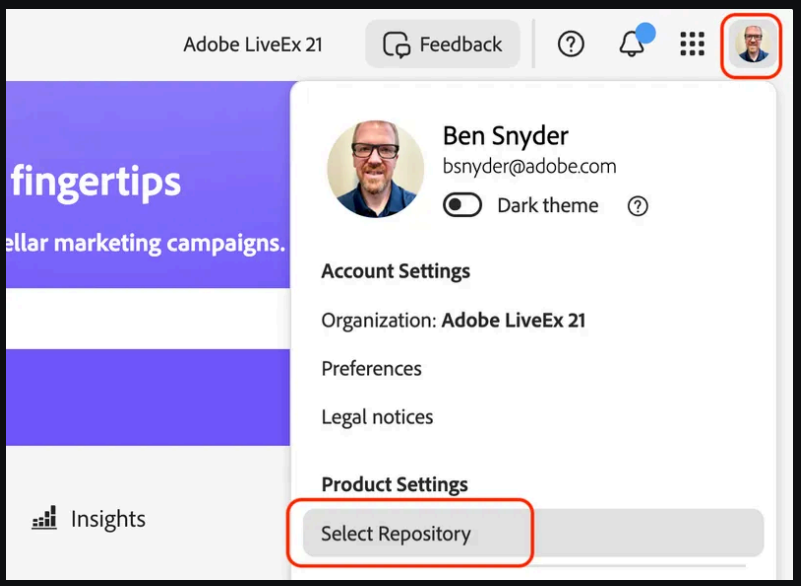
```
on Content Hub.
```

Content Hub

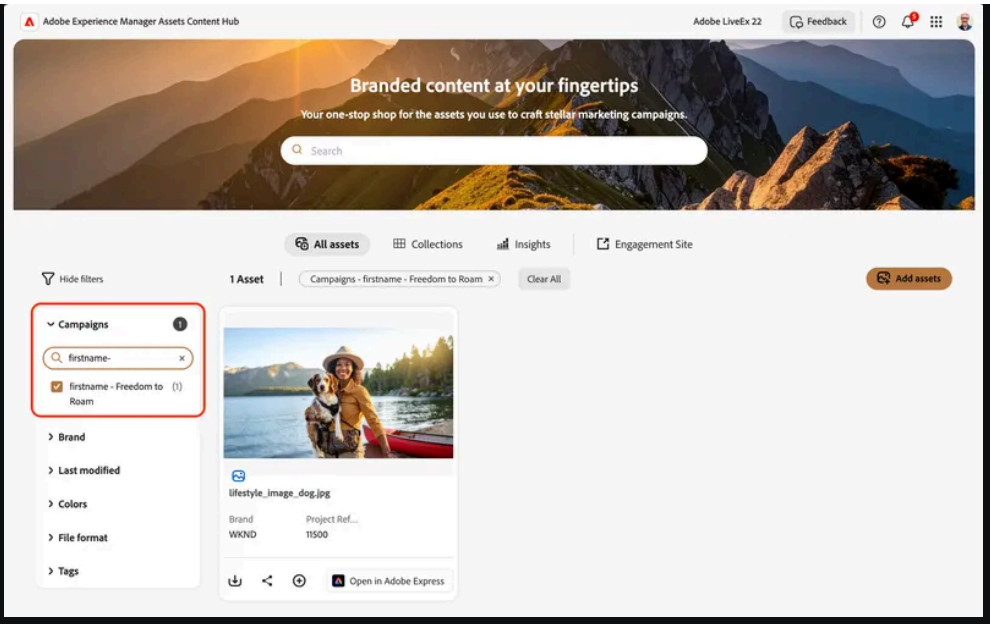
- Click on the **Apps** button at the top right of the screen and select **Experience Manager Assets Content Hub**.



- Click on your profile picture at the top right of the screen and select the **Select Repository** option in the menu to choose your repository:
  - **Adobe LiveEx 21 Program 1**
  - **Adobe LiveEx 22 Program 1**

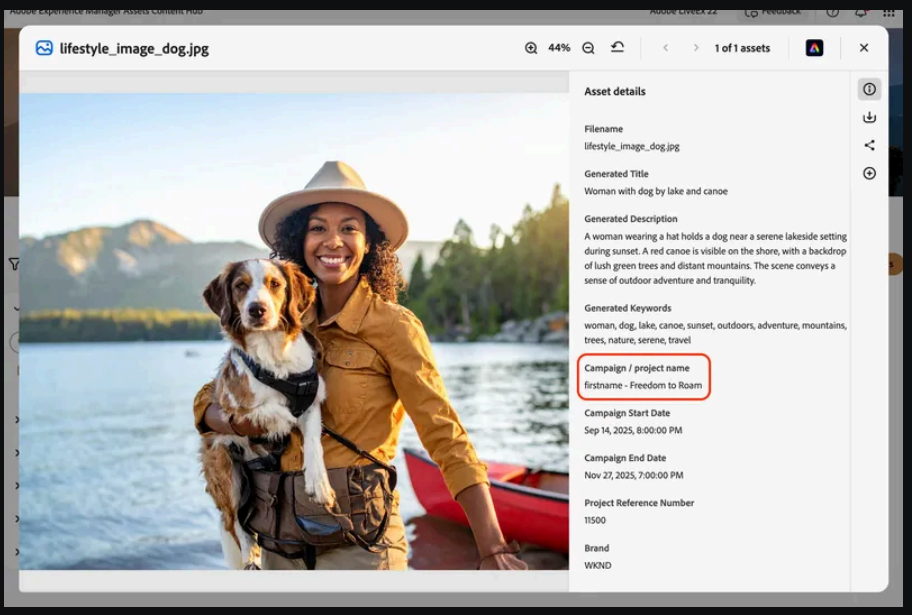


- Review the **All Assets** tab and the assets that have been approved for access.
- Open the **Campaign** filter and find your campaign to filter to those assets.

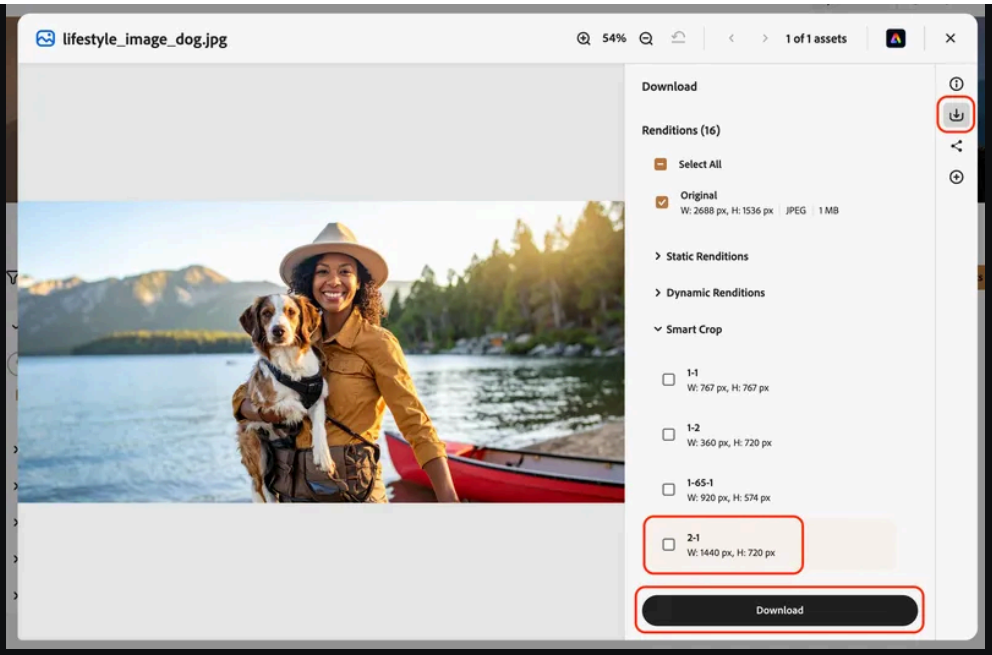



```
These campaign names have come as part of the metadata synced with assets from Workfront.
```

- Click on one of your assets to enter the **Asset Detail** page.
- Review the metadata for your image, including custom metadata fields that can be configured for use cases like displaying **Campaign** information from Workfront.



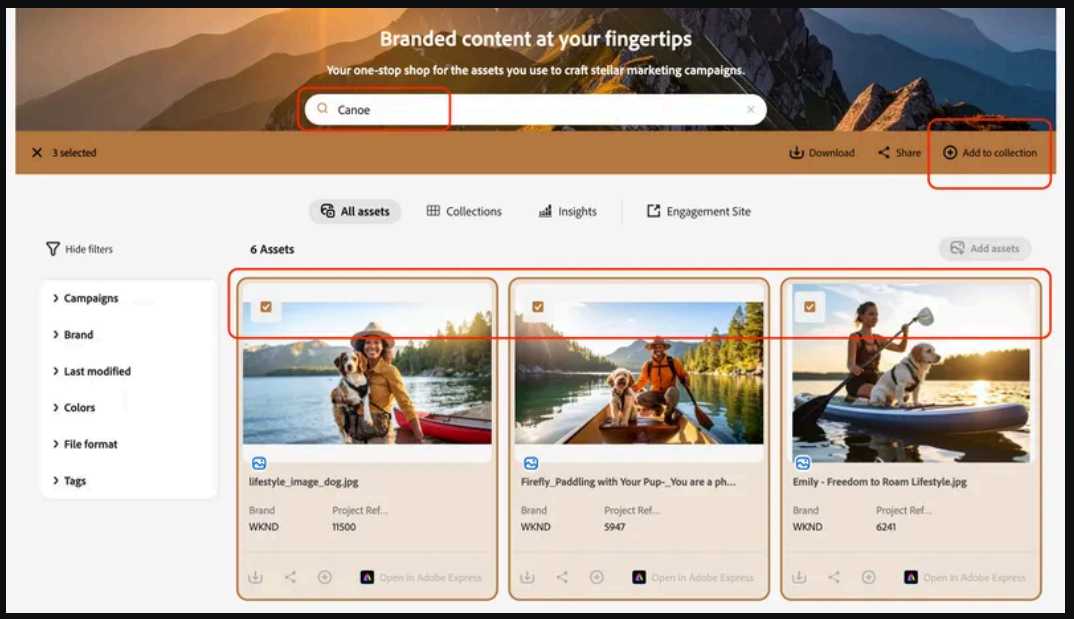
- Click on the Download option in the right sidebar.
- Select a Smart Crop and click the **Download** button.



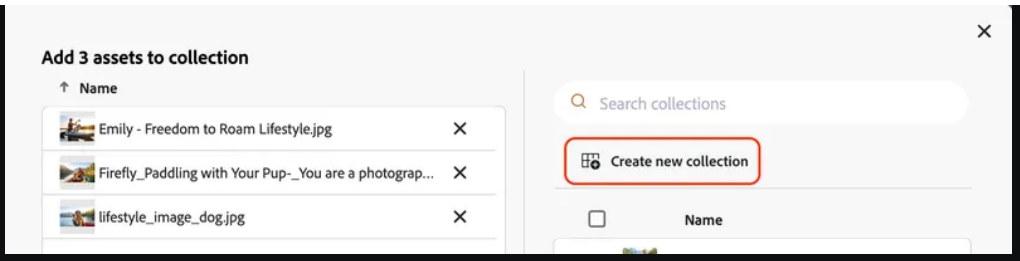
- Click the **X** button to close the asset detail page.

Create Collection

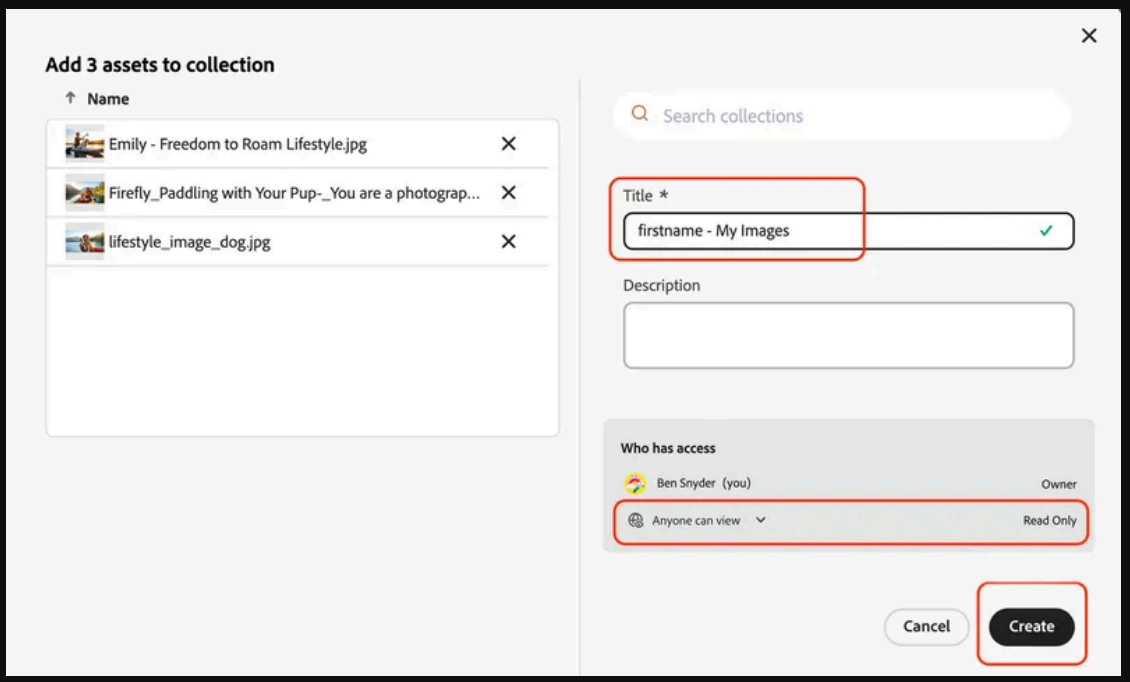
- In the search box, enter a related search term to your assets such as **Canoe, Camping, or Hiking**.
- Click the checkboxes for multiple assets from this result.
- Click on the **Add to collection** button.



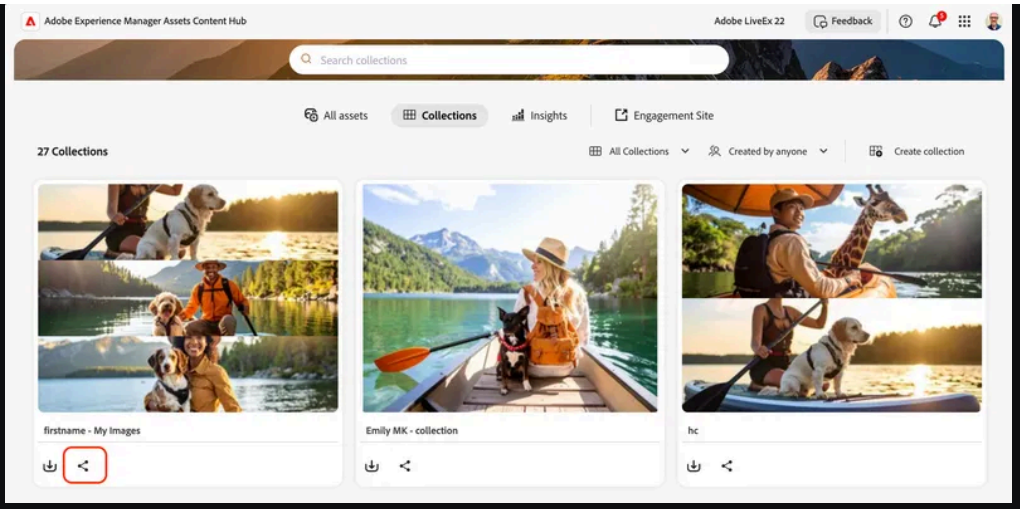
- Click on the **Create new collection** button.



- Enter **firstname - My Images** in the title field and update the access so **Anyone can view**.
- Click the **Create** button.



- The collection will appear in the list for you to select and then click the **Add to collection** button.
- Click on the **Collections** tab.
- Locate your collection and click the **Share** button to copy to your clipboard for sharing out via email or other communication channels.



- Click on the **All assets** tab.

5.5. Express Templates

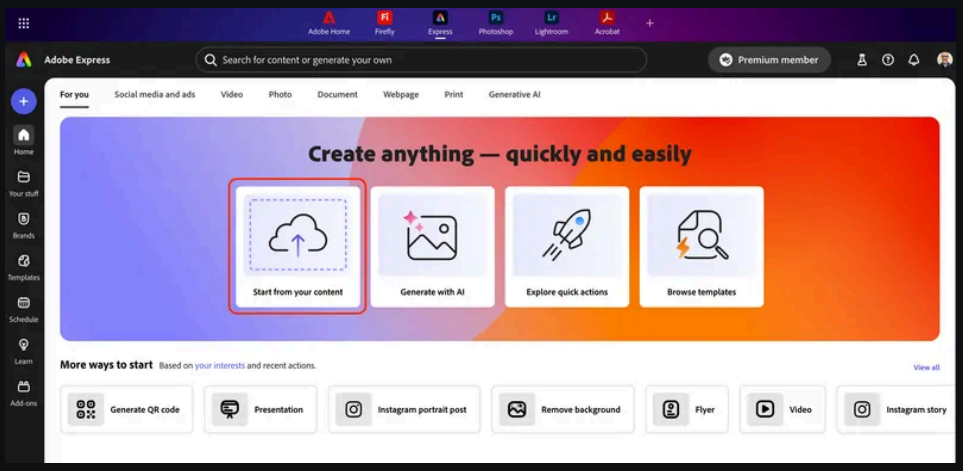
Description

Jamie creates campaign assets for product launches, but the challenge is getting these designs to regional marketing teams who need to adapt them for local markets, languages, and cultural preferences. Rather than recreating designs from scratch or sending static files that can't be modified, Jamie uses Adobe Express Templates to transform her polished designs into flexible, brand-compliant templates. This allows regional marketers to quickly customize content while ensuring WKND's brand standards remain intact across all markets.

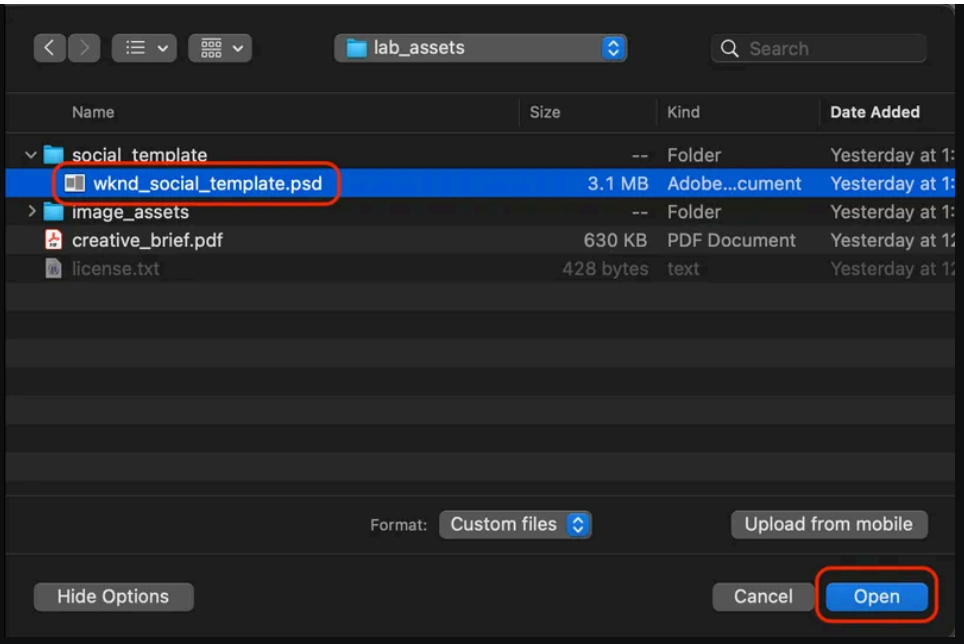
Templates are powerful tools that help maintain brand consistency while enabling teams to create content efficiently. This workflow transforms your existing designs into reusable templates with the right balance of flexibility and control.

Import Your PSD File

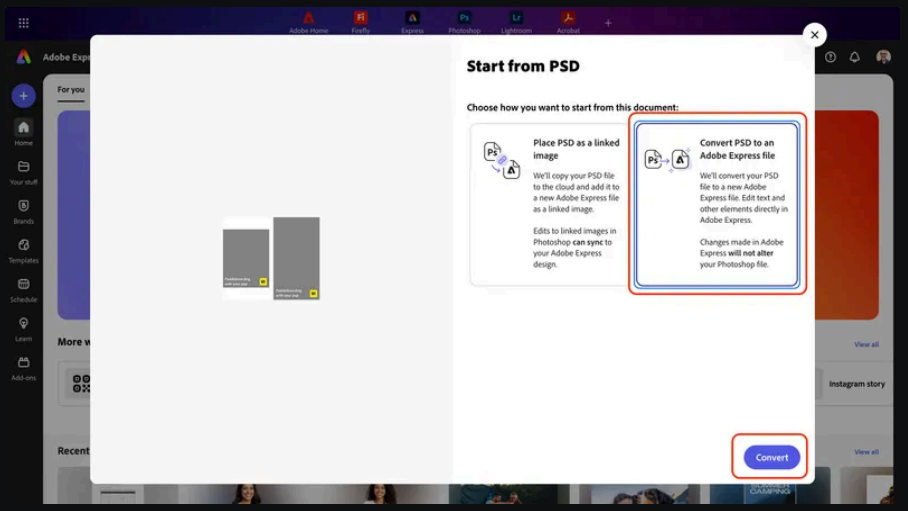
- Open a new browser tab and navigate to the **Express website** and click on the Start from your content button.



- Select the wknd_social_template.psd file from lab_assets and click the Open button.



- Select the Convert PSD to an Adobe Express file option.

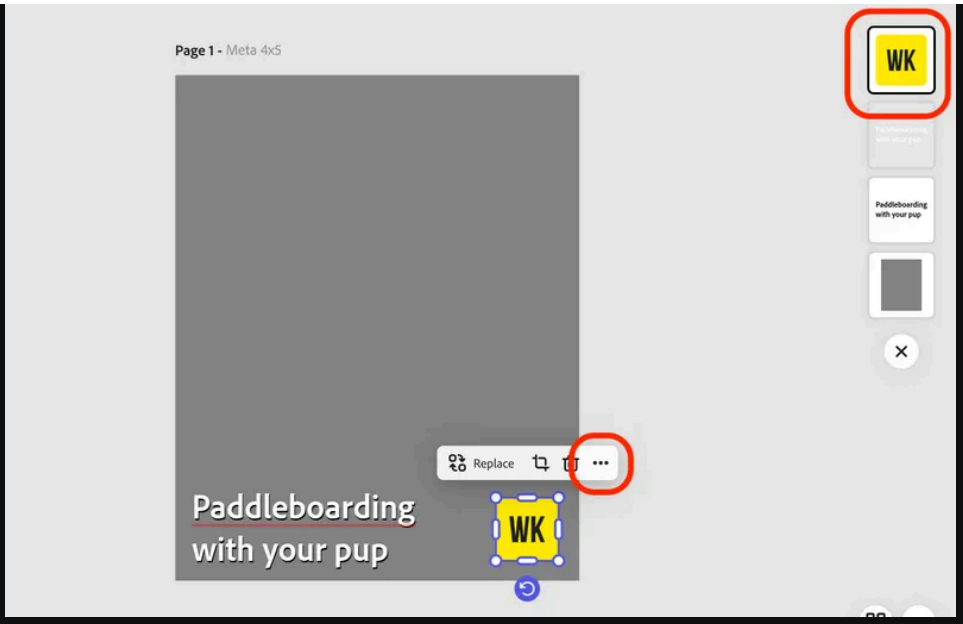


- Click the Convert button and wait for the process to complete.

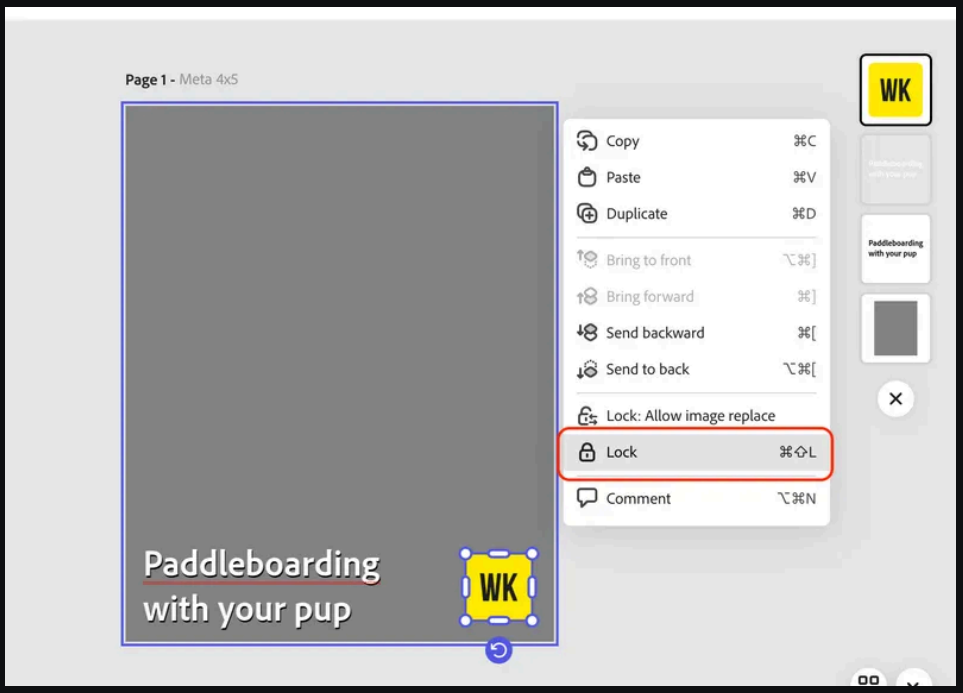
```
Make note that all your layers are editable in Express in the right panel and
both artboards are represented as pages.
```

Lock Key Elements

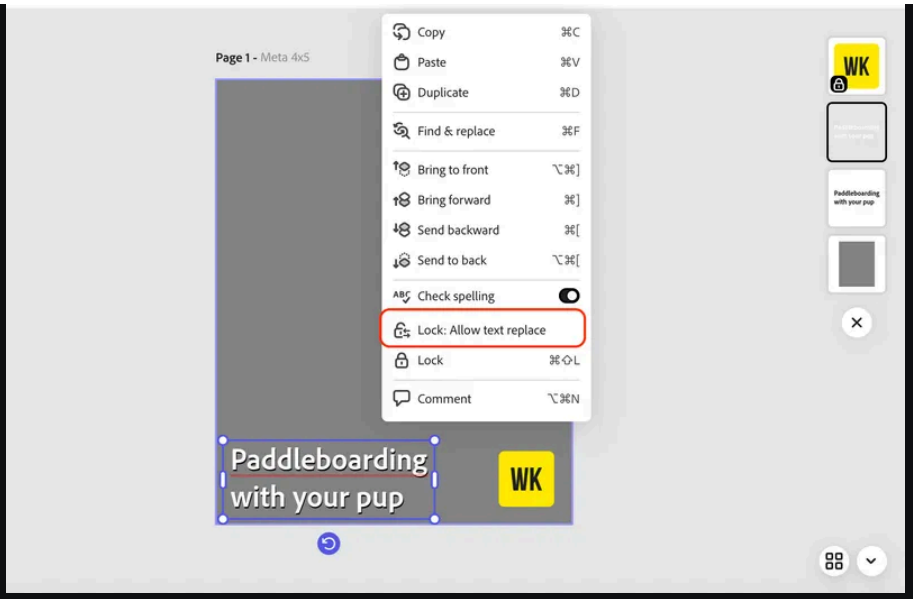
- Review the layers that converted from your original file.
- Select the layer for the WKND logo and click the three elipses in the menu.



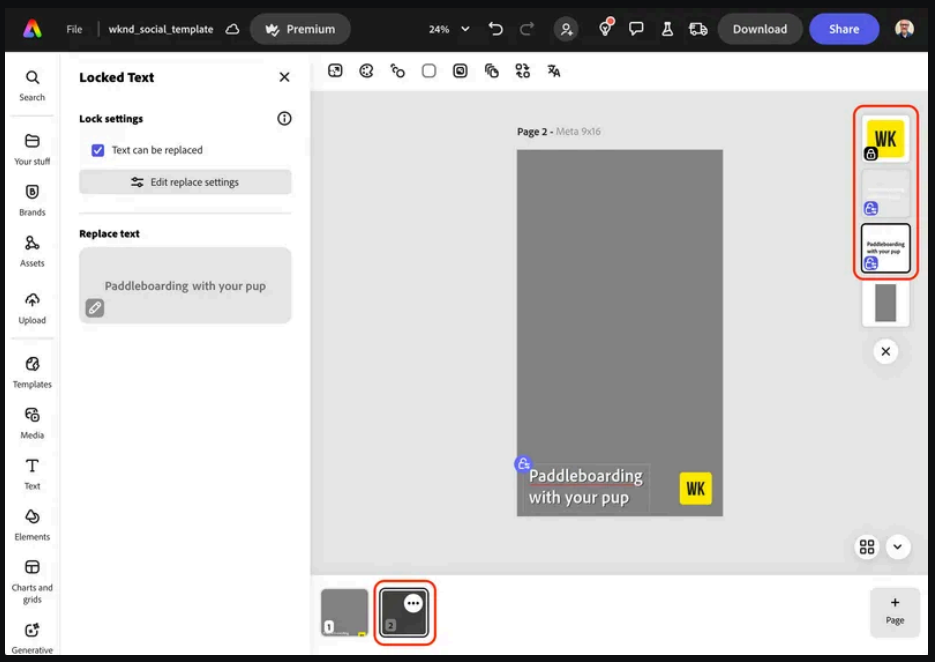
- Click the option for Lock.



- Select the text layers and choose the Lock: Allow text replace option.

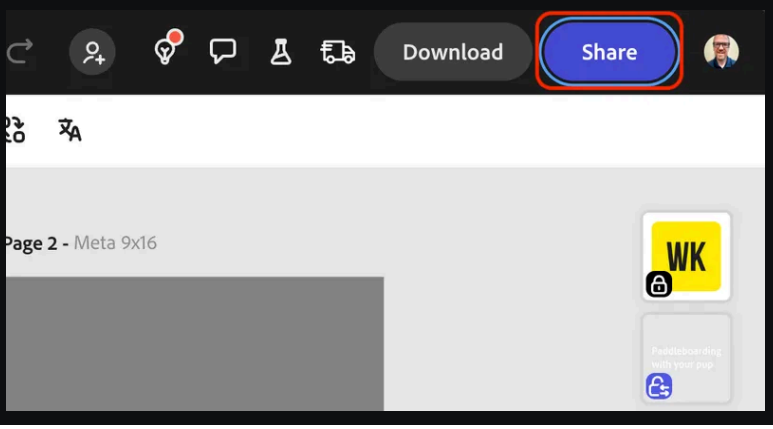


- Select the second page and follow the same steps.

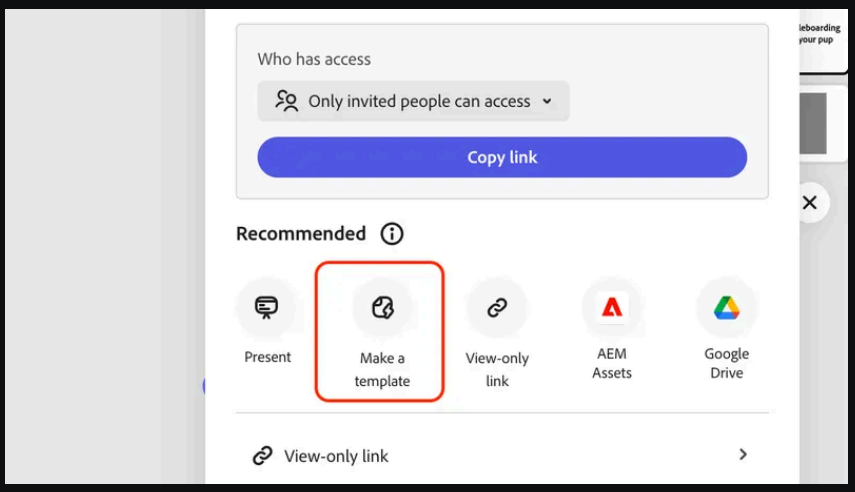


Convert to Template

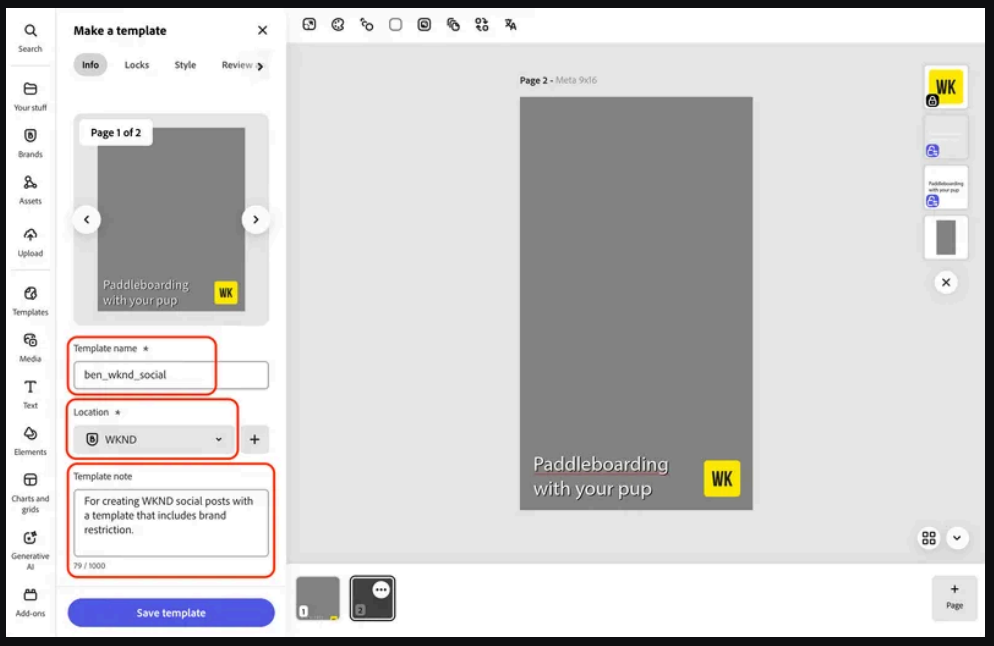
- Click on the Share button in the top navigation.



- Select Make a Template for the options in the menu.

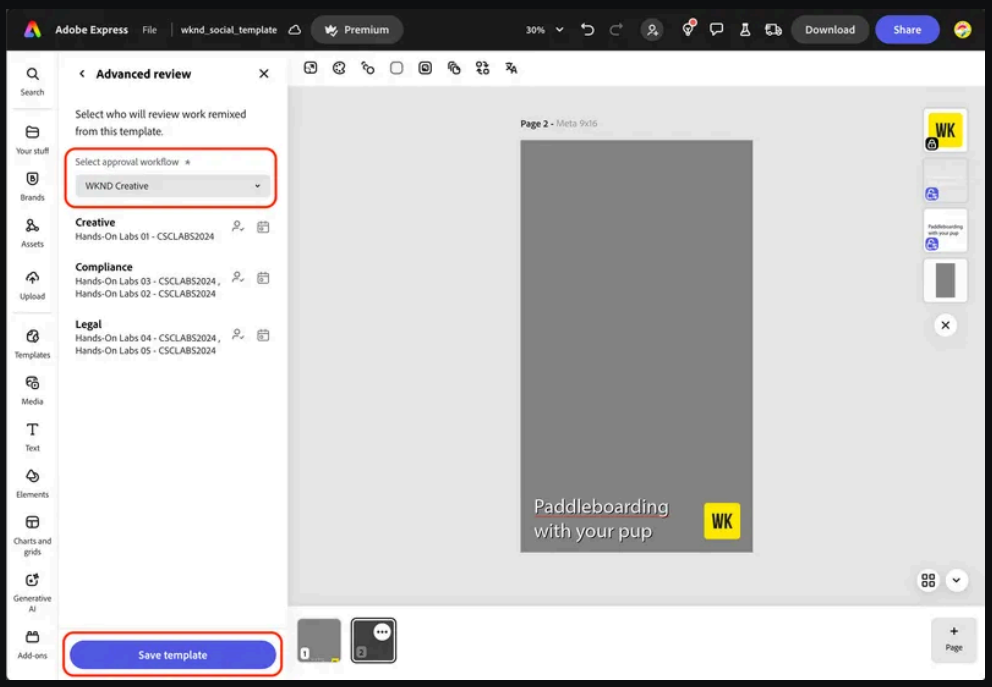


- Update your Template name to **firstname_wknd_social.**
- Confirm that your location is set to the **WKND** brand.
- Add a Template note.



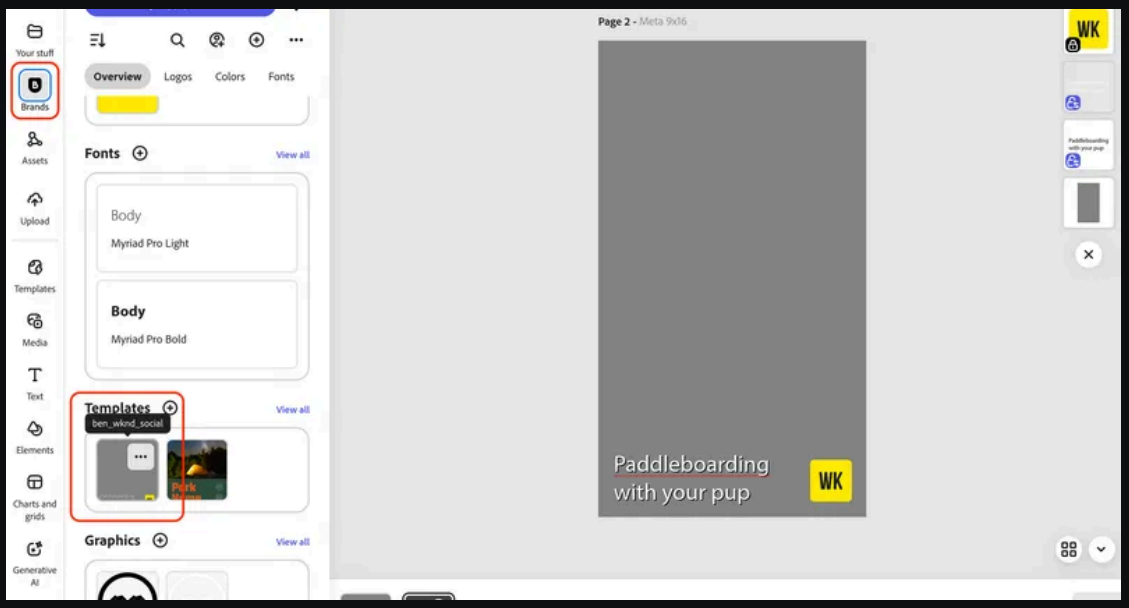
- Configure template restrictions:
  - Click on Locks to review options that are available.
  - Click on Style and set restrictions for color and font choices.
- Click on Review and approve and choose Advanced review.
- Choose the WKND Creative approval workflow from Workfront.

- Click on the Save template button to save to the WKND brand.

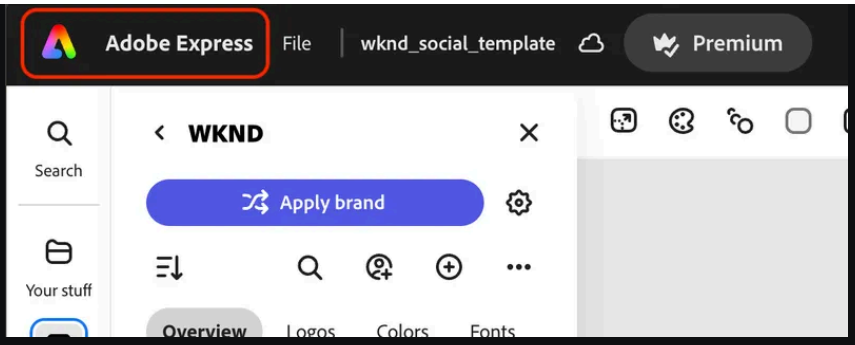


Express templates can integrate with approval workflows from Workfront where designated reviewers check for brand compliance and quality.

- Click on Brands to see your saved template that is now available for teams to use.



- Click the Adobe Express logo to exit back to the homepage.


Adobe Express
File
wknd_social_template
Premium
Search
Your stuff
WKND
Apply brand
Overview
Logos
Colors
Fonts

6. Performance Marketers

6.1. Objectives

Key Takeaways

- Scale Content Creation with Brand-Controlled Self-Service:
    - **Summary**: Marketing and field teams often need to act quickly to meet campaign deadlines—but waiting on design resources or approvals can slow them down. With Adobe Express and GenStudio for Performance Marketing, teams can create content on their own using pre-approved templates and generative AI tools like Adobe Firefly. This self-service approach empowers marketers to produce high-impact content for digital channels (like social, email, and ads) while maintaining consistency with brand standards. Assets stored and governed in AEM Asset Content Hub ensure that every piece of content starts from the right source.
    - **Example**: A regional marketer in EMEA needs a localized social graphic for a product launch next week. Instead of submitting a request to the creative team, they log into GenStudio, select an approved campaign template, use Adobe Express to quickly update product messaging and imagery using Firefly, and publish the content—all without breaking brand guidelines or workflows.
- Deliver and Manage Assets Seamlessly Across Channels:
    - **Summary**: AEM Asset Content Hub acts as a centralized, enterprise-grade content portal that makes it easy for distributed teams—whether internal or external—to find and reuse approved assets. The interface can be tailored to match business needs, including branding, metadata models, and search filters.

Assets are enriched with smart tagging and version control, ensuring that what's available is always up to date and optimized for use across web, social, email, and paid media. This helps marketing organizations scale their operations globally while ensuring governance and content integrity.

    - **Example**: A partner agency launching a retail campaign needs hero images, logo variations, and brand fonts. They access the AEM Asset Content Hub, where they find all assets in one place, tagged by region, product line, and usage rights. Because everything is up to date and automatically versioned, there's no need for back-and-forth with the brand team.

- Accelerate Campaign Variations with AI-Powered Automation:

    - **Summary**: When campaigns span multiple regions, personas, and product lines, the volume of content needed can become overwhelming. Whether it's resizing creative for different ad platforms or swapping messaging to reflect local languages or segments, automation ensures content is personalized and performance-ready without requiring repetitive design work. This reduces production timelines and enables faster testing, learning, and optimization across all customer touch points.

    - **Example**: For a back-to-school campaign, the global marketing team defines four personas and six key channels. GenStudio automatically generates base creative and pushes variations to Adobe Express, where regional teams use Firefly to tailor copy and imagery. The result are dozens of localized ad variants delivered in days instead of weeks, all aligned to a single creative brief.

Adobe Solutions

- AEM Assets
- Express
- GenStudio for Performance Marketing

Terminology

- **Filters** - Used to refine and narrow down search results based on specific criteria

- **Collections** - Provide a way to gather assets from different locations into a single, centralized view. This makes it easier to manage and access related assets without altering their original storage locations
- **Adobe Express** - a versatile, cloud-based content creation tool designed to help users create stunning visuals quickly and easily
- **Firefly** - A generative AI tool designed to enhance creativity and streamline content creation
- **Renditions** - Refers to different versions of a digital asset that are optimized for various use cases and platforms
- **Repository** - a central location where data, files, or digital assets are stored, managed, and maintained
- **Template** - Adapt your HTML templates for GenStudio for Performance Marketing by using the *Handlebars* templating language
- **Personas** - provide an authentic portrayal of your customer segments, encompassing their information, interests, pain points, preferences, and behavioral traits
- **Product** - leverage a deep understanding of product specifications, advantages, and differentiating factors to generate impactful content
- **Brand Guidelines** - inform the content creation process, along with user-defined prompts and Adobe generative AI technology, to craft impactful assets
- **Brand Manager** - responsible for developing and maintaining a brand's image, identity, and market position with access to manage brand guidelines in GenStudio for Performance Marketing
- **Impressions** - A count of each time content loads within the channel, regardless of interaction or viewing
- **Clicks** - Number of times users interact with a clickable element, such as a link or a call-to-action button, within the ad campaign
- **Click-Thru Rate (CTR)** - Percentage (%) of impressions that resulted in campaign clicks within a channel

6.2. Regional Creation

Description

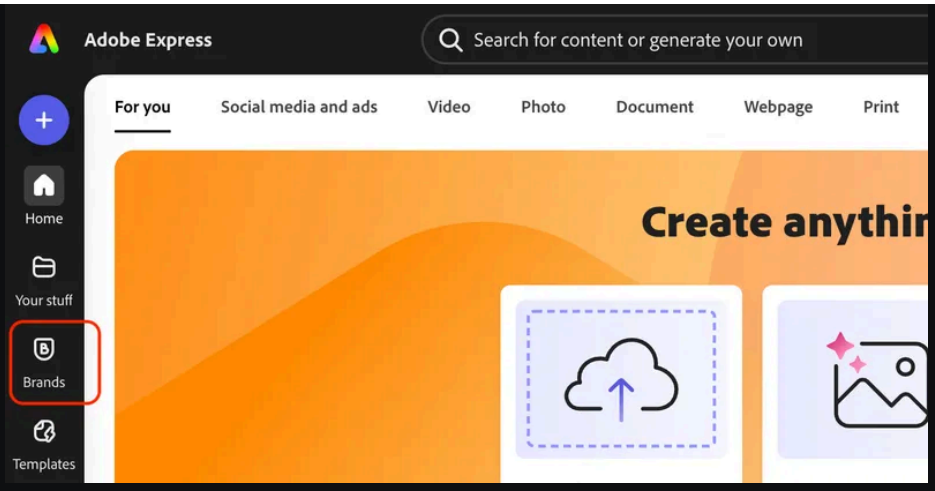
Alex faces a common challenge creating localized social media content quickly while maintaining brand consistency. Previously, Alex's workflow required extensive collaboration with central creative teams, lengthy approval cycles, and often resulted in delays that impacted campaign performance and market responsiveness. When urgent localization needs required adapting global campaigns for local holidays, translating content for different markets, or creating culturally relevant variations Alex struggled with limited access to approved brand assets and lacked the technical design skills needed to create professional-quality content independently.

Alex now leverages Adobe Express brand-controlled templates to transform his content creation process from days to minutes. Using pre-approved templates with locked brand elements created by the WKND creative team, Alex can independently produce on-brand social media assets while maintaining strict brand compliance across different regions. The workflow integrates AI-powered tools through Adobe Firefly for enhanced creativity, and includes streamlined approval processes enabling Alex to reduce content creation time while improving quality, brand consistency, and campaign responsiveness across all his regional markets.

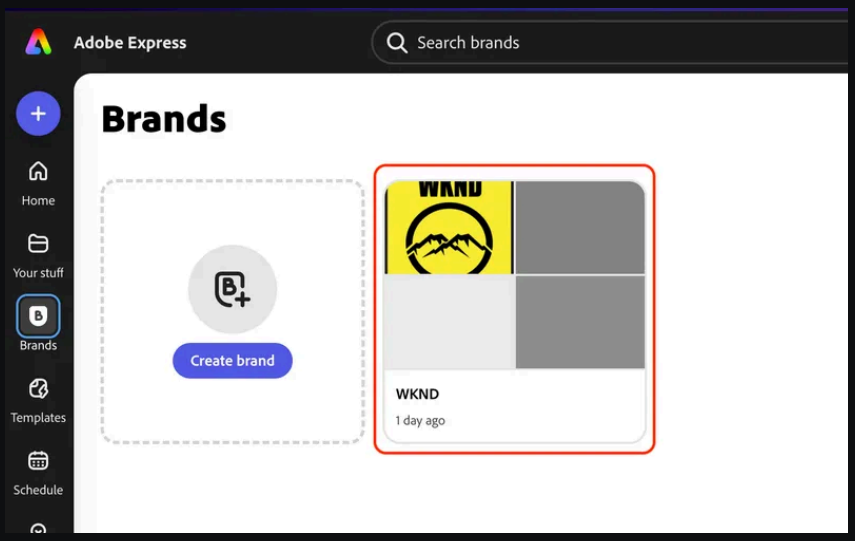
Open Template

Adobe Express templates support diverse content types including email banners, display advertisements, social media posts, e-books, presentations, event collateral, and employee communications. This versatility allows organizations to create comprehensive marketing kits with templates spanning their entire content spectrum.

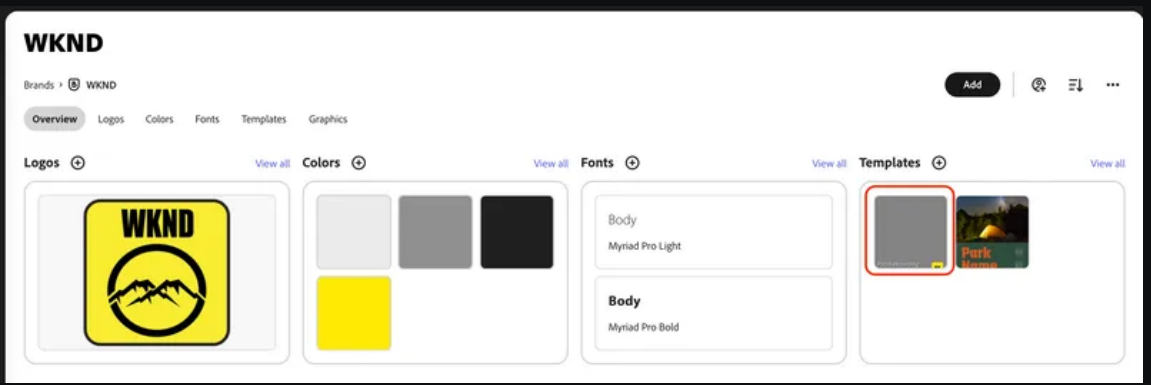
- Navigate to **Adobe Express**.
- Click on **Brands** in the left sidebar.



- Click on the **WKND** brand.



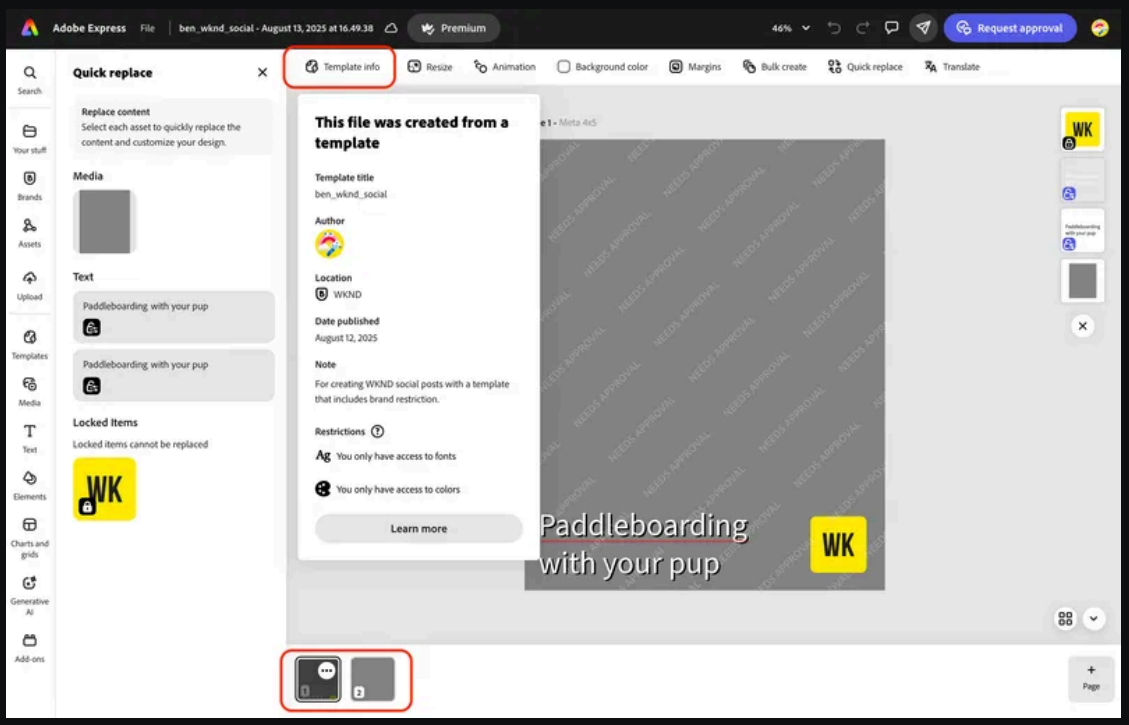
- Click on the **firstname_wknd_social** template to open a new project with it.



- Review the description for the template and then click the **Start a new file** button.

```
Note that this template indicates right away that it requires approval.
```

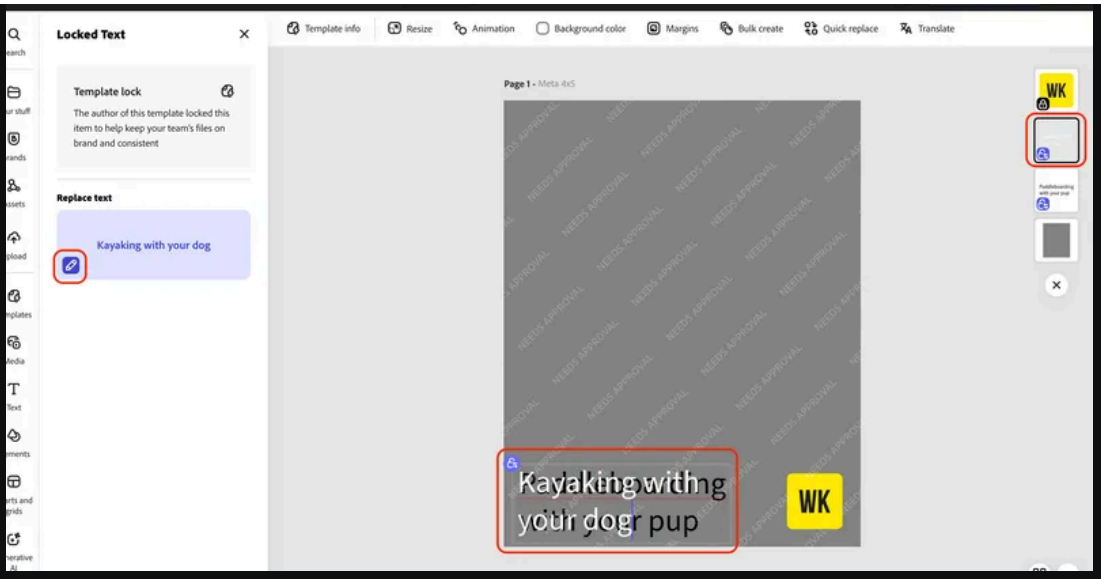
- Click on the **Template info** button to review the restrictions that have been applied to this newly created file.
- Click on the two pages to see the different sized layouts.



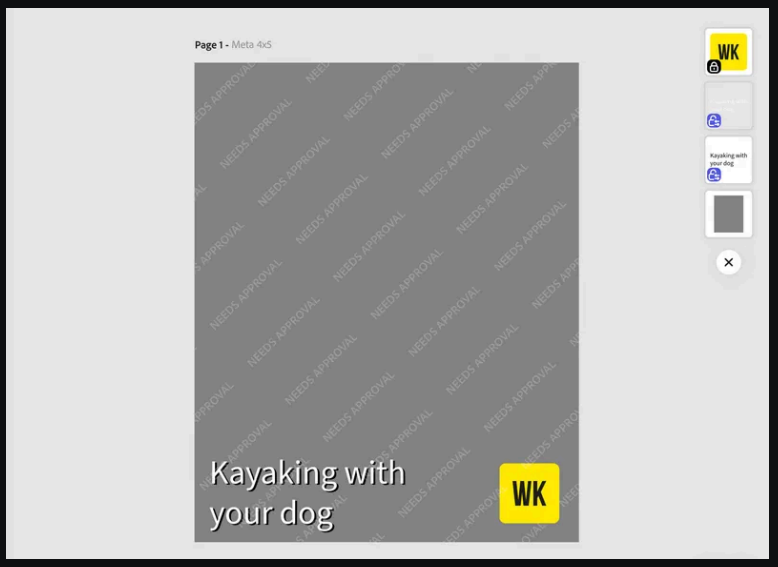
Update Copy

Adobe Express provides comprehensive text editing capabilities designed for both creative flexibility and brand compliance. Users can easily update copy within templates and designs, enabling quick personalization of campaign content for different target personas, products, and market segments. The platform supports automated translations for global content localization, allowing teams to efficiently create region-specific variations while maintaining brand consistency.

- Click on the first text layer to make changes to the copy.
- Click on the pencil icon to then copy in the updated text.
    - Kayaking with your dog
    - Fireside with your cat
    - Hiking with your horse



- Follow these steps for the text layers in both pages.

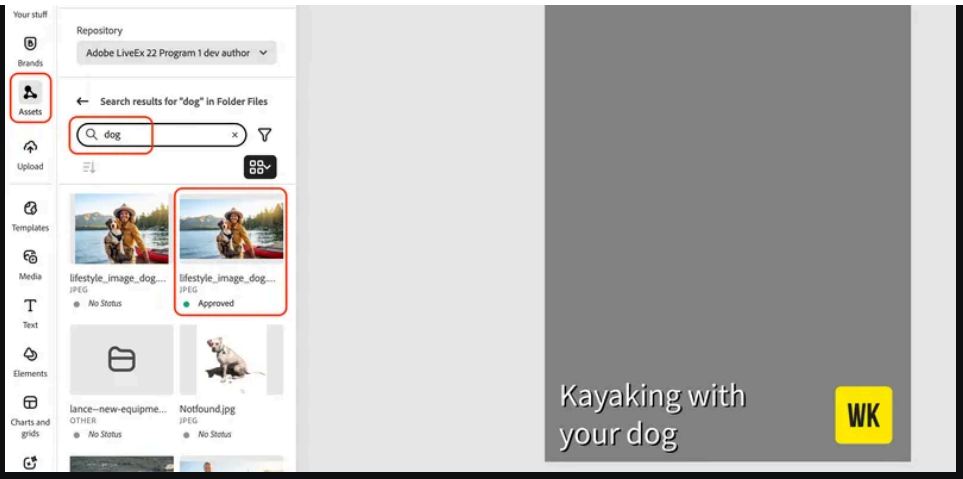



```
Note that you are unable to move or adjust the text layers other than replacing the text.
```

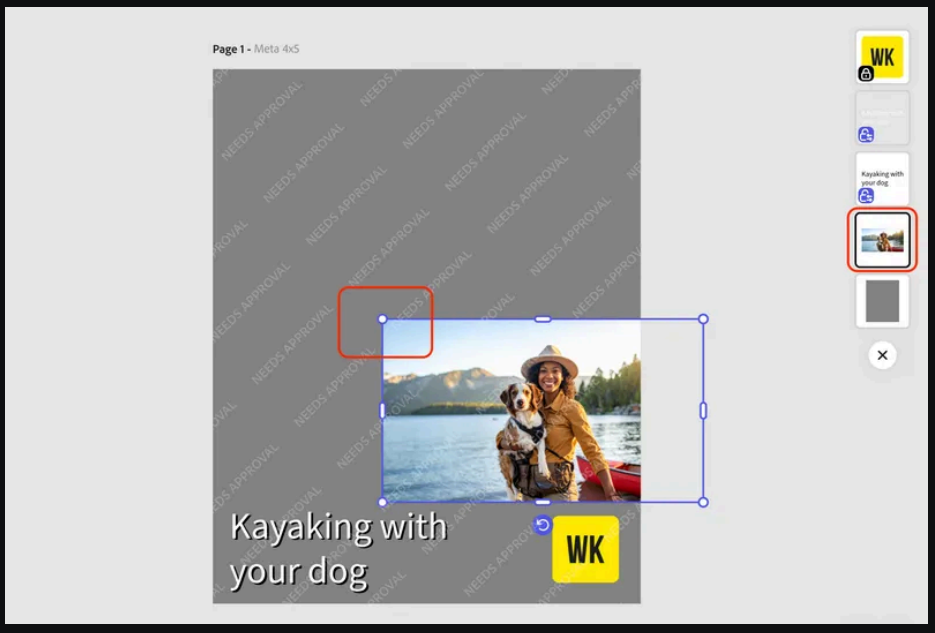
Image Placement

The AEM Assets integration with Adobe Express provides direct access to brand-approved imagery and content through a seamless workflow, enabling marketers to discover, activate, and remix trusted assets without downloads or uploads while maintaining brand governance and accelerating content creation workflows.

- Click on **Assets** in the left sidebar of Express.
- In the **Assets** side panel search for dog to locate your image from AEM Assets.

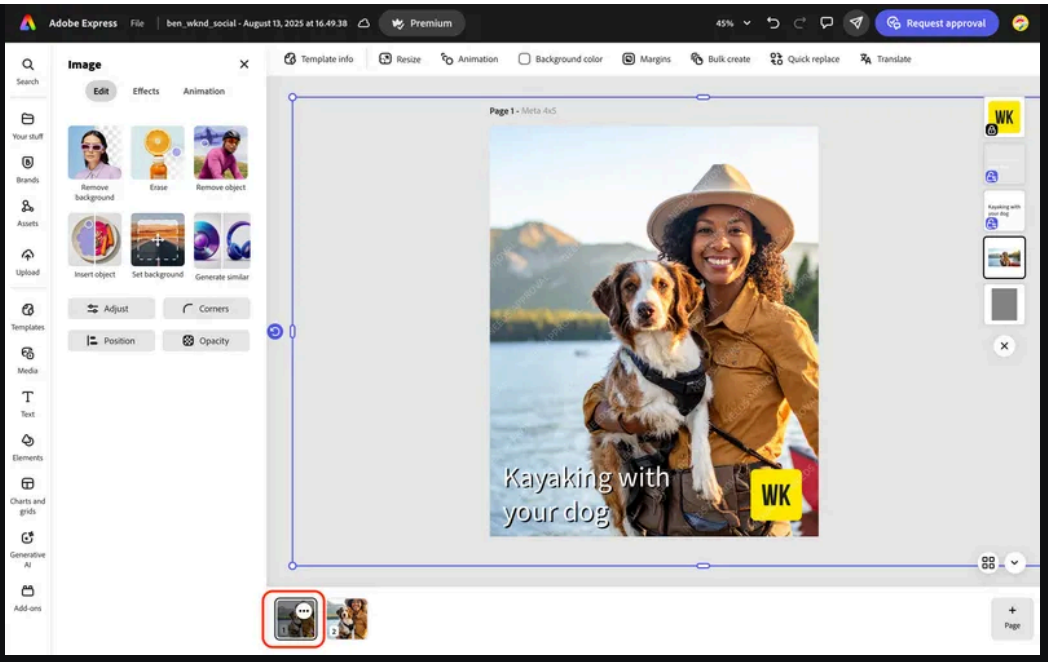


- Drag the image onto your first page.
- Find the image layer and place it below the text layers on your page.
- Use the adjustment handles to size the image to fit onto your page.




```
Leave room with your image placement for doing some editing of the image later with Firefly.
```

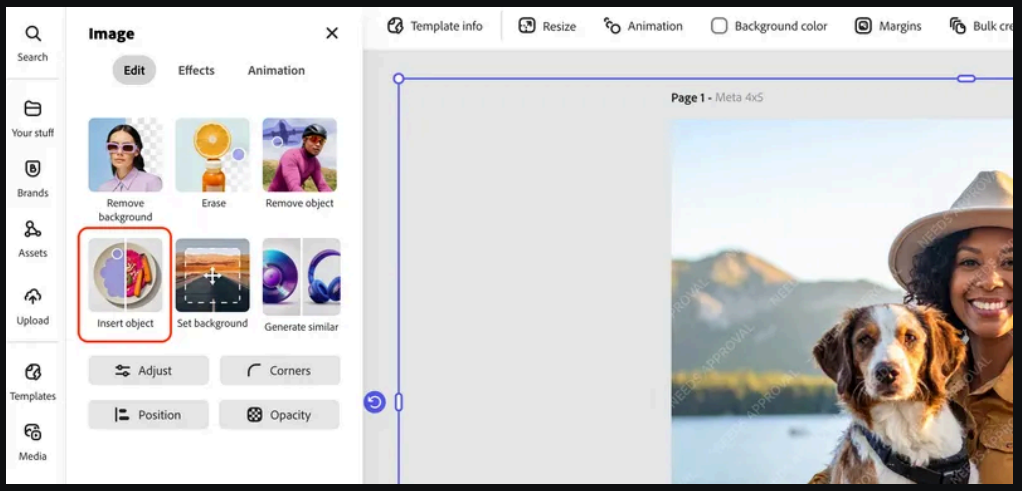
- Change to the second page and do the same steps.
- Change back to the first page.



Firefly Editing

Adobe Express enables seamless object insertion into images through embedded Firefly generative AI capabilities, including generative fill and object composite features that allow users to add, modify, or harmonize products and objects into generated scenes while maintaining brand safety and commercial viability.

- With your image selected click on the Insert object option in the left side panel.

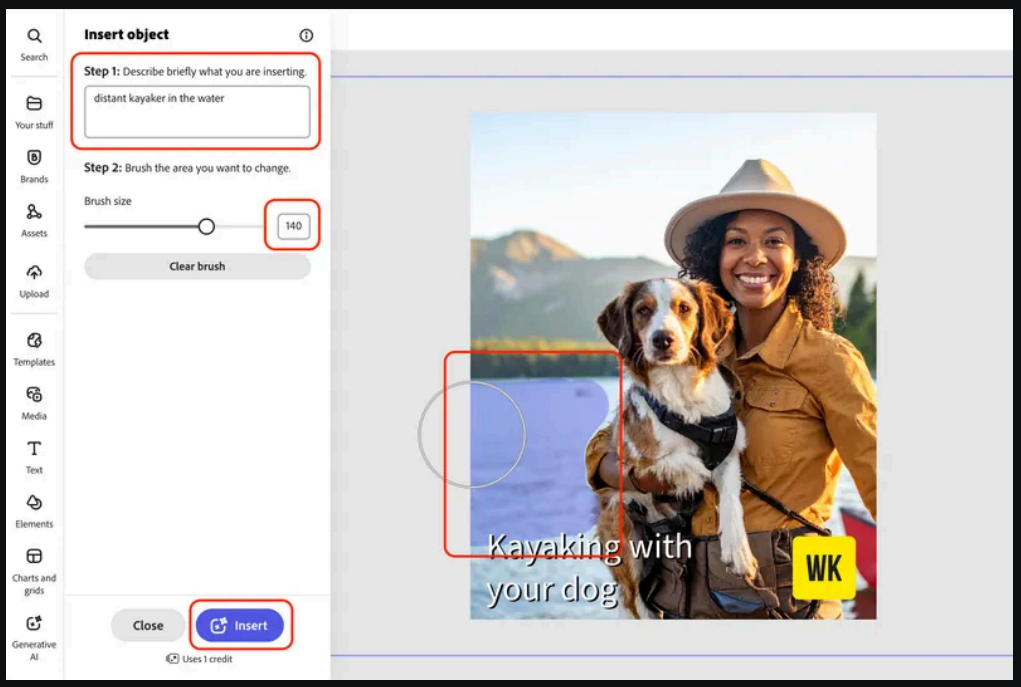


- Enter a text description using one of the examples below.

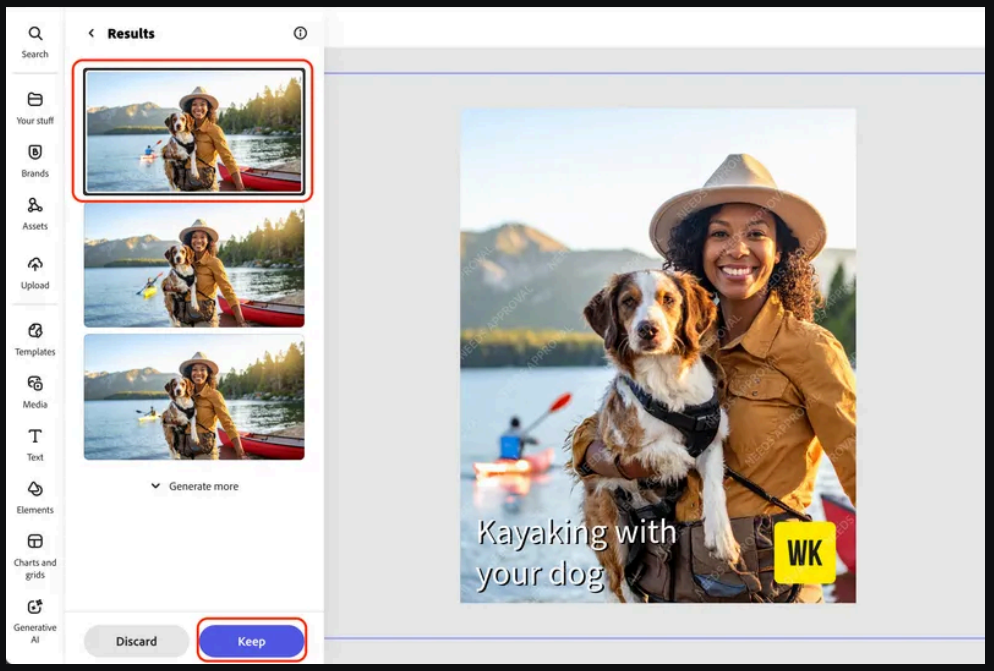
```
Example Text Prompts:

"distant kayaker in the water"
"black bear walking through the forest"
"group of hikers on the trail"
```

- Change the Brush size to 140.
- Paint in an area you would like to add the object via Firefly.
- Click the Insert button to process the generation.



- Select one of the three variations that have been created.
- Click the Keep button.

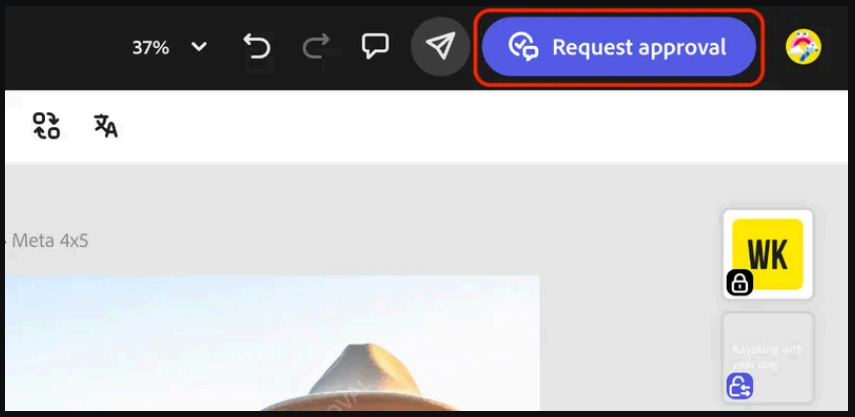


- Click the Close button to exit the Insert object panel.

Proof Approval

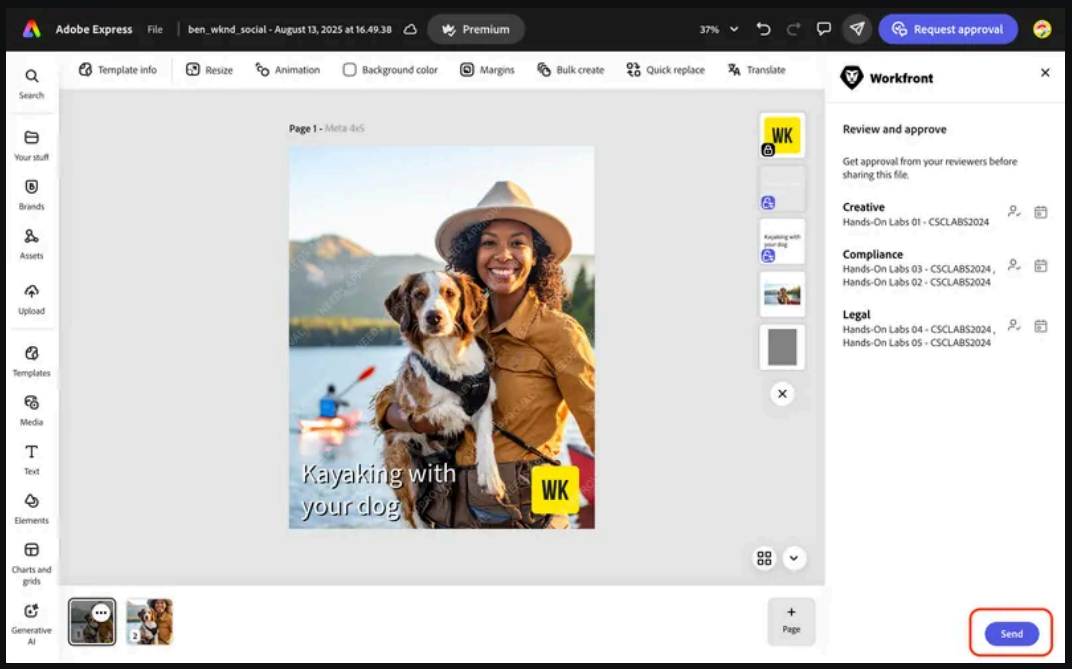
The Express to Workfront Proof integration streamlines design approvals by enabling users to send assets directly from Adobe Express to Workfront Proof for real-time stakeholder review, supporting configurable single-stage to multi-stage approval workflows while maintaining brand governance and compliance without leaving the Express environment.

- Click the Request approval button to begin the proofing process.



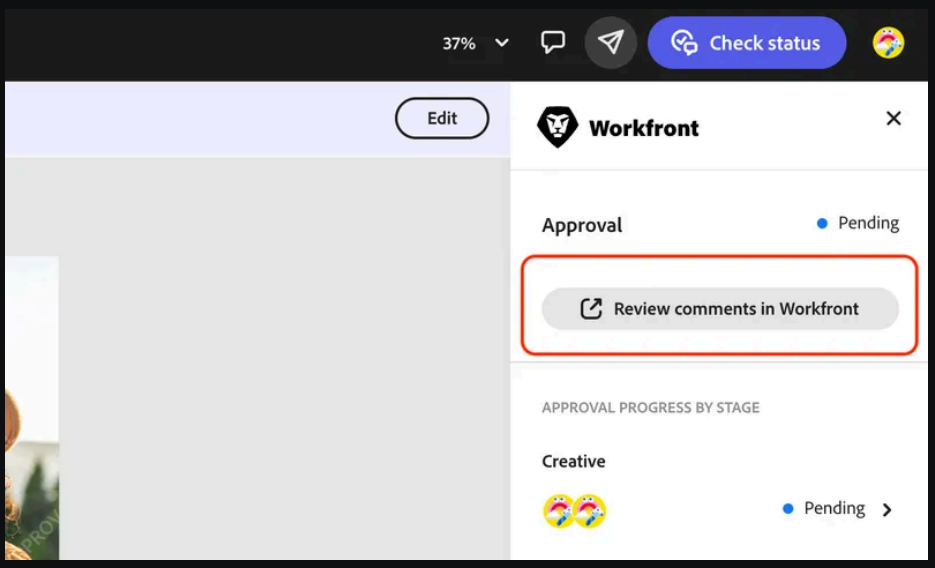

```
The Express template has the correct Workfront approval workflow already assigned that you can now review.
```

- Click the Send button.

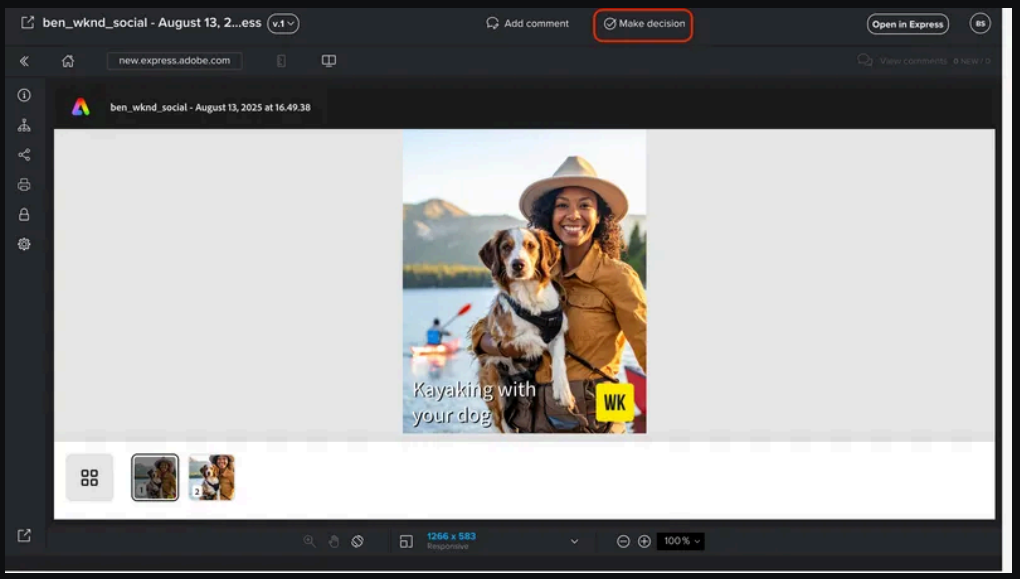



```
Once completed you can now see directly in Express what the approval status is.
```

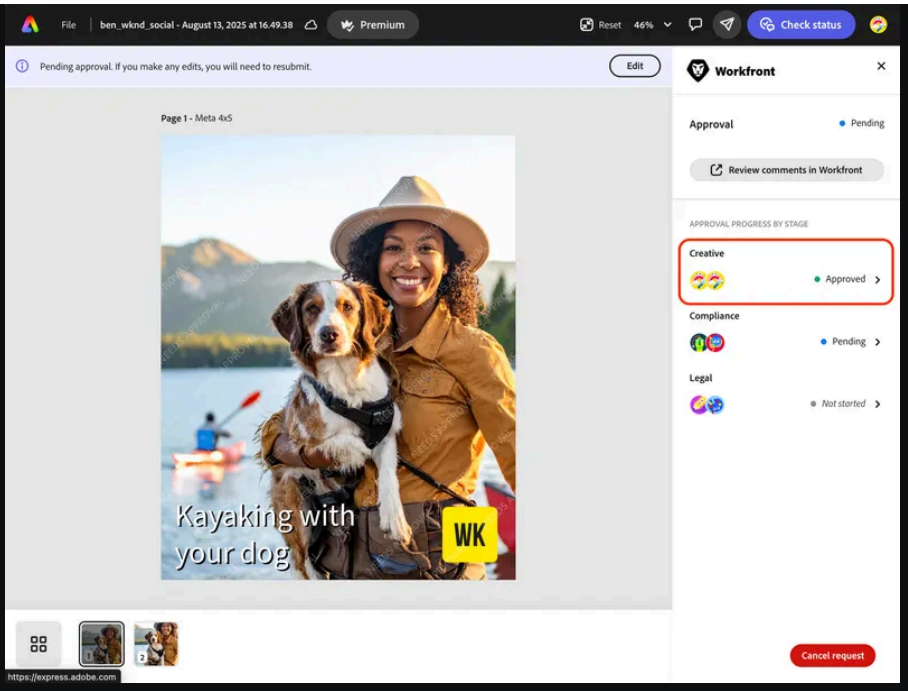
- Click the Review comments in Workfront button.



- Click on the Make decision button for the proof in Workfront.



- Click on the Approved button and then the Make decision button.
- Close the Workfront browser tab.
- Refresh the Express browser tab and review the updated Approved status for the Creative stage of the workflow.



- Close the Express browser tab to exit.

6.3. Data Driven Optimization

Description

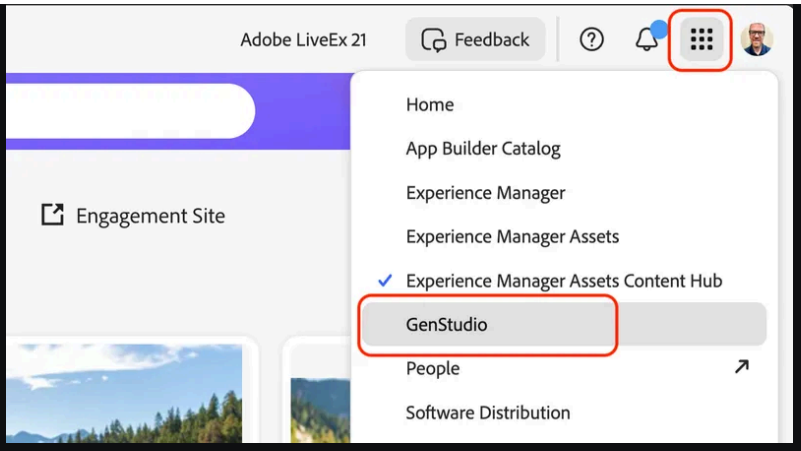
Alex leverages GenStudio's AI-powered content analytics to dive deep into creative performance data, examining granular attributes like color, tone, emotion, and style to understand exactly which content elements drive the highest engagement for WKND's campaigns. By analyzing click-through rates, impressions, and revenue metrics at the asset attribute level, Alex identifies patterns in audience preferences and discovers that specific visual themes and emotional tones consistently outperform others. This comprehensive view of creative performance enables him to create unique audience segments based on creative preferences and behaviors, providing a solid foundation for his next campaign strategy.

Armed with these data-driven insights, Alex collaborates with creative teams to optimized content variations that incorporate the highest-performing attributes from previous campaigns. He uses the performance intelligence to inform everything from color palette choices to emotional messaging, ensuring that new creative assets are built on proven success factors rather than assumptions. This systematic approach to campaign creation allows Alex to continuously refine WKND's paid social strategy, delivering content that not only maintains brand consistency but also maximizes ROI by leveraging the specific creative elements that resonate most with their target audiences.

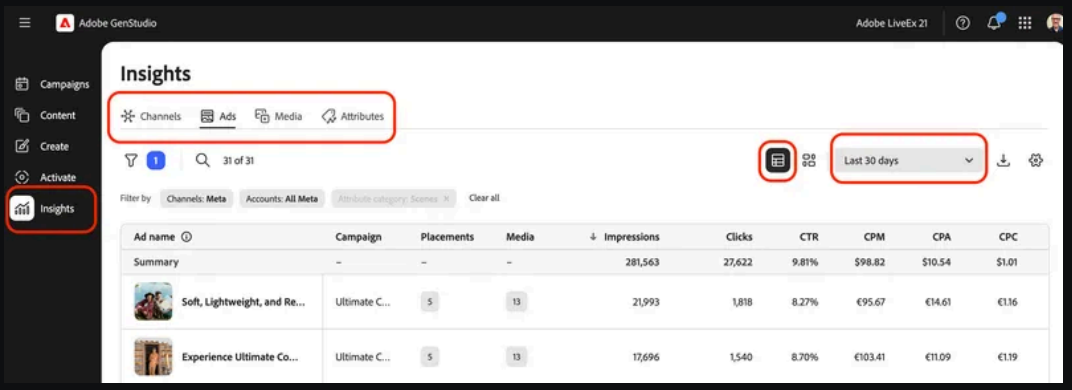
Asset Insights

GenStudio for Performance Marketing provides AI-powered content analytics that deliver granular performance insights at the asset attribute level, enabling marketers to understand which content elements drive the highest engagement, democratize data across teams, and optimize campaigns through detailed metrics like CTR, impressions, and revenue to maximize content ROI.

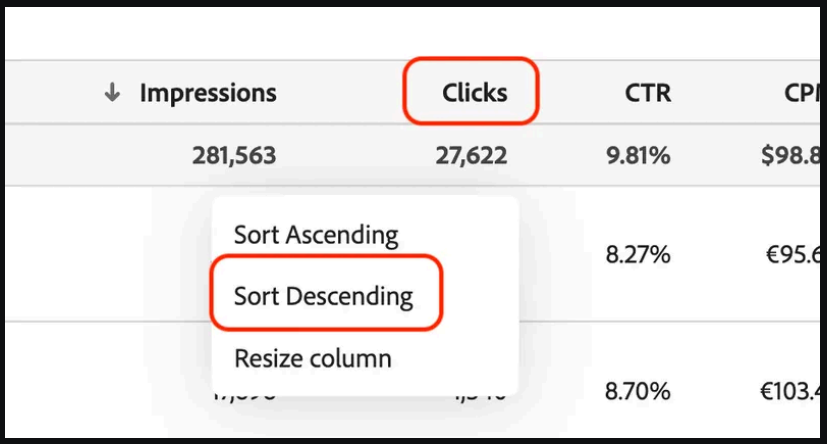
- Click on the **Apps** button and select **GenStudio** in the menu.



- Begin by navigating to the **Insights** area in the left sidebar.
- Click the dropdown for filtering to data ranges, and select **Last 3 months**.
- Click on the **Media** tab along the top.
- Click on the **Table view** button to see more details.



- Click on the **Clicks** column title to change the sort to descending.



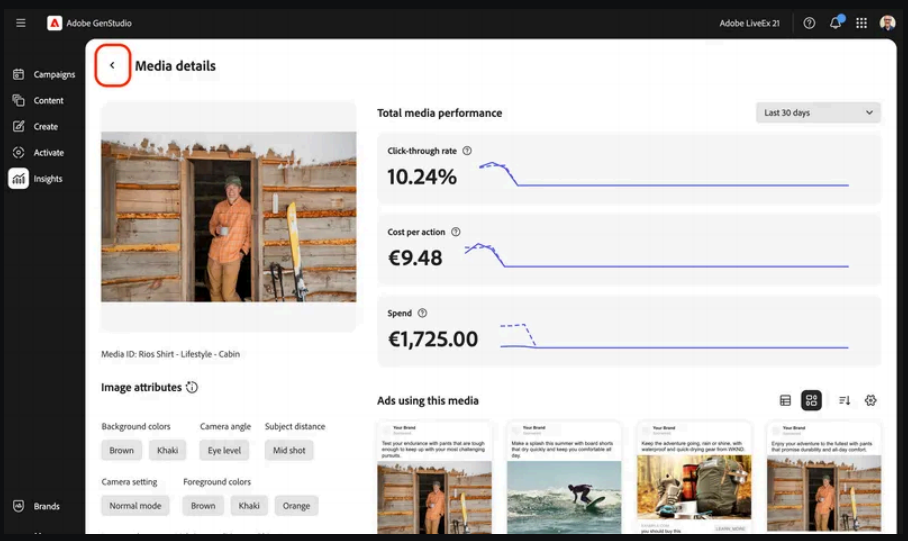
- Click on one of the top most asset that has received a high number of click throughs.



- Scroll through the **Media detail** page for this asset to see performance trends and the tags that have been assigned via AI analysis.

```
Along with AI-tagged attributes being tagged to experiences, the same process occurs with assets.
```

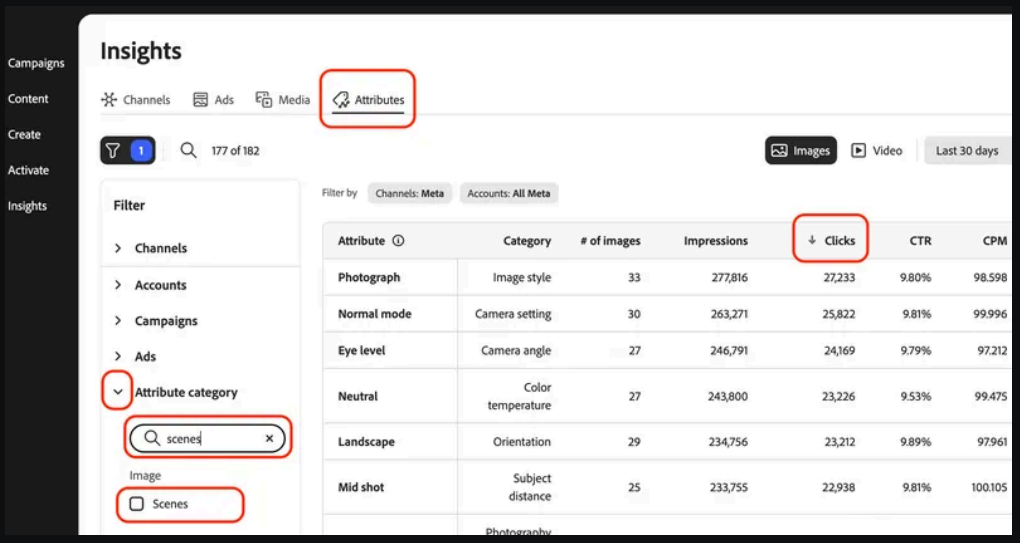
- Click the left arrow to exit the **Media detail** page.



Asset Attributes

GenStudio's AI-derived attributes automatically analyze and categorize content elements including color, tone, scene, emotion, orientation, style, and people, enabling marketers to validate content success by grouping assets with common themes and push creative attributes data to optimize campaigns based on engagement patterns like clicks, impressions, and ROI.

- Click on the **Attributes** tab of Insights.
- Sort this list again by clicking on **Clicks** and choosing **Sort Descending**.
- Click on the **Filter** button to show the options.
- Click on the **Attribute** category and search for the option for **Scenes** to select.



- Review the list of **Scenes** attributes.

```
From this list, you can see that attributes such as lake, mountain, cliff, and park are driving engagement that you can use for identifying assets to use for your email campaign.
```

- Click on **Create** in the left sidebar to exit Insights.

6.4. Experience Generation

Description

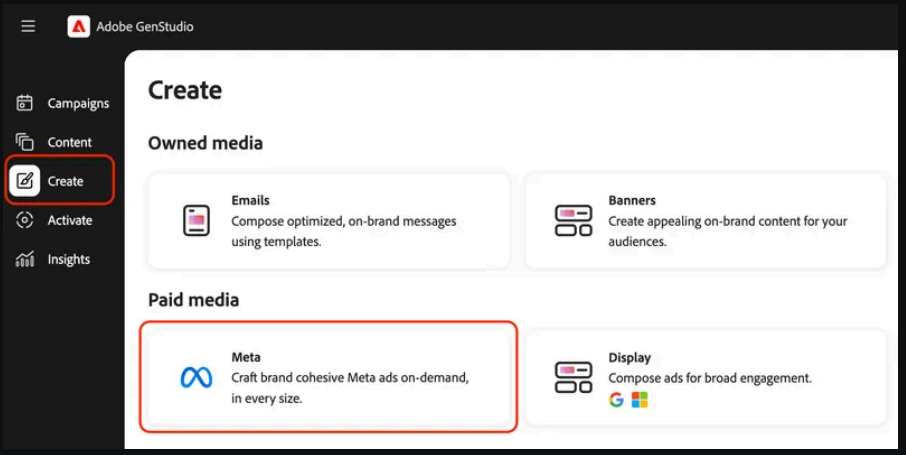
With built-in access to brand-approved assets and templates, Alex can instantly create personalized Meta ads that resonate with specific audiences. GenStudio for Performance Marketing empowers him to scale content production without relying on design teams, localize creative for global markets, and launch ads directly to Meta platforms all from one unified workspace. With real-time performance insights and rapid iteration tools, Alex continuously optimizes campaigns for higher engagement, lower cost-per-click, and faster time to market.

```
To create an effective experience, the Adobe team has played the role of
Brand Manager and added the recommended brand guidelines and templates for
WKND, and will provide guidance on the basics of crafting a prompt.
```

Choose a template

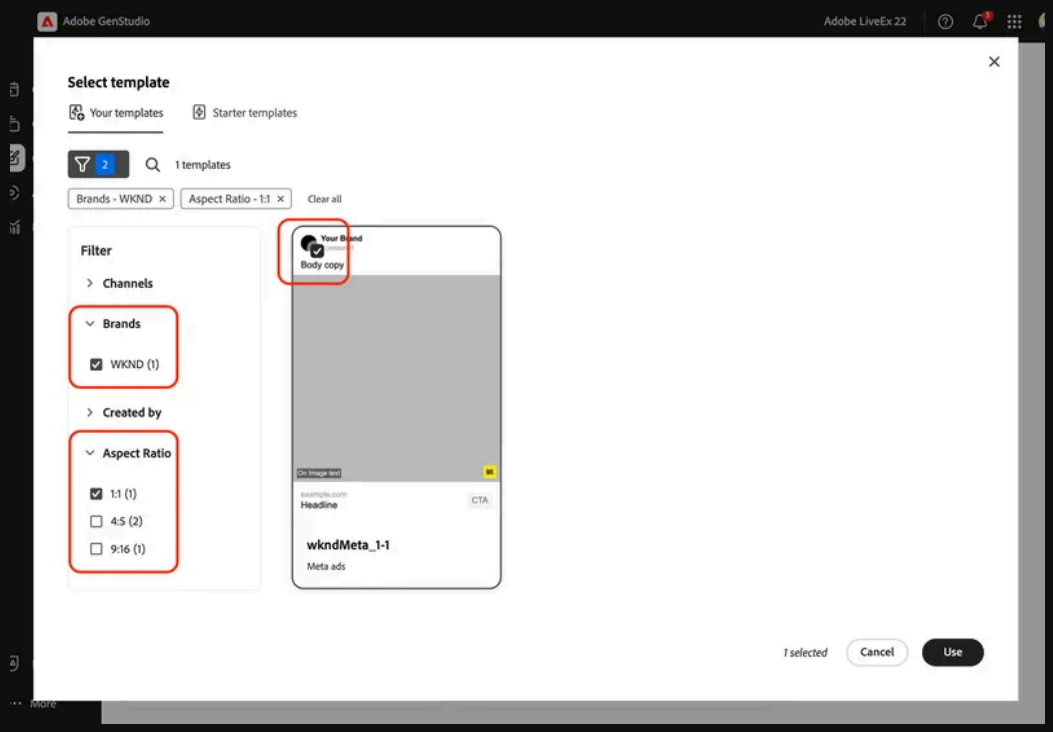
To create a new Meta ad experience, you will use a template to provide the framework for assembling your content. After you select which channel you want to produce, you can access brand-approved templates for use in content generation. Use templates to jump-start the content creation process and stay aligned with a defined brand identity.

- In **Create** you will begin by clicking on **Meta** under the Paid media section.



- Use the **Brands** filter to select **WKND** to filter to those templates.

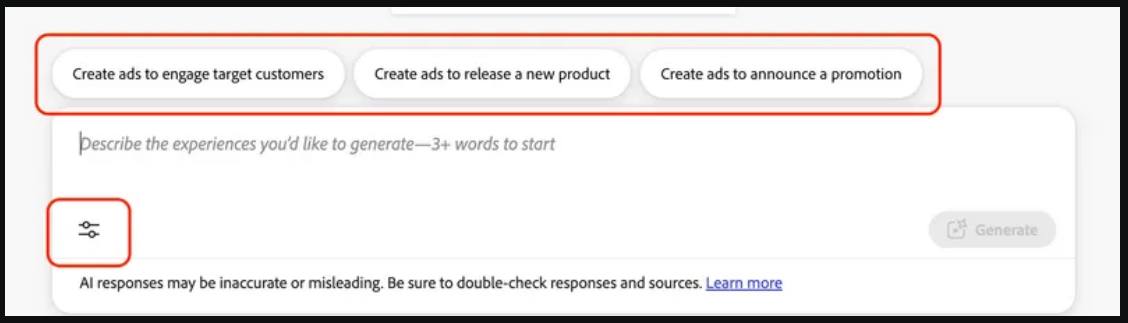
- Use the **Aspect Ratio** filter to select **1:1.**
- Click to select the **wkndMeta_1-1** template and then click the **Use** button.



Add parameters

You have now created a new draft experience, and are presented with options for entering prompt information for generating the experience.

- Click on the **Show/Hide parameters section** button.
- Click on one of the **Example Prompts** and see how it populates as a starting point for input.



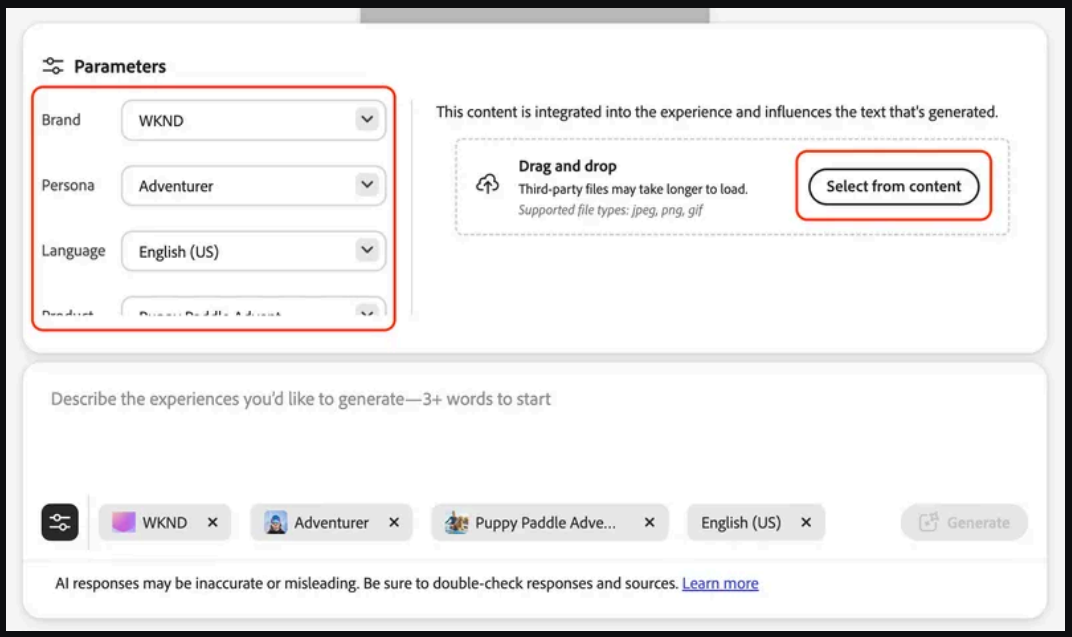
- Click on the **Show/Hide parameters section** button again to re-show the parameters.

```
In the prompt area, you can add Parameters such as Brands, Products, Personas
```

```
(guidelines), and Content (assets) to shape the generated experience.
```

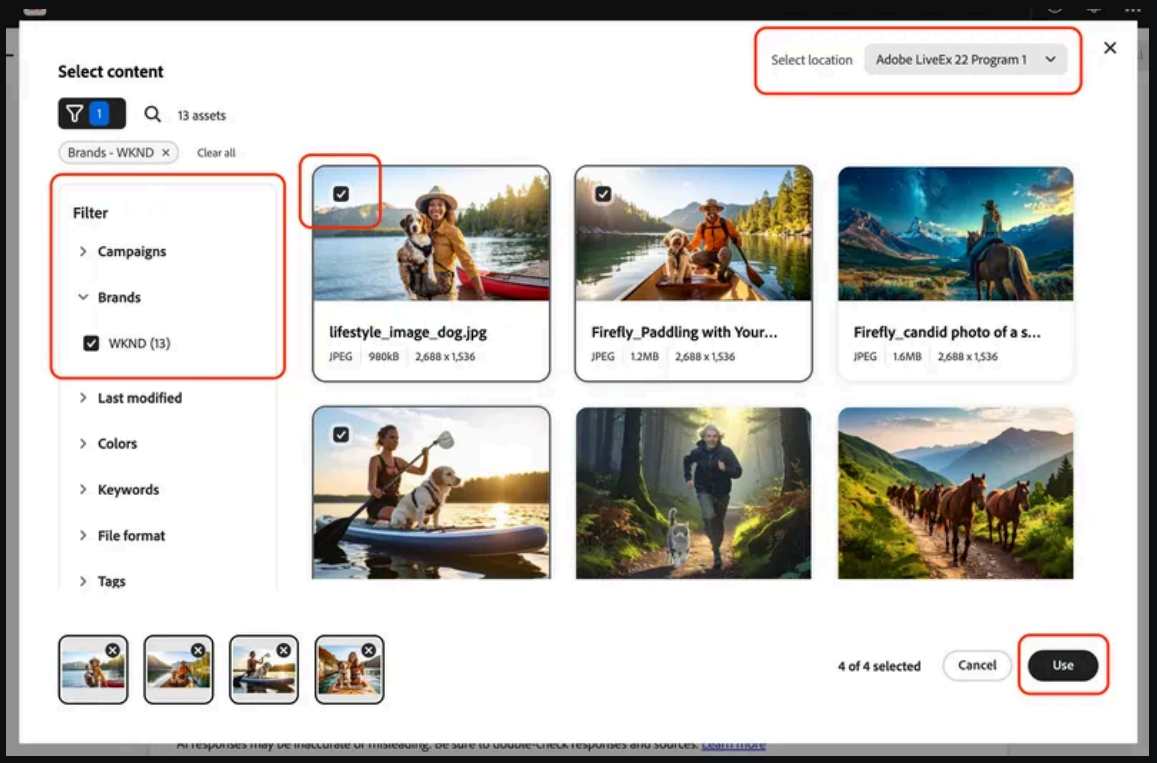
Parameters inject guidelines and assets into the generation process, ensuring that the content is customized to align with a brand's comprehensive identity. It is recommended to add guidelines to GenStudio for Performance Marketing first and then use them during the content generation process as an integral preparatory step for generating an experience.

- In the **Parameters** section, select the **Brand**, **Persona**, **Language**, and **Product** from the drop-down:
    - **WKND**
    - **Adventurer**
    - **English (US)**
    - The group activity you selected previously:
        - **Puppy Paddle Adventures: SUP with Your Pup**
        - **Trailblazing Together: Hiking with Your Horse**
        - **Whiskers in the Wild: Camping with Your Cat**



- Click the **Select from Content** button to add images to be used in the generated experience.

- Click on the **Location** dropdown to choose your AEM Assets repository:
    - **Adobe LiveEx 21 Program 1**
    - **Adobe LiveEx 22 Program 2**
- In the **Filters** area expand **Campaigns or Brands** and choose up to four images.
- Click the **Use** button at the bottom right.

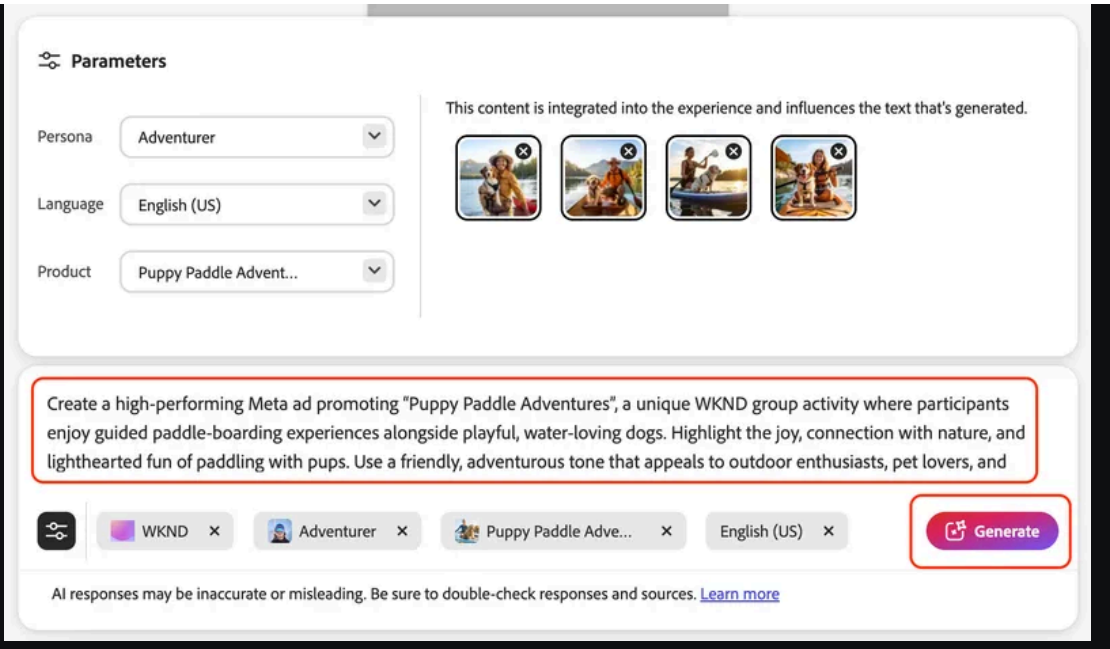


Enter a prompt

Crafting effective prompts is an important part of the generation process in Create. After guidelines are selected, craft a prompt using natural language to start generating content for your new email experience. Detailed prompts yield higher quality output than vague or in descriptive prompts.

> See Write effective prompts to learn more about writing prompts.

- Begin by deleting the pre-created text description.



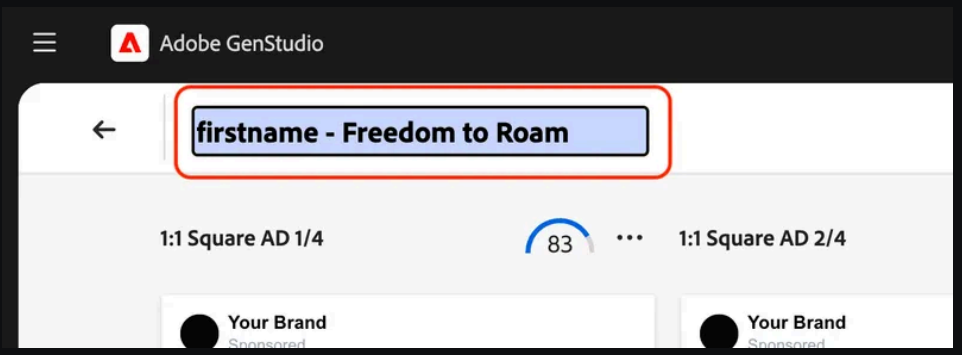
- Enter one of the text descriptions below, and then click the **Generate** button.
    - Create a high-performing Meta ad promoting **Puppy Paddle Adventures**, a unique WKND group activity where participants enjoy guided paddle-boarding experiences alongside playful, water-loving dogs. Highlight the joy, connection with nature, and lighthearted fun of paddling with pups. Use a friendly, adventurous tone that appeals to outdoor enthusiasts, pet lovers, and families looking for unforgettable bonding experiences. Emphasize safety, beginner-friendliness, and the shared joy of being on the water. Include a clear call-to-action such as Book your paddle now or Join the adventure.
    - Create an engaging Meta ad promoting **Trailblazing Together: Hiking with Your Horse**, a WKND group experience where riders and their horses explore scenic backcountry trails in guided, community-driven hikes. Emphasize the bond between rider and horse, the serenity of nature, and the camaraderie of like-minded adventurers. The activity is designed for equestrians who want to deepen their connection with their horse while discovering stunning trails in a supportive group setting. Use an inspiring, earthy tone that appeals to horse lovers, outdoor enthusiasts, and adventure seekers. Mention safety, experienced guides, and accessibility for both novice and seasoned riders. Include a compelling call-to-action like Saddle up and join us or Start your trail adventure today.
    - Create a compelling Meta ad promoting **Whiskers in the Wild: Camping with Your Cat**, a WKND group camping experience designed for adventurous cat owners who want to safely explore the outdoors with their feline companions.

Highlight the uniqueness of camping with a cat, the peacefulness of nature, and the support of a like-minded community. Emphasize safety features like leash training tips, pet-friendly campsites, and expert guides. Use a warm, quirky, and slightly whimsical tone that appeals to cat lovers, nature seekers, and people who enjoy alternative outdoor adventures. Include a clear call-to-action like Reserve your tent spot now or Unleash your cat's wild side.

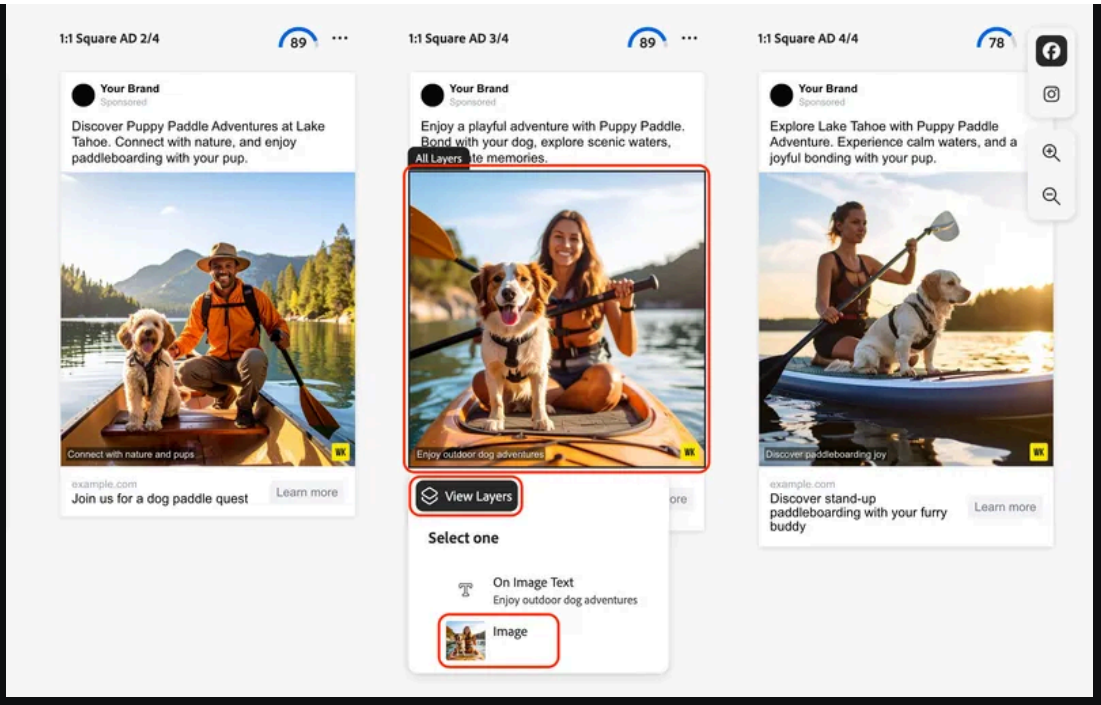
Variation Output

```
By default, four variations—all fueled by the prompt, guidelines, and content you added—are generated and shown in the Canvas. Generated content loads progressively—as each section of the email experiences are generated they appear in the Canvas.
```

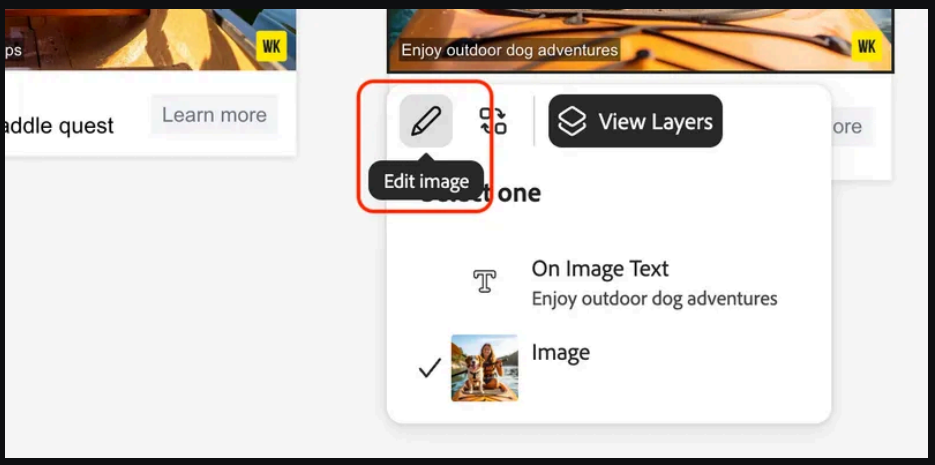
- Note that each variation is given a Brand Validation score.
- Click your draft title to name it something memorable like **firstname - Freedom to Roam**.



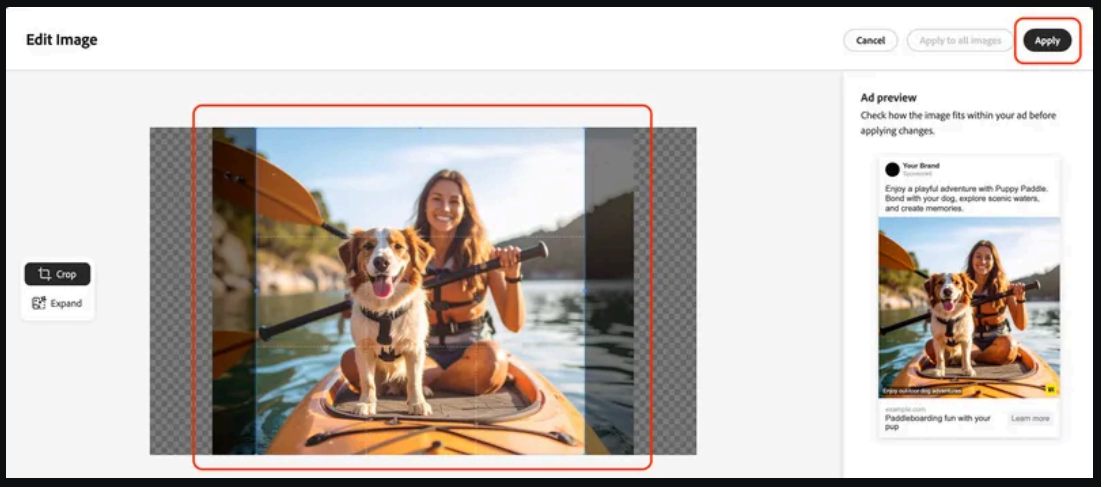
- Click on one of the images to see the layers that are available to edit.
- Click on the View Layers button and choose Image.



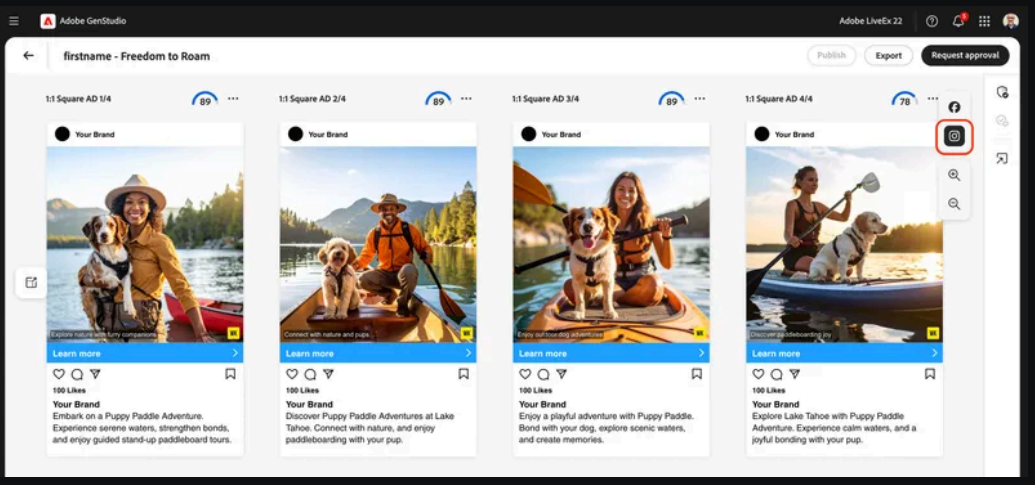
- With Image selected, click the Edit Image option.



- Adjust the image crop that has been automatically created, and click the Apply button.



- Click the icon for Instagram to see that this template has multiple Meta properties configured for generation.



6.5. Validation and Approval

Description

After Alex generates personalized social content variations, he can quickly assess brand compliance for each variant through the integrated brand validation tools. A summary of brand validation information for each of Alex's generated social content variants is accessible through the brand guidelines check icon located next to each variant in the draft. The brand guidelines check displays the percentage of compliance with WKND's brand standards, calculated as the number of guidelines that passed validation versus the number of guidelines tested, giving Alex immediate visibility into which content variations meet brand requirements.

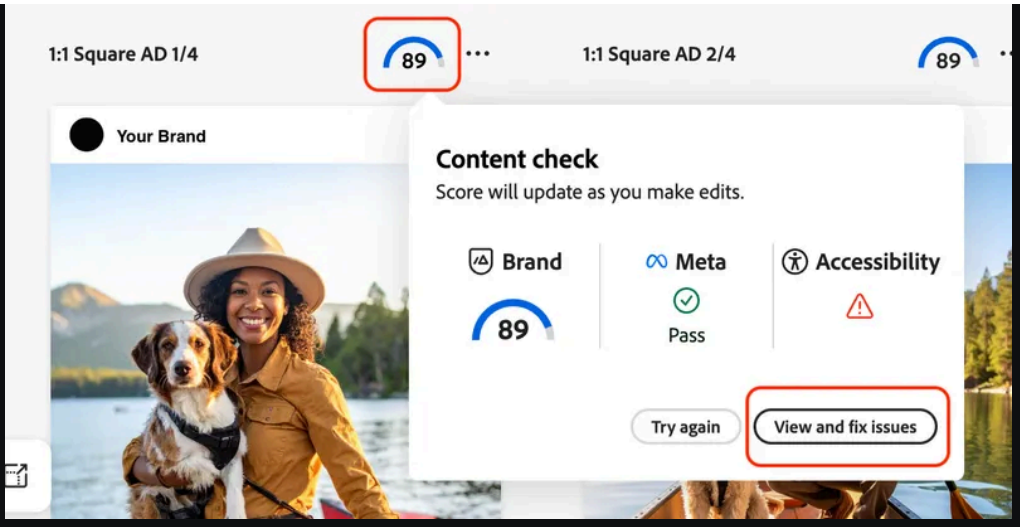
Once Alex reviews the brand validation results, he can submit compliant content variants to Workfront for formal approval through the integrated workflow. This streamlined validation and approval process ensures that Alex's personalized social content maintains brand consistency while moving efficiently through the WKND marketing team's review process, enabling him to create brand-compliant, personalized campaign content at scale while maintaining the quality standards required for WKND's marketing initiatives.

Brand Validation

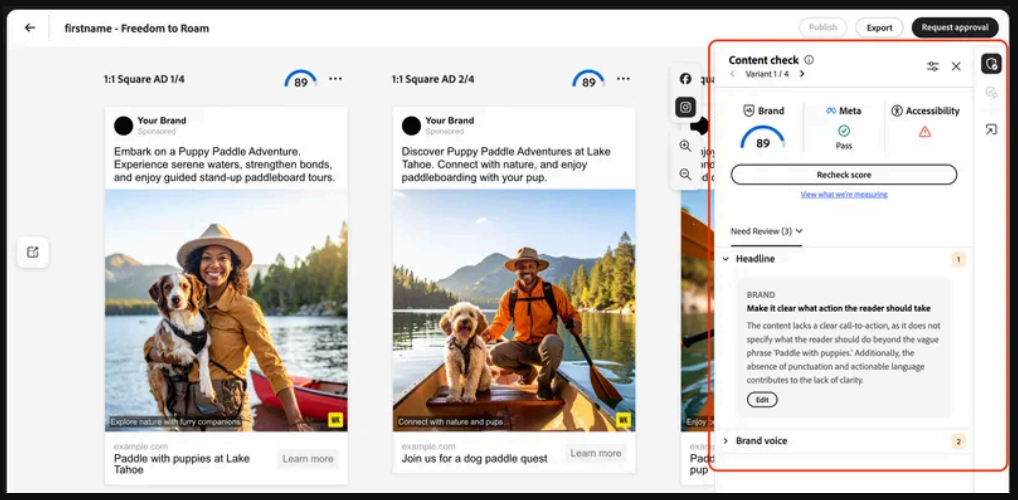
Brand Validation in GenStudio for Performance Marketing uses AI-powered checks to automatically ensure all generated campaign content adheres to brand guidelines before publication. The brand score streamlines compliance by flagging potential brand issues, reducing manual reviews and accelerating approval workflows while maintaining brand integrity at scale.

> Each variation will have unique edits to make and you can see the details in the right sidebar. See the below example of how to use GenAI to do field-level edits to the variations produced.

- Pick a variation and click the brand score to display the **Content check** overlay, and then click the "View and fix issues" button.



- Review **Content check** in the right sidebar. This is where you can validate the content against your brand guidelines.

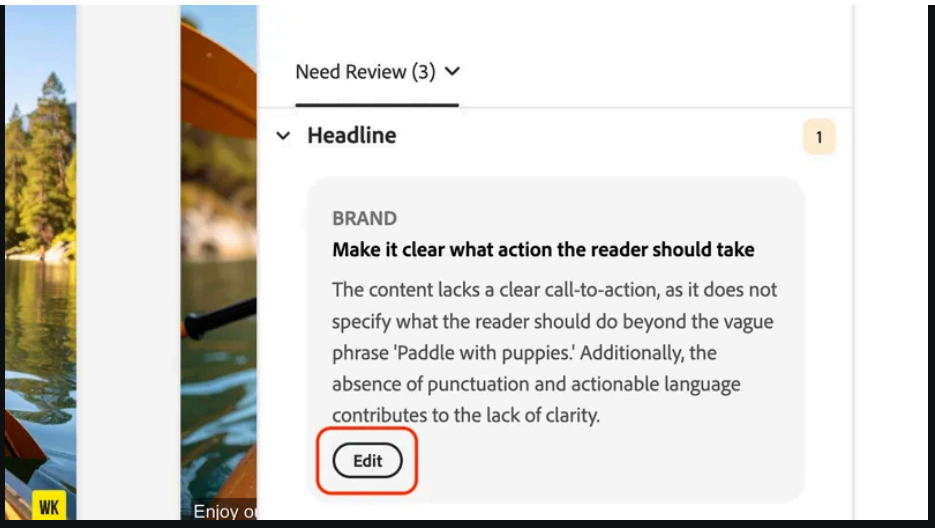


> As per the WKND brand guidelines, there are items in the Headline and Brand Voice that need reviewing.

Field Edit Examples

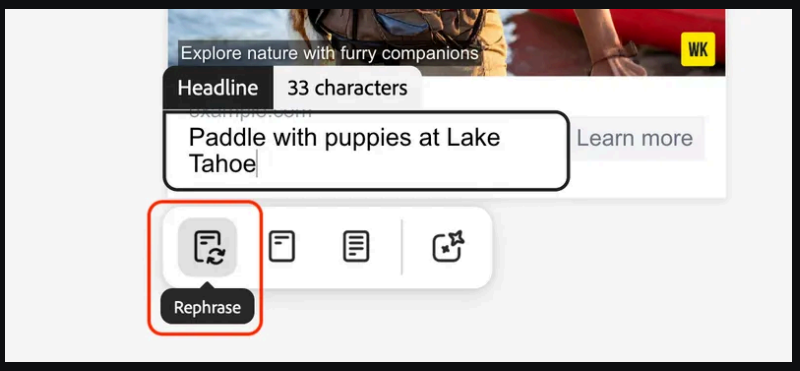
Field-Level editing empowers marketers to directly modify and customize AI-generated content variations by editing specific text fields, headlines, and copy elements within the platform. This capability allows performance marketers to quickly refine generated campaign assets, and test different messaging approaches.

- For one of the Need Review items, click the Edit button.

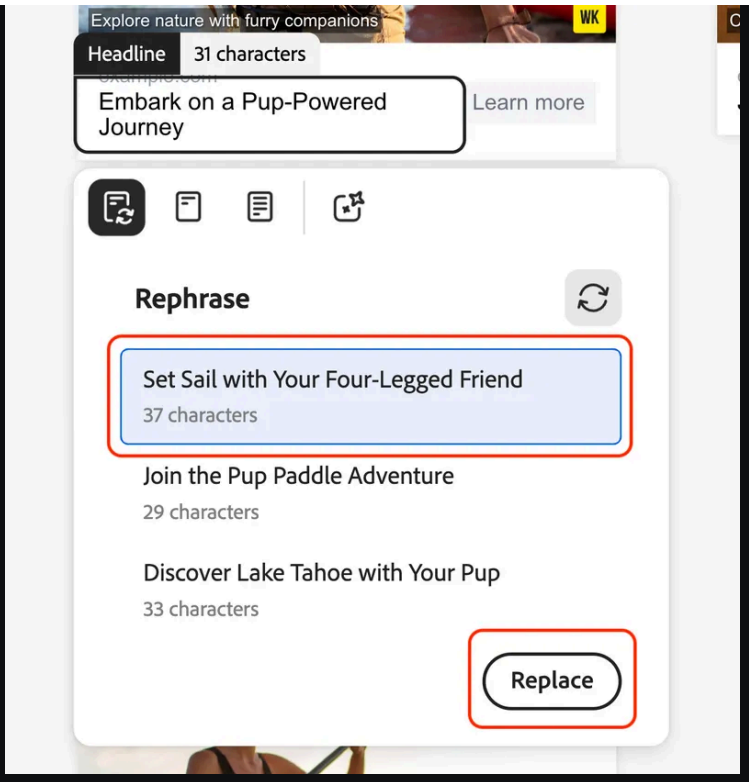


Rephrase

- The field of your variation is now highlighted and you can click on the Rephrase button.

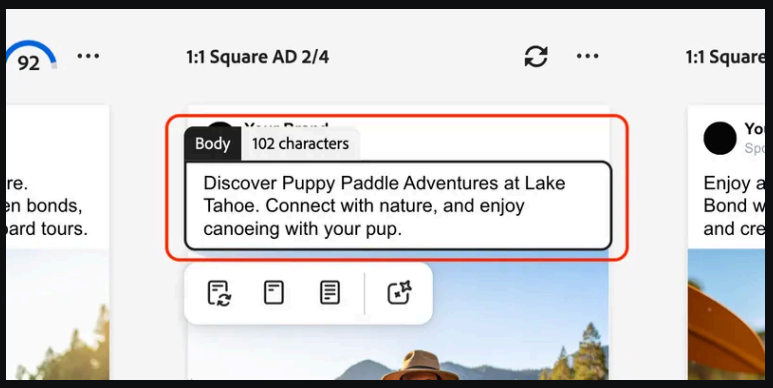


- You are presented with three variations to choose from that can be selected and applied by clicking the Replace button.



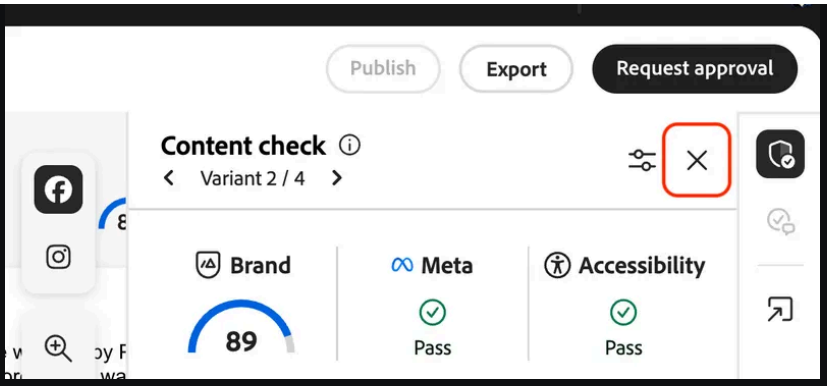
Manual Edit

- Click onto another field in one of the variations where you can manually make edits inline as well.




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In this example the variation image is showing a canoe instead of a
paddleboard, so the body copy was edited to match to the image.
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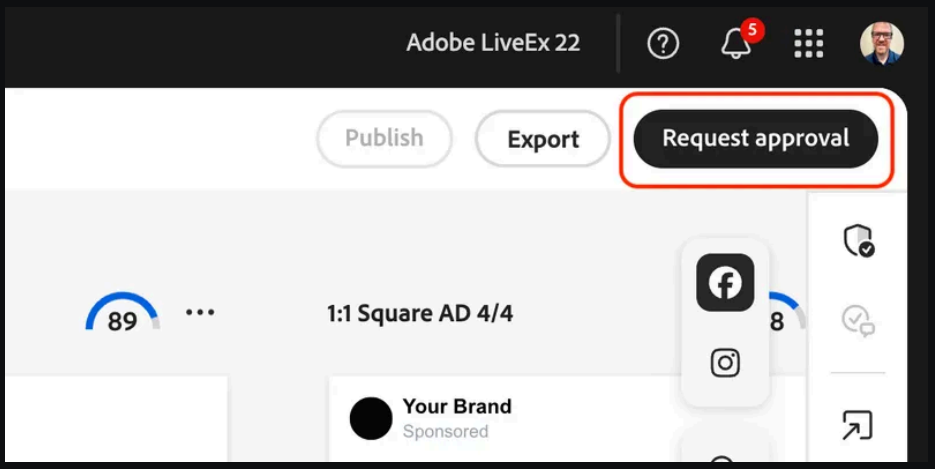
- Close the Content check panel with the X button.



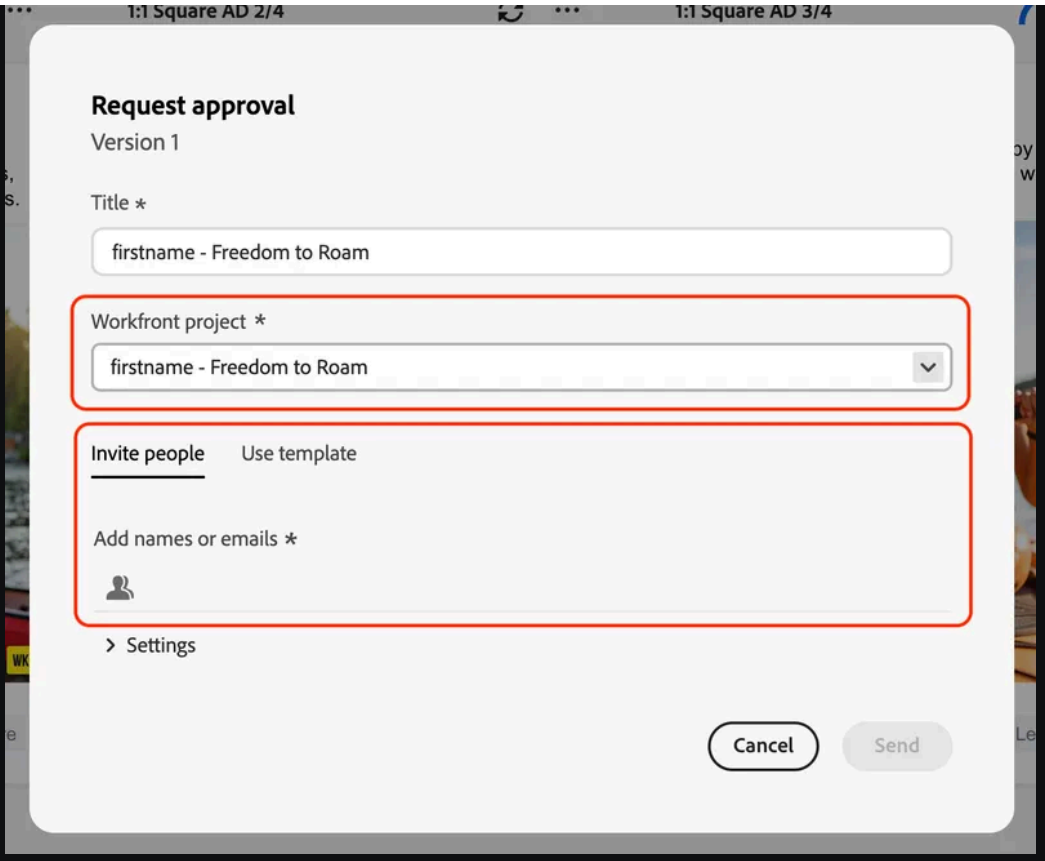
Approvals

Accelerate the content creation lifecycle by seamlessly connecting AI-generated campaign content with established approval workflows and multi-stage review processes. Draft content created in GenStudio for Performance Marekting automatically flows into Workfront's proofing system for annotation and review decisions, enabling teams to maintain quality control while scaling content production. This integration synchronizes review decisions back for final approval and publishing, ensuring compliant, on-brand content reaches market faster through streamlined collaboration between creative and marketing teams.

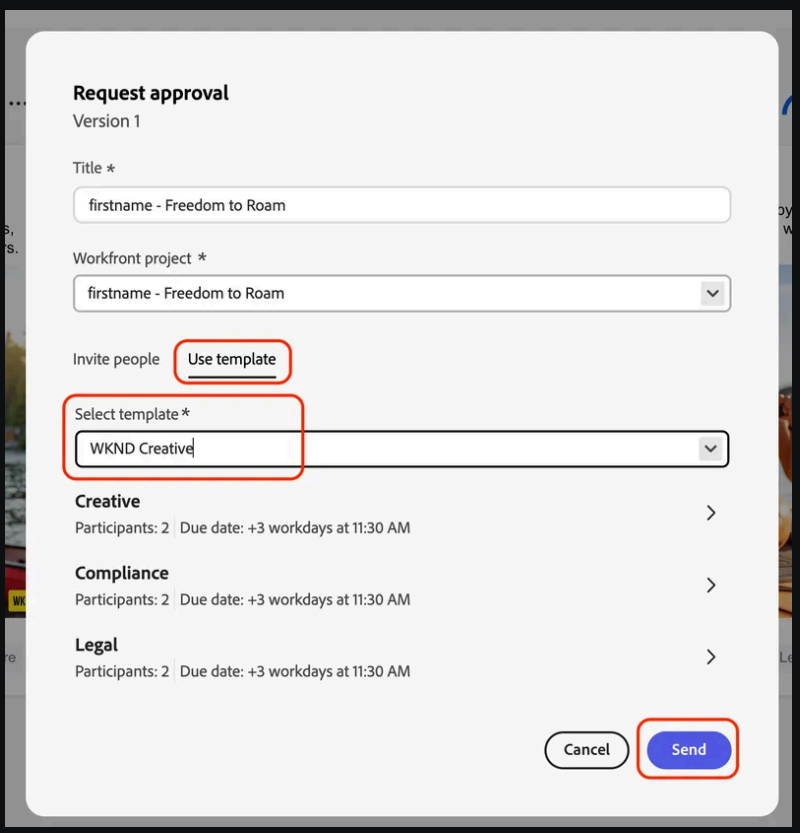
- Click the **Request approval** button.



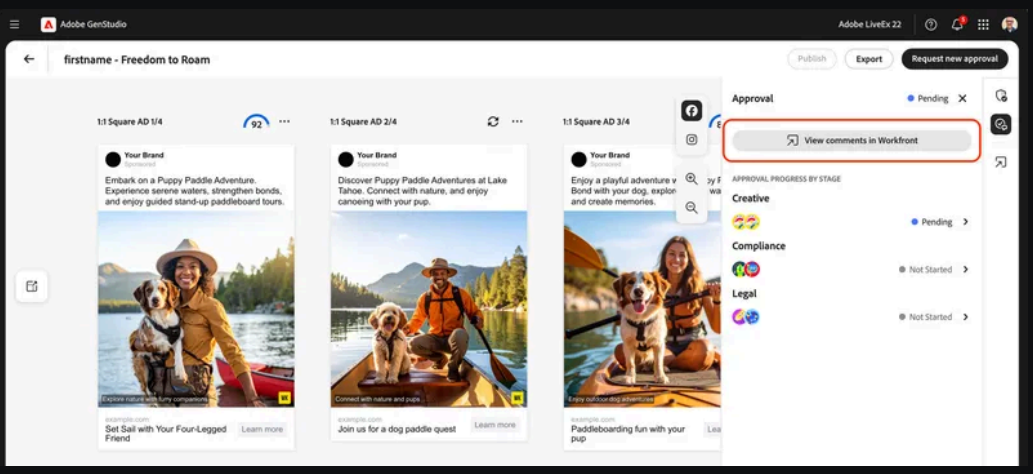
- In the Workfront project dropdown click on your project name to select it.
- You have two options available for approval paths:
  - **Invite people** - meant for manually picking approvers
  - **Use template** - meant for using a preconfigured Workfront approval workflow



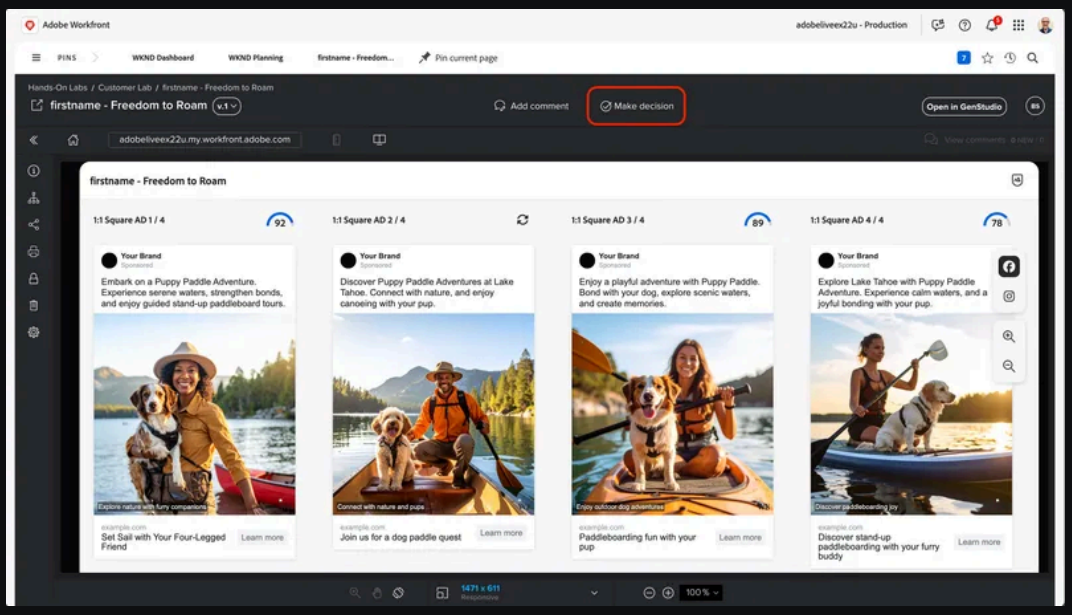
- Click on the Use template tab and choose WKND Creative in the Select template dropdown.
- Click the **Send** button.



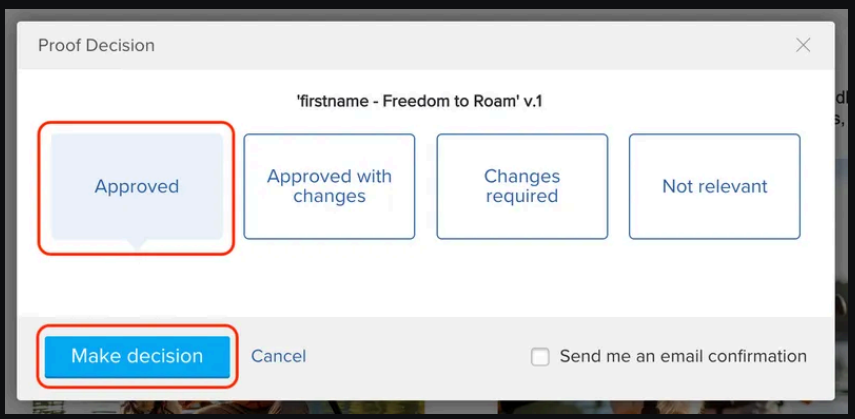
- Click on the **View comments in Workfront** button.



- Click on the **Make decision** button.

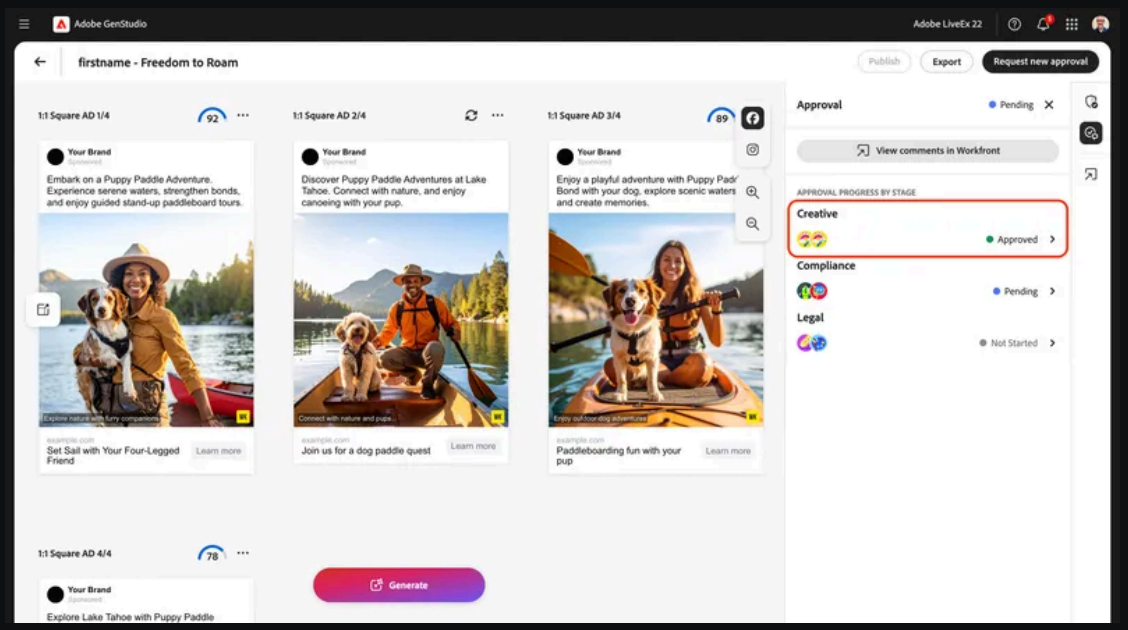


- Click on **Approved** and then on the **Make decision** button.



- Close the Workfront browser tab.

- Refresh the GenStudio for Performance Marketing browser tab and review the updated Approved status for the Creative stage of the workflow.



Congratulations you have successfully completed the hands-on exercises!