

[Staff Guide] Summit 2025 B2C Acti...

[Staff Guide] Summit 2025 B2C Activation Booth

1. Staff Enablement Session (Mar 13th)
2. Introduction
 - 2.1. Work station set up
 - 2.2. Back up demo: Walnut clickable
3. Demo Guide
 - 3.1. Plan
 - 3.2. Create
 - 3.3. Engage
 - 3.4. Measure
4. FAQ

1. Staff Enablement Session (Mar 13th)

Enablement Session Resources

- [Session recording](#)
- [Session deck](#)
- [Workfront Campaign Brief](#)

Next Steps: Test out the demo yourselves

To test out the demo in your device, follow the instructions below:

1. Start by following the instructions in [Work station set up](#)
When using the User IDs to log into the Adobe environment, use the User IDs assigned in the table below.
2. Access the demo: <https://summit.svpoc.io/>
3. Read through the [demo guides](#) for each pillar

Name	User ID	Password
Aswinkumar Loganathan	b2csummituser+wks02@adobetest.com	b2cSummit!2025
Lizeth Almaguer	b2csummituser+wks03@adobetest.com	b2cSummit!2025
Nino Querubin	b2csummituser+wks04@adobetest.com	b2cSummit!2025
Rami Santrisi	b2csummituser+wks05@adobetest.com	b2cSummit!2025
Romain Alnet	b2csummituser+wks06@adobetest.com	b2cSummit!2025
Yuji Nakagawa	b2csummituser+wks07@adobetest.com	b2cSummit!2025
Kurt Heslop	b2csummituser+wks08@adobetest.com	b2cSummit!2025

Questions?

- Scheduling and logistics – Devin Doxy

- Coca-Cola presence at Summit – Lindsey Reichelt
- Technical Demos – Linda Wray, Derek Lu, Phil Johnson, Brian Collery, Hanaka Saito
- Anything else – Elliott Wiener

2. Introduction

The Adobe x Coca-Cola Real Marketing Magic Experience

Content and experience objective: From Inspiration to Immersion – provide a cohesive journey from Mainstage to Community Pavilion that demonstrates a path from bold vision to measurable value.

This activation brings The Coca-Cola Company’s Real Magic campaign to life, using newly unveiled Generative AI in Adobe’s enterprise technology. After the Day 1 Mainstage, attendees enter the Community Pavilion to experience these capabilities firsthand, stepping into the role of a modern marketer as they select tasks from four key areas:

Pillar	Task	Product
Plan	As a marketing manager, upload a campaign brief, launch the project, and define targeted audiences.	Workfront Planning AI Assistant in Workfront
Create	As a performance marketer, generate social media ads using approved assets.	GenStudio for Performance Marketers Content Hub
Engage	As a demand marketer, deliver targeted content across channels.	Journey Optimizer Content Accelerator
Measure	As an analyst, identify key insights from published content.	AI Assistant in Customer Journey Analytics

After completing the tech activation, the space also includes a co-branded Selfie Station and Coca-Cola Freestyle fountain machines, including exclusive Adobe Summit flavors for attendees to enjoy:

- 1) Adobe Summit Splash: 40% Coca-Cola, 30% Coca-Cola Vanilla, 30% Coca-Cola Peach
- 2) Transformation Twist: 50% Sprite + 25% Sprite Cherry + 25% MM Fruit Punch
- 3) Real-time Rush: 50% Seagram’s Zero Vanilla + 50% Mello Yello Zero

Integration with the Adobe Express Sticker Activation Station

This Modern Marketer Activation integrates with the Adobe Express Sticker Station in the Community Pavilion, allowing participants to create custom Real Magic assets while showcasing cross-cloud functionality. The created assets are featured on a monitor in the activation space and are available for use during the "Create" task in GenStudio for Performance Marketers via Content Hub.

Connecting to Additional Storytelling and Experiences at Summit

[Strategy Keynote] Elevate and Empower Teams with Agentic AI for Exceptional Experiences

Shekhar Gowda, VP, Global Marketing Technology, The Coca-Cola Company; Rapha Abreu, VP, Global Design, The Coca-Cola Company; Amit Ahuja, SVP, Experience Cloud, Platform and Products, Digital Experience, Adobe; and Winnie Wu, Director, Product Management, Brand Concierge, Adobe

This keynote will showcase real-world success stories, including Coca-Cola's innovative approach, and highlight Adobe's commitment to responsible AI.

VIP Experiences: The Lodge and Executive Forum

- 1) Interactive kiosks with the Adobe x The Coca-Cola Company story that showcases the vision to value and highlights the technology that has already driven tangible success
- 2) Coca-Cola Ice Cream Float stations
- 3) Promotion of VIP access to the Activation to drive participation at the Community Pavilion*

*The Lodge only

The Adobe Booth in the Community Pavilion

Includes the Adobe x The Coca-Cola Company storyboards, staffed with Adobe Experts who demonstrate the real-world use cases and discuss how attendees can implement them in their own organization.

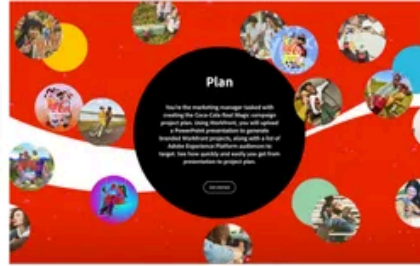
Overview of Demo Experience

Demo User Flow

1. Intake Form

A screenshot of the Adobe Coca-Cola Next Stage Adobe Summit experience intake form. The form is titled "Welcome to the Coca-Cola Next Stage Adobe Summit experience." and includes fields for Name, Email, and Organization. It also features a "Get started" button and a "Learn more" link.

2. Opening Screen (4X)



3. Adobe Applications

PLAN: Workfront (AI Assistant)

CREATE: GenStudio PeM

ENGAGE: AJO (AI Assistant for content generation)

MEASURE: CJA (AI Assistant)

4. Task Completion (4X)



5. Final Completion



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□ Important Links

- [Demo](#)
- [Attendee guide](#)
- [Walnut clickable](#)

2.1. Work station set up

Setting up the work stations

To set up the work stations, go through the following steps:

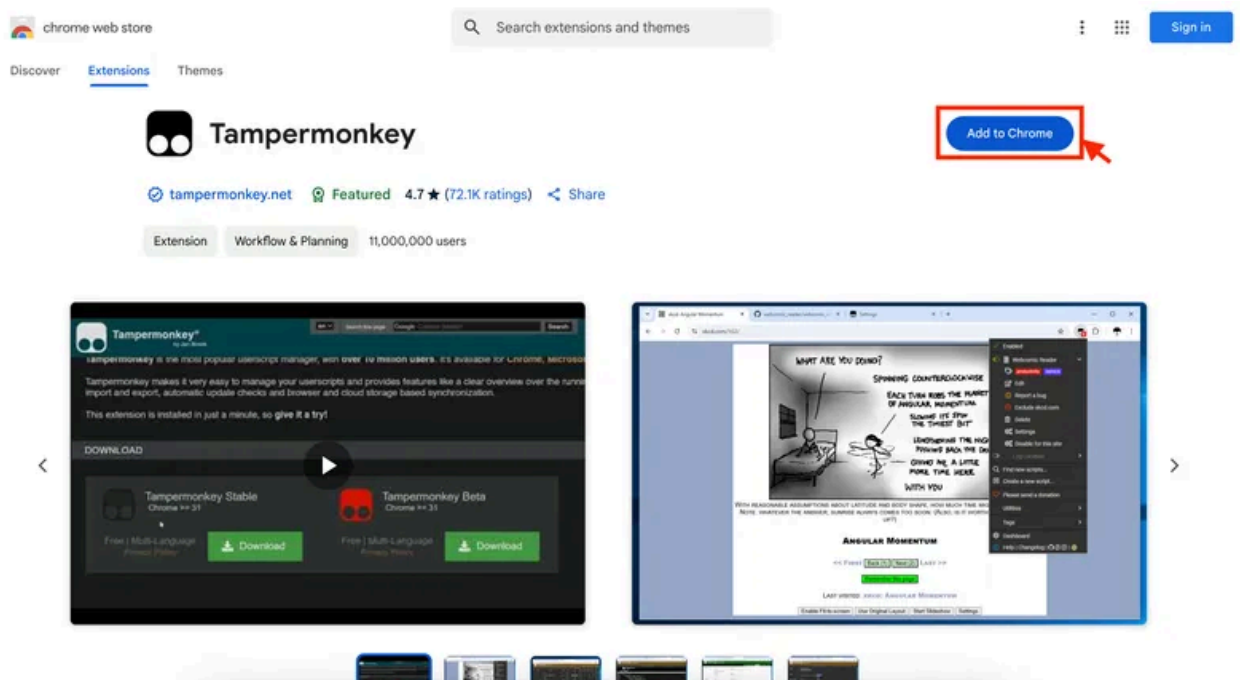
1. TamperMonkey Installation
2. Adobe Environment Log-in

For every morning of Summit, make sure all workstations have the latest version of TamperMonkey installed and are logged into the Adobe platform.

Step 1: TamperMonkey Installation

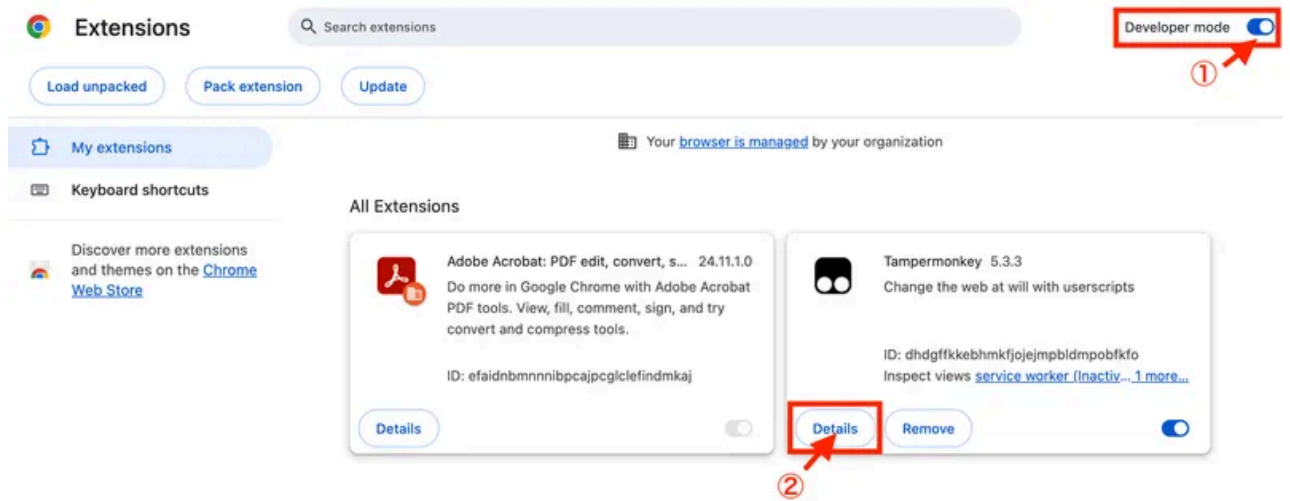
TamperMonkey is a browser extensioin which allows customization in our demos (e.g. disabling certain clicks on the web page, adding in buttons, etc.). This demo needs to run on Chrome to make use of TamperMonkey.

1. Install [TamperMonkey](#) by adding the extension to the Chrome browser.

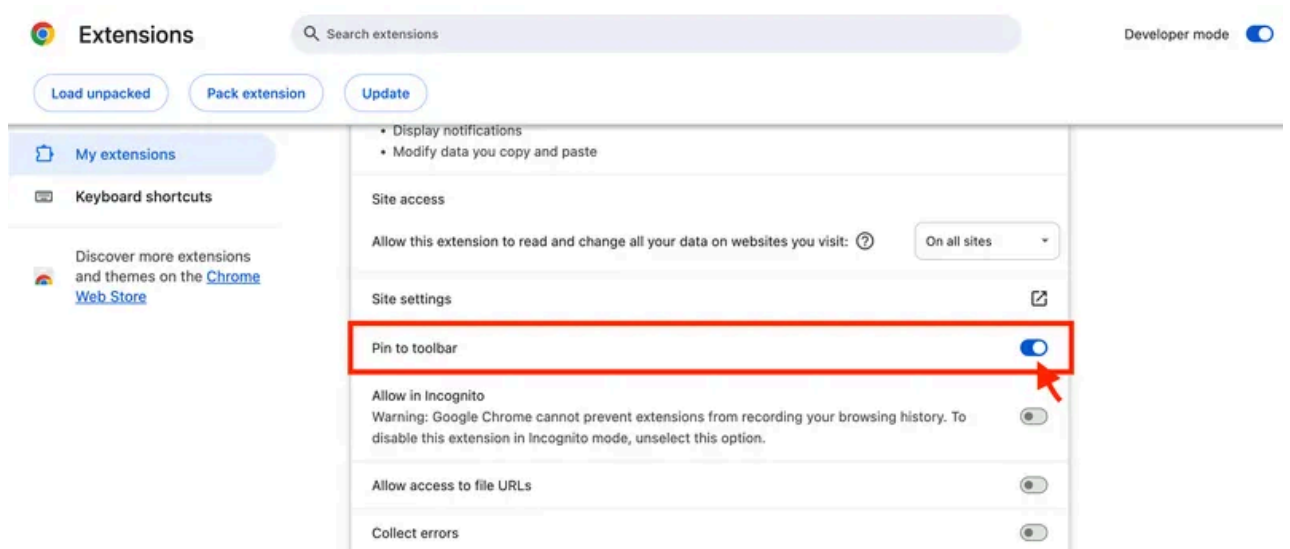


2. Go to <chrome://extensions> (copy & paste this URL in your browser). Turn **on** 'Developer mode' using toggle on the upper right corner, and click 'Details' of

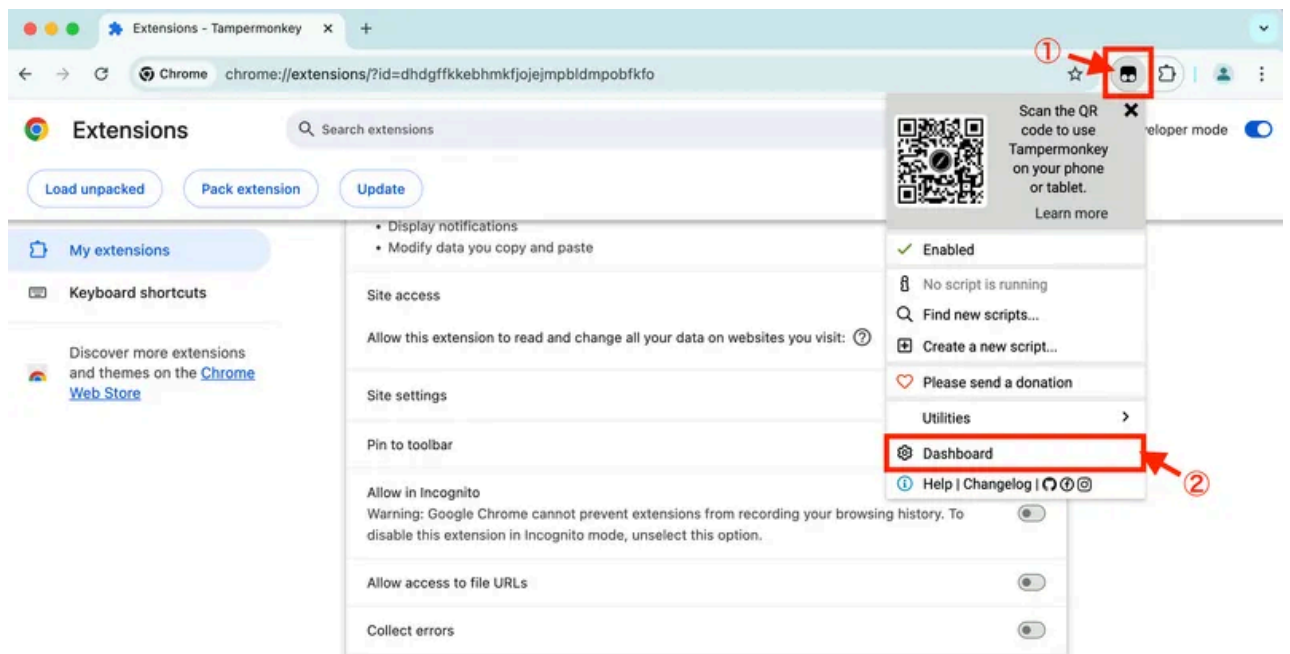
TamperMonkey.



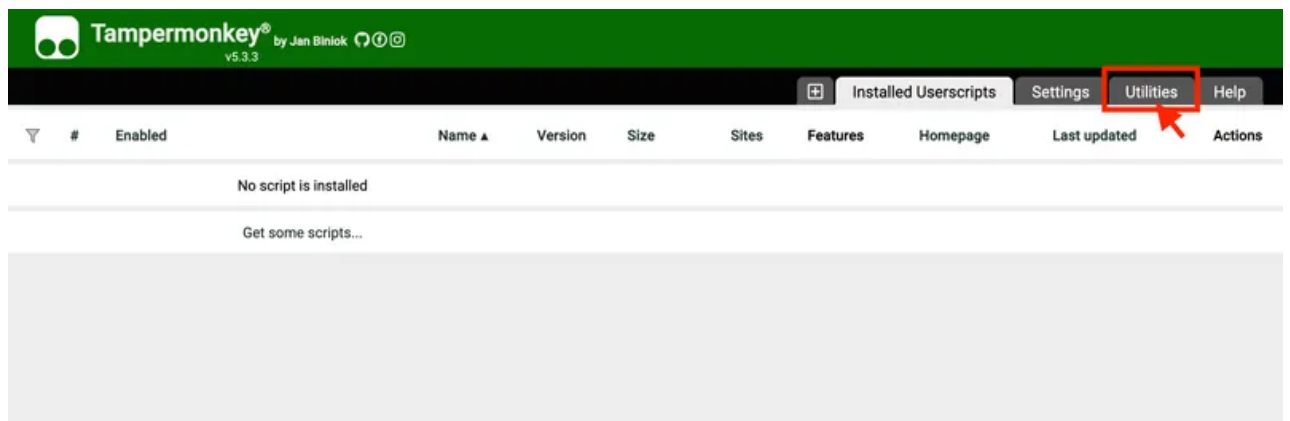
3. Turn **Pin to Toolbar** on.



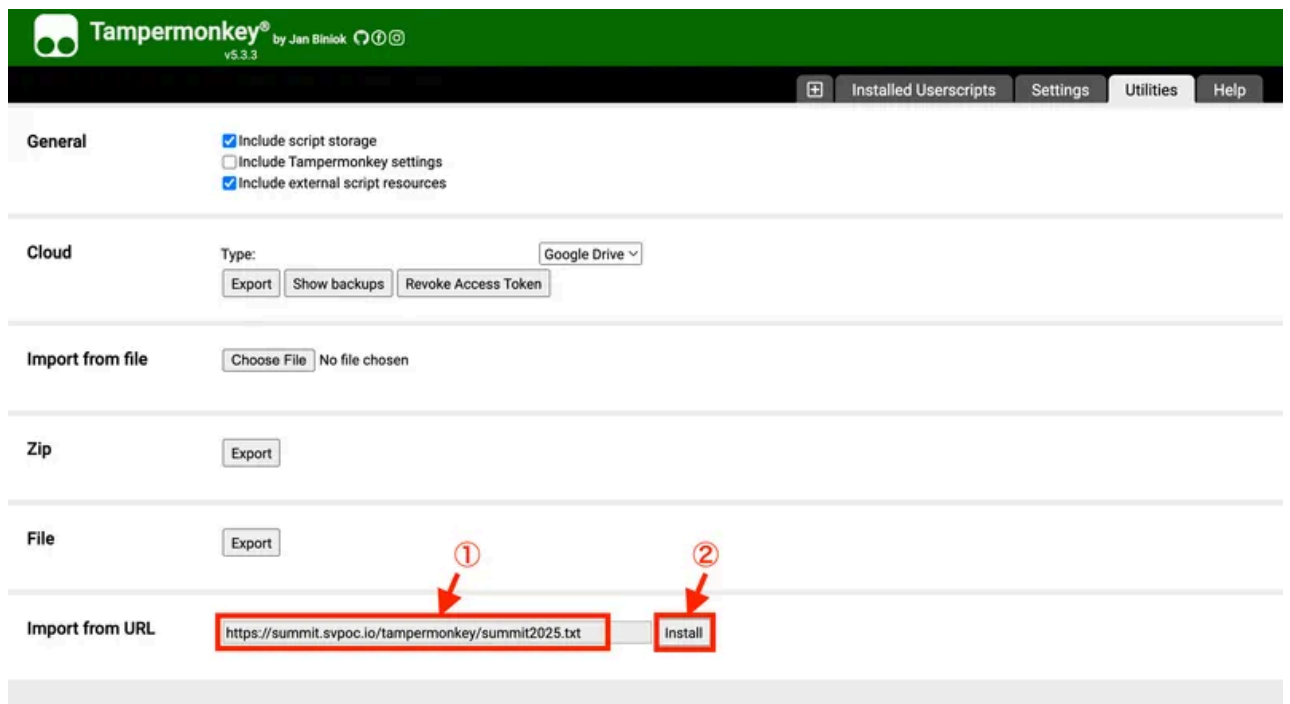
4. From the pinned Extensions, click the TamperMonkey icon and select **Dashboard**.



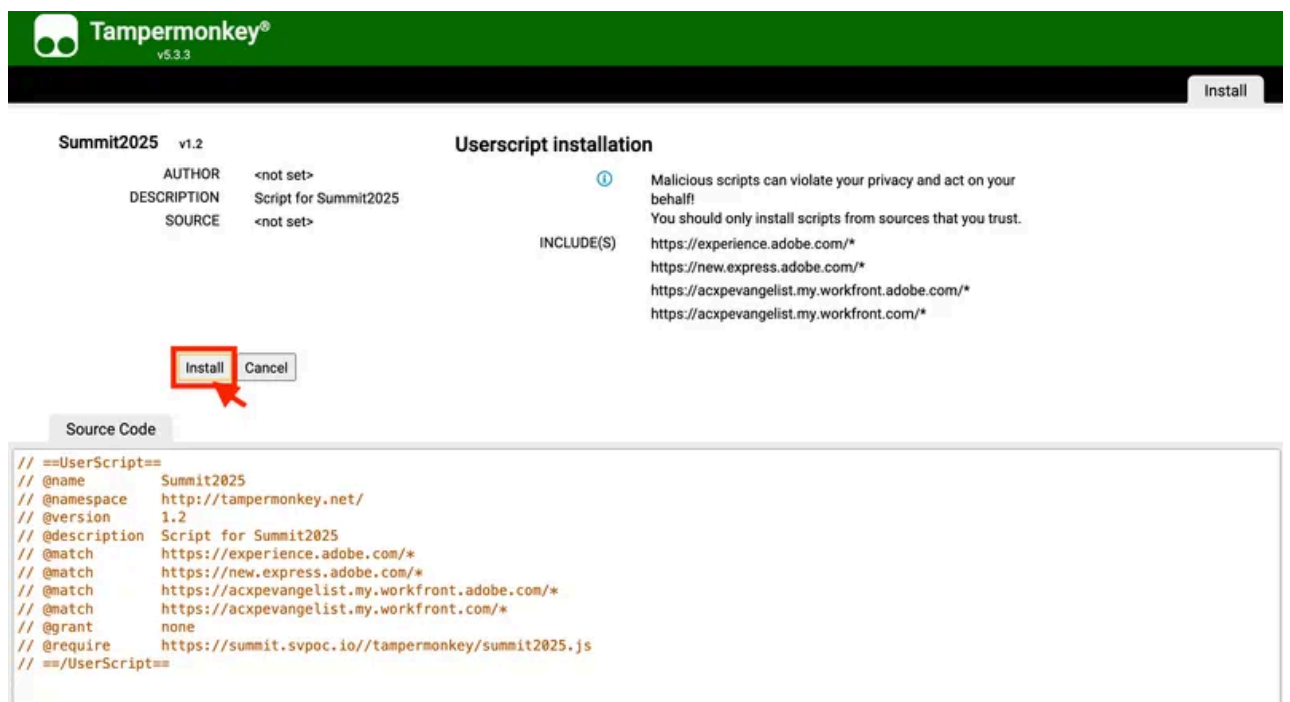
5. Click the **Utilities** tab.



6. In the Import from URL field, enter:
<https://summit.svpoc.io/tampermonkey/summit2025.txt> then click **Install**.



7. Click **Install** again.



- Whenever a TamperMonkey script has been updated, make sure to re-install the latest version of TamperMonkey by repeating through step 4 ~ 7 above.
- If you need to disable the TamperMonkey script go to the extensions tool bar, click the TamperMonkey extension and turn off the Summit 2025 script.
- To run TamperMonkey in incognito mode you must grant permission explicitly.

Step 2: Adobe Environment Log-in

Use the assigned user ID and password (see table below) to log into the [Adobe platform](#).

Sign in to access the Experience Cloud for your organization.

i Do you usually sign in with Facebook, Google or Apple? Enter your email below and we'll help you sign in. **x**

 Experience Cloud

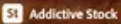
Sign in

New user? [Create an account](#)

Email address

[Continue](#)

[Get help signing in](#)

 Addictive Stock



Work station #	User ID	Password (same password for all IDs)
1	b2csummituser+wks01@adobetest.com	b2cSummit!2025
2	b2csummituser+wks02@adobetest.com	b2cSummit!2025
3	b2csummituser+wks03@adobetest.com	b2cSummit!2025
4	b2csummituser+wks04@adobetest.com	b2cSummit!2025
5	b2csummituser+wks05@adobetest.com	b2cSummit!2025
6	b2csummituser+wks06@adobetest.com	b2cSummit!2025
7	b2csummituser+wks07@adobetest.com	b2cSummit!2025
8	b2csummituser+wks08@adobetest.com	b2cSummit!2025
9	b2csummituser+wks09@adobetest.com	b2cSummit!2025
10	b2csummituser+wks10@adobetest.com	b2cSummit!2025
11	b2csummituser+wks11@adobetest.com	b2cSummit!2025
12	b2csummituser+wks12@adobetest.com	b2cSummit!2025
13 (extra)	b2csummituser+wks13@adobetest.com	b2cSummit!2025
14 (extra)	b2csummituser+wks14@adobetest.com	b2cSummit!2025
15 (extra)	b2csummituser+wks15@adobetest.com	b2cSummit!2025

2.2. Back up demo: Walnut clickable

Here is a link to the Walnut clickable (you can access this same link offline as well):

<https://app.teamwalnut.com/player/?demoid=ee4ef721-c2b6-43b4-a792-a2f4a26d8d09&screenId=a821575e-b05a-4e71-add7-4f085a100db8&showGuide=true&showGuidesToolbar=true&showHotspots=true&source=demoLibrary&offline=true>

If any major and critical issues (as defined below) occurs during the booth experience, please open a Walnut clickable:

- Major issues - Demo flow impacted for all work station accounts
 - Example: Demo pillar not working as expected due to a product issue, AI Assistant is not producing sufficient output
 - How to troubleshoot: Assist the attendee with relevant background information about the product (product being Beta, etc.) and let them finish the pillar experience by navigating them to that specific pillar in the Walnut clickable.
- Critical issues - All stations impacted
 - Example: Internet outage
 - How to troubleshoot: Open up a Walnut clickable (Walnut offline version)

3. Demo Guide

3.1. Plan

Support Contacts:

Linda Wray

Email: lindaw@adobe.com

Mobile:404-782-5629

Background Information

Functionality currently available for the AI Assistant

Currently, the AI Assistant is available in the Planning area of Workfront for the following pages:

- Workspace page
- Record type page
- Record page

You can use the AI Assistant to perform the following actions, at this time:

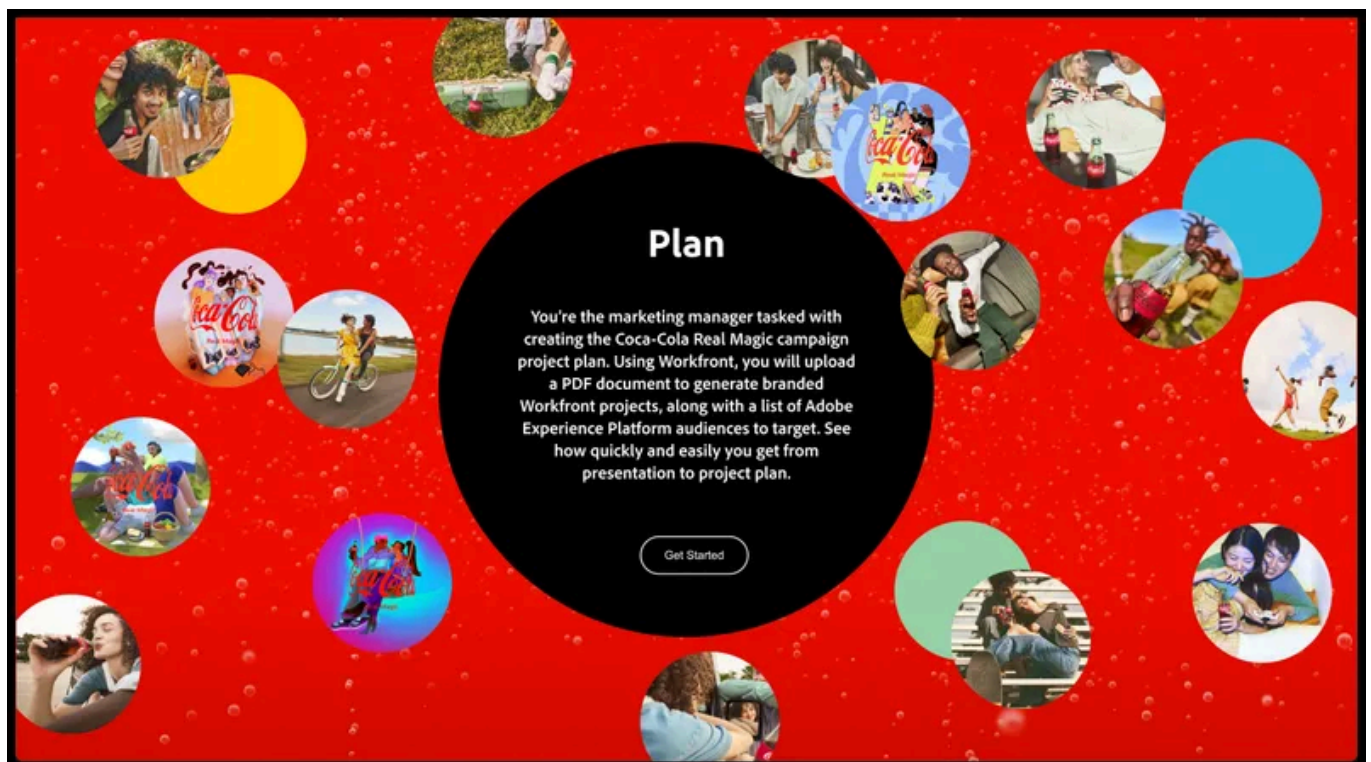
- Search for records. You can search by information contained in any record fields.

- Create records. An ID with a link to the new record displays after the record is created. You can specify the fields you want to update during the creation process, like dates or description.
- Create records based on a document that you upload. Workfront supports the following document formats for the AI Assistant:
- Update fields for the records you see on the screen
- Delete records
- Restore records that you just deleted

Product Documentation: [LINK](#)

Experience Overview

You're the marketing manager tasked with creating the Coca-Cola Real Magic campaign project plan. Using Workfront, upload a PDF document to generate branded Workfront campaigns and projects, along with a list of Adobe Experience Platform audiences to target. See how quickly and easily you get from presentation to project plan.



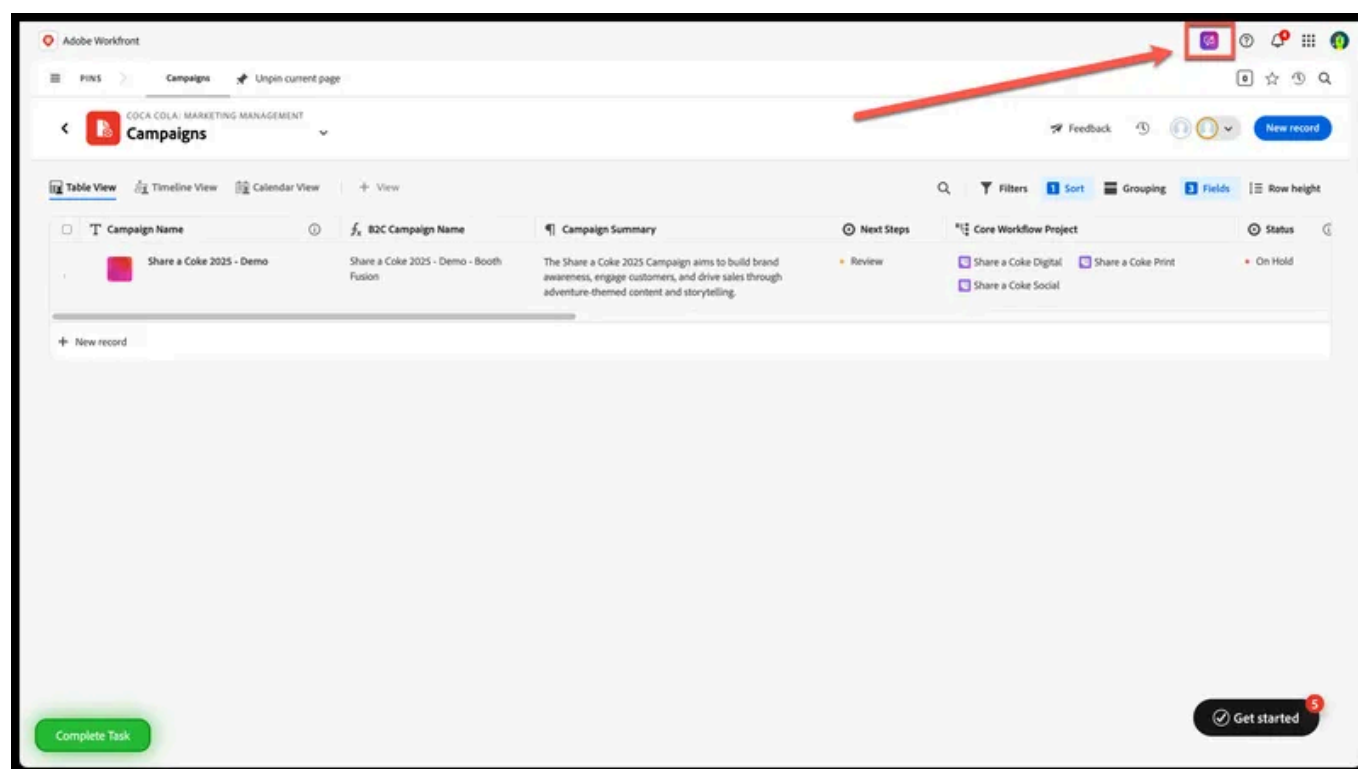
Mobile Experience Plan Demo Flow

The Booth Experience

Step 1: Open the AI Assistant

The canned record should be updated to maintain the default values. Please check the 'Share a Coke 2025 - Demo' record occasionally for missed update fixes.

Get ready to elevate your campaign planning! On the Campaign List page, kick things off by selecting the AI Assistant icon in the top right corner of the screen—it's your gateway to smarter, streamlined workflows in Workfront Planning.



Workfront Planning Campaign List

Step 2: Upload the 'Campaign Brief' document

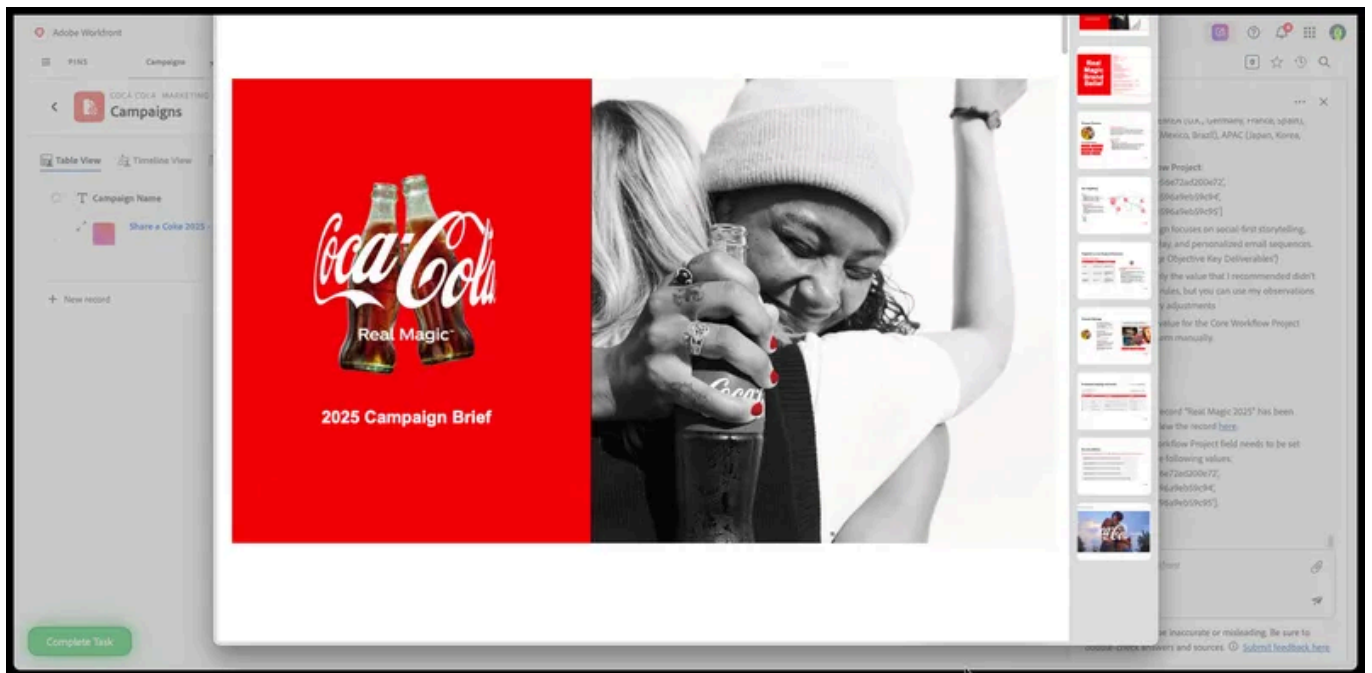
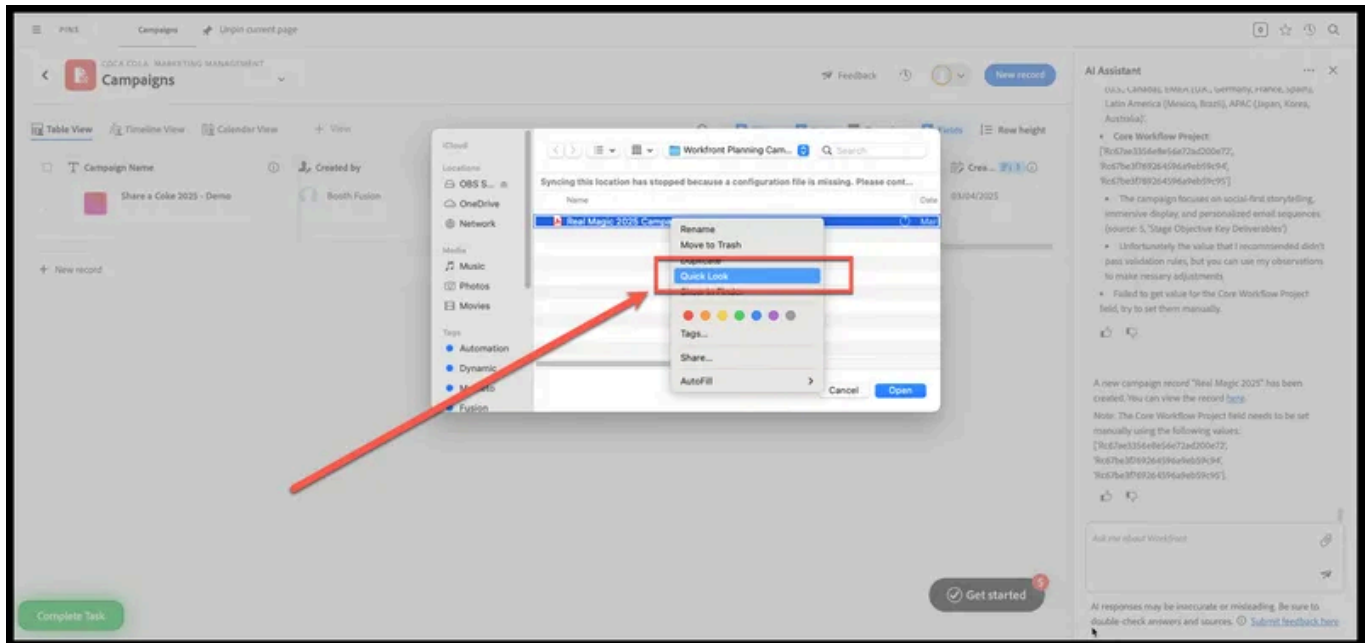
 [Real Magic 2025 Campaign Brief.pdf](#)



Click the attachment icon:

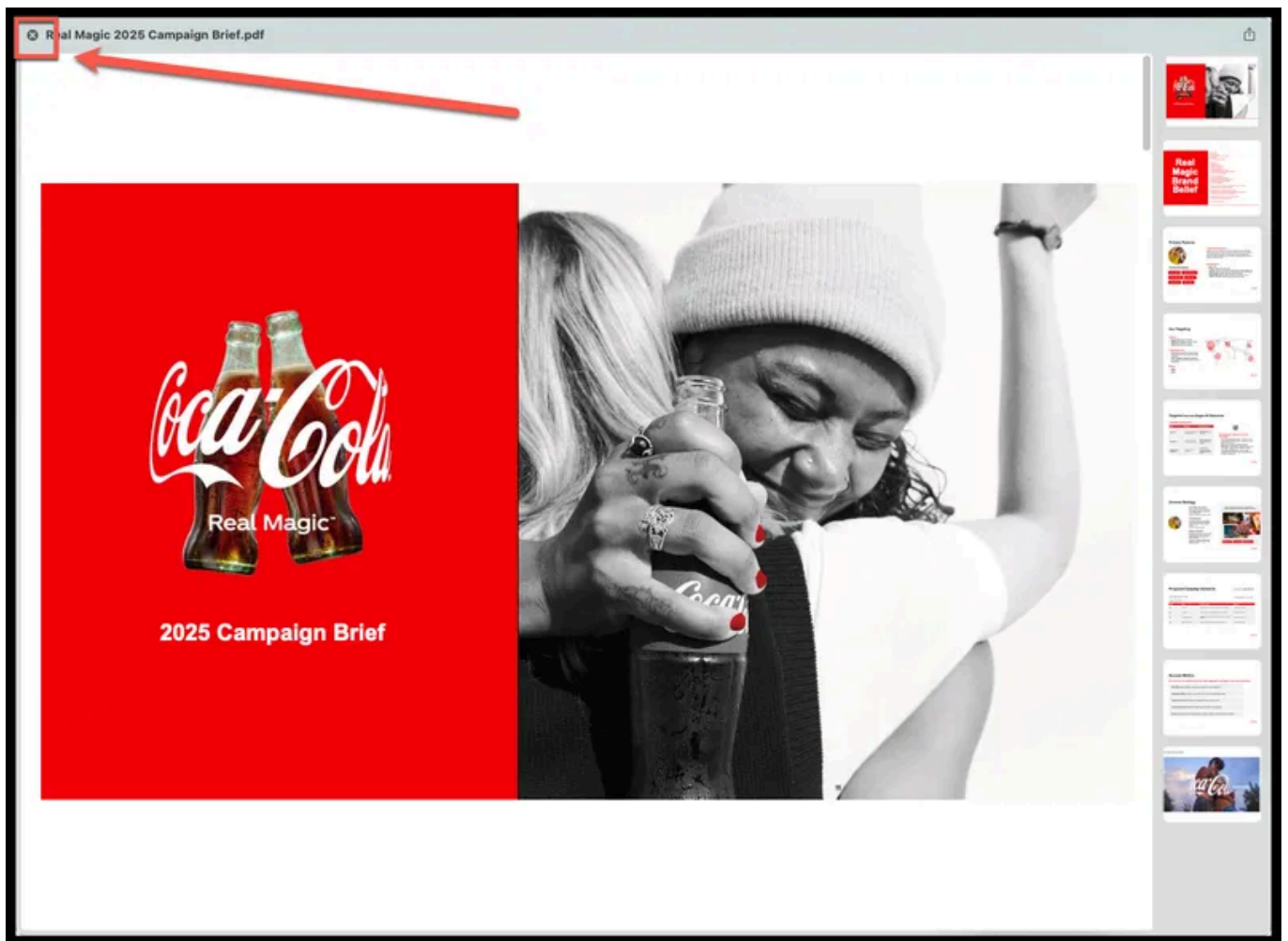


- Select the 'Real Magic 2025 Campaign Brief.pdf' document
- Right Click and select 'Quick Look'

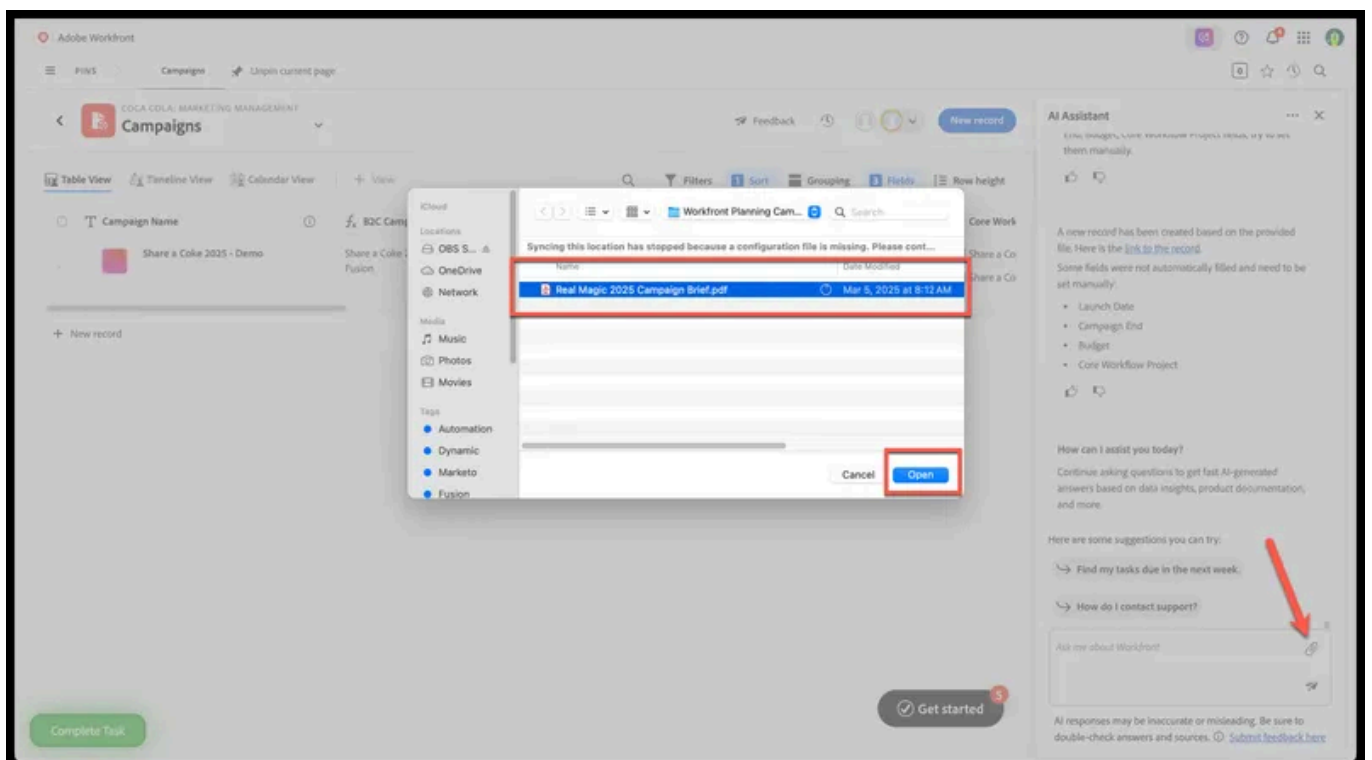


Quick Look Preview

Close preview



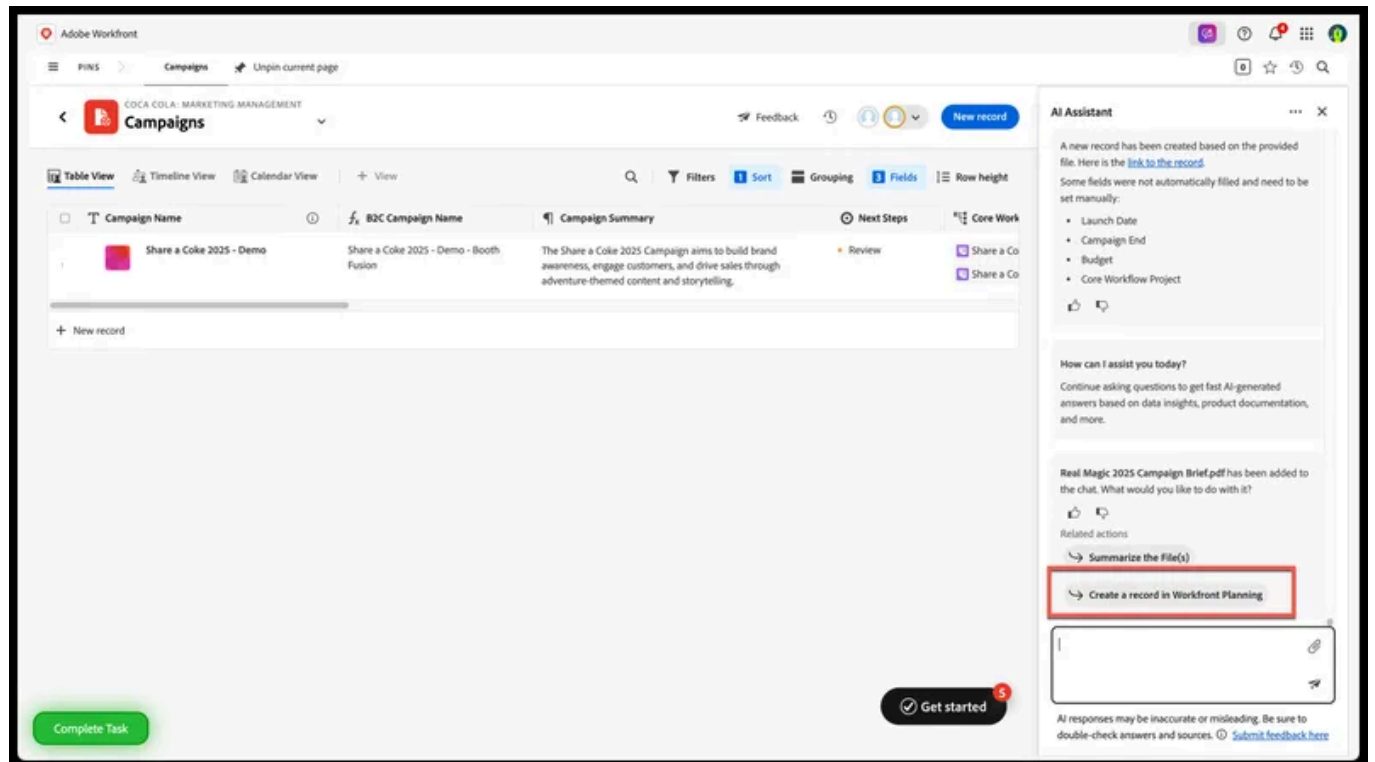
- Click 'Open'



Step 3: Create a campaign record with AI

There is a potential data population impact if a user selects the 'Summarize the File(s)' option before selecting 'Create a record in Workfront Planning'.

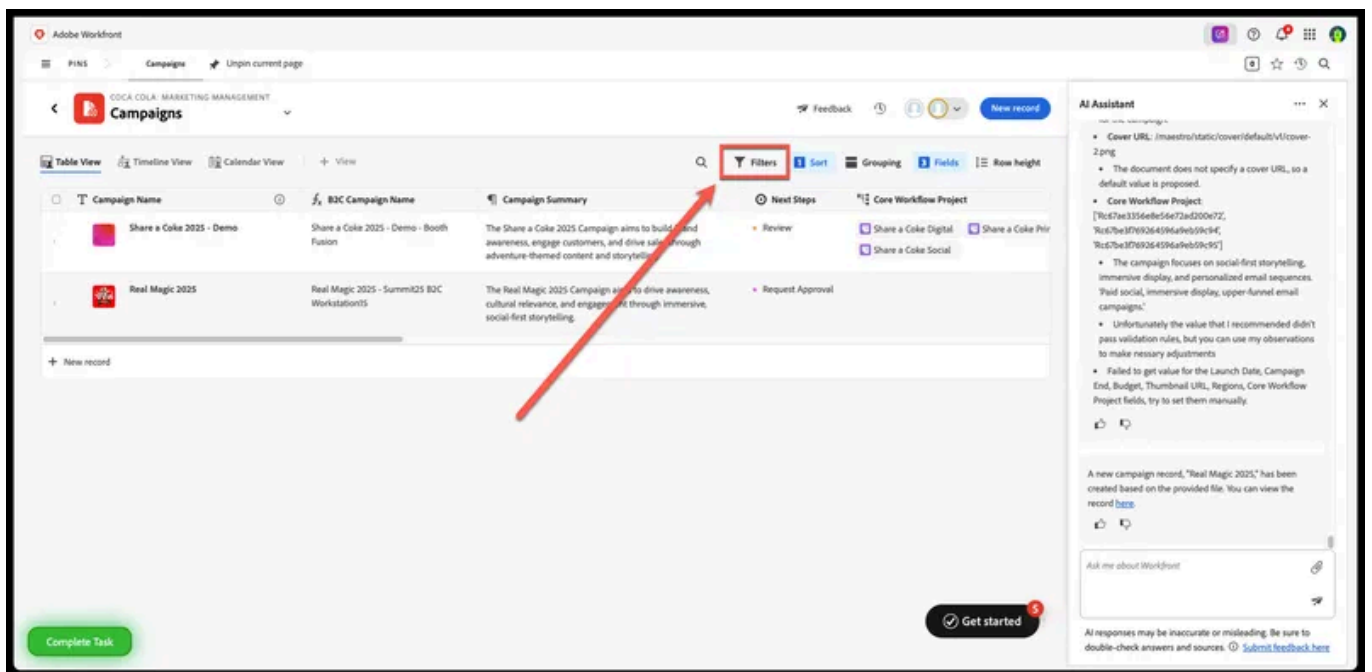
Select 'Create a record in Workfront Planning'



After initiating the 'Create a record in Workfront Planning', move onto step 4 to fill time while the AI Assistant is reading and generating the data, and in parallel limit the records displayed in the view.

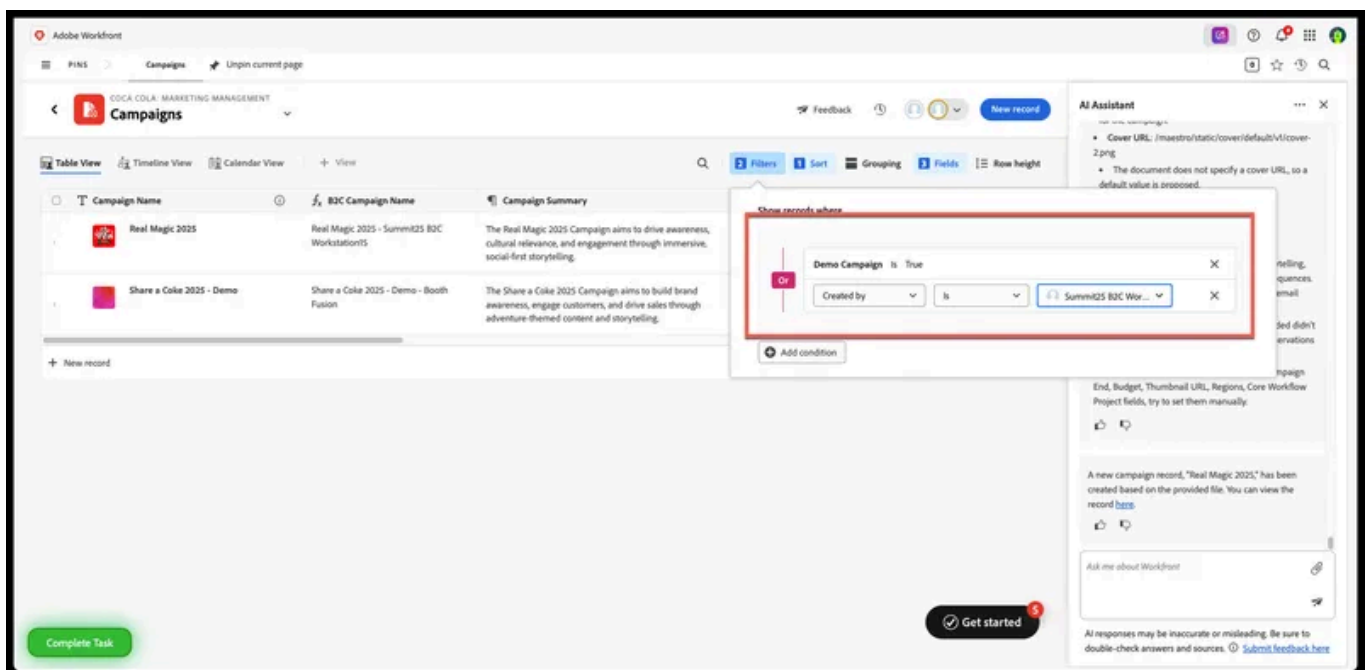
Step 4: Create Filter for Campaigns View

Click 'Filters'



- Select 'Demo Campaign' is 'True'
- Select 'Created By' is 'Summit25 B2C Workstation##'

The workstation name at the top of the list should be correct station.



Step 5: Access 'Real Magic 2025' campaign Details

Click 'Real Magic 2025' campaign name

Adobe Workfront

COCA COLA: MARKETING MANAGEMENT

Campaigns

Table View Timeline View Calendar View + View

Search Filters Sort Grouping Fields Row height

Campaign Name	Audiences	Created by	Demo Campaign	Regions
Share a Coke 2025 - Demo	Mobile-first consumers	Booth Fusion	True	North America APAC
Real Magic 2025	Mobile-first consumers Urban, digitally engaged consu...	Summit25 B2C WorkstationIS	False	North America Latin America

+ New record

Complete Task

Get started

AI Assistant

Rc67a654857184853967484ed61, APAC (id: Rc67a654854ca08ba1bd90a152b7)

- The campaign targets these regions as mentioned in the 'Regions' section: 'North America (U.S., Canada)', 'EMEA (U.K., Germany, France, Spain)', 'Latin America (Mexico, Brazil)', 'APAC (Japan, Korea, Australia)'.
- Core Workflow Project:**
[Rc67a63356e6e54e72ad200a72, Rc67be3f769264596a9eb59c94, Rc67be3f769264596a9eb59c95]
- The campaign focuses on social first storytelling, immersive display, and personalized email sequences. 'Paid social, immersive display, upper-funnel email campaigns.'
- Unfortunately the value that I recommended didn't pass validation rules, but you can use my observations to make necessary adjustments
- Failed to get value for the Core Workflow Project field, try to set them manually.

The new record 'Real Magic 2025' has been created successfully. However, the 'Core Workflow Project' field needs to be set manually. You can review and update the record [here](#).

Ask me about Workfront

All responses may be inaccurate or misleading. Be sure to double-check answers and sources. [Submit feedback here](#)

Adobe Workfront

COCA COLA: MARKETING MANAGEMENT

Campaigns

Table View Timeline View Calendar View + View

Search Filters Sort Grouping Fields Row height

+ New record

Complete Task

Get started

AI Assistant

Rc67a654857184853967484ed61, APAC (id: Rc67a654854ca08ba1bd90a152b7)

- The campaign targets these regions as mentioned in the 'Regions' section: 'North America (U.S., Canada)', 'EMEA (U.K., Germany, France, Spain)', 'Latin America (Mexico, Brazil)', 'APAC (Japan, Korea, Australia)'.
- Core Workflow Project:**
[Rc67a63356e6e54e72ad200a72, Rc67be3f769264596a9eb59c94, Rc67be3f769264596a9eb59c95]
- The campaign focuses on social first storytelling, immersive display, and personalized email sequences. 'Paid social, immersive display, upper-funnel email campaigns.'
- Unfortunately the value that I recommended didn't pass validation rules, but you can use my observations to make necessary adjustments
- Failed to get value for the Core Workflow Project field, try to set them manually.

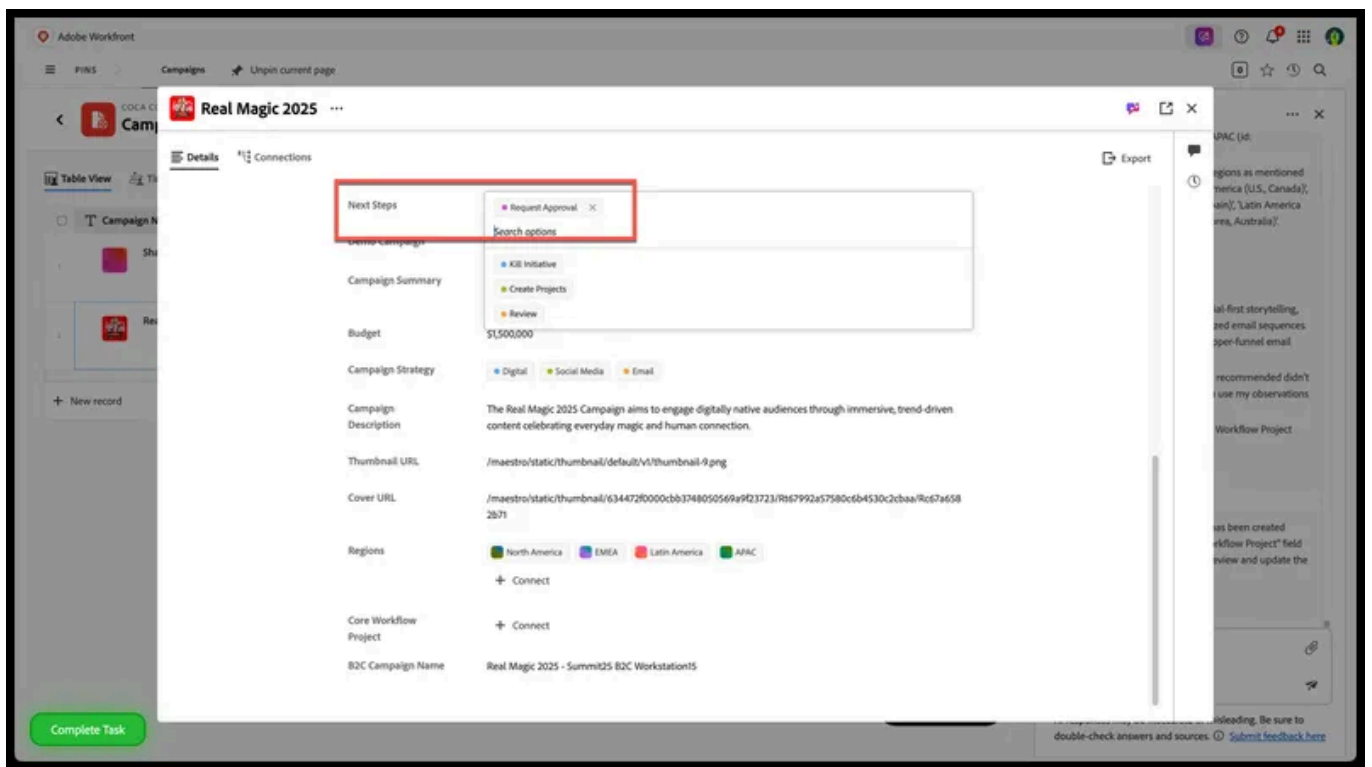
The new record 'Real Magic 2025' has been created successfully. However, the 'Core Workflow Project' field needs to be set manually. You can review and update the record [here](#).

Ask me about Workfront

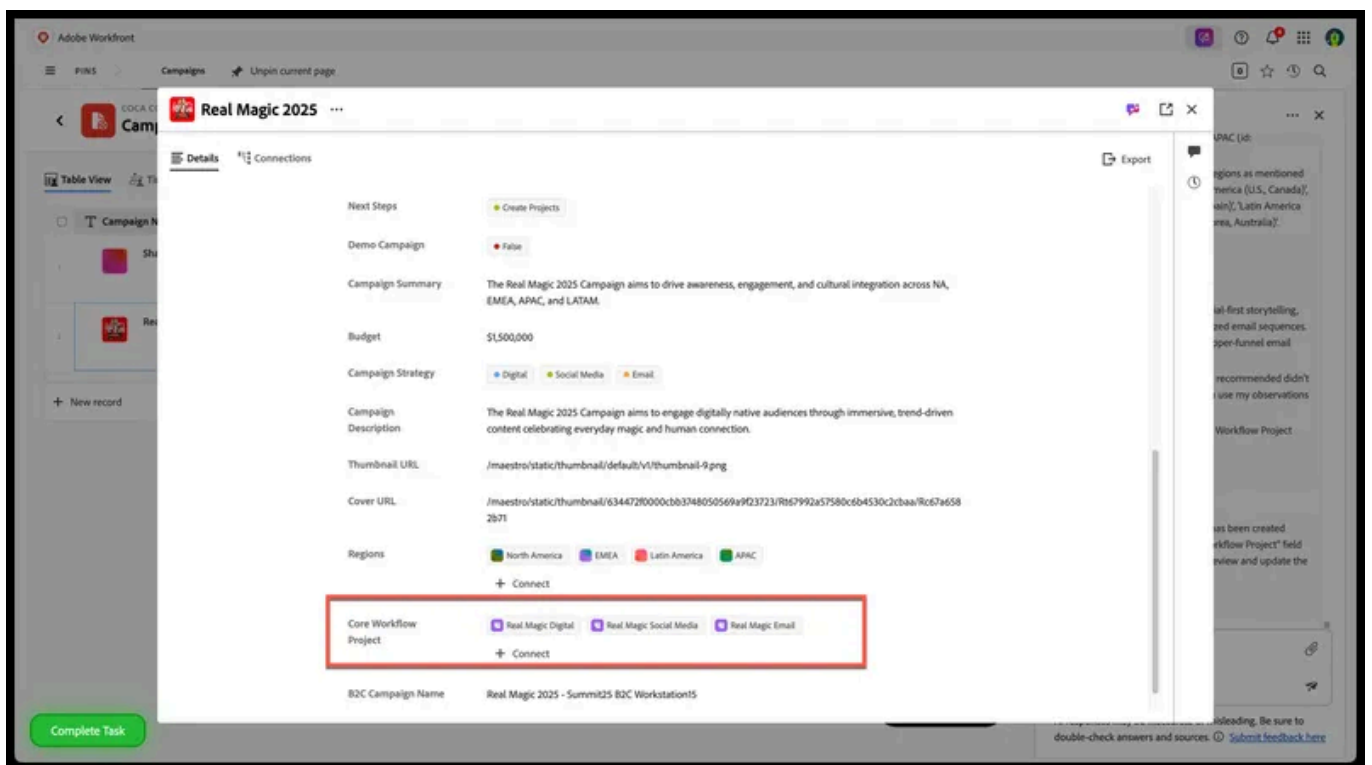
All responses may be inaccurate or misleading. Be sure to double-check answers and sources. [Submit feedback here](#)

Step 6: Initiate Project Creation

- Click on the 'Next Steps' option
- Select 'Create Projects'



Review Projects in the 'Core Workflow Projects' field



Step 7: Explore & Experience Workfront Planning

Step 8: Exit Planning Pillar

Adobe Workfront

Campaigns

Unpin current page

COCA-COLA: MARKETING MANAGEMENT

Feedback

New record

Table View

Timeline View

Calendar View

+ View

Filters

Sort

Grouping

Fields

Row height

Campaign Name	B2C Campaign Name	Campaign Summary	Next Steps	Core Workflow Project	Status
 Share a Coke 2025 - Demo	Share a Coke 2025 - Demo - Booth Fusion	The Share a Coke 2025 Campaign aims to build brand awareness, engage customers, and drive sales through adventure-themed content and storytelling.	Review	 Share a Coke Digital  Share a Coke Social	On Hold
 Real Magic 2025	Real Magic 2025 - Summit25 B2C Workstation15	The Real Magic 2025 Campaign aims to drive awareness, engagement, and cultural integration across NA, EMEA, APAC, and LATAM.	Create Projects	 Real Magic Digital  Real Magic Social Media  Real Magic Email	Planned

+ New record

Complete Task

Get started

3.2. Create

Experience Overview

You're the performance marketer tasked with launching a social media campaign for Coca-Cola Real Magic. Use Adobe GenStudio for Performance Marketing, to create social content from pre-approved assets in Adobe Express and Adobe Content Hub. Review for brand compliance in a matter of seconds and publish in record time.



Mobile Experience Create Demo Flow

The Booth Experience

GenStudio for Performance Marketing harnesses the power of generative AI to accelerate the content creation process and ensure high-quality content generation.

With GenStudio for Performance Marketing you can:

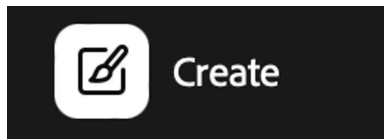
- Create on-brand content using natural language prompts for your top-priority digital channels, such as paid media, email, and display ads
- Collaborate with stakeholders to review and approve generated content
- Save generated and approved content to access for future marketing campaigns
- Assess content effectiveness by analyzing asset performance and identifying key attributes of top-performing content

If attendees would like to try the new features: On brand images and Similar images, make sure they do not select any images with the Coca-Cola logo since the logo will become distorted. If they do select the image, explain to them that the features are in beta and lab status so will not produce ideal results.

Step 1: Create

Click **Create** in GenStudio PeM.

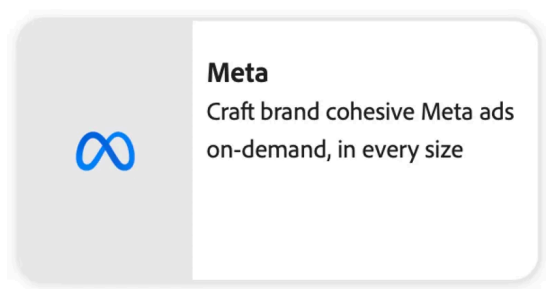
GenStudio for Performance Marketing enables marketers to create new marketing content. Users can create content for email, Meta ads and display ads. Create facilitates the creation of impactful brand-aligned marketing content.



Step 2: Select Meta Ad

Select **Meta**.

Attendees can also select email or display ad if they'd like. After the user selects Meta, they can access brand-approved templates for use in content generation. Templates are used to jump start the content creation process and stay aligned with a defined brand identity.



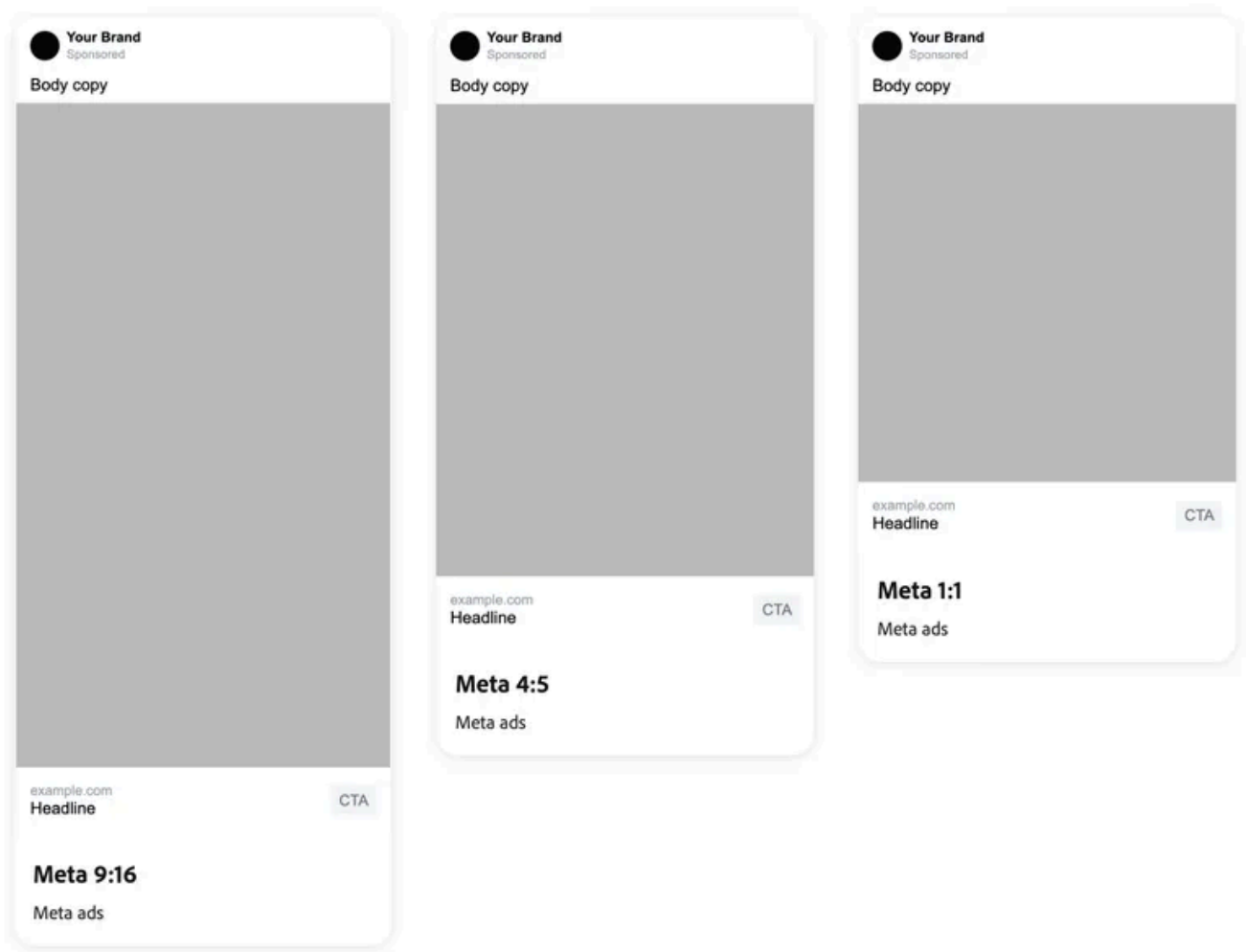
Step 3: Select Template

Select any template. Templates are imported as HTML, in a future release templates can be created in Adobe Express. AJO integration will be available shortly after Summit.

GenStudio for Performance Marketing enables content creators to produce consistent on-brand marketing content quickly using templates. A template significantly reduces the time and effort required to generate new content by providing a starting point that includes pre-configured layouts and design elements. Templates use Handlebar syntax to denote GS PeM placeholders. Handlebar field names can include: Pre Header, Headline, Body, CTA, On Image Text, Image and Brand Logo; depending on the content type.

Select template

3 of 3



Click **Use**.

Step 4: Select Brand, Persona and Product

Select a **Brand**, **Persona** and **Product**. These parameters inject guidelines into the generation process ensuring that the content is customized to align with a brand's comprehensive identity.

Brands, Products and Personas can be either uploaded or manually added to GenStudio for Performance Marketing, allowing users to establish brand guidelines that capture the essence of a brand's identity.

 Parameters

BrandCoca-Cola Real Magic

PersonaThe Cultural Tastemaker

ProductCoca-Cola® Original

Select content to add to the experience and influence the text that's generated.

 Drag and drop
Supported file types: jpeg, png, gif

Select from Content

Step 5: Select Images

Click **Select from Content** and select up to three images. Images with an **Fi** icon have backgrounds created with Firefly Services. Images will be displayed in the Meta ad and will also inform the LLM when creating the copy.

GenStudio for Performance Marketing can integrate with multiple repositories. If the user would like to use content created from the Express booth, select **Coca-Cola Activation** from the drop down in the upper right and then enter the file name of the asset in the search box in the upper left.



Step 6: Enter Prompt

Enter a prompt, ex: **summer celebration with friends**, and click **Generate**.

You can use natural language to articulate your ideas to create experiences. Your prompt guides the AI to generate channel content that is personalized and images that complement your vision. The more details that you provide, the greater the chance of

producing an image or an experience that meets your needs. Use clear and descriptive language to provide as much detail as possible:

Parameters

Brand

Coca-Cola Real Magic

Persona

The Cultural Tastemaker

Product

Coca-Cola® Original

Select content to add to the experience and influence the text that's generated.







summer celebration with friends



 Coca-Cola Real ...

 The Cultural Tast...

 Coca-Cola® Original

Generate

AI responses may be inaccurate or misleading. Be sure to double-check responses and sources. [Learn more](#)

Step 7: Review Brand Validation Score

GenStudio for Performance Marketing conducts brand validation on various aspects of a brand’s identity. A brand validation score is available at the top of each Meta ad. This score indicates its compliance with brand guidelines and coherence between text and images. In this example the generated content has a score of 100/100.

The Brand validation panel opens on the right side of the Canvas when clicked from the top menu bar or from the Brand guidelines check icon for a variant. This panel provides detailed brand validation information and illuminates opportunities for improvement for each variant section.

100

1:1 Square AD 1/4

Your Brand

Sponsored

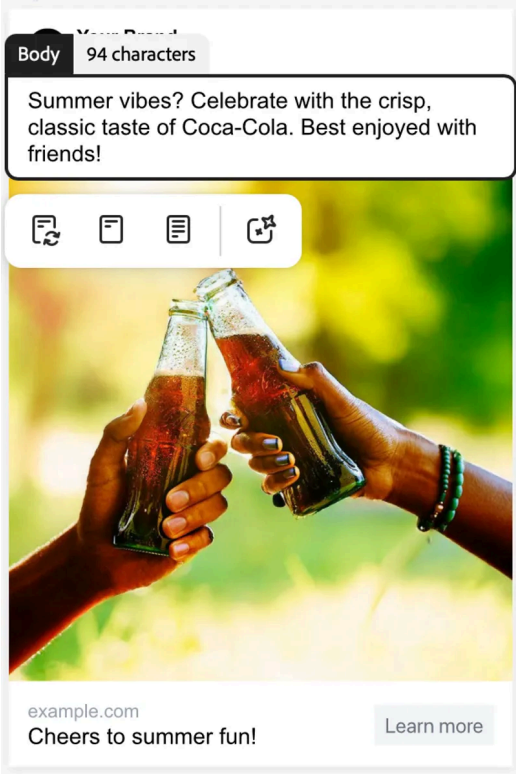
Summer vibes? Celebrate with the crisp, classic taste of Coca-Cola. Best enjoyed with friends!

Step 8: Optional: Modify Body Copy

After the Meta ad has been generated select any body copy to view the regenerate options: rephrase, shorten, lengthen or generate new text.

GenStudio for Performance Marketing has the built-in functionality to regenerate sections of generated variants. You can rephrase, shorten, or lengthen text, or add fresh prompts to generate new content.

For example, you can re-generate the headline section of one Meta ad variant to see how it looks with a specific background asset. You can *Rephrase*, *Shorten*, or *Lengthen* a section's content, or *Generate new text* to add a new prompt.



Step 9: Complete Task

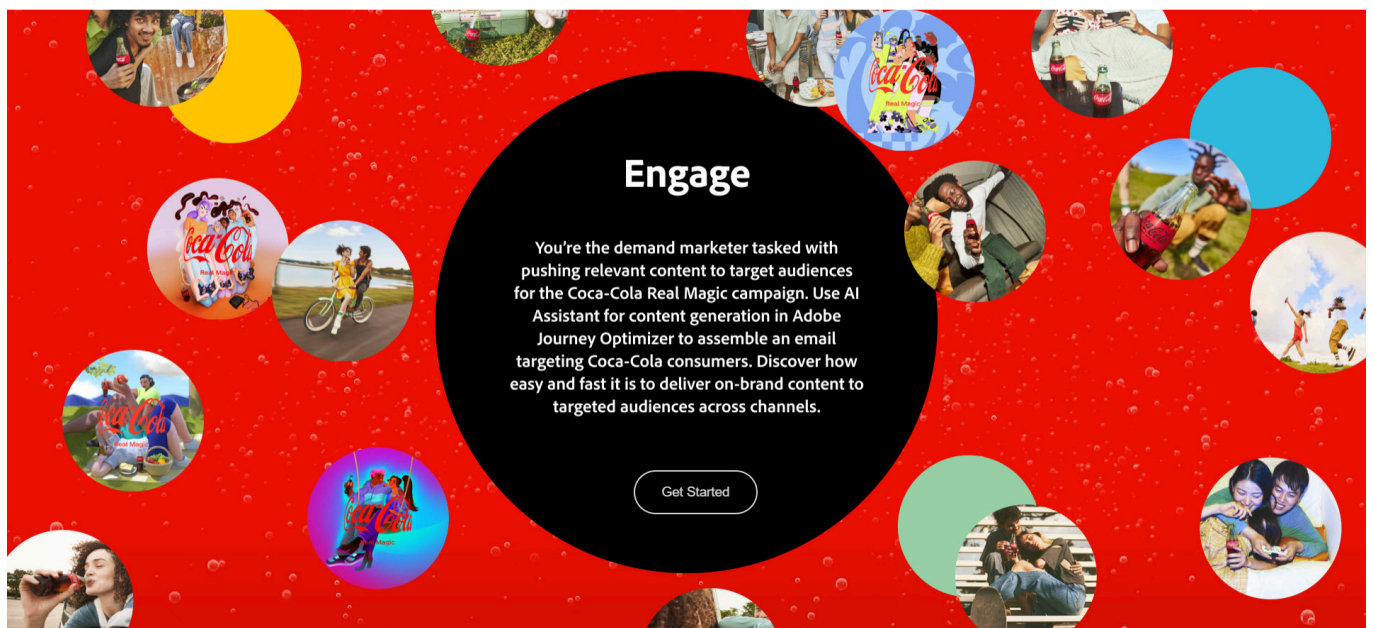
Click **Complete Task** in the lower left to go to the next task.

3.3. Engage

The Content Accelerator AI Assistant tool in this experience was created by Adobe Engineering. What the user experiences is a streamlined navigation of the actual application features used by Adobe customers today in AJO. The channels, templates, prompts and results shown were all created in AJO. They are also being executed in AJO, and are what users can expect while using the features in their daily tasks.

Experience Overview

You're the demand marketer tasked with targeting relevant content to target audiences for the Coca-Cola Real Magic campaign. Use AI Assistant in Adobe Journey Optimizer to assemble an email targeting Coca-Cola consumers. Discover how easy and fast it is to deliver on-brand content to targeted audiences across channels.



Adobe Journey Optimizer

The Adobe Journey Optimizer ("AJO") content designer empowers organizations to craft tailored and impactful communications that resonate with their customers. By leveraging its advanced features, businesses can enhance customer engagement and drive meaningful interactions throughout the customer journey.

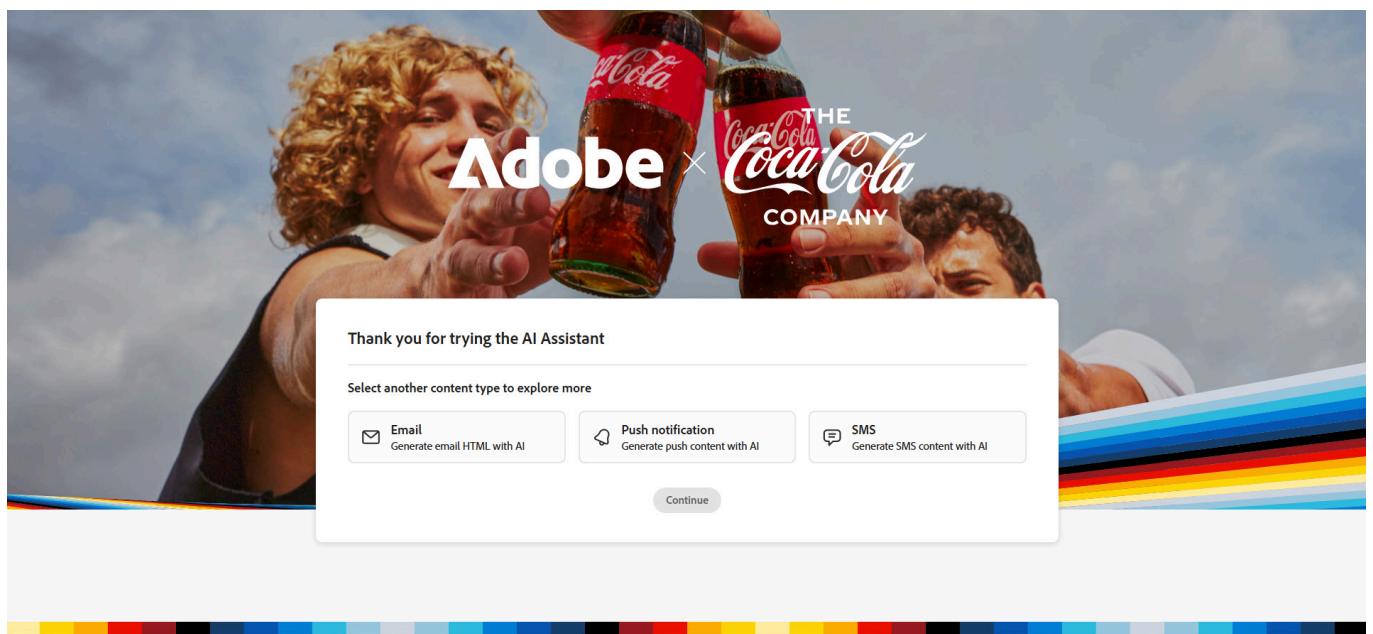
AI Assistant

The AI Assistant for content generation in AJO empowers organizations to streamline their content development processes by leveraging advanced artificial intelligence to automate repetitive tasks and generate high-quality content efficiently. By implementing this innovative tool, businesses can significantly reduce the time required for content creation, allowing them to focus on strategic initiatives and enhance overall productivity.

The Booth Experience

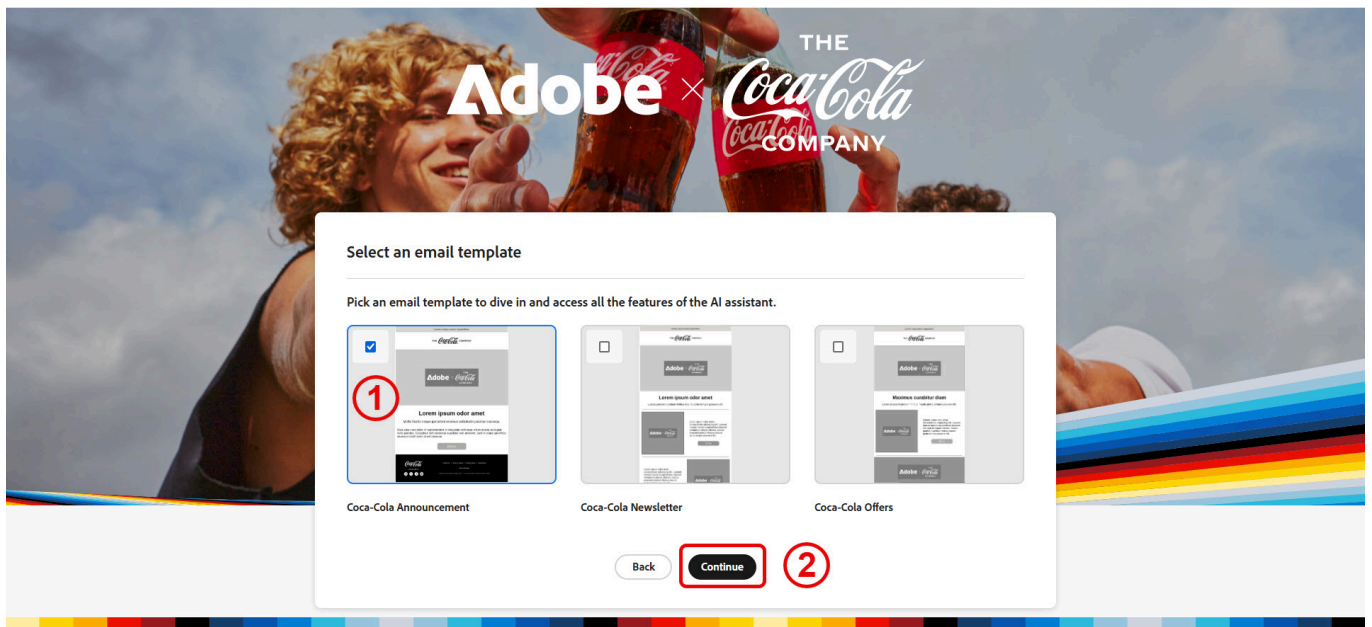
Step 1: Choose Your Channel

Choose your channel surface: Email, Push notification or SMS. Press Continue.



Email Templates

Pick one of the template choices.



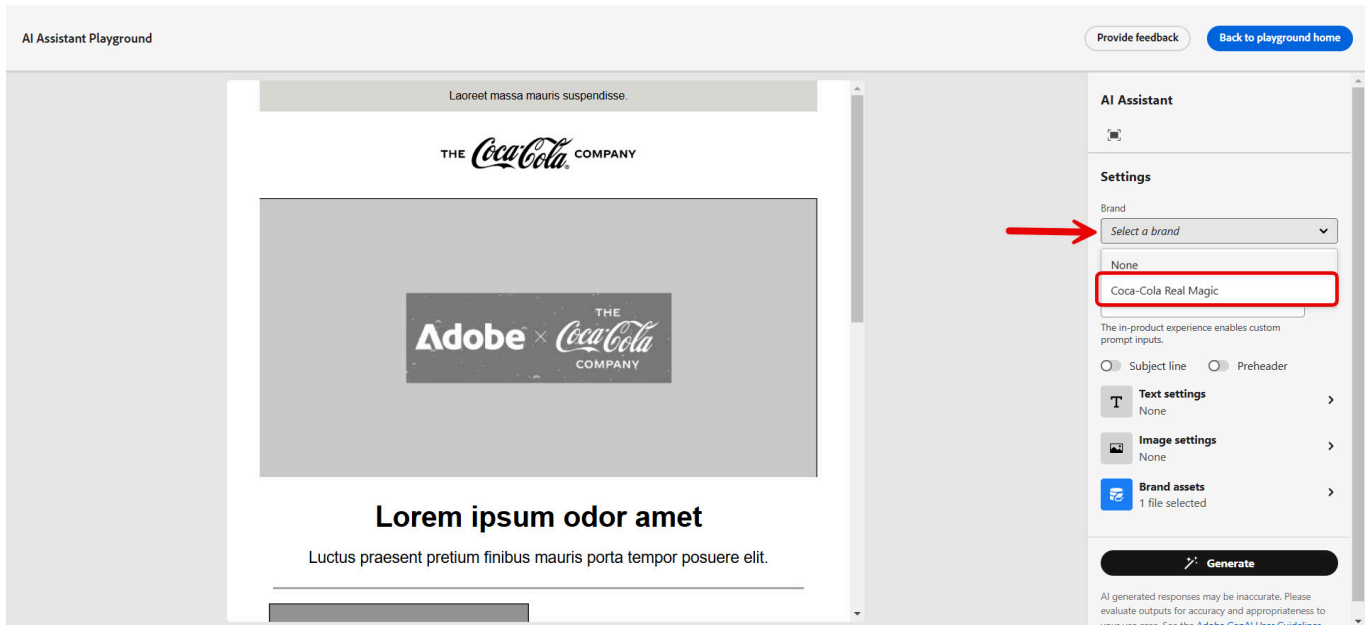
Select from the 3 templates available.

Step 2: Choose A Brand (Email-only)

The Brand Guidelines Feature

Use the dropdown menu to select your brand setting.

The Brand Guidelines (Beta) feature in AJO is implemented for Summit. At any time, the user can select the Coca-Cola Real Magic brand option to see the logo, divider color and button color change to reflect brand guideline rules implemented in AJO. You can read more about it [here](#).

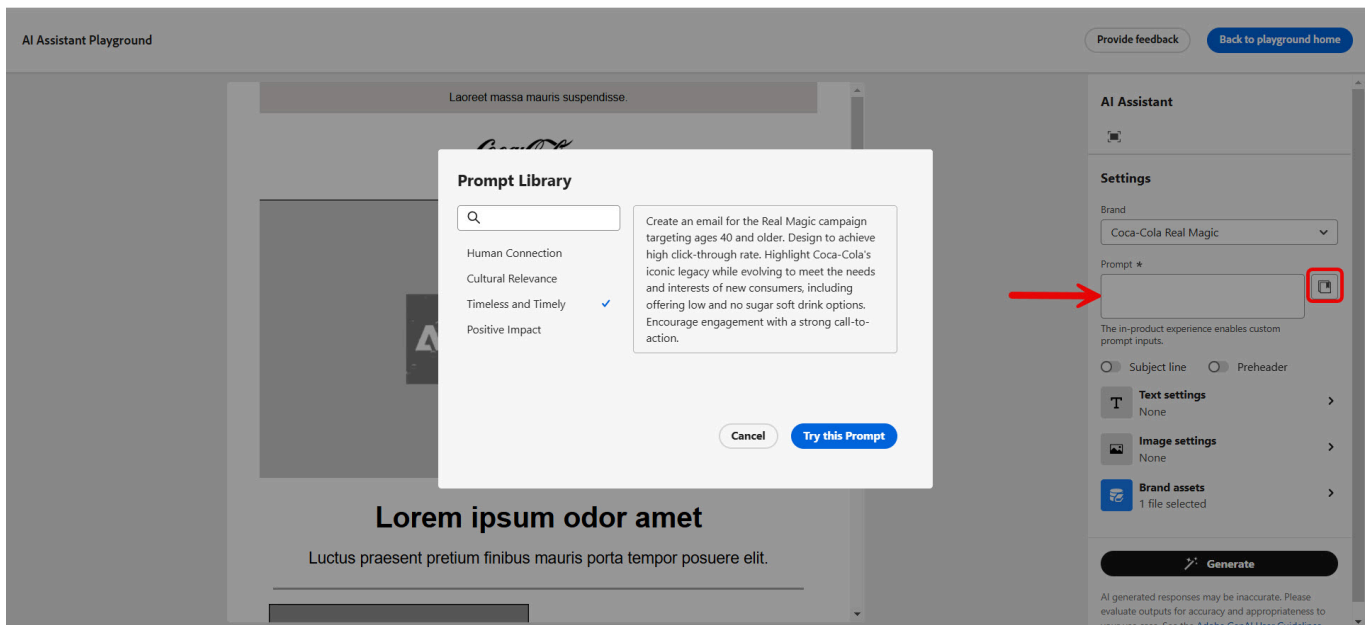


Step 3: Choose Your Prompt

Utilizing prompts within the AJO Content Accelerator AI Assistant can significantly enhance content personalization and relevance. By carefully crafting prompts, users can influence the generated outcomes, tailoring communications to better meet customer needs and expectations.

Overall, Prompts are organized by the four main themes of the Coca-Cola Real Magic Campaign:

- Human Connection
- Cultural Relevance
- Timeless and Timely
- Positive Impact



Choosing a prompt in Email channel.

The Brand Assets feature in AJO enables users to access a curated collection of brand resources, ensuring consistency in communications. By utilizing these assets, teams can effectively align their messaging with the organization's branding guidelines, enhancing overall brand integrity.

Email Prompts

Human Connection

Create an email for the Coca-Cola Real Magic campaign. Highlight real-life moments that emphasize the magic in everyday experiences such as people sharing fun moments and the experiencing simple joys of being together with a bottle of Coca-Cola.

Cultural Relevance

Create an email for the Real Magic campaign targeting ages 22 to 35 that emphasizes the heart of evolving cultures, such as music, sports, and gaming, to create magical moments.

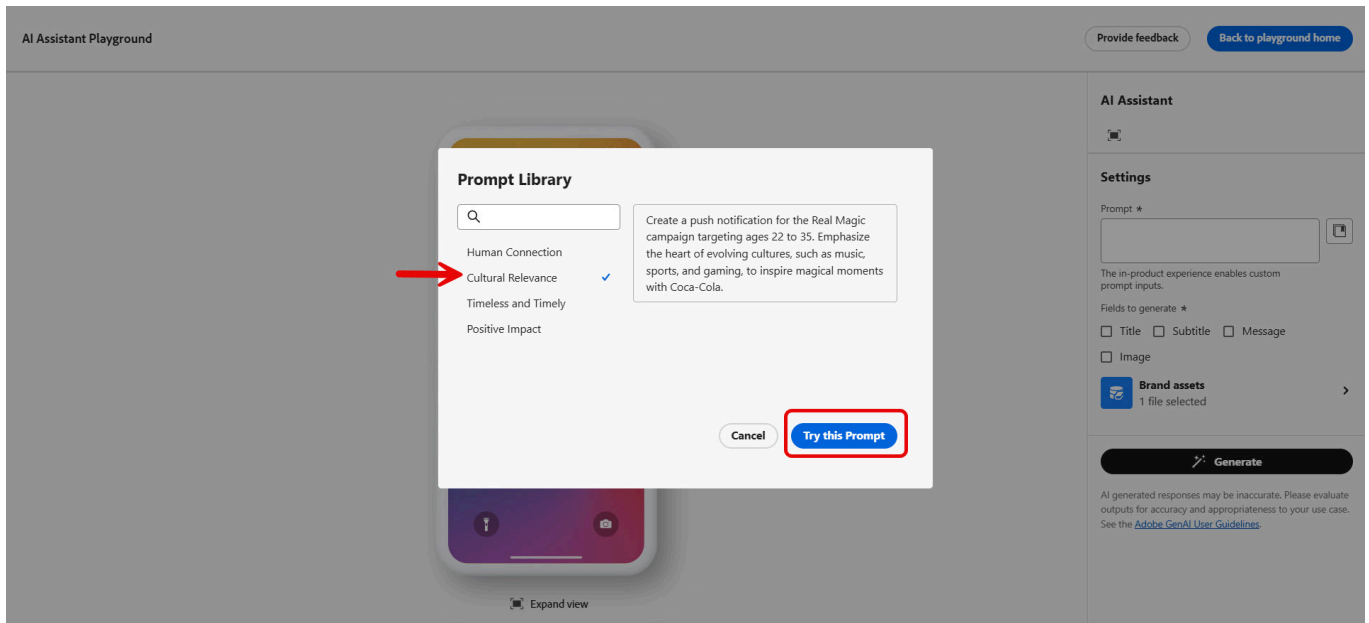
Timeless and Timely

Create an email for the Real Magic campaign targeting ages 40 and older. Design to achieve high click-through rate. Highlight Coca-Cola's iconic legacy while evolving to meet the needs and interests of new consumers, including offering low and no sugar soft drink options. Encourage engagement with a strong call-to-action.

Positive Impact

Create an uplifting email campaign showing people making the world a better place through shared moments of joy and connection. Emphasize positivity and optimism, creating a movement to make the world more human and less cynical by sharing a bottle of Coca-Cola.

Push notification Prompts



Choosing a prompt in Push notification channel.

Human Connection

Create a push notification for the Coca-Cola Real Magic campaign. Highlight real-life moments that emphasize the magic in everyday experiences, such as people sharing fun moments and enjoying simple joys together with a bottle of Coca-Cola.

Cultural Relevance

Create a push notification for the Real Magic campaign targeting ages 22 to 35. Emphasize the heart of evolving cultures, such as music, sports, and gaming, to inspire magical moments with Coca-Cola.

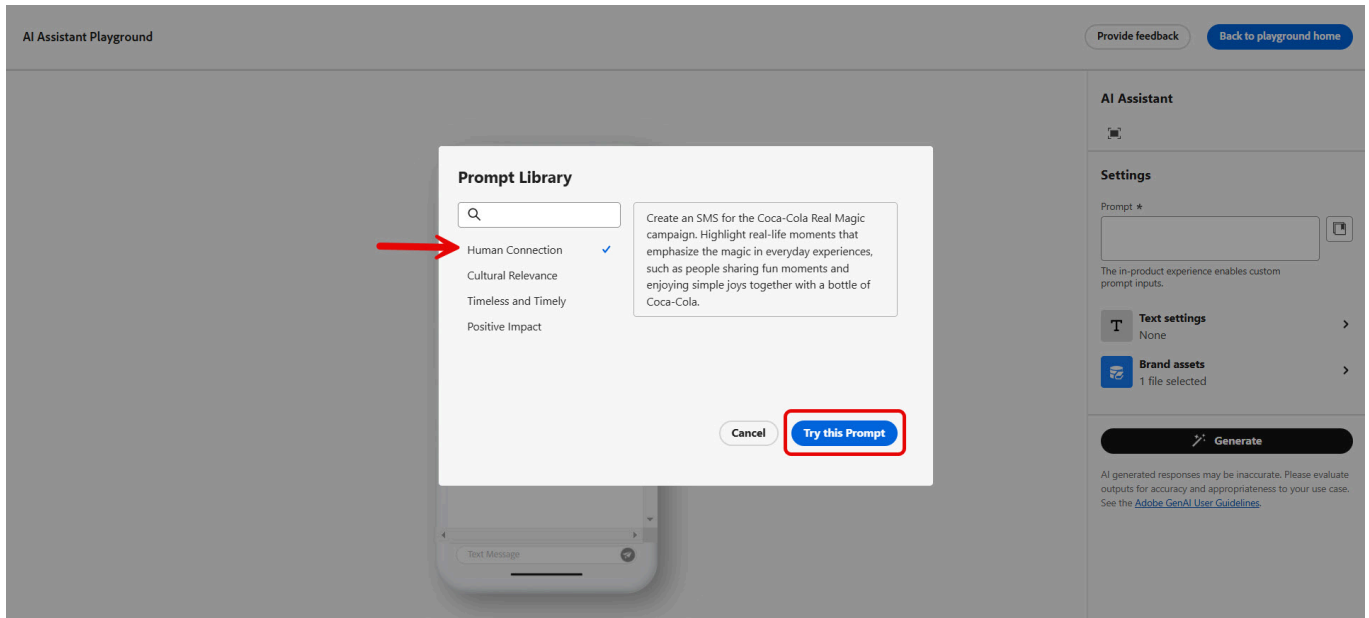
Timeless and Timely

Create a push notification for the Real Magic campaign targeting ages 40 and older. Optimize for high engagement by highlighting Coca-Cola's iconic legacy while showcasing modern options, including low and no sugar soft drinks. Include a strong call-to-action.

Positive Impact

Create an uplifting push notification for the Real Magic campaign. Emphasize how shared moments of joy and connection can make the world a better place. Inspire positivity and optimism through the act of sharing a Coca-Cola.

SMS Prompts



Choosing a prompt in SMS channel.

Human Connection

Create an SMS for the Coca-Cola Real Magic campaign. Highlight real-life moments that emphasize the magic in everyday experiences, such as people sharing fun moments and enjoying simple joys together with a bottle of Coca-Cola.

Cultural Relevance

Create an SMS for the Real Magic campaign targeting ages 22 to 35. Emphasize the heart of evolving cultures, such as music, sports, and gaming, to inspire magical moments with Coca-Cola.

Timeless and Timely

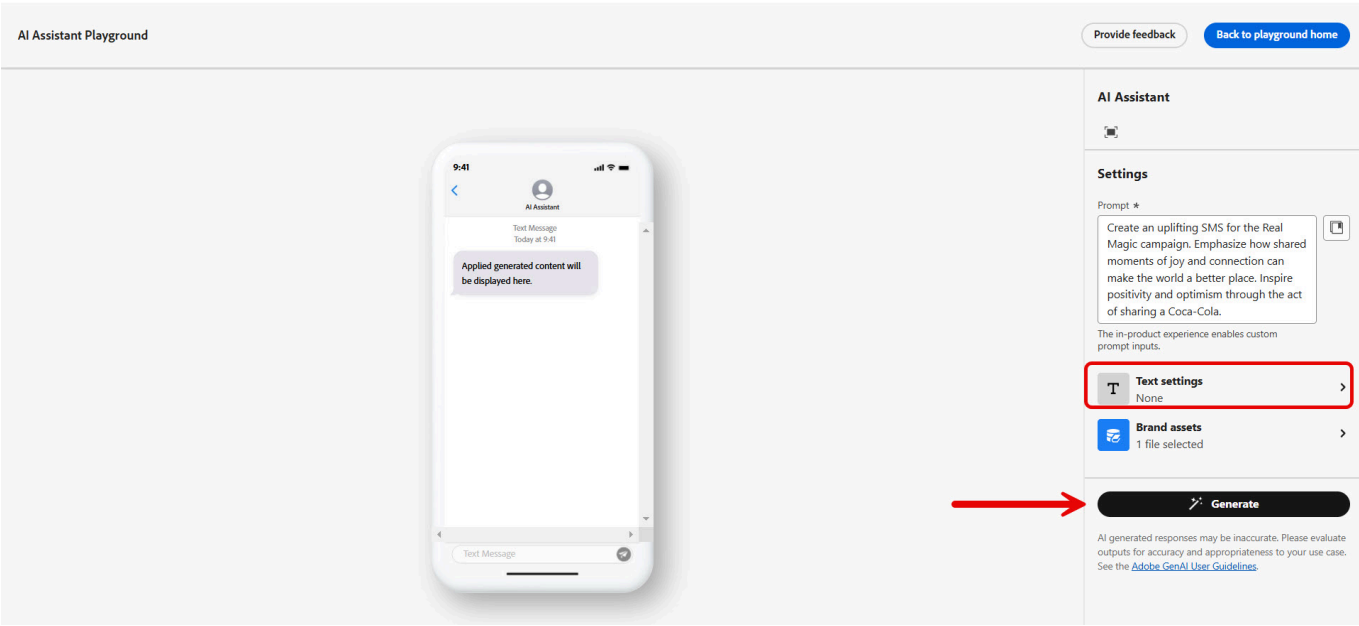
Create an SMS for the Real Magic campaign targeting ages 40 and older. Optimize for high engagement by highlighting Coca-Cola's iconic legacy while showcasing modern options, including low and no sugar soft drinks. Include a strong call-to-action.

Positive Impact

Create an uplifting SMS for the Real Magic campaign. Emphasize how shared moments of joy and connection can make the world a better place. Inspire positivity and optimism through the act of sharing a Coca-Cola.

Step 4: Adjust Settings and Generate

Each Channel has some additional settings applicable to that channel that you can experiment with as part of their experience.



SMS has some additional Text settings you can apply.

3.4. Measure

Background Information

Adobe AI Assistant Features

Data Analysis AI Assistant in Adobe Customer Journey Analytics

Data Analysis AI Assistant in Adobe Customer Journey Analytics is a generative AI conversation agent that quickly and efficiently answers questions about your data. It builds relevant visualizations in Analysis Workspace using components from your data view and using your actual data.

Using the AI Assistant to answer data-centric questions in Analysis Workspace can save countless hours that you might otherwise spend manually building visualizations in Analysis Workspace and familiarizing yourself with your data view components.

Current Product Status: Limited Beta

Targeted General Availability (GA): June 2025 as *Data Insights Agent*

Beta Participation and Customer Feedback: Contact **Taylor Baker** at taylorb@adobe.com

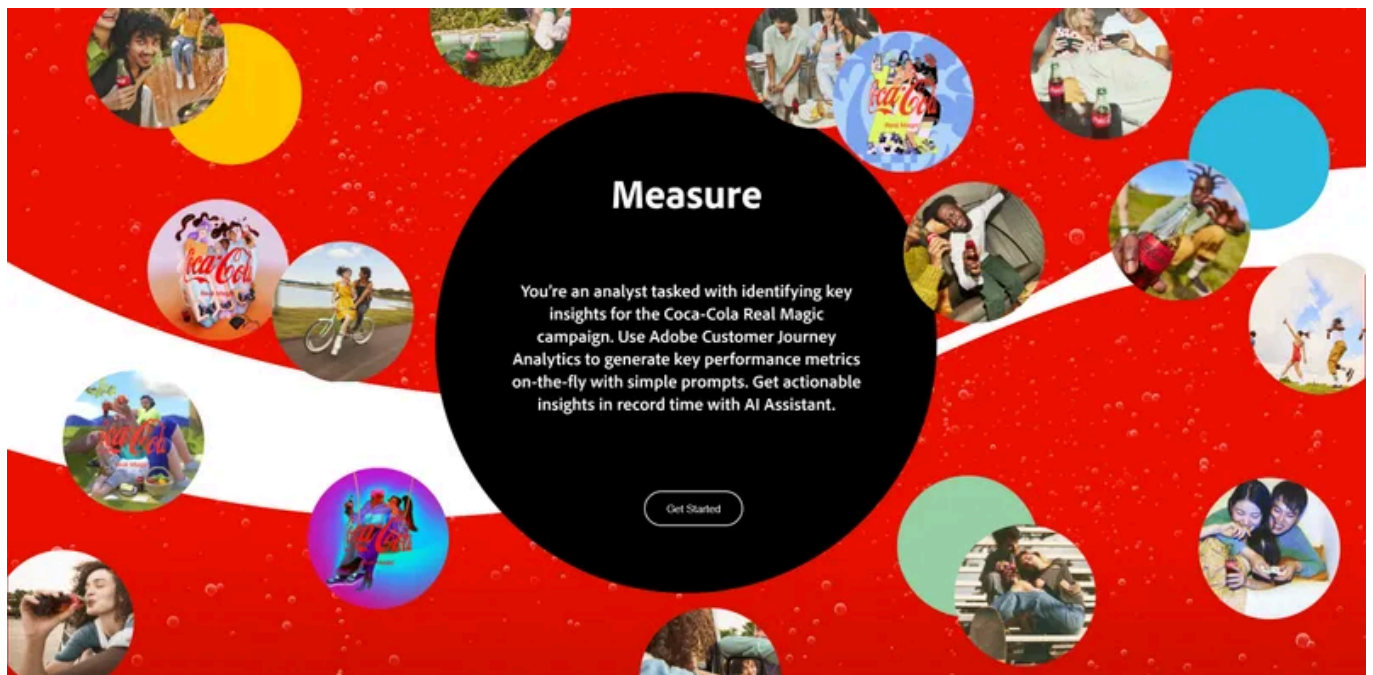
Future Functionality: Exploring additional capabilities such as forecasting, anomaly detection, root cause analysis, panel insight summarization.

Product Documentation: [LINK](#)

Experience Overview

You're an analyst tasked with identifying key insights for the Coca-Cola Real Magic campaign. Use Customer Journey Analytics to generate key performance metrics on-the-fly with simple prompts. Get actionable insights in record time with AI Assistant.

"Customer Journey Analytics seamlessly integrates with Adobe Journey Optimizer that you used for messaging in the previous Engage step. Each application has access to the same datasets that are part of Adobe Experience Platform. CJA has direct access to all the message delivery data generated by AJO, and with AI Assistant you will see how easy it can be to gather quick insight just by entering a few simple prompts."



Measure

The Booth Experience

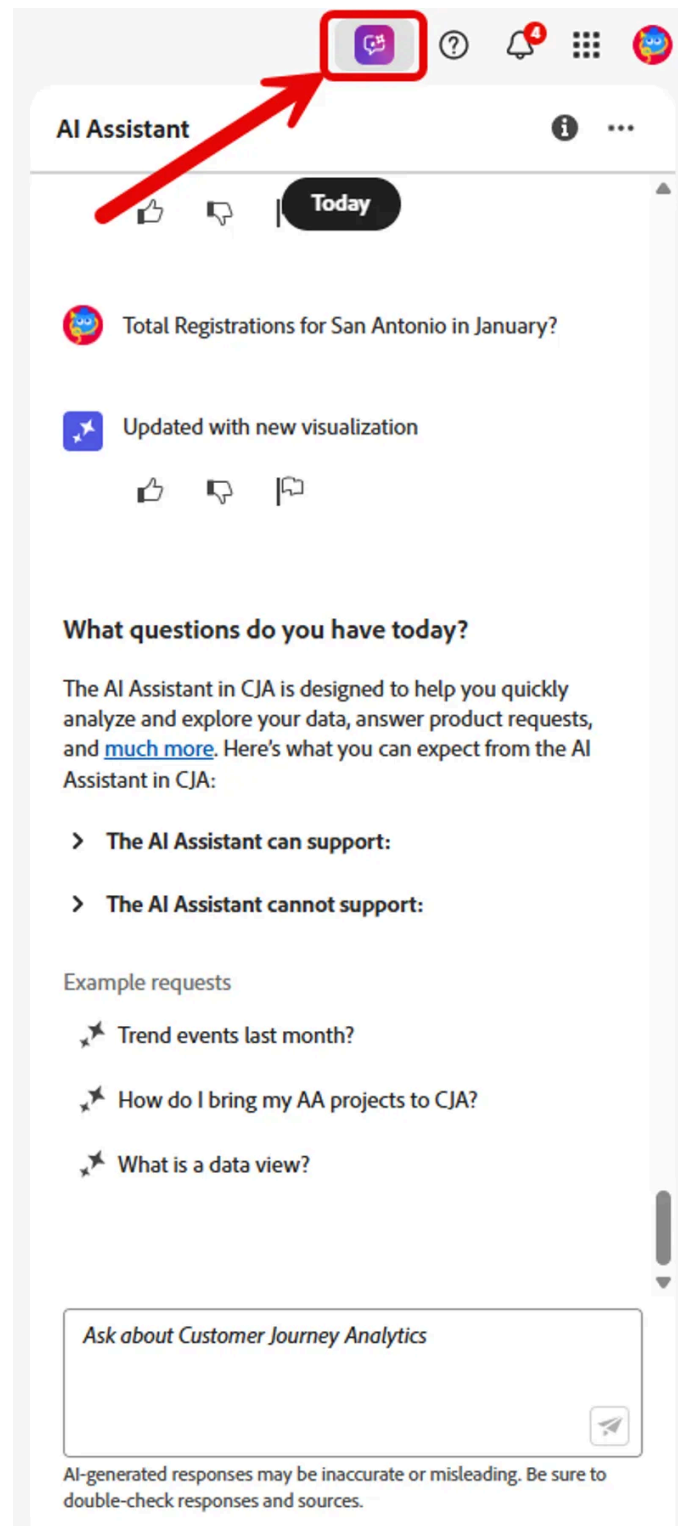
Data Analysis AI Assistant in Adobe Customer Journey Analytics is currently a beta feature that will launch as **Data Insights Agent** with expected release in June 2025.

Due to the nature of generative AI, you may experience different results from the output listed in this demo guide.

If you experience any unexpected results, you can move on to the next step to complete the task.

Step 1: Launch AI Assistant

To launch AI Assistant, select the AI Assistant icon from the top header of the page in the Customer Journey Analytics UI.



Step 2: Ask a question

In the text box provided, ask a specific natural-language question to the AI Assistant in order to find out how many Email Opens there were in the month of January.

Attendee can type the prompts or copy from the top panel in the workspace.

Attendee can enter any freeform text into the AI Assistant, but deviating from the provide prompts could return error messaging.

What were opens for January by day?

What were opens for January by day?



AI-generated responses may be inaccurate or misleading. Be sure to double-check responses and sources.

Click the icon on the bottom right of the AI Assistant text box and observe the rendered Line chart that appears in a new panel within Analysis Workspace.

While AI Assistant is running you can callout that, "The AI Assistant is evaluating the prompt across the whole data view and it is working to render a line chart and a freeform table that will appear in a new panel in the workspace."

Step 3: Ask a follow up question to add a metric

In the text box provided, ask a follow up natural-language question to add **Email Clicks** to the rendered Line chart from the previous question.

Add clicks

Add clicks



AI-generated responses may be inaccurate or misleading. Be sure to double-check responses and sources.

Click the icon on the bottom right of AI Assistant text box and observe the **Email Clicks** metric was added to the rendered Line chart.

"AI Assistant is intelligent enough to handle follow on prompts from previous questions and do things like change the reporting date range or add additional metrics."

"It also will close match metrics and dimensions where the prompt was 'Add clicks' but the actual metric added was 'Email Clicks'"

Step 4: Use Intelligent Captions to identify a spike

Click the Intelligent Captions icon in the upper right of the Line cart to get summary insights from the rendered visualization.

Click the right > icon to scroll to identify the **Highest Spike**



Cycle through all the intelligent captions and callout the findings.

You can callout that AI is running each time Intelligent Captions launched, and it is possible that there can be different findings on each rendering.

Step 5: Ask a question to find top performing cites

Now we want to know which cities had the greatest open and click percentages. In the AI Assistant text box enter another question.

What were % Clicks and % Opens for January by City?

What were % Clicks and % Opens for January by City?



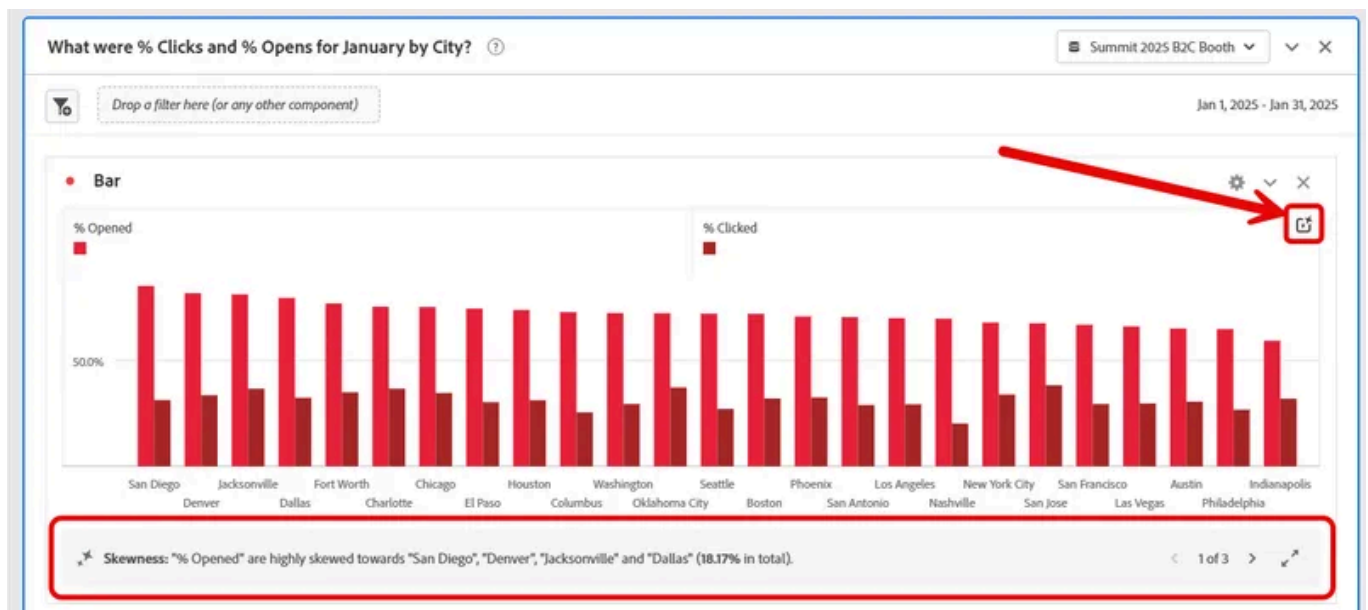
AI-generated responses may be inaccurate or misleading. Be sure to double-check responses and sources.

Observe the new rendered Bar chart in a new panel, and launch Intelligent Captions to find any skewness.

You can call out since the prompt was for a dimension (City), AI Assistant knew to show a Bar Chart with the metrics requested. The first prompt was time-based so a Line Chart was rendered.

The AI Assistant currently can render Line Chart, Bar Chart, Donut and Summary Number visualizations with more to come in future releases.

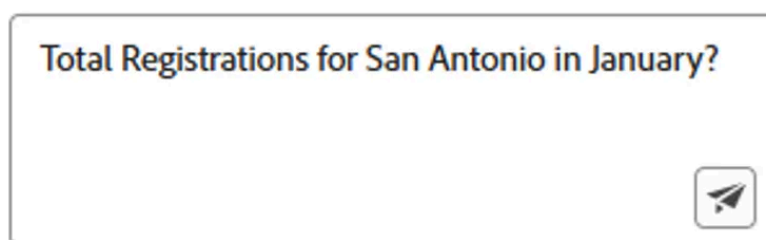
As before cycle through all the Intelligent Captions and callout the findings. These findings can change in each new rendering.



Step 6: Ask a question to find Registrations in a specific city

Now we want to know how many registrations there were in a specific city.
In the AI Assistant text box enter another question.

Total Registrations for San Antonio in January?



AI-generated responses may be inaccurate or misleading.
Be sure to double-check responses and sources.

Observe the new rendered Summary number in a new panel with Registrations for San Antonio.

The rendered Number Visualization may show the total for all Registrations (2,156), if they click in the freeform table on the smaller number below the total in the header row, across from San Antonio (108), the visualization will change to Registrations for just San Antonio.

If the Attendee is interested, you can have them open the 'Selectable Campaign Performance' panel to show an example of a more robust campaign dashboard calling out the various visualizations on data that is reported directly from Adobe Journey Optimizer datasets.

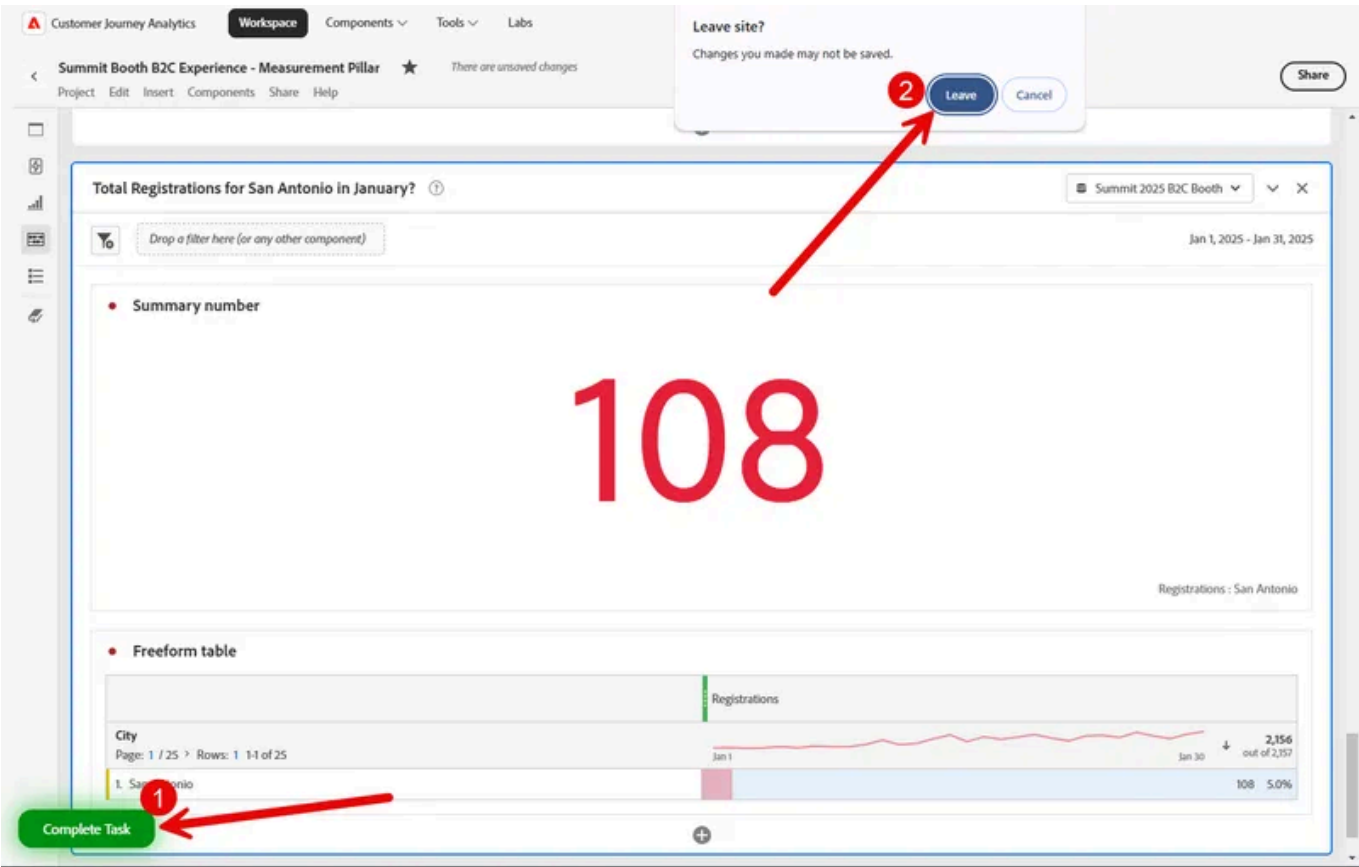
Included at the bottom of this panel is the recently released 'Journey Canvas' that allows for analysis of complex journeys using filters, metrics and dimensional items in a free flow format.

Step 7: Task Complete

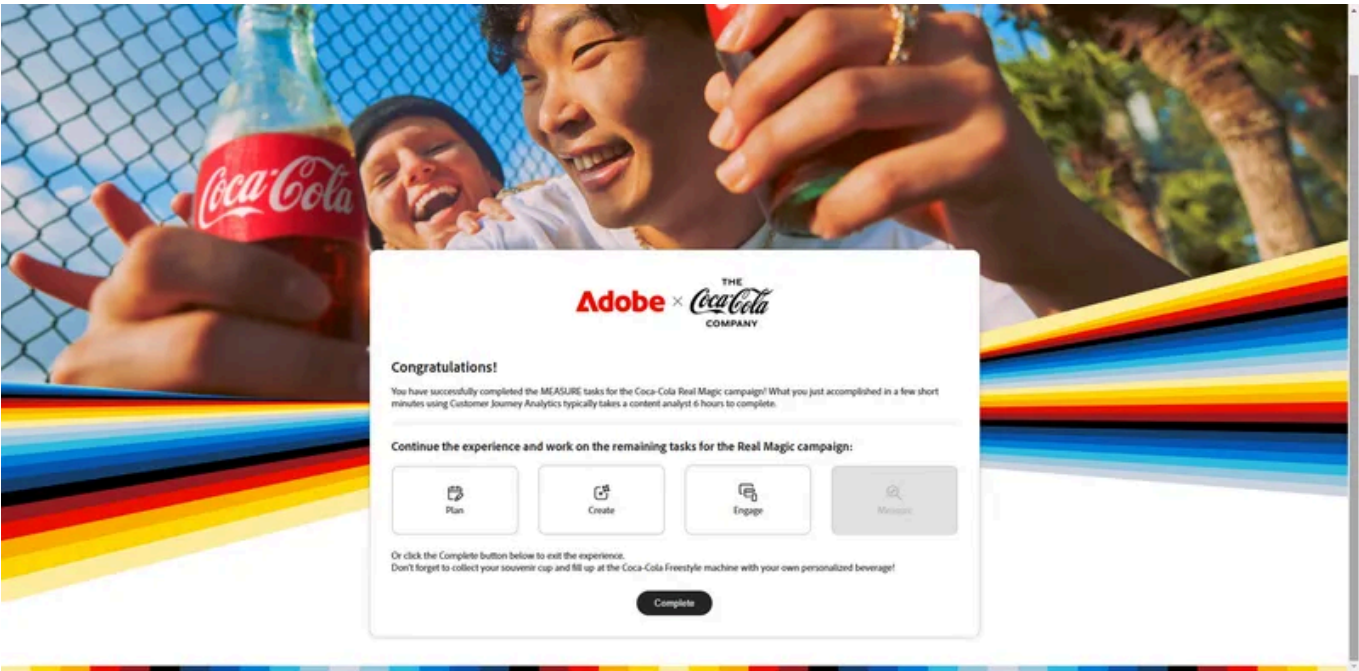
You successfully completed the Measure task by using the **Data Analysis AI Assistant in Adobe Customer Journey Analytics** to generate key performance metrics on-the-fly with

simple prompts!

Click the green **Complete Task** button on the bottom left of the screen and also click the **Leave** button if prompted.



You should now see the completion screen.



4. FAQ

Q: What is the escalation path if an issue occurs with the demo?

A: Here are the different leveles/types of issues that may occur and ways to handle them:

- Minor issues - Only specific station(s) impacted
 - Examples: Broken monitor, demo not functioning as expected in a specific user account, etc.
 - How to troubleshoot: Guide the attendee to a another available workstation and once the attendee finishes the experience, report the issue to Marketing team on-site (Elliott, Lindsey, Logan)
- Major issues - Demo flow impacted for all work station accounts
 - Example: Demo pillar not working as expected due to a product issue, AI Assistant is not producing sufficient output
 - How to troubleshoot: Assist the attendee with relevant background information about the product (product being Beta, etc.) and let them finish the pillar experience by navigating them to that specific pillar in an online Walnut clickable.
- Critical issues - All stations impacted
 - Example: Internet outage
 - How to troubleshoot: Open up a local Walnut clickable file (offline version)