



# Keynote Presentation | **[AI-Powered Content Agility]** Driving Marketing Agility and Scale: Transforming Your Content Supply Chain with AI



**MING FAI CHAK**

Director, Solution Consulting,  
Asia  
**Adobe**



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Head of Lifecycle  
Marketing, Digital Media,  
APAC  
**Adobe**



# Gigil

**Country: Philippines**

**Language: Filipino**

The irresistible urge to  
pinch or squeeze  
something cute.

# Driving Marketing Agility & Scale

Transforming your  
Content Supply Chain with AI

**Adobe**





# Major technological advancements have sparked generational shifts in customer experiences



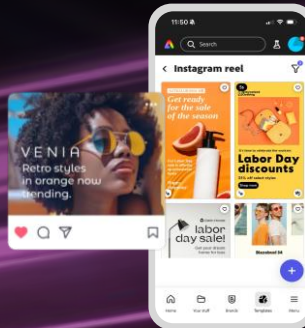
Internet



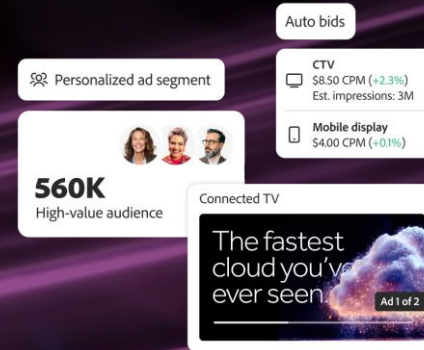
Cloud



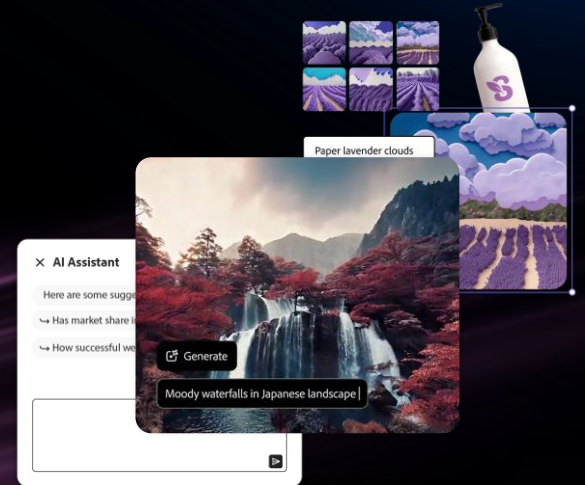
Mobile



Social



Predictive AI



Generative AI

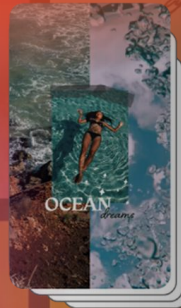


# AI is changing how businesses operate

**Content & application consumption exploding**



**Creativity redefining productivity**



Share

Share for review

Link name  
November Issue Mockup v02

Who has access  
Anyone with the link can comment

Shared with

Wel come.

Bailey

Home  
Produ  
Contact  
Profile  
Settings

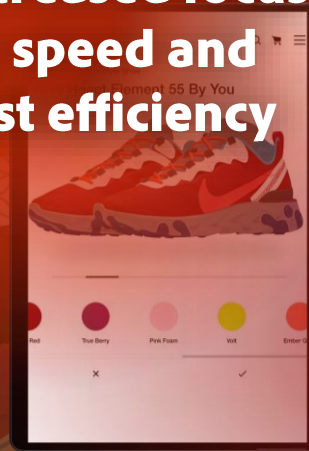
Ryan

<https://assets.adobe.com/id/um:aid:sc:US...>

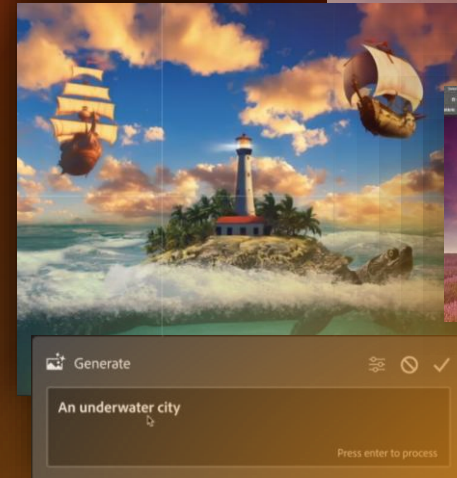
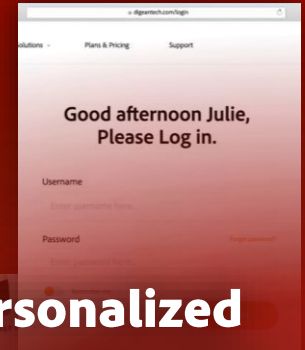
Updated 1 min

**Collaboration central to hybrid work**

**Increased focus on speed and cost efficiency**



**Personalized engagement a mandate for all businesses**



**AI & ML unleashing new innovation**

Generate

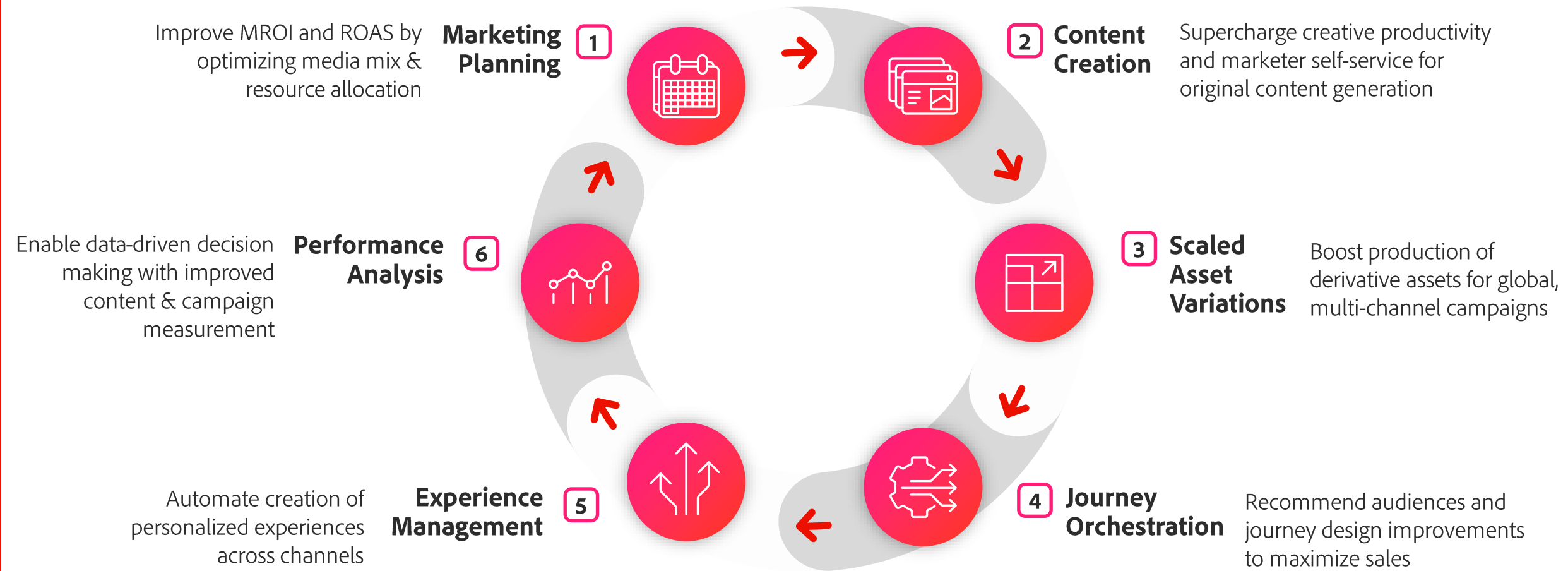
An underwater city

Press enter to process



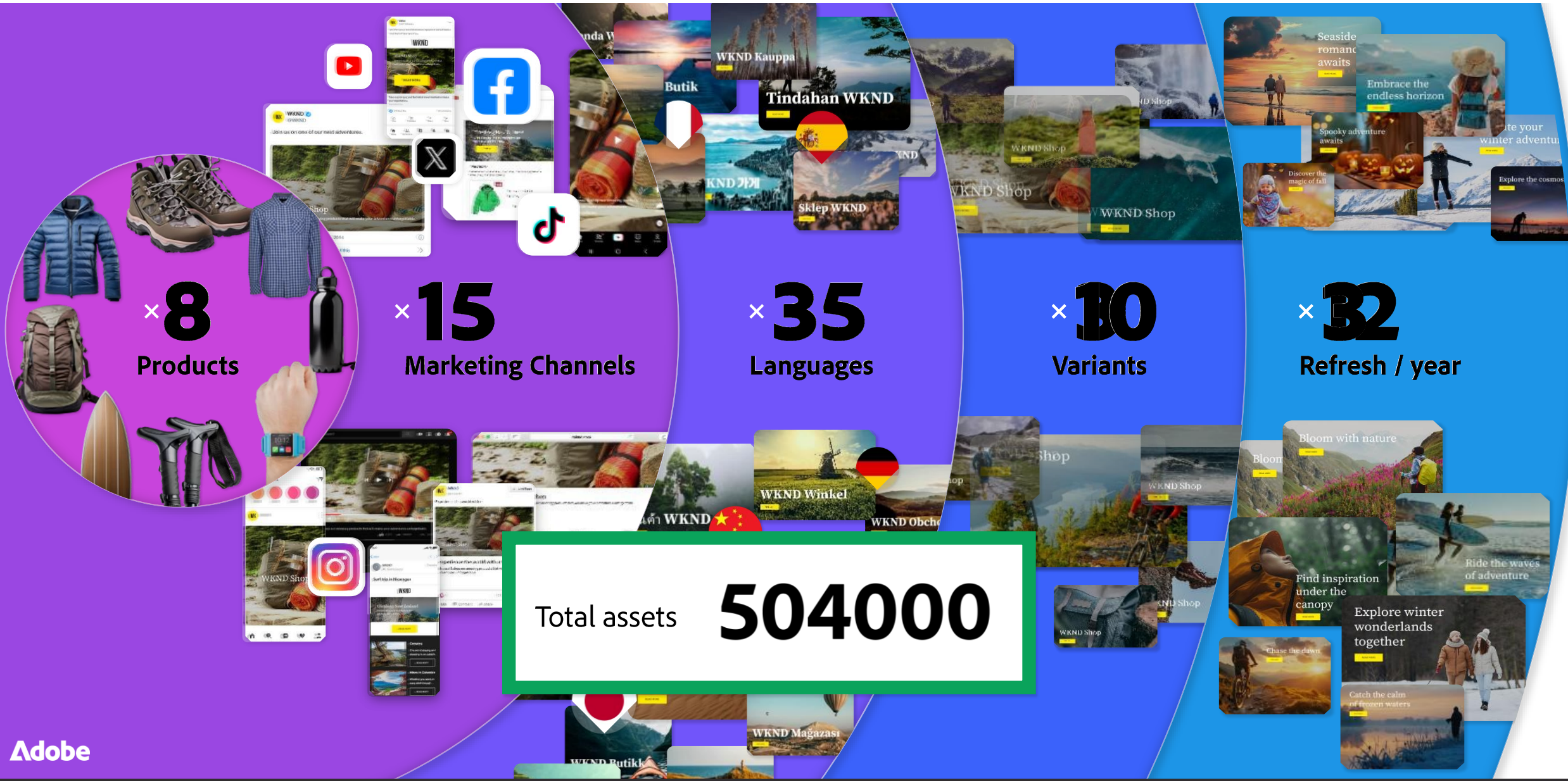
To drive growth,  
marketers are under  
pressure to deliver  
more campaigns, at  
greater scale, speed  
and relevance than  
ever before.

# Gen AI will transform the marketing journey





# Personalization Demands More Content and Variations



# Challenges Faced to Scale Content Creation

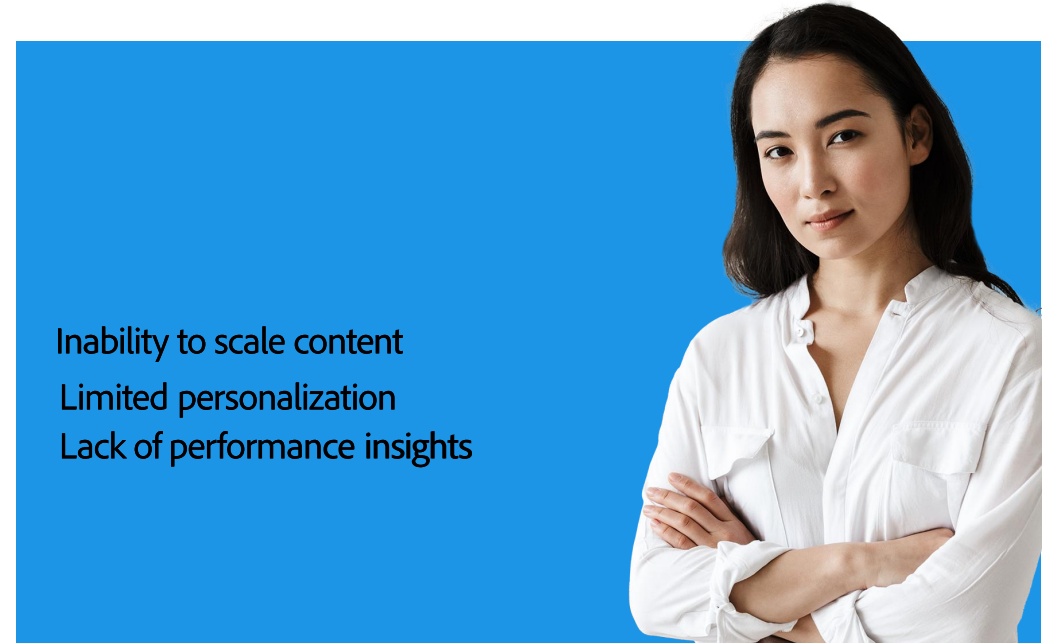
**75%** of creative teams feel overwhelmed by the ever-increasing content needs<sup>1</sup>



Do more with less  
Manual, repetitive tasks  
Lack of creative performance data

Empowering Creative Teams to design, create and edit content faster with generative AI embedded in their tools

**28%** of marketers find it difficult to achieve the level of personalization modern consumers expect



Inability to scale content  
Limited personalization  
Lack of performance insights

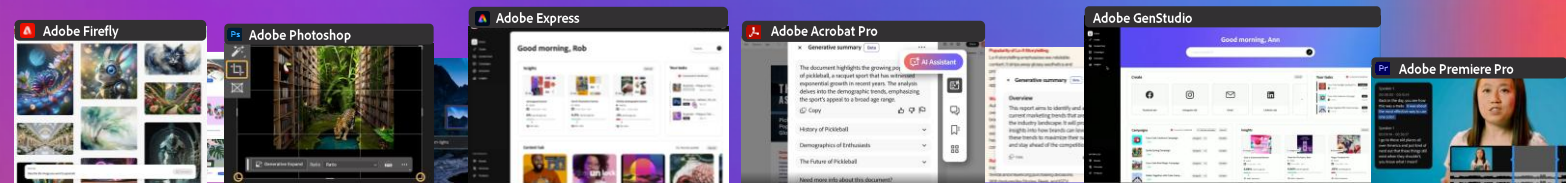
Empowering Performance Marketers to self-serve content re-use and creation within brand guardrails



# Adobe's approach to AI innovation

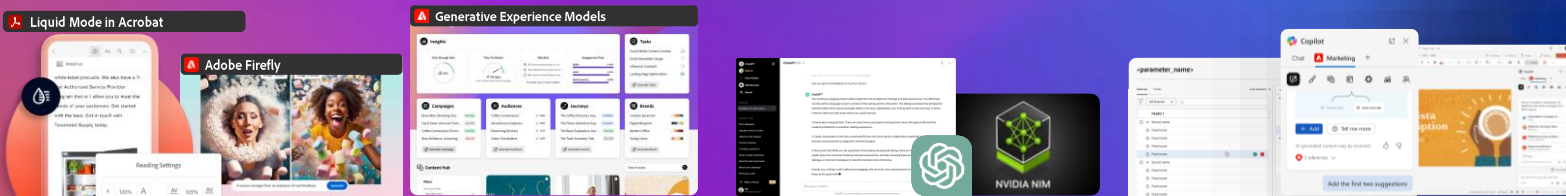
Apps & interfaces

Deeply integrate into our industry-leading apps and workflows



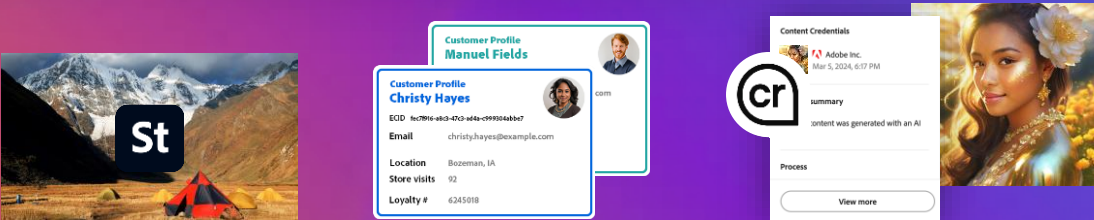
Models

Build and acquire category-leading foundation models & partner strategically



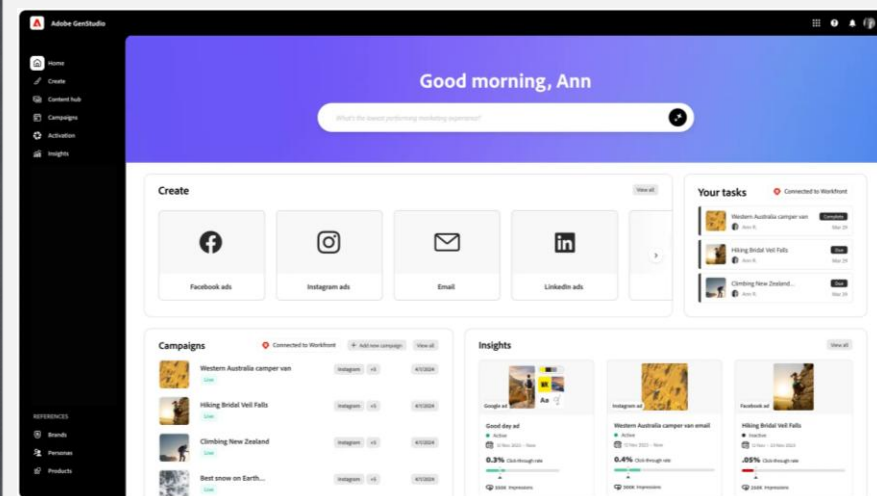
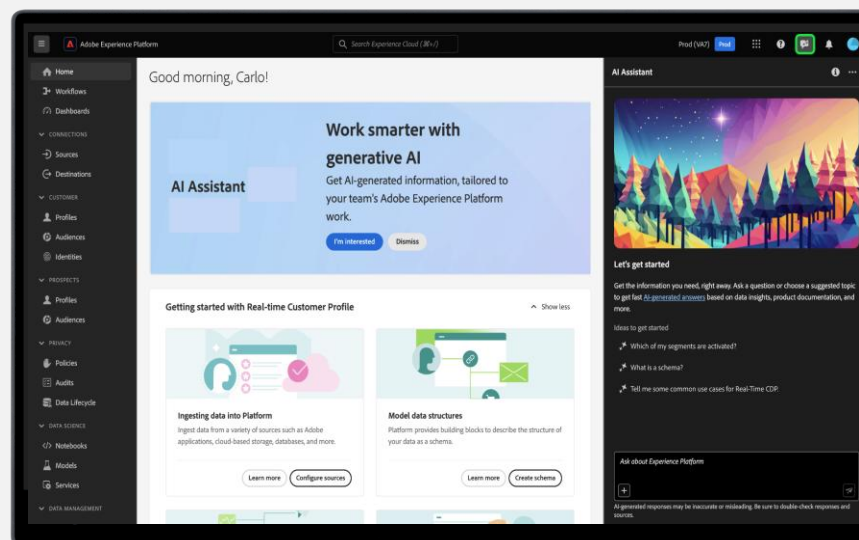
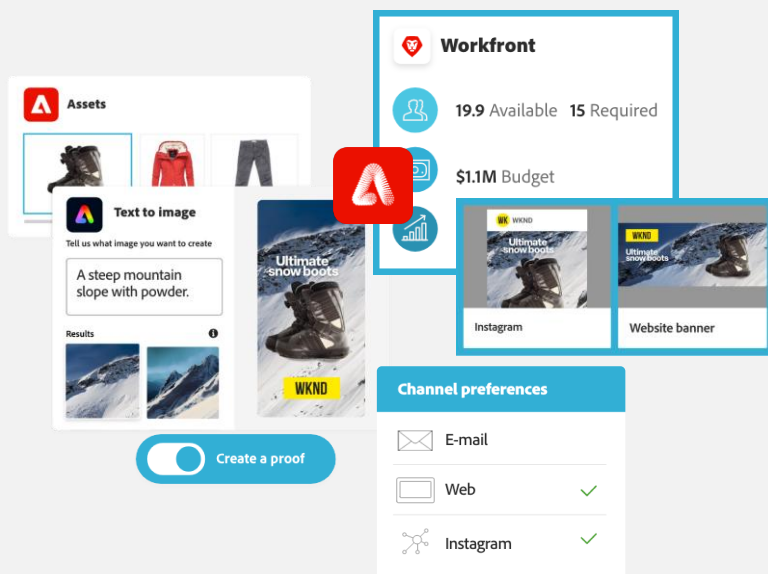
Data

Responsibly harness & use data





# Delivering the future of digital experiences



Reimagined Experience Cloud apps  
leveraging AI

AI Assistant enhancing productivity  
across Experience Cloud apps

New generative AI-based solutions to  
revolutionize digital experiences

# Adobe GenStudio for Performance Marketing

A GenAI-first, self-serve application that accelerates the planning, creation, testing, activation, and measurement of on-brand, high-performing content



Single pane of glass for campaigns, content, and insights



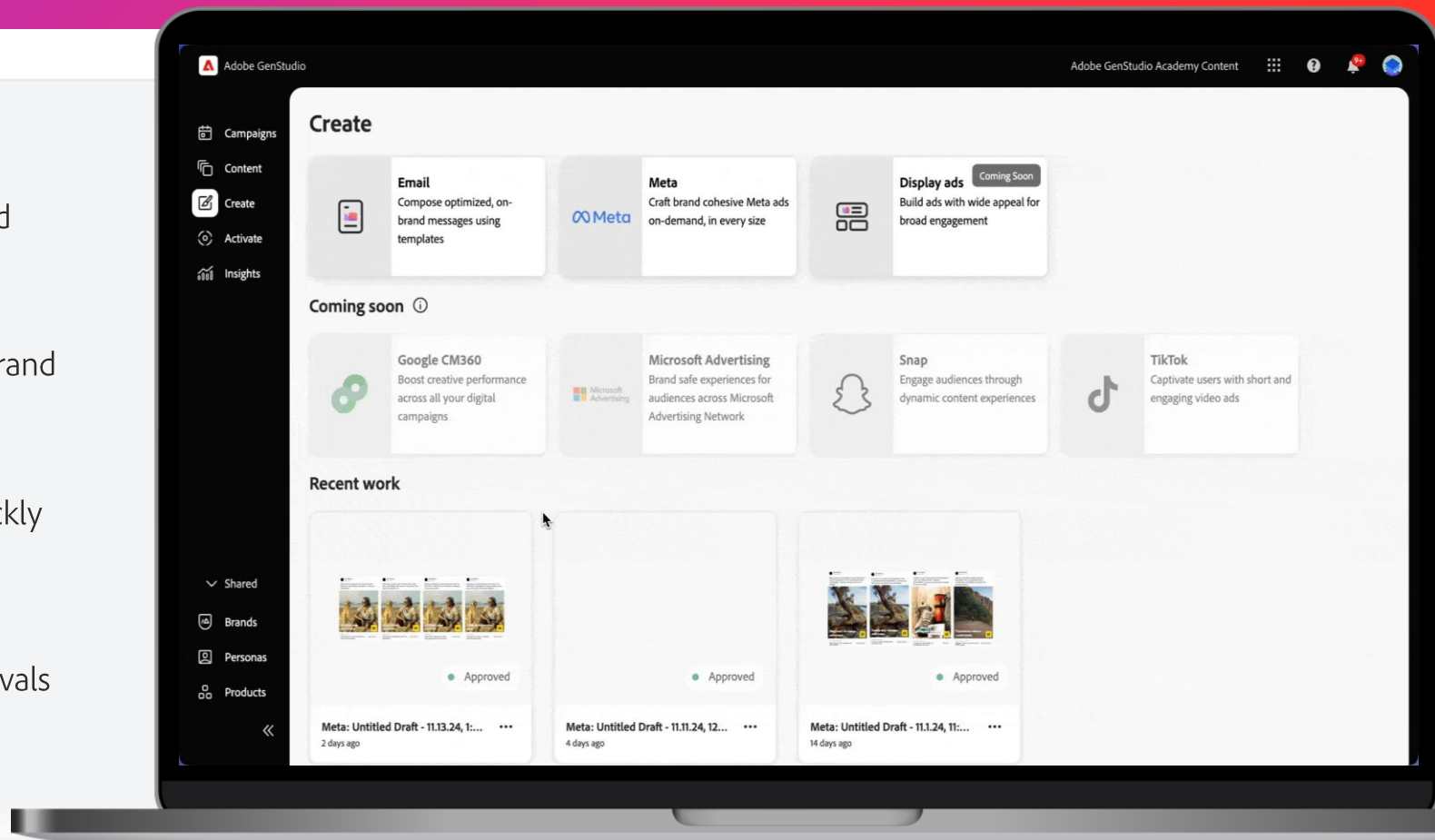
Self-serve content re-use and creation within brand guardrails



Leverage attribute level content insights to quickly produce variations that perform



Integrated workflows including review & approvals



GenAI-first | Self-serve | On-Brand | Performance-driven

# Solving content challenges lead to measurable returns

**70%**

Faster time to market

**dentsu**

**26x**

Higher engagement on social media assets



**30%**

Of content and campaign workflows automated



**99%**

Lower asset retrieval time; from 5-7 days to 10 minutes



**50%**

Reduction in content creation time



**47%**

Increase in content output without increasing headcount

**T Mobile**

**1 day**

For digital project approvals, down from six weeks



**50%**

Reduction in time to complete content localization





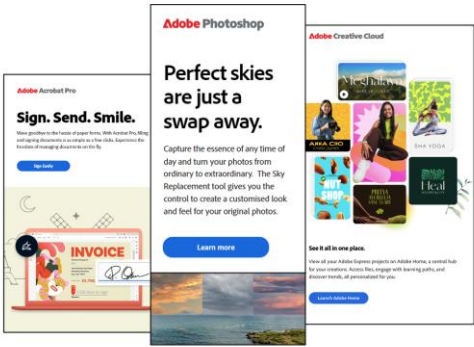


# How Adobe's APAC Marketing Organization scaled content creation with GenStudio for Performance Marketing



Refresh and reuse content quickly

**3 weeks to 3 days**  
Accelerated email creation process and increased productivity with generative AI.



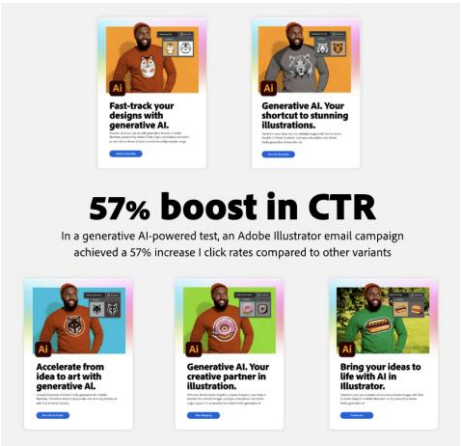
Facilitate real-time marketing and responsiveness

**9% ROI increase**  
With generative AI, our first-ever fall-themed paid social campaign for Creative Cloud drove a 9% higher ROI than comparable campaigns.




Test at scale for email and paid social

**57% boost in CTR**  
In a generative AI-powered test, an Adobe Illustrator email campaign achieved a 57% increase in click rates compared to other variants.

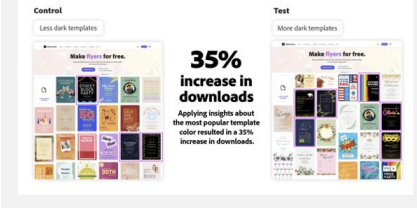


Measure creative performance

**This ad performed well. But why?**



**Control**  
Less dark templates



**Test**  
More dark templates

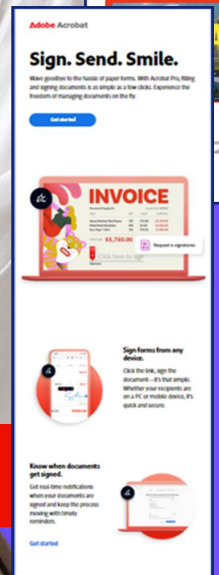
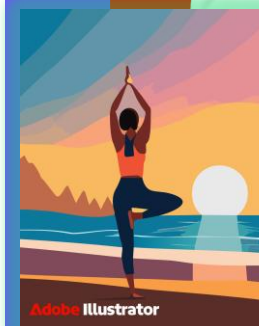
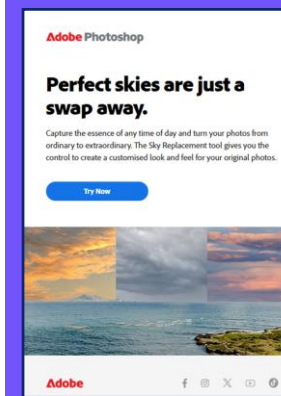
**35% increase in downloads**  
Applying insights about the most popular template color resulted in a 35% increase in downloads.

# Adobe on Adobe

Menaka Seshakumar

*Head of Lifecycle Marketing, Digital Media, APAC*

Adobe



# Adobe's APAC Marketing Organization

More than  
**100+ employees**

Significant Annual marketing  
spend driving impact

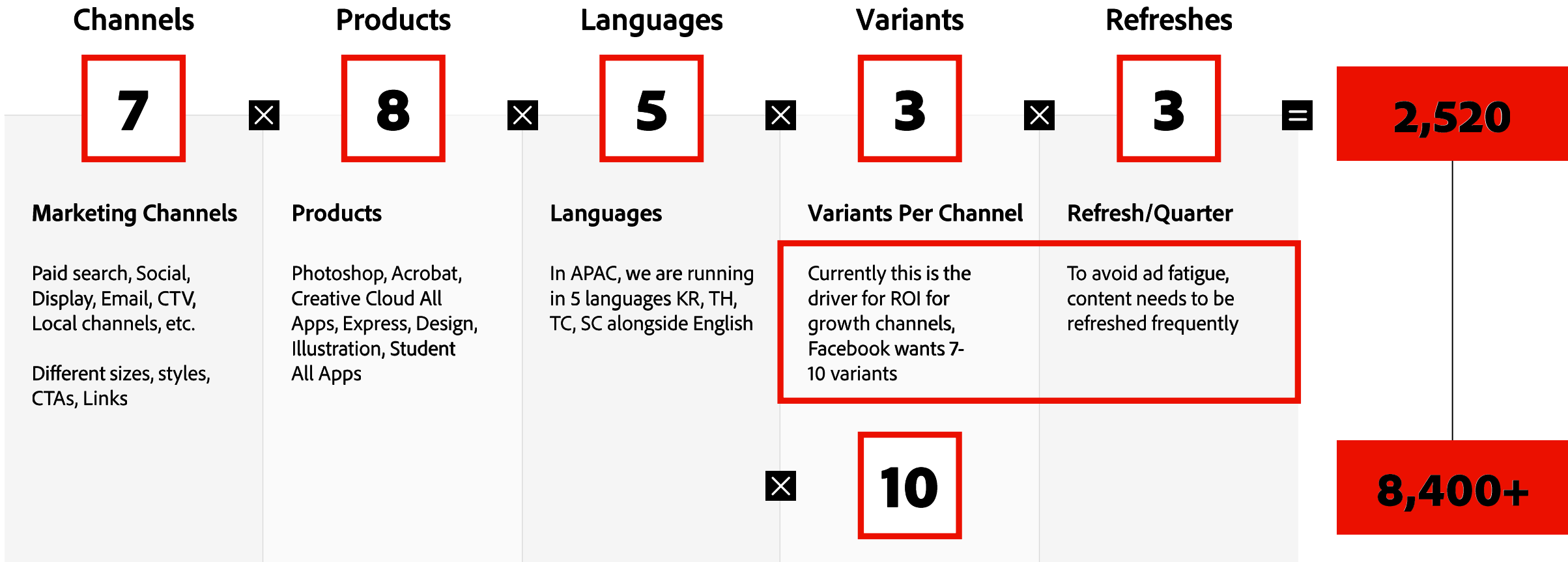
Campaigns across  
**multiple channels**  
and markets

**Billions of emails** sent per  
year **targeting diverse audiences**  
across over **5 languages**



# Drivers of content volume:

## Volume is driven by scale, velocity, and ROI





Limited ability to test & experiment at scale



Delayed content refreshes



Limited audience-specific personalization

# The challenges we faced



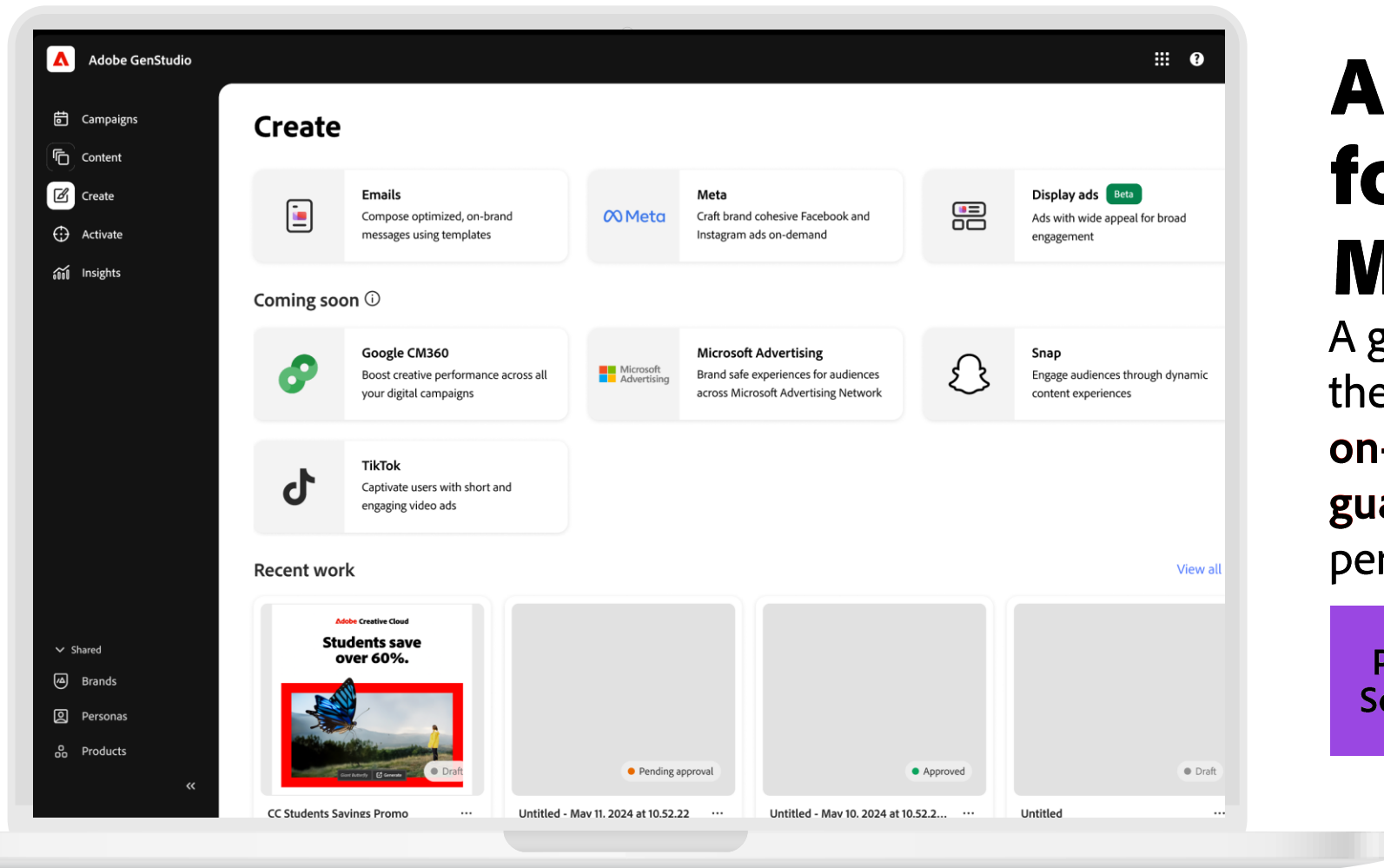
Lack of content agility



Over-reliance on English assets



Lack of granular asset-level data



# Adobe GenStudio for Performance Marketing

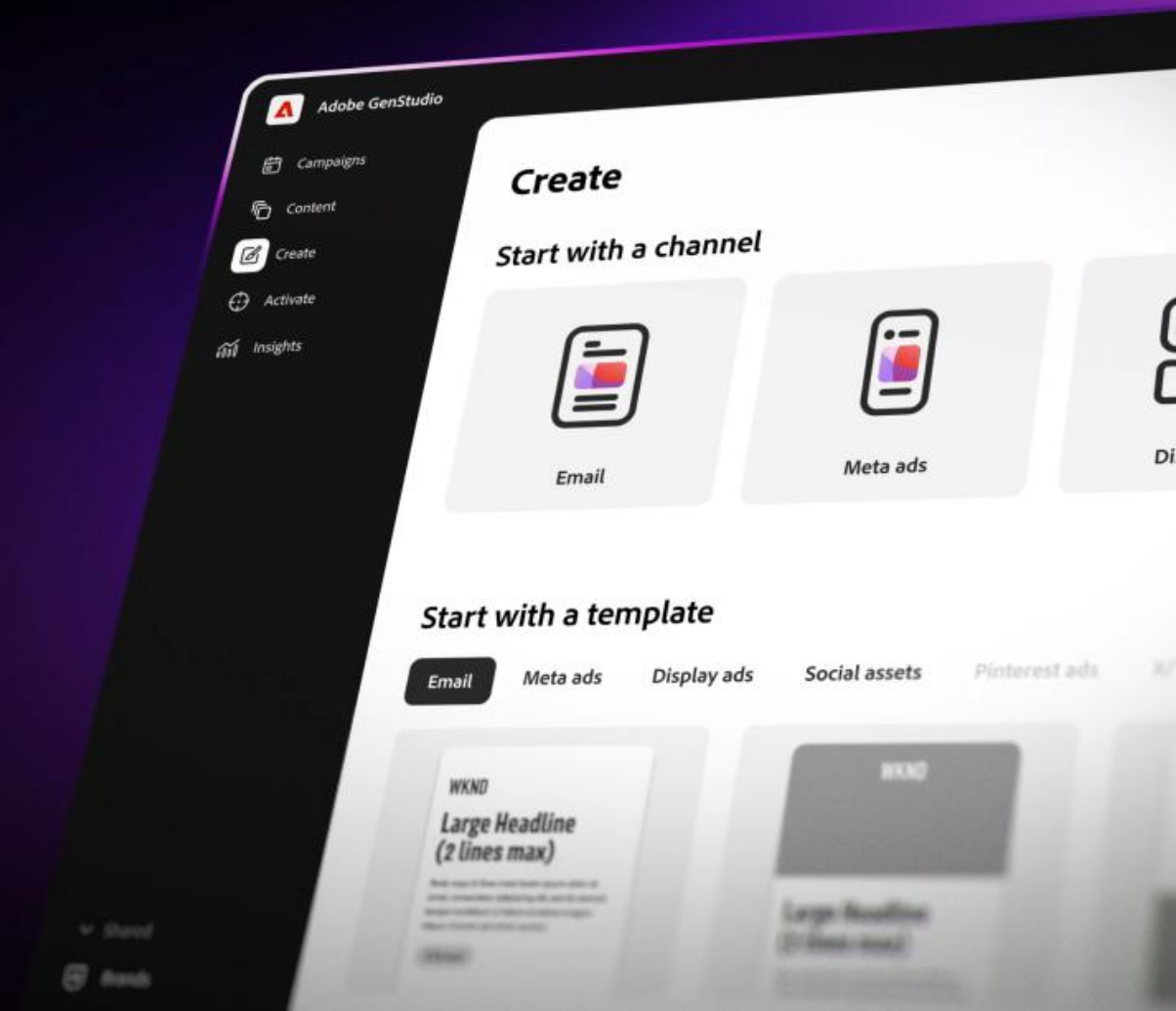
A gen AI-first application that enables the modern marketer to **self-serve on-brand content with enterprise guardrails** and governance for high performing experiences.

Paid  
Social

Email

Display

# The Impact





# Key Use-case Unlocks!

- 1** Test on-brand content @ scale across channels
- 2** Refresh & reuse content quickly
- 3** Quick, on-brand content variation by persona
- 4** Facilitate real-time marketing & responsiveness
- 5** Improved localization and agility for regional marketers
- 6** Measure creative performance

# 1 Test on-brand content @ scale across channels

## Challenge

- Limited content variations for testing due to budget and time constraints.
- Inability to optimize emails and paid ads effectively, leading to lower engagement and conversions.

## Solution

- GenStudio for Performance Marketing generates **4+ variations per prompt** for emails and ads.
- Enables **A/B/n testing** for subject lines, body copy, images, and CTAs

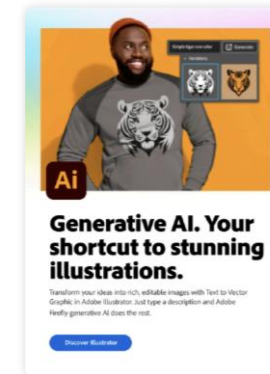
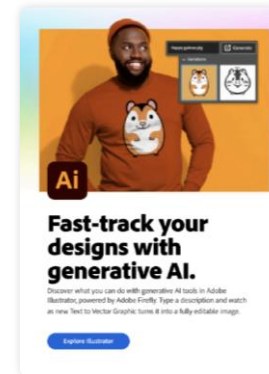
## Impact

10% increase in click-through rates for Photoshop email test.

57% click rate improvement in Illustrator campaign.

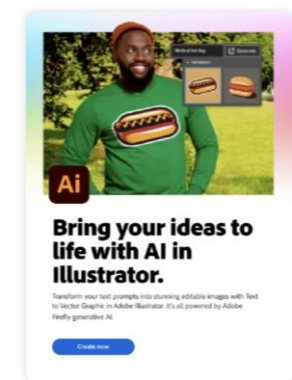
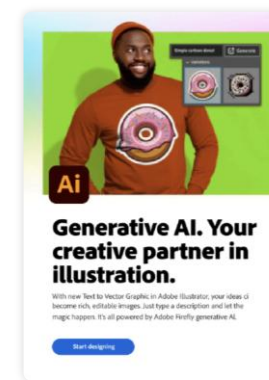
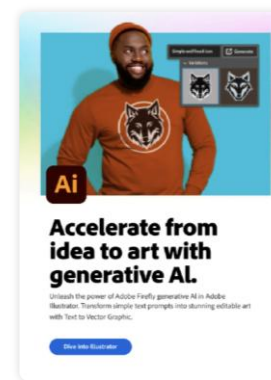
8.5% higher open rates with refreshed subject lines for Lightroom Mobile.

10% ROI improvement in paid social campaigns.



## 57% boost in CTR

In a generative AI-powered test, an Adobe Illustrator email campaign achieved a 57% increase in click rates compared to other variants



## 2 Refresh & reuse content quickly

### Challenge

- Unable to update content regularly, leading to stale campaigns and ad fatigue.
- Repurposing or remixing existing content took as much time as creating new assets.
- Content updates only happened quarterly, with some assets in market for over six months.

### Solution

- Integrated DAM with GenStudio for Performance Marketing to quickly refresh and remix existing approved assets.
- AI-generated updates to headlines, images, and copy for reuse in different campaigns.
- Enabled rapid content adaptation across channels (social media, email, etc.).

### Impact

Reduced email creation time from 2-3 weeks to 2-3 days.

Successfully repurposed high-performing content across multiple campaigns.

Improved campaign agility and performance through faster content refreshes.

## 3 weeks to 3 days

Accelerated email creation process and increased productivity with generative AI.

**Adobe Acrobat Pro**

**Sign. Send. Smile.**

Wave goodbye to the hassle of paper forms. With Acrobat Pro, filling and signing documents is as simple as a few clicks. Experience the freedom of managing documents on the fly.

[Sign Easily](#)

**Adobe Photoshop**

**Perfect skies are just a swap away.**

Capture the essence of any time of day and turn your photos from ordinary to extraordinary. The Sky Replacement tool gives you the control to create a customised look and feel for your original photos.

[Learn more](#)

**Adobe Creative Cloud**

**See it all in one place.**

View all your Adobe Express projects on Adobe Home, a central hub for your creations. Access files, engage with learning paths, and discover trends, all personalized for you.

[Launch Adobe Home](#)

# 3 Quick, on-brand content variation by persona

## Challenge

- Limited resources restricted content creation for diverse audience segments.
- Missed opportunities due to inability to target specific personas and events.
- Lifecycle marketing team could only serve 3 audience segments for APAC acquisition programs.

## Solution

- GenStudio for Performance Marketing enables quick, on-brand content creation for multiple personas with tailored messaging.
- AI-generated content variations for different audience segments

## Impact

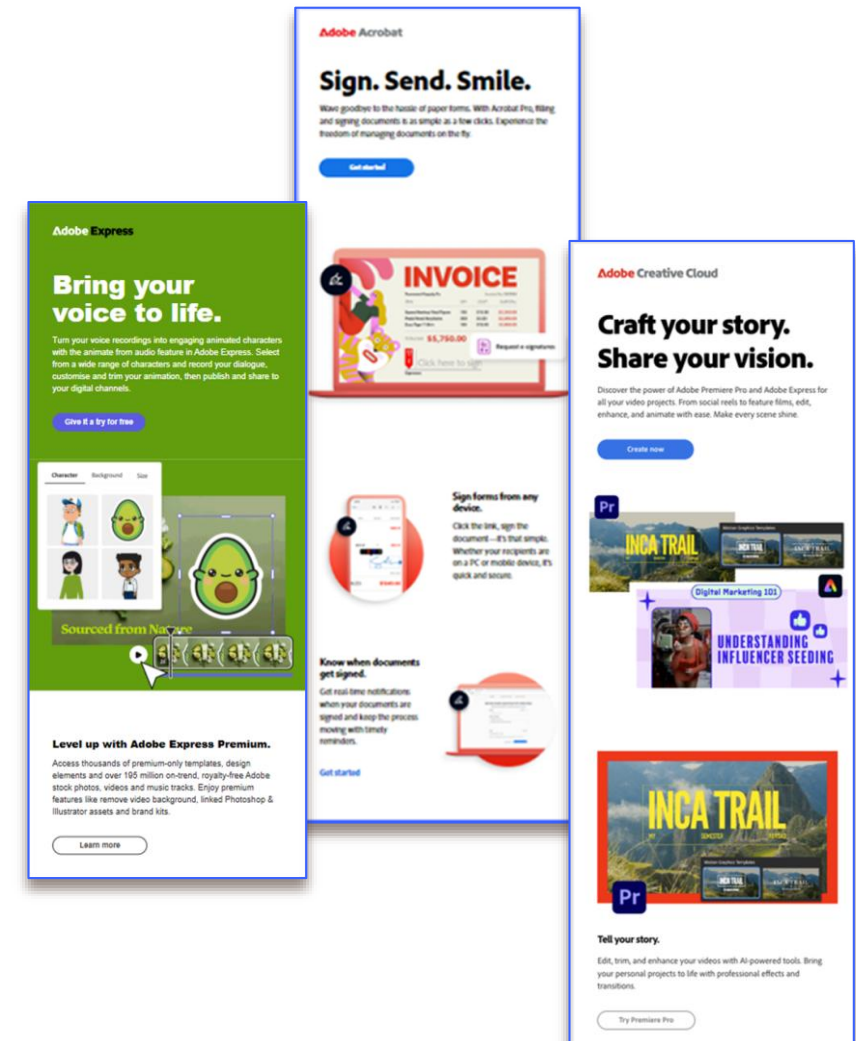
Doubled the number of email experiences and audience segments served, reaching all 12 segments

Improved engagement and marketing outcomes across diverse segments.

Enabled better targeting in paid media, optimizing content delivery to specific audiences.

**100%  
of target  
audiences  
reached**

The lifecycle marketing team has doubled both the volume of distinct email experiences it delivers and the audiences who receive personalized content.





## 4 Facilitate real-time marketing & responsiveness

### Challenge

- Missed revenue opportunities due to slow content production for real-time events.
- Three-week content creation timelines made it difficult to capitalize on seasonal events and trends.

### Solution

- GenStudio for Performance Marketing compressed content creation from weeks to days/hours, enabling faster reactions to market moments.
- Marketers can independently create, adapt, and analyze assets in real-time to stay aligned with trends.

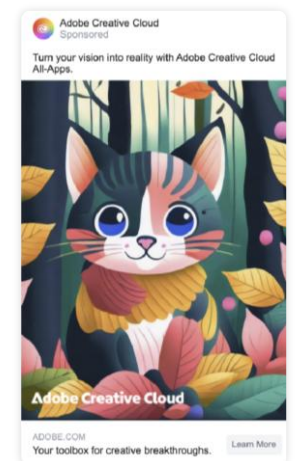
### Impact

Executed fall-themed social campaign with a 9% higher ROI.

Quickly launched an Olympic campaign after identifying market strength, improving responsiveness and effectiveness.

## 9% ROI increase

With generative AI, our first-ever fall-themed paid social campaign for Creative Cloud drove a 9% higher ROI than comparable campaigns



# 5 Improved localization and agility for regional marketers

## Challenge

- Regional teams struggled to create culturally relevant content, relying on English-language assets that didn't resonate locally.
- Budget constraints slowed down localization efforts across 50+ countries.

## Solution

- GenStudio for Performance Marketing's multi-language capabilities allow teams to independently create localized campaigns in their primary languages.
- Quick localization of global campaigns while maintaining brand standards, with AI enabling asset reuse and ad variations.

## Impact

Japanese team boosted click-through rates in email campaign by 10% after testing new localized subject lines.

Enhanced agility in international markets, with plans to expand this success across all regions.

The image shows a woman with dark hair, smiling and looking at a laptop. Overlaid on the image are several screenshots of Adobe's localization tools. At the top, a 'Localize' button is visible. Below it, a screenshot of the Adobe Creative Cloud interface shows a 'Before' state with a blue background and text in Japanese. To the right, a screenshot of an email campaign shows a subject line in Japanese: 'コンテンツに応じた塗りつぶしを試そう' (Try fill-in-the-blank content-specific). Below the email campaign, a screenshot of the Adobe Document Cloud interface shows a 'After' state with a white background and text in Japanese. A white box on the right side of the image contains the text: '10% increase in email click-through rates. Our marketing team in Japan created and tested new subject lines for a Document Cloud email campaign and boosted click-through rates by 10% with the highest-performing subject line.'

# 6 Measure creative performance

## Challenge

- Disconnected data and performance metrics made it hard to identify which creative elements (e. g., colors, keywords) resonated with audiences.
- Content creation was driven by intuition, limiting opportunities for optimization and consistency.

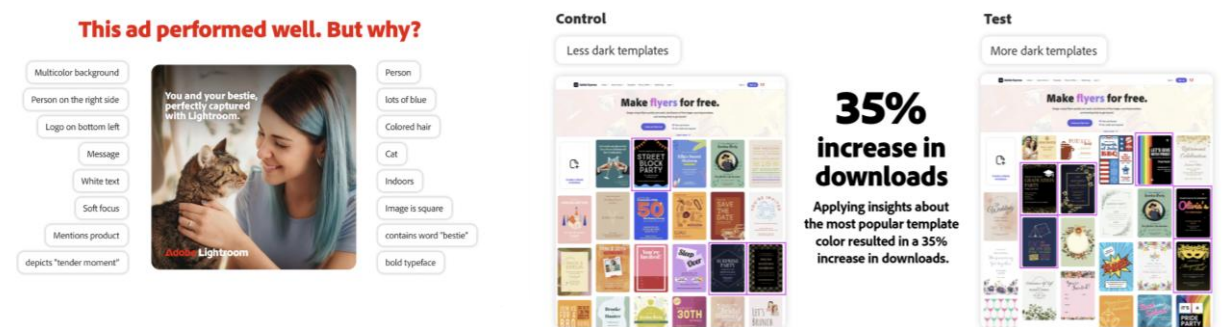
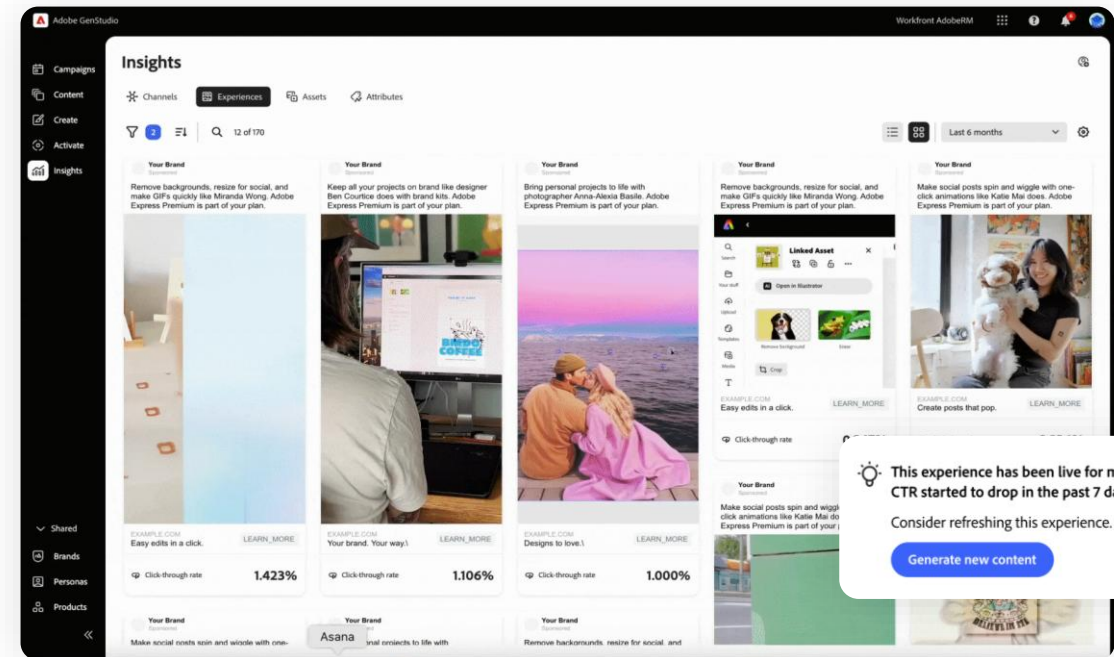
## Solution

- GenStudio for Performance Marketing analyzes each marketing asset using AI to extract relevant features (e.g., colors, objects, tone) and ties them to performance data.
- Data-driven insights guide content creation, revealing what elements drive the highest engagement.

## Impact

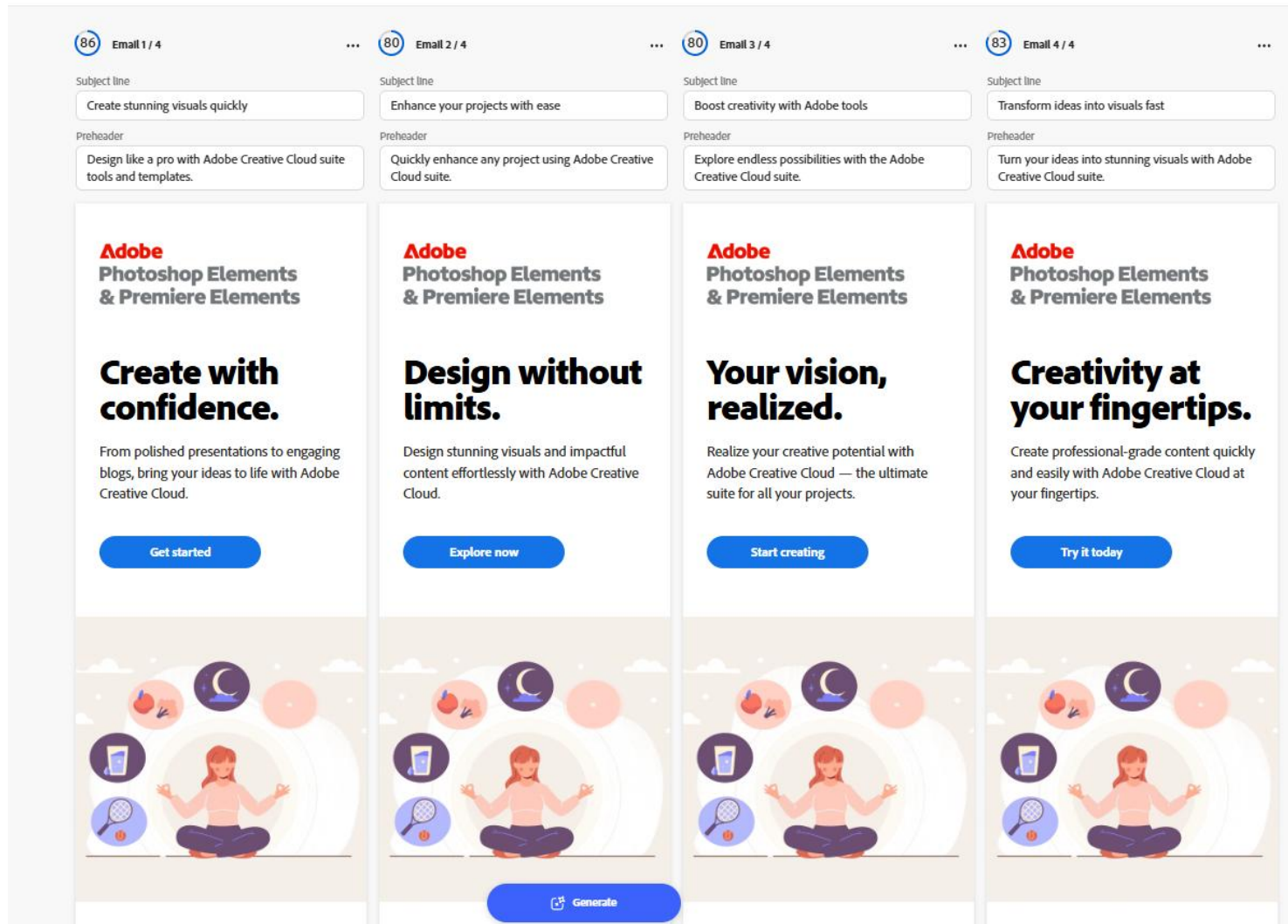
Increased template downloads by 35% after identifying and leveraging a high-performing color in Adobe Express.

Creative process now continuously improves through data-informed strategies, driving more effective campaigns.





# Ensuring Brand consistency across the workflow



# **What This Means for You?**

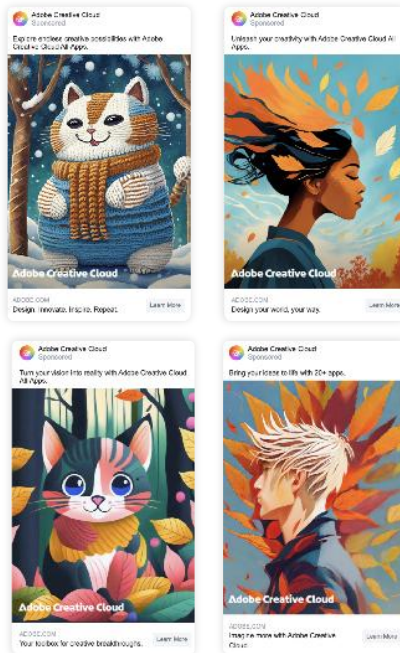


# Unlock Greater Marketing ROI



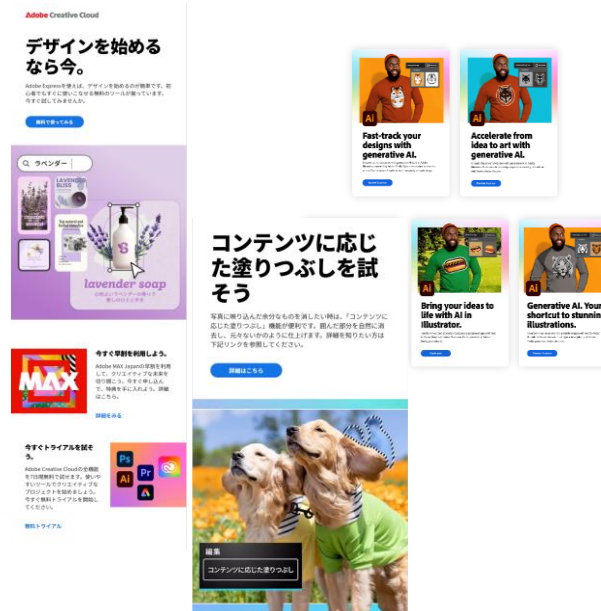
## More Content

Real-time Marketing  
**+9% return on ad spend**



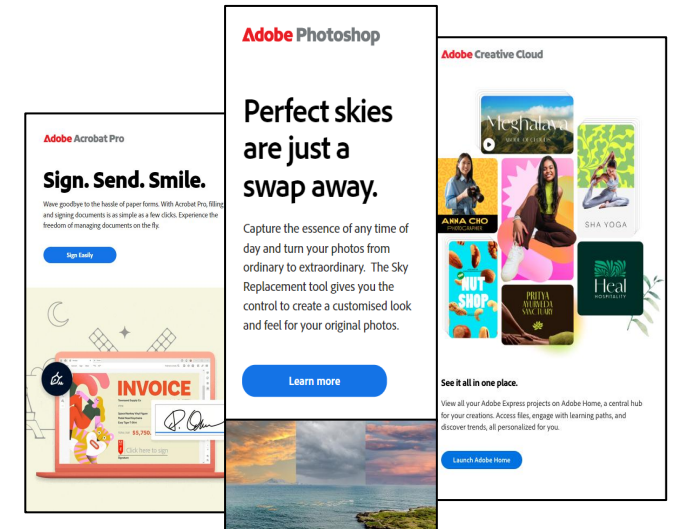
## Better Content (incl. Regional)

Testing at scale  
**+57% boost in email click-through-rates**



## Faster Content

Refresh and re-use content  
**3 weeks to 3 days**



## REPORT

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

Check out now:







**Adobe**



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# Drop by the Adobe booth for live demos & coffee!

8 Apr, Tues 1:30pm	GenStudio for Performance Marketing: Streamline content creation, management and analysis at scale	 Abhijeet Vohra
8 Apr, Tues 1:45pm	Customer Journey Analytics: Online to Offline Attribution	 Abhijeet Vohra
9 Apr, Wed 1:30pm	Customer Journey Analytics: Online to Offline Attribution	 Abhijeet Vohra
9 Apr, Wed 3:45pm	GenStudio for Performance Marketing: Streamline content creation, management and analysis at scale	 Liew Sheong Perk

**Adobe**