



SECURITY OVERVIEW

Adobe Content Analytics

August 2026



Adobe Content Analytics

Adobe Content Analytics enables customers to understand and measure the elements of web experiences that resonate with customers, so they can personalize and optimize content based on those insights. Using generative AI, Content Analytics scans images and auto-populates attributes about the image, without the need to manually tag each asset, thereby optimizing content at scale. By breaking content into components and attributes — such as color, image background, aesthetic, and keywords — Content Analytics helps customers gain insights into what content impacts their key performance indicators (KPIs) and which characteristics drive engagement, enabling them to understand which creative assets drive real business results.

For more information on Content Analytics, see [Experience League](#).

Content Analytics components

There are four (4) key components in Content Analytics:

- **Guided Configuration Wizard:** Guides users through the prerequisites and steps to configure Content Analytics. For more information, see [Experience League](#).
- **Content Analytics Service:** Orchestrates content retrieval and featurization workflows for experiences and assets and stores thumbnails and metadata used by reporting experiences.
- **Featurization Service:** Scans content, uniquely identifies assets, and auto-populates attributes for experiences and assets using Microsoft Azure OpenAI and additional non-generative Adobe models.
- **Analysis Workspace:** Enables users to add Content Analytics-specific elements, such as thumbnails and previews of experiences and assets, to their freeform table visualizations. *(Note: Other visualizations do not have specific Content Analytics features but can leverage Content Analytics data to gain insights).*

Accessing Content Analytics

To configure Content Analytics, a user must be assigned to the “product administrator” role by the customer’s Adobe Admin in the Adobe Admin Console. Customer organizations can only have one Content Analytics configuration per sandbox. For more information on configuring Content Analytics, see [Experience League](#).

To give a user or group of users access to view different Content Analytics configurations, the customer’s Adobe Admin must entitle them in the Adobe Admin Console to access one or more data views that are configured [for Content Analytics](#).

Access to and requests by Content Analytics are authenticated using Adobe Identity Management Services (IMS), and authorizations are enforced by the permissions set by the Adobe Admin in the Admin Console. For more information about Adobe IMS, see the [Adobe Identity Management Services Security Overview](#).

Data encryption

In Transit: All data between Content Analytics and any external component, including components within Adobe Customer Journey Analytics, is secured over encrypted connections using HTTPS TLS 1.2 or greater.

At Rest: Data stored by Content Analytics is encrypted at rest using AES 256-bit encryption.

Content Analytics security architecture and data flow — Data ingestion and attribute population

The following steps describe the flow and security of data when a visitor visits a website configured for Content Analytics. The steps in the narrative map to the numbers in the diagram below:

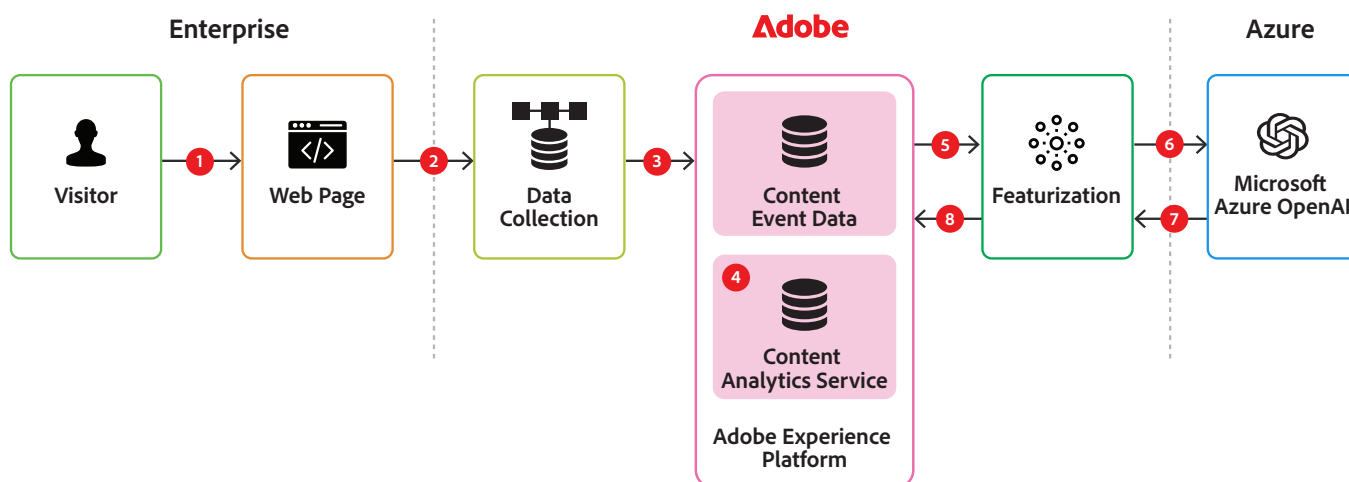


Figure 1: Adobe Content Analytics data flow diagram

Data flow narrative — Data ingestion and attribute population

Step 1: A visitor visits the website configured for Content Analytics.

Step 2: Configured interactions are collected as [content events](#).

Step 3: The content events are stored in the customer's provisioned Adobe Experience Platform instance.

Step 4: Based on the information in the content events, Content Analytics Service orchestrates revisiting the web page for page URLs (for experiences) and image URLs (for assets) and stores thumbnails and lookup data.

Step 5: Content Analytics Service sends assets and text to the Featurization service.

Step 6: The Featurization service sends assets and text to Microsoft Azure OpenAI to assign identities to the assets and to generate descriptive attributes for the associated experiences and assets.

Step 7: The Featurization service updates Content Analytics lookup data with the descriptive attributes.

Step 8: Content Analytics lookup data is updated and stored in AEP with references to the thumbnails.

Content Analytics security architecture and data flow — Reports

The following steps describe the flow and security of data when building reports and visualizations in Analysis Workspace. The steps in the narrative map to the numbers in the diagram below:

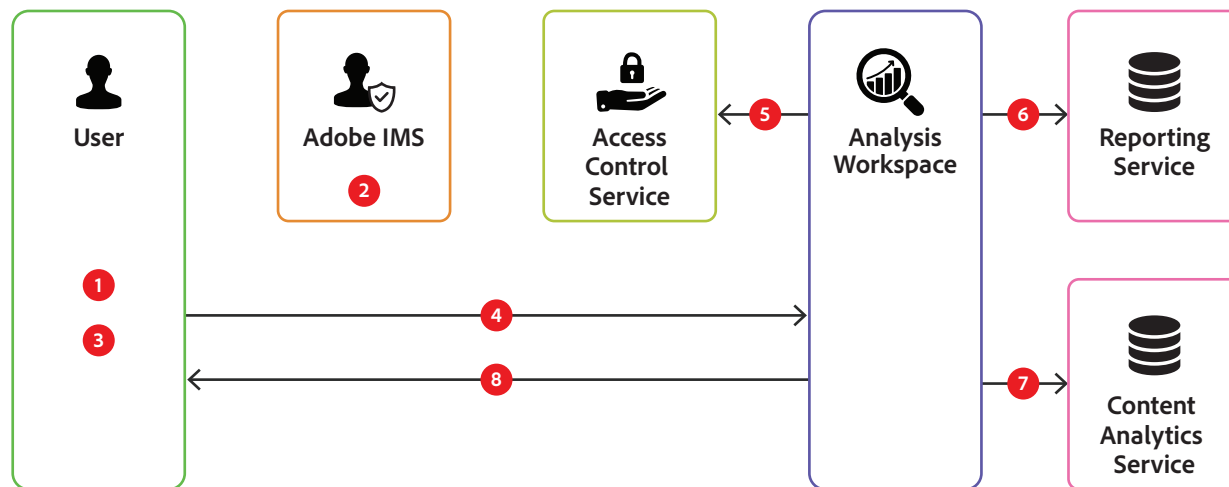


Figure 2: Reports data flow diagram

Step 1: The user logs into Customer Journey Analytics (CJA)¹.

Step 2: Customer Journey Analytics authenticates the user with Adobe Identity Management Services (IMS) and checks that the user is entitled to use Analysis Workspace (defined in the Adobe Admin Console).

Step 3: The user creates a new Analysis Workspace project or opens an existing project.

Step 4: The user creates one or more freeform tables and visualizations that use Content Analytics metrics or dimensions in Analysis Workspace.

Step 5: Before returning the data to the report in Analysis Workspace, the Access Control Service checks permissions to ensure the user is entitled to view and/or access the requested data.

Step 6: After the user defines the data required in the project, Analysis Workspace requests the relevant data from the CJA reporting service.

¹ Without a CJA purchase, customers with a stand-alone version of Content Analytics still get access to Analysis Workspace within CJA.

Step 7: If the user is using a freeform table, line or bar chart, with asset and/or experience dimensions, the images are shown in Analysis Workspace using the thumbnails stored in Content Analytics Service.

Step 8: The final reports and visualizations are returned to the user.

Content Analytics and Azure OpenAI

Content Analytics currently leverages Azure OpenAI to break down assets and experiences into their respective descriptive attributes. Images and webpage content may be passed to Azure OpenAI for this purpose. Adobe has disabled logging in Azure OpenAI, helping ensure that Microsoft does not collect, review, or store any data sent for processing to Azure OpenAI. More information is available at [Azure OpenAI data privacy and security](#).

Adobe does not use any customer data to train or fine-tune the Azure OpenAI Service.

Testing

Adobe teams conduct testing to reduce the potential for biased and harmful outcomes in our generative AI products. For more information on the development and testing processes for our generative AI solutions, please see the [Generative AI Built for Business solution brief](#).

Data retention

Content event and lookup data

Data retention period may be set by the customer. For more information, see [Experience League](#).

Content Analytics Service

Customers can access data stored within Content Analytics Service for 30 days after the expiration or termination of the license term.

All data generated by Content Analytics Service is stored in and accessible within Adobe Experience Platform, subject to Adobe Experience Platform standard dataset expiration policy.

Assets uploaded to Content Analytics

Options and limitations on data retention may vary by purchase agreement. Data retention period defaults to the data retention settings defined in Adobe Experience Platform. Customers may enable the rolling data window in CJA Connections and customize their data retention period in monthly increments (for example, two months, three months, etc.).

Data usage

Adobe uses customer-agnostic data to fine-tune and improve the accuracy of Adobe internal models (e.g. classifier models that support the tag attribute output). Customer Data stored in AEP and CJA can be configured to use AEP privacy features such as CMK and DULE. Such privacy features are not applicable to assets and attributes stored in Content Analytics Service.

Data processing and storage locations

Adobe Content Analytics is hosted in enterprise-class data centers from public cloud service providers in North America, Europe, and APAC. Upon provisioning, customers designate the region in which their Adobe Experience Platform data will reside. Data ingested into CJA from Adobe Experience Platform datasets will be stored in the same region. Regardless of hosting provider (Azure or AWS) or region selected, all Azure OpenAI processing is performed in Canada East.

Questions?

If you have any additional questions about the security posture and capabilities of this or any Adobe solution, please contact your Adobe account manager. For detailed information about Adobe's security programs and processes and compliance certifications, see the [Adobe Trust Center](#).