



SECURITY OVERVIEW

# Adobe GenStudio for Performance Marketing

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# About GenStudio for Performance Marketing

Adobe [GenStudio for Performance Marketing](#) is a generative AI-driven application that empowers customers to create and manage marketing content that adheres to brand standards and complies with enterprise policies. Leveraging Microsoft Azure OpenAI for copy creation and Adobe Firefly Services for image generation, GenStudio for Performance Marketing integrates Adobe Creative Cloud and Adobe Experience Cloud into a single platform that unifies the content supply chain and streamlines the content creation process.

Customers begin using GenStudio for Performance Marketing by ingesting the organization's brand-approved templates and optionally, the brand's assets, guidelines, customer personas, and product descriptions into the product. This customer-defined information informs and accelerates the content creation process and helps the customer ensure that generated assets maintain brand integrity and identity and resonate with target audiences, leveraging Adobe technology at each stage of the lifecycle.

## GenStudio for Performance Marketing components

GenStudio for Performance Marketing includes the following components:

- [GenStudio User Interface](#) — Enables users to add brand guidelines, product and persona descriptions, create new content, manage and reuse generated experiences, conduct brand validation checks, initiate review and approval workflows, and publish content to their content repository.
- [GenStudio Brands](#) — Stores the user-defined brand guidelines (e.g., tone of voice, brand values, editorial guidelines and restrictions, and image guidelines) as well as channel guidelines that inform the creation and validation of brand-aligned content for supported digital channels.
- [GenStudio Create](#) — Combines the user's prompt with the brand, persona, product elements (if selected), and reference image (for image generation) to create the desired marketing content using Azure OpenAI for text generation and Adobe Firefly Services for image generation.
- [GenStudio Content](#) — Provides a central location to store, find, and share all brand-approved assets, experiences, and templates. *(Note: Customers that have purchased AEM Assets and enabled Content Hub can use assets in that repository with appropriate permissions.)*
- [GenStudio Campaigns](#) — Organizes and structures marketing activities and content related to a marketing initiative, such as content creation tasks, associated brands, products, personas, assets and experiences.
- [GenStudio Personas](#) — Contains user-defined customer segments, including key characteristics, interests, pain points, behavioral traits, and communication styles and preferences, to help generate tailored marketing materials that resonate with the desired audience.
- [GenStudio Reviews and Approvals](#) — Ensures that all stakeholders – from creative teams to legal experts – can efficiently review and approve generated assets and experiences.

- **GenStudio Insights** — Enables users to conduct advanced analytics and insights into content performance from paid media channel campaigns to help make data-driven decisions.
- **GenStudio Activate** — Enables users to publish and manage marketing experiences across paid media channels directly from GenStudio for Performance Marketing, helping content comply with channel requirements while providing visibility into publishing status and channel-specific deployment configurations. For the most recent list of supported channels, please see [Experience League](#).

## Accessing GenStudio for Performance Marketing

To provision a user in GenStudio for Performance Marketing, the customer's Adobe Admin must grant specific permission to the user in the Adobe Admin Console. In the context of GenStudio for Performance Marketing, the Adobe Admin can only assign available product licenses to users. If the Adobe Admin wants to be able to conduct system management tasks in GenStudio for Performance Marketing, they must provision themselves with the System Manager role. More information on initial set-up and provisioning can be found in the GenStudio [User Guide on Experience League](#).

*Please note: Each user granted permission to use GenStudio for Performance Marketing must accept the [Adobe Experience Cloud Generative AI User Guidelines](#) upon first use of the solution.*

Permissions are tailored to three (3) [defined user roles](#) that represent a user's responsibilities in the marketing organization:

- **System Managers** establish the fundamental guardrails for campaign asset creation and deployment by uploading brand and organization-specific information and templates. While GenStudio System Managers have permission to create and publish brands, add experience and asset templates, generate content, and activate ads to supported social media platforms, they have no user administration privileges.
- **Editors** create and upload marketing campaign assets, generate experiences, request content review and approval, publish approved drafts of content, and activate ads to supported social media platforms. After an Editor uploads an asset to GenStudio or creates and publishes an experience to GenStudio Content, all GenStudio users can access and use it.
- **Collaborators** view and approve content and are an essential part of the workflow that ensures that generated content matches the organization's needs and standards.

All GenStudio users are authenticated using Adobe Identity Management Services (IMS) and authorizations are enforced by GenStudio Access Control. For more information about Adobe IMS, please see the [Adobe Identity Management Services Security Overview](#).

## Data encryption

**In Transit:** All data is encrypted in transit over HTTPS using TLS 1.2 or greater.

**At Rest:** Data stored by GenStudio for Performance Marketing is encrypted at rest using AES 256-bit encryption.

# Security architecture and data flows

## Establish brand data flow diagram and narrative

The following example illustrates the data flow for establishing a Brand in GenStudio for Performance Marketing:

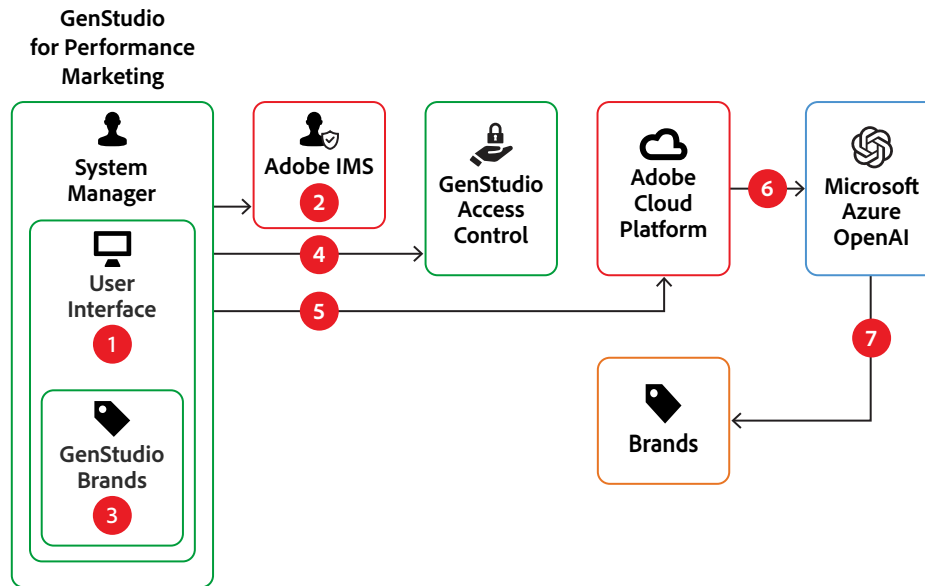


Figure 1: GenStudio for Performance Marketing data flow diagram for establishing a brand

**Step 1:** A GenStudio System Manager opens the GenStudio User Interface using their credentials.

**Step 2:** The GenStudio User Interface authenticates the user with [Adobe Identity Management Services \(IMS\)](#) and checks that the user is entitled to use GenStudio for Performance Marketing.

**Step 3:** The user opens GenStudio Brands in the GenStudio User Interface

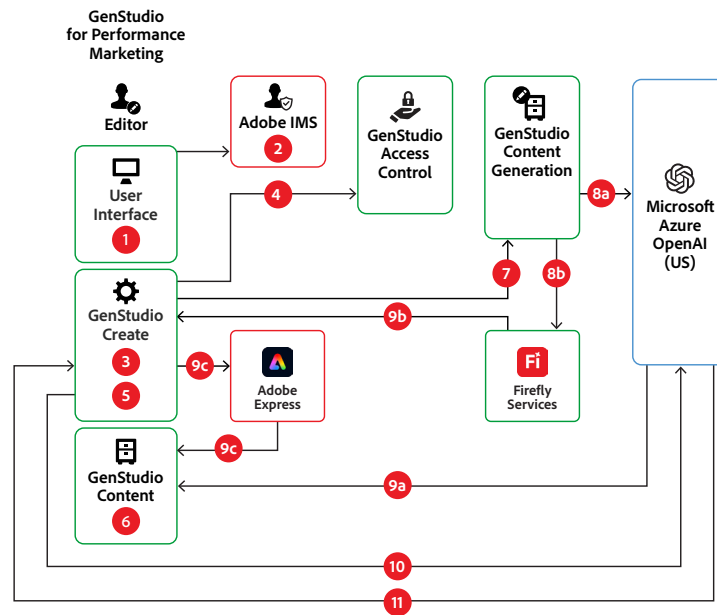
**Step 4:** GenStudio Brands verifies the user's System Manager entitlements with GenStudio Access Control.

**Step 5:** In GenStudio Brands, the user selects "Add Brand" and uploads the organization's brand guideline PDF document/s to the customer's provisioned Adobe Cloud Platform storage. This content is cached for 90 days and then automatically deleted.

**Step 6:** After the user adds the brand guidelines PDF documents, GenStudio for Performance Marketing sends the PDFs to the Azure OpenAI Service along with instructions to extract brand voice, channel, and image guidelines from the PDF document and then stores that information in the customer's provisioned cloud storage.

**Step 7:** Azure OpenAI returns the extracted brand guidelines to GenStudio Brands and saves these to the user-defined Brand.

# Create content data flow diagram and narrative



**Step 1:** A GenStudio Editor opens the GenStudio User Interface using their credentials.

**Step 2:** The GenStudio User Interface authenticates the user with [Adobe Identity Management Services \(IMS\)](#) and checks that the user is entitled to use GenStudio for Performance Marketing.

**Step 3:** The user opens GenStudio Create in the GenStudio User Interface.

**Step 4:** GenStudio Create verifies the user's Editor entitlements with GenStudio Access Control.

**Step 5:** The user selects whether they want to create an experience (e.g., generating an email, Meta, or display ad) or an image using Adobe Firefly.

**Step 6:** If the user wants to create an experience, they select a template from GenStudio Content and optionally select a brand, persona, and product from a drop-down menu. The user may also optionally select one or more images from the library of approved images. Alternatively, if the user wants to generate a new image using Adobe Firefly, the user selects a reference image from those uploaded and stored in GenStudio Content.

**Step 7:** The user then enters a prompt in the text box to inform the marketing objective of the content or image they wish to generate.

**Step 8a:** If the user has selected to create an experience, GenStudio Content Generation sends the prompt along with approved images, brand, personas, and product reference content to the Azure OpenAI Service, which generates four (4) content variations.

**Step 8b:** If the user has selected to create an image, GenStudio Content Generation sends the prompt, parameters, and reference image to Adobe Firefly Services, which generates four (4) image variations.

**Step 9a:** Azure OpenAI sends the content variations to GenStudio Create for review by the user and stores them in GenStudio Content as a "draft" pending human review and approval (See "Review, Approve, and Publish data flow").



**Step 6:** The Editor is notified by email or in-app notification of the Collaborator's comments and approval decision.

**Step 7:** The Editor opens the draft in the GenStudio User Interface.

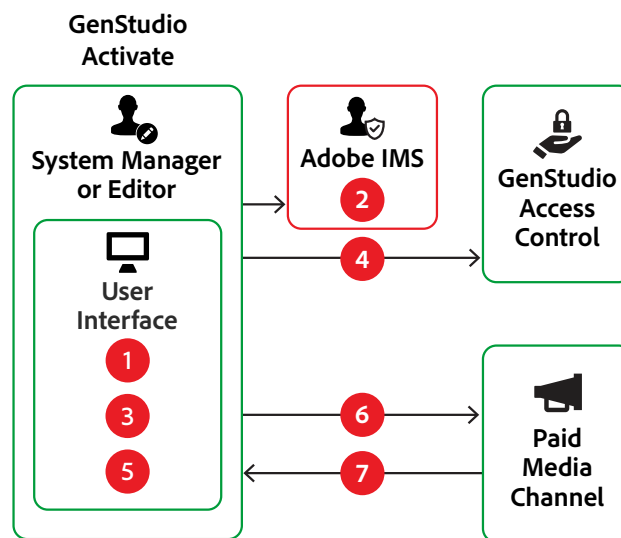
**Step 8:** The GenStudio User Interface authenticates the Editor with [Adobe Identity Management Services \(IMS\)](#) and checks that the user is entitled to use GenStudio for Performance Marketing

**Step 9:** If the draft is approved, the Editor can publish their approved experiences to GenStudio Content and export them for activation. Upon export, GenStudio automatically generates and attaches Content Credentials to the asset. For more information, see the "Content Credentials" section below.

If the draft is not approved by the Collaborator and requires revisions, the review and approval process repeats until the draft is approved and the Editor publishes the approved experiences.

## Activate data flow diagram and narrative

The following example illustrates the data flow for activating published GenStudio for Performance Marketing content to paid media channels:



*NOTE: Before using GenStudio Activate, each paid media channel to which the customer wants to publish content must be connected to GenStudio. For more information, please see [Experience League](#).*

**Step 1:** The GenStudio System Manager opens the GenStudio User Interface using their credentials.

**Step 2:** The GenStudio User Interface authenticates the user with [Adobe Identity Management Services \(IMS\)](#) and checks that the user is entitled to use GenStudio for Performance Marketing.

**Step 3:** The user opens GenStudio Activate in the GenStudio User Interface.

**Step 4:** GenStudio Activate verifies the user's System Manager or Editor entitlements with GenStudio Access Control.

**Step 5:** In the GenStudio Activate, the user selects the paid media channel on which they want to activate an ad using GenStudio for Performance Marketing content. Note: If the user wishes to activate an ad on multiple paid media channels, they must do so for each individual channel. For the most recent list of supported channels and specific information about how to activate an ad on each channel, please see [Experience League](#).

**Step 6:** After the user configures the ad – including image and/or video assets and text copy – in GenStudio for Performance Marketing, GenStudio replaces the original assets with the asset containing Content Credentials, ensuring that every image component embedded in the ad carries its own verifiable provenance. For more information, see the "Content Credentials" section below.

**Step 7:** GenStudio Activate sends the ad configuration to the selected paid media channel.

**Step 8:** When the paid media channel confirms successful publication of the ad, the channel returns an identification number to GenStudio for Performance Marketing and stores it in GenStudio Activate.

## Content Credentials

The Content Credentials signing process uses the brand certificate that is registered as part of the organization's GenStudio for Performance Marketing onboarding, helping ensure all signed assets are cryptographically linked to the brand's verified identity and providing downstream consumers with proof of the content's authorized origin.

- On publish — When the user publishes a draft experience, they will be prompted to opt-in or opt-out to signing the published experience with Content Credentials if the "Brand Signing" setting in the GenStudio Admin Console is toggled "off." If the setting is toggled "on," then all the experiences will be signed with Content Credentials by default. The published experience is signed with the publish date and time and, whenever the experience is exported or activated, the composite image will contain the provenance chain timestamped with the original publish date.
- On draft export — When users export draft experiences from GenStudio, the system automatically signs the exported assets with Content Credentials. Both the composite image and the downloaded image files include a cryptographically signed provenance chain, enabling downstream verification of the asset's origin and creation history. This ensures that exported content maintains its authenticity metadata throughout the distribution lifecycle.
- On email experience approval — Rather than signing a single composite image, GenStudio signs each individual asset used within the email experience. Upon approval, the original asset is replaced with the signed asset, ensuring that every image component embedded in the email carries its own verifiable provenance. This asset-level signing guarantees that Content Credentials are preserved regardless of how email clients render or distribute the final email.

When assets are stored in GenStudio Content for review, GenStudio displays a Content Authenticity Initiative (CAI) icon on all draft experience variant assets that contain Content Credentials. This visual indicator allows reviewers to verify the provenance and authenticity of AI-generated assets directly within the GenStudio Content interface, ensuring transparency in the content creation pipeline.

# GenStudio for Performance Marketing and Azure OpenAI

GenStudio for Performance Marketing currently leverages Microsoft Azure OpenAI for the following actions:

- **Brand, Product, and Persona Extraction** — GenStudio for Performance Marketing extracts brand, product, and persona information from the customer's uploaded PDF document/s and sends this information to Azure OpenAI.
- **Content Generation** — GenStudio for Performance Marketing creates a composite prompt for marketing copy generation from the user's input prompt, selected brand, product and persona references, and captioned information about the media chosen for use in the creation of the digital experience and sends this information to Azure OpenAI with instructions to generate the desired text copy.
- **Brand Validation** — GenStudio for Performance Marketing sends generated copy as well as previously defined brand guidelines to Azure OpenAI to conduct a brand check.

Adobe has disabled logging in Azure OpenAI, helping ensure that Microsoft does not collect or review any data sent for processing to Azure OpenAI. Adobe does not use any customer data to train or fine-tune the Azure OpenAI Service.

## Content filtering

GenStudio for Performance Marketing augments Azure OpenAI's content filter with an additional custom content filter to help ensure the output adheres to [Adobe's Experience Cloud Generative AI User Guidelines](#). GenStudio analyzes user prompts to prevent processing harmful content. By default, Adobe has set Abuse Monitoring to OFF and Content Filtering to ON in Azure OpenAI.

## 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 Adobe's generative AI solutions, see the [Generative AI Built for Business solution brief](#). For the latest security testing results, see the [Adobe Security Testing Report for GenStudio for Performance Marketing](#) (NDA required).

## Data ingestion and retention

Adobe GenStudio for Performance Marketing stores the following content uploaded by the customer in a customer-specific Adobe storage location to inform on-brand content generation and insights.

- Brand guidelines
- Campaigns, products, personas, draft content, templates, approved experiences, and assets

- Insights data, content and attributes

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

Customers can access data stored within GenStudio Brands, GenStudio Products, GenStudio Personas, and GenStudio Campaigns, and the input and output of the Create Content functionality, until the expiration or termination of the license term.

Customers can access data stored within GenStudio Insights for 13 months after importing it into the functionality.

For customers using GenStudio Activate to connect to one or more paid media channels, GenStudio for Performance Marketing imports the most recent six (6) months of historical data from the connected account/s to enable immediate access to analyze trends, evaluate performance, and make informed decisions. GenStudio Activate retains channel data for 13 months, which includes the six months of data ingested upon initial connection.

## Data usage

Adobe uses customer usage information (i.e., how the customer's users interact with the product) to provide the customer with GenStudio for Performance Marketing services and to understand product and service usage.

In customer support scenarios, Adobe may analyze user prompts, review prompt analysis results, and assess brand validation results.

With the customer's agreement, Adobe may use customer content and customer data to improve the product's capabilities, including to improve output content quality and alignment with prompts and to improve brand compliance. Customer content and customer data are not used to train or fine-tune Adobe generative AI models.

Adobe does not use any customer data to train or fine tune the Azure OpenAI Service. Adobe does not recommend uploading content or data that contains personally identifying information (PII) into GenStudio for Performance Marketing.

## Data processing and storage locations

GenStudio for Performance Marketing is hosted in the data centers of trusted and certified Adobe cloud hosting partners in the U.S., EMEA, and APAC. The specific data center region or location is determined by the customer's location upon provisioning of the application. Customer data is logically isolated across customers.

Due to the nature of the GenStudio application's reliance on multiple Adobe technologies, each of which is hosted in different data centers of leading cloud providers, please consult your Adobe representative for the most current information.

# Questions?

If you have any additional questions about the security posture and capabilities of GenStudio for Performance Marketing, please contact your Adobe account manager. For all other questions about Adobe's security programs and processes and compliance certifications, please see the [Adobe Trust Center](#).

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