



SECURITY FACT SHEET

Adobe GenStudio for Performance Marketing

November 2024



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, 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, image guidelines) as well as channel guidelines that inform the creation and validation of brand-aligned content for the supported digital channels.
- **GenStudio Create** — Combines the user's prompt with the brand, persona, and product elements if selected by the user to create the desired marketing content using Azure OpenAI for text 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** — Organizing structure for 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 Products** — Includes elements of a specific product, such as descriptions, value propositions, and messaging preferences, to create a cohesive product representation that informs generated content.

- [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.

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 in 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 as well as to add experience and asset templates, and to generate content, they have no user administration privileges.
- **Editors** create and upload marketing campaign assets, generate experiences, request content review and approval, and publish approved drafts of this content in GenStudio. 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

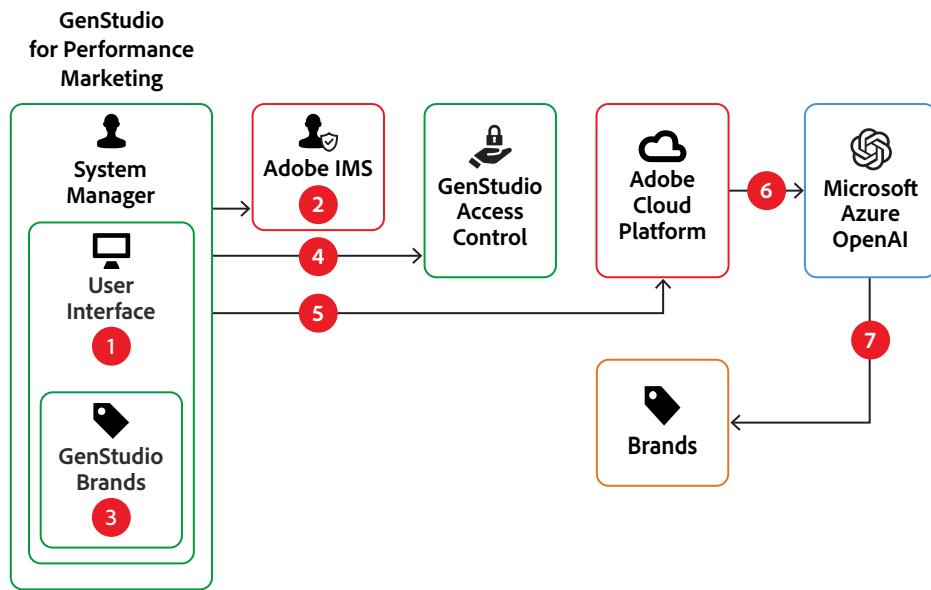
In Transit: All data is encrypted in transit over HTTPS using TLS 1.2 or greater.

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:



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

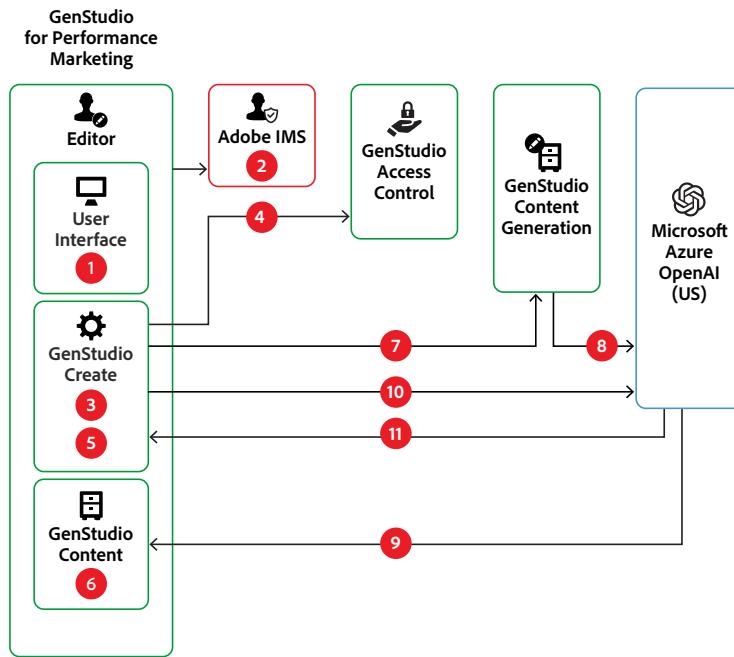
Step 4: GenStudio Brands verifies the user's System Manager entitlements with GenStudio Access Control.

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 from email, Meta, or display ad as the target channel for their assets.

Step 6: The user then selects a template from GenStudio Content and optionally selects 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.

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

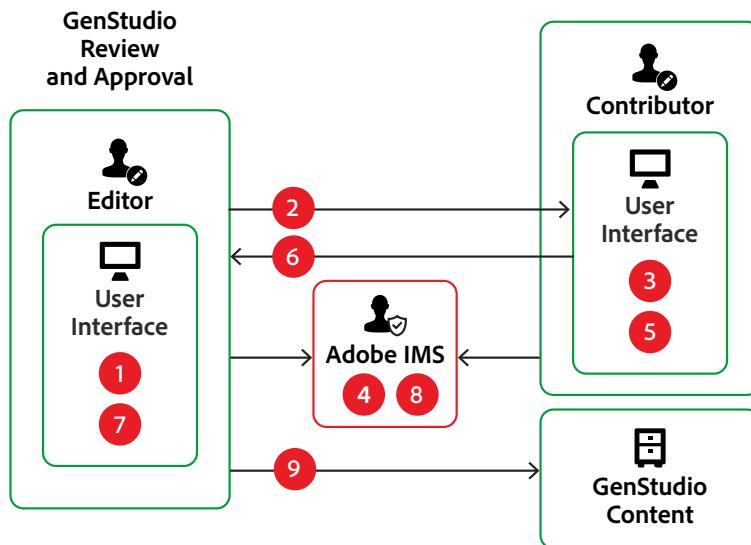
Step 8: GenStudio Content Generation sends the prompt along with approved images, brand, personas, and product reference content are sent to Azure OpenAI Service to generate four (4) content variations.

Step 9: 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 10: Concurrently, GenStudio Create sends the content variations and user-defined Brand back to Azure OpenAI to conduct a brand check, which results in a score (in percentage) representing how closely the generated variations adheres to the brand guidelines.

Step 11: This score is returned to GenStudio Create for review by the Editor.

Review, Approve, and Publish Data Flow Diagram and Narrative



Step 1: The Editor submits the selected variations for approval in GenStudio Review and Approval.

Step 2: GenStudio Review and Approval sends an email or in-app notification of the approval request to a user with Collaborator credentials.

Step 3: The Collaborator opens the draft for approval in the GenStudio User Interface.

Step 4: The GenStudio User Interface authenticates the Collaborator with [Adobe Identity Management Services \(IMS\)](#) and checks that the user is entitled to use GenStudio for Performance Marketing,

Step 5: The Collaborator adds comments in the draft and either approves the draft or returns the draft to the Editor for revisions.

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. 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.

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. 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.

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 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, please see the [Generative AI Built for Business solution brief](#).

Data 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.

Data Usage

Adobe uses customers' usage information (how customers' employees interact with the product) to provide customer with the services, and understand product and service usage.

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

With 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 prompt and to improve brand creation. Customer content and customer data are not used to train or fine-tune Adobe generative AI models.

No customer content is used to train or fine-tune Azure OpenAI.

Data Processing and Storage Locations

Adobe Identity Management Services (IMS)

Regardless of the geographic location of the customer, all identity data is stored in multi-region, load-balanced, cloud infrastructure providers with data centers located in North America, Europe, and APAC. Identity data is replicated across all data centers for reliability reasons. All identity data is secured at-rest using AES-256-bit encryption in compliance with the Adobe Common Controls Framework (CCF) and meets our internal policies for encryption and storage of sensitive data.

GenStudio for Performance Marketing and Azure Open AI Service Hosting 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.

Microsoft hosts the Azure OpenAI Service in Microsoft Azure data centers. For location information, please refer to the [Azure geographies](#) page.

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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