



Adobe Announces New Sensei GenAI Services to Reimagine End-to-End Marketing Workflows

Adobe 全新 Sensei GenAI 服務重塑端對端營銷

工作流程

- Adobe Sensei GenAI will leverage multiple large language models (LLMs) including Microsoft Azure OpenAI Service and FLAN-T5 within Adobe Experience Platform, depending on unique business needs
- Adobe Sensei GenAI 將根據獨特的業務需求在 Adobe Experience Platform 中利用多種型語言模型 (LLM)，包括 Microsoft Azure、OpenAI Service 和 FLAN-T5。
- Adobe Firefly—Adobe's new family of creative generative AI models first focus on image generation and text effects—will be integrated into Adobe Experience Cloud for businesses to generate content designed to be safe for commercial use
- 首次發佈着重圖像生成和文字效果能力的 Adobe 全新創意生成式 AI 模型集 Adobe Firefly，將整合至 Adobe Experience Cloud 以供企業產出安全可用的商用內容。
- Adobe unveiled the first set of Sensei GenAI services in Adobe Experience Manager, Adobe Journey Optimizer, Adobe Customer Journey Analytics, Marketo Engage and Adobe Real-Time Customer Data Platform—powering use cases from content personalization and editing, to marketing copy generation and conversational experiences
- Adobe 在 Adobe Experience Manager、Adobe Journey Optimizer、Adobe Customer Journey Analytics、Marketo Engage 和 Adobe Real-Time Customer Data Platform 中推出首套 Sensei GenAI 服務，支援內容個人化和編輯、行銷文案生成及對話式體驗等使用情境。

LAS VEGAS — March 21, 2023 — Today, at Adobe Summit - the world's largest Digital Experience Conference - Adobe (Nasdaq:ADBE) announced generative AI innovations across Adobe Experience Cloud that will redefine how businesses deliver customer experiences.

香港—2023年3月22日—Adobe (Nasdaq:ADBE) 昨日在全球最大的數碼體驗大會 Adobe Summit 上發表了 Adobe Experience Cloud 的生成式 AI 創新技術，可望重塑企業提供客戶體驗的方式。

For more than a decade, Adobe has delivered hundreds of intelligent capabilities through Adobe Sensei within its enterprise applications to enable customers to work and collaborate in new ways. Bringing generative AI capabilities into Adobe's clouds is the next evolution of Adobe's AI-driven innovation, providing businesses with unprecedented speed and productivity. In Adobe Experience Cloud, customers will be able to move seamlessly between Sensei GenAI services and existing features, right within their workflows.

過去十多年來，Adobe 透過 Adobe Sensei 在其企業應用程式中提供了數百種智能功能，讓客戶能以全新方式工作和協作。將生成式 AI 功能導入 Adobe 雲端是 Adobe AI 創新技術下一個演變，可望為企業提供前所未有的效率和生產力。客戶將能在工作流程中在 Adobe Experience Cloud 的 Sensei GenAI 服務和現有功能間無縫切換。

"Adobe has a long history of unlocking AI as a co-pilot for marketers, and we have a vision for generative AI that covers the full lifecycle of customer experience management, with the enterprise-grade security and data governance that our customers expect." said Amit Ahuja, senior vice president, Digital Experience Business, Adobe. "Business growth is driven by customer experiences, and generative AI is a transformative, foundational technology that will impact every aspect of how brands connect with their customers."

Adobe 數碼體驗高級副總裁 Amit Ahuja 表示：「長久以來，Adobe 一直專注於開發 AI 技術，以輔助行銷人員的工作。我們對生成式 AI 的願景涵蓋了完整的客戶體驗管理生命週期，同時兼具符合客戶期望的企業級安全性和資料治理能力。業務增長由客戶體驗驅動，而生成式 AI 是深具變革的基礎技術，可望影響品牌觸及客戶的各個層面。」

With Sensei GenAI, marketers and other customer experience teams will have a co-pilot to help increase their productivity without having to increase their workload. Powerful new features will first be natively integrated in applications including Adobe Experience Manager, Adobe Journey Optimizer, Adobe Real-Time Customer Data Platform, Customer Journey Analytics and Marketo Engage, supporting use cases from planning and asset creation to personalization and customer journey management. Teams will have full creative control in ensuring content and experiences are on-brand, and insights from Adobe will help them understand what resonates with customers.

有了 [Sensei GenAI](#)，行銷人員和其他客戶體驗團隊將有如多了副手來幫助他們提高生產力，而且無需增加工作量。強大的新功能將率先原生整合至 Adobe Experience Manager、Adobe Journey Optimizer、Adobe Real-Time Customer Data Platform、Customer Journey Analytics 和 Marketo Engage 等應用程式，支援從規劃和資產創建到個人化和客戶歷程管理等使用情境。團隊可完整掌控創意，以確保內容和體驗符合品牌精神，而 Adobe 的見解將幫助他們了解引起客戶共鳴的關鍵。

Adobe Firefly Powers Image Generation in Adobe Experience Cloud

Adobe Firefly 為 Adobe Experience Cloud 圖像生成提供支援

Adobe will bring Firefly, a new family of creative generative AI models, directly into Adobe Experience Cloud. Adobe's first model, trained on Adobe Stock images, openly licensed content and public domain content where copyright has expired, will focus on images and text effects and is designed to generate content safe for commercial use. With Firefly, producing limitless variations of content and making changes, again and again — all on-brand will be quick and simple. In the future, marketers will be able to also train Firefly on the brand's own collateral, generating content that reflects the brand's style and design language.

Adobe 將在 Adobe Experience Cloud 直接導入新的創意生成式 AI 模型集 Firefly。Adobe 第一個模型利用 Adobe Stock 影像、公開授權內容和版權已過期的公共領域內容進行訓練，將聚焦影像和文字效果，用來產生可安全使用的商用內容。有了 Firefly，行銷人員能輕鬆快速地製作無限版本的內容和反覆進行更改，且一切都符合品牌形象。行銷人員未來還可運用品牌本身的宣傳品訓練 Firefly，產出反映品牌風格和設計語言的內容。

In Adobe Experience Manager (AEM) Assets—the number one digital asset management system used by businesses to manage their library of images, videos, and other content—brands can use Firefly to greatly accelerate content development and drive massive efficiency gains. Adobe Express with Adobe Firefly will be integrated directly into AEM Assets and enable teams to instantly change image components such as colors, objects, and scenery, while automatically generating variations for channels such as web, mobile and email. Firefly will help accelerate brands' content supply chains, powering wide-scale personalization efforts.

Adobe Experience Manager (AEM) Assets 是企業用來管理圖像、影片和其他內容資料庫的、首屈一指的數據資產管理系統。品牌可在其中使用 Firefly 大大加快內容開發速度，大幅提升效率。內建 Adobe Firefly 的 Adobe Express 將直接整合至 AEM Assets，讓客戶團隊能即時修改色彩、物件和佈景等影像部分，同時還能自動針對網頁、流動裝置和電子郵件等渠道產生不同內容。Firefly 將有助於加速品牌的內容供應鏈，支援大規模的個人化。

A retailer for instance, can take images from a photoshoot and create infinite variations (different colors, textures) for use in e-commerce. In media and entertainment, teams will be able to use Firefly to automatically generate hundreds of content variations needed to market new films and TV series. And with new innovations in Adobe Experience Manager, brands will have powerful insights on attributes (colors, objects, copy) that resonate most with consumers, a necessary feedback loop to ensure generative AI-powered content is driving business results.

例如，零售業者可從拍攝的照片中擷取影像，並針對電子商務用途做出無限變化（不同的顏色、紋理）。媒體和娛樂業方面，團隊將可利用 Firefly 自動產生內容的數百種變化，用以宣傳新電影和電視劇。透過 Adobe Experience Manager 的全新創新技術，品牌將可獲得深刻見解，了解哪些屬性（顏色、物件、文案）最能引起消費者的共鳴，如此不可或缺的反饋循環可確保 AI 支援生成的內容有助於業績成長。

Generative AI Capabilities Powered by LLMs in Adobe Experience Platform

Adobe Experience Platform 中由多種語言模型支援的生成式 AI 功能

Sensei GenAI will enable brands to instantly generate and modify text-based experiences across any customer touchpoint and leverage different large language models (LLMs) including ChatGPT through the Microsoft Azure OpenAI Service and FLAN-T5. The selection will align with the unique needs of each business, stemming from brand guidelines, product vocabulary and customer insights.

運用 Microsoft Azure OpenAI 服務和 FLAN-T5 等不同的大型語言模型（LLM），Sensei GenAI 將讓品牌能立即生成和修改任何客戶接觸點上以文字為基礎的體驗，且這些體驗將會符合公司的獨特需求，從品牌方針、產品特定詞彙到客戶洞見。

These innovations are anchored in Adobe Experience Platform (AEP), which brings customer data and content together across an organization under one common language model. This rich data set allows brands to train generative AI models on proprietary and comprehensive customer insights, fine tuning the output for brand-specific use cases.

這些創新技術以 Adobe Experience Platform (AEP) 為基礎，而 AEP 將企業的客戶資料和內容匯集在統一的通用語言模型下。豐富的資料集讓品牌能根據專屬且全面的客戶洞見來訓練生成式 AI 模型，微調品牌特定使用情境的輸出。

Sensei GenAI services will transform how brands interface with Adobe applications, and how they connect with their customers:

Sensei GenAI 服務將改變品牌與 Adobe 應用程式的連接方式，以及品牌與客戶建立關係的方式：

- **Marketing Copy Generation:** In Adobe Journey Optimizer—built on AEP and used to orchestrate omnichannel experiences—brands can tap Sensei GenAI to instantly create message variations for consumer touchpoints such as email and mobile messaging, quickly editing and rephrasing copy by selecting tone of voice and identifying key words. Brands can also modify copy on their websites via AEM Sites, a crucial digital front door in a growing digital economy.
- **營銷文案生成：**在以 AEP 為基礎、用於規劃全渠道體驗的 Adobe Journey Optimizer 中，品牌可利用 Sensei GenAI 即時針對電子郵件和手機短訊等消費者接觸點打造不同版本的訊息，選擇適合的語氣快速編輯和改寫文案，並找出關鍵字。品牌還可透過 AEM Sites 修改官網上的文案，AEM Sites 是蓬勃發展的數碼經濟中至關重要的數碼前哨站。
- **Conversational Experiences:** In Marketo Engage, the marketing automation solution-of-choice for some of the world's biggest business-to-business (B2B) brands including Cisco, Microsoft, IBM, Accenture, NVIDIA, Honeywell and ServiceNow, Sensei GenAI will power Dynamic Chat and provide B2B brands a powerful new interface to engage prospects who visit their digital properties and summarize interactions for when account leads re-engage.
- **對話式體驗：**Marketo Engage 是 Cisco、Microsoft、IBM、Accenture、NVIDIA、Honeywell 和 ServiceNow 等部分全球最大 B2B 品牌的首選營銷自動化解決方案。Sensei GenAI 將在 Marketo Engage 中支援 Dynamic Chat，並為 B2B 品牌提供強大的全新介面以吸引瀏覽其數碼資產的潛在客戶，並在潛在客戶重新瀏覽時概述以往的互動經歷。
- **Audience and Journey Creation:** The Adobe Real-Time Customer Data Platform—built on AEP and used to build real-time customer profiles—will leverage Sensei GenAI to automatically create rich audience segments that provide incredible precision for personalization campaigns, delivered to millions of customers. With Adobe Journey Optimizer, brands can simulate these experiences as they happen across online and offline channels, with real-time insights on next-best offers and touchpoints for consumers. And with the Playbooks capability, teams can leverage out-of-the box templates to ideate and test different journeys via natural language, shortening the time it takes to deliver new customer experiences.
- **受眾和旅程建立：**Adobe Real-Time Customer Data Platform 以 AEP 為基礎，用於建構即時客戶檔案。它將利用 Sensei GenAI 自動建立豐富多樣的受眾區隔，為針對數百萬客戶的個人化行銷活動帶來驚人無比的精確度。透過 Adobe Journey Optimizer，品牌可模擬線上和線下渠道發生的體驗，即時掌握消費者下個最佳促銷優惠和接觸點。此外，Playbooks 功能也讓團隊可透過獨特的範本，利用自然語言構思來測試不同的顧客旅程，進而縮短提供新客戶體驗的時間。
- **Caption Generation:** Customer Journey Analytics (CJA) is used by brands to uncover insights on the overall customer experience. Built on AEP, CJA brings together cross-channel insights and enables teams to see where consumers hit roadblocks or uncover engagement opportunities. To help brands answer questions with greater speed, Sensei GenAI will power intelligent captions in CJA. For visualizations such as cohort tables and fallout charts, brands will instantly receive text-based descriptions on key takeaways.
- **生成文字說明：**品牌可使用 Customer Journey Analytics (CJA) 來發掘整體客戶體驗相關見解。CJA 以 AEP 為建構基礎，匯集了跨渠道的洞見，讓團隊能掌握消費者的障礙，或發現互動的機會。為幫助品牌更快速

獲得問題的答案，Sensei GenAI 將支援 CJA 的智能文字說明功能。針對同類群組報表和流失圖等視覺化工具，品牌亦可立即收到文字版的關鍵內容摘要。

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