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Adobe Brings AI Agents to Adobe Experience Cloud for Businesses to Deliver on the Promise of a Unified Customer Experience

- **Adobe announced new capabilities in Adobe Experience Cloud that will leverage AI agents to deliver highly personalized and seamless customer experiences across every touchpoint.**
- **A new AI-first module in Adobe Journey Optimizer will enable businesses to identify high-impact opportunities and optimize omnichannel performance, and a new Adobe Experience Manager offering will drive web performance through automated issue diagnosis and recommendations.**
- **Adobe introduced innovations for enterprise B2B teams, including AI agents for account orchestration, AI-powered content creation and actionable customer journey insights.**

New Delhi, India — March 20, 2025 — At Adobe Summit—the flagship digital experience conference – Adobe (Nasdaq: ADBE) announced new Adobe Experience Cloud offerings for businesses to deliver customer experiences that are differentiated and highly personalized across every touchpoint. Providing a seamless, unified customer experience is key to driving and building brand loyalty in a competitive environment, but businesses are challenged with disjointed workflows across data, content and customer journeys.

Adobe unveiled powerful capabilities that deliver actionable and comprehensive data insights through purpose-built AI agents that power a unified customer experience, with tools to orchestrate engaging experiences across different channels. These innovations are powered by Adobe's AI Platform, which unites AI agents and models across Adobe. This includes AI agents from third-party ecosystems, commercially safe Firefly models and secure third-party models, and first-party data insights—infused into Adobe applications. This comes to life in Adobe Experience Platform, which brings together customer experience data, CX language models and AI Agent orchestration. Adobe is unifying marketing and creativity through its AI platform to deliver personalized experiences at scale.

"Delivering a unified customer experience requires a much more agile and streamlined operation that solves real customer pain points, which can often be resource and time constrained," said Amit Ahuja, senior vice president, Digital Experience Business, Adobe. "Adobe is uniquely positioned to help brands meet this moment, with deep expertise in unifying AI, data and content production workflows to execute the right digital experiences with precision, while uncovering unseen problems."

Adobe Experience Cloud, a cloud-based suite of analytics, targeting, journey orchestration and content management services, enables brands to move from passive management of customer engagement to active orchestration of AI-powered experiences. Leading brands, including The Coca-Cola Company, Coles, Delta Airlines, Eli Lilly & Company, General Motors, HDFC Bank, Henkel, The Home Depot, Major League Baseball, Marriott International, NVIDIA, PGA TOUR, Sony PlayStation TSB Bank, Ulta Beauty, U.S. Bank, Qualcomm and others, rely on Adobe Experience Cloud to power their digital business, driving workflows across the planning, compiling and delivery of impactful and personalized customer interactions.

New Adobe Journey Optimizer Experimentation Accelerator

Built on Adobe Experience Platform (AEP)—the content, data and journeys platform that powers Adobe Experience Cloud and provides a single view of customers across every channel—Adobe Journey Optimizer (AJO) Experimentation Accelerator is a new AI-first module in AJO that helps growth and experimentation teams identify and act on high-impact opportunities—pinpointing winning strategies that improve omnichannel performance and results.

The new Experimentation Agent will automatically analyze trends, learnings and best practices from previous and active experiments, producing actionable insights and testing recommendations based on the highest ranked probability of impact. The AI agent is built on Adobe Experience Platform Agent Orchestrator, which helps businesses manage and orchestrate AI agents from Adobe and third parties.

Teams can then apply recommended experiments within active customer journeys and campaigns in AJO and test activities in Adobe Target. Powered by unified, real-time data in AEP, AJO Experimentation Accelerator enhances the ability to learn and optimize, providing cross-functional teams a single, self-service view of active and historical experiment learnings across key business metrics, performance impact and growth drivers. It democratizes insights to help scale experimentation programs across an organization.

Adobe Experience Manager Sites Optimizer

Part of Adobe Experience Manager (AEM), the leading content management system powering experiences across channels, Sites Optimizer is a new application that enables teams to improve web traffic acquisition and engagement through automated issue diagnosis and solution recommendations—which marketers can implement directly from the application. Now generally available, businesses have been working with the new solution to deliver impactful experiences that drive business goals focused on engagement and conversion, including The Hershey Company (15% increase in organic visibility), PGA TOUR (3 times faster resolution of UX and page performance issues) and Wilson Company (24% higher conversion rate for best-performing optimized variation via A/B testing).

AEM Sites Optimizer is an all-in-one solution that streamlines the entire process of optimizing websites. Through real-time traffic performance monitoring, the new Site Optimization Agent can anticipate, detect and recommend high-impact opportunities. Also built on Adobe Experience Platform Agent Orchestrator, the Site Optimization agent can auto-suggest and generate different brand-compliant content variations—previewed in different landing page options—to drive higher conversion. If a particular web experience is driving lower engagement, or if traffic is being impacted due to an SEO issue such as broken backlinks, the AI agent can identify the issues and propose adjustments. Marketers can then instantly implement suggestions in one click, without needing technical resources.

Additionally, with its integration on Google Merchant Center, users of AEM Sites Optimizer can easily sync product data between their site and product feeds on Google and access performance data and insights from Google to optimize their strategies. This offers brands a more holistic view across their commerce inventory—and the ability to make real-time adjustments that provide the ability to increase online engagement and reach by listing their products on Google.

New capabilities for enterprise B2B Teams

Adobe also announced innovations that transform the orchestration of go-to-market strategies for enterprise business-to-business (B2B) teams. With a unique set of challenges, B2B teams spend a great deal of time identifying and engaging key decision makers with personalized experiences—but disjointed data, technology and teams create inefficiencies and delays. Powered by unified data in Adobe Experience Platform, Adobe Journey Optimizer and Customer Journey Analytics enhancements will provide the solution for B2B teams to bring together data, content and journey orchestration capabilities—and create compelling, results-oriented customer journeys. New offerings include:

- **AI agents for B2B account orchestration:** Adobe introduced AI agents in AJO B2B Edition, helping businesses nurture and close deals faster by optimizing workflows throughout the

entire customer lifecycle. Leveraging first-party sales and marketing data, AI agents can create buying groups, assign roles and surface missing members for high-value lead generation. From there, AI agents can recommend omnichannel journeys for known and missing buying group members, tailored by account and product interest for smarter targeting. AI agents can also streamline collaboration among sales and marketing teams, boosting deal velocity by summarizing buying group engagement, preparing customer meeting briefs, automating tasks such as email follow-ups and flagging alerts including engagement spikes. The Account Qualification Agent, for instance, supports teams by evaluating and advancing new opportunities to build sales pipeline and engage key decision makers.

- **AI-powered content creation:** B2B marketers can take advantage of AI-powered content creation for channels including email, web and paid media, with dynamic personalization capabilities at the individual, account and buying group levels. Native integrations with Adobe Firefly generative AI (including text-to-image capabilities) allow teams to quickly produce high-quality, commercially safe marketing creative. Additionally, Adobe Express is now embedded within AJO B2B Edition and Marketo Engage—the leading AI-powered marketing automation platform—providing teams with access to professionally designed templates and the ability to quickly create, polish or edit marketing content.

- **Actionable customer journey insights:** Coming soon, Adobe Customer Journey Analytics B2B Edition is a new application that will provide cross-functional revenue teams shared insights that foster greater collaboration and alignment in reaching revenue goals. AI-powered insights enable marketers to assess the impact of campaigns against key business metrics, which can include sales pipeline progression, upsell opportunities and customer account health. Teams can access real-time journey insights to further personalize experiences across channels, audiences and content to boost engagement, conversions and accelerate pipeline deals.

- **Reimagined lead & contact journeys:** For individual journeys stemming from inbound interest or lead management strategies, B2B marketers can accelerate nurture initiatives with a new visual journey designer and orchestration engine in Marketo Engage. With this new offering, teams can create intelligent campaigns that leverage an AI agent to guide them in creating and optimizing for lead conversion. Marketo Engage customers benefit from the power of Adobe Experience Platform for data insights, AI agents and other capabilities that are made accessible through the Marketo Engage application.

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