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# EXPERIENCE MAKERS 台灣站

The conference for digital leaders.

## 有影響力的體驗：從內容創作到個人化

Kevin Hsieh | Adobe 數位體驗資深解決方案顧問



# Demand for content to drive personalization is skyrocketing, yet budgets are tightening

1,000 Products



1,000 Assets

25 Assets per product



25,000

375,000

15 Global regions



Millions

of Variations

Thousands of customers & contexts



Increasingly diverse content formats



Video



Still



Copy



3D



AR



# Adobe GenStudio delivers on this vision

*The only end-to-end solution to accelerate your content supply chain while staying on-brand*

## TEAM AGILITY AND SPEED TO MARKET

- Reduce friction
- Automate workflows and handoffs
- Empower marketers
- Enable unified intelligence

## SCALED CREATION WITH GENERATIVE AI

- High-impact content at lightspeed
- Minimize manual tasks
- Automate the production of variations
- Train your own model

## CONTENT ROI AND EFFICIENCY

- Minimize waste
- Optimize resources
- Activate content across channels and journeys
- Gain deep insights on performance

*Maintain control and protect your brand while expanding creation across roles with GenAI*

# Our solution is anchored on modular offerings



## WORKFLOW & PLANNING

*Streamline and orchestrate work*



## CREATION & PRODUCTION

### Creative Productivity

*Supercharge creative teams*

### Marketing Agility

*Empower non-creatives to scale*



## DELIVERY & ACTIVATION

*Power experiences and performance*

