

# Best of Adobe Summit

Hong Kong Edition



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# Impactful Experiences: From Content Creation to Personalisation





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Content demands outpace delivery.

89% of senior executives indicate the **demand for content has significantly increased**. And organizations are struggling to keep up with mounting content demands.

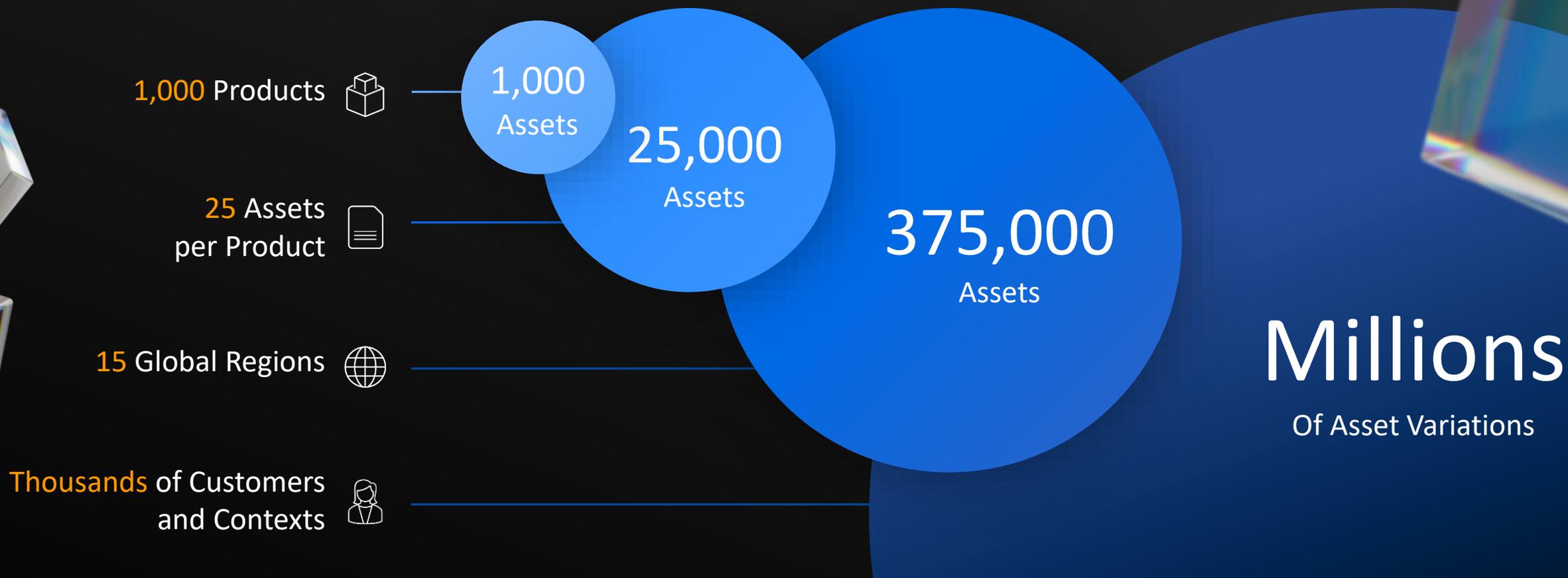
*Adobe 2023 Digital Trends report.*



# HIGH IMPACT EXPERIENCES



# More content than ever is needed to drive experiences



Increasingly diverse media formats



Video



Still



3D



Can I deliver to this new channel?

Where can I find the latest assets?

How do I get this out faster?

How do I get this to my IT team?

How do I personalize the experience?

How can I test my experience?

Why is my site speed poor?

Can I reuse this content?

How do I measure performance?

# Adobe Experience Manager Sites Product Innovations in 2023



## Document-based authoring

Expanded content authoring with native, known tools (e.g., Microsoft Word, Google Docs) to speed content creation



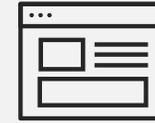
## Unmatched performance

Built-in capabilities that monitor and boost site performance to increase traffic and conversions



## Advanced in-context editing

Simplified, WYSIWYG editing for headless and headful experiences to accelerate content velocity



## Structured content authoring

New UIs for managing and creating structured content for headless experiences at scale

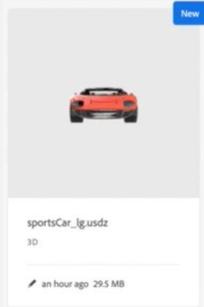


## Content performance

Measure and optimize for the unique attributes of content that resonate with different audiences

# Adobe Experience Manager Assets Product Innovations in 2023

In addition to CC and WF, AEM Assets as a critical foundation of the content supply chain with new with an enterprise grade integration to Adobe Express, native integration to [Frame.io](#) for video, and expanded support for new 3D assets types that maximize team productivity.



Express to save time and make everyone a designer with built in Express templates

Frame.io to accelerate publishing of video content from Frame.io to AEM Assets for management and multi-channel publishing

3D expanded support for new 3D asset types for practical use with 3D immersive utility today and be metaverse ready when the time comes.

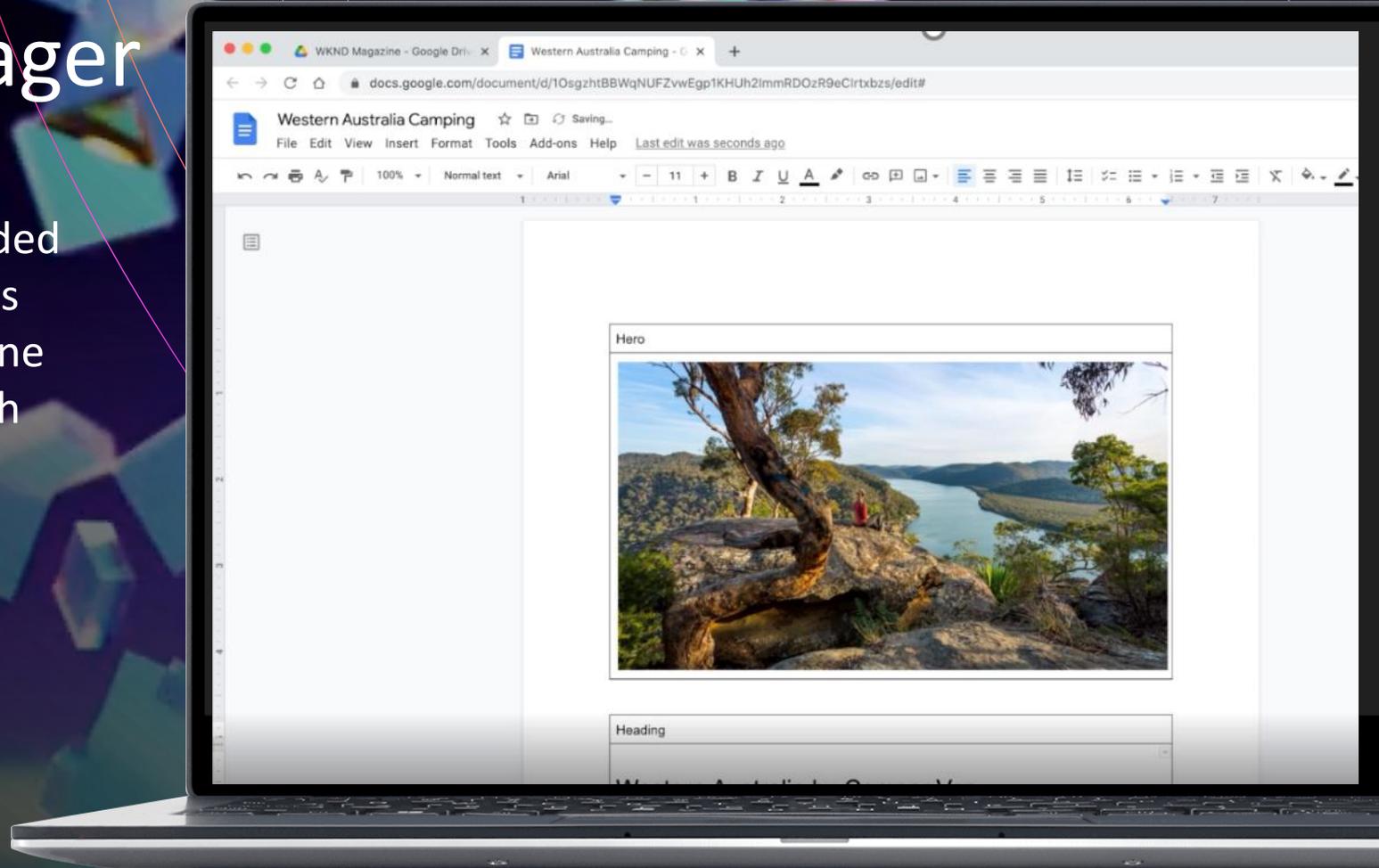
Next Generation Asset Distribution and Delivery that unlocks extreme speed of intelligent rich media delivery with roundtrip insights to power personalization.

Insights and robust dashboards to show asset usage, asset performance against your KPIs and know what characteristics will capture your audience.

Fresh, modern UI with a simplified asset view to empower more users leveraging the DAM

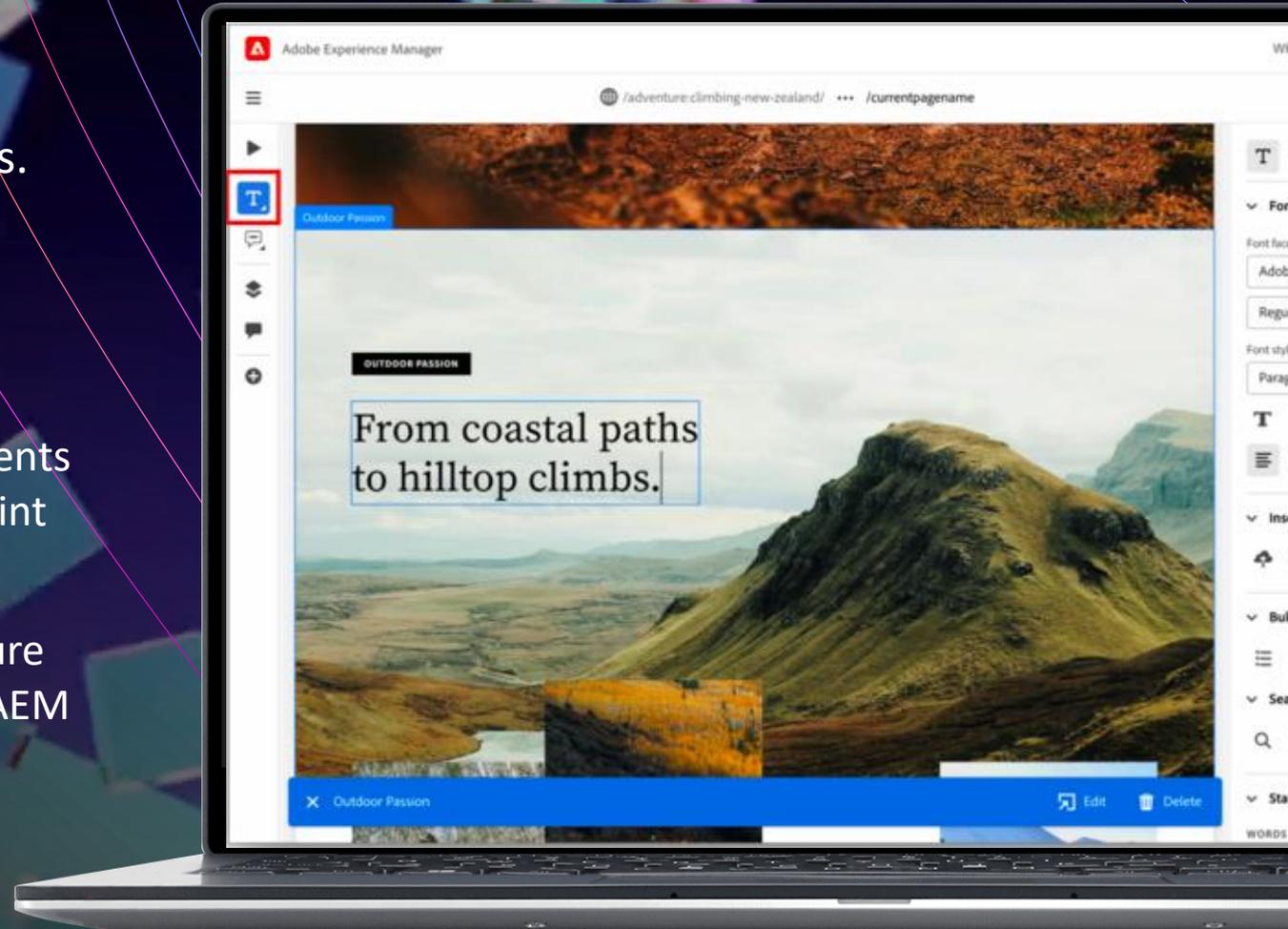
# Next Gen Composability by Experience Manager

Experience Manager - now with expanded authoring - simply done in popular tools like Word - and expanded delivery engine that delivers the fastest experience with highest impact – OOTB.



# Personalization & Headless

- Universal visual editor that enables WYSIWIG editing for ALL headless and headful experiences.
- Headless Adaptive Forms that drives enrollment success across any touchpoint, including apps and chat.
- Personalize content against real-time customer segments from Real-Time CDP to optimize conversion at any point of time.
- Scale personalization across outbound channels. Ensure omnichannel consistency by creating experiences in AEM and delivering via Adobe Journey Optimizer.



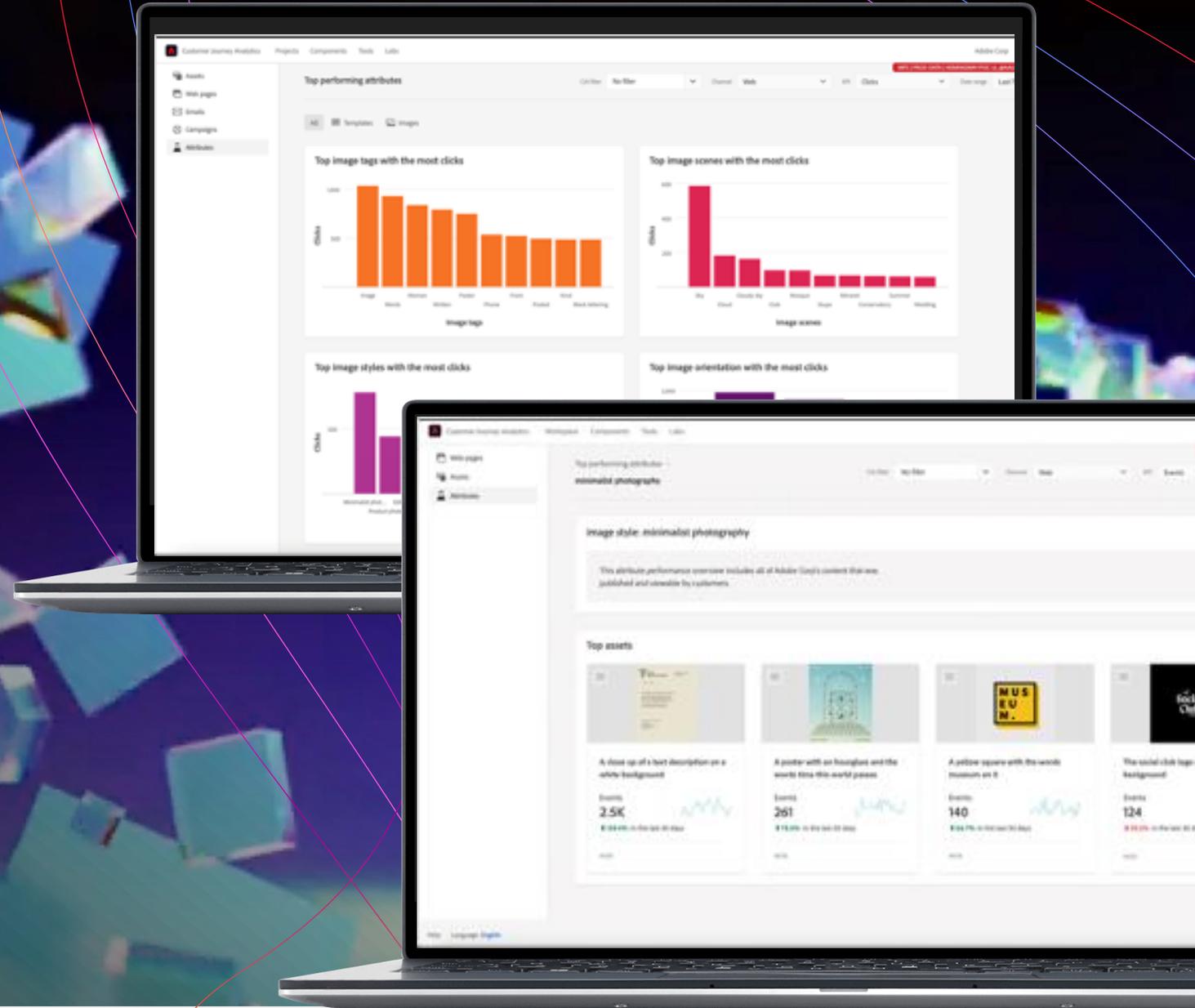
# Rapid development for IT and developers



```
class Operation:
    mirror_mod.use_x = False
    mirror_mod.use_y = True
    mirror_mod.use_z = False
    # ...
    mirror_mod.use_y = False
    mirror_mod.use_z = True
    # ...
    modifier_ob.select=1
    bpy.context.scene.objects.active = modifier_ob
    print("Selected" + str(modifier_ob)) # modifier ob is the active ob
    #mirror_ob.select = 0
    # ...
    # ...
```

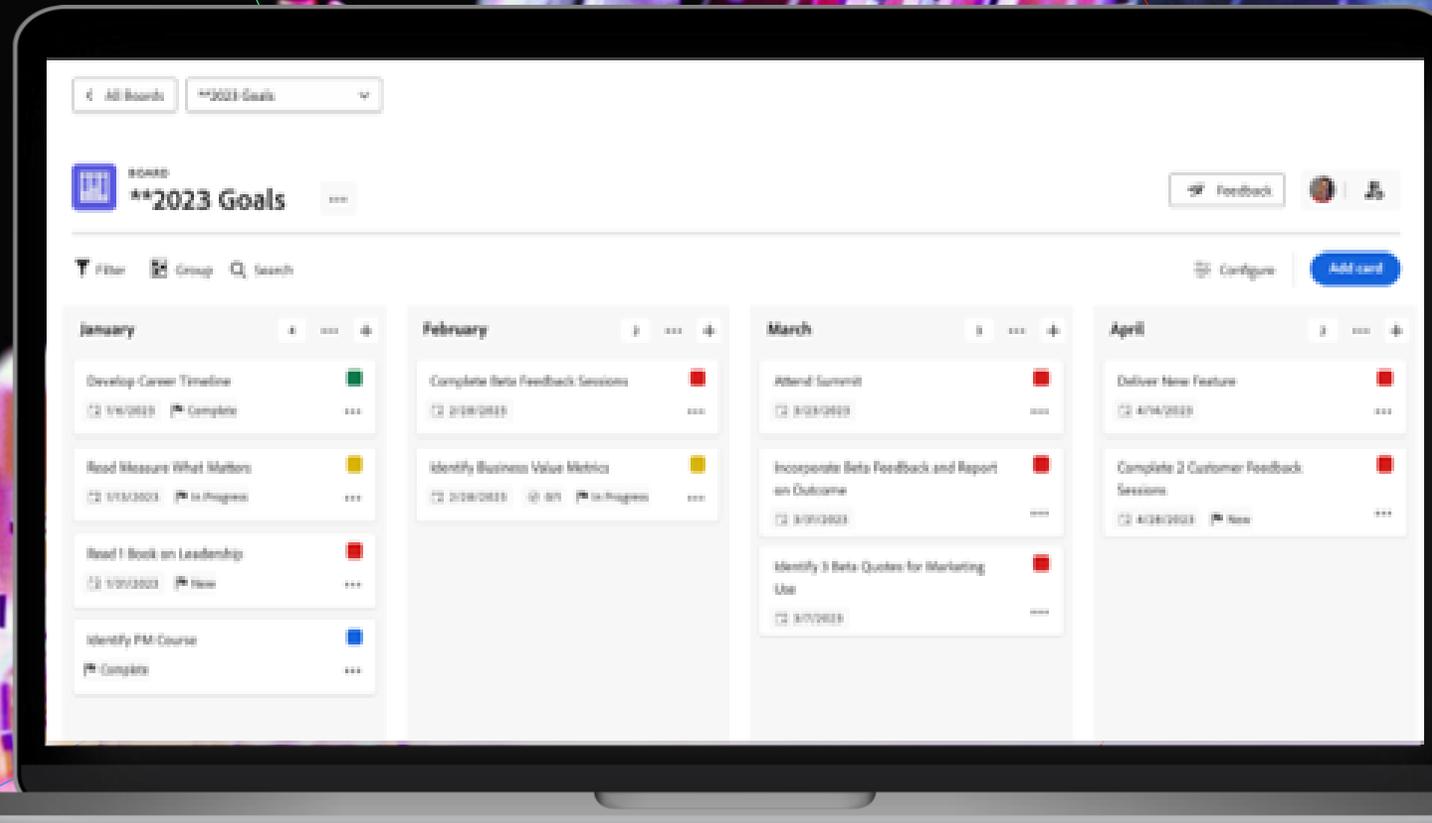
# Content Performance (Project Condor)

- Measure the characteristics of experiences that connect with customers.
- Understand why certain customers respond to certain experiences, and others do not.
- Craft informed content strategies with insight on the types of content that will deliver business impact.



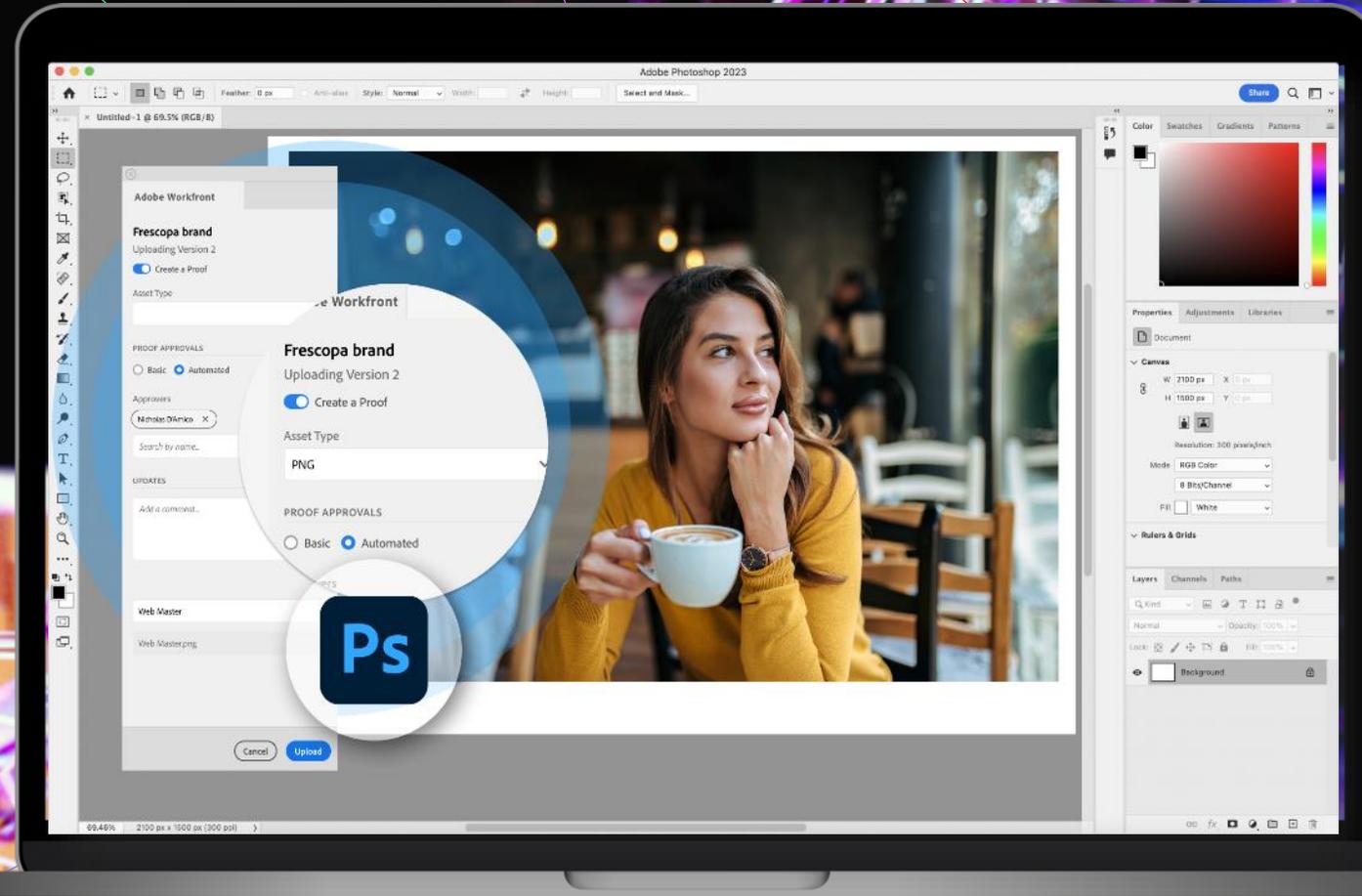
# Streamlining Content Planning and Production

New capabilities to plan  
content projects more  
effectively, manage them to  
budget more easily, and  
pivot with agility to capture  
market opportunity.



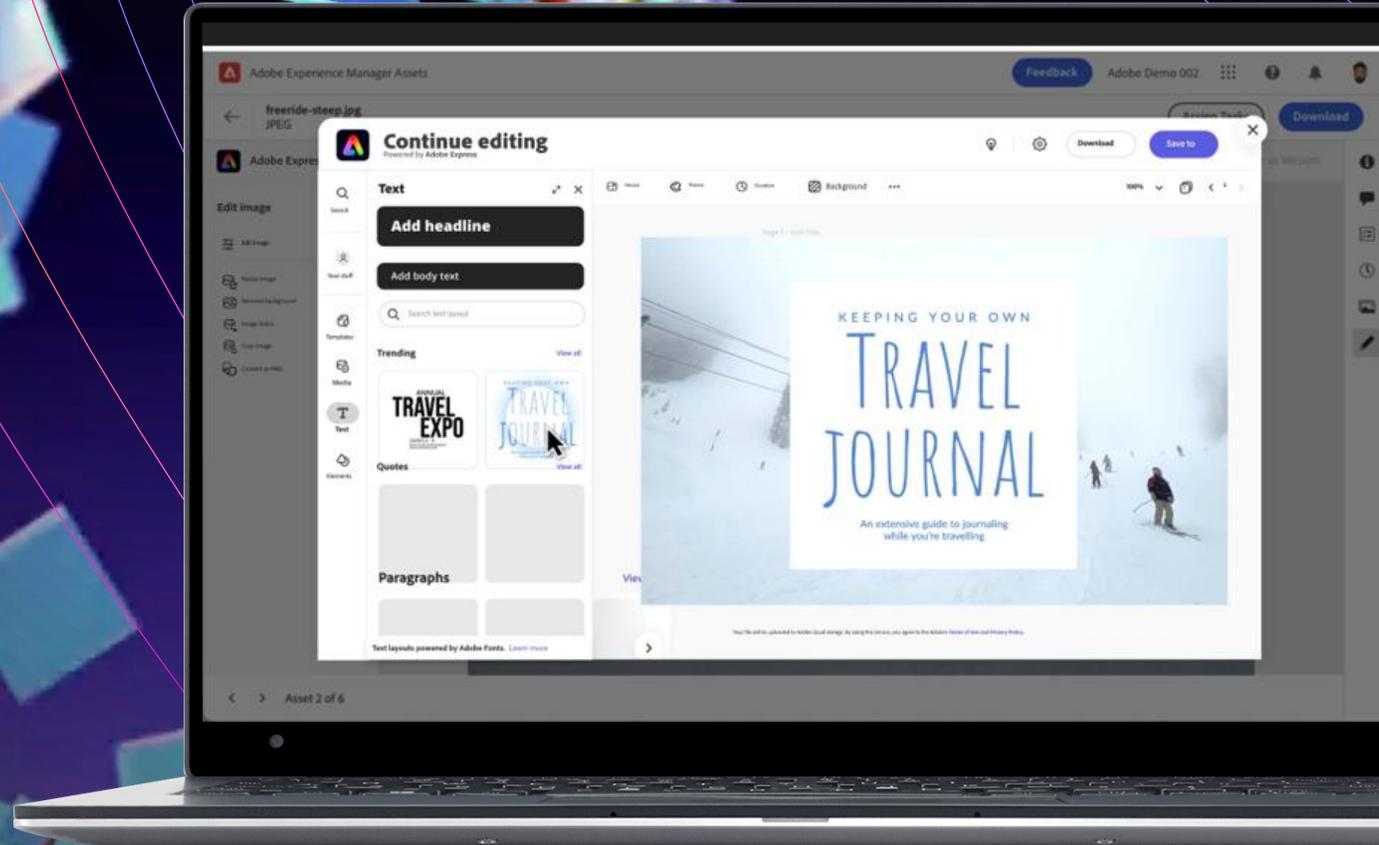
# Integrating Work, Creative, and Asset Management

Cross-cloud integrations that leverage our creative DNA and our marketing technology leadership to fuel personalized experiences at scale.



# AEM Assets + Express & Adobe Sensei GenAI

- Ultra-Fast Content Creation Powered by Adobe Express: Save time and make everyone a designer with built in Express templates in Adobe Experience Manager Assets.
- Easily create content, reuse and repurpose digital assets to create new content, and empower more users to create content.
- Empowers teams to create and iterate, with self-serve content that meets brand and creative standards.



Adobe Experience Manager is a powerful suite of ***composable content services*** that rapidly deliver ***high-impact, personalized experiences*** across any channel; ***unlocking content from all, for all.***

It's Faster. Better. Period.

Thankyou

