

# Best of Adobe Summit

## Hong Kong Edition





**Tony Ng**

Managing Director, Greater China

Adobe



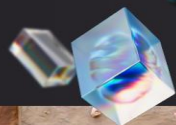
[illegible]

2023



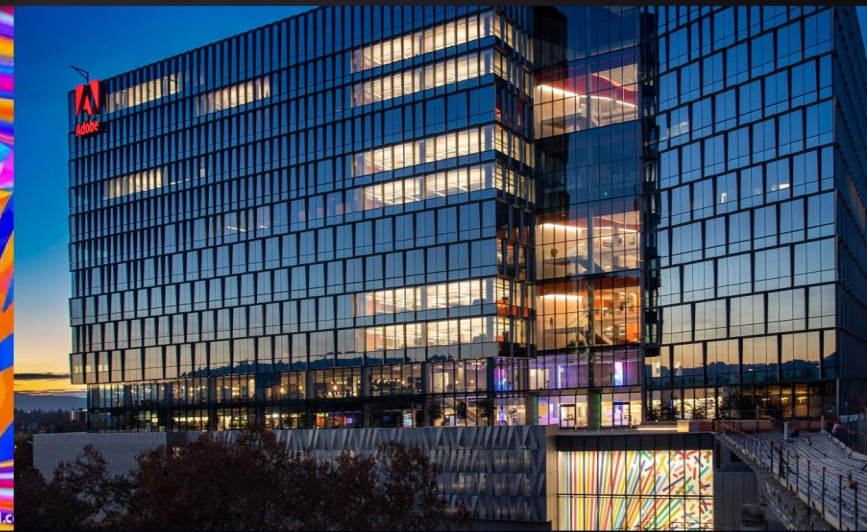


Adobe for All



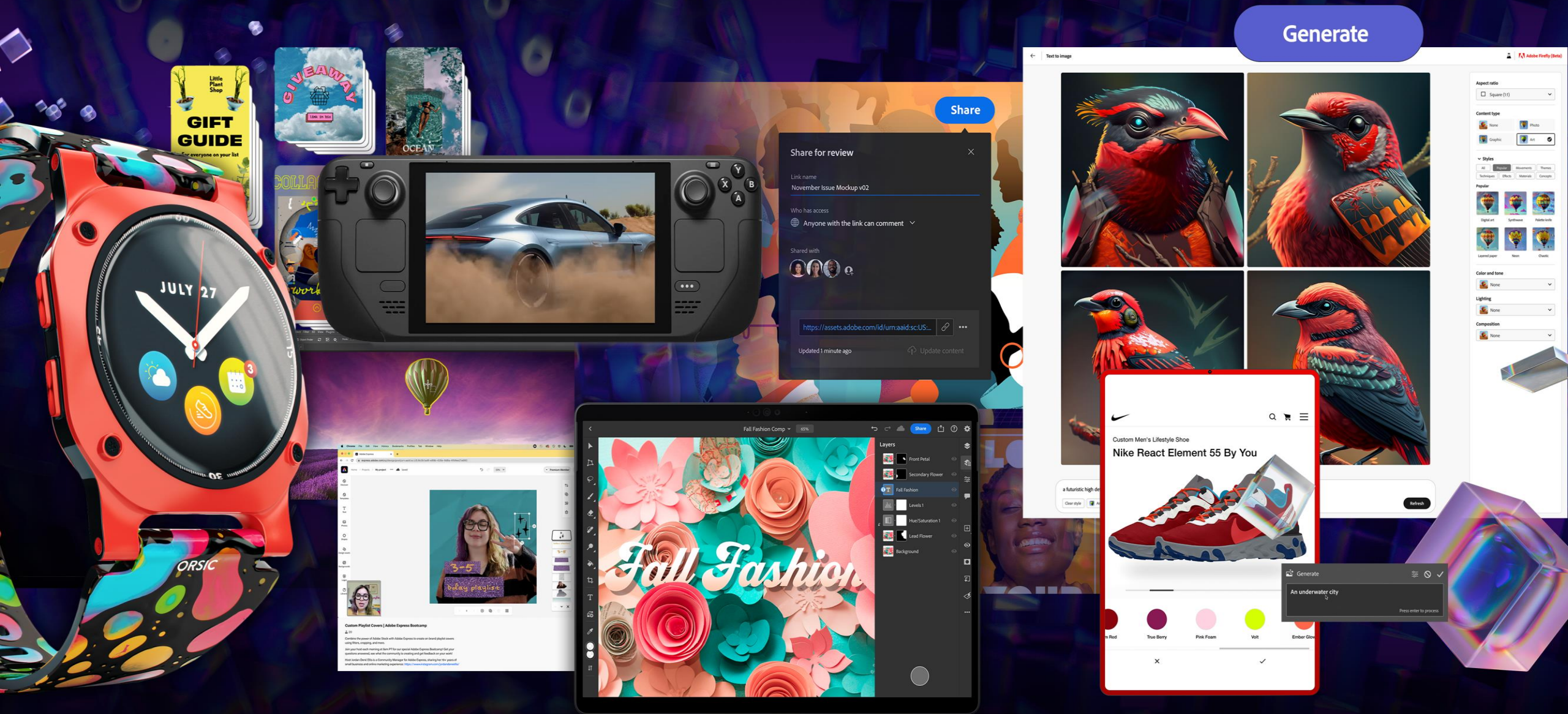
Creativity for All

Technology to Transform





# Digital reshaping how we connect, inspire & engage



Little Plant Shop  
**GIFT GUIDE**  
For everyone on your list

**GIVEAWAY**  
Enter to win

OCEAN



Share

Share for review

Link name

November Issue Mockup v02

Who has access

Anyone with the link can comment

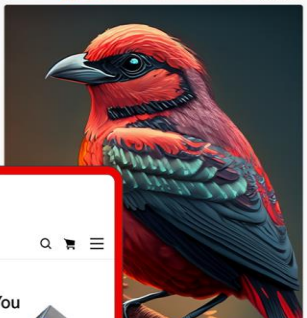
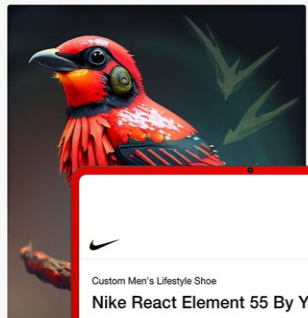
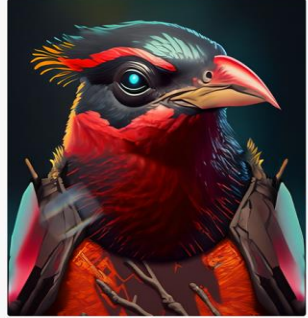
Shared with

https://assets.adobe.com/id/um:aaid:sc:US...

Updated 1 minute ago

Update content

Generate



Aspect ratio  
Square (1:1)

Content type  
None Photo Graphic Art

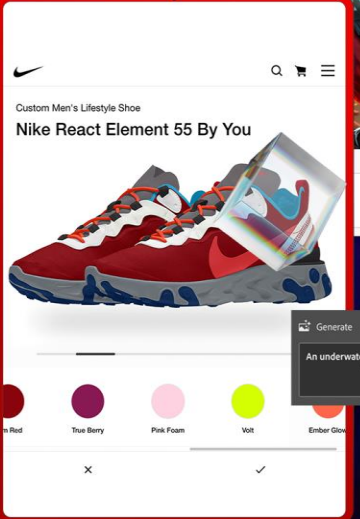
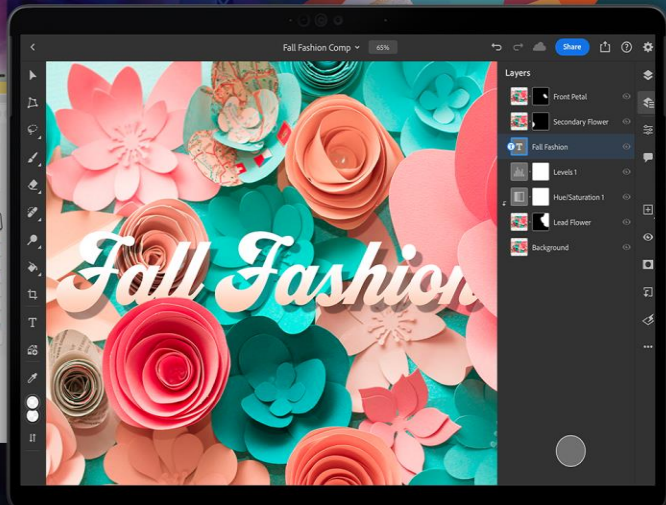
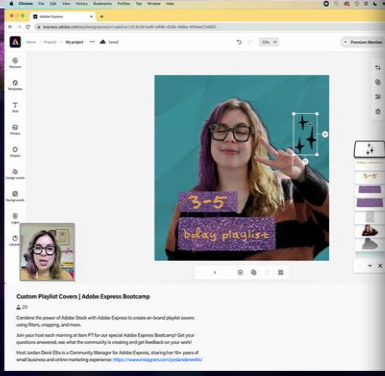
Styles  
All Recent Mockups Themes  
Techniques Effects Materials Concepts

Popular  
Digital art Synthwave Paper art  
Learned paper Neon Chalk

Color and tone  
None

Lighting  
None

Composition  
None



Generate

An underwater city



# Changing the world through digital experiences

Imagine & express ideas      Create content & apps      Personalise & power experiences





# Architecting for experience-led growth

Imagine & express ideas



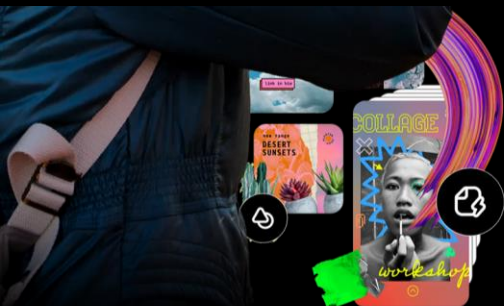
Create content & apps



Personalise & power experiences



Content



**Best of Adobe Summit**  
Hong Kong Edition



# Architecting for experience-led growth

Imagine & express ideas



Create content & apps



Personalise & power experiences



Content

Data



**Best of Adobe Summit**  
Hong Kong Edition

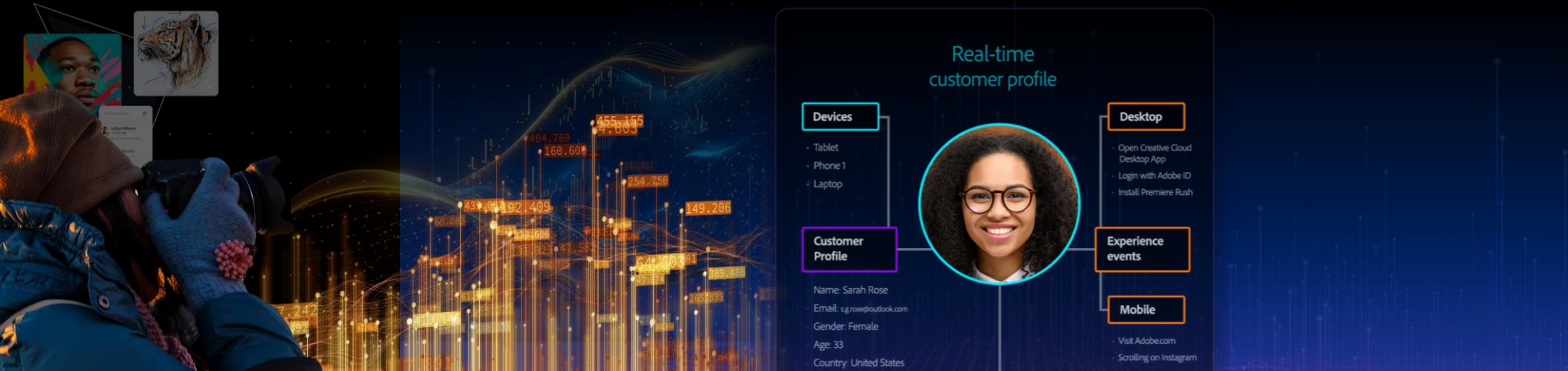


# Architecting for experience-led growth

Imagine & express ideas

Create content & apps

Personalise & power experiences



Content

Data

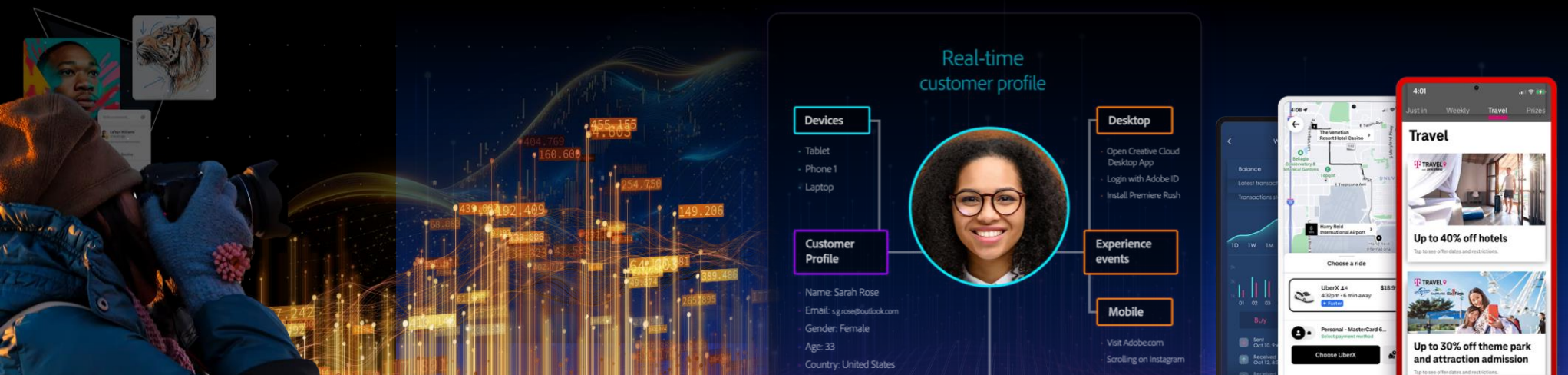
Customers



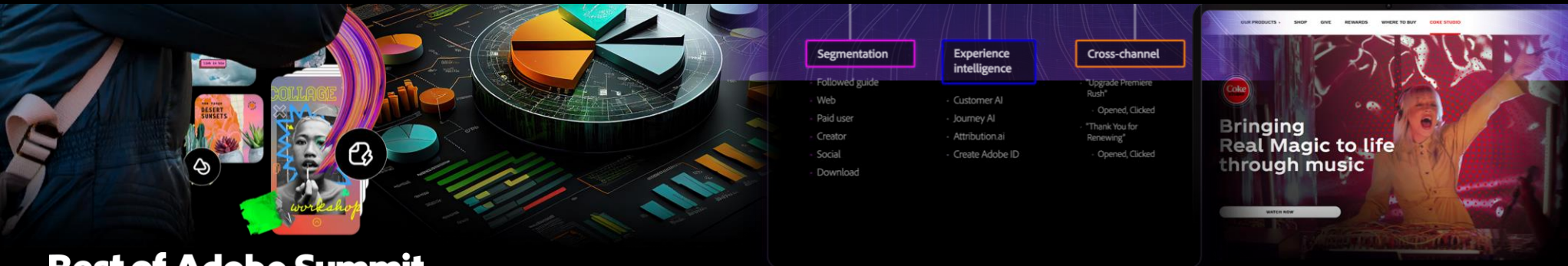


# Architecting for experience-led growth

Imagine & express ideas      Create content & apps      Personalise & power experiences



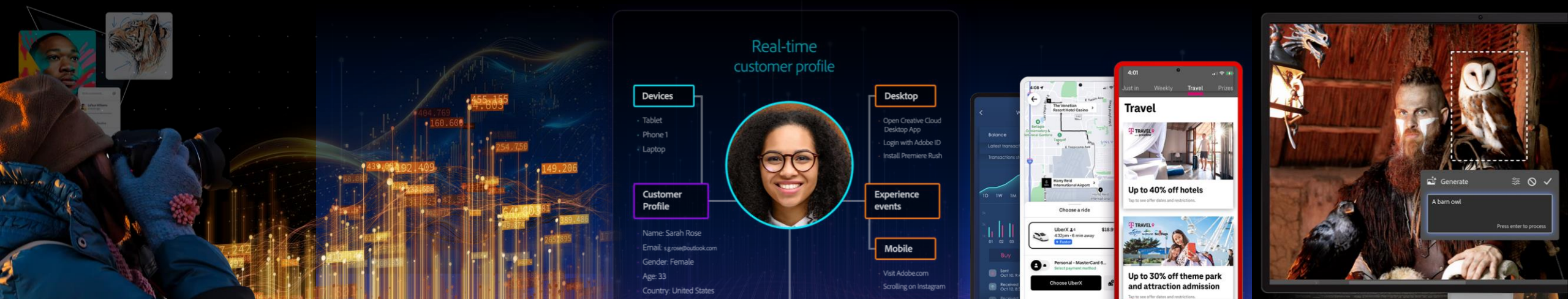
Content      Data      Customers      Product



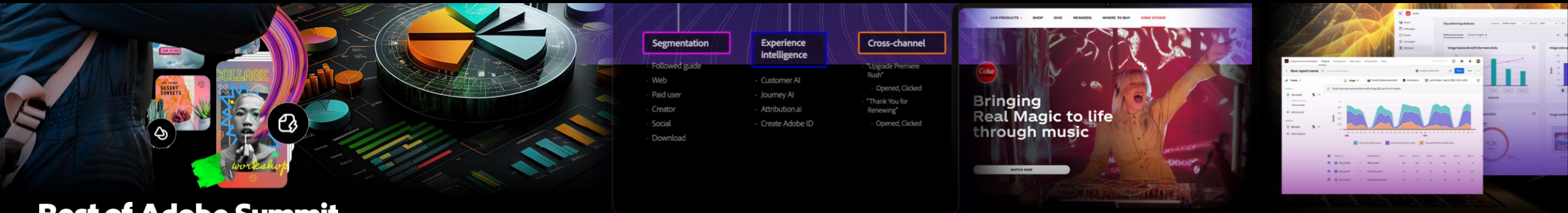


# Architecting for experience-led growth

Imagine & express ideas      Create content & apps      Personalise & power experiences



Content      Data      Customers      Product      AI



Best of Adobe Summit  
Hong Kong Edition





**Keith Eadie**

Vice President | DX APAC, Product and GTM  
Adobe

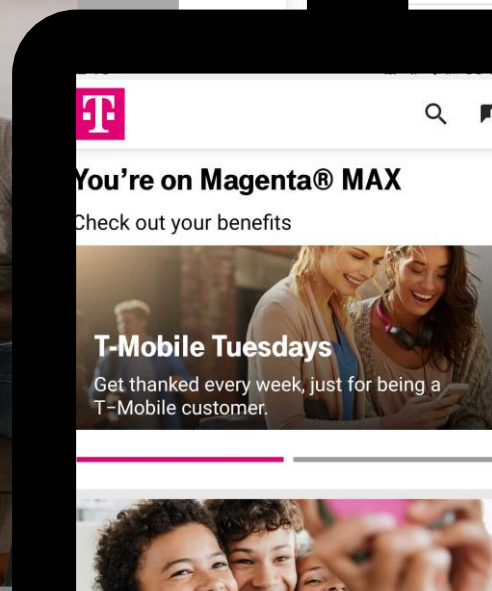
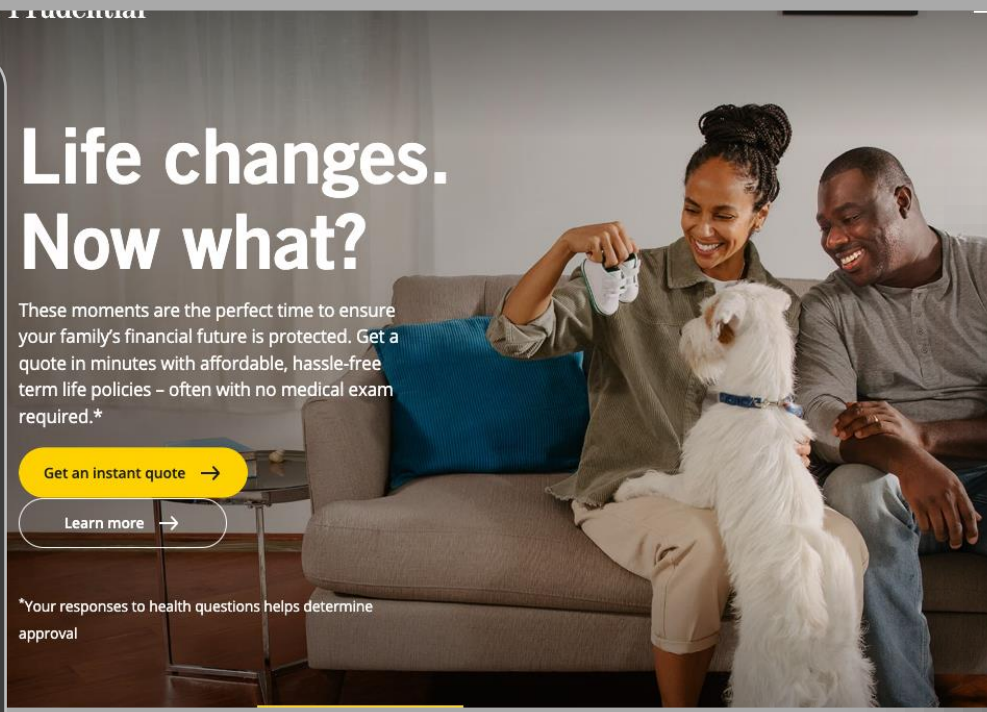
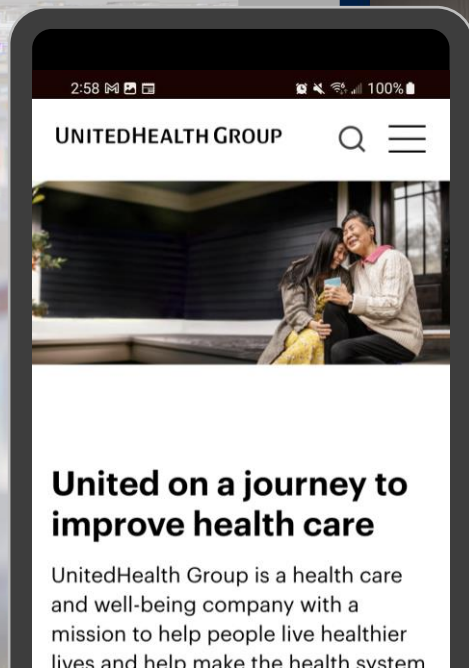
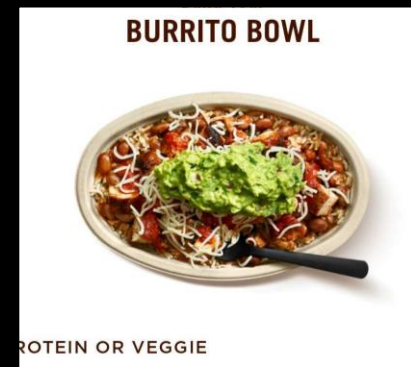
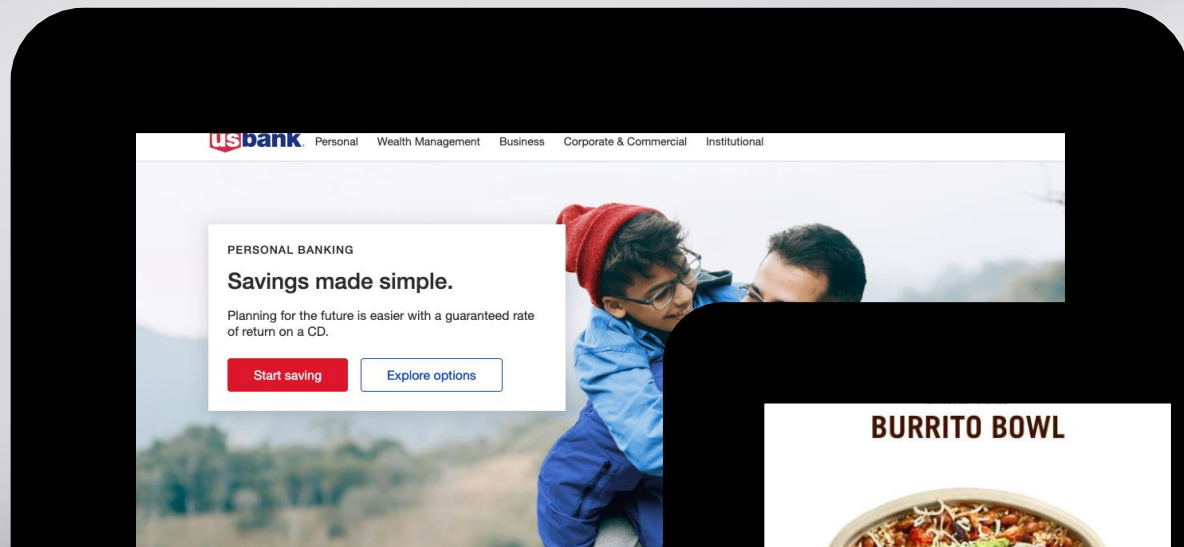


Revenue

Cost



# Digital Experiences







# Adobe Firefly





## Try these out

Experiment with the latest in generative AI and let us know what you think.



### Text to image

Generate images from a detailed text description.

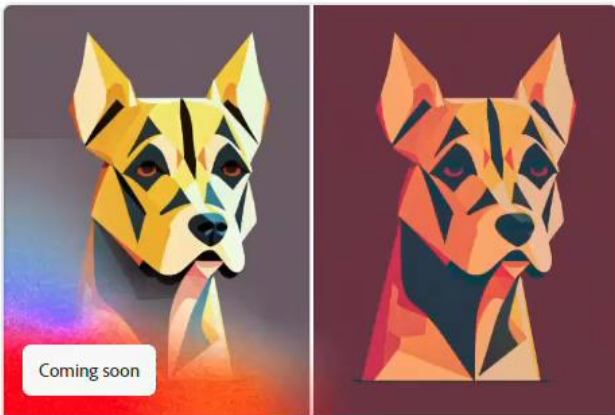
[Generate](#)



### Text effects

Apply styles or textures to text with a text prompt.

[Generate](#)



Coming soon

### Recolor vectors

Generate color variations of your vector artwork from a detailed text description.

## Get inspired

Start with a prompt from our gallery of inspirational examples.

[View full gallery](#)

# Adobe Sensei Innovations


Core Components • Workplace by Facebook Integration • Forms: New Form Types (Use Cases) • Account Hierarchies • Screens: Data trigger wizard for remote data sources • Cloud Manager: Release Upgrades • Google Matched Audiences Integration • Trigger Campaign Acceleration • Screens: Project importer • Sites: Java 11 and Docker Support • Increased Form DDOS Protection • Cloud Manager: Pipeline Enhancements • Cloud Manager: Reporting Dashboard • Expanded Email Scripting • Model Control Center • Recommendations in AB and XT Activities • Profile Enhanced Recommendations • Enterprise Governance for APIs • Bizible Discover • Deliver in Recipient Time Zone • Performance Insights • Account Profiling • Ticbo Spotfire Integration • Unified Profile Service Integration • Enhanced Web Activity Tracking • Global Landing Page Caching • Sales Connect (Formerly Sales Engage) • Forms: Auto Conversion • Screens: Visual Zone Editor • Predictive Content Goal Optimization • Persona Segmentation • Adobe Experience Platform Launch Integration • Screens: Improved Sequence Editor • Marketo Engage Experience • Sites: Permission Management • Sensei Predictive Content • AEM DAM Integration • Whitespace Account Discovery • Account Targeting via LNKD • Ad Cloud Targeting • Analytics for Target (A4T) in Analytics Workspace • Anomaly Detection • Algorithmic Attribution • Intelligent Captions • Customer AI • Predictive Lead and Account Scoring • Segment Match • Look-alike audiences • Generative Audiences • Send Time Optimization • Auto Optimization Ranking Model • Personalized Optimization Model • Generative experience design • Anomaly Detection • Contribution Analysis • Intelligent Alerts • Segment Compare • Algorithmic Attribution • Audience Clustering • Propensity Modeling • Algorithmic Attribution • Background knockout • Auto-tone/auto-straighten • Smart Crop for images • Smart Crop for video • Smart Tags for images, text, video • Color Tags • Enhanced/trainable Smart Tags • Smart Imaging • Express powered by Firefly • Auto Summarize • Content generations • Auto Conversion • Field Recommendation • Product Recommendations • Live Search • Predictive Content • Predictive Audiences • Dynamic Chat • Attribution AI • Marketing Mix Modeling • Adobe Mix Modeler



# Adobe Sensei Services

Feel free to ask me any questions like the following

Is Marketo Engage HIPAA compliant?

 Yes, Marketo Engage is HIPAA Compliant. Here is a case study of [United Health Group](#)

Was this helpful?

Adobe Express

Text to image


What do you want to create?

A professional, high quality photo of a terrarium with many flowering plants

Choose a style


Photo Drawing 3D

Results



Generate

Experience Manager Asset - Terrarium

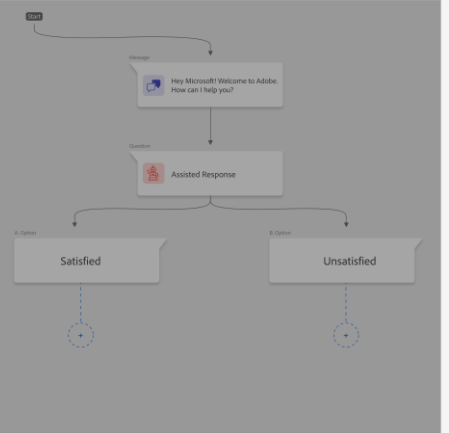


Adobe Dynamic Chat

Dialogues > book a meeting

Draft

Audience Criteria Stream Designer Reports



Assistive response

Allow visitors to freely type and ask questions.

Message

Feel free to ask me any questions you have. You can ask me questions like the following.

Suggested questions

Is Marketo Engage HIPAA Compliant?

What are the key features of Marketo Engage?

Number of allowed questions and responses


Fallback message

Apologies! Would you like to connect with our product expert?

Timeout seconds

Timeout fallback

Text to image



ladybug sitting on a fern plant

Refresh

Aspect Ratio

Selected Styles

Content Types

Styles

SEGMENTS

Mobile Users

Tablet Users

Adobe Analytics

Workspace Reports Components Tools Admin Labs

Topogato

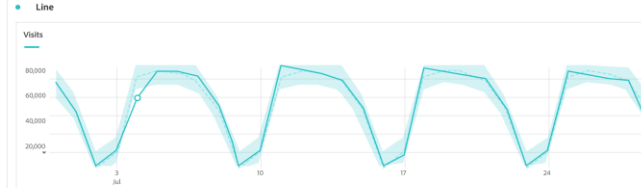
Project Edit Insert Components Share Help

Insight Generator

Drop a filter here (or any other components)

Line

Visits



Intelligent captions: Line

Min: The lowest amount of Visits occurred on July 23rd, which was 92% less than the average.

Max: The highest amount of Visits occurred on July 11th which was 56% more than the average.

Spike: The period from July 9th to July 11th showed the most notable continuous incline, up by 1,067%.

Decline: The period from July 11th to July 16th showed the most notable continuous decline, down by 95%.

Seasonality: There was a cyclic pattern every 7 day(s). For each cycle, the peak amount of Visits typically occurred on day 4 and the valley on day 2.

Trend: The period from July 5th to July 25th saw an upward trend of 27 Visits per time-step on average.

Anomaly: 1 anomalous Visit took place on July 4th, where the values deviated by 34% from the average of this period.

Adobe Experience Cloud

ue-remote-app-prod.adobe.net

WKND


Recent Articles

Australia by Camper Van

...a mountain face stretching out for a thousand meters covered by a smooth blanket of powder, with the evening sun replicated thousand-fold in the uncountable snow crystals" - Sofia Sjoberg

SHOW MORE

WKND Guides



Sensei GenAI

Text

Selection

"...a mountain face stretching out for a thousand meters covered by a smooth blanket of powder, with the evening sun replicated thousand-fold in the uncountable snow crystals" - Sofia Sjoberg

Parameters

Generate

Summarize

Elaborate

Change Tone

Translate

Simplify

Target characters count

Time of voice

Engaging Neutral Confident Analytical

Brief

Add Margaret River visit

Keywords

Add keywords

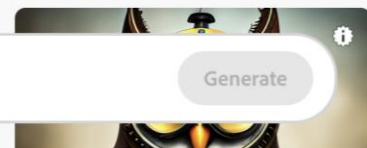
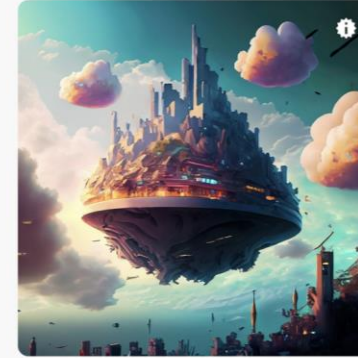
Generate

# AI Ethics Principles

Accountability

Responsibility

Transparency



Describe the image you want to generate (English only)

Generate



# Best of Adobe Summit

WEB

EMAIL

SOCIAL

IN-STORE

IN-  
PRODUCT

MOBILE





ACQUISITION

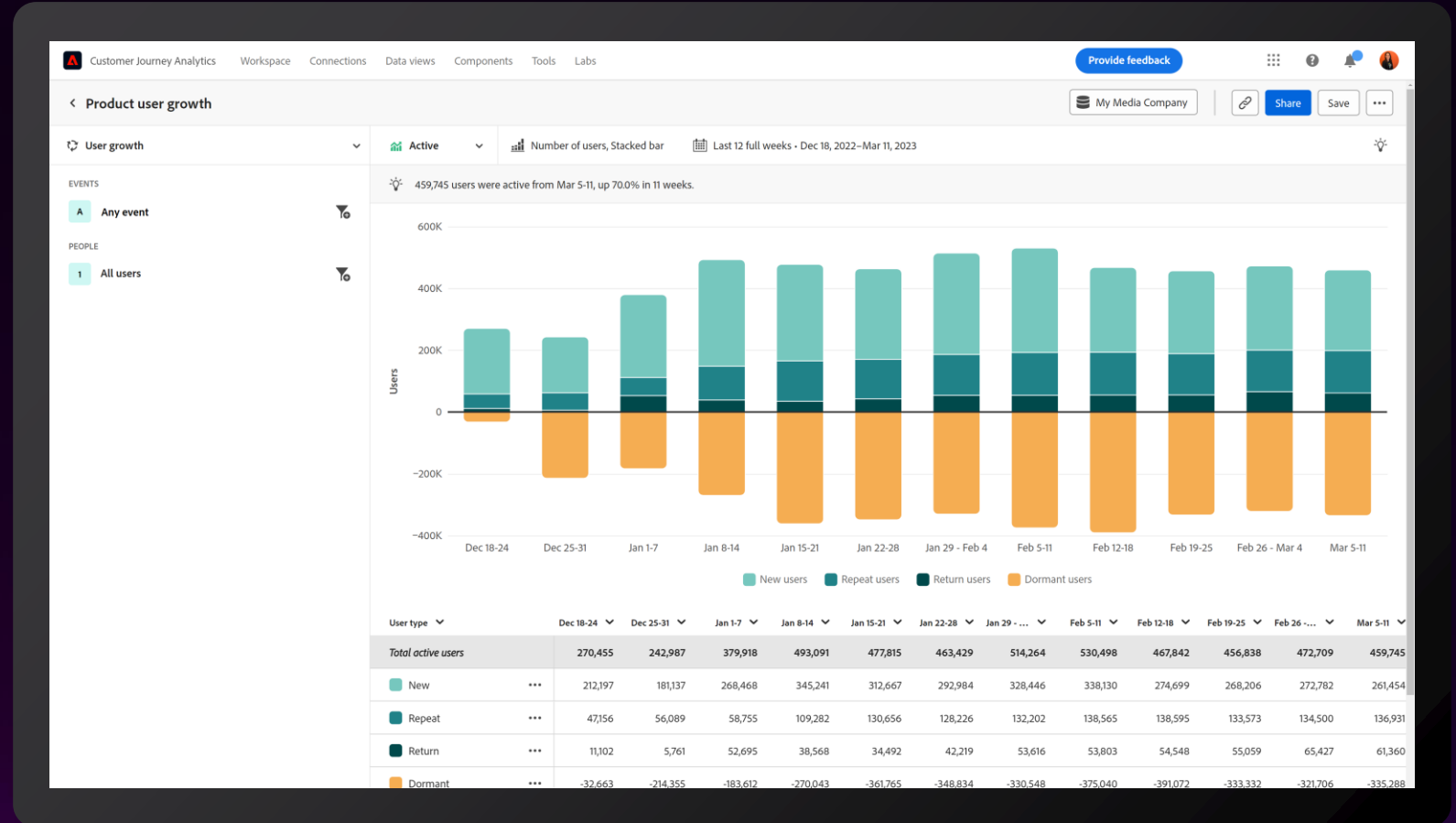
ENGAGEMENT

RETENTION



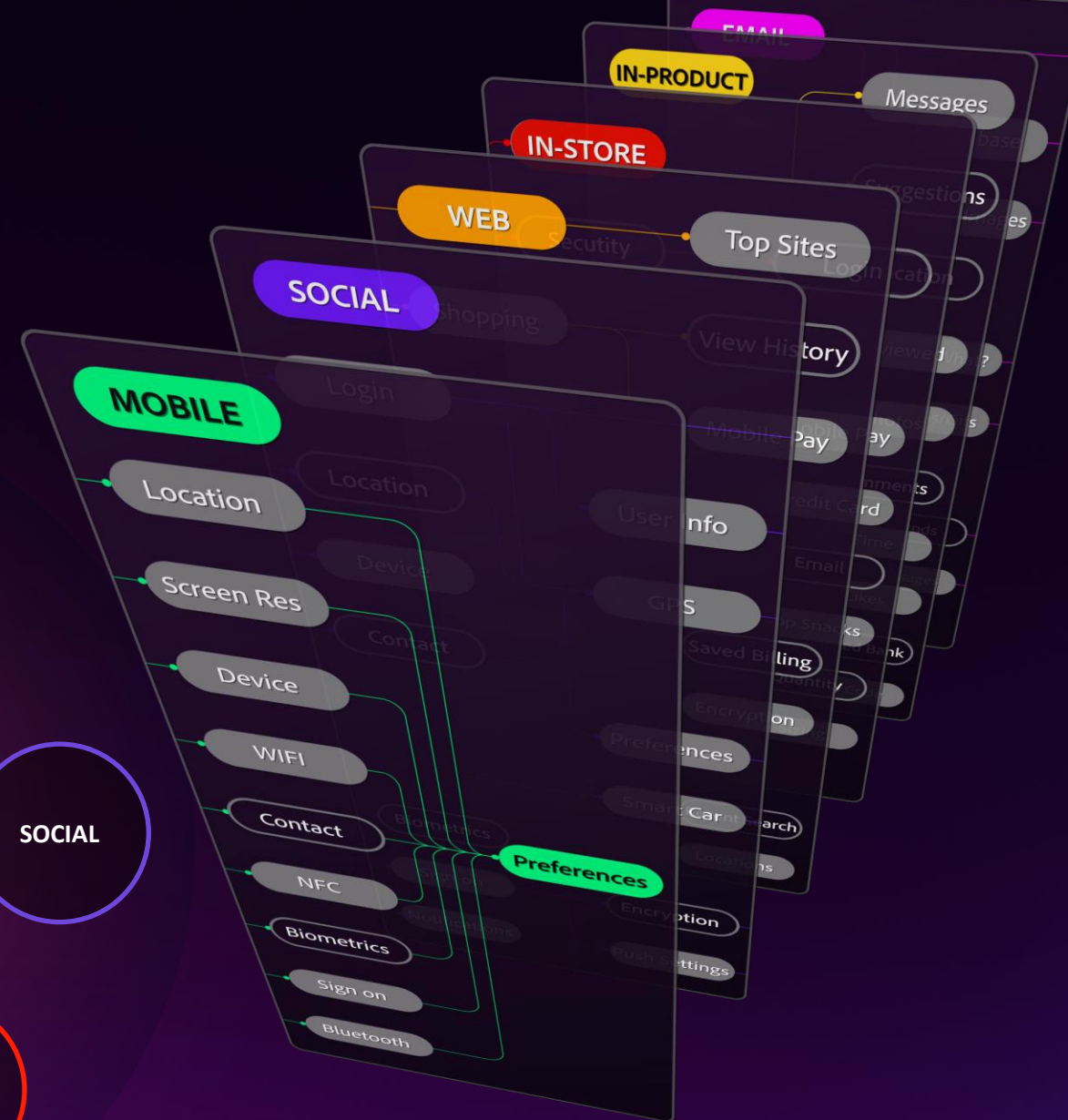


# Adobe Product Analytics





# Unified Customer Profile



# Real-time Activation

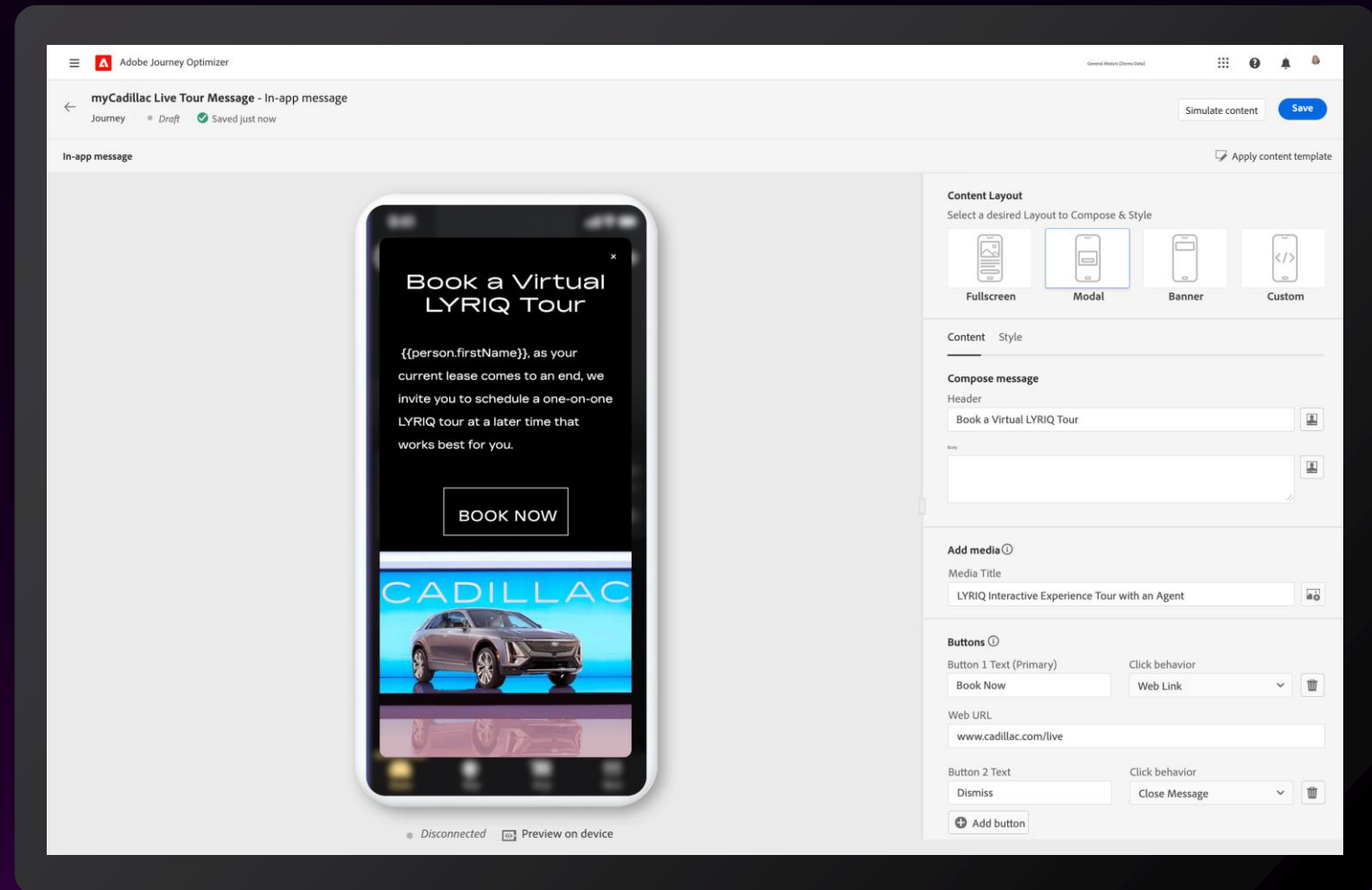
Welcome to Hong Kong,  
Maya.

Your luggage is waiting  
for you now at baggage  
carousel 6.



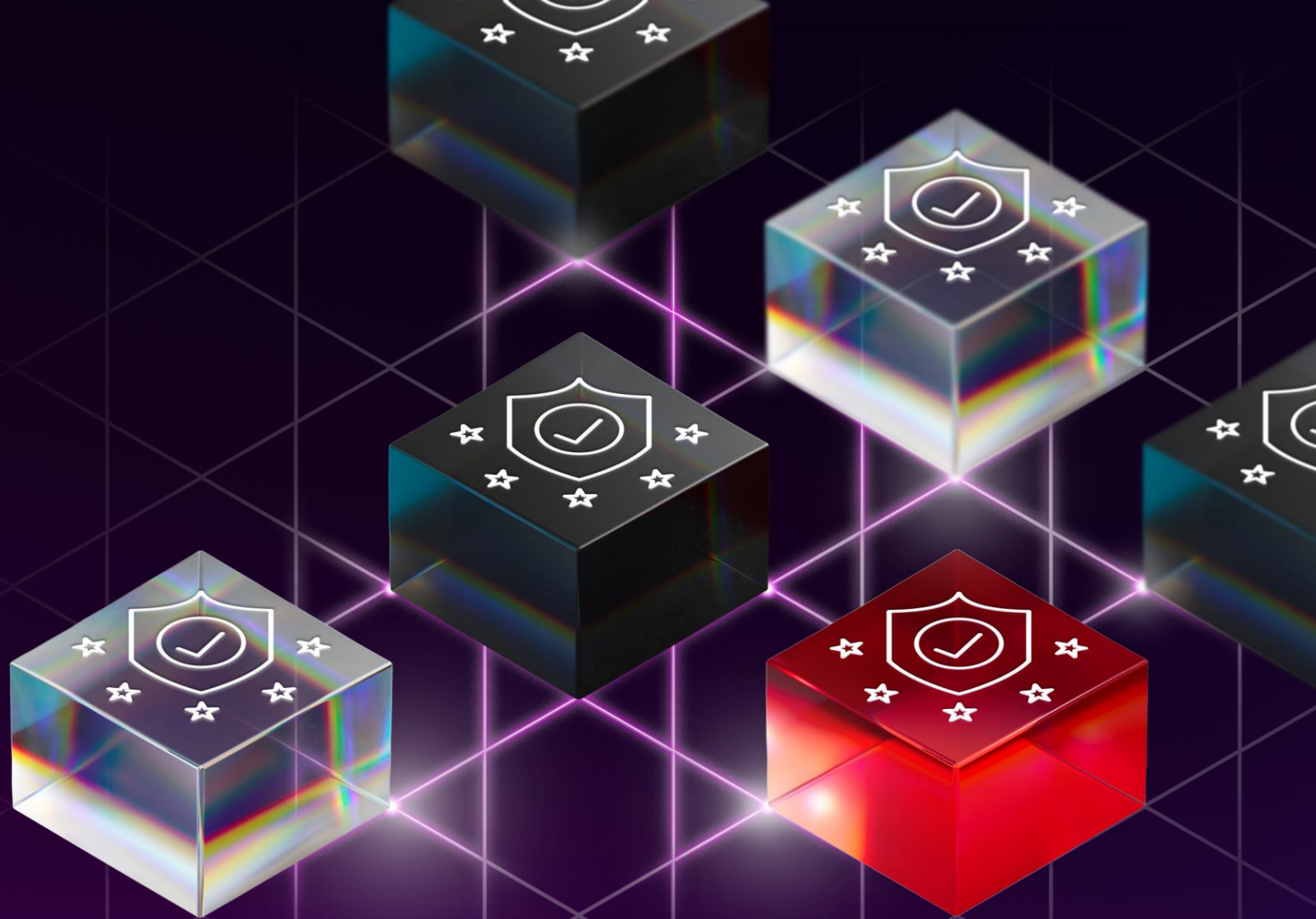
# Deep Integration

# Best-in-class Applications



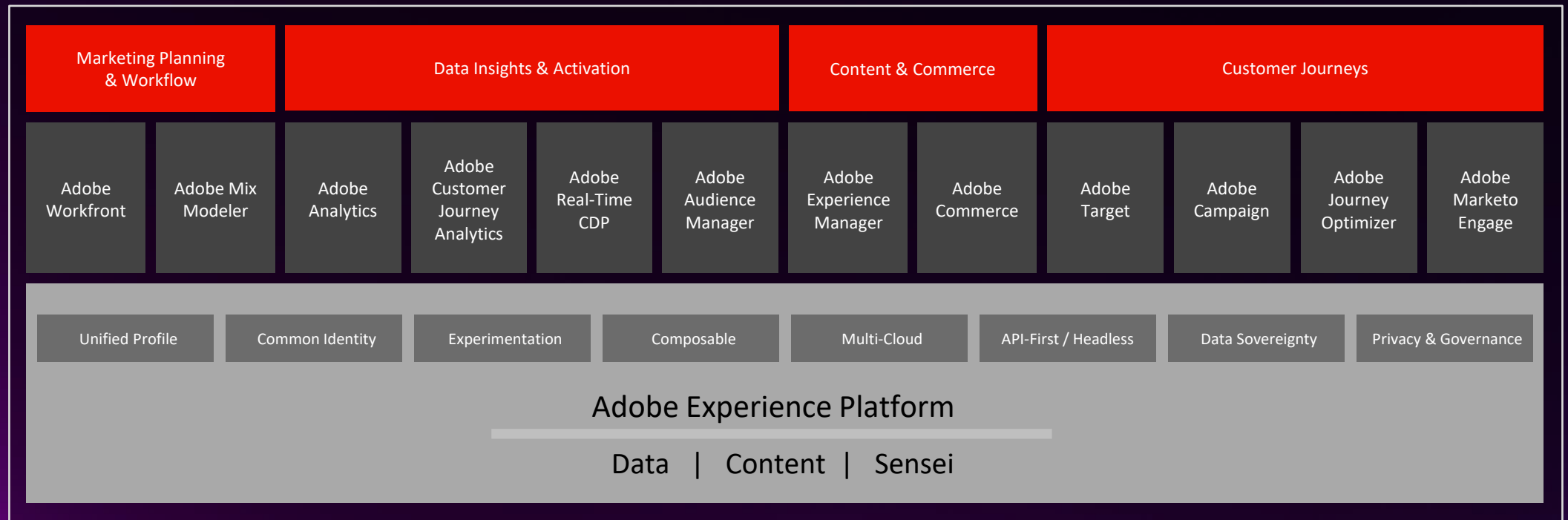


# Trust & Governance



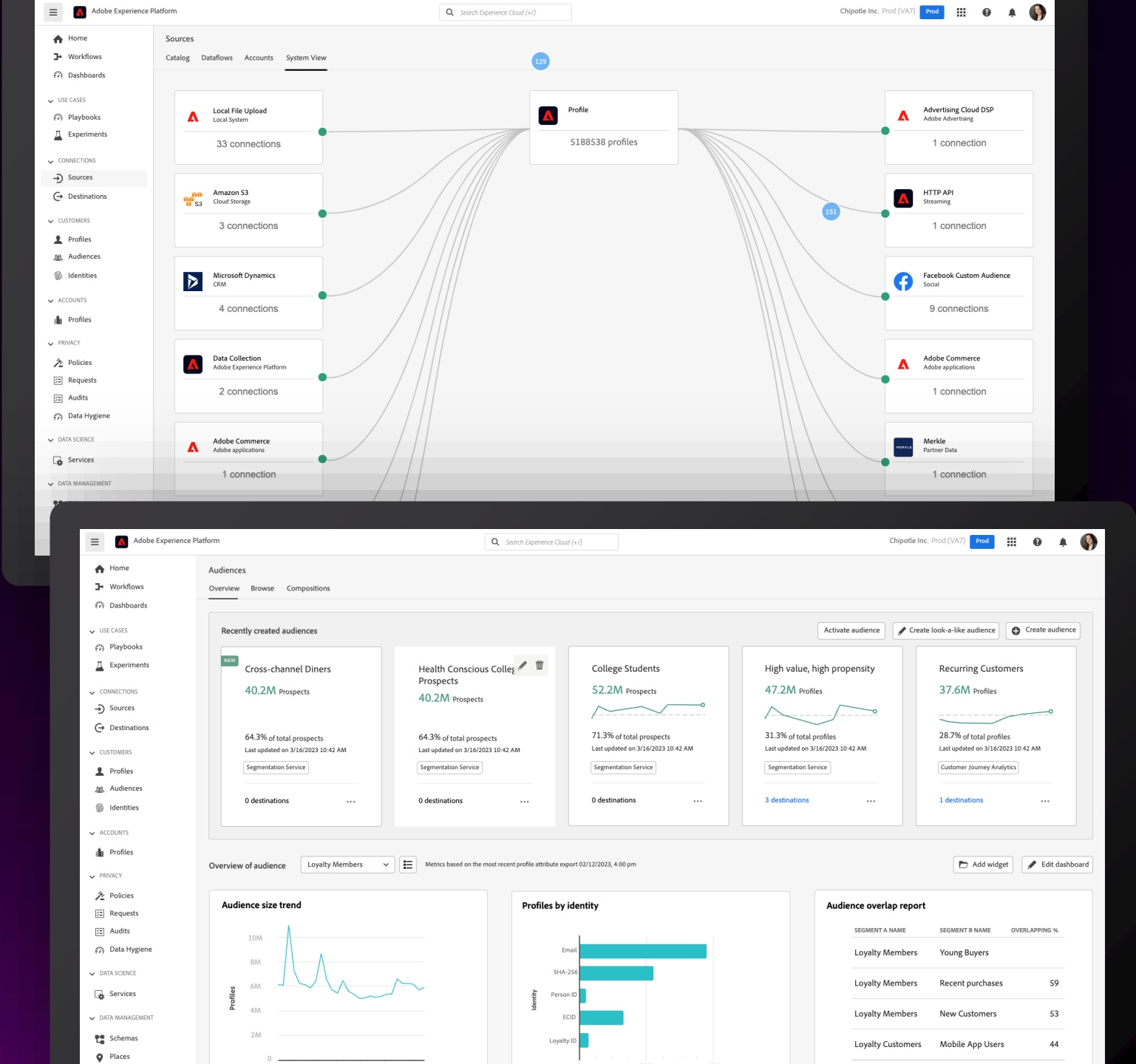


# Adobe Experience Cloud

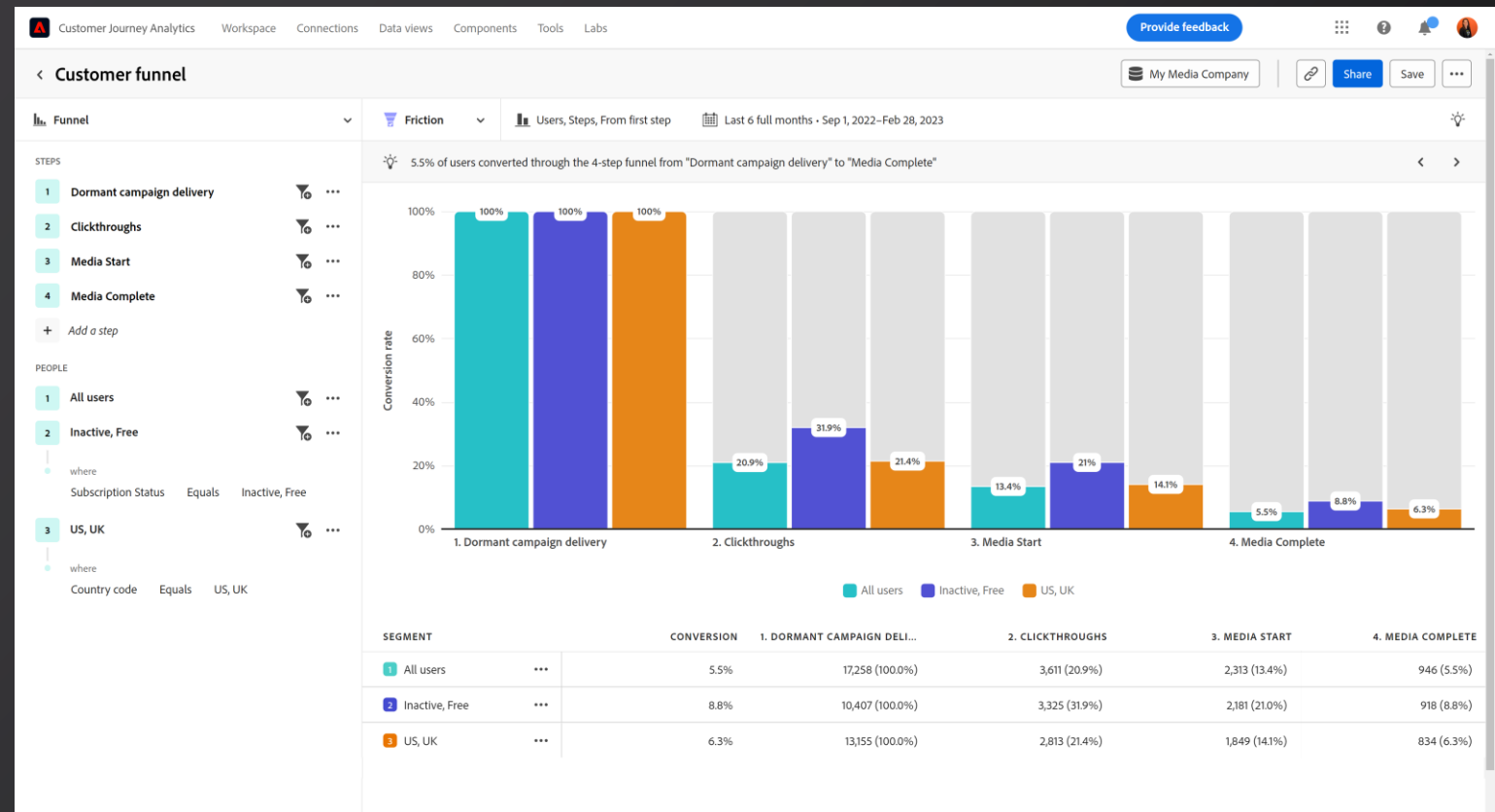




# Adobe Real-Time CDP

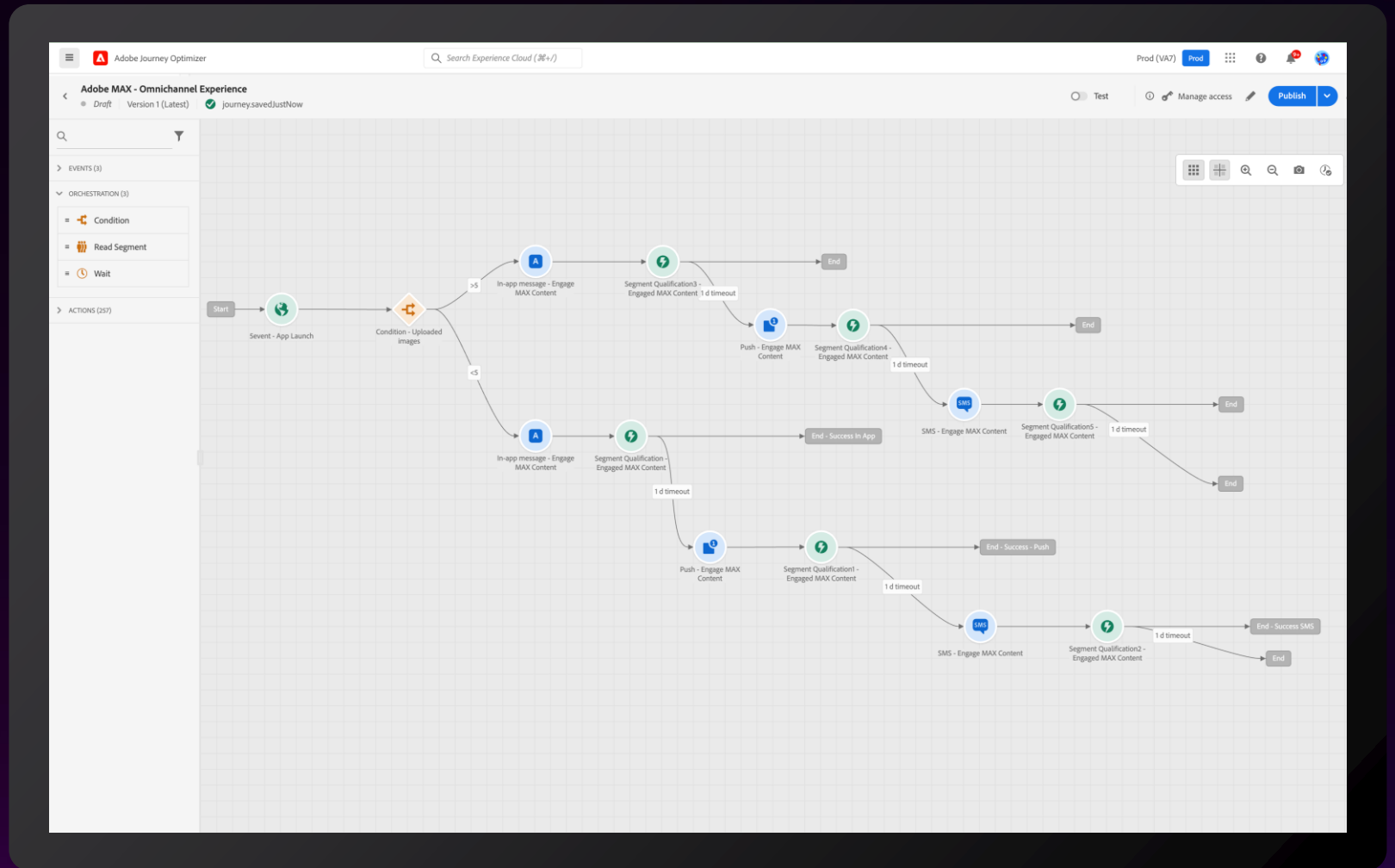


# Adobe Customer Journey Analytics



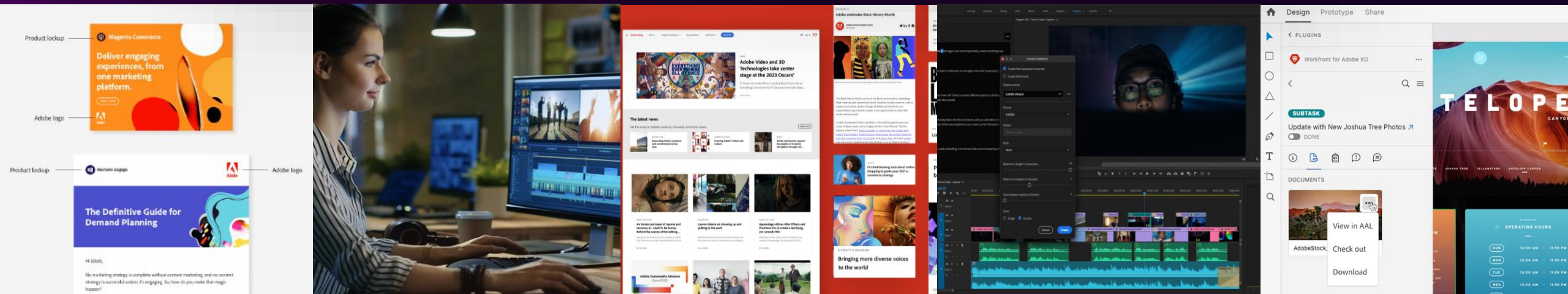


# Adobe Journey Optimizer



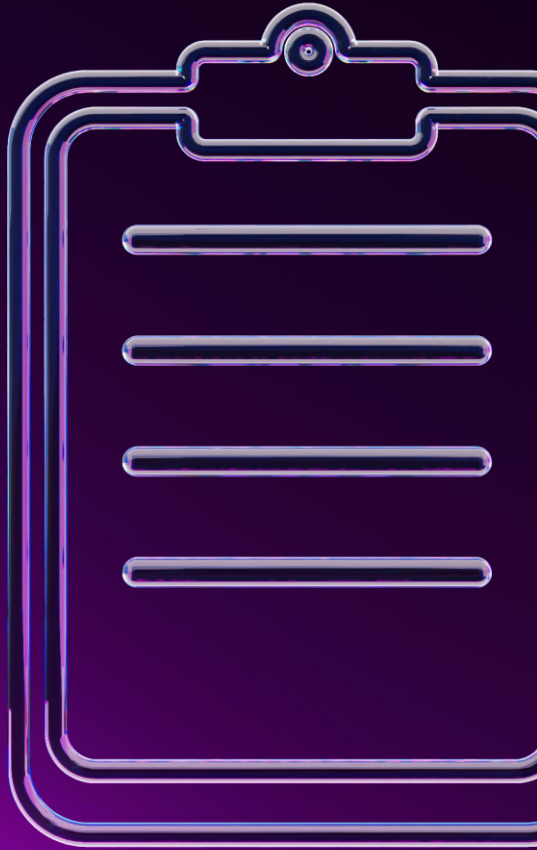


# Millions of Content Assets

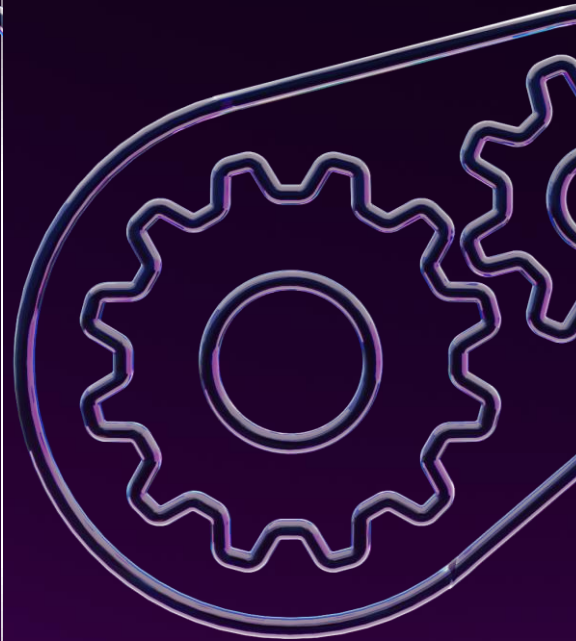




Planning



Production



Delivery



Analysis



# Best of Adobe Summit