Best of Adobe Summit

Hong Kong Edition

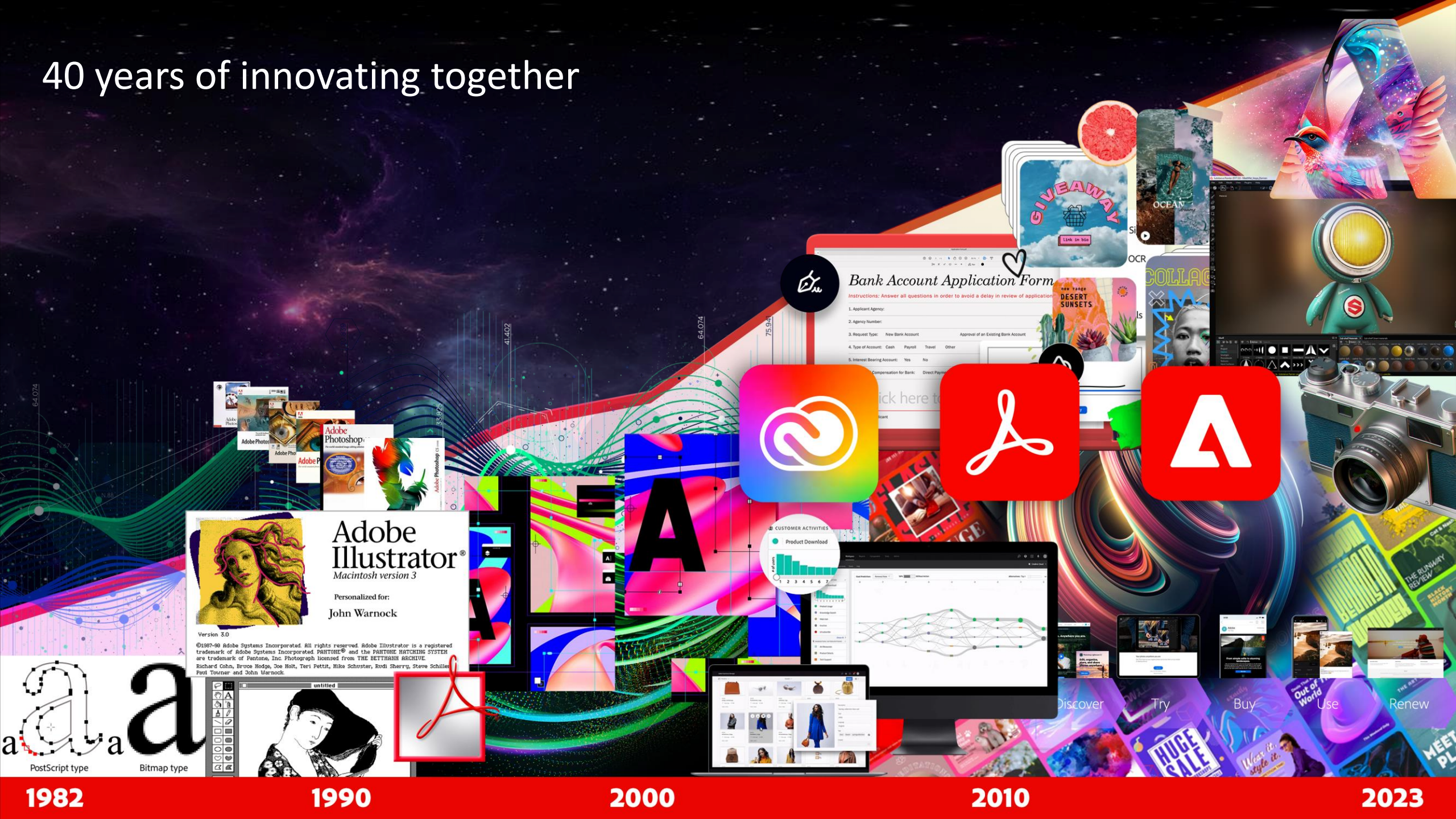
Tony Ng

Managing Director, Greater China

Adobe

© 2023 Adobe. All Rights Reserved. Adobe Confidential.

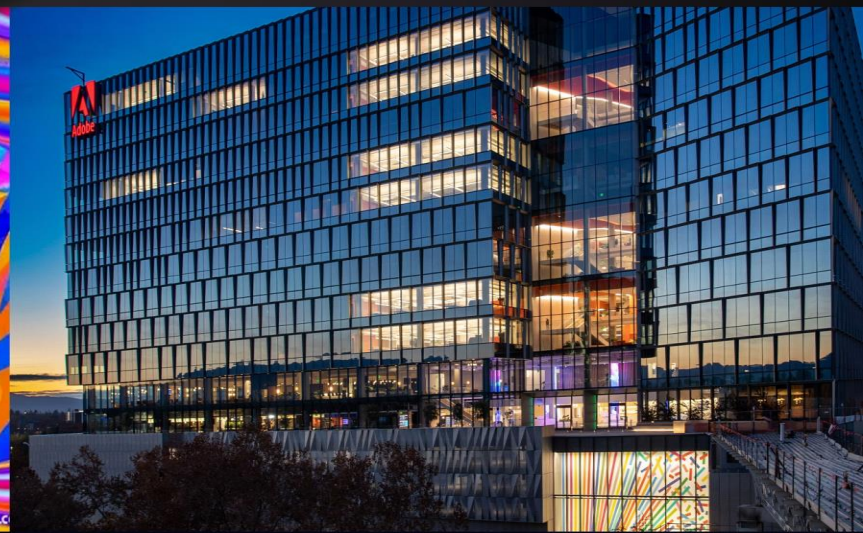
40 years of innovating together



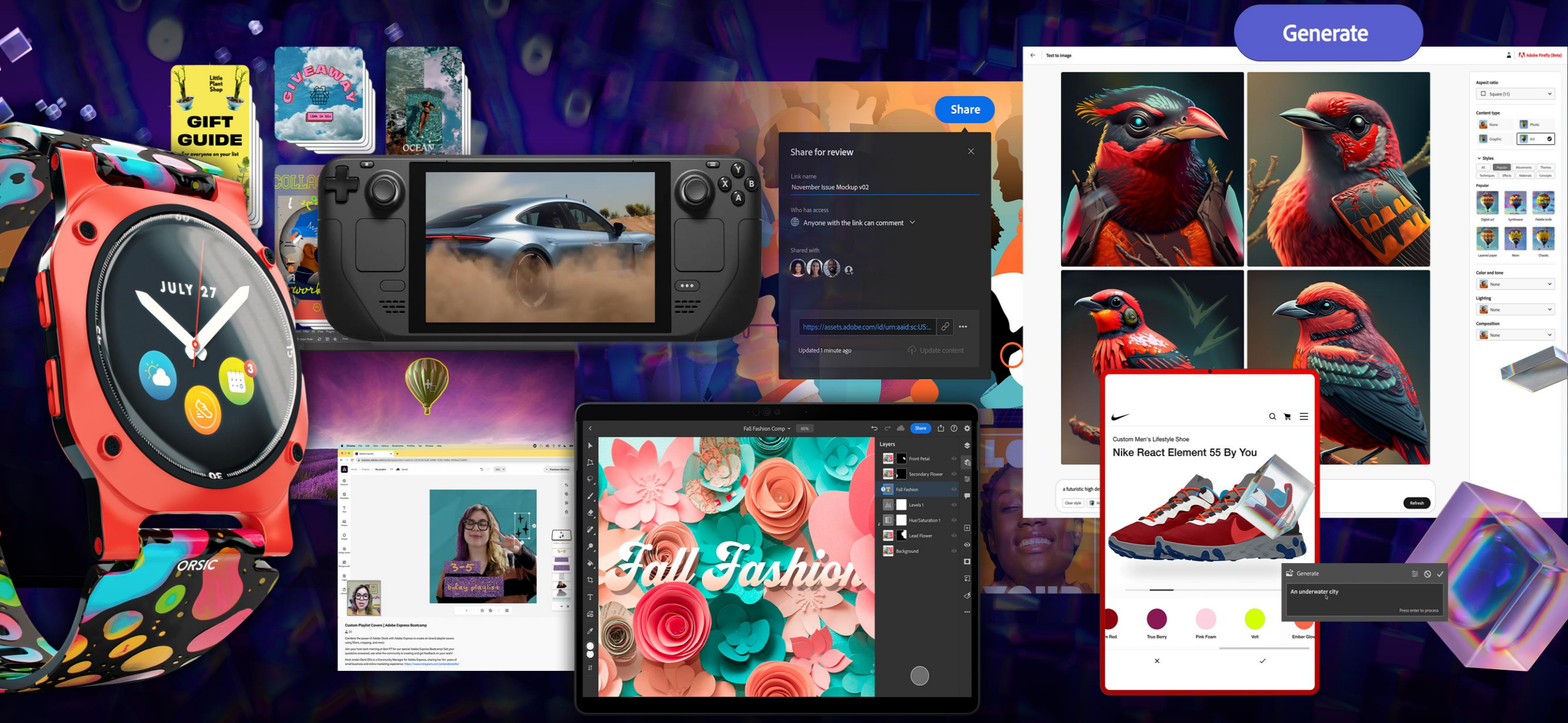
Adobe for All

Creativity for All

Technology to Transform



Digital reshaping how we connect, inspire & engage



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

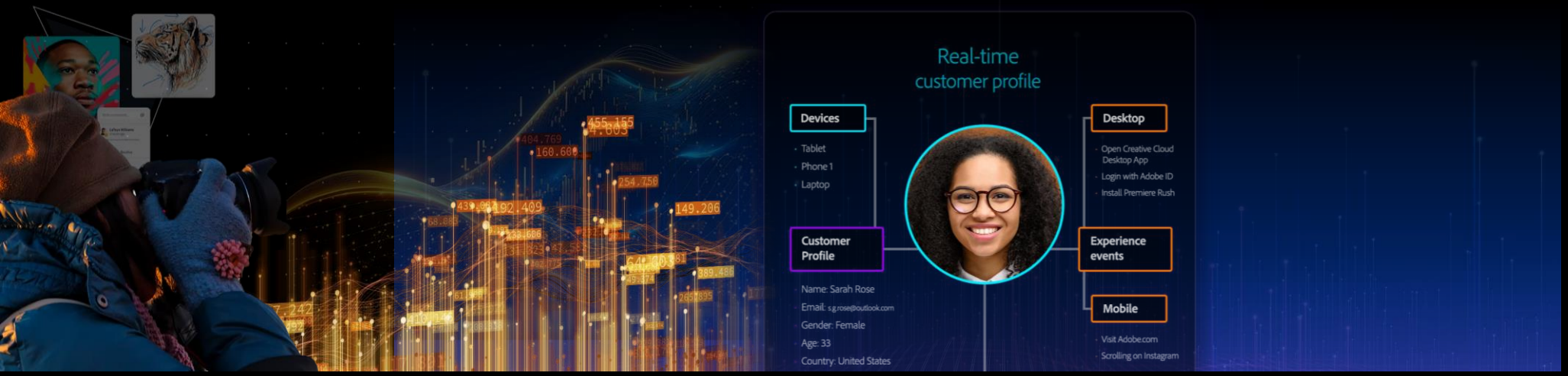
Architecting for experience-led growth

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

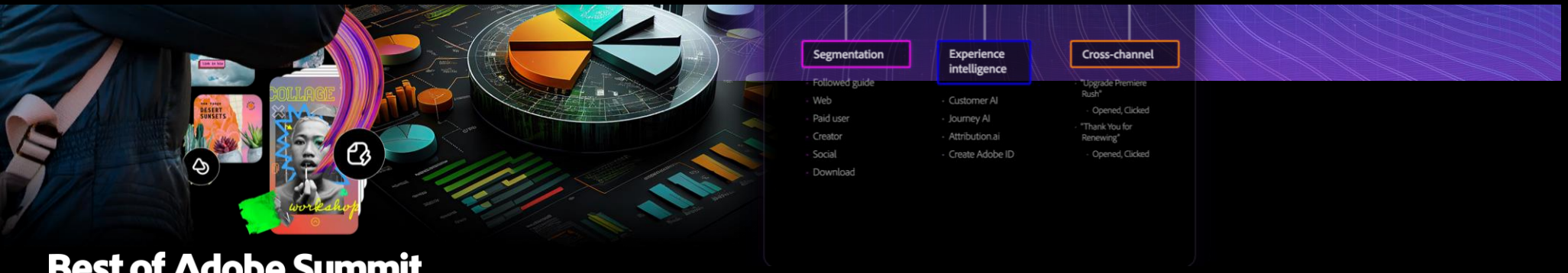
Content **Data**

Architecting for experience-led growth

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



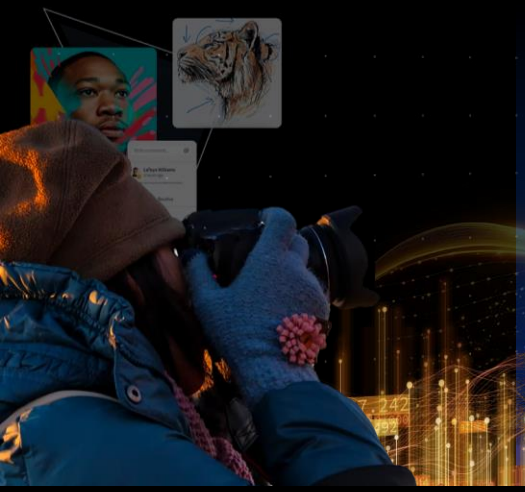
Content **Data** **Customers**

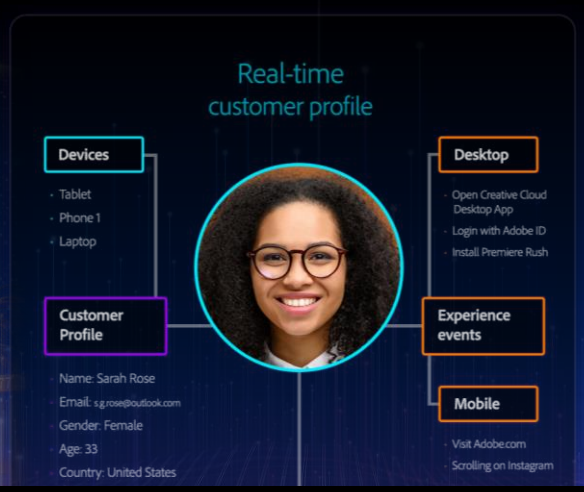


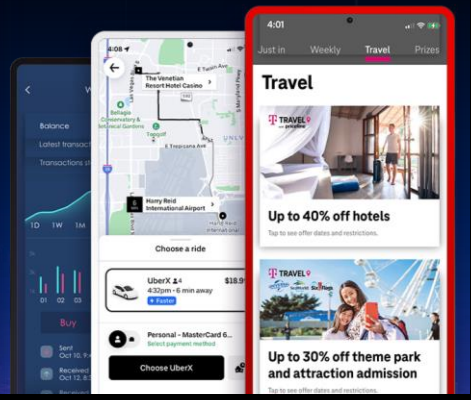
Best of Adobe Summit
Hong Kong Edition

Architecting for experience-led growth

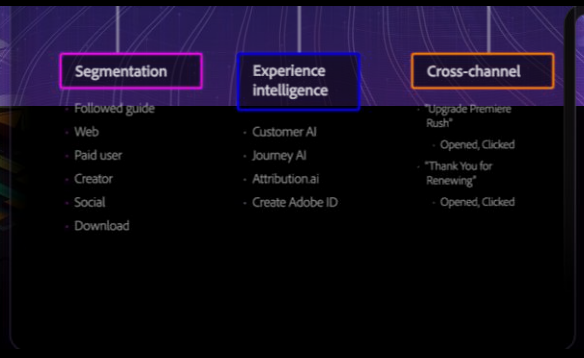
Imagine & express ideas ⟷ Create content & apps ⟷ Personalise & power experiences

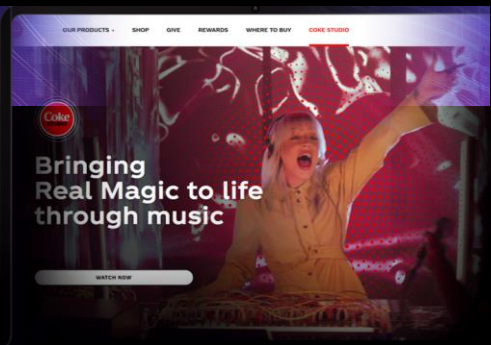






Content **Data** **Customers** **Product**

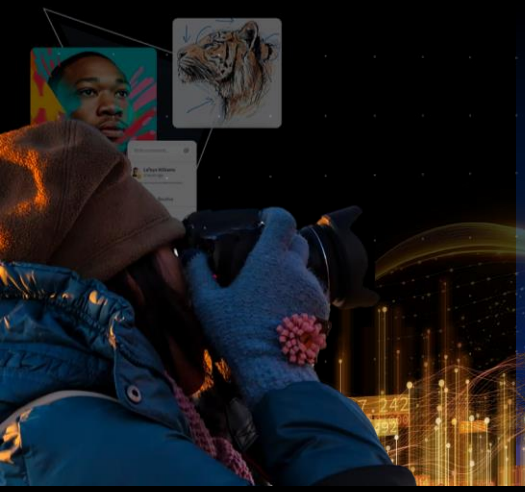


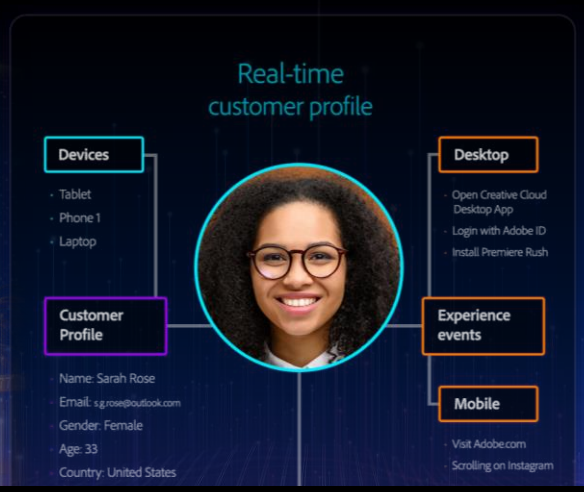


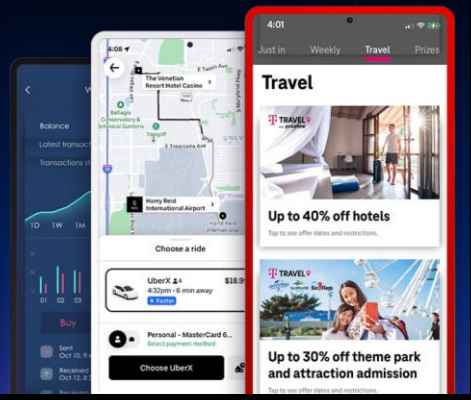
Best of Adobe Summit
Hong Kong Edition

Architecting for experience-led growth

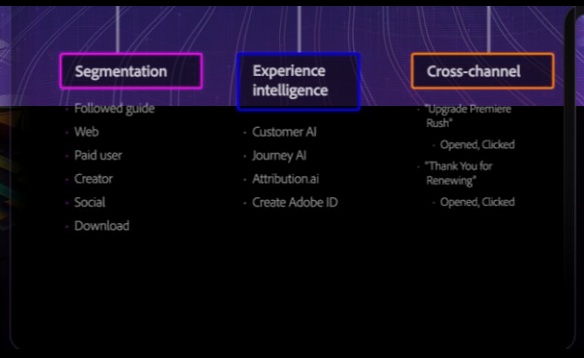
Imagine & express ideas ⟷ Create content & apps ⟷ Personalise & power experiences

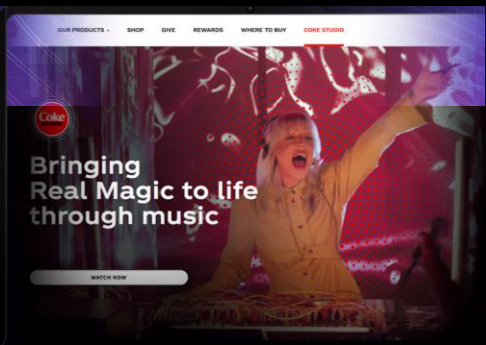


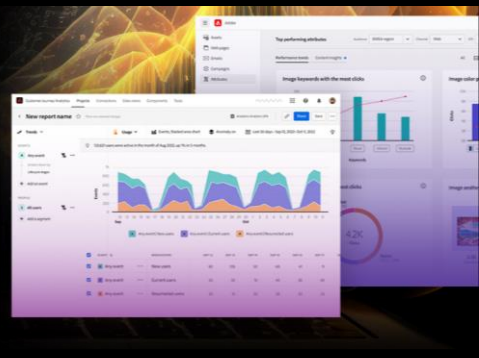




Content **Data** **Customers** **Product** **AI**







Best of Adobe Summit
Hong Kong Edition

Keith Eadie

Vice President | DX APAC, Product and GTM

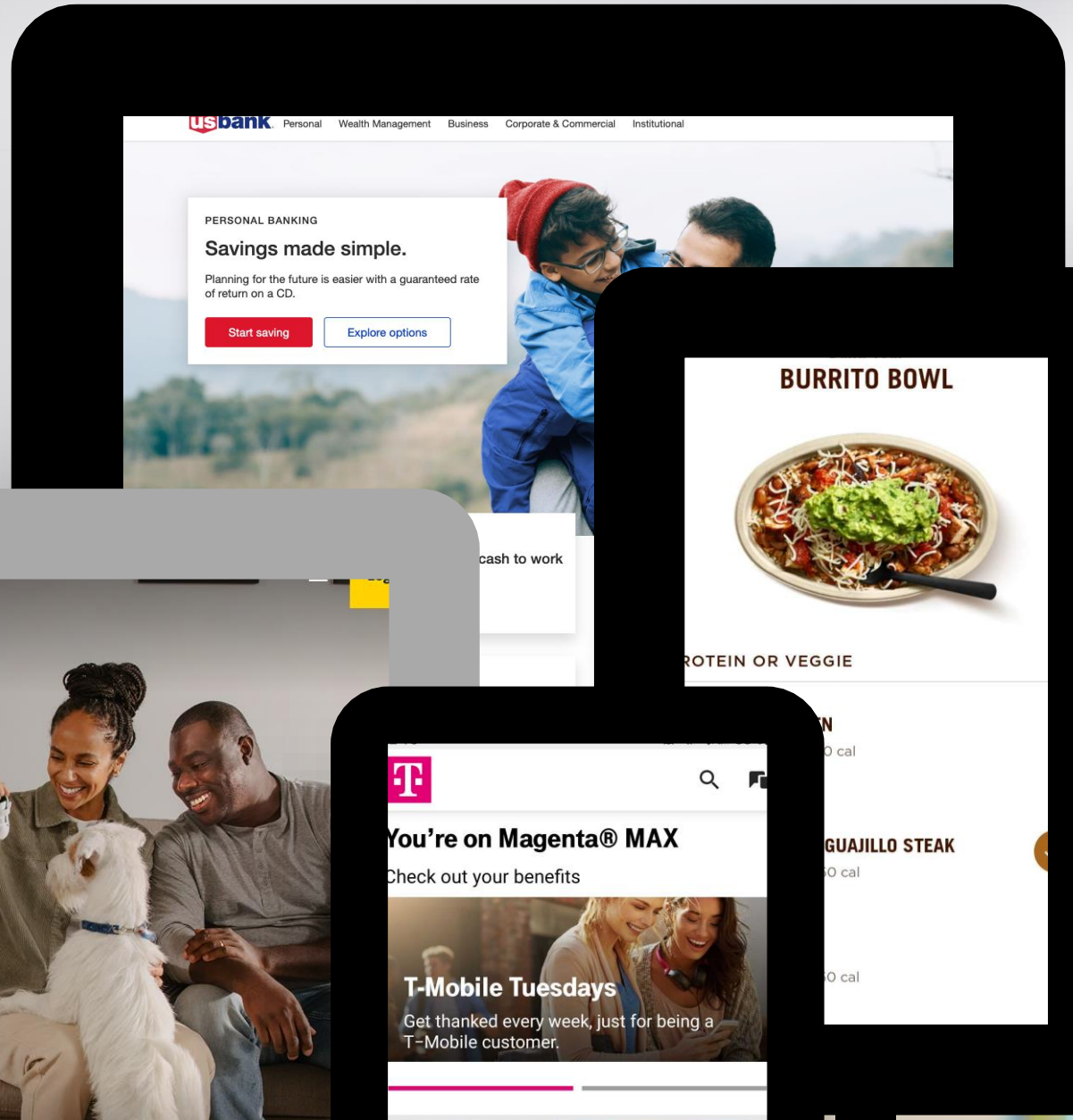
Adobe

Best of Adobe Summit
Hong Kong Edition

© 2023 Adobe. All Rights Reserved. Adobe Confidential.

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

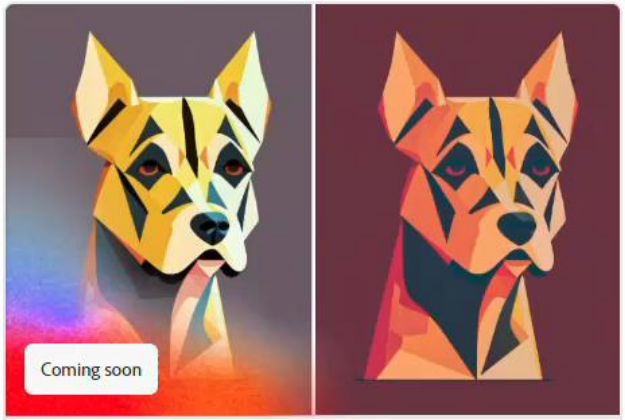
Generate images from a detailed text description.

Generate

Text effects

Apply styles or textures to text with a text prompt.

Generate



Recolor vectors

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

Get inspired

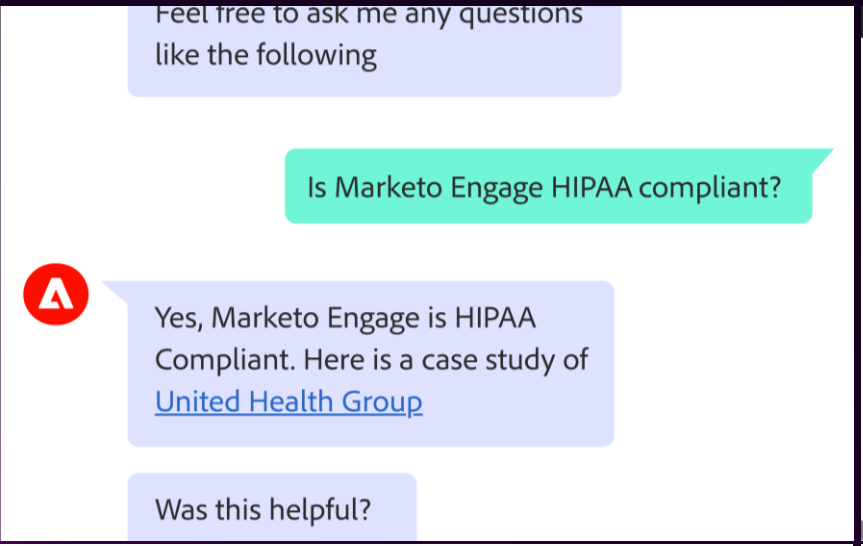
Start with a prompt from our gallery of inspirational examples.

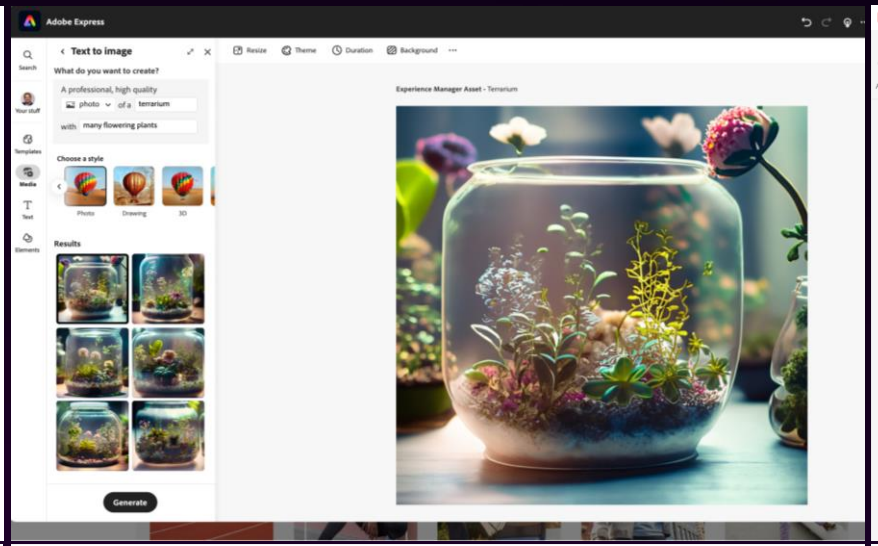
View full gallery

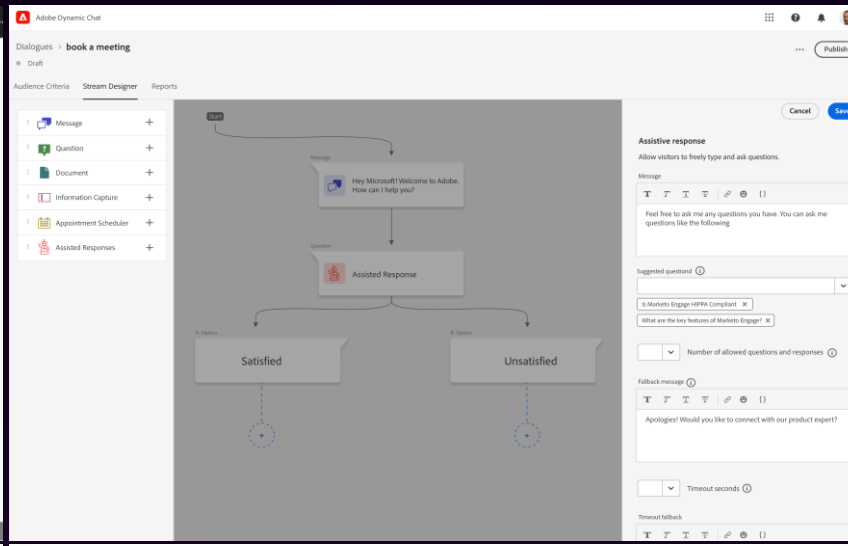
Adobe Sensei Innovations

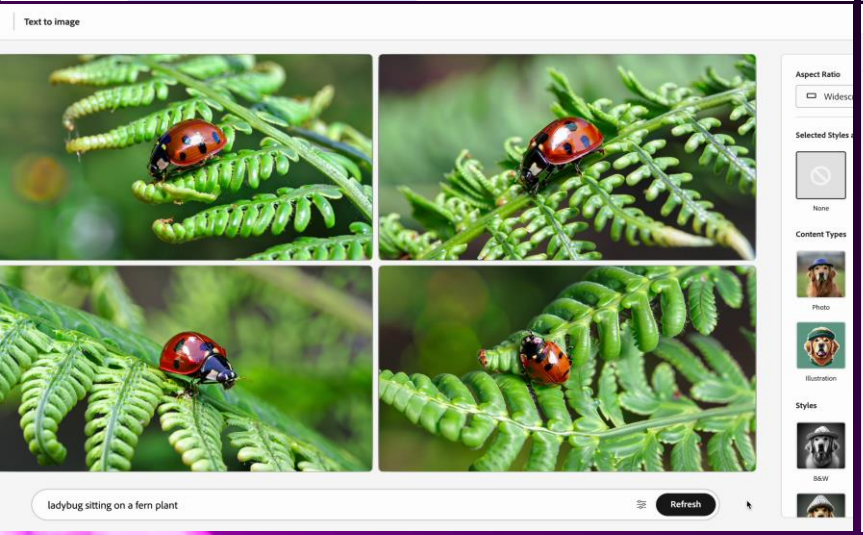
Core Components • Workplace by Facebook Integration • Forms: New Form Types (Use Cases) • Account Hierarchies • Screens: Data trigger wizard for remote data sources • Cloud Manager: Release Upgrades • Google Matched Audiences Integration • Trigger Campaign Acceleration • Screens: Project importer • Sites: 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

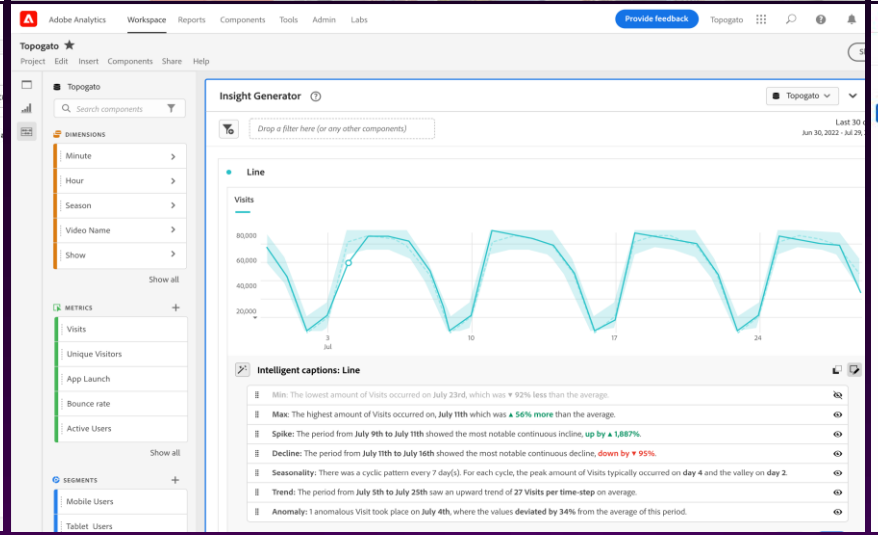
Adobe Sensei Services

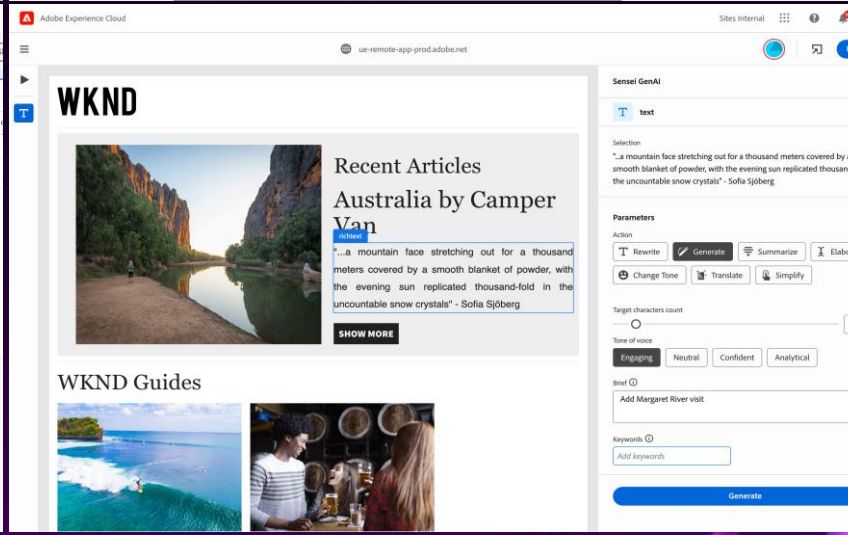










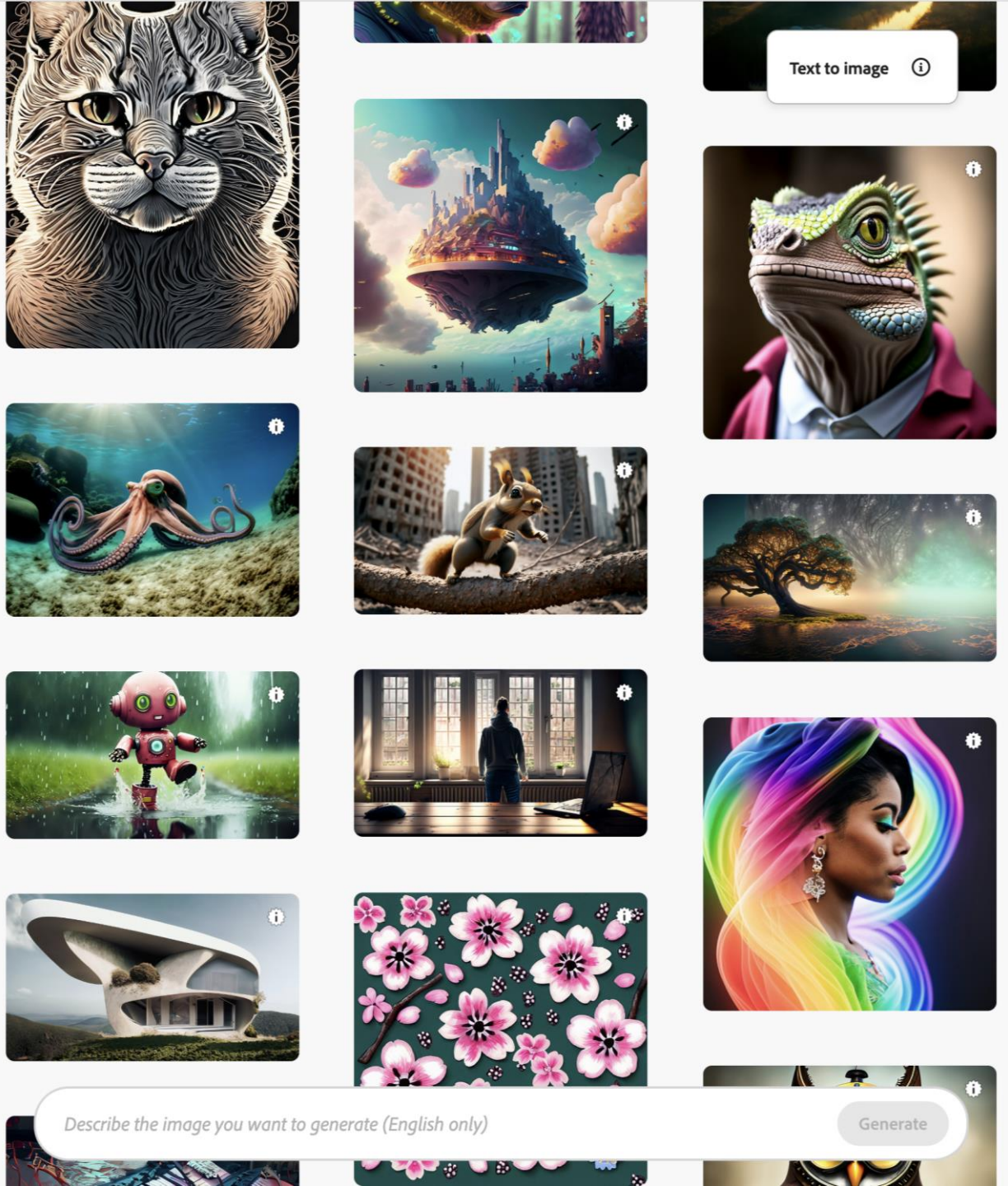


AI Ethics Principles

Accountability

Responsibility

Transparency



Best of Adobe Summit

WEB

EMAIL

MOBILE

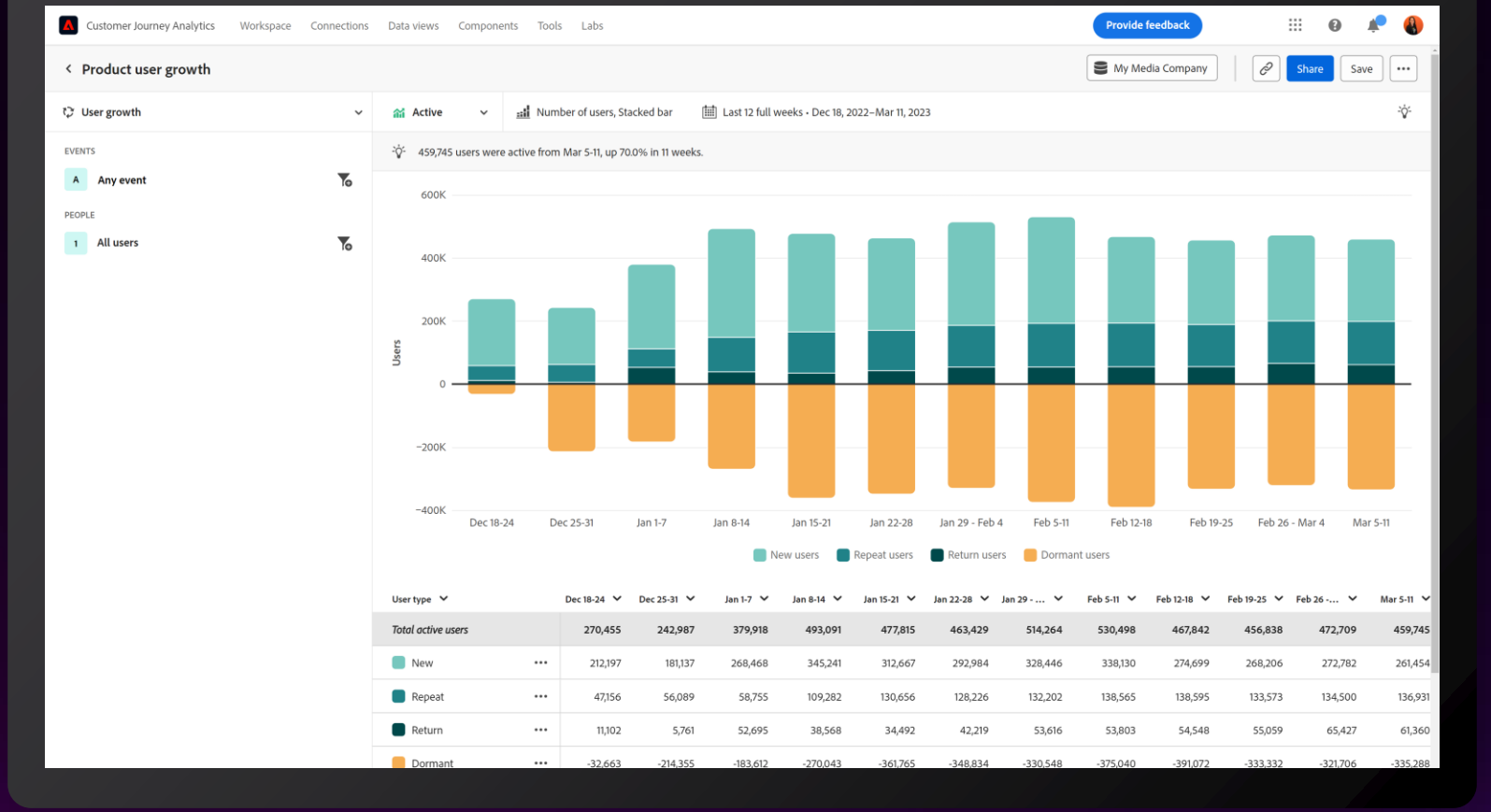
SOCIAL

IN-PRODUCT

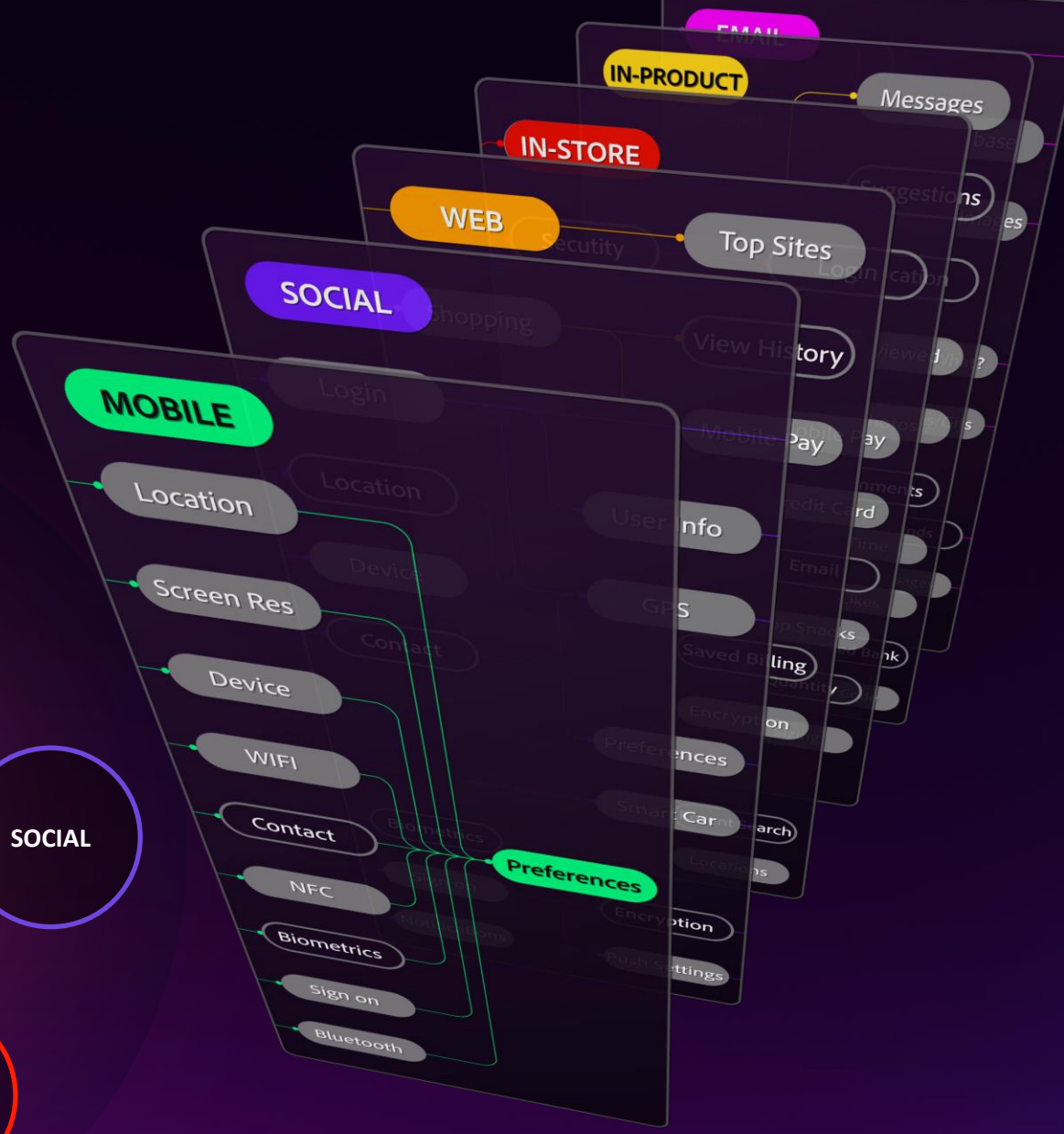
IN-STORE

ACQUISITION
ENGAGEMENT
RETENTION

Adobe Product Analytics



Unified Customer Profile



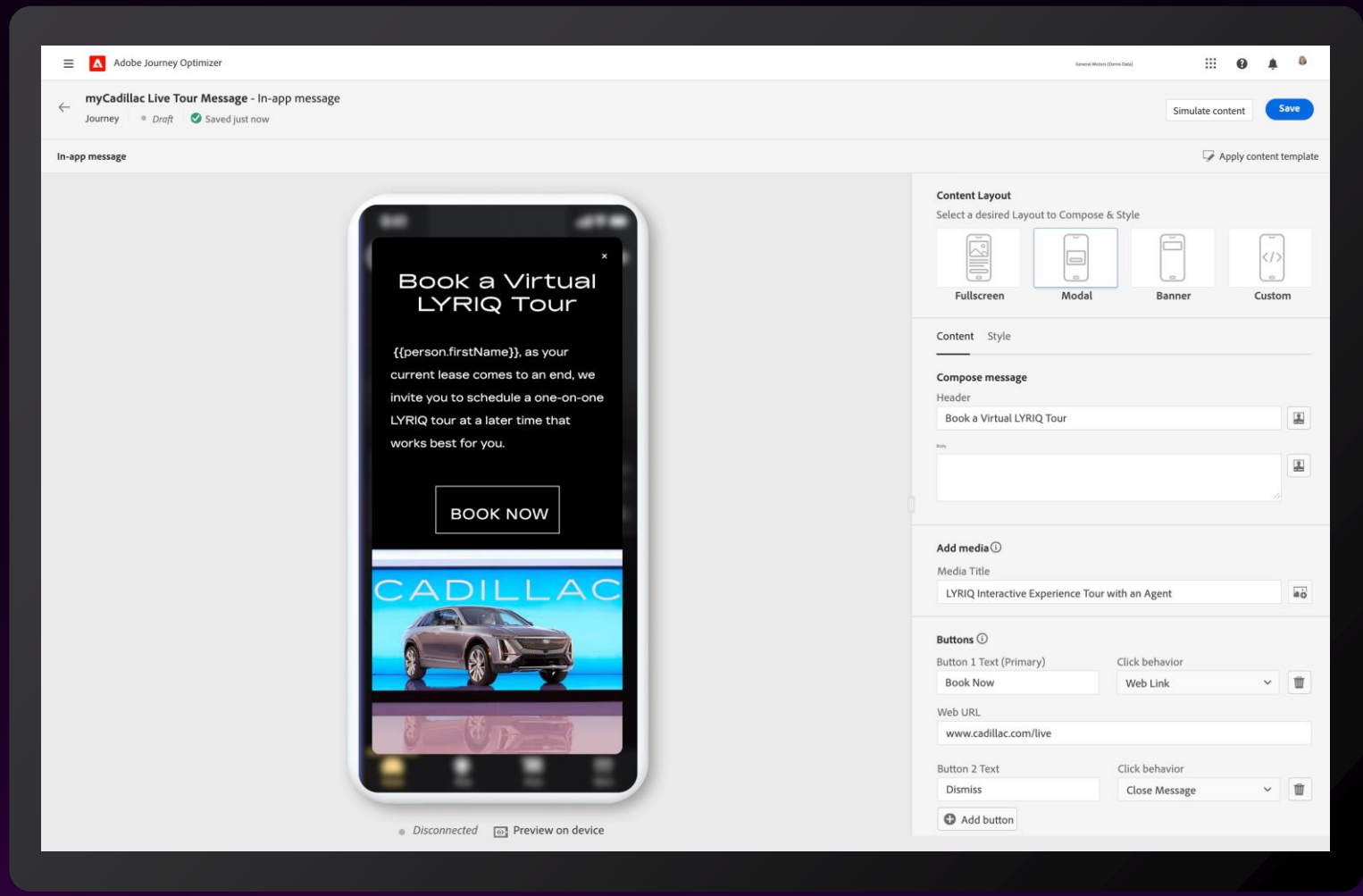
Real-time Activation

Welcome to Hong Kong, Maya.

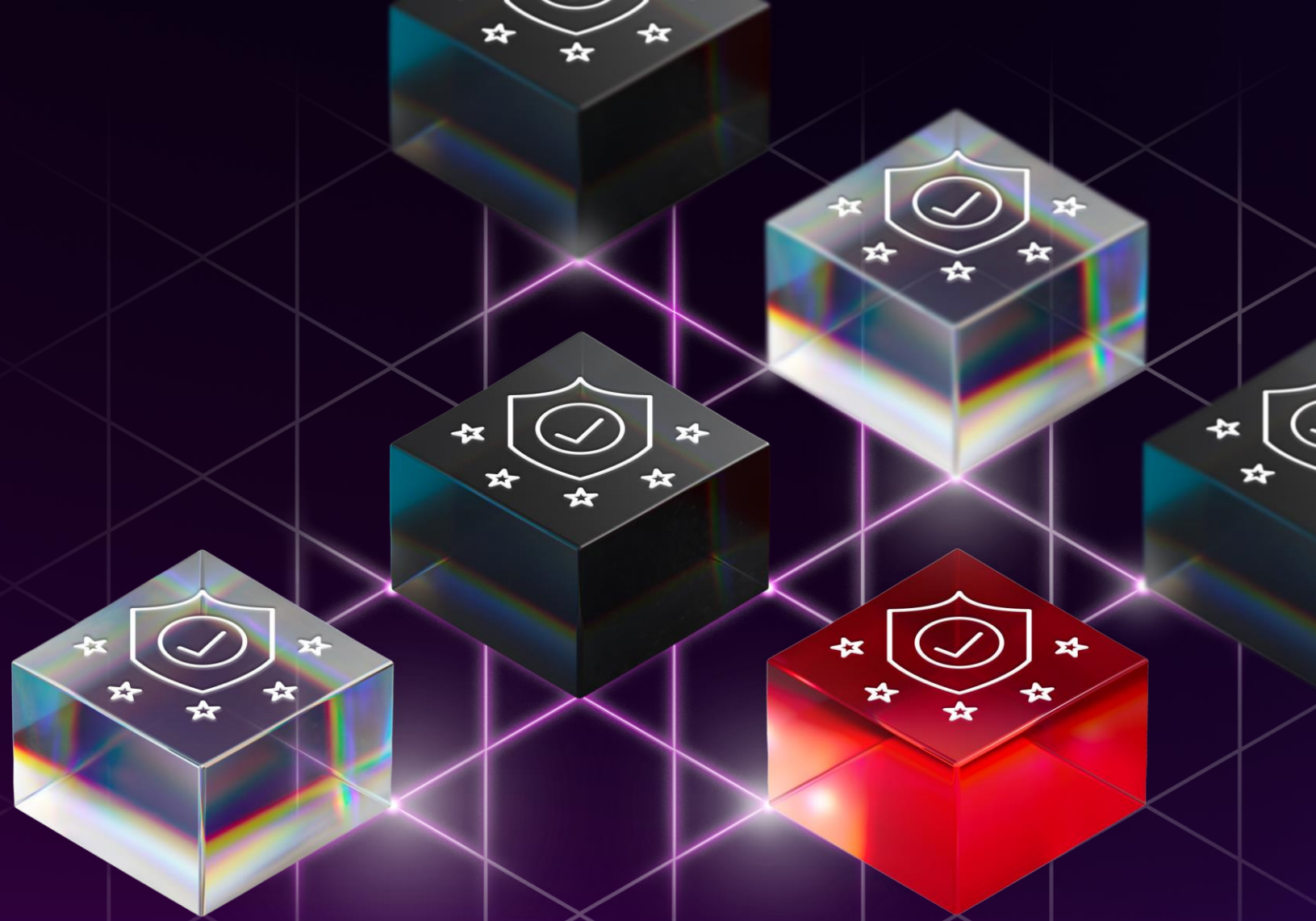
Your luggage is waiting for you now at baggage carousel 6.

Deep Integration

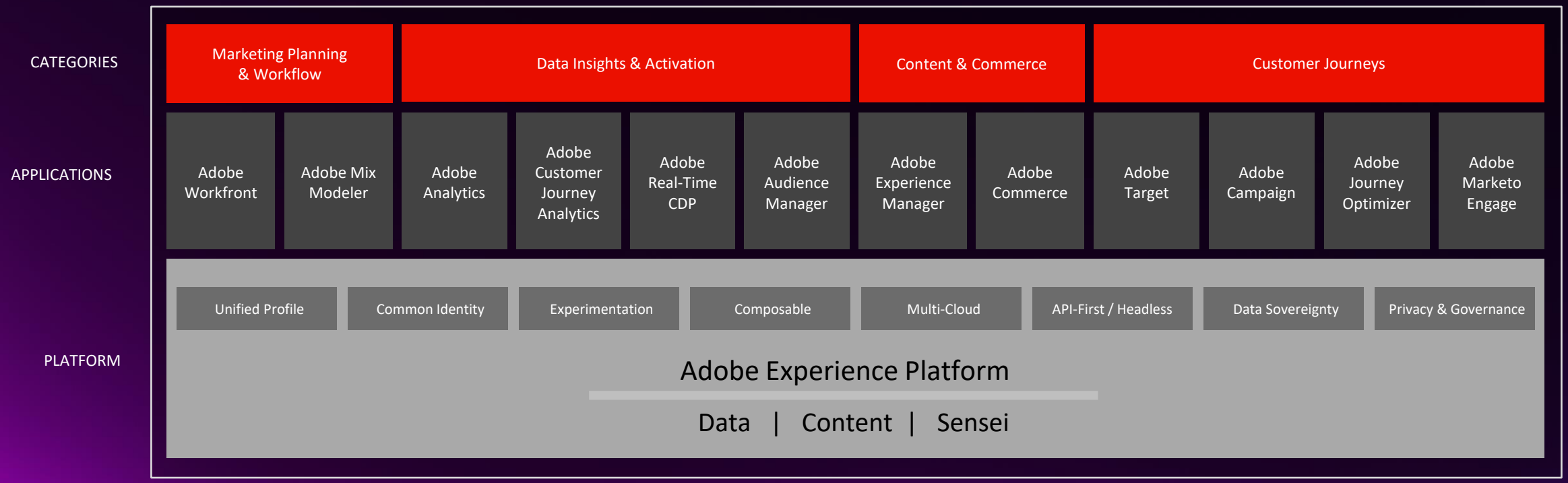
Best-in-class Applications



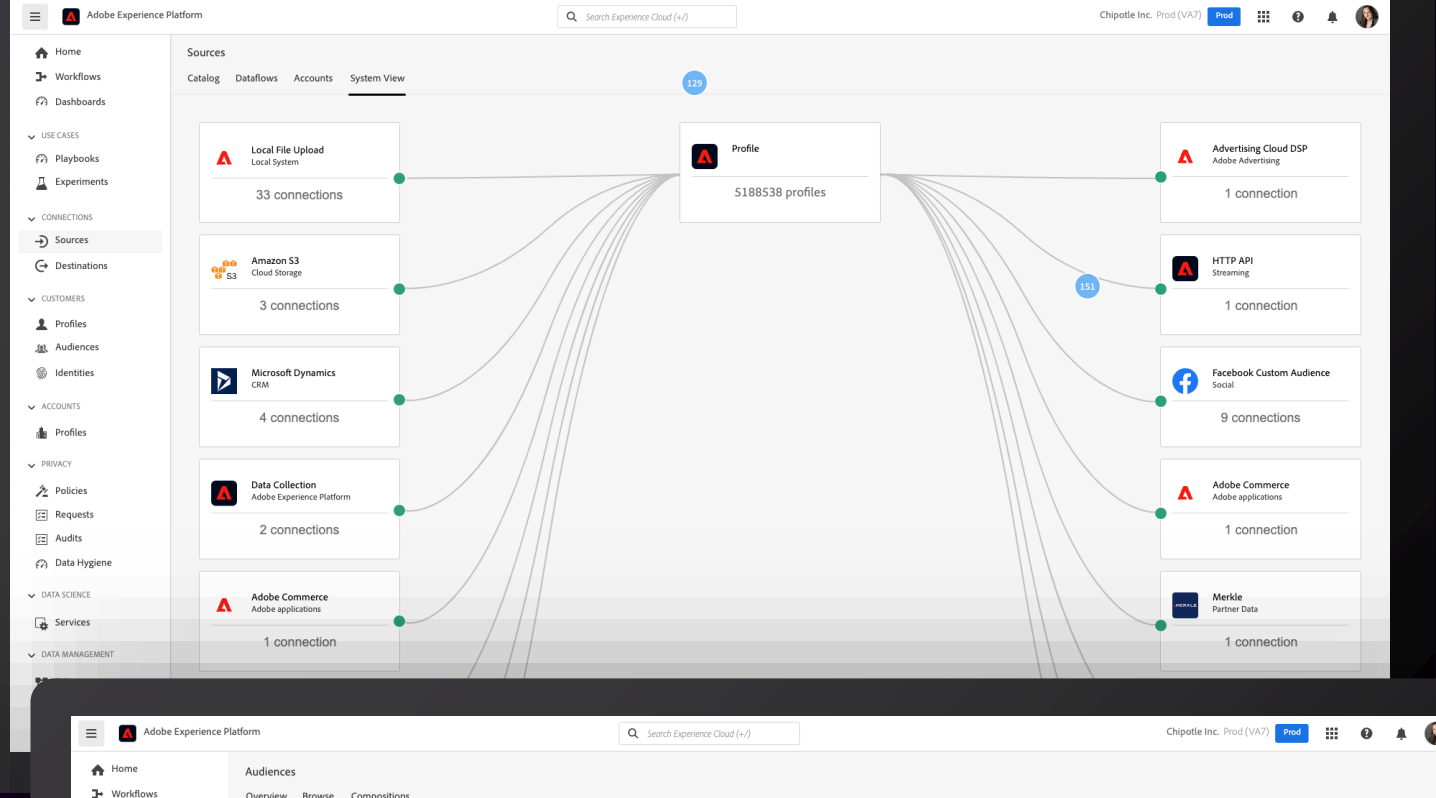
Trust & Governance

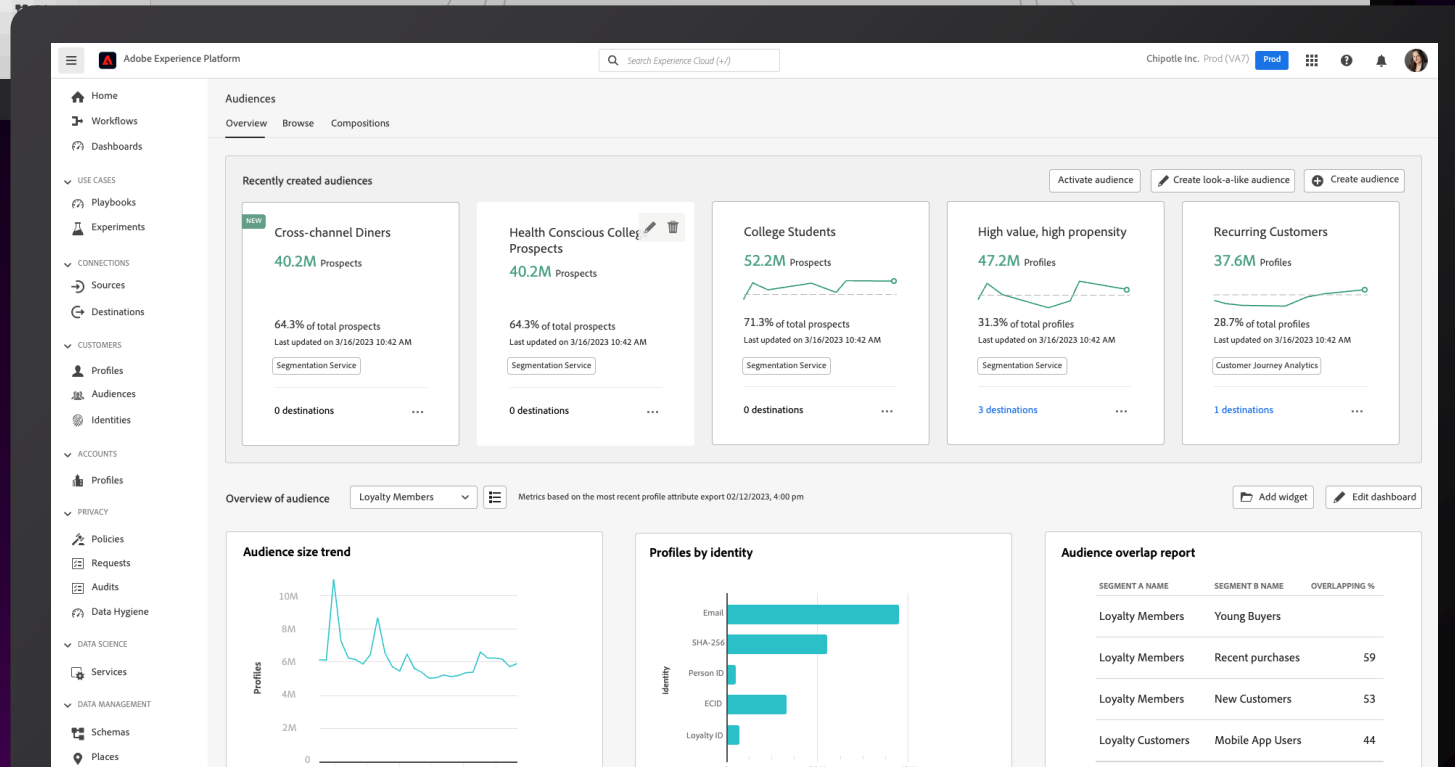


Adobe Experience Cloud

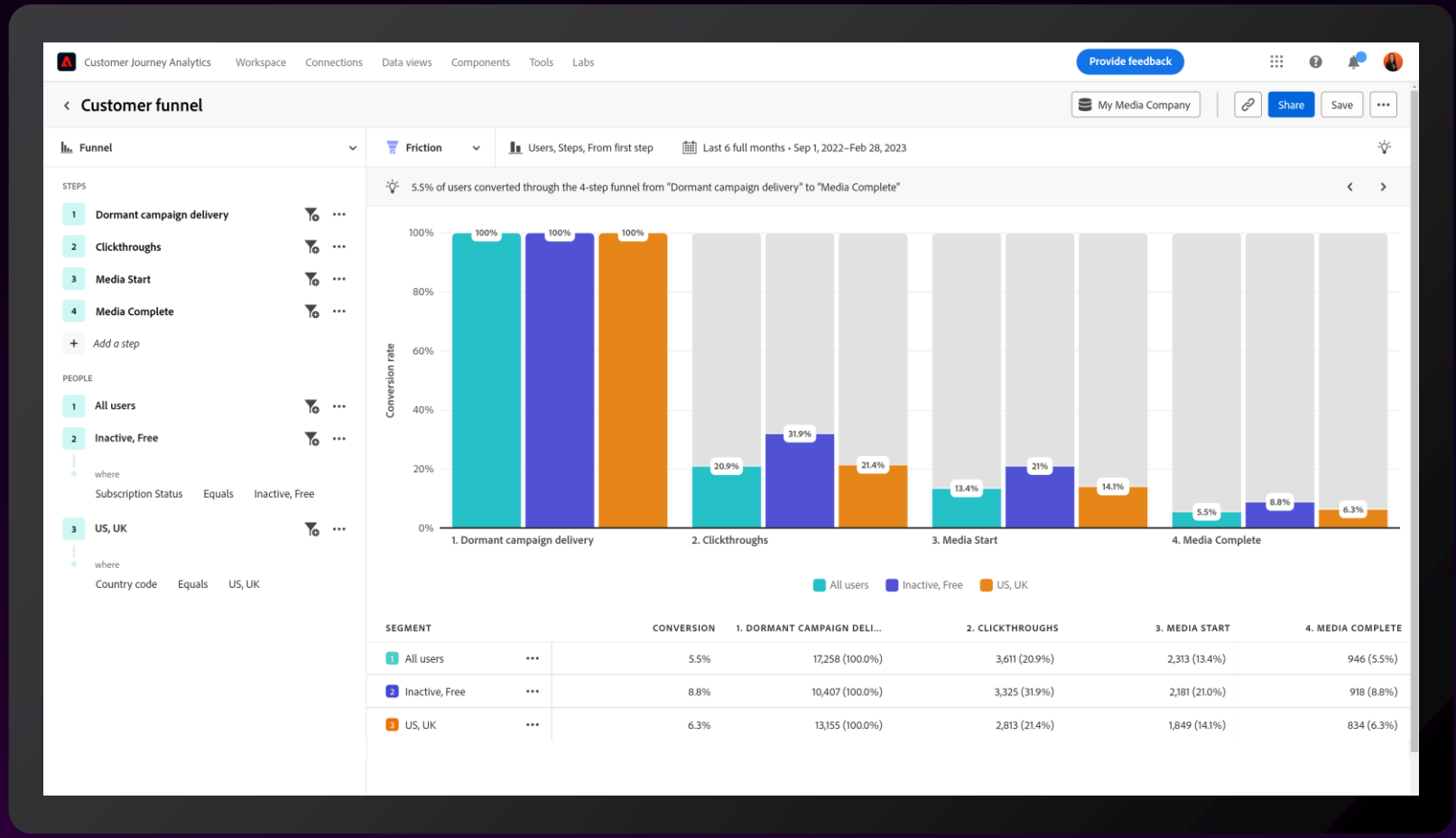


Adobe Real-Time CDP

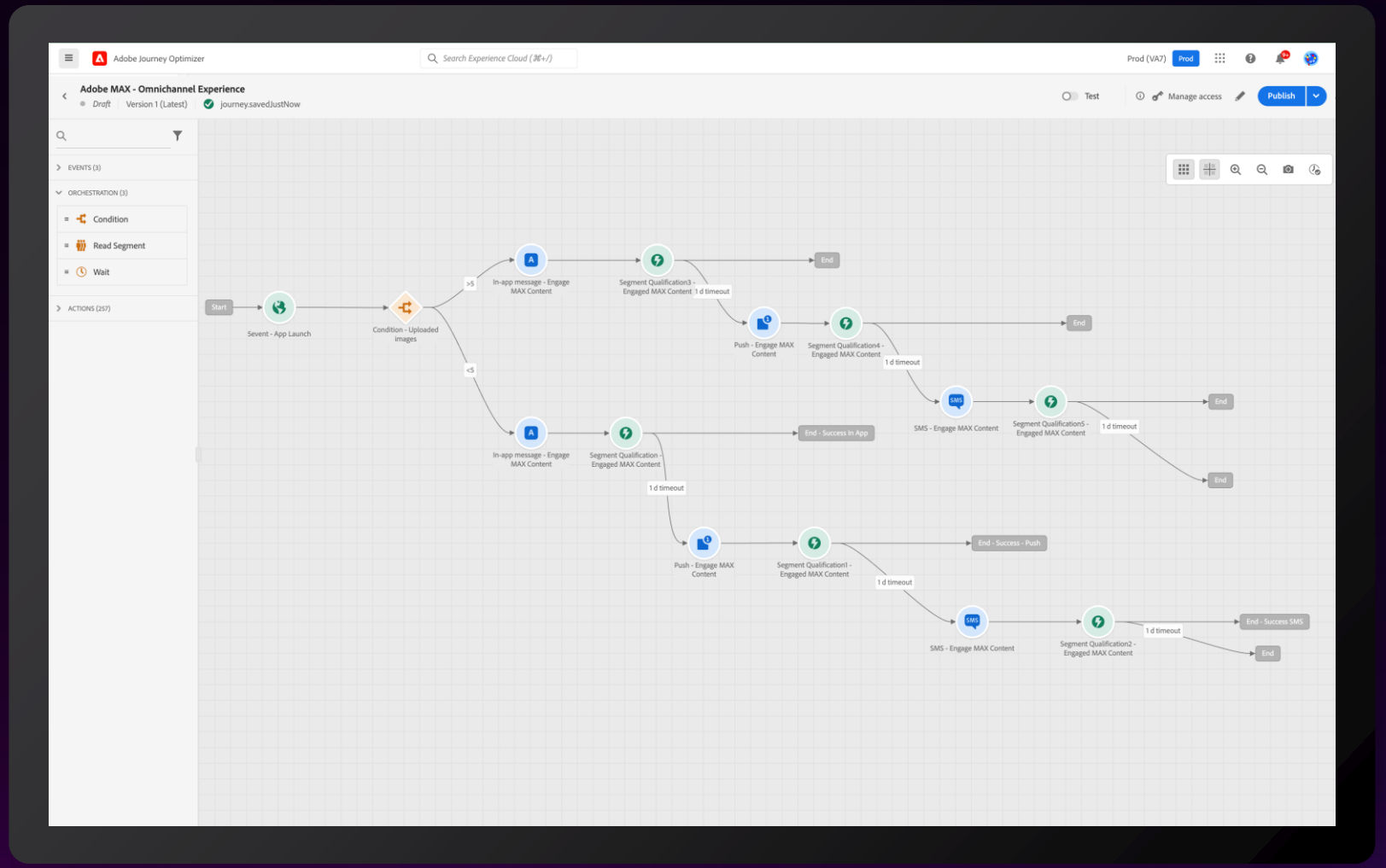


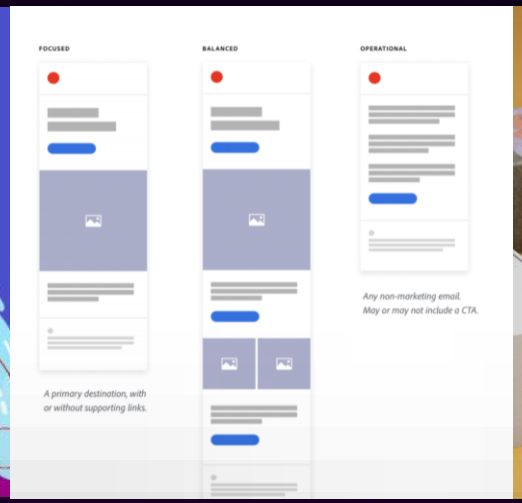


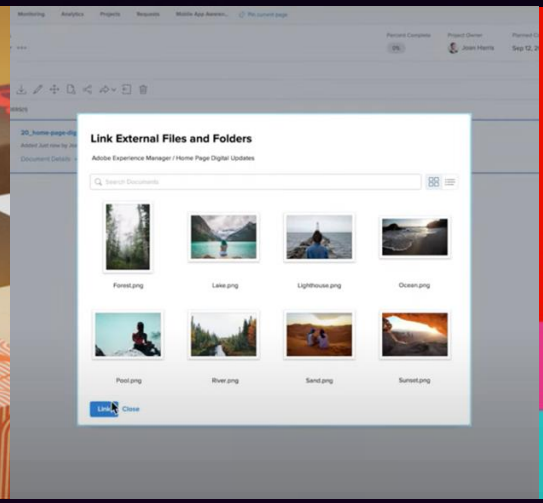
Adobe Customer Journey Analytics



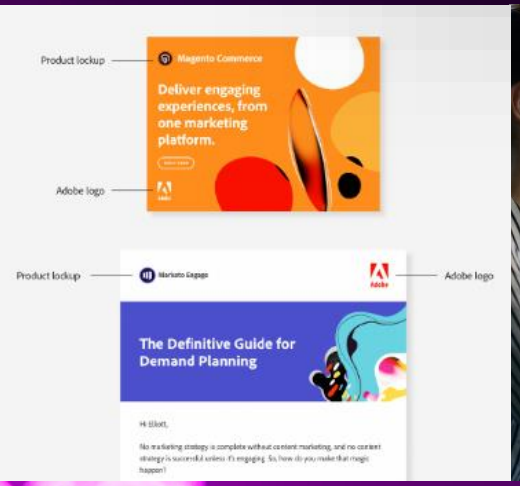
Adobe Journey Optimizer

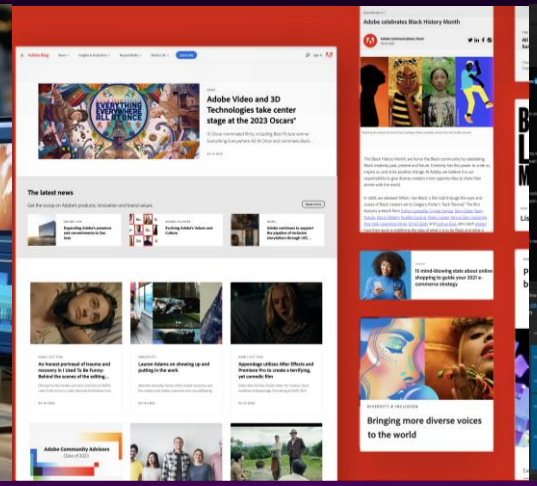


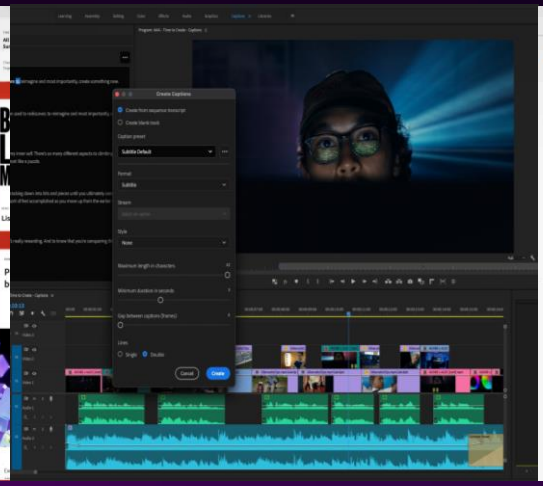


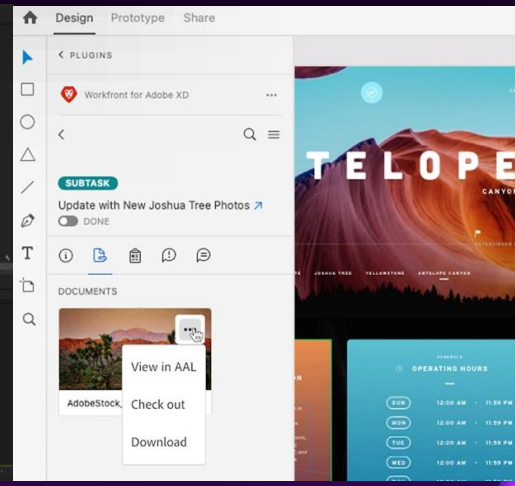


Millions of Content Assets

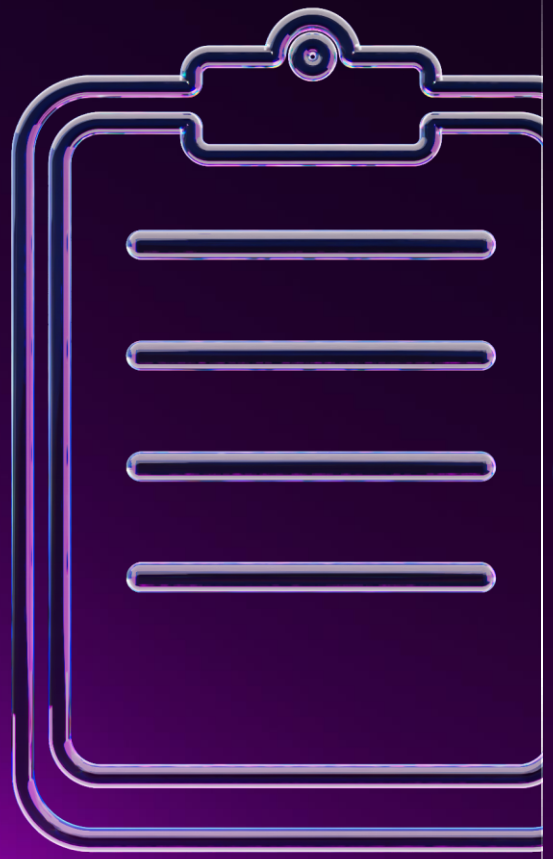








Planning



Production

Delivery

Analysis

Best of Adobe Summit