

# Customer experience management in the era of AI

Great personalised experiences are now the biggest driver of brand trust & loyalty

delivering

1.6x

Revenue  
Growth

1.2x

Margin Increase

1.7x

Customer  
Retention



# 90%

of organisations are struggling with  
managing content

Hey Zoey! Use your blue card to pay for groceries and get 3X bonus points. TODAY ONLY!

TAP HERE TO OPEN WALLET

Paid \$47.52 at Local & Fresh's Market, with Blue Card

Way to take advantage of the offer!

Finding ways to maximize your points

Recent Charge  
**\$47.52**

Gknotts Bank  
5432 12785 45678 101\*\*

Zoey Laroux

Transfer Pay Accounts

**Latest Transactions**

Mark Zuck	Transfer from 129 00 456	+237.00
James Hlu	Transfer from 129 00 456	-200.00

Great job getting a run in! Your heart rate was within normal levels, which is what we want to see.

Oh Good.

Keep logging your workouts for Dr. Nichols to see how you're progressing.

Saving routine to profile

Great Work, Zoey!

7.2 miles

Pace	Distance	Kcal	Time
58830	7.2 miles	821	1h 14m

I want to plan a trip for next month

I think you would like a trip to our hotel in Southern France

Ooo - yes! LOVE that idea

Generating trip ideas

Discover Provence's Best & Culinary Delights

Swiss Peaks & Italian Elegance

Your dry cleaning is ready. Want to add a stop to pick it up on your way home?

Yes, please! Perfect timing

Stop has been added. You'll arrive at Toni's Cleaners by 5:43pm.

Letting Toni know you're on the way

0.7mi

Paradise Rd

Driving ETA 5:43pm

Toni know's you're close by and will have everything ready.

**Toni's Dry Cleaning**  
345 Park Blvd.  
Route is less busy than usual

40PB

data managed in the  
platform to date

5B

Edge interactions  
in Real-Time per day

17T

segment  
evaluations per day

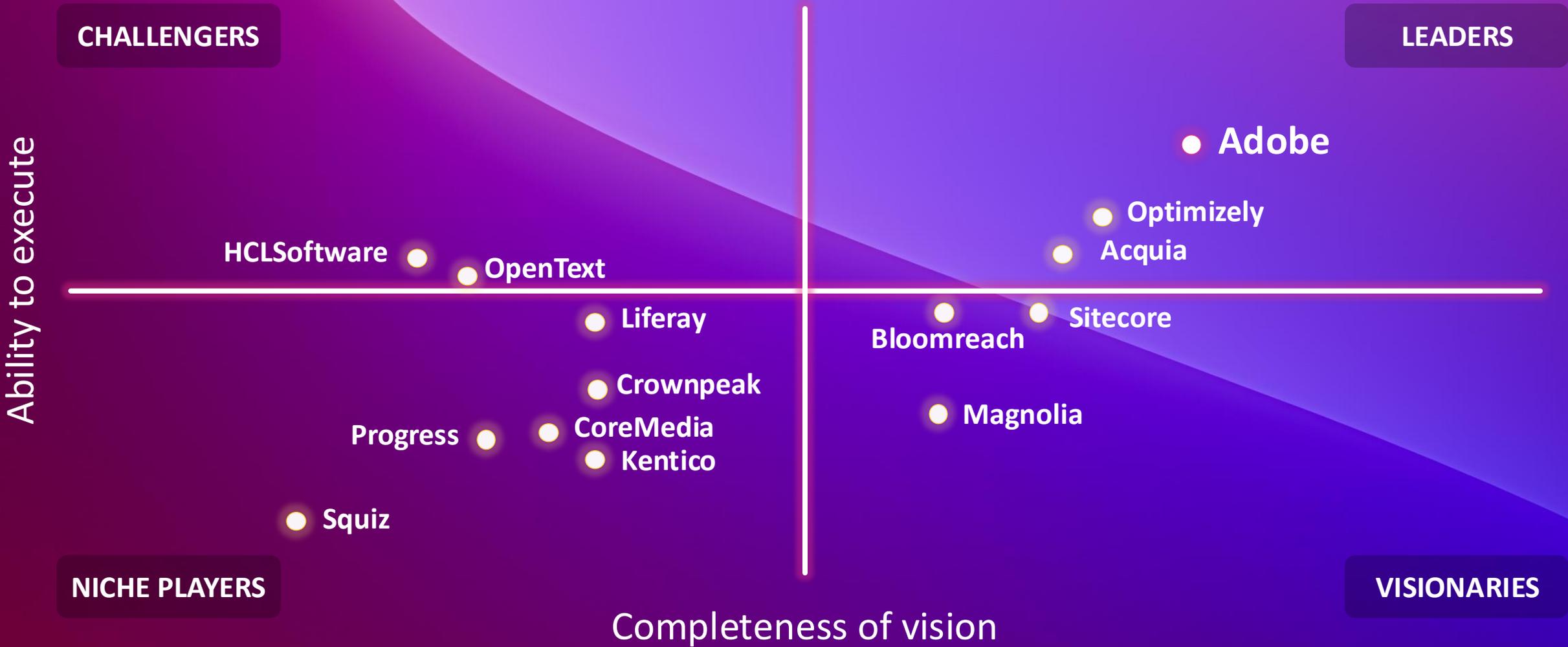
<100ms

response time



Adobe Experience Platform

# Adobe ranked #1 Digital Experience Platform



Source: Gartner (Feb 2024)

# Customer experience management in the era of AI

Content

Data

Journeys

Personalization

Ecosystems

Efficiency

Trust

# Changing the world through personalised digital experiences

Imagine & express ideas

Create content & apps

Personalise & power experiences

The ultimate creative toolkit.

Real-time customer profile

Propensity summary: 274M Profiles, 9.82k Page view, 47k Total revenue

102k High-value profiles

VENIA: The latest and greatest

Customer profile: Ansha Khan

Assets: Light CTA, Informal, Branding, Experience ID

Adobe logos: Photoshop, Illustrator, Acrobat, Experience Cloud



Students

Consumers

Communicators

Creative Professionals

Developers

SMBs

Enterprises

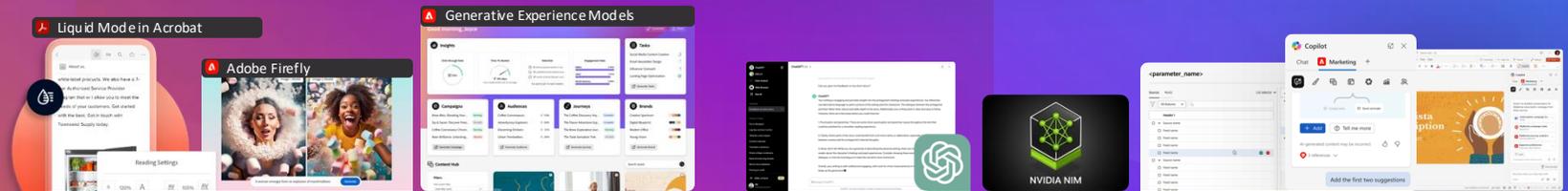


# Adobe's ecosystem approach to AI innovation

Deeply integrate into our industry-leading apps and workflows



Build category-leading foundation models & partner strategically



Responsibly harness & use data

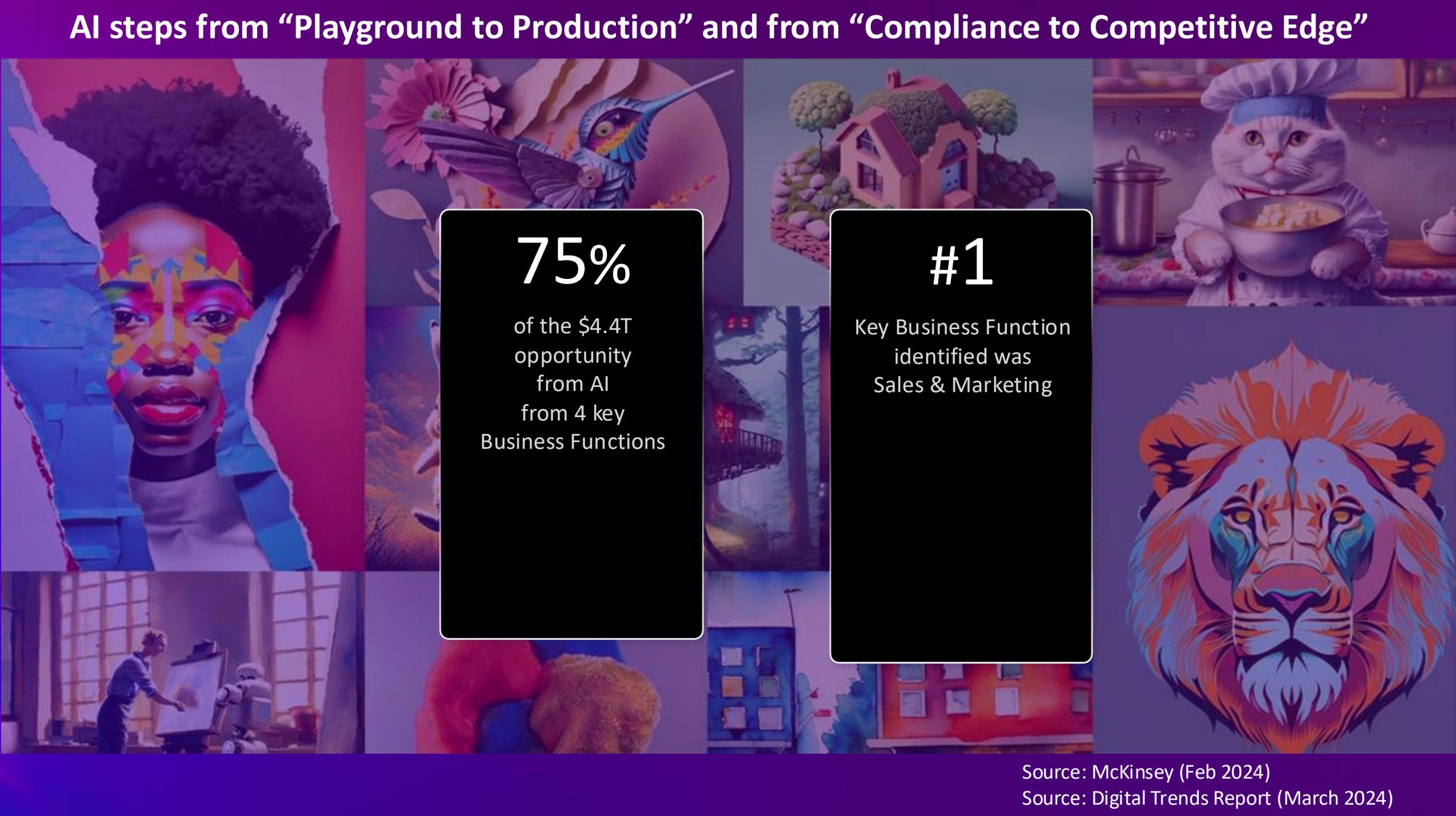


Apps & interfaces

Models

Data

# AI steps from “Playground to Production” and from “Compliance to Competitive Edge”



75%

of the \$4.4T  
opportunity  
from AI  
from 4 key  
Business Functions

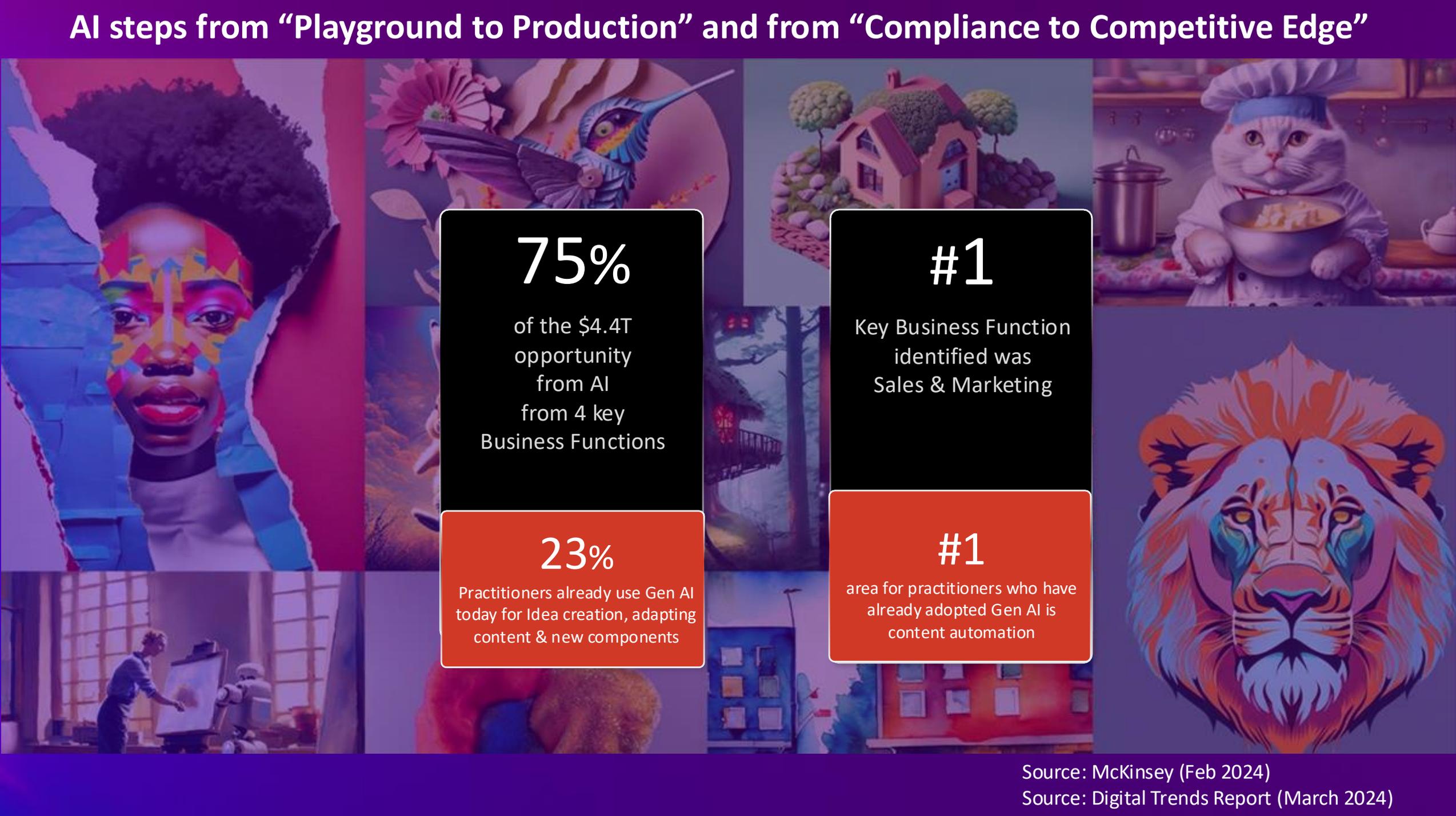
#1

Key Business Function  
identified was  
Sales & Marketing

Source: McKinsey (Feb 2024)

Source: Digital Trends Report (March 2024)

# AI steps from “Playground to Production” and from “Compliance to Competitive Edge”



75%

of the \$4.4T opportunity from AI from 4 key Business Functions

#1

Key Business Function identified was Sales & Marketing

23%

Practitioners already use Gen AI today for Idea creation, adapting content & new components

#1

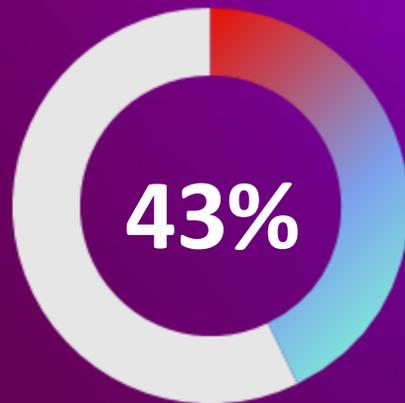
area for practitioners who have already adopted Gen AI is content automation

Source: McKinsey (Feb 2024)

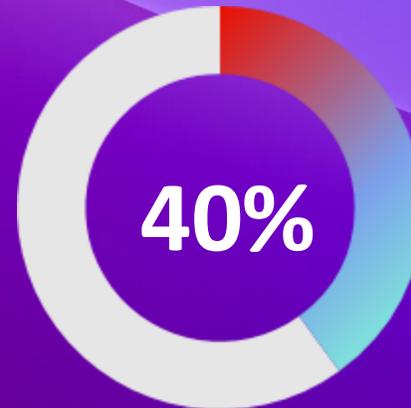
Source: Digital Trends Report (March 2024)

# Harnessing generative AI to enhance CX speed and agility

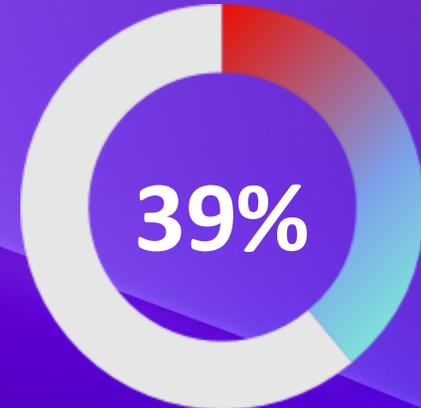
Practitioners' top generative AI applications to support speed and agility of marketing and CX initiatives



Streamlining creative workflows and asset production



Optimising customer journeys by integrating new data sources



Updating content in real time to stay relevant



# Adobe GenStudio for Performance Marketing

Best of Adobe Summit

The image displays a collage of various Adobe GenStudio interface components:

- AI Assistant:** A floating window with a chat interface, a "Start a new campaign" button, and a "Show me my highest performing ad from last week" button.
- Select content:** A panel showing a grid of content assets with filters, search, and approval status.
- Facebook Ad:** A panel showing ad performance metrics such as engagement (200K), click-through rate (0.92%), and conversions (80K).
- Style kit:** A panel for managing brand assets, including a "Reset" button and a "Coca-Cola Creations" brand selection.
- General:** A panel for selecting models (e.g., "Dreamscapes") and brands (e.g., "Coca-Cola Creations").
- Content type:** A panel for selecting content types (e.g., "Object").
- Structure:** A panel for selecting structure (e.g., "Object").
- Main Dashboard:** A central dashboard with a "Good morning, Ann" greeting, a search bar, and sections for "Create" (Facebook ads, Instagram ads, Email, LinkedIn ads), "Your tasks", "Campaigns", and "Insights".
- Attributes:** A panel showing performance metrics for different attributes, such as "Served" (0.89%), "Landscape" (0.76%), and "Abstract" (0.73%).
- Content:** A panel showing a list of content items with details like "Coca-Cola Creations Campaign" and "Coca-Cola Dreamworld".