Adobe AI Forum



Claire-Louise Green

Vice President Enterprise Marketing
EMEA

Adobe



Adobe AI Forum



AI is transforming customer experiences and enterprise productivity

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AI is transforming customer experiences and enterprise productivity

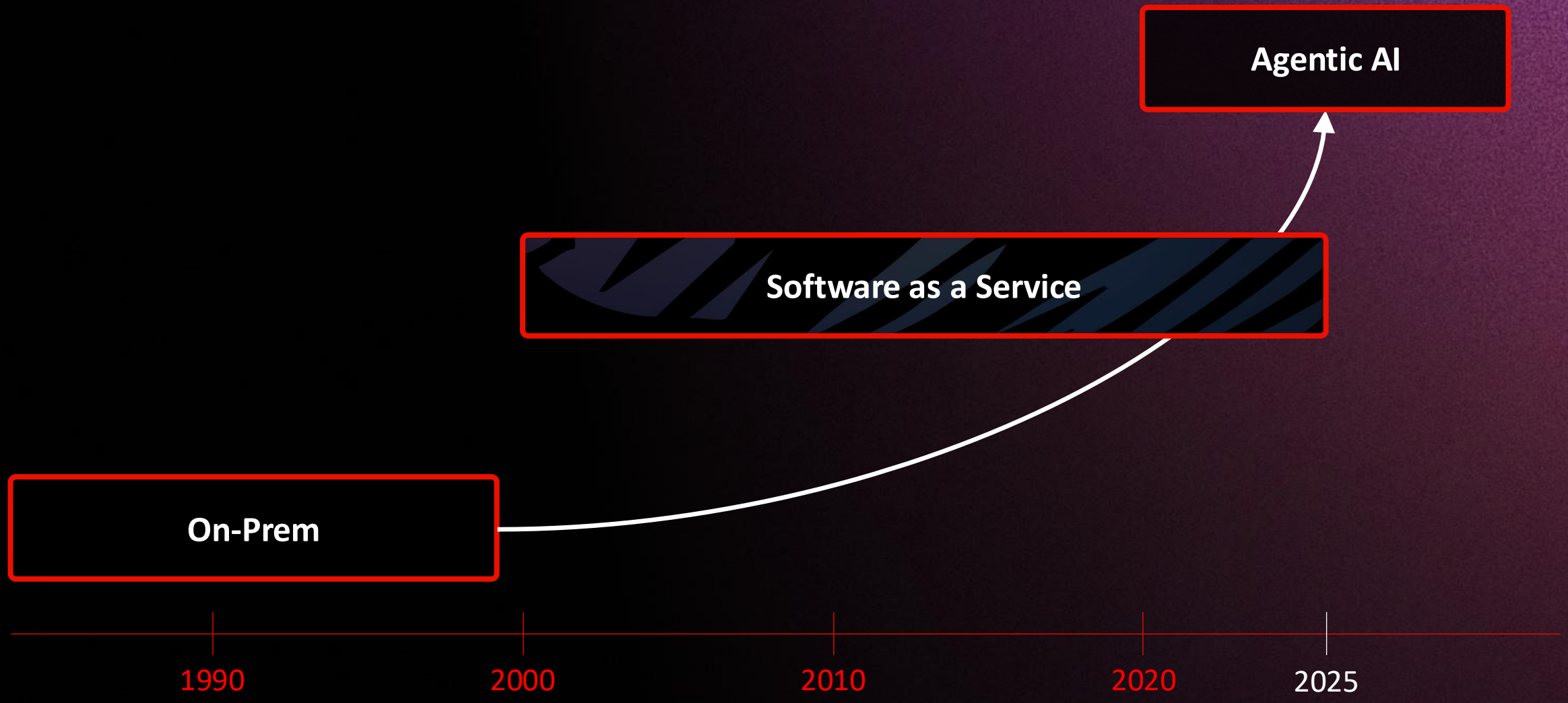
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AI is transforming customer experiences and enterprise productivity

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AI is a seismic, technological shift



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AI is transforming customer experiences and enterprise productivity

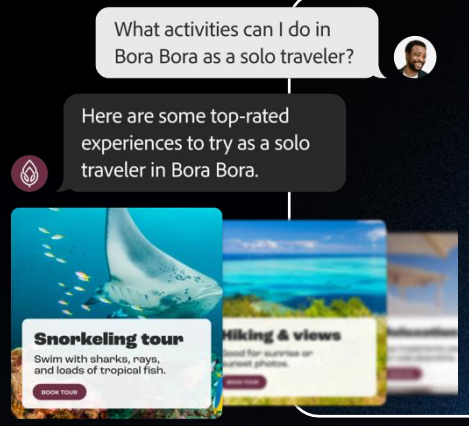
Pivotal moment for consumers

Defining moment for creativity

Generational shift for team productivity

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Seismic shifts are reshaping:

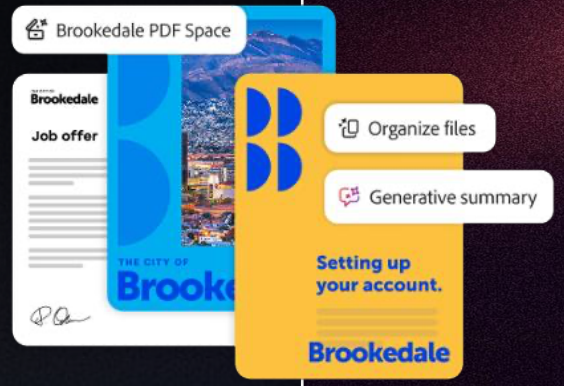


Customer Experience Orchestration

Brand Visibility

Content Supply Chain

Customer Engagement

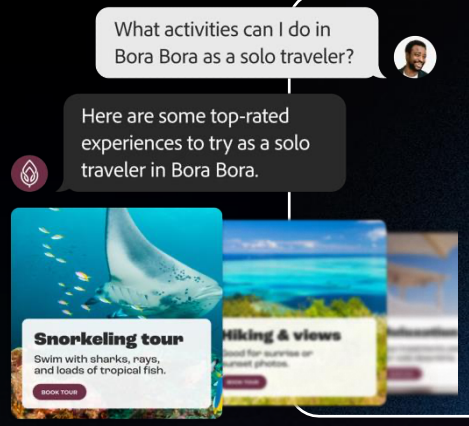


Productivity

Actionable Business Intelligence

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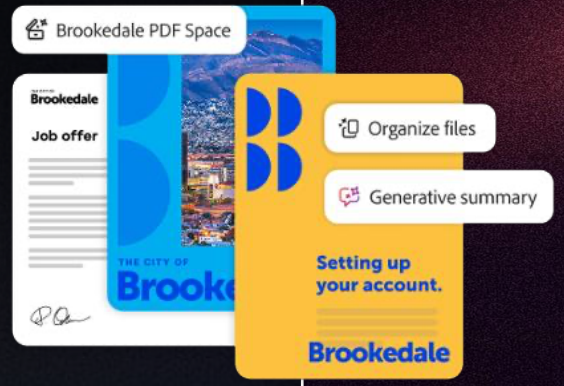


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Actionable Business Intelligence

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CXO

Brand Visibility & Customer Engagement



From SEO to GEO, clicks to conversations

50%

decline in organic traffic projected by 2028.

Gartner

685%

year-on-year increase of traffic to retail sites from AI-driven sources.

Adobe UK Holiday Shopping Trends Report 2025

80%

of consumers rely on AI-written summaries for at least 40% of their searches.

Bain & Co

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Content Supply Chain

From batch production to AI-driven content at scale



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Content Supply Chain

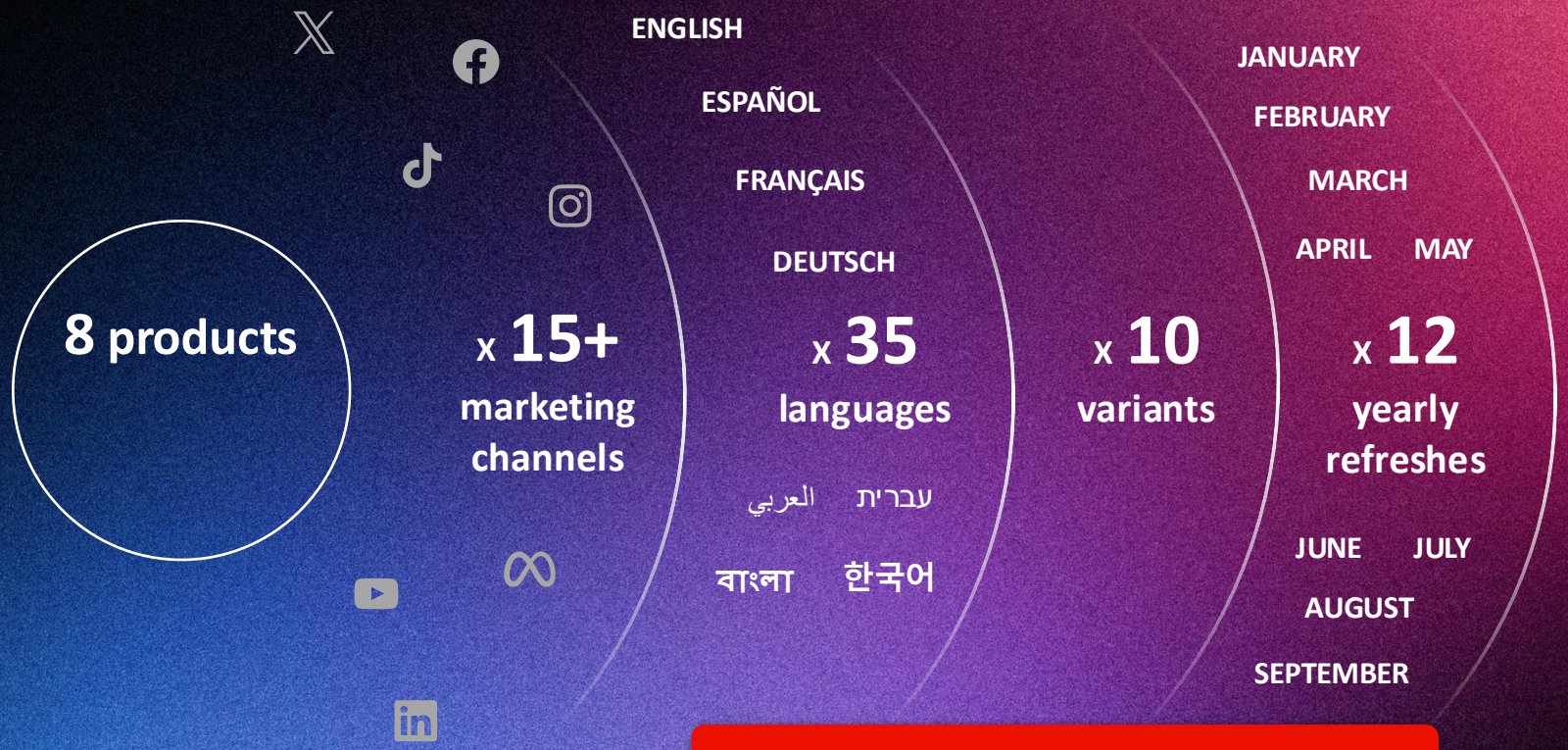
From batch production to AI-driven content at scale



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Content Supply Chain

From batch production to AI-driven content at scale



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Productivity

From disconnected data to coherent business intelligence

- Agents embedded directly into workflows
- Connected collaboration
- Automated insights and AI-driven orchestration
- Real results

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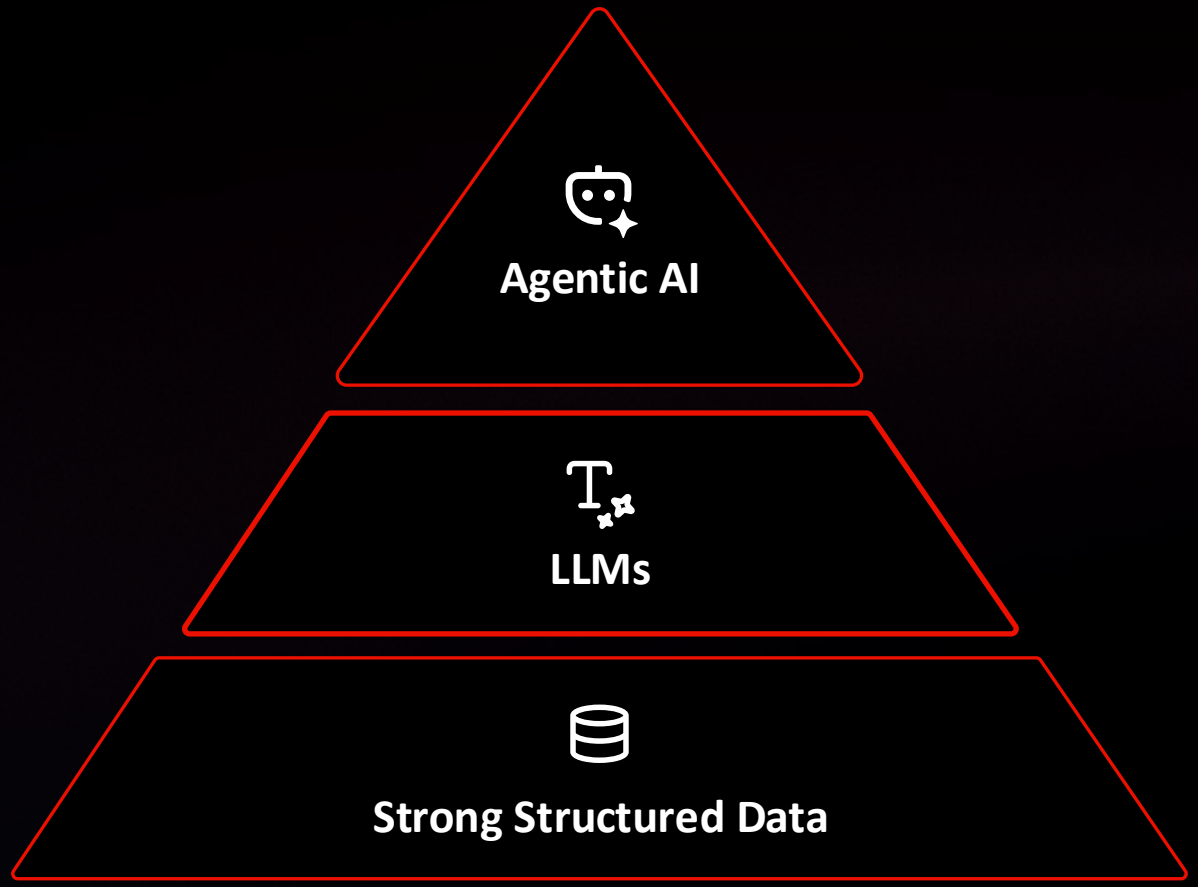
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Agentic AI Foundation

From fragmented data to an agentic-ready foundation



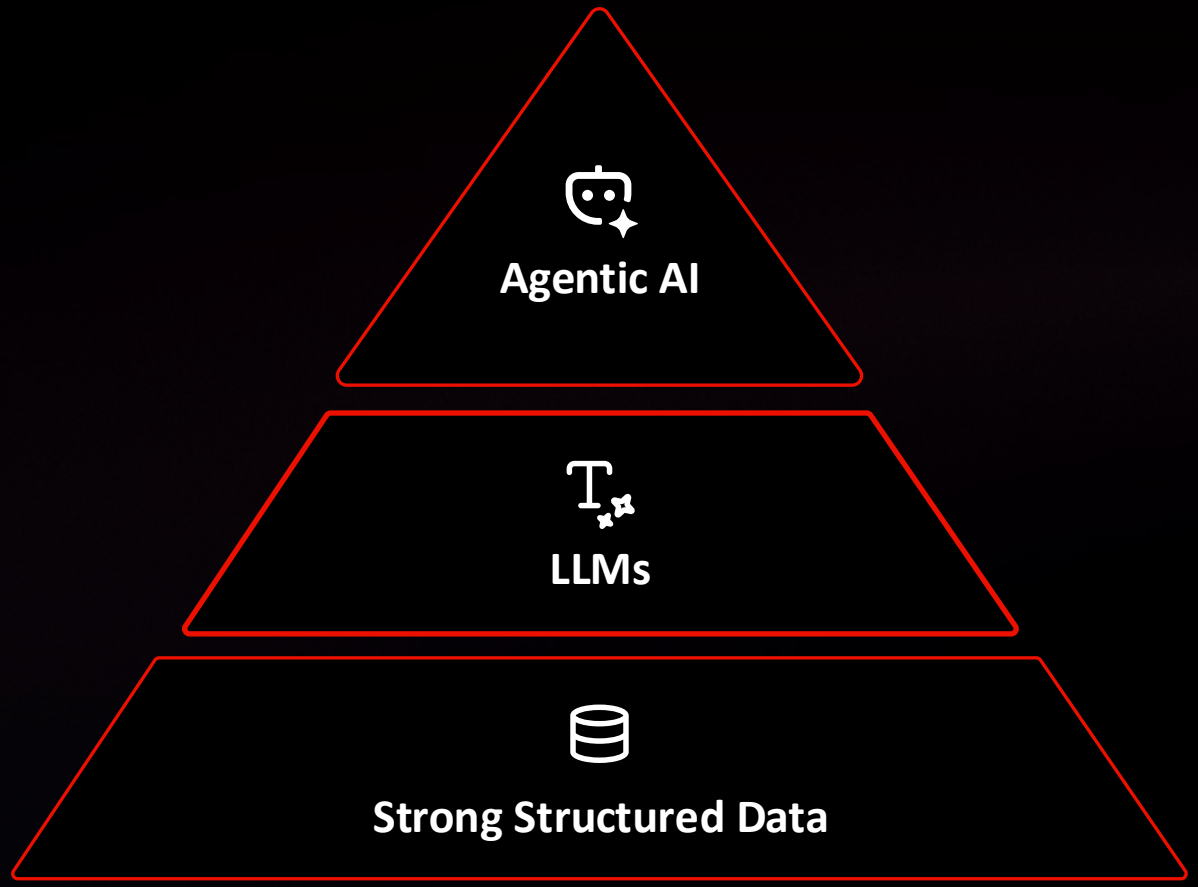
85% of AI projects fail because of poor data quality.

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From AI frenzy to real impact with Adobe's AI solutions

Customer Experience Orchestration

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Customer Engagement

Productivity

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Katy Phanides

Director of Solutions Consulting
U.K. and MEA

Adobe



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Customer Experience Orchestration

Combine Creativity, Marketing and AI to deliver personalized, conversational digital experiences in real-time at global scale

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Adobe’s AI solutions are purpose-built for

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Deliver impactful experiences with Adobe AI



200 brands
x
200 markets
x
200 million
consumer profiles

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x
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x
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Coca-Cola



Increased revenue by 36% with personalized customer journeys

Boosted ecommerce page checkouts by 25% with no additional content spend

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Premier League is reimagining the beautiful game with AI

CXO



900 million homes
189 countries
1.8 billion global fans

One connected Premier League experience

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Powering football's biggest audience with AI-fueled fan engagement

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Premier League

Personalized fan engagement by connecting data, content, and matchday moments with AI

Turning fans into creators, with the GenAI badge creation feature for 11 million FPL players

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Adobe is driving measurable impact across marketing, creativity and AI

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Transforming Modern Digital Marketing



Adobe introduced the first integrated end-to-end platform to bring together creativity, data, and activation.



Personalization at scale in real-time achievable through centralizing data and creating 360 view of the customer



Agents that bridge human creativity with agentic intelligent embedded into workflows

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Adobe empowers creators and amplifies human ingenuity

- Responsible Training
- Creator Compensation
- Choice & Control









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Setting the enterprise standard for responsible AI

Built to unlock human creativity



Seamlessly embedded into existing workflows



Developed transparently and responsibly



Backed by research, patents and rigorous ethical oversight

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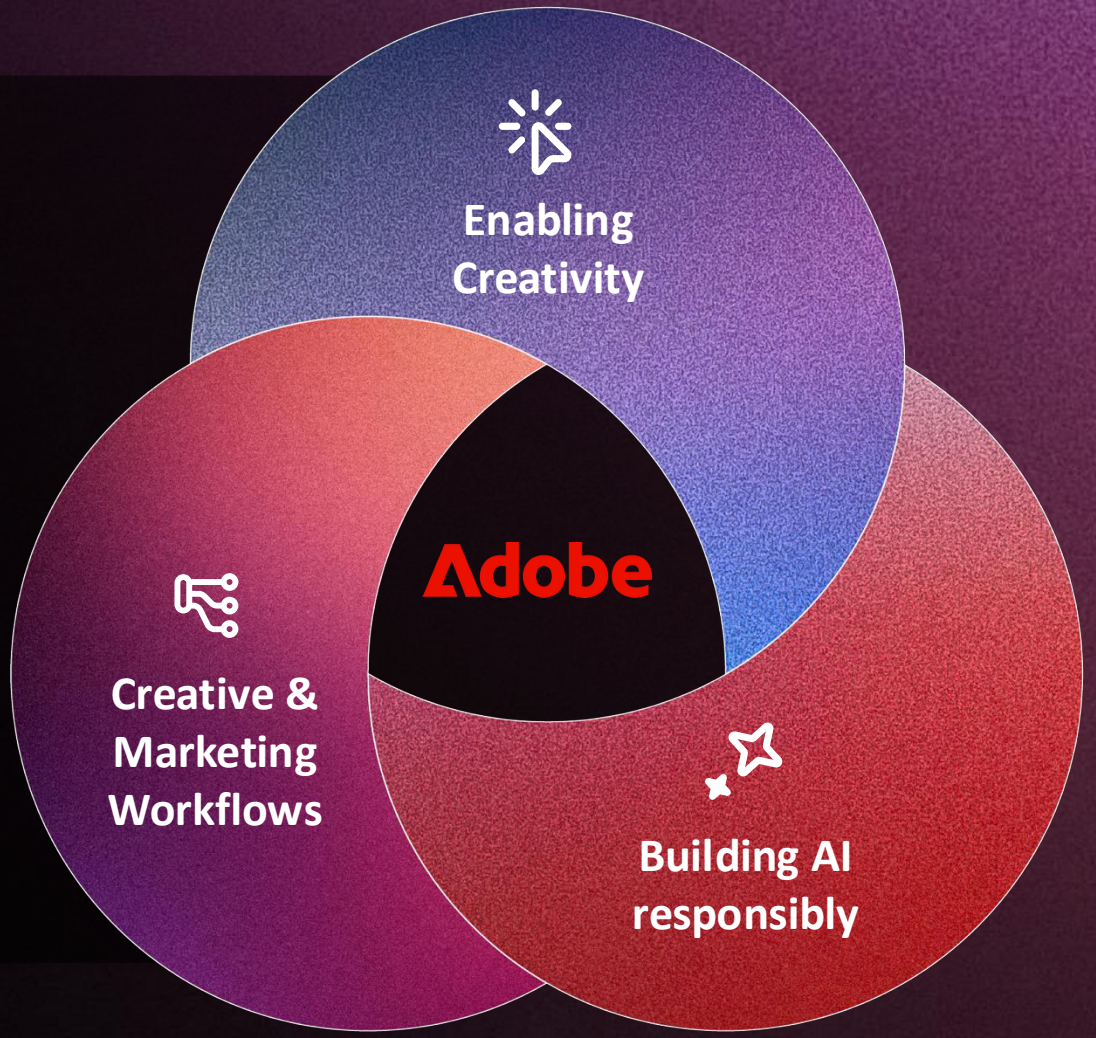
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Adobe sits at the intersection of marketing, creativity, and AI

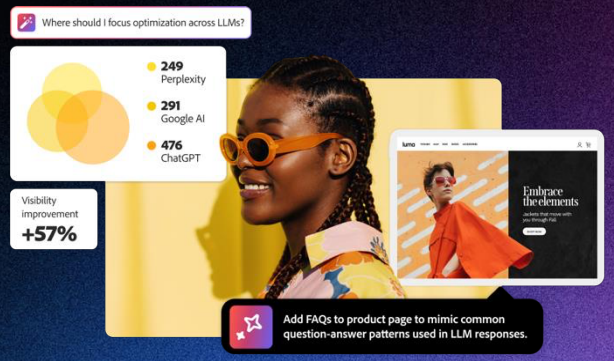


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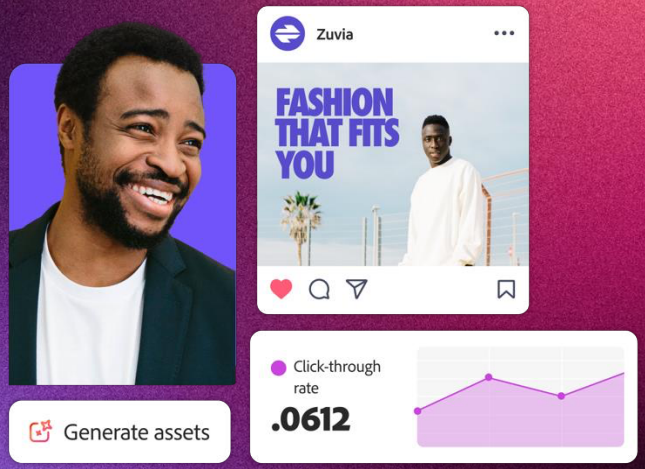
Latest AI Innovations

Customer Experience Orchestration

LLM Optimizer

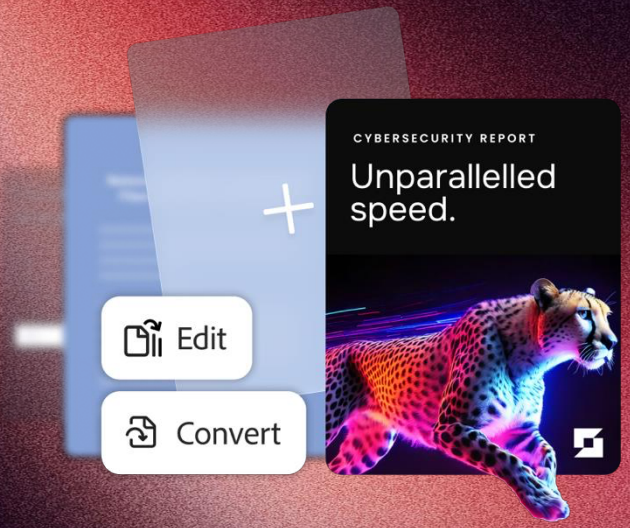


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Productivity

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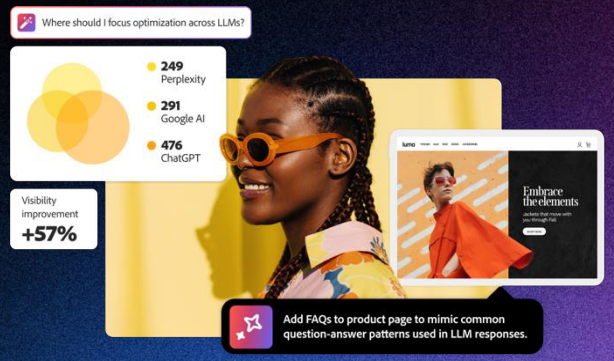


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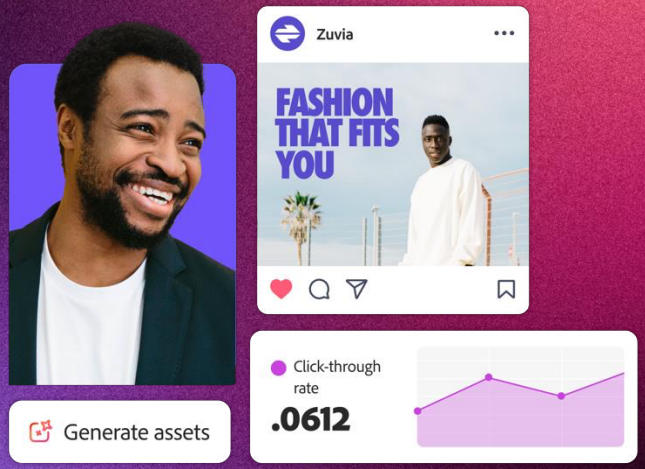
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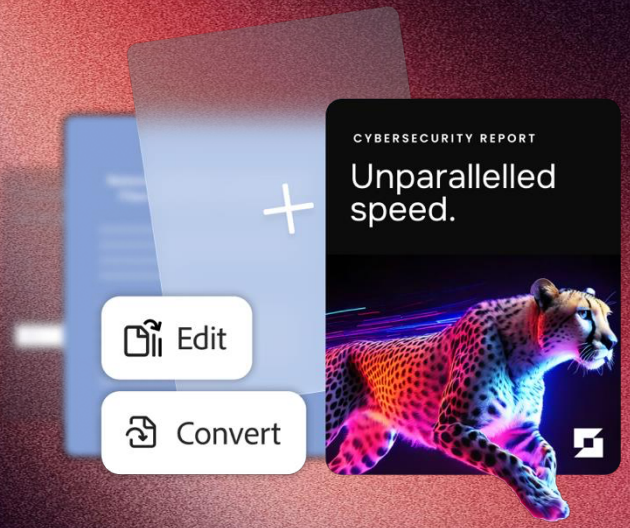


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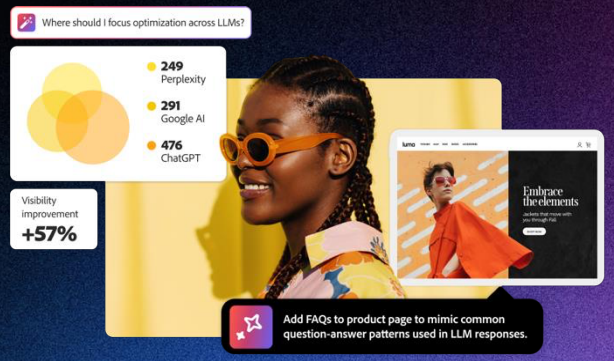


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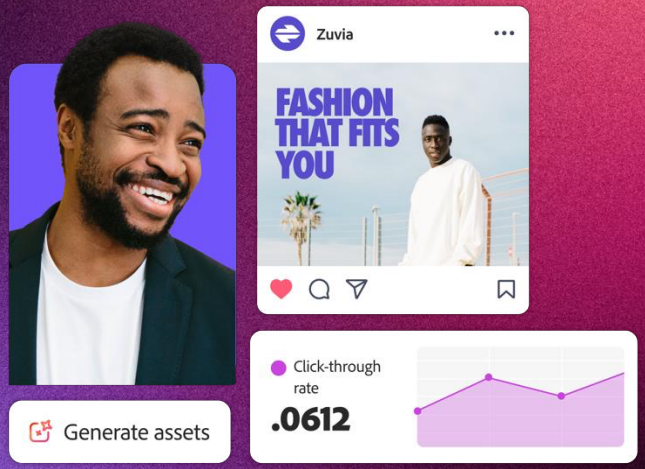
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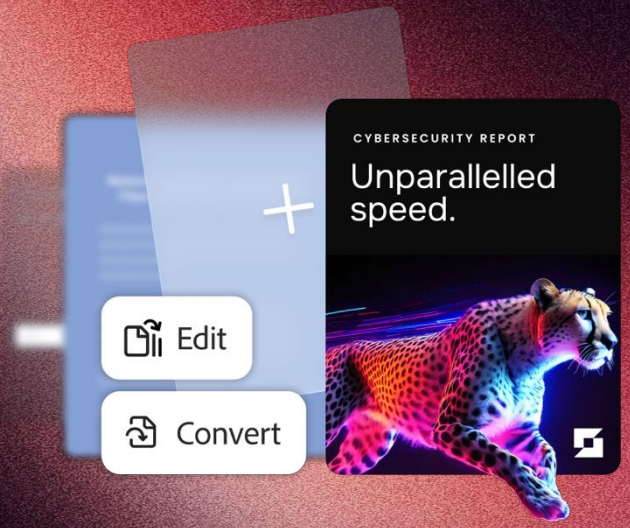


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