

Adobe Express

Scale your content creation. Stay on brand.

Empower all your teams to create on-brand content.

To stay competitive in a world demanding high-quality and high-volume content, businesses need better, faster, and more intelligent ways to scale their creativity.

The need for content is expected to grow between 5x and 20x over the next two years.

Staying competitive requires a new approach.

95%

of a message is retained by viewers when conveyed in video format compared with 10% in text.

80%

of consumers consider seamless and convenient experiences to be as important as the quality of the product or service.

76%

of consumers are more likely to consider purchasing from a brand that personalizes content.

Systems need to scale.

83%

say their creative team's workload increased over the last year.

4 in 10

creatives spend more than half the workweek (21+ hours) on repetitive design tasks.

68%

of creatives are under pressure to create content quickly, which can lead to shortcuts that compromise brand consistency.

Meet Adobe Express.



Adobe Express is the easy, all-in-one content creation tool for your business. Quickly make standout visuals like images, videos, PDFs, and social posts with Adobe Firefly generative AI.



Stay on brand, every time.

Apply brand guidelines to any project with one click.

Share lockable asset templates with your teams to ensure brand consistency.

Link Photoshop and Illustrator files so your edits sync in Adobe Express.

Integrate Adobe Experience Manager to have all brand assets in one spot.



Design commercially safe generative AI content.

Generate extraordinary images and text effects from just a description.

Add, remove, or replace any part of your image with Generative Fill.

Choose from thousands of professionally designed templates, or create your own.

Leverage 195 million royalty-free photos, videos, and music files from Adobe Stock.



Create, customize, and collaborate with ease.

Create videos using easy drag-and-drop editing.

Edit and resize designs for any platform, and enhance existing PDFs.

Auto-translate into 40+ languages.

Share and collaborate with team members in real-time.

Adobe Express and Adobe Firefly scale on-brand content creation across creative and marketing teams.

"Express is fast, flexible, and easy to use. Clients' marketing teams can handle edits and iterations on their own, giving them greater control."

Grace Young
Director of Accounts
Owen Jones

"I create about 90% of social media posts on Adobe Express. It helps me work quickly and really focus on messaging and readers' experiences. I can even hop on my phone to create something on mobile or make updates when I have a spare minute."

Gisela Delgado
Brand Creative Director
IgA Nephropathy Foundation

Unleash creativity. Scale productivity. Unify collaboration.

Adobe Express

Contact us

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