





Tailor to local audiences.

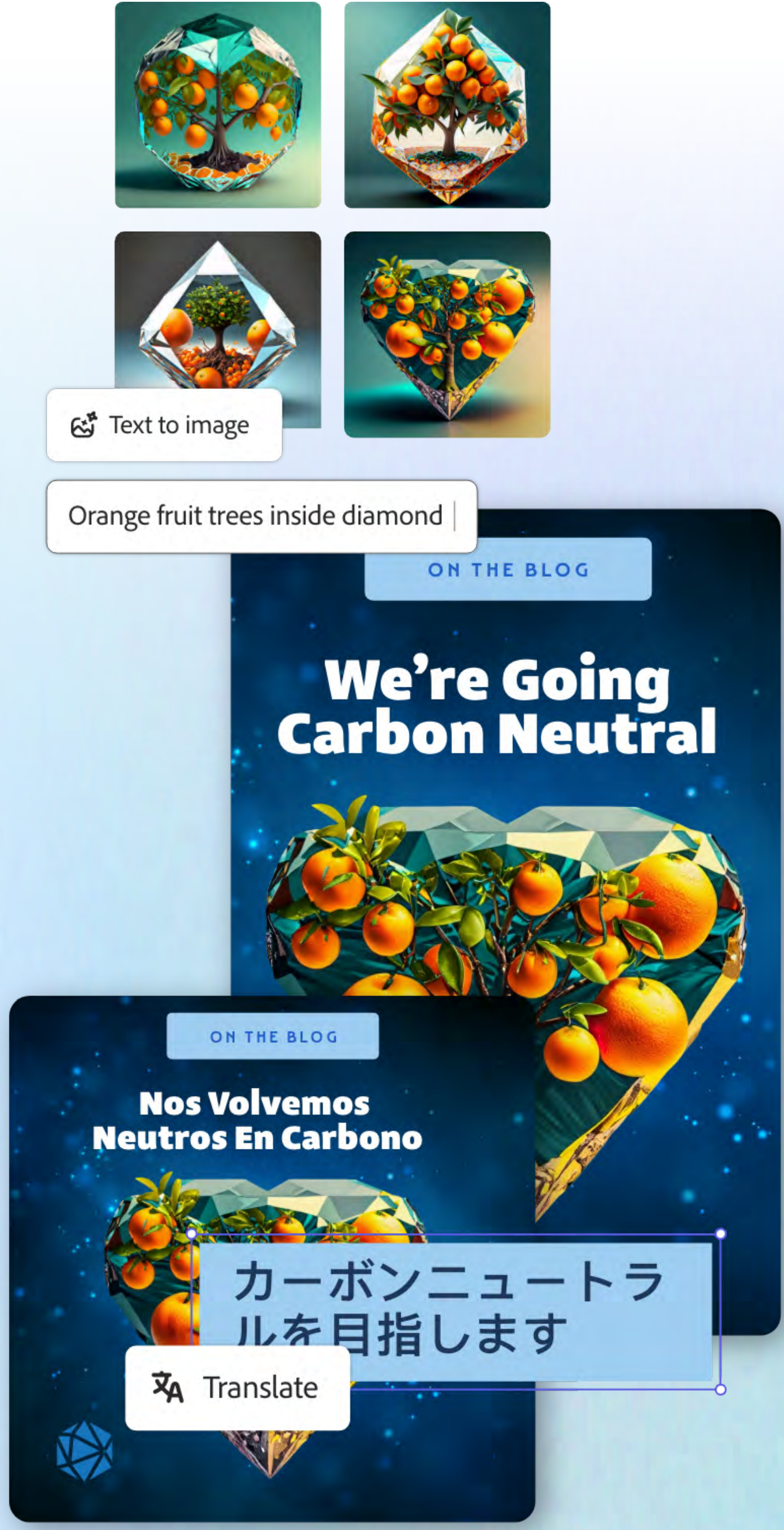
Localize campaigns for different regions.

Customer demand for personalized content is booming, and you're expected to keep up. Meet Adobe Express, the all-in-one content creation app for marketers. Speed up production with generative AI, designed to be safe for business, integrated throughout your workflows. Marketers can use it to create on-brand content without weighing down creative teams or waiting for agency support.

Challenge
Failing to cater to diverse markets can leave significant revenue on the table and diminish brand relevance in different locales, but regional and local teams sometimes lack the tools to adapt on-brand assets for local audiences.

How we're solving it
Using Adobe Express for localization is easy and intuitive. Out of the box, you're able to:

-  Harness the power of Adobe Firefly, Adobe's innovative, built-in generative AI technology, to generate and edit templates, images, text effects, and more with a simple text description
-  Resize content instantly for local markets and channels, including email, social media, and the web
-  Auto-translate your content into 45 languages for global reach and impact
-  Save your assets to company storage, such as Google Drive and AEM assets



Business impact

- Ensures global campaigns maintain local relevance.
- Boosts marketing effectiveness and ROI dramatically.
- Frees up creative teams to work on high-value projects.
- Lowers project costs.

Drive 26x higher engagement than IBM's average paid social assets.



Accelerate time to market by 70% by empowering marketers to handle edits or even end-to-end content creation on their own.



50% lower agency involvement, plus improved speed and accuracy, by allowing local teams to edit content.



Adobe Express can empower you and your marketing team to easily and quickly produce incredible on-brand content. Reach out to a sales representative to learn more.

Get in touch

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Sources:
 "Generative AI brings new opportunities to Adobe's partnership with IBM," Adobe.
 "Setting marketers up for success," Adobe.
 "Unleashing creativity in all employees," Adobe.