

Create engaging sales content.

Empower your sales team to stand out and win more deals.

In today's competitive landscape, your sales team needs the right tools to create personalized collateral that captures attention. Meet Adobe Express, the all-in-one content creation app. Speed up production with generative AI, designed to be safe for business, integrated throughout your workflows. Sales teams can use it to quickly create on-brand content with easy-to-customize templates. This means less reliance on marketing for support and more time spent engaging prospects and closing deals.



Challenge

Being able to create personalized sales content quickly is often the difference between a closed deal and a close miss. When sales teams are bottlenecked by marketing and creative teams who are juggling competing priorities, they lose opportunities.

How we're solving it

Enable sales teams to create, adapt, and deploy campaigns on their own. Empower creators across teams to meet their own quick content needs in Adobe Express.



Template locking

Easily access and customize templates with locked elements to maintain brand integrity.



Apply custom brand assets

Create, share, and apply a custom kit of brand colors, fonts, and assets.



Generate the perfect image on demand

Use Adobe Firefly, the generative AI technology built directly into Adobe Express, to create one-of-a-kind images specific to your use case.

Business impact

- Empower sales teams to customize presentations with prospect logos, industry-specific visuals, and tailored messaging to help drive deals forward.
- Equip your team to promote products, services, and events on social and via email, helping them stand out and generate new connections.
- Keep sales teams updated with engaging presentations and collateral that feature the latest strategies, training, and tools.
- Ensure brand compliance and consistency.

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 sales team to easily and quickly produce incredible on-brand content. Reach out to a sales representative to learn more.

Get in touch