

Changing the world through personalized digital experiences



Three eras of growth

Digital
Marketing

Digital
Experience

Gen AI powered
Customer
Experience

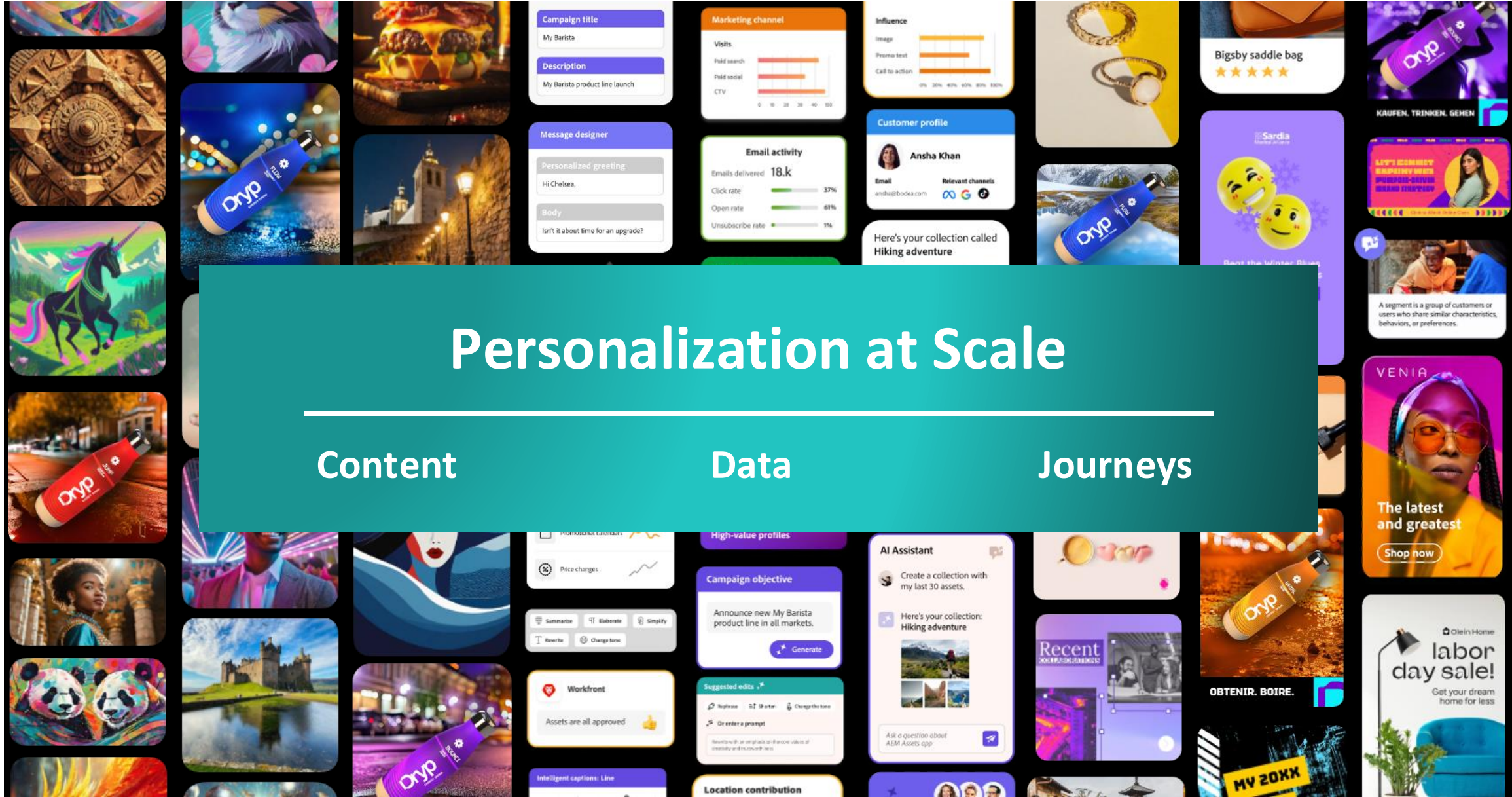


Personalization at Scale

Content

Data

Journeys



Personalization at scale in the era of AI

The collage features a variety of digital marketing and AI-related elements. At the top left, there's a large eye graphic. Next to it is a campaign form with fields for 'Campaign title' (My Barista) and 'Description' (My Barista product line launch). To the right, a dashboard shows 'Team' members Dave and Sonia, and a 'Direct lead' notification. Further right, there are promotional banners for 'VENIA' (a woman's face), 'WINTER BLUES' (a pink smiley face), and 'ONLINE CASHBACK' (a woman with a shopping bag). Below these, a teal banner contains the text 'Content Data Journeys' and 'Personalization Ecosystems Efficiency Trust'. The bottom section includes a 'VISA' payment gateway, a '102K High-value profiles' notification, an 'AI Assistant' interface with a 'Hiking adventure' collection, a 'labor day sale!' banner for 'Olein Home', and a 'Beat the Winter Blues' health tip banner with buttons for 'Listen to Music', 'Limit Caffeine Intake', and 'Take a Walk Outside'.

Adobe's AI Ethics Principles

Transparency



 **content credentials**

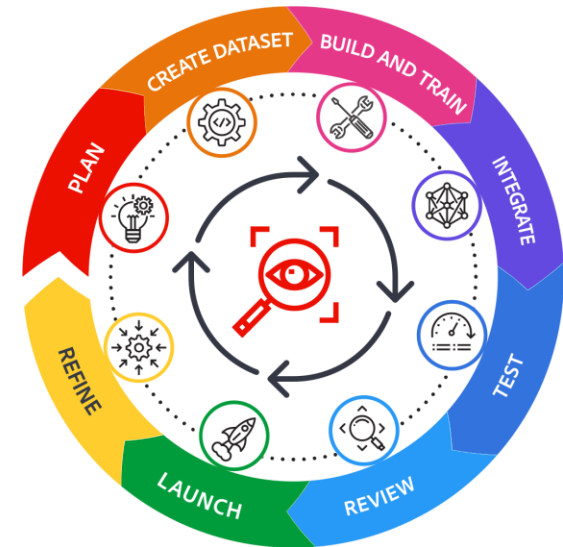


Image generated by Adobe Firefly

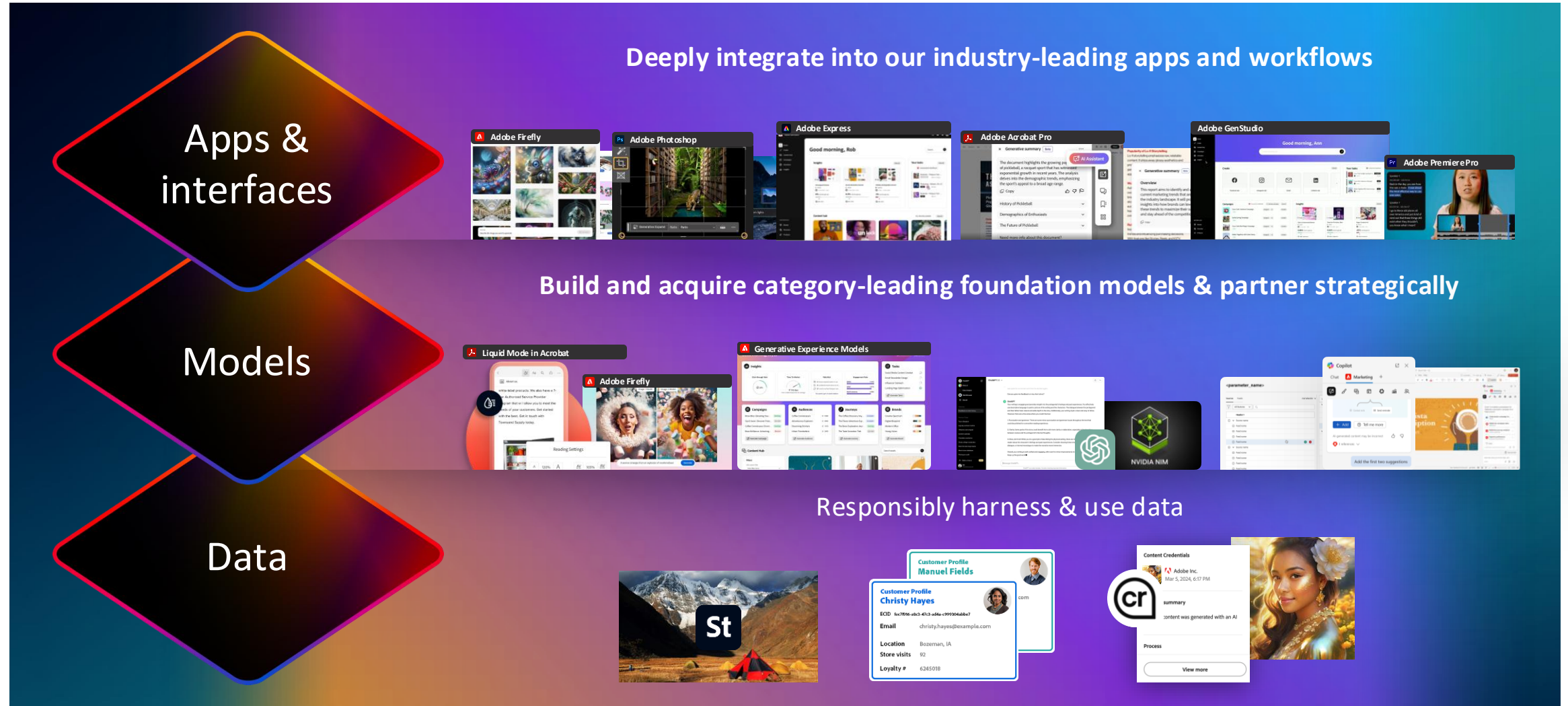
Responsibility



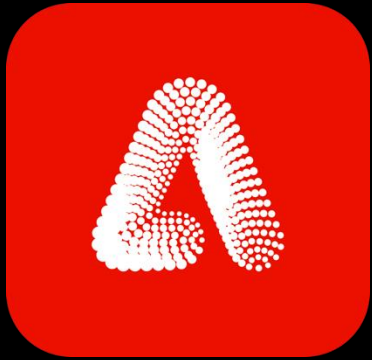
Accountability



Adobe's approach to AI innovation



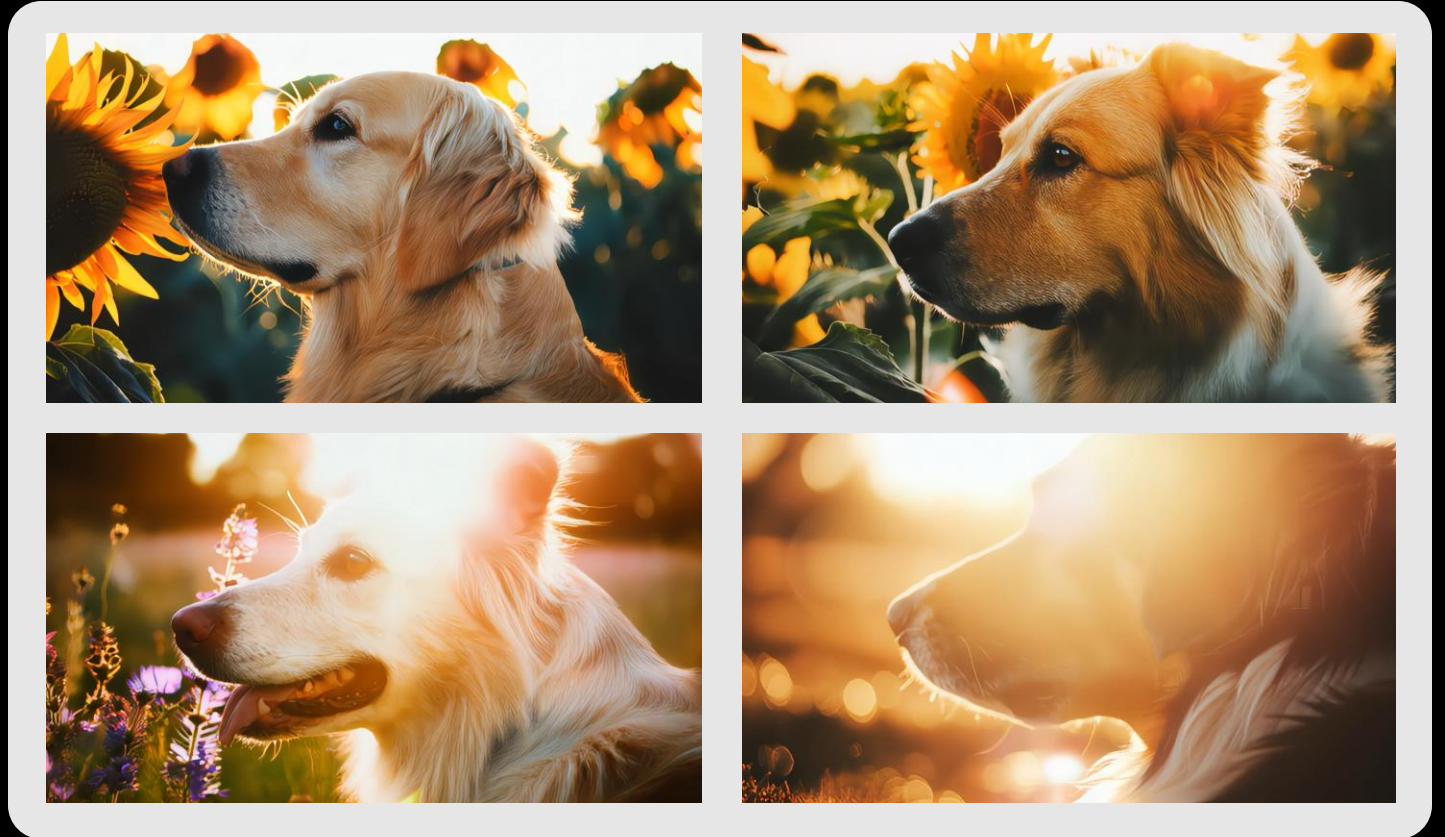
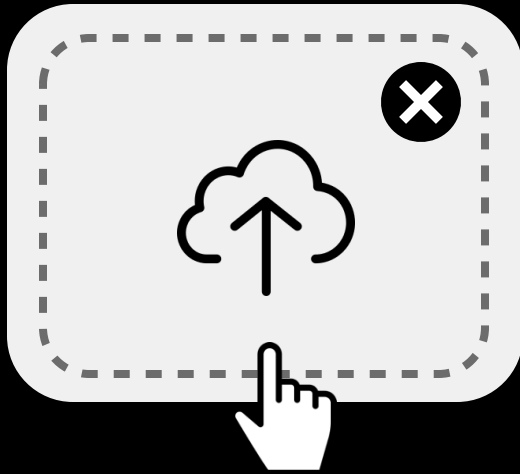
Firefly Video Model



miniature adorable monsters made out of wool and felt, dancing

 Generate

Adobe Firefly Video Model



a dog in a field of flowers

 Generate

Adobe Firefly Video Model

a beautiful lush and colorful garden with red, blue, pink, and yellow flowers in the middle of a dry desert under the torching sun. there is one single bumblebee flying around. the background has a rocky hillside. there are a variety of cactus plants in the mid ground. the bee lands on a purple thistle flower and stays there shortly before flying off. it is the middle of the day, the sun is bright and intense. the bee is center framed and flies close to the camera. the ground is sandy and covered in large rocks. cinematic. ultra high definition.

 Generate

