



# **Sophie Yannicopoulos**

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# Changing the world through personalized digital experiences

Imagine & express ideas ↔ Create content & apps ↔ Personalize & power experiences

The ultimate creative toolkit.

Real-time customer profile

Propensity summary 274M Profiles 9,82k Page view 47k Total revenue

102k High-value profiles

VENIA The latest and greatest Shop now

Students Consumers Communicators Creative Professionals Developers SMBs Enterprises



# Three eras of growth

Digital  
Marketing

Digital  
Experience

Gen AI powered  
Customer  
Experience

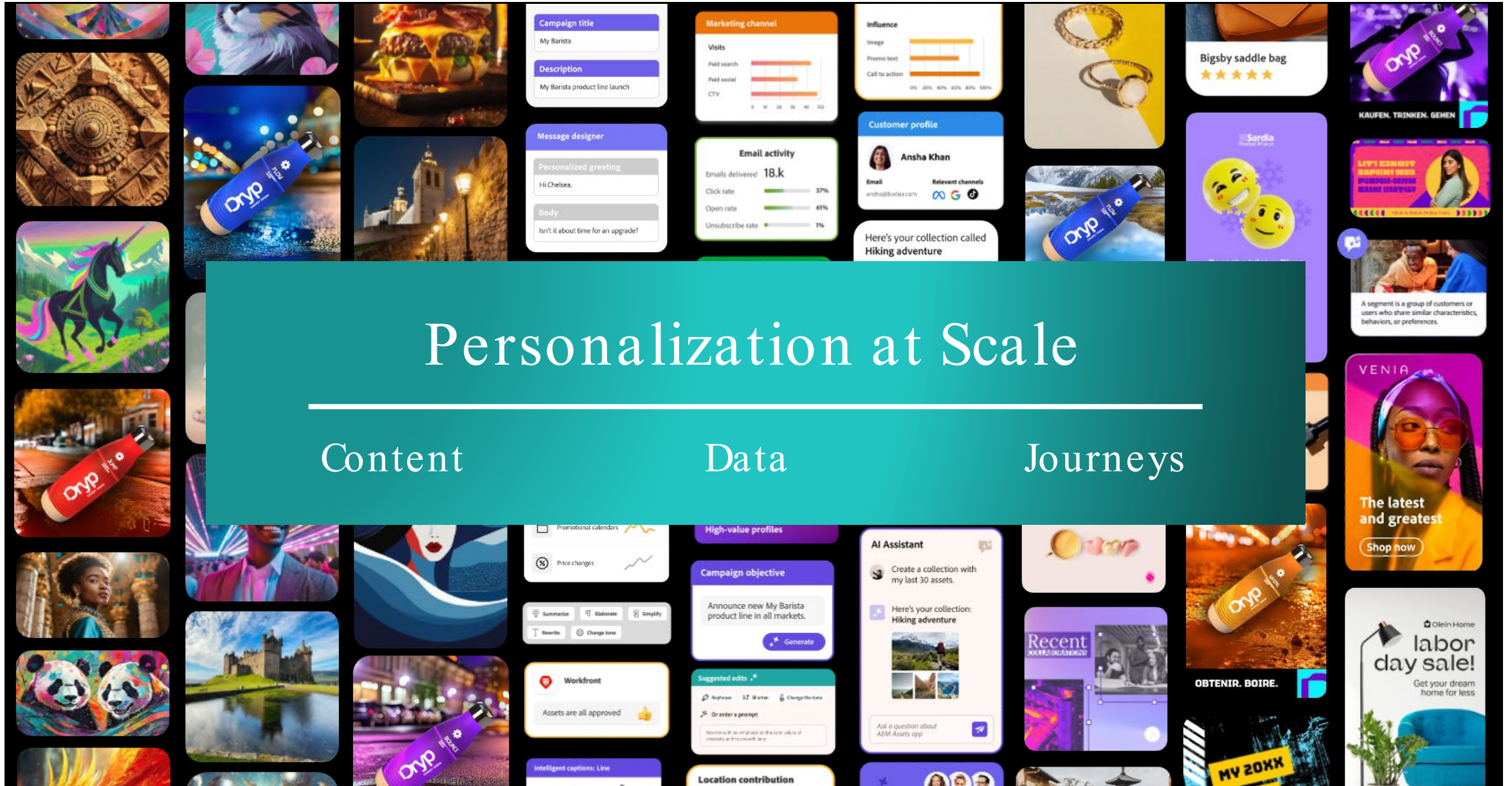


# Personalization at Scale

Content

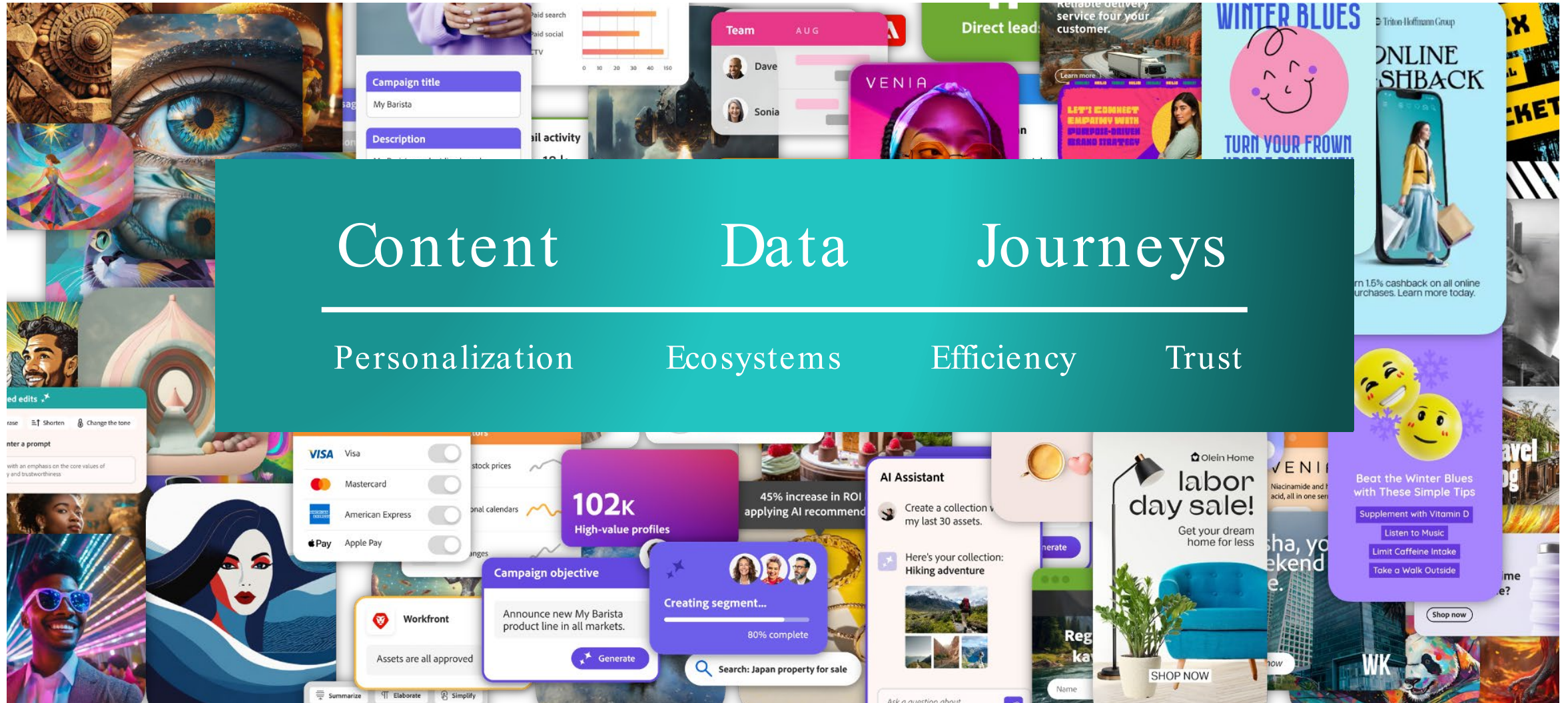
Data

Journeys





# Personalization at scale in the era of AI





# Adobe's AI Ethics Principles

Transparency



 content credentials

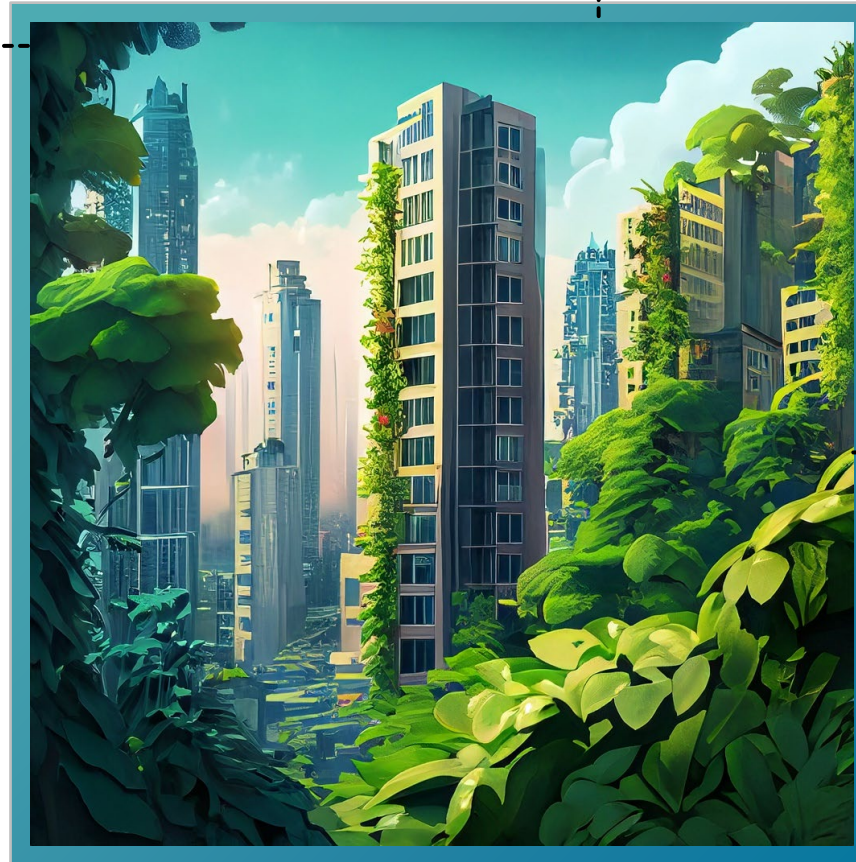
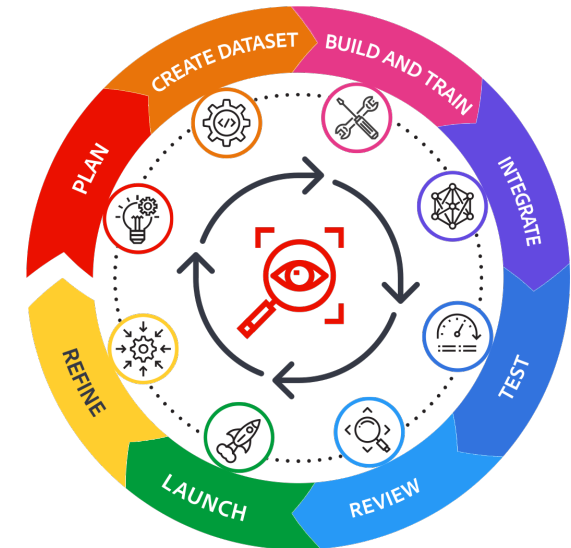


Image generated by Adobe Firefly

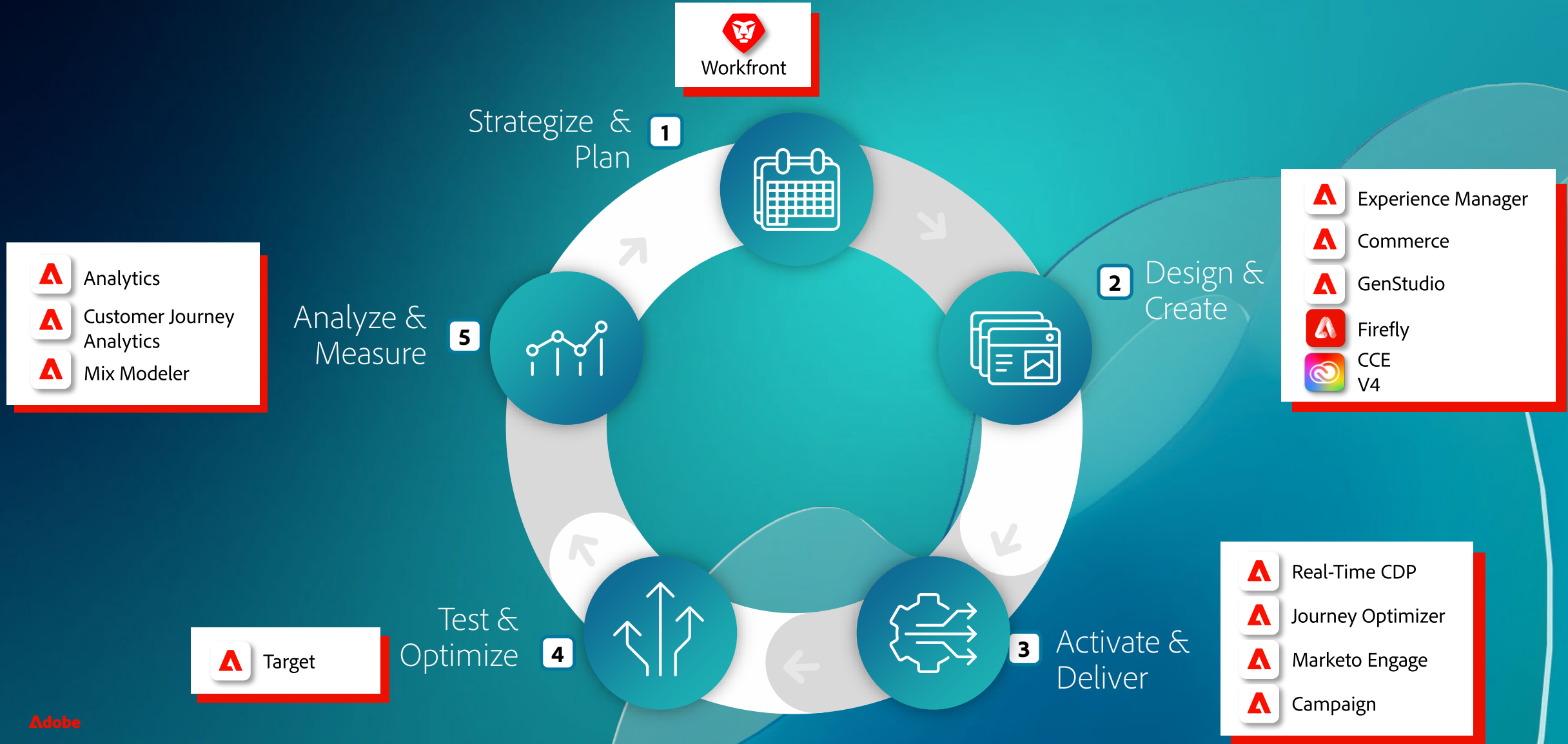
Responsibility



Accountability



# Accelerating Customer Experience Management lifecycle



# FEMIMES DE LA TECH\_

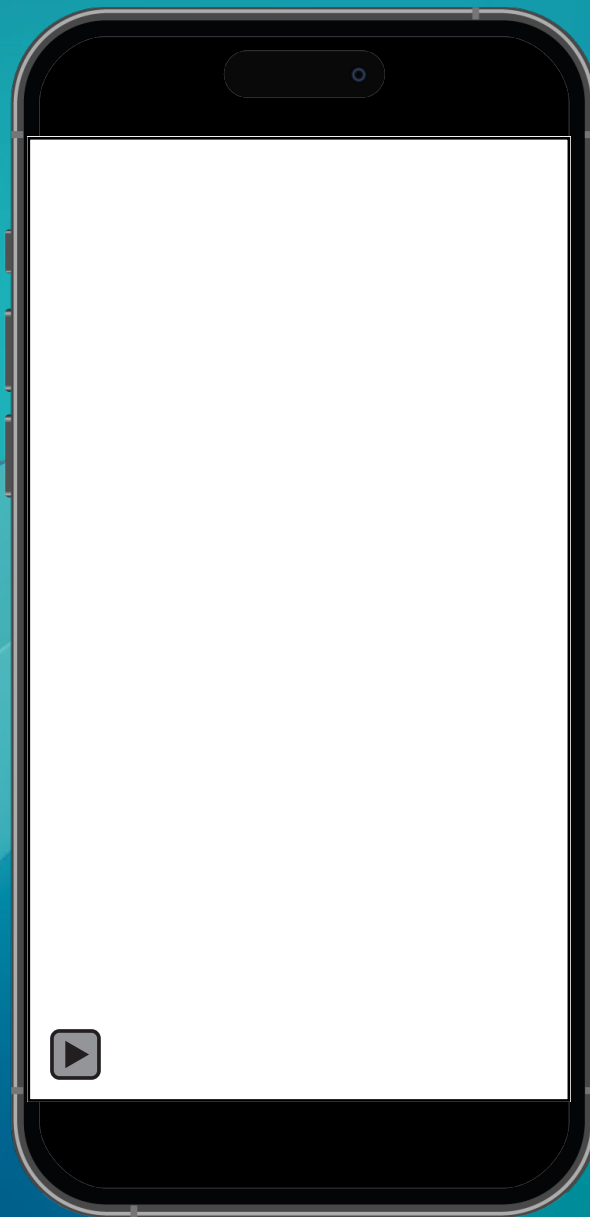


Femmes de la Tech - Powered by Adobe  
Adobe

Suivre



15 00:00 ...





7 novembre 2024

**Adobe**  
**EXPERIENCE**  
**MAKERS** FORUM

Paris, Pathé Palace