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Adobe Unveils Innovations in Adobe Experience Cloud for Brands to Personalize and Measure AI-generated Content

- New innovations across Adobe Experience Cloud will enable brands to demonstrate the impact of AI-generated marketing content through real-time experimentation and robust performance insights
- Adobe Content Analytics unlocks the ability for brands to understand the performance of AI-generated content down to an attribute level, pinpointing exact colors, objects and styles that resonate with target audiences
- In Adobe Journey Optimizer and Adobe Experience Manager, new offerings enable brands to personalize AI-generated content variations across channels such as web and email, boosting customer engagement

SAN JOSE, Calif. — September 16, 2024 — Today, Adobe (Nasdaq:ADBE) announced innovations across Adobe Experience Cloud that will empower brands to unlock greater value with AI-generated content and demonstrate business impact. As organizations embrace image and copy generation tools—from Adobe Firefly to Adobe Experience Manager—to assist in the ideation and refinement of marketing assets, the need to show return-on-investment has also heightened. Brands can address this by matching AI-generated content with customer preferences, while creating a feedback loop through actionable insights. These AI innovations address key pain points in brands' content supply chains by ensuring that campaigns can be adjusted and optimized in real time.

Adobe's latest solutions enable brands to drive greater performance and meet business goals for customer engagement. New offerings across Adobe Experience Cloud will enable teams to personalize, test and measure AI-generated content. With Adobe Content Analytics, actionable insights will pinpoint exact content attributes that resonate most with target audiences, informing what teams create in the future. In Adobe Experience Manager, real-time experimentation capabilities on the web—a digital front door for many brands—will direct visitors towards AI-generated variants that are driving the best conversion. And with Adobe Journey Optimizer, brands can now instantly generate multiple variations of marketing content based on performance goals to automate testing and optimization.

"Personalizing customer experiences in today's environment can require thousands of variations for different marketing channels and regions, a problem that has been alleviated with the support of generative AI," said Amit Ahuja, senior vice president, Digital Experience Business at Adobe. "Marketers are being challenged to ensure that AI-generated variants also resonate with customers, and Adobe's latest innovations will help brands meet the moment through real-time experimentation and actionable insights."

New Adobe Experience Cloud innovations include:

- **Adobe Content Analytics:** Now in beta, Adobe Content Analytics within Customer Journey Analytics (CJA) provides attribute-level insights on AI-generated content spanning platforms such as web and mobile. Users can then bring these insights directly into CJA, providing a holistic view of the entire customer journey across touchpoints. Adobe Content Analytics is made possible by correlating specific attributes—including colors, objects and locations—with direct customer interactions. For example, a marketer promoting a new hotel property can optimize their web content based on which creative elements—mountains, green spaces or cityscapes—result in more bookings.
- **AI Assistant Content Accelerator in Adobe Journey Optimizer (AJO):** Now generally available, AI Assistant Content Accelerator in AJO allows marketers to automatically generate on-brand marketing assets for channels including email, SMS and more, while having it optimized for certain target audiences based on language, tone and content type. As the assets are being generated, marketers instantly receive multiple copy and imagery variations to drive real-time performance testing and experimentation.
- **Adobe Experience Manager (AEM) Edge Delivery Services, Self-Learning Experimentation:** For AI-generated content variations, such as images on a web page, brands will be able drive real-time experimentation with AEM Edge Delivery Services. User traffic will be automatically directed to top-performing content variations, providing marketers a better understanding of which assets resonate most with target audiences.

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