



# Adobe Summit 2025: Adobe AI Platform Unites Creativity and Marketing to Define the New Era of Customer Experience Orchestration

- Adobe unveiled major innovations that define Customer Journey Orchestration in the era of AI, powered by the Adobe AI Platform which unites AI agents and models across Adobe.
- Adobe introduced Adobe Experience Platform Agent Orchestrator, which helps businesses manage AI agents across Adobe and third-party ecosystems—rooted in a deep, semantic understanding of enterprise data, content and customer journeys.
- Adobe is expanding its generative AI platform, integrating commercially safe AI models via Adobe Firefly across workflows and applications, with new capabilities in Adobe GenStudio to optimize the content supply chain.
- Strategic partnerships with major companies including Acxiom, Amazon Web Services, Genesys, IBM, Microsoft, Publicis Groupe, RainFocus, SAP, ServiceNow, and Workday aim to enhance AI agent interoperability and drive unified customer experiences.

**LAS VEGAS — March 18, 2025** — Today, at Adobe Summit – the flagship digital experience conference – Adobe (Nasdaq:ADBE) unveiled a suite of product innovations that drive Customer Experience Orchestration (CXO) in the era of Artificial Intelligence (AI). CXO is the evolution of Customer Experience Management, fulfilling the promise of personalization at scale by combining the creation and development of seamless and connected customer experiences across all touchpoints and channels, with advancements in generative and agentic AI.

Adobe's innovations are powered by Adobe's AI Platform, which unites AI agents and models across Adobe. This includes AI agents from third-party ecosystems, commercially safe Firefly models and secure third-party models, and first-party data insights – infused into Adobe applications. This comes to life in Adobe Experience Platform, which brings together customer experience data, CX language models and [AI Agent orchestration](#). Adobe is unifying marketing and creativity through its AI platform to deliver personalized experiences at scale.

Adobe enterprise applications bring together data, content and customer journey workflows with powerful capabilities from Adobe's AI platform, ensuring every interaction with a customer is unique and relevant. This includes Adobe Experience Platform (AEP) Agent Orchestrator, a new capability that provides the foundation for businesses to orchestrate purpose-built AI agents that engage directly with customers and support the daily work

across Adobe applications and third-party ecosystems. Adobe is expanding its generative AI platform, integrating foundational models—including commercially safe AI through Adobe Firefly—across best-in-class applications to scale content production that powers CXO. New capabilities in Adobe GenStudio, [Firefly Services](#) and [Custom Models](#) optimize the content supply chain for businesses, removing bottlenecks across content management, content production and more.

"Adobe is uniquely positioned to guide companies to a dynamic era of Customer Experience Orchestration, where creativity and marketing come together with AI to deliver true one-to-one personalization at scale," said Anil Chakravarthy, president, Digital Experience Business at Adobe. "We are delivering numerous innovations built on Adobe's AI platform to boost the capacity of teams and help them drive the most impactful customer experiences, empowering businesses across industries to capture this massive opportunity."

Adobe Experience Cloud, a cloud-based suite of analytics, targeting, journey orchestration and content management services, will power CXO in the era of AI. This includes Adobe Experience Platform (AEP), the marketing platform-of-choice to bring an organization's data together to enable personalization at scale, powering over one trillion experiences a year. AEP and the applications it powers—Adobe Real-Time Customer Data Platform, Adobe Journey Optimizer, Adobe Customer Journey Analytics and Adobe Mix Modeler—have seen revenue grow 50% year-over-year (YoY) in FY2024, with 30% YoY growth in new customers. With the rapid rise in AI-powered experiences, Adobe is delivering capabilities based on a deep understanding of CXO workflows and processes, with purpose-built solutions that are reliable and safe for commercial use.

Leading brands rely on Experience Cloud to power digital business and deliver exceptional customer experiences, including The Coca-Cola Company, Coles, Delta Air Lines, Eli Lilly & Company, General Motors, HDFC Bank, Henkel, The Home Depot, Major League Baseball, Marriott International, NVIDIA, PGA TOUR, Sony PlayStation, TSB Bank, Ulta Beauty, U.S. Bank, Qualcomm and many others.

### **New agentic AI innovations and partnerships**

- **Adobe Experience Platform Agent Orchestrator:** Businesses will be able to manage and [orchestrate AI agents](#)—across Adobe and third parties—through a single interface, anchored in a CXO-oriented knowledge base and decision science, along with language models that enable dynamic and adaptive reasoning. Adobe introduced purpose-built AI agents to enhance the daily work within Adobe applications, creating capacity for experience maker teams to deliver personalization at scale. Built on Adobe Experience Platform Agent Orchestrator, the AI agents can help optimize websites, handle repetitive content production tasks such as resizing, drive high volume data management tasks such as data cleansing, refine target audiences, visualize data for internal stakeholders and more.
- **Expanding ecosystem partners:** Adobe announced new and continued strategic partnerships with Acxiom, Amazon Web Services, Genesys, IBM, Microsoft, RainFocus, SAP, ServiceNow and Workday—enabling AI agents to work together effectively. Additionally, expanded agency and system integrator partnerships with Accenture, Deloitte Digital, EY and IBM will drive customization across industries and use cases. As businesses embrace agentic AI to augment daily work and enhance CXO, interoperability amongst AI agents is crucial. Adobe Experience Platform Agent Orchestrator provides tools for teams to drive multi-agent collaboration and avoid disruptions in the flow of work.

- **Adobe Brand Concierge:** Businesses will be able to configure and manage AI agents that guide consumers from exploration to confident purchase decisions, using immersive and conversational experiences with [Brand Concierge](#). This new application will drive a future where customer experiences are conversational and immersive, powered by Adobe Experience Platform Agent Orchestrator.
- **AI agents for enterprise B2B:** Brand Concierge will support enterprise business-to-business (B2B) teams with account orchestration, moving beyond delivering generic product information to providing tailored content based on the account relationship and handling follow-up tasks. Additionally, AI agents in Adobe Journey Optimizer (AJO) B2B Edition will help teams identify key decision makers and personalize every interaction.

#### **New offerings to power the content supply chain**

- **Adobe GenStudio Foundation:** [GenStudio](#) is Adobe's end-to-end content supply chain solution that optimizes the process of planning, creating, managing, activating and measuring content for marketing campaigns and personalized customer experiences. Now with GenStudio Foundation, marketers and creatives will have a unified interface to bring together data from Adobe's full suite of content supply chain solutions. This provides a single place for visibility into campaign plans, projects, assets and insights, without requiring navigation between different Adobe Experience Cloud and Adobe Creative Cloud applications.
- **Adobe GenStudio for Performance Marketing:** As the single, self-service application for marketers and creatives to create on-brand paid social ads, display ads, marketing emails and more with generative AI, [GenStudio for Performance Marketing](#) enables businesses to scale content production and meet the consumer demand for personalized experiences. Asset creation for display ads is now available for advertisements served through Microsoft Advertising Platform and Google Campaign Manager 360. Adobe also announced an expansion of its collaboration with LinkedIn Ads, for teams to quickly create campaign assets for B2B use cases. Additionally, Adobe's extensibility framework enables businesses to connect with third-party solution providers, including IntelligenceBank, Acxiom, Lithero, PwC, Saifr and Stensul—extending functionality to regulated industries such as healthcare and financial services.
- **Adobe Content Analytics:** Generally available this month, [Content Analytics](#) will enable businesses to measure the performance of content (down to the attribute level) and make real-time adjustments to websites and applications that drive engagement and conversion goals. A hotel marketer for instance, can optimize their web content based on which creative elements – mountains, green spaces or cityscapes – result in more bookings. These insights – combined with audience segments in AEP – enable businesses to deliver tailored and performant experiences.
- **Adobe Firefly Services APIs:** New APIs will support video and 3D workflows by handling high-volume, time-consuming tasks. Translate and Lip Sync API and Reframe API will drive use cases from translating spoken dialogue into different languages, to resizing videos and combining visual elements (such as logos) into single images. The Substance 3D API enables teams to quickly create asset variations for existing product images – for use across channels such as e-commerce and digital marketing.
- **Firefly Creative Production:** Powered by Firefly Services, Firefly Creative Production unlocks the power of Adobe APIs through a no-code, easy-to-use interface that can handle a variety of repetitive and time-

consuming production tasks, such as intelligently cropping assets for different marketing channels including social media and e-commerce.

### **New offerings to drive unified customer experiences**

Adobe also announced new Adobe Experience Cloud AI-powered innovations that enable businesses to meet the promise of a unified customer experience, driving differentiated and personalized interactions across every touchpoint. This includes Adobe Journey Optimizer Experimentation Accelerator to scale experimentation across digital properties and pinpoint winning strategies, with [AI agents](#) that recommend new cross-channel experiments while summarizing actionable insights.

Adobe Experience Manager Sites Optimizer enables teams to optimize their brand's website, with AI agents that identify opportunities to improve the overall experience. Additionally, new offerings for enterprise B2B teams—across Adobe Journey Optimizer B2B Edition and Adobe Customer Journey Analytics—will provide a complete solution that brings together data, content and journey orchestration capabilities, driving compelling and results-oriented customer journeys.

### **Continued strategic partnerships with Amazon, Microsoft and Publicis**

Adobe announced new offerings with Amazon Web Services and Amazon Ads, providing integrated solutions for marketers and creatives to deliver impactful customer experiences. Adobe and Microsoft continue their collaboration to bring generative AI—and now AI agents—directly in the flow of work to drive organizational productivity and efficiency. Adobe also unveiled an expanded partnership with Publicis Groupe, where Adobe Firefly and Firefly Services will be integrated across Publicis' capabilities through CoreAI, its AI-powered intelligent system that unifies and activates the agency's proprietary data.

### **Adobe Summit 2025**

Summit 2025 is held in Las Vegas and streamed to millions of people globally online, powered by Adobe Experience Cloud. Luminary speakers and industry leaders presenting at Summit include The Coca-Cola Company Chairman and CEO James Quincey, JPMorganChase Chairman and CEO Jamie Dimon, Unilever Chief Growth and Marketing Officer Esi Eggleston Bracey, Eli Lilly & Company Group Vice President and Global Chief Customer Officer Jennifer Oleksiw and ServiceNow Chief Marketing Officer Colin Fleming. Actor, comedian and producer Ken Jeong will host Summit Sneaks, where Adobe unveils its latest research and development innovations.

To watch the Adobe Summit keynotes online, as well as explore more than 300 sessions and hands-on labs across 13 tracks, network with peers or speak live with an Adobe expert, visit the [Summit web experience](#).

### **Forward-Looking Statements**

This press release contains "forward-looking statements" within the meaning of applicable securities laws, including those related to Adobe's new, enhanced or future product capabilities, innovations and offerings and the expected benefits to Adobe. Each of the forward-looking statements we make in this press release involves risks, uncertainties and assumptions based on information available to us as of the date of this press release. Such risks and uncertainties, many of which relate to matters beyond our control, could cause actual results to differ materially from these forward-looking statements. Factors that might cause or contribute to such differences include, but are not limited to: failure to innovate effectively and meet customer needs; issues relating to development and use of AI; failure to realize the anticipated benefits of investments or acquisitions; failure to compete effectively; damage to our reputation or brands; service interruptions or failures in information technology systems by us or third parties; security incidents; failure to effectively develop, manage and maintain critical third-party business relationships; risks associated with being a multinational corporation and adverse macroeconomic conditions; failure to recruit and retain key personnel; complex sales cycles; changes in, and compliance with, global laws and regulations, including those related to information security and privacy; failure to protect our intellectual property; litigation, regulatory inquiries and intellectual property infringement claims; changes in tax regulations; complex government procurement processes; risks related to fluctuations in or the timing of revenue recognition from our subscription offerings; fluctuations in foreign currency exchange rates; impairment charges; our existing and future debt obligations; catastrophic events; and fluctuations in our stock price. Further information on these and other factors are discussed in the section titled "Risk Factors" in Adobe's most recently filed Annual Report on Form 10-K and Adobe's most recently filed Quarterly Reports on Form 10-Q. The risks described in this

press release and in Adobe's filings with the U.S. Securities and Exchange Commission should be carefully reviewed. Adobe undertakes no obligation, and does not intend, to update the forward-looking statements, except as required by law.

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