



Adobe Expands GenStudio Content Supply Chain Offering for Marketing and Creative Teams to Tackle Skyrocketing Content Demands with AI

- New capabilities across Adobe GenStudio, Adobe's end-to-end content supply chain solution, empower marketing teams to scale personalized, on-brand content efficiently, including AI agents for workflow optimization and content production.
- Adobe GenStudio Foundation will deliver a unified interface that integrates data from Adobe's content supply chain applications, providing visibility and actionable insights into campaign plans, projects, assets and insights.
- Integrations with Google, LinkedIn and Microsoft enable businesses to easily create and activate personalized experiences in GenStudio for Performance Marketing, and additional partnerships support content creation workflows for regulated industries.

LAS VEGAS — March 18, 2025 — Today, at Adobe Summit – the flagship digital experience conference – Adobe (Nasdaq:ADBE) announced major updates across Adobe [GenStudio](#), 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.

With the new Adobe GenStudio Foundation, a unified interface will bring together data from Adobe's full suite of content supply chain applications—providing a single place for visibility and actionable insights into campaign plans, projects, assets and insights, without requiring navigation between Adobe Experience Cloud and Creative Cloud applications. Adobe also unveiled activation capabilities in GenStudio for Performance Marketing – a [generative AI-first application](#) that empowers marketing teams to create their own on-brand content that drives personalized experiences and marketing campaigns – with partners including Microsoft, Google and LinkedIn.

As brands compete for consumer attention across fast-moving platforms including social media, mobile apps and e-commerce, the demand and need for relevant, standout content is skyrocketing. In fact, nearly two-third of marketers* expect the demand for content to quintuple between 2024 and 2026, putting marketers and creatives under incredible pressure to deliver. With Adobe GenStudio, businesses can bring together content, data and journeys to scale content production that is personalized and performant.

“The content supply chain for most brands is a complex web of interlocking teams, workflows and systems, with many points of failure slowing down the process of delivering content that powers great customer experiences,” said Amit Ahuja, senior vice president, Digital Experience Business, Adobe. “Adobe GenStudio applications are widely used by creatives and marketers and are the only solution that can unify workflows across teams, with natively integrated generative AI capabilities that unlock speed and efficiency.”

“The Lumen fiber network is designed to accelerate AI innovation for businesses, and we are investing in digital marketing to capture the massive opportunity and continue to accelerate demand,” said Ryan Asdourian, chief marketing officer, Lumen Technologies. “Personalization is critical to driving marketing performance, and Adobe is helping us optimize our content supply chain by unlocking generative AI to streamline repetitive tasks - and quickly produce the high volume of assets that are needed for channels such as social media.”

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.

New workflow and planning capabilities

- **Workflow Optimization Agent:** Built on Adobe Experience Platform Agent Orchestrator—which helps businesses manage and orchestrate AI agents from Adobe and third parties—the Workflow Optimization Agent boosts productivity and cross-team collaboration by monitoring project health, streamlining approvals and resolving inefficiencies. Designed for enterprise marketing teams, it enhances resource planning and execution by understanding project histories and team dynamics—while automating work intake, recommending prioritization strategies and detecting risks before they impact deadlines.
- **Unified review and approval:** For many organizations, marketers have preferred tools for tracking resources and progress, while creatives use a different set of tools to share ideas and feedback. Critical updates are not always synchronized, leading to miscommunication and delays. A new unified review and approval experience enables creatives to collaborate in [Frame.io v4](#) – the world's leading creative review and collaboration platform – with status and project updates automatically updated in Workfront and vice versa. This also includes an integration with Workfront and [Adobe Express](#) – which brings the best of Adobe's creative tools into a quick and easy app that anyone can use to create amazing content – where edited Express templates (used in marketing assets for instance) are automatically brought into Workfront review and approval workflows before export.

New creation and production capabilities

- **Content Production Agent:** Available within GenStudio for Performance Marketing, the Content Production Agent will enable teams to upload a marketing plan and automatically receive recommendations on visual styles and tactics for the campaign. The AI agent will then create on-brand marketing assets for use across channels such as social media and email.
- **APIs to power video and 3D workflows:** Adobe [Firefly Services](#) is a collection of creative and generative APIs that integrate powerful capabilities such as Text-to-Image and Generative Expand into existing

production workflows. Generally available today, [new APIs](#) support scaling on-brand content with the Custom Models API. Video workflows are supported by the Translate and Lip Sync API, which seamlessly changes dialogue into different languages to drive more efficient video production, as well as the Reframe API for resizing. Additionally, the Substance 3D API enables teams to quickly create asset variations for existing product images.

- **Scaled content 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 production tasks, such as intelligently cropping assets for different marketing channels. Teams can more efficiently create the thousands of variations needed each year to provide highly personalized experiences and drive better conversion, while freeing up creatives to focus on more strategic efforts, including brand and campaign initiatives.

New delivery and activation capabilities with advertising and compliance partners

- **Integrations with Google, LinkedIn and Microsoft:** GenStudio for Performance Marketing provides a single, self-service application for creating paid social ads, display ads, banners, marketing emails and more, anchored to on-brand templates defined by creatives. Asset creation for display ads is now available for advertisements served through Microsoft Advertising Platform and Google Campaign Manager 360. Adobe also announced today an expansion of its collaboration with LinkedIn Ads, for teams to quickly create campaign assets for B2B use cases.
- **Partner integrations for regulated industries:** Adobe also unveiled today partnerships in GenStudio for Performance Marketing with IntelligenceBank, Acxiom, Lithero, PwC, Saifr and Stensul, to support content creation workflows for regulated industries such as healthcare and financial services. These in-app extensions enable teams to customize or add functionality directly within Adobe's application, tailored to the specific needs of the business.

New reporting and insights capabilities

- **Measuring content performance:** Adobe [Content Analytics](#), generally available this month, ensures experiences support business goals focused on engagement and conversion. Attribute-level performance insights (colors, objects and locations) are correlated with customer interactions, driving real-time adjustments to content. The insights are available in Adobe Customer Journey Analytics, as well, for a holistic view of customer journeys.

Bringing more choice for AI models to enterprise customers.

To bring more efficient processes to the content supply chain, Adobe also [announced](#) plans to provide creators more variation in the ideation process with the choice to use non-Adobe models directly in the Adobe ecosystem. Adobe is starting with models from Black Forest Labs (Flux 1.1 Pro), fal (upscalers), Google (Veo 2, Imagen 3) and Runway (Runway Frames), which creators are already using to experiment with different aesthetic styles, with additional models coming soon. Enterprise customers will have the option to enable non-Adobe models at the enterprise level if their organization wants creative teams to be able to use these models along with Adobe Firefly commercially safe models.

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 Adobe makes in this press release involves risks, uncertainties and assumptions based on information available to Adobe 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.

**Adobe Survey of 2,841 marketers in markets, including the U.S., Australia, France, Germany, India, Japan and the U.K.
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