



Lumen Technologies Scales B2B Personalization with Generative AI Innovations in Adobe GenStudio

- Lumen Technologies is leveraging Adobe GenStudio solutions to optimize their content supply chain, scaling personalized B2B marketing and boosting customer engagement
- Lumen reduced the time to launch B2B marketing campaigns from 25 days to 9 days using Adobe GenStudio for Performance Marketing, leveraging generative AI to drive more efficient content production
- Through Adobe Firefly and Custom Models, teams are quickly generating marketing campaign imagery to engage different audiences, while adhering to brand guidelines defined by creatives

SAN JOSE, Calif. — June 16, 2025 — Today, Adobe (Nasdaq:ADBE) announced that enterprise digital networking company Lumen Technologies is embracing [Adobe GenStudio](#) to activate generative AI across their organization, shortening the time it takes to deliver personalized business-to-business (B2B) marketing campaigns. Engaging B2B decision makers, who influence major technology investments in their organizations, requires interactions that are highly tailored to their industry, persona and stage in the buying journey. By leveraging GenStudio—Adobe's end-to-end content supply chain solution that optimizes the way marketers and creatives plan, create, manage, activate and measure campaign content—Lumen can scale personalization with AI by dramatically increasing the production of on-brand, contextually relevant content.

"Our early investment in fiber infrastructure has positioned Lumen as a trusted partner in powering AI adoption across industries—delivering the secure, scalable, high-performance connectivity our customers need," said Ryan Asdourian, Chief Marketing and Strategy Officer at Lumen Technologies. "Personalization is at the heart of our marketing strategy, and GenStudio is helping us move faster and smarter. By bringing together creativity, AI, and automation, Adobe enables our teams to produce high-impact content at scale—content that resonates, performs, and drives results."

"B2B marketing operates within long and complex sales cycles, where contextually relevant content experiences play an important role in deal progression," said Varun Parmar, general manager, Adobe GenStudio and Firefly Enterprise. "As the demand for content rises across channels such as social media, Adobe GenStudio provides a set of integrated AI solutions that alleviate the pressure on Lumen marketers and creatives, scaling on-brand experiences that cater to the unique needs of individual decision makers."

Redefining Marketing Campaigns with Generative AI

The first interaction that Lumen has with a customer often happens on a digital channel such as social media or email. With multiple touchpoints across a customer journey, thousands of assets have to be created every week to nurture prospects and create high-quality pipeline. Adobe GenStudio enables Lumen to address this challenge by driving more efficient workflows across teams, bringing together creatives that define the foundational requirements of a brand, with marketers that need to activate and optimize variations at scale across channels.

Lumen is adopting GenStudio solutions including [GenStudio for Performance Marketing](#), a generative AI-first application that enables teams to quickly create on-brand campaign content for paid social ads, display ads, banners, marketing emails and more. Leveraging persona-based messaging and on-brand design assets, jointly developed between the creative and marketing teams, the company can instantly create content variations for channels such as LinkedIn, Meta and display advertising. This includes AI-generated copy that is tailored to specific audience personas, as well as [Adobe Firefly](#) for generating campaign imagery. By integrating [Custom Models](#), which enables teams to train Firefly with their own IP, marketers can scale content production while adhering to brand guidelines defined by creatives.

This has dramatically shortened the time it takes to launch campaigns. What once took 25 days from concept to launch can now be done 3 times faster—down to 9 days—with GenStudio for Performance Marketing. The time it takes to create four ad variations for Meta properties across 2 target personas, for instance, was reduced by 65%. Across the 10 industries that Lumen serves, teams can increase the number of touchpoints with B2B decision makers and boost engagement. GenStudio for Performance Marketing also provides performance insights down to the attribute level (colors, objects, locations) for teams to make real-time adjustments to content that drives better results.

Optimizing the Lumen Content Supply Chain

Adobe GenStudio provides Lumen a single destination for teams to collaborate in real time, generate campaign assets, test creative and adapt campaigns with greater speed, simplifying the web of disconnected workflows, teams and systems that often lead to breakdowns in a businesses' content supply chain.

GenStudio solutions including [Adobe Workfront](#) (Lumen's work management hub) automatically ingest marketing campaign assets for legal and brand approvals—creating a seamless approval workflow. Lumen is also adopting [Adobe Express](#), the quick and easy app that empowers marketing and creative leaders to reinforce brand integrity, enabling more individuals to easily create and customize content variations they need to drive business outcomes.

Lumen is delivering greater organizational agility with Adobe GenStudio, empowering teams to focus on ideas that truly move the business forward. Marketers and creatives at the company are reinventing how they work, democratizing access to generative AI tools that scale content production while preserving quality and consistency. Teams are more data driven in the process as well, leaning on real time performance insights to refine campaigns and make quick adjustments. As generative AI impacts every industry, Lumen is demonstrating the value it brings to the next phase of B2B marketing.

To learn more about how Lumen Technologies is leveraging Adobe GenStudio solutions, [visit here](#).

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

© 2025 Adobe. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.

Public relations contacts

Kevin Fu
Adobe
kfu@adobe.com