



Public relations contact

Ashley Levine
Adobe
adobepr@adobe.com

FOR IMMEDIATE RELEASE

Global Enterprises Embrace Adobe and its AI Innovations to Power Growth

- Today, 99% of Fortune 100 companies have used AI in an Adobe app
- Nearly 90% of Adobe's top 50 enterprise accounts have adopted one or more of Adobe's AI-first innovations
- Over 40% of Adobe's top 50 enterprise accounts doubled their annualized recurring revenue spend since the start of fiscal year 2023

San Jose, Calif. – September 11, 2025 – Adobe today announced the acceleration of its AI innovation adoption, with leading enterprises embracing Adobe to transform the way they work. Today, 99% of Fortune 100 companies have used AI in an Adobe app, and nearly 90% of the Top 50 enterprise accounts have adopted one or more of Adobe's AI-first innovations including GenStudio for Performance Marketing, Firefly Services and Acrobat AI Assistant.

"AI is no longer a future bet, it's a competitive advantage today," said Anil Chakravarthy, president, Digital Experience Business at Adobe. "The world's leading brands are betting on Adobe to scale content, speed up decision-making and orchestrate standout customer experiences at every touchpoint."

Enterprises are under pressure to create an unprecedented volume of compelling content, while also navigating how to market amid the rise of LLMs and the proliferation of new channels. Adobe is the only partner that can bring together world-class creativity and marketing tools into a unified AI platform. In an attention-based economy, where businesses have mere seconds to win customer loyalty, Adobe's AI platform ensures that creativity can be executed in a personalized, on-brand, and compelling way at scale—making marketing more effective and customer experiences more impactful.

"Through our collaboration with Adobe, we're empowering marketers to work smarter with purpose-built agents that reduce content costs, accelerate campaigns and drive growth," said Charles Lamanna, corporate vice president, Business and Industry Copilot, Microsoft. These agentic solutions, built on Adobe's unified AI platform and Microsoft 365 Copilot, reflect our shared belief in AI's power to amplify creativity and deliver business impact."

"By expanding our use of Adobe AI, we've unlocked new levels of productivity and efficiency," said Jonathan Adashek, senior vice president, Marketing and Communications for IBM. "In a previous campaign, Adobe Firefly cut content costs by 80% and accelerated ideation from weeks to just two days. Adobe has been a key partner in helping us deliver immersive customer experiences at scale."

"We put AI to work for people, and we see Adobe as a key partner in that mission," said Colin Fleming, CMO of ServiceNow. "By bringing Adobe's agentic AI into our creative and marketing teams, we're launching data-driven campaigns that move faster, hit harder and feel more personal at scale. The result: customer experiences that are intuitive, human and drive real productivity across the business."

Over 40% of Adobe's top 50 enterprise accounts doubled their annualized recurring revenue spend since the start of fiscal year 2023.

Brands including The Coca-Cola Company, dentsu, The Estée Lauder Companies, Henkel, IBM, IPG Health, Lumen Technologies, Monks, The National Football League, Newell Brands, PepsiCo/Gatorade, Prudential Financial, Publicis Groupe, Qualcomm, Stagwell and Tapestry have been working with Adobe AI-powered offerings such as Firefly and GenStudio to shorten the time it takes to launch campaigns and engage new audiences – activating generative AI and agents to streamline workflows and boost creative output.

About Adobe

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