Adobe GenStudio
for Performance Marketing

From proof of concept to a scalable generative AI solution.

How Adobe's Global Marketing Organization scaled content creation with GenStudio for Performance Marketing.

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Introduction.

> **"** Across all industries, there is an insatiable demand for content as customers expect every encounter with a brand to be personalized. Marketing teams are struggling to keep up with the volume of visuals and copy needed to deliver campaigns at greater scale and speed across audiences, channels, and markets. Just when this challenge seemed insurmountable, the emergence of generative AI is presenting creative and marketing teams with a new way to keep pace with customer demands while also breaking through with their brands."
>
> **Heather Freeland**
> Chief Brand Officer, Adobe

For performance marketing teams, content is the currency of the digital economy. But we are under pressure to create more of it at an unprecedented pace and volume—without additional resources. At Adobe, we know these challenges well. Our Global Marketing Organization struggled with generating enough assets, launching and refreshing new campaigns, reacting to market trends, and tracking content performance in real time. This firsthand experience has given us a deeper perspective and additional motivation to bridge the gap between customer demand and capabilities.

Generative AI

A subset of artificial intelligence that can create new content—text, images, video, audio, or entire experiences—based on inputs or prompts, a step beyond the abilities of traditional AI to analyze data and automate processes.

[Adobe GenStudio for Performance Marketing](#) promises to be a groundbreaking innovation in the world of marketing. It's a generative AI-first application that facilitates the production of high-impact content at a speed and scale that was previously unimaginable. It empowers marketing teams to create on-brand, multi-channel content for ads, emails, and campaigns while providing real-time insights to optimize content performance. We tried it within our own organization first—and the results were incredible.

Enterprise marketing on a global scale.

The Adobe Global Marketing Organization (GMO), with more than 1,100 employees, drives the company's large-scale marketing efforts with world-class expertise. With an annual marketing spend of more than $1 billion, GMO orchestrates sophisticated campaigns across multiple channels and markets. As an example of our reach, we send billions of emails annually, targeting diverse audience segments worldwide across more than 40 languages.

52,000 assets
Adobe's Black Friday campaign required the creation of 52,000 assets in 2023.
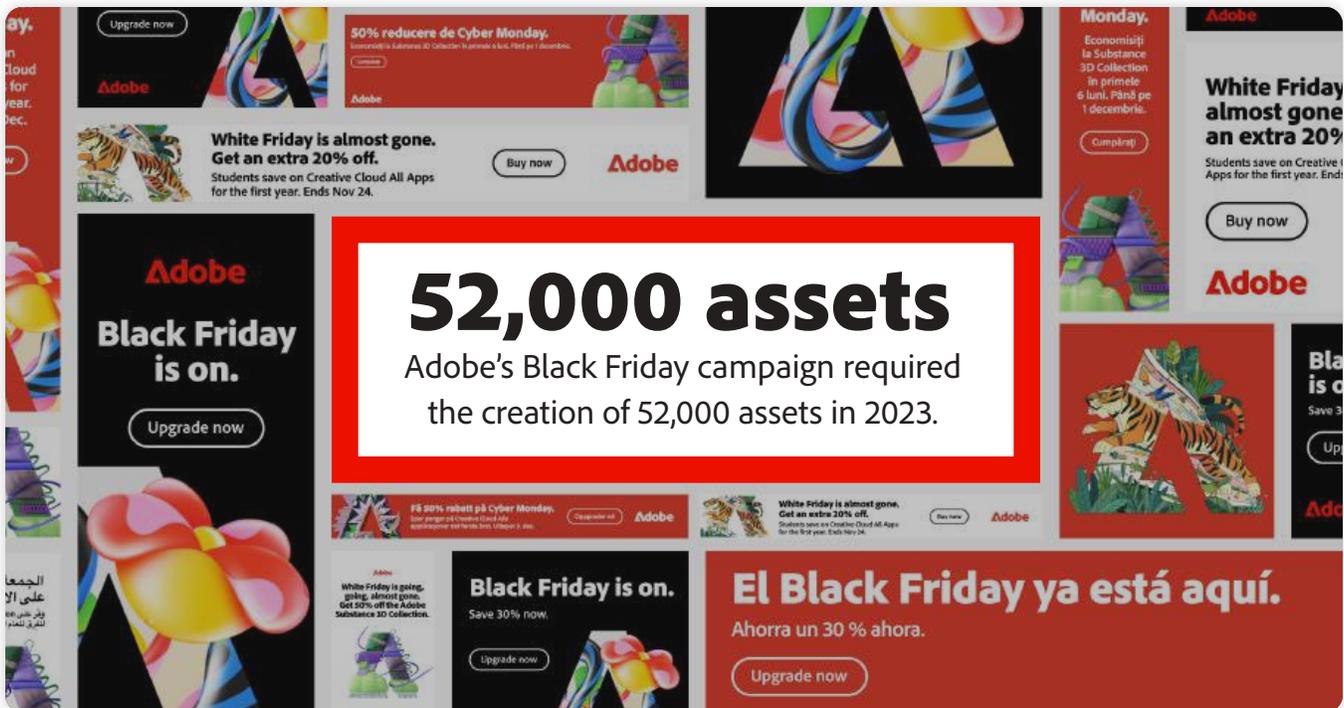
As impressive as our accomplishments are, we have continuously grappled with the sheer volume of content needed to deliver personalized, timely, and effective marketing at scale, especially with the number of campaigns we produce annually. For example, our Black Friday promotions require the creation of tens of thousands of assets and variations for different product lines across channels, audiences, and global markets. In 2023, we generated 52,000 assets for this single campaign. This enormous effort required many of our studio and agency resources and led to a content gap for other projects. Unable to rapidly create, adjust, or refresh content often meant marketing campaigns grew stale or were less effective, leading to reduced customer engagement and lower return on investment (ROI).

Asset

A digital document, image, video, or audio file that can have multiple variations, sub-assets, or layers.

4

The challenges we faced.

Like many other enterprise marketing organizations in today's content-hungry world, we faced myriad challenges. The main challenge was to quickly scale up asset production to meet the rising demand for personalized content while reducing costs. Our traditional production methods bottlenecked our workflows and slowed our entire marketing ecosystem.

71% of consumers expect brand interactions to be tailored to their needs.

The inability to generate enough content and variations led to the following limitations:

- Comprehensive testing at scale and use of sophisticated optimization algorithms remained a challenge.

- The inability to refresh and reuse content in a timely manner impacted our campaign effectiveness.

- Diverse audience segments could not be served due to lack of relevant content and limited resources.

- Constant content shortages reduced our ability to respond to market dynamics and deliver timely marketing at scale.

- Localization efforts were slowed due to regional teams relying on English-language assets.

- Insights lacked asset-level granular data to quantify the impact of content, making it difficult to optimize campaigns.

59%
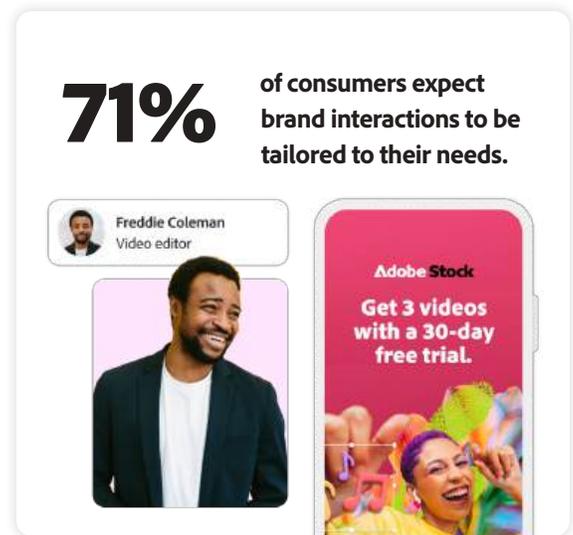
of marketing teams report content creation challenges due to overwhelming demands on creative teams.

41%

of companies are using or plan to use generative AI to personalize content based on customer data.

Source: Adobe

Our research found that 59% of marketing teams report similar challenges due to the overwhelming demands on creative teams and the need to ask creatives for each new piece or version of content. Many of us are seeking solutions to these issues, and most paths lead to generative AI. In our *2024 Digital Trends report*, content emerged as the top use case for generative AI strategies, with 41% of companies reporting that they are or will be implementing generative AI in their personalization efforts.

> "Media and email teams need volume and a variety of unique, on-brand content across marketing channels to engage customers and achieve their business goals. Simply put, content and experiences are now what drive marketing ROI."

Patrick Brown
Vice President, Growth Marketing and Insights, Adobe

Generative AI and the content scaling opportunity at Adobe.

The emergence of generative AI in late 2022 presented a watershed moment for our global marketing organization. Recognizing its transformative potential for the creation of text and images using natural language prompts, we assembled a cross-functional team of marketers, creatives, and data scientists, tasking them with integrating this powerful technology into our content creation processes. When we develop new products, Adobe is often customer zero—we test our products in our own workflows before releasing them to the world. This initiative wasn't merely about adopting new technology—it was about ushering in a new era of marketing agility that could help us redefine our operational capabilities and empower our customers to do the same.

Performance marketer

A marketer who creates campaigns for email and paid media (display, social and video platforms) to drive performance, such as ROI, sales, and engagement.

The first wave—making creative professionals more productive.

The integration of generative AI into Adobe's Creative Cloud, particularly in flagship products like Photoshop and Illustrator, marked a significant leap in productivity. Features such as Generative Fill in Photoshop and Generative Recolor in Illustrator dramatically reduced the time creative professionals spent on tedious editing tasks while also helping to address the persistent content gap we've faced. Accelerating the creative process enabled teams to produce a greater volume of high-quality content to meet the ever-increasing demand for personalized and timely marketing assets, ultimately allowing creative teams to spend their time on higher-level strategies that help move the business forward.

The second wave—empowering marketers to create content.

Despite these great strides in efficiency and productivity, we still had work to do to close the content gap. In early 2023, we equipped our marketers with generative AI content creation capabilities. Traditionally, our marketing process involved lengthy cycles of writing briefs, waiting for assets, and then ushering assets through the review and approval process.

By developing tools for marketers to generate their own assets in adherence with brand guidelines, we accelerated our go-to-market strategies, enhanced campaign agility, and optimized resource utilization. This approach bridged the content gap by tapping into the potential of our performance marketing teams and empowering them with generative AI capabilities.

Validating generative AI in our marketing operations.

Our first challenge was determining if generative AI could create marketing materials that accurately represent our products, maintain creativity, and adhere to our brand voice. Adobe's brand, cultivated through decades of innovation, is critical to our business success. In this transformation, it was imperative that generative AI content remain true to our brand identity to maintain customer trust and market positioning, and to build internal trust in generative AI tools. This proved a success.

While there were also concerns in enterprise discussions about AI hallucinations—AI-generated content that is factually inaccurate—our experiments revealed that they were not substantial and could even be beneficial. These AI-generated creative leaps often resulted in innovative content while maintaining product accuracy. What is often viewed as a limitation of generative AI in other domains emerged as a distinct advantage in our marketing applications, where creativity is a key differentiator.

Creating a scalable solution.

With the success that generative AI brought to our creative and marketing teams, we saw an opportunity to create a product that could benefit organizations like our own. Our creative teams worked closely with generative AI tools while guiding and refining their output, creating prompts to produce on-brand content. As we gained confidence in the technology, we transitioned to a more scalable approach and asked our creatives and engineers to codify their expertise into a system. We partnered closely with our research labs and product teams, building the components that make it possible for marketers to self-serve most of their content needs. This work culminated in a new product—Adobe GenStudio for Performance Marketing.

Instead of stitching together the capabilities of multiple applications, GenStudio for Performance Marketing is a single, self-serve application that lets marketers find, adapt, create, and analyze content for their campaigns all in lightweight partnership with creative teams. The tool helps to meet the demand for personalized experiences with on-brand content, refresh campaigns to keep customers engaged, and respond to dynamic market trends. With real-time insights, performance marketers can continue to optimize asset usage and campaigns to maximize their impact and performance.

How generative AI addressed our unmet needs.

Once we developed GenStudio for Performance Marketing, the integration into our workflows took a measured approach. We explored our challenges and examined specific use cases to measure the impact of generative AI on each one. Here's what we found.

> " Adobe GenStudio for Performance Marketing is a game changer for the modern digital marketer. Our marketing teams are producing more on-brand assets, more quickly for paid social ads and marketing emails. This means better customer journeys through greater personalization, and increased ROI by reducing fatigue and increasing the volume and diversity of content in each program."
>
> **Patrick Brown**
> Vice President, Growth Marketing and Insights, Adobe

1. Testing at scale for email and paid social.

Challenge: It was difficult for our marketers to conduct large-scale testing of email and paid social campaigns, primarily due to the lack of content variations we could generate given budget and time constraints. The inability to optimize content based on performance data led to lower engagement rates and conversion metrics. When testing was possible, we could only test two versions of the subject line and pre-header, but not the whole email. For paid media, we could often only create one or occasionally two variations, which made it difficult to take advantage of the amazing targeting capabilities of social platforms.

8.5%
increase in open rates

With GenStudio for Performance Marketing, we can change and test new subject lines every two weeks, delivering an 8.5% increase in open rates.

A/B/n test

An extension of A/B testing in which more than two variations of content—such as a webpage, email, or digital asset—are compared to understand which one is best at driving business outcomes.

Solution: With every prompt, GenStudio for Performance Marketing generates at least four variations of each requested asset, with different headlines, subject, and body copy aligned to our target personas and products. Now, we can rapidly generate and test multiple content variations of entire emails and paid social ads while adhering to Adobe brand guidelines. For email, we run A/B/n tests and multivariate analyses across different content elements, including subject lines, body copy, images, and calls-to-action. For paid social, we use Facebook and Instagram's optimization algorithms to serve the right content to the right audience.

Impact: In one of our first generative AI-powered email tests, we quickly created and tested five versions of an email for Adobe Photoshop, which delivered a more than 10% increase in click-through rates. In a subsequent test using the same strategy, we achieved an astounding 57% increase in click rates in an email campaign for Adobe Illustrator. The speed of content creation also allowed us to test new subject lines for an ongoing campaign every two weeks, resulting in 8.5% higher open rates. For paid social, one campaign for Adobe Creative Cloud with five different content variations of image and text yielded a 10% ROI improvement compared to similar previous campaigns. The scale and speed of testing transformed our approach to content optimization, significantly enhancing our marketing performance and efficiency.

57% boost in CTR

In a generative AI-powered test, an Adobe Illustrator email campaign achieved a 57% increase in click rates compared to other variants.

1

Fast-track your designs with generative AI.

2

Generative AI. Your shortcut to stunning illustrations.

3

Accelerate from idea to art with generative AI.

4

Generative AI. Your creative partner in illustration.

5

Bring your ideas to life with AI in Illustrator.

2. Refresh and reuse content quickly.

Challenge: Continually updating content improves campaign performance and reduces ad fatigue. For example, Meta recommends refreshing ad assets every three to four weeks. Due to our unmet content needs, we didn't have enough content to regularly update our paid media campaigns. Content often became stale because we were only able to refresh content quarterly, with some assets remaining in market for over six months. Despite having a vast library of high-quality, approved and used assets, repurposing or remixing existing content was just as time consuming as creating new assets.

Solution: By integrating our digital asset management (DAM) system with generative AI capabilities, GenStudio for Performance Marketing empowers us to generate updated versions of existing assets based on original designs from our creative teams. Now, marketers can quickly access, edit, and remix existing approved assets. For instance, a successful hero image from a social media campaign can be refreshed with a new set of headlines created with generative AI or repurposed to create a new email campaign.

Impact: Enabling marketers to reuse and refresh content has dramatically reduced our time to market, compressing the email creation process from two to three weeks to just two to three days. We can now easily re-use email content, using the same hero image with different copy for different personas. In one example, a high-performing hero image created for an Adobe Illustrator 2023 campaign has been repurposed to create multiple additional email campaigns. Quickly adapting high-performing elements, like headlines or calls-to-action on hero images, has greatly improved our campaign agility. The scale and speed of testing transformed our approach to content optimization, significantly enhancing our marketing performance and efficiency.

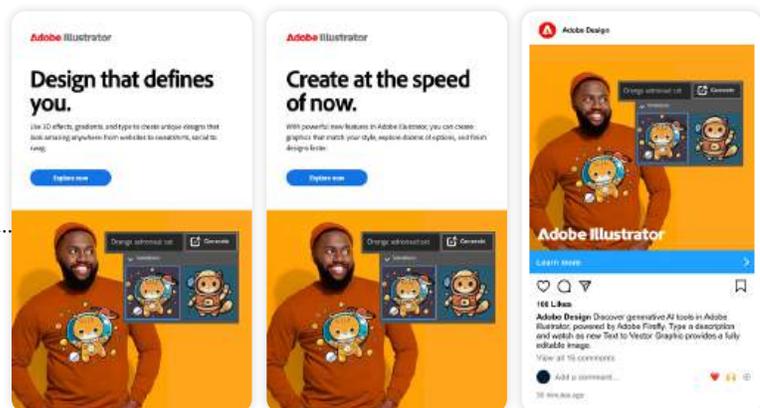

3 weeks to 3 days

Accelerated email creation process and increased productivity with generative AI.

This asset created by a designer with generative AI...

Became these new assets created with GenStudio for Performance Marketing.

3. Allow marketers to create new, unique content for untapped audiences.

Challenge: Limited resources made it difficult to create personalized content for diverse audience segments, resulting in missed opportunities and poor engagement across our entire customer base. For example, our lifecycle marketing team tries to serve 12 distinct audiences for our North American acquisition programs, but the lack of content often restricted us to serving just 6 on a regular basis. Our team couldn't target specific audiences and events in paid media due to lack of content. We could advertise 13 products broadly but lacked persona-specific assets to create differentiated messaging and content for each persona across social platforms.

Solution: The speed and agility of content creation powered by generative AI allows our marketers to target more audiences with content tailored to their preferences. GenStudio for Performance Marketing makes it easy to personalize content using the same prompt and changing the target persona, to create on-brand variations across channels for different audiences.
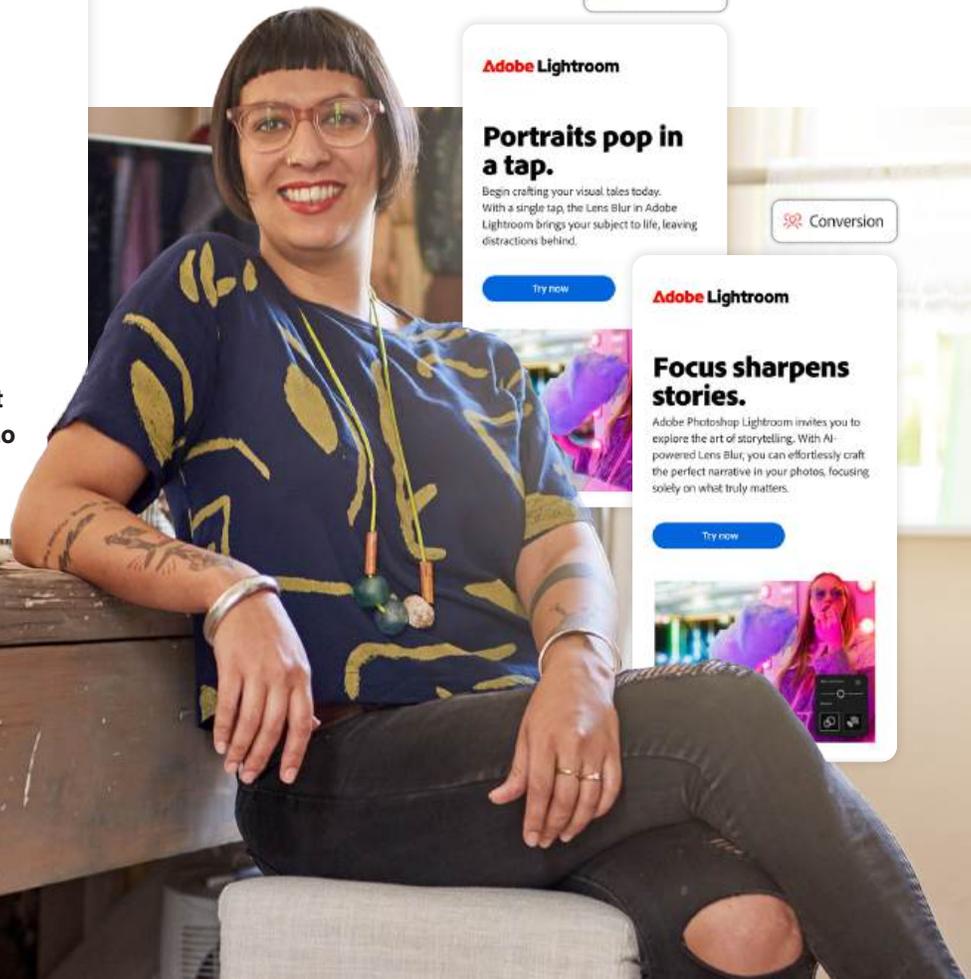
Lifecycle marketer

Develops and executes marketing strategies to engage customers throughout their journey with a brand.

Impact: We're now engaging more of our customer base with relevant content, driving superior marketing outcomes across diverse audience segments. Our lifecycle marketing team has doubled the number of distinct email experiences and audiences they serve with personalized content for our North American acquisition campaigns. Now we can regularly reach all 12 audiences, accelerating our revenue targets. For paid media, GenStudio for Performance Marketing allows us to create enough content to better utilize social platform algorithms to deliver the right content to the right audience.

100%
of target audiences reached

The lifecycle marketing team has doubled both the volume of distinct email experiences it delivers and the audiences who receive personalized content.

Consideration

Adobe Lightroom

Portraits pop in a tap.

Begin crafting your visual tales today. With a single tap, the Lens Blur in Adobe Lightroom brings your subject to life, leaving distractions behind.

Try now

Conversion

Adobe Lightroom

Focus sharpens stories.

Adobe Photoshop Lightroom invites you to explore the art of storytelling. With AI-powered Lens Blur, you can effortlessly craft the perfect narrative in your photos, focusing solely on what truly matters.

Try now

# 4. Facilitate real-time marketing and responsiveness.

Challenge: The inability to produce content in enough time to capitalize on current events and market opportunities resulted in missed revenue and reduced market relevance. Our three-week production timeline often caused us to miss crucial windows for timely campaigns, particularly for seasonal events and emerging trends.

Solution: GenStudio for Performance Marketing compressed our on-brand content creation process from weeks to days or hours, allowing us to better react to events in real time. Marketers can independently create content, which greatly reduces the waiting period for assets. They can find, create, and adapt assets to engage customers and analyze real-time performance data to refresh campaigns and stay aligned with market trends.

Impact: With GenStudio for Performance Marketing, we have been able to create and deliver campaigns that were previously beyond our reach. We successfully executed our first-ever fall-themed paid social campaign for Adobe Creative Cloud in 2023, which drove a 9% higher ROI than comparable campaigns. More recently, we delivered a Summer Olympic Games campaign for Creative Cloud, created quickly after our weekly financial results showed signs of strength in a foreign market. This newfound agility improved our market responsiveness and enhanced our campaign performance and overall marketing effectiveness.

9% ROI increase

With generative AI, our first-ever fall-themed paid social campaign for Creative Cloud drove a 9% higher ROI than comparable campaigns.
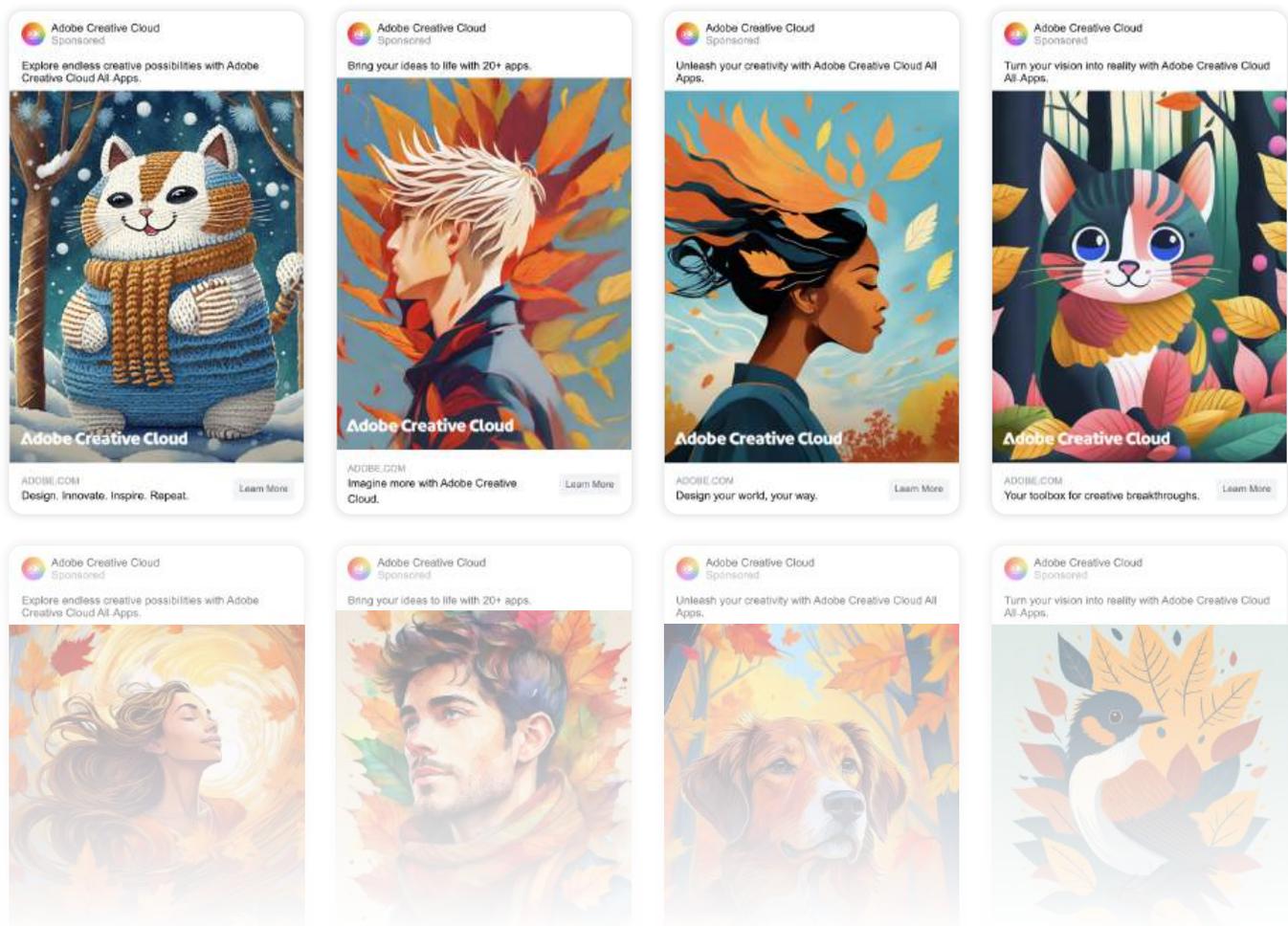
5. Improving localization and agility for regional marketing teams.

Challenge: Our four regional Adobe marketing teams, representing more than 50 countries, struggled to create culturally relevant content, relying heavily on localized English-language materials due to budget constraints. This approach took a long time and didn't effectively resonate with local audiences.

Solution: The multi-language capabilities in GenStudio for Performance Marketing let our regional teams create their own campaigns with localized content quickly and independently in their primary languages. In addition, international teams can quickly localize global campaigns to account for cultural nuances while maintaining brand standards. Generative AI allows asset reuse and the quick generation of dozens of ad variations for each region.

Impact: For Adobe, this decentralization of content creation has improved marketing agility across international markets. Our Japanese marketing team was excited about the possibility of creating content in their own language to scale testing. We introduced the team to GenStudio for Performance Marketing and within days they created and tested new subject lines for an existing Document Cloud email campaign. This test boosted click-through rates by 10% with the highest-performing subject line, and the team plans to grow its testing in marketing operations. We are now expanding this capability to our other regional teams.
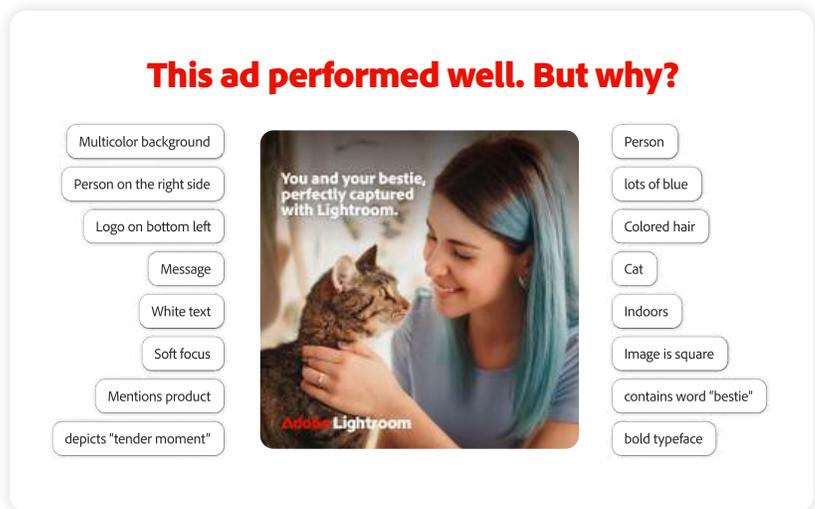

10%
increase in email click-through rates

Our marketing team in Japan created and tested new subject lines for a Document Cloud email campaign and boosted click-through rates by 10% with the highest-performing subject line.
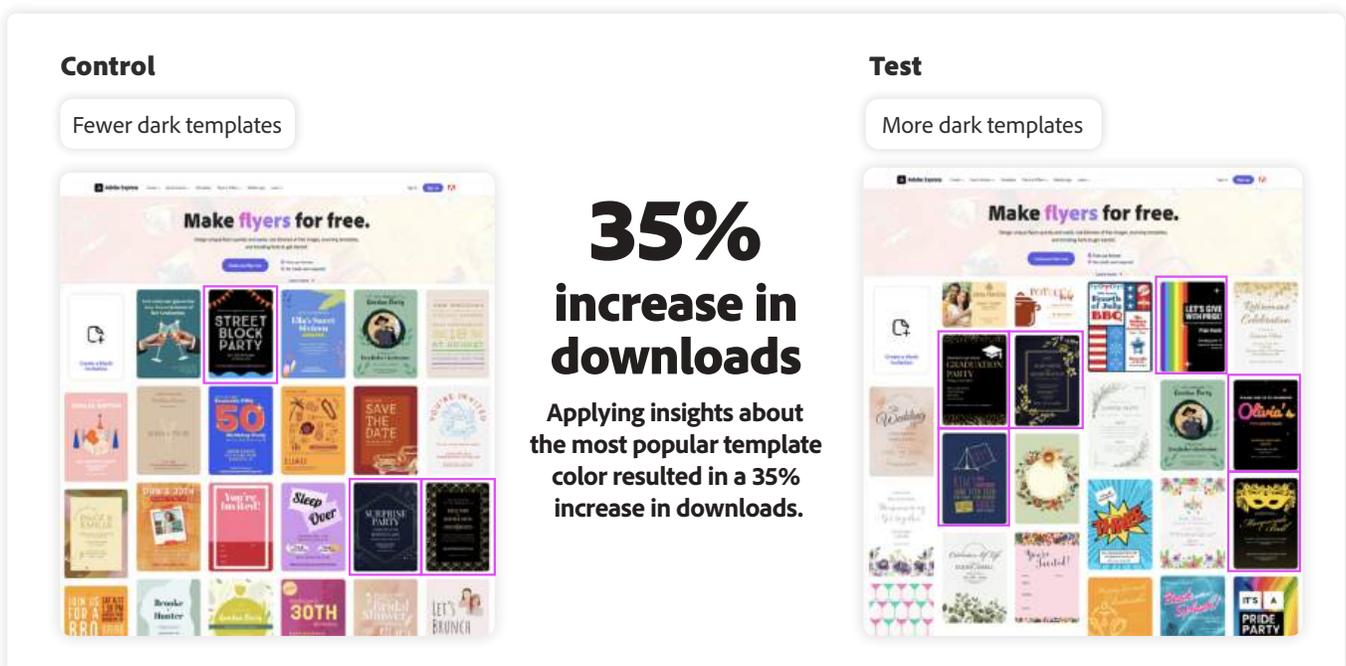
6. Bring insights into the creative process.

Challenge: Traditional marketing analytics relied heavily on abstract data, creating a disconnect between content and performance metrics. We struggled to identify which elements of our images or copy—such as colors, shapes, subjects, keywords, or tone of voice—were resonating with audiences. Instead, we often relied on intuition, missing opportunities for improvement and finding ourselves unable to replicate successes consistently across different marketing initiatives.

This ad performed well. But why?

Multicolor background
Person on the right side
Logo on bottom left
Message
White text
Soft focus
Mentions product
depicts "tender moment"

Person
lots of blue
Colored hair
Cat
Indoors
Image is square
contains word "bestie"
bold typeface

Solution: GenStudio for Performance Marketing changed our approach to content creation by putting insights at the forefront of the process. The application takes every marketing asset published and runs it through AI featurization services, extracting all relevant attributes, such as background and foreground colors, themes, objects, mood, tone-of-voice, formats, and more. These features are then tied to the performance data of each asset, and in aggregate, can be used to answer questions like, "What background color drives the highest engagement for this product or customer segment in this region or country?"

Impact: Applying a data-driven approach has transformed our creative process into an iterative cycle of continuous improvement, with insights informing future strategies and more effective campaigns. In one instance, applying insights to assets on our website revealed that a specific color in our Adobe Express template pages drove higher engagement with template downloads. Knowing this, we increased the number of templates with that color, which increased downloads by 35%. With creative decisions rooted in empirical evidence, we've positioned ourselves at the forefront of data-driven marketing innovation.

Control

Fewer dark templates

Test

More dark templates

35%
increase in downloads

Applying insights about the most popular template color resulted in a 35% increase in downloads.

Change management and organizational readiness.

The adoption of generative AI in marketing promises transformative potential, but its impact will be significantly diminished if forced into existing organizational structures and workflows. To unlock the full power of this technology, organizations must make significant changes across people, processes, and technology.

1. People—evolving roles, skill sets, and culture.

Successful change management should always begin with the people in an organization.

New roles.

The integration of generative AI necessitates the creation of new roles within the marketing organization. Chief among these is a new model of the marketer empowered by generative AI, blending traditional marketing acumen with AI proficiency and an understanding of AI's potential and limits.

By fostering the growth of these next-generation marketers, companies can fully harness generative AI, driving unprecedented innovation, efficiency, and effectiveness in their initiatives. Additionally, roles such as creative technologists, generative AI creative directors, copy editors, and designers become crucial in maintaining brand integrity and quality control.

Core roles and responsibilities in a generative AI-powered environment.

Performance marketers must take an evolved approach to content creation and campaign management. Instead of following the traditional briefing and creative cycles that often take weeks, they take the generative AI reins to create high-performing campaigns.

Generative AI creative directors establish and maintain comprehensive brand guidelines. They show performance marketers how to apply these guidelines in AI-driven content creation for brand consistency across all outputs.

Generative AI copy editors oversee the review, editing, and approval of AI-generated copy. They work closely with generative AI creative directors to establish tone of voice, channels, and other brand guidelines.

Generative AI designers use AI tools like Adobe Firefly and GenStudio for Performance Marketing to provide a constant stream of visual content. They build a rich repository of preapproved images, and review and approve creative assets generated by marketers for quality control.

Generative AI pilot leads drive the successful implementation of generative AI initiatives across the global marketing organization and guide continuous improvement and adoption of generative AI technologies in lockstep with executive leadership.

> **"** Adobe GenStudio for Performance Marketing is a valuable tool for me. It helps me rapidly generate customer-facing content, while significantly cutting down costs and development time. I have more freedom and flexibility to create content variations to run experiments and gain faster insights. I'm excited to see how generative AI can assist with deeper personalization across the user journeys as well."
>
> **Sushmitha Komar**
> Senior Lifecycle Marketer, Adobe

New skills.

These new roles will require new skills. This may involve training programs on prompting best practices, image generation, brand adherence, and other topics, as well as the establishment of internal generative AI centers of excellence. During our own journey, we realized that marketers needed more training on how to prompt for on-brand content, so the creative technology team developed a generative AI guide to help marketers optimize their use of GenStudio for Performance Marketing.
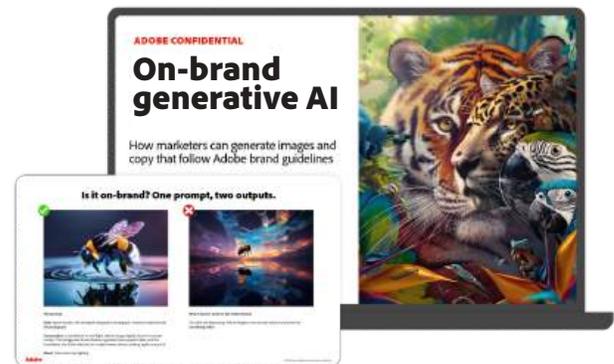
Collaboration and culture.

Integrating generative AI requires education, support, and a closer alliance between marketing and creative teams. Communicating the benefits of generative AI as a tool to augment creative work while reducing mundane tasks and establishing a strong review and approval process with an open feedback loop can lay the foundation for this partnership. As marketing teams get a chance to take more creative control of projects, brand teams can help manage compliance and maintain brand guardrails to improve content creation. These teams can make refinements and prove ROI before the enterprise-wide transformation. Fostering a culture of collaboration can drive success, generative AI adoption, and value realization.

Brand guidelines

The rules that govern and define the look and feel of a brand to build a brand identity that is easily recognizable among consumers across platforms. For example, brand guidelines highlight color codes, logos, approved fonts, preferred writing style and tone, and more.

2. Processes—redefining workflows.

With an overhaul of this magnitude, it's imperative to examine current processes and restructure them as needed.

Establish robust brand guardrails.

As the volume and speed of content creation increases exponentially, organizations need to make sure to uphold brand guidelines. These guardrails serve as a comprehensive framework that keeps AI-generated content aligned with a brand's core values, voice, and visual identity. It's imperative to educate brand leads on how generative AI can be made brand-compliant and the importance of regularly reviewing and updating guidelines so they evolve with the brand and remain relevant.
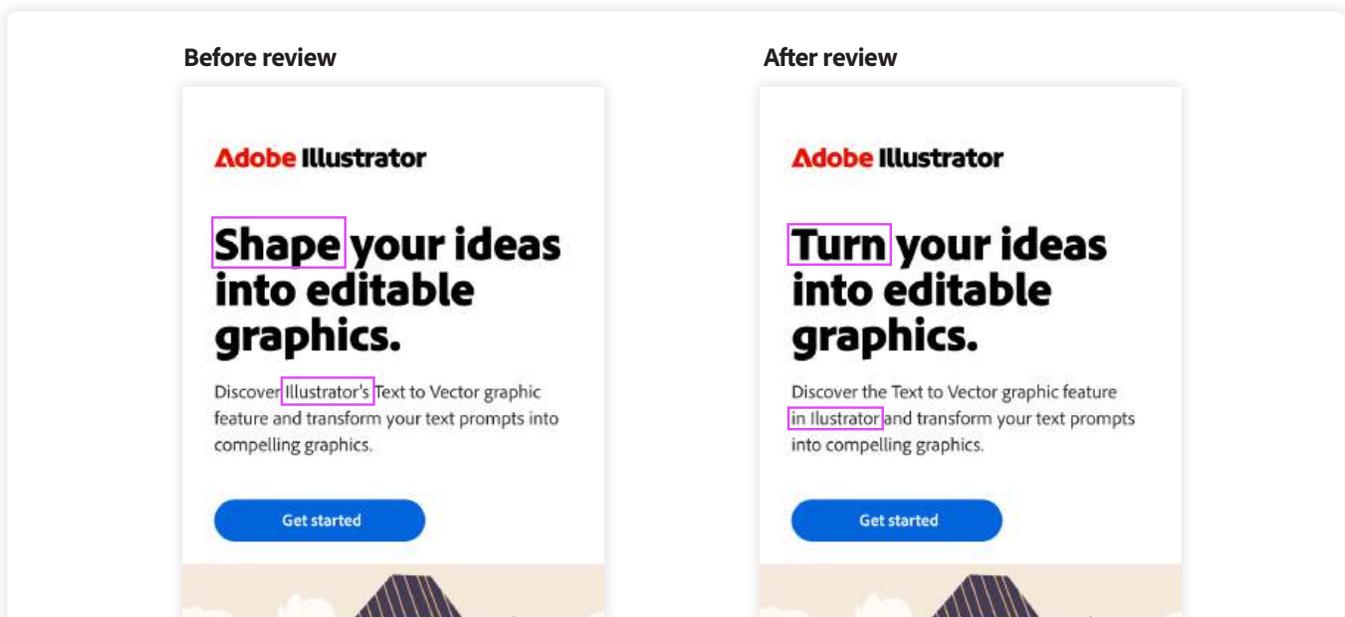
Redesign the review and approval process.

Creatives need to review the content marketers produce with generative AI to check that it meets the high quality of brand standards. This feedback helps refine brand guidelines within tools like GenStudio for Performance Marketing. Creative professionals, with their deep understanding of brand identity and emotional resonance, are essential for setting the creative direction, crafting narratives, and adding a human touch that elevates content from functional to impactful. In this new paradigm, marketers handle their own content needs while creatives focus on high-level strategy, innovation, and curating AI-generated content to guarantee it meets the highest standards of creativity and effectiveness.

> **"**
>
> By clearly codifying our brand and voice guidelines, we were able to build templates and refine large language models to help marketers easily create content using Adobe GenStudio for Performance Marketing. These guidelines then help ensure this content is on-brand and maintains consistency and brand integrity across all of our channels. They also streamline approvals by our brand team, allowing us to go to market faster."
>
> **Heather Freeland**
> Chief Brand Officer, Adobe

Before review   **After review**

Lean on agency partners.

In an environment augmented by generative AI, organizations need to reimagine traditional review and approval processes to handle the increased volume of content. We believed our internal team could handle the volume of new content produced but quickly realized this created a bottleneck in our workflows. Our agency partners created an additional path to scale content creation, becoming an essential part of our strategy that allowed us to meet our goals. With this collaboration, companies can fully capitalize on the productivity gains offered by AI tools and marketing operations can remain agile and responsive in the face of rapidly growing content needs.

Optimize content creation with analytics.

With GenStudio Insights, real-time advanced content performance analysis helps marketers determine exactly where and how to make improvements. Automatic, intelligent content tagging can even reveal the specific messaging attributes that resonate most with audiences. These details allow for granular decision-making that ignites a creative loop where performance data directly informs future content strategies, increasing engagement and conversion. By including this data in creative decisions, marketing teams can create processes that continuously improve their content's effectiveness. Companies should bring these insights into the ideation process for each new campaign, taking full advantage of these new capabilities.

3. Technology—an integrated stack for generative AI adoption.

Adding generative AI in a thoughtful, strategic way ensures that it enhances rather than disrupts established processes, maintaining consistency across marketing operations.

Integration with the existing martech stack.

Adobe, like many other enterprises, had a full set of tools in place to support the content creation lifecycle. Any generative AI tools added to a martech stack should integrate with existing tools and workflows to provide incremental benefits. For example, GenStudio for Performance Marketing allows us to easily ingest pre-approved, on-brand content directly from [Adobe Experience Manager Assets](#) as the basis for generating additional variations. We can also leverage existing review workflows from [Adobe Workfront](#) right inside GenStudio for Performance Marketing to ensure connection back to the organization's campaigns and to streamline reviews and approvals.

Security, compliance, and generative AI ethics.

The adoption of commercially safe, AI-driven platforms requires careful consideration of ethics and responsibility, data privacy, compliance with regulations, and robust security measures.

Our approach to responsible AI innovation within content creation applications provides a framework for addressing these concerns:

- **Privacy and data governance**—Guarantee generative AI tools adhere to strict data protection standards, with clear policies on data usage and storage and special attention given to the use of customer data in content and prompts.

- **Fairness and inclusivity**—Regularly assess AI models for potential biases in visual content creation and ensure they produce fair outcomes across diverse user groups.

- **Reliability and safety**—Establish rigorous testing protocols to verify the reliability and safety of AI-generated content before deployment.

- **Safety and harmful bias**—Develop a generative AI model that promotes diversity, equity, and representation in marketing copy and abide by a zero-tolerance policy for any harmful or biased content by putting safeguards and filters in place.

- **Human oversight**—Create an integrated review and approval process that keeps humans involved in critical decisions, while using AI as a tool to augment productivity rather than replace human judgement.

By adhering to these principles, organizations can harness the power of generative AI while maintaining ethical standards and compliance with regulatory requirements, mitigating risks and building trust with customers and stakeholders.

Three critical success factors for generative AI implementation.

> **"** As generative AI technology made rapid advances, Adobe realized that the marketing landscape would evolve in response to the possibilities it offered. But merely adopting the technology in different ways across various teams would be insufficient for achieving success. We needed to align our creative, marketing, and engineering teams on the complete vision of what GenStudio for Performance Marketing could deliver. Achieving this strategic alignment led to rapid progress and strong results."
>
> **Patrick Brown**
> Vice President, Growth Marketing and Insights, Adobe

1 Start with executive alignment and sponsorship.

The success of generative AI adoption hinges on strong executive alignment and sponsorship. Executives must recognize that their role extends beyond simply allocating resources—they must become active champions of the cultural change necessary for successful adoption, articulating a clear vision for how generative AI will transform marketing operations. Foster an environment that embraces innovation and is tolerant of the learning curve associated with new technologies.

In change-management messaging:

- Be transparent about high-level goals and constraints.

- Reiterate the importance of brand integrity through this transition.

- Address concerns, challenge traditional thinking, and inspire teams to embrace this new era of marketing.

2 Prepare the entire organization for a generative AI transformation.

Generative AI should be rolled out in phases, culminating in organization -wide transformation. First, make sure the right roles are in place to support generative AI adoption and implementation. This includes clearly defining the responsibilities of new positions and how they interact with existing roles.

Develop and implement new processes that accommodate the speed and volume of generative AI content. Revamp review and approval processes and establish clear brand guidelines for AI use. Finally, integrate generative AI tools seamlessly into existing marketing technology stacks and content supply chain workflows to enhance current operations with minimal disruption.

3 Start small and scale up.

To shift an entire organization to a new way of operating, start small. Identify a generative AI champion to lead the transformation. Then, assemble a focused team of performance marketers who deliver consistently great results. Bring in copywriters and designers to translate brand identity into generative AI guidelines and review and approve the content marketers create. This allows for rapid iteration and refinement of processes in a controlled environment while keeping a close eye on quality control and brand integrity.

Monitor key performance indicators—efficiency gains, content quality, and team dynamics—while developing training programs to scale the initiative beyond this pilot team. Although you may initially observe a decline in the quality of content being sent for review, training marketers to become prompting experts will lead to a steady increase in quality. Use your initial marketing test team as mentors for the next in line to acquire these skills. This measured approach maintains quality standards, facilitates a smooth transition, and maximizes the long-term impact of this transformative technology.

Growing pains are a natural side effect of change. Learn from them to foster a culture that encourages calculated risks. Demonstrate a commitment to innovation and continuous improvement to drive transformation. Creating these values will cultivate an agile organization that welcomes future change.

It's your turn to begin the journey with GenStudio for Performance Marketing.

While our experience with generative AI has been transformative, it's not a fix for every marketing challenge. Our generative AI journey is evolving, and we'll continue to work on improving the consistency of its outputs across different channels and use cases. We're also exploring ways to enhance the technology's understanding of nuanced brand voices and complex product narratives.

We don't claim to have all the answers, but we do believe that sharing our experiences and insights is an opportunity for collaboration and co-creation that can advance the entire marketing industry. By discussing our successes, challenges, and ongoing questions, we hope to foster a community-wide dialogue that will shape the future of marketing. We invite other organizations, thought leaders, and practitioners to join us.
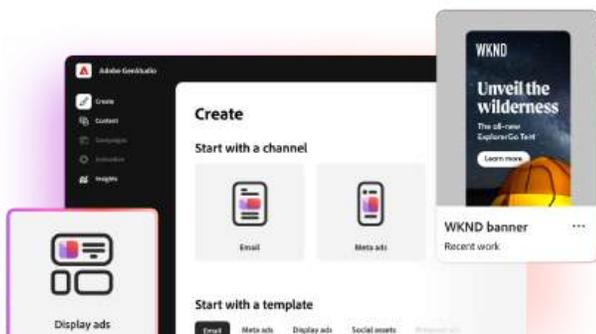
Discover how GenStudio for Performance Marketing helps you create dynamic campaign content at scale and brings speed and agility to your marketing teams.

Get Started

Sources

"2024 Digital Trends," Adobe x Econsultancy, 2024.