

Adobe GenStudio for Performance Marketing

Generate high-performing on-brand campaign content

Adobe GenStudio for Performance Marketing is a generative AI-first application enabling marketing teams to create their own ads and emails to drive impactful, personalized marketing campaigns.

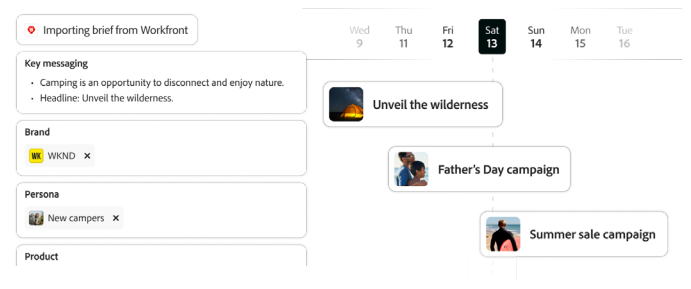
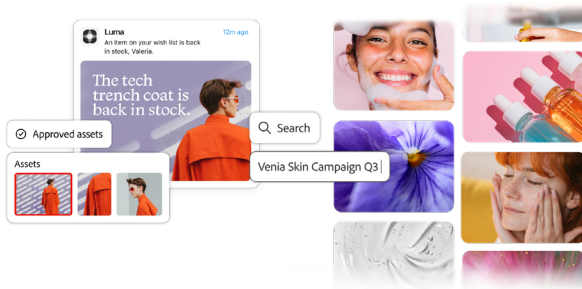


Generative AI creation

- Use enterprise large language models (LLMs) to generate copy and assemble assets for your campaigns.
- Personalize campaign content for your target personas, products, and more.
- Create variations by reusing approved on-brand campaign content.

Brand compliance

- Upload brand guidelines to establish tone of voice and channel-specific requirements
- Verify all content is on-brand with AI-powered brand validation
- Use embedded review and approval features to ensure only on-brand content is published

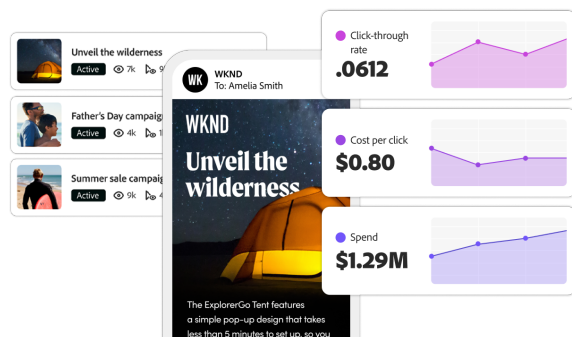


Content

- Search for content with the user-friendly asset repository or access assets by integrating with Adobe Experience Manager Assets.
- Ask your agency or studio teams to upload approved campaign content for your teams to use.
- Use the embedded Adobe Express tools to quickly edit assets.

Campaigns

- Organize your assets into a single campaign view — including a campaign timeline, objectives and performance metrics.
- Use generative AI models to optimize copy and asset generation based on your campaign briefs.
- Integrate directly with Adobe Workfront Planning for additional campaign data and organization (coming soon).



Insights

- Analyze every campaign and its underlying assets using AI content tagging and reporting.
- Identify the attributes of your highest-performing assets and use them to create content for your next campaign.
- Import campaign data from third-party platforms for a single performance view.

Channels

Adobe GenStudio for Performance Marketing enables quick activation and optimization of brand-approved campaigns across channels, personalizing experiences for target audiences while exporting assets and meta data for easy platform upload.



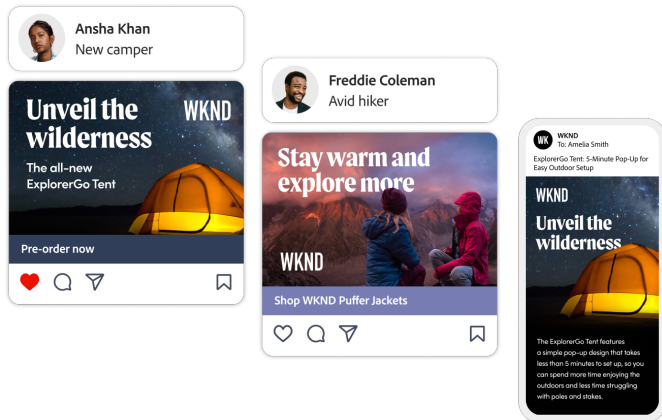
Paid social



Marketing emails



Display advertising



Activation (in development)

Activate ads on Meta, TikTok, Snap, Microsoft Advertising, and Google Campaign Manager 360.

Send emails directly to Adobe Journey Optimizer

Save content to Adobe Experience Manager Assets for distribution to other Adobe Experience Cloud applications

Integrations

Adobe Experience Manager

Integrating with Adobe Experience Manager Assets lets marketers find and use approved content directly in the GenStudio for Performance Marketing application.

Adobe Workfront

Integrate with Adobe Workfront Proof for enhanced review & approval workflows (coming soon).

Integrate directly with Adobe Workfront Planning for additional campaign data and organization (coming soon).

Adobe Journey Optimizer

Send emails directly to Adobe Journey Optimizer (in development)

Adobe Express

All GenStudio for Performance Marketing users have access to Adobe Express for Business.

Use Express directly in Content to make quick edits including remove background, erase, generative fill, cropping and resizing before using the asset in your creative workflow



Learn more about how GenStudio for Performance Marketing can help you generate high-performing on-brand campaign content

business.adobe.com/products/genstudio