Adobe AI Forum



Agentic in Action:

Unlocking AI-powered Marketing Agility

Sonia Charles,
Senior Solutions Consultant
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Adobe AI Forum





Sonia Charles

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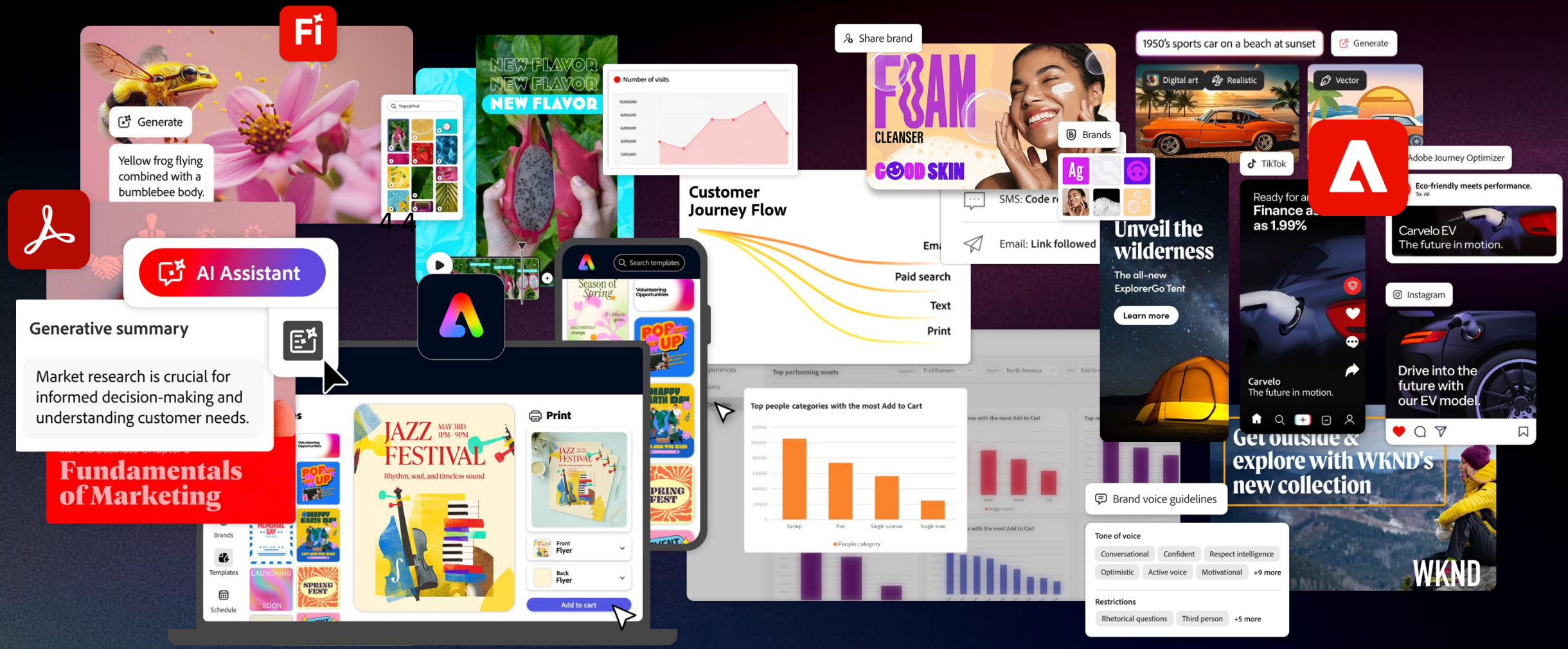
Andrew Lyall

Senior Solutions Consultant,

Adobe

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Creativity & Marketing in the age of AI



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Seismic shifts are reshaping:



Customer Experience Orchestration

Expectation for tailored interactions



Content Supply Chain

Essential to stand out and drive connection



Productivity

Surface insights locked in siloed data

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Detecting LLM referrals

1

Document Referrer

Previous Page URL

2

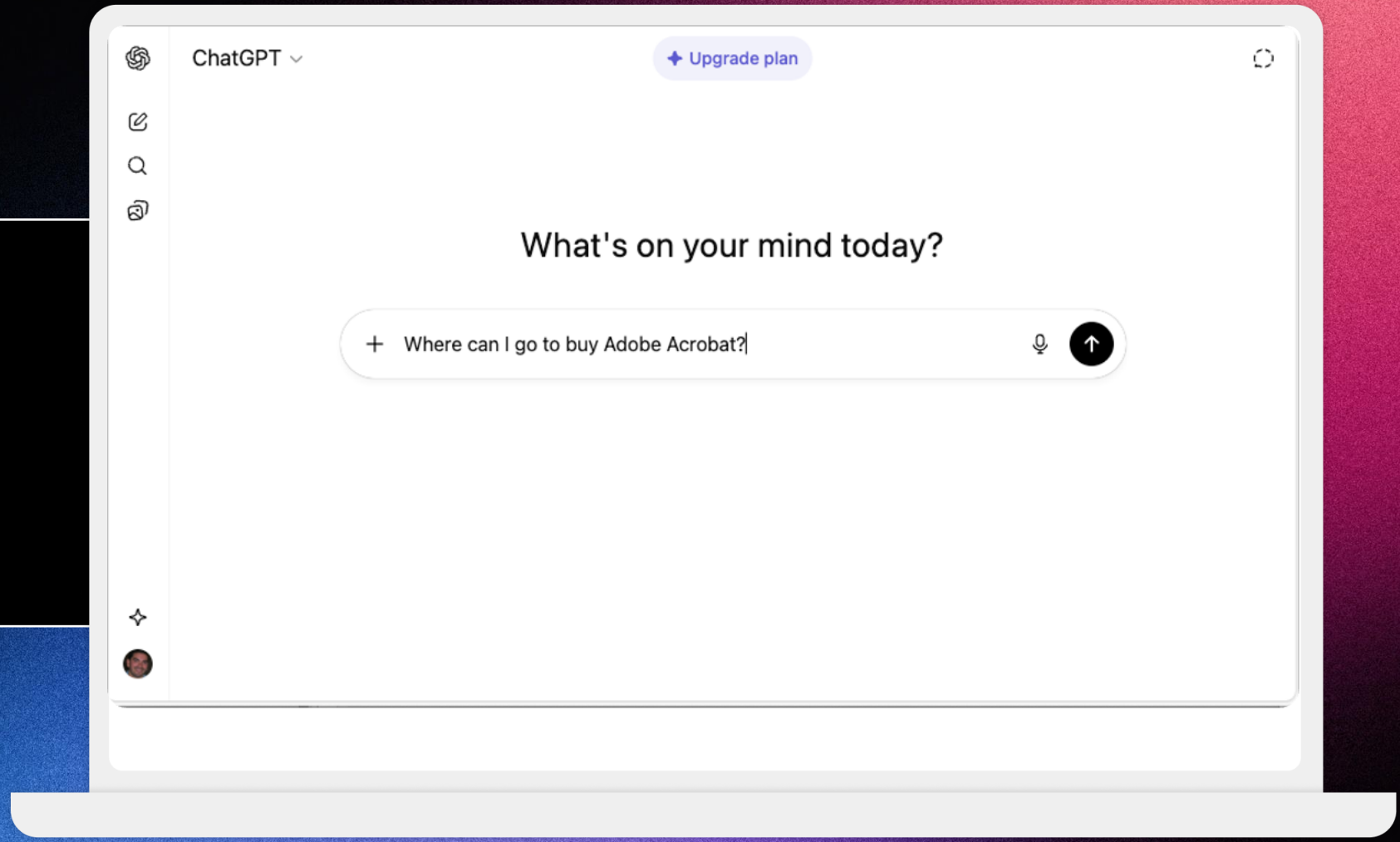
Query Parameter

yourdomain.com/?utm_source=something

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ChatGPT.com: Prompt

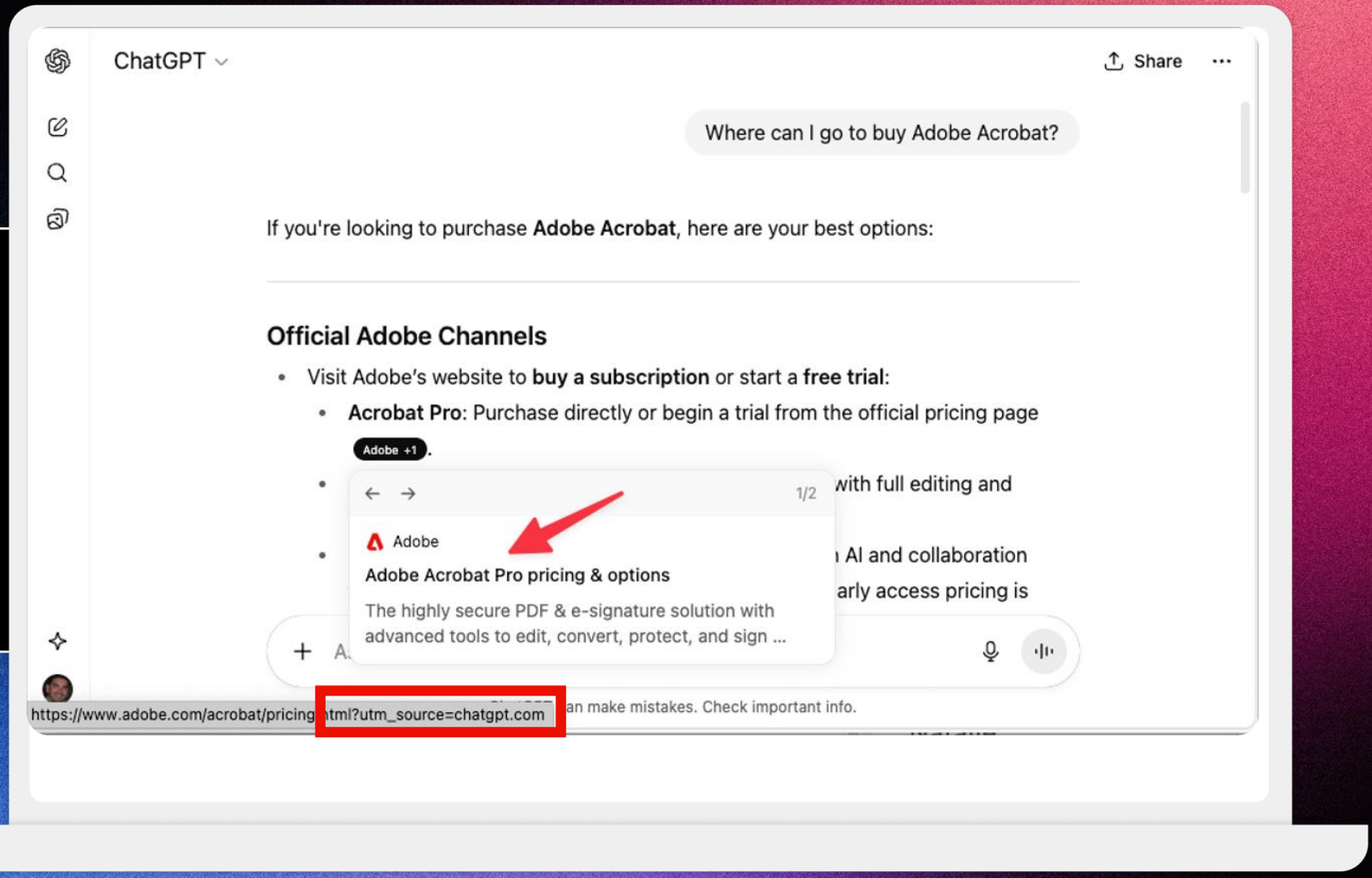
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ChatGPT.com: Result

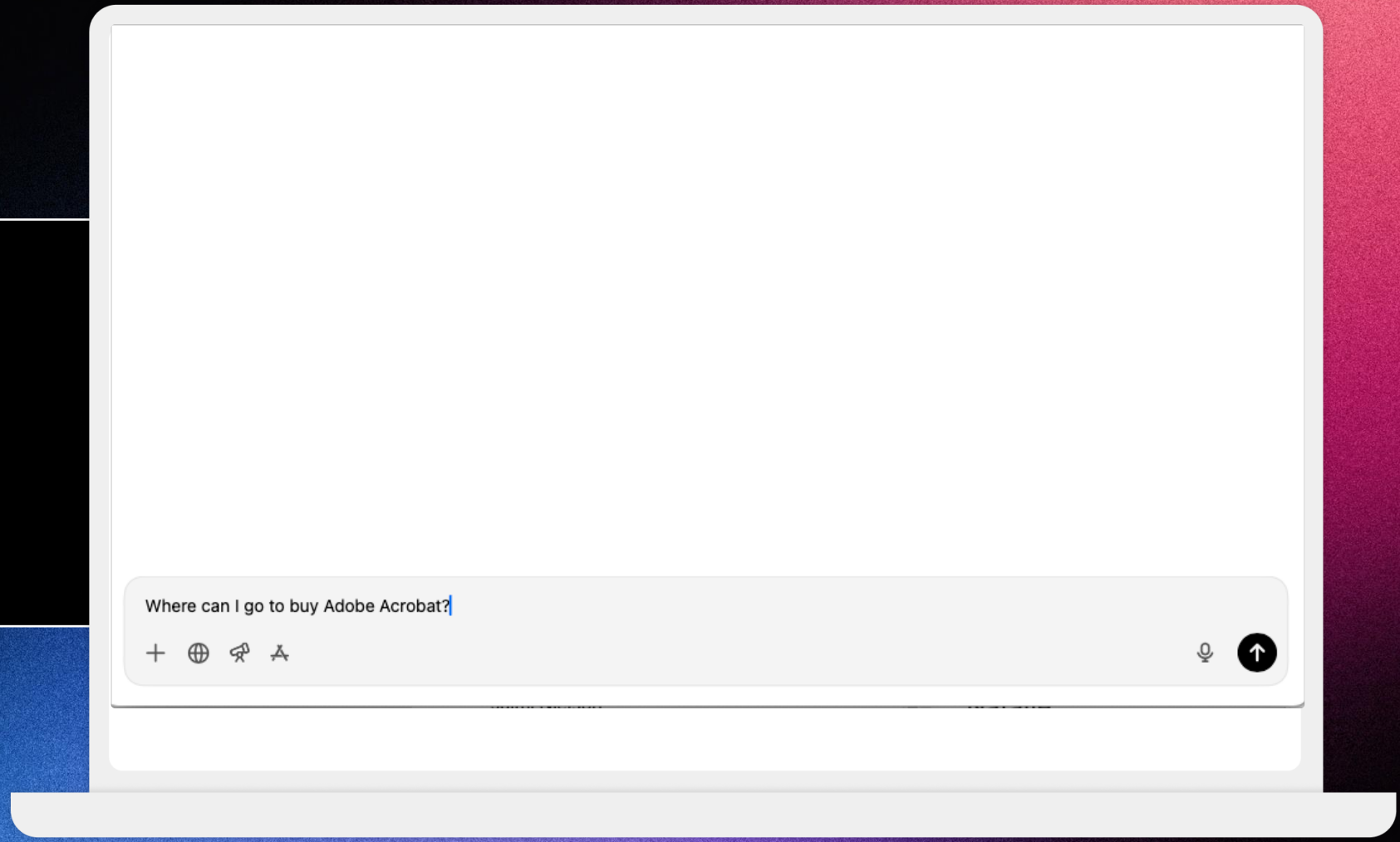
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ChatGPT Mac App: Prompt

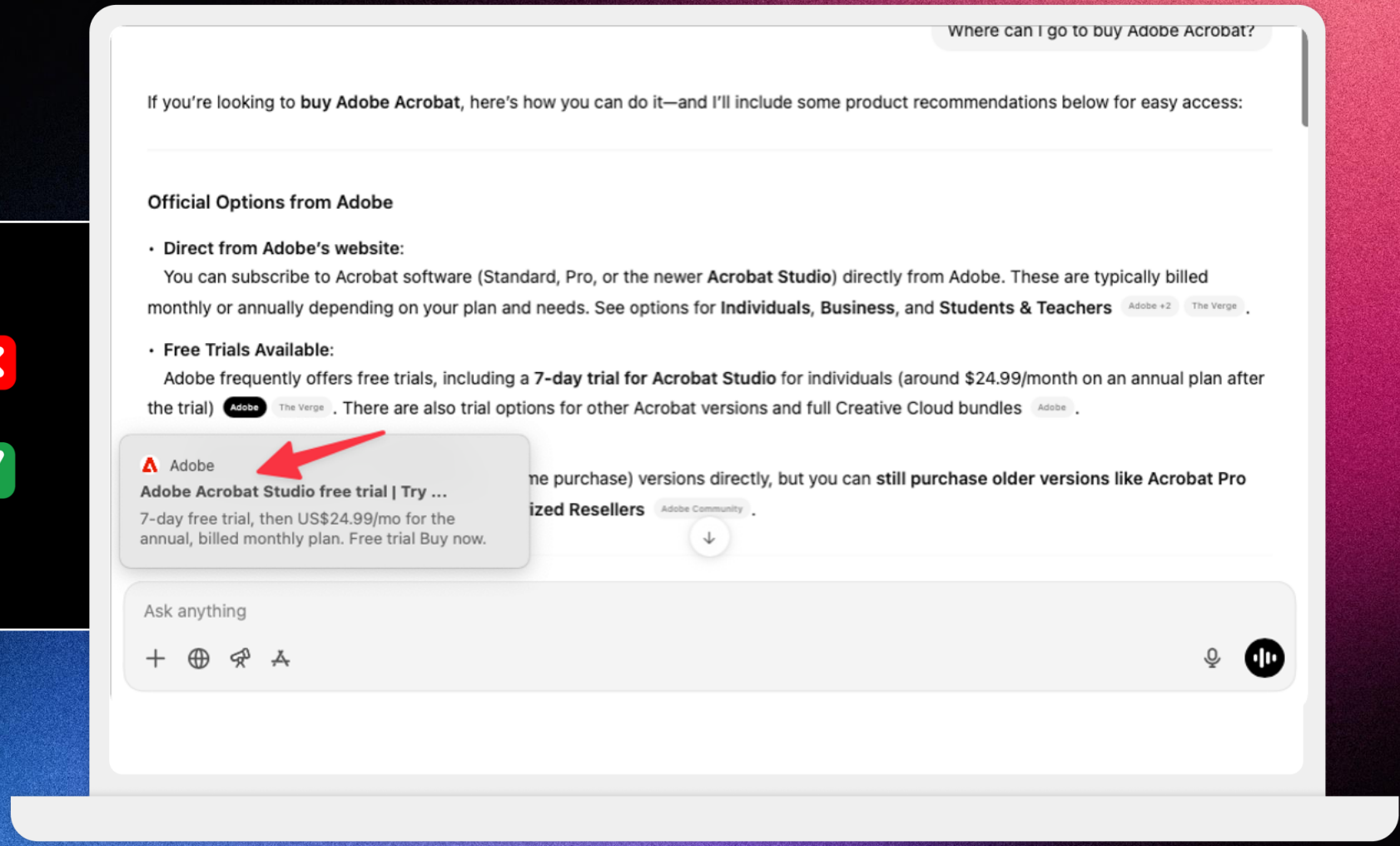
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ChatGPT Mac App: Result

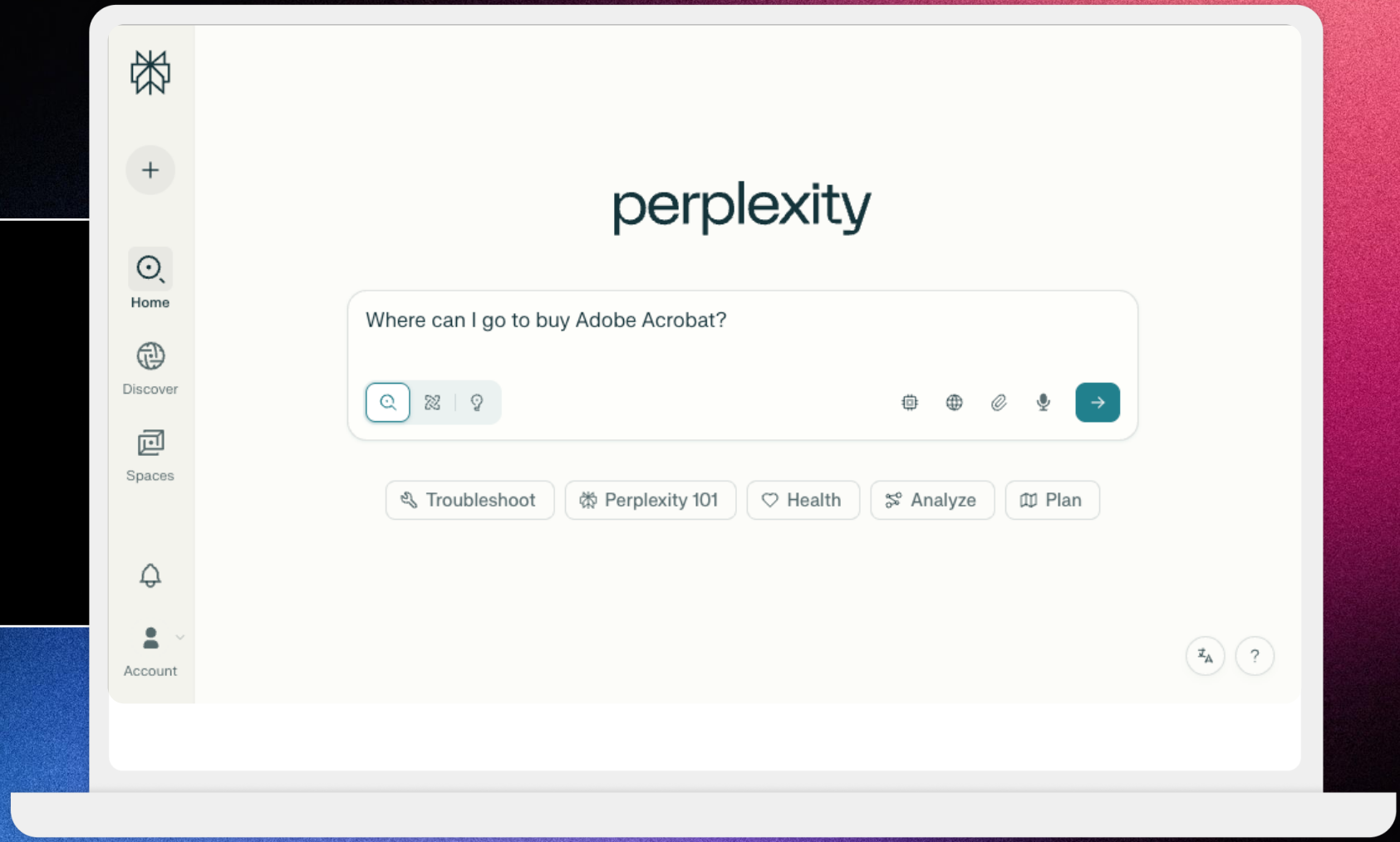
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perplexity.ai: Prompt

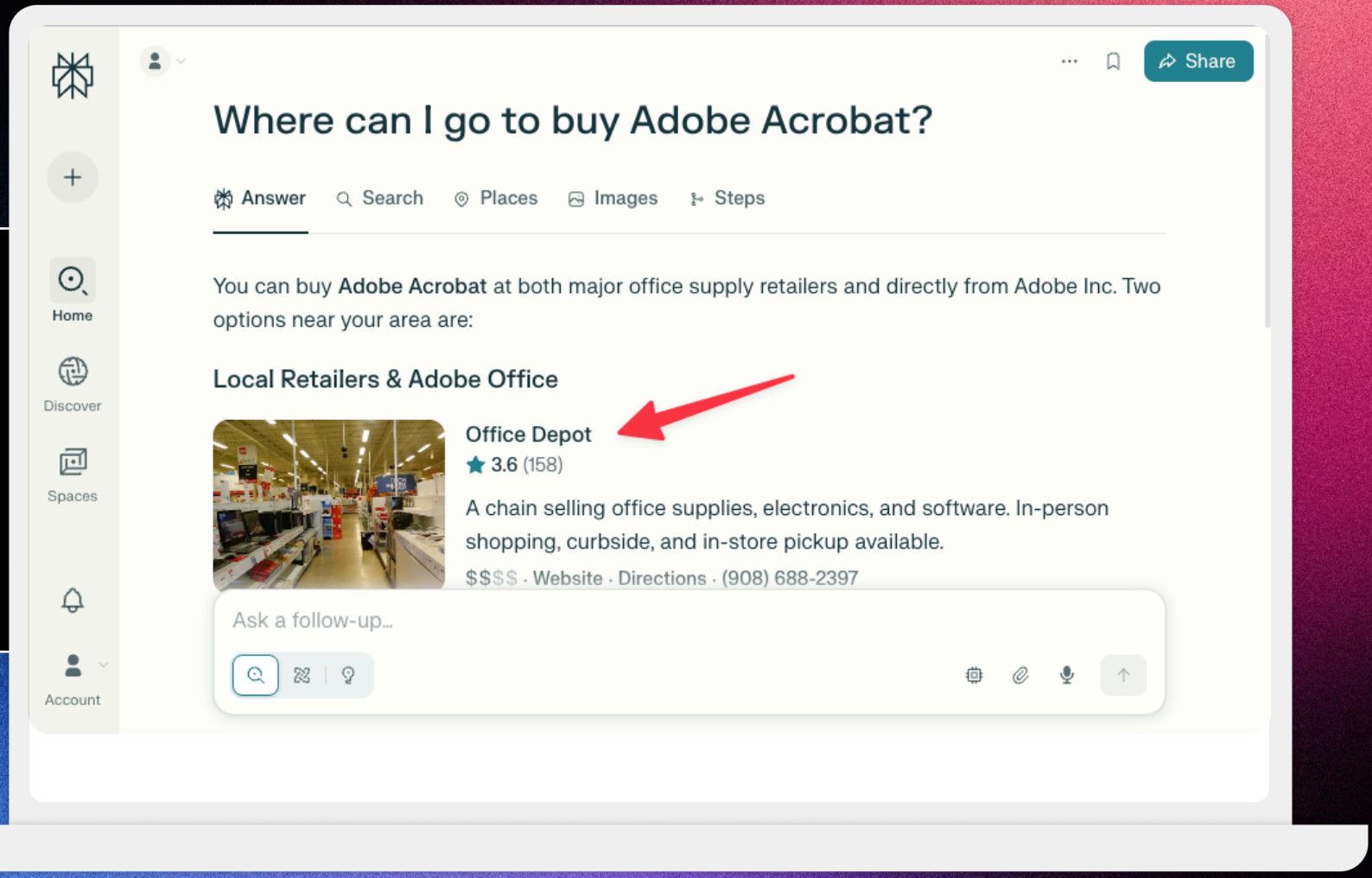
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perplexity.ai: Result

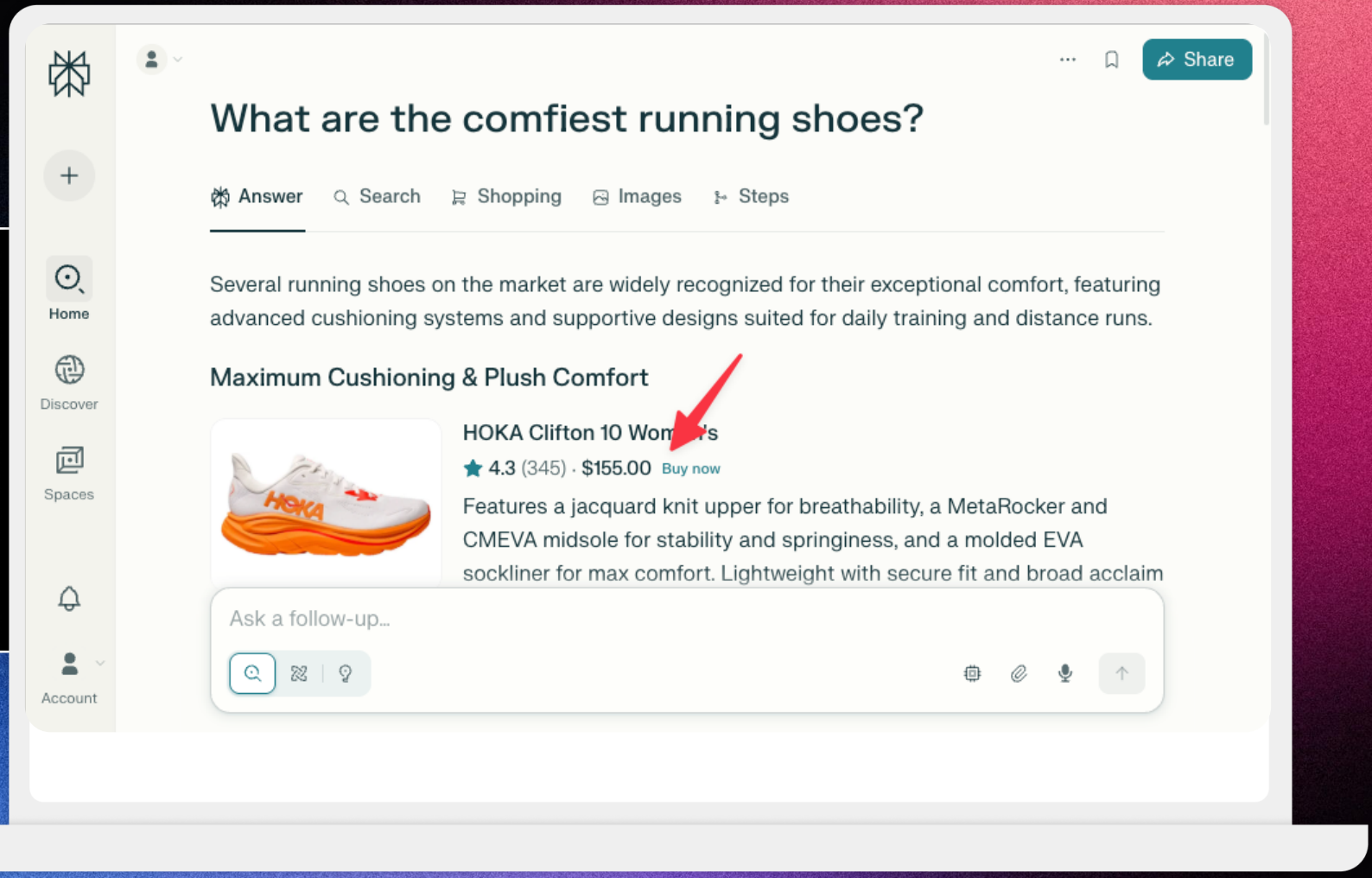
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perplexity.ai: Different Prompt's Result

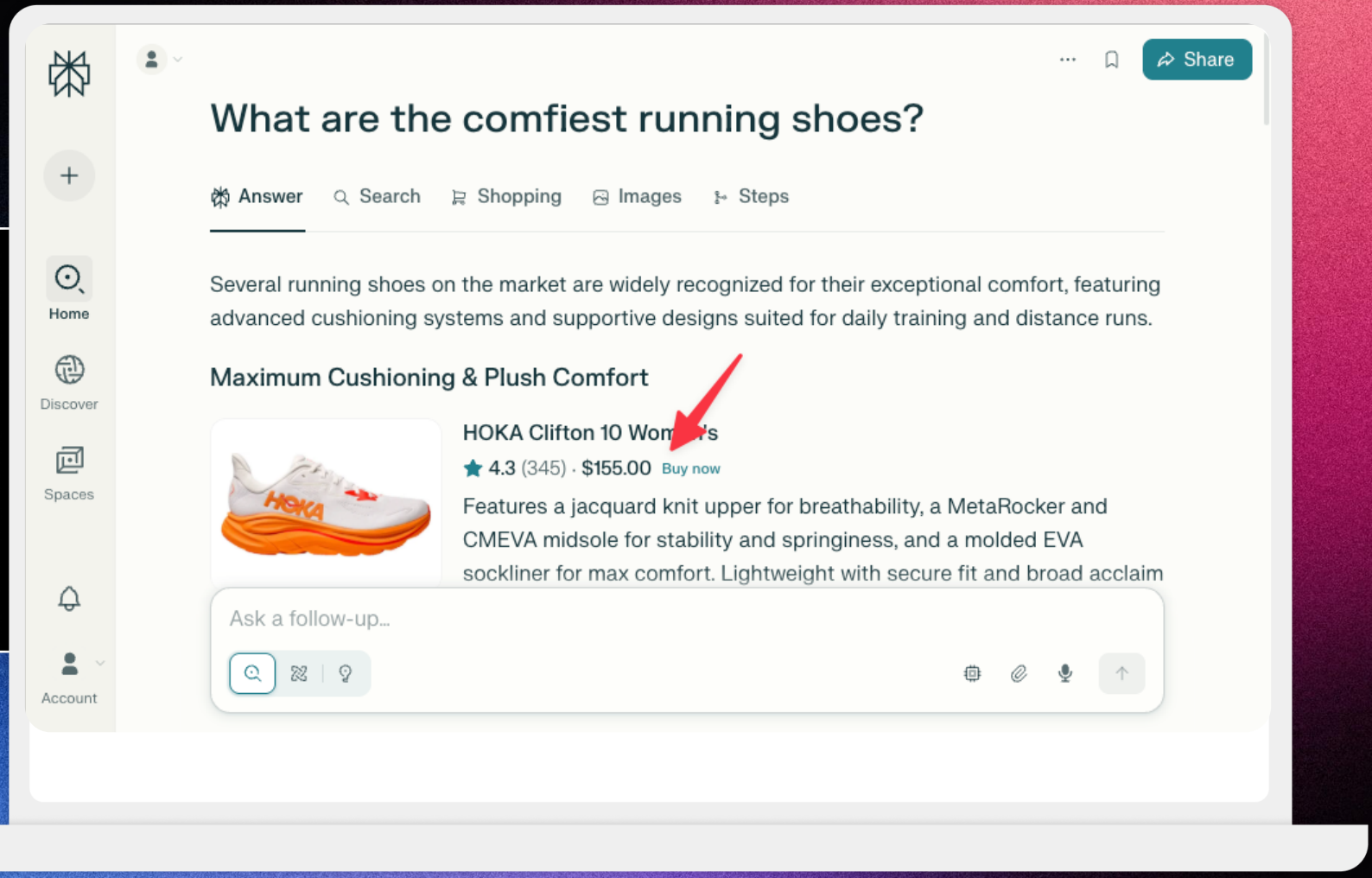
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perplexity.ai: Different Prompt's Result

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And then what about…?



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4,700%

increase in traffic to US retail sites from generative AI sources in July 2025 compared to July 2024.

(Adobe Analytics)

80%

of consumers rely on AI-written summaries for at least 40% of their searches

(Bain & Co)

50%

decline in organic traffic projected by 2028

(Gartner)

Generative Engine Optimization (GEO) isn’t just an evolution of SEO – it is a reinvention of how brands build trust, authority, and influence.

Adobe LLM Optimizer

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Brands need to quickly adapt to this new landscape

What are my customers asking about in LLMs today?

What can I do to impact how I show up relative to my competition?

How do I keep up with this quickly evolving space?



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Demo

LLM Optimizer



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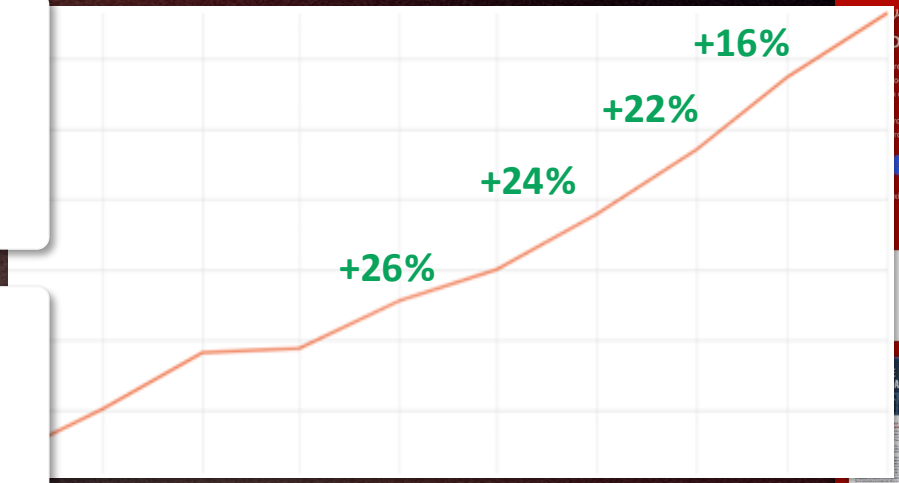


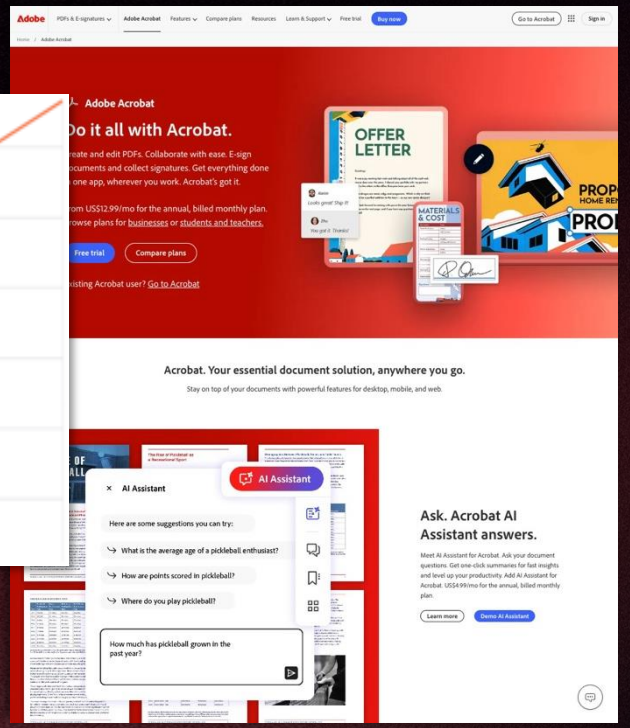
Emily Kellman-Kessel
Sr. Product Manager, Adobe.com

> **“ With Adobe LLM Optimizer,**
> we can not only see what pages are being ***most viewed*** by LLMs but also succinctly understand what ***content changes*** will help drive our bi-directional traffic impact.

+200%
LLM Visibility
Vs. Competitors

+41%
Traffic from LLMs



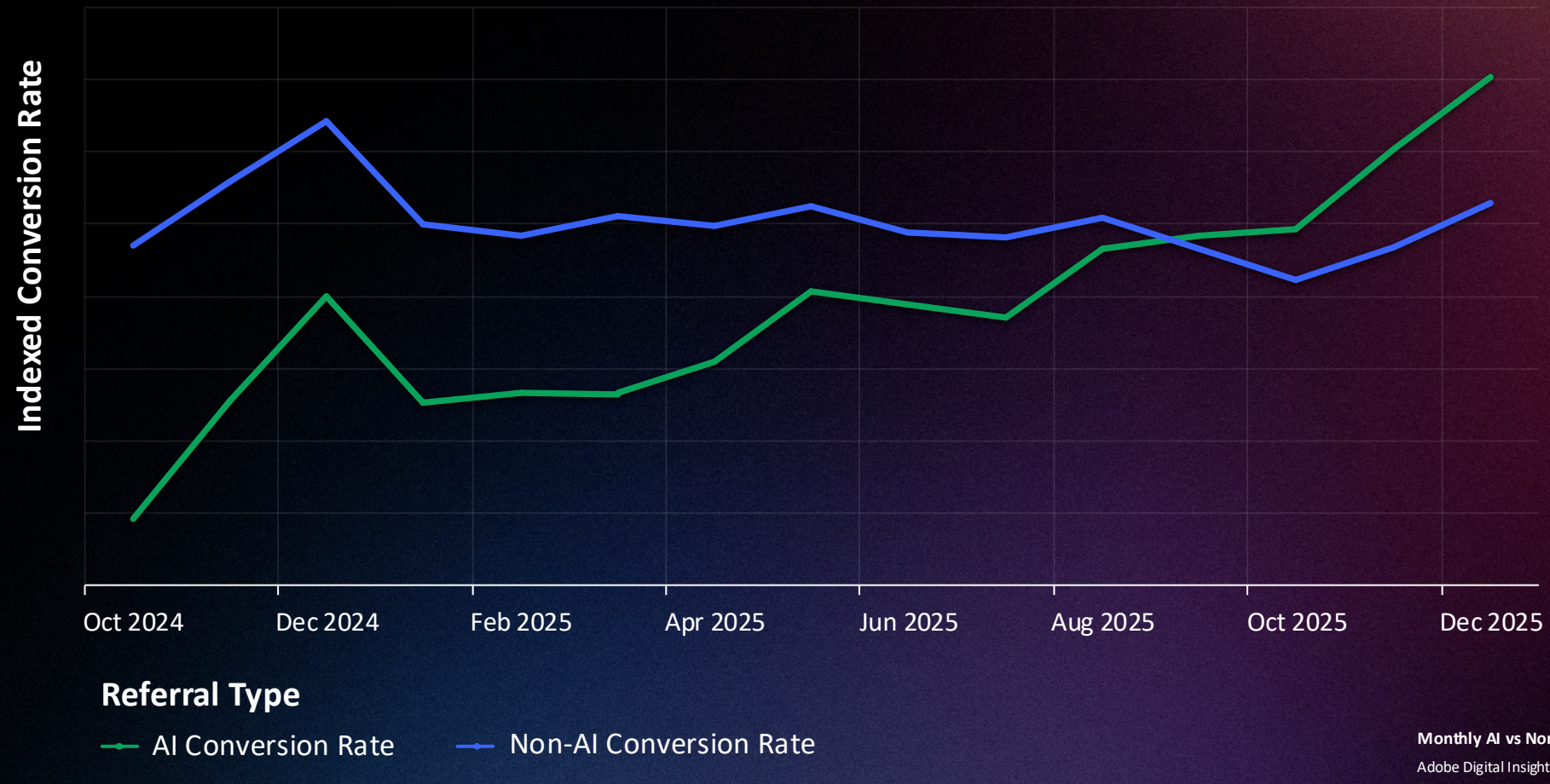


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SHERIFF
BANK
HARDWARE
& MINING SUPPLIES
SALOON
MINING COMPANY
FEED
GENERAL
STORE
POST OFFICE

AI conversion surpasses traditional conversion



Monthly AI vs Non-AI Conversion Rate (Retail)

Adobe Digital Insights; October 2024–December 2025

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GenAI is the new normal

Consumers adopt GenAI quickly and expect the personalized experiences it delivers

58%

Of customers have replaced **traditional search** with **Gen AI tools** for purchase recommendations.

Capgemini, Jan 2025

71%

want **Gen AI integrated** into their purchasing experiences

Capgemini, Jan 2025

72%

expect **personalized interactions**—and **76%** are frustrated when they're missing

McKinsey, Feb 2025

15%

increase in **customer retention** when personalized marketing is powered by Gen AI

McKinsey, Nov 2024

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Introducing Adobe Brand Concierge

Personalized, multi-modal, immersive product search and discovery

For Brands

- **Unified Conversational Experience**
- **Personalized Discovery**
- **Brand Expression & Governance**
- **Performance Analytics**



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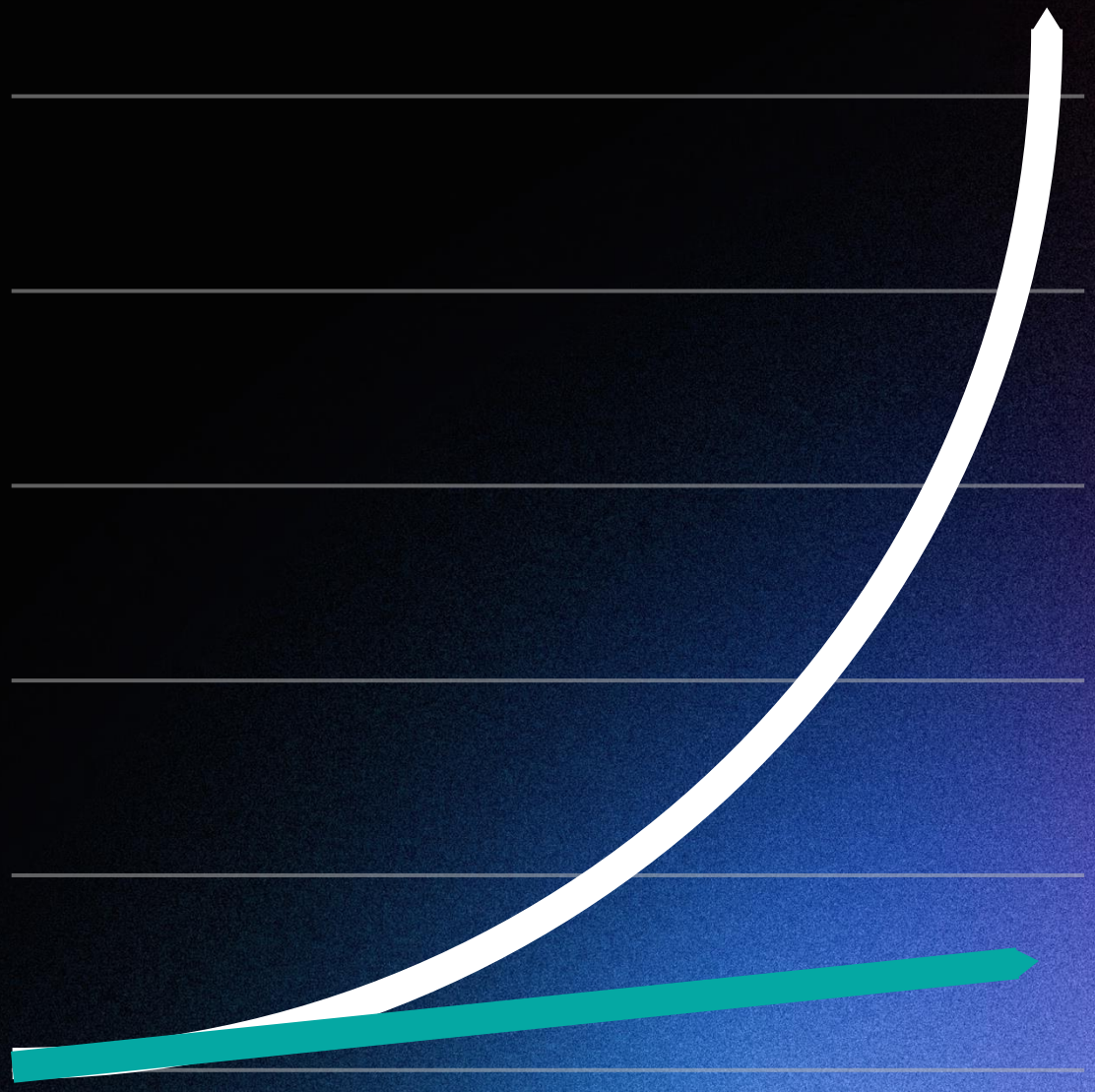
For Customers

- **Conversational Guidance**
- **Personalized Discovery**
- **Visual & Trusted Responses**
- **Continuous Engagement**



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Data growth

Job growth

Data outpacing Jobs

60%
Data increase

30%
Demand vs supply gap

75%
AI adoption

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Creating an Analyst Bottleneck

Dependency on analysts slows decision-making and **limits** the ability of marketers to experiment and act in a proactive manner.



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Why collect all this data if we aren't going to DO something?

Using his smartphone to compare offers.

DEVICE ID, MOBILE WEB BEHAVIOR, APP USAGE

- Mobile Team
- Web Analytics Team

Viewed an ad, researched product on website, and looking to purchase in store.

WEB BEHAVIORAL DATA, HH ID

- Mobile Team
- Web Analytics Team
- Personalization Team



Received an email offer and looking to redeem in store.

PII (EMAIL ADDRESS), EMAIL ENGAGEMENT DATA

- Email Team

Starts journey via mobile app and looks to complete via website.

- Mobile Team
- Product / Channel Team

Contacts call center for service issue that could be solved easily online.

WEB BEHAVIORAL DATA, CRM

- Call Center

Looking to explore options from a journey started online.

CRM, LOYALTY DATA

- CRM Team
- Web Analytics Team

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Agentic AI is Reshaping Marketing Workflows

By 2029,

55%

of Fortune 500 companies will adopt AI-driven experience agents to deliver autonomous, personalized customer experiences.

1 IDC FutureScape: Worldwide Future of Customer Experience 2025 Predictions, IDC, Oct 2024

Marketing teams that don't adopt AI agents will be outpaced by those that automate engagement at scale.

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Customer Experience Orchestration Vision



Powered by purpose-built agents

Automating, adapting, and executing seamlessly

Redefining personalization at scale

Enabling teams to focus on creativity, differentiation, and growth

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Adobe Experience Platform Agent Orchestrator Components

Immersive User Experience

Agentic Operators (Agents)

Agent Composer

Coming soon

Reasoning Engine

In pilot

Knowledge Base and Services

Administration and Governance

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Demo

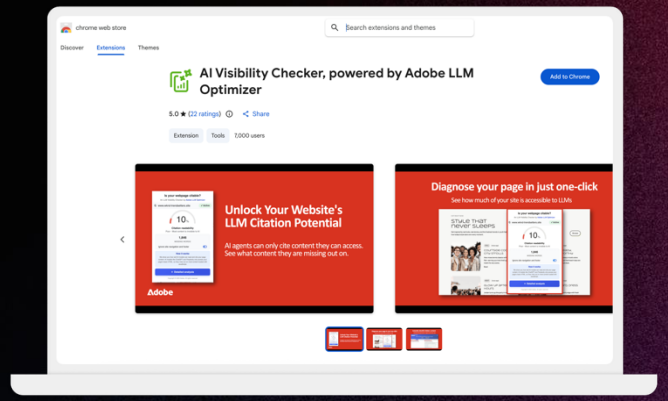
AI Assistant



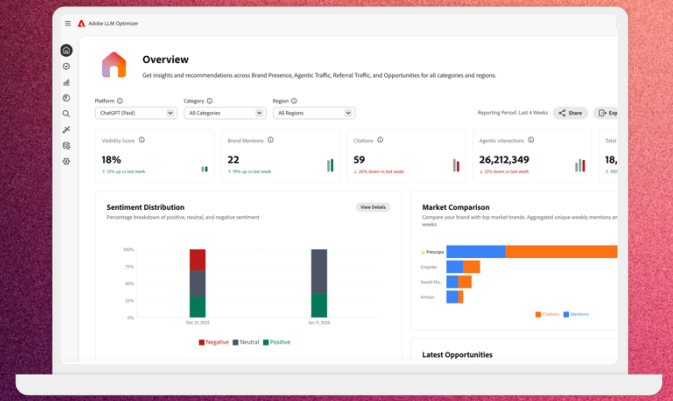
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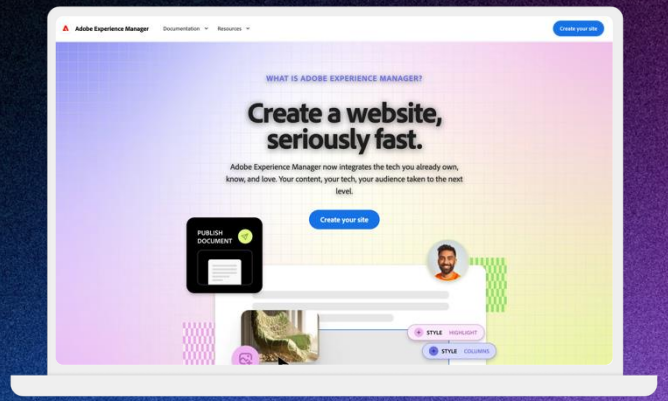
Resources



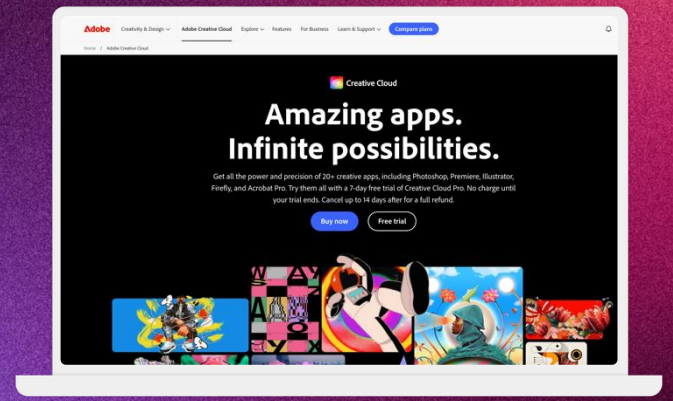
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Thank You!