Experiences *Amplified*

Omnicom's Key Takeaways from Adobe Summit 2025.

Omnicom at **Adobe Summit**

Introduction

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Adobe Summit 2025 was an inspiring display of technology and innovation, but one theme that continually surfaced: value realization. Organizations have made significant investments in Adobe's powerful suite of solutions, yet despite having access to industry-leading technology, many are discovering that mere ownership of these tools isn't enough to drive the transformative results they were looking for.

The gap between potential and realized value is not necessarily related to the products themselves, but often to issues around implementation, customization, integration with existing systems, or industry-specific requirements. What works well for retail may need substantial adaptation for highly regulated sectors like financial services or healthcare.

This underscores the crucial truth that achieving genuine value from Adobe's ecosystem requires more than out-of-the-box deployment; thoughtful implementation is needed to align with industry-specific workflows, compliance requirements, and customer expectations.

Taking that a step further, modern digital architecture rarely exists in isolation. Many organizations operate in multi-platform environments, where Adobe solutions must seamlessly interact with other products or varied custom-built applications. The true power of these technologies comes not from their individual capabilities,

but from orchestrated integration. A unified ecosystem enables real personalization at scale and drives operational efficiencies, but that level of integration can be difficult to achieve, leaving significant value unrealized.

In this ebook, we'll explore our leaders' takeaways from Adobe Summit 2025, including the path to unlocking the full potential of your Adobe investment.

Whether you're looking to enhance personalization capabilities, streamline workflows, better manage and leverage your data, or see higher ROI from your existing Adobe solutions, our team members can help you navigate the journey from technology adoption to value realization to continued innovation.

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Connected Content: Amplify Speed and Creativity at Scale

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The landscape of content creation and delivery is undergoing a profound transformation, as evidenced by the series of announcements at Adobe Summit 2025 focused on linking content production with personalized, omnichannel delivery. These innovations, aligned with Omnicom Precision Marketing Group's vision of Connected Content, represent a decisive response to the mounting challenges facing modern marketers. With content demands projected to increase fivefold between 2024 and 2026, organizations find themselves at a critical juncture, seeking solutions to streamline their increasingly complex content supply chains.

At the heart of Adobe's latest innovations is GenStudio, which has evolved into a comprehensive content supply chain solution. The introduction of GenStudio Foundation marks a significant milestone, offering a unified workspace that seamlessly integrates data from Adobe's vast ecosystem of content applications. This consolidation eliminates the traditional barriers between Creative Cloud and Experience Cloud tools, providing marketing and creative teams with unprecedented visibility into their entire content lifecycle.

Adobe also showcased enhancements to Adobe GenStudio for Performance Marketing, a generative AI–first application that enables rapid, on-brand content creation across multiple channels. The platform's connectivity now extends beyond Adobe's ecosystem through strategic partnerships with major advertising platforms and industry-specific solutions. Direct integrations with Microsoft Advertising, Google's ad network, and LinkedIn demonstrate Adobe's commitment to reducing friction in content deployment. Furthermore, the platform's openness to specialized partners like IntelligenceBank and Acxiom addresses the unique compliance and customization needs of regulated industries, making it a truly versatile solution for diverse business environments.

Adobe's emphasis on AI-powered automation represents another significant leap forward in content creation efficiency. The introduction of intelligent agents within GenStudio addresses some of the most persistent challenges in content production workflows. The Workflow Optimization Agent, built on the new Agent Orchestrator, serves as a proactive project manager, identifying potential bottlenecks before they impact deadlines. The Content Production Agent takes automation further, transforming marketing briefs into ready-to-use

> **Adobe's emphasis on *AI-powered automation* represents another significant leap forward in content creation efficiency.**

campaign assets, while maintaining brand consistency across all channels. Finally, the Adobe Experience Manager Site Optimization Agent streamlines manual projects to maximize website traffic and engagement by automating the entire process through an identify, suggest, and fix framework, keeping marketers informed and in control of all decisions and changes.

Case Study Spotlight

Leveraging Adobe Firefly, we generated 540,000+ images in 5 days to give Mirinda customers unique can designs based on their individual personalities. **The campaign won the 2024 Adobe Firefly Partner Award**.

In addition, the expansion of Firefly's capabilities into video and 3D content production, coupled with the introduction of Firefly Creative Production's no-code interface, democratizes access to sophisticated content creation tools. These innovations enable teams to efficiently handle complex tasks like video localization and 3D product visualization without specialized technical expertise.

Through these advancements, Adobe is not merely offering tools for content creation; they're providing a comprehensive framework for the future of marketing operations, where efficiency, creativity, and scale coexist harmoniously.

The next logical step involves connecting content performance with customer behavior, and Adobe's Content Analytics goes beyond traditional metrics, diving deep into specific content elements—from imagery to copy— to understand their impact on customer engagement and conversion. By integrating these insights with Customer Journey Analytics (CJA), organizations can create a seamless feedback loop between content creation and customer response, enabling data-driven creative decisions that resonate more effectively with target audiences.

Adobe's integrated approach—from GenStudio's platform integrations to Firefly's automated content adaptation features—addresses the growing complexity of managing content across multiple channels. The introduction of the Experimentation Accelerator for Journey Optimizer further demonstrates Adobe's commitment to helping organizations optimize their cross-channel experiences through AI-driven testing and analysis.

This focus on omnichannel delivery capabilities reflects a mature understanding of modern marketing challenges. Enhancements to Adobe Experience Platform (AEP), particularly the new Agent Orchestrator, represent a crucial step forward in unifying content and experience management. This integration ensures that AI-driven content creation isn't happening in isolation but is instead informed by rich customer data and journey context. The platform's ability to orchestrate both Adobe's native AI services and third-party solutions creates a flexible framework that can adapt to diverse organizational needs while maintaining consistency in content strategy and delivery.

While these technological advances are impressive, the journey toward truly connected content involves not just adopting new tools but reimagining how teams collaborate and how content workflows are structured. We recognize that helping organizations navigate this transformation involves carefully balancing the power of automation with the need for human creativity and strategic oversight, ensuring that technology enables rather than overwhelms the content creation and delivery process.

Success in this new landscape will require organizations to embrace not just the tools but also the organizational and strategic changes needed to fully leverage their capabilities. As we help our clients navigate this evolution, our focus remains on ensuring that technology adoption aligns with business objectives and creates meaningful value in the customer experience.

Connected Data & Decisioning: Amplify Personalization

Todd Schwarz
Global Digital Platform Lead, Credera

Adobe Summit 2025 introduced a wave of enhancements across Adobe's Experience Cloud that center on unifying customer data, AI-driven decisioning, and cross-channel journey orchestration. Here are some highlights:

Unified customer data platform & privacy enhancements

AEP continues to evolve as the premier marketing platform for orchestrating personalized customer experiences at scale. The platform's latest enhancements reflect a sophisticated understanding of the delicate balance between data utilization and privacy compliance.

Key innovations include enhanced Real-Time Customer Data Platform (RTCDP) capabilities that leverage AI-powered audience segmentation while incorporating zero-party data, enabling organizations to deliver personalized experiences based on explicitly shared customer preferences. This approach ensures compliance by design, which is particularly crucial for regulated industries and privacy-conscious organizations.

The introduction of AEP Data Mirror service represents a significant advancement in enterprise data synchronization, enabling near real-time data consistency across complex environments. Combined with enhanced data clean room capabilities in RTCDP, these features facilitate secure data collaboration while maintaining strict privacy protocols.

AI-driven decisioning & orchestration agents

Adobe Summit 2025 showcased significant advancements in AI-driven marketing automation through the introduction of the AEP Agent Orchestrator, a sophisticated framework that manages multiple specialized AI agents through a unified interface. This innovation represents a fundamental shift toward more automated, intelligent marketing operations.

The platform launched with 10 specialized AI agents, each designed to tackle specific marketing challenges— from website optimization to experiment management. A standout innovation is the Adobe Brand Concierge, an AI agent that delivers personalized, conversational shopping experiences, demonstrating how artificial intelligence can directly enhance customer engagement and drive conversions.

These AI agents operate from a shared customer experience knowledge base, ensuring coordinated action while maintaining strategic alignment. The system can integrate both Adobe's native agents and third-party solutions, providing flexibility while maintaining governance and consistency in execution.

As Amit Ahuja, Adobe's SVP of Digital Experience, emphasized, this development marks a crucial step toward more agile and streamlined customer experience delivery. The platform's ability to unify AI, data, and content production workflows enables organizations to execute precise, personalized digital experiences at scale, freeing team members to focus on strategic initiatives while automated systems handle routine operations.

Cross-channel journey orchestration & personalization at scale

Adobe Summit 2025 unveiled significant enhancements to cross-channel journey orchestration, centered around Adobe Journey Optimizer (AJO). These updates represent a shift from traditional campaign management to dynamic, real-time engagement across all customer touchpoints. Through deeper integration with RTCDP, AJO now enables more sophisticated, behavior-driven journey orchestration across multiple channels.

A key innovation is the Journey Optimizer Experimentation Accelerator, an AI-powered module that optimizes cross-channel experiences by analyzing customer journeys and automatically recommending improvements. This tool democratizes testing and optimization, allowing teams to rapidly refine customer journeys based on data-driven insights.

Adobe Campaign's evolution continues with a new web-based UI for Campaign v8 and an AI Assistant for content generation, streamlining campaign creation while maintaining human oversight. The growing integration between Adobe Campaign and AEP/AJO enables organizations to leverage both systems' strengths in unified customer engagement strategies.

Adobe Target's enhanced integration with AJO enables consistent personalization across digital properties, supporting true omnichannel decisioning based on comprehensive customer interactions. These advancements collectively enable organizations to deliver sophisticated, personalized experiences at scale while maintaining consistency across all customer touchpoints.

B2B marketing & sales alignment innovations

Adobe Summit 2025 demonstrated a significant commitment to B2B marketing innovation through the introduction of specialized tools designed for complex B2B buying journeys. The Adobe Journey Optimizer B2B Edition represents a major advancement, featuring AI agents for account orchestration that can automatically identify and engage decision-makers within target accounts, streamlining account-based marketing (ABM) processes.

Key innovations include AI-powered content creation capabilities that enable rapid generation of personalized campaign assets while maintaining brand compliance, and the Customer Journey Analytics B2B Edition, which provides a unified view of the buyer's journey across marketing and sales touchpoints.

Marketo Engage's evolution within the Adobe ecosystem marks another significant development, featuring a reimagined journey designer with AI-assisted optimization. The platform's direct integration with AEP enables access to comprehensive customer data and AI models, effectively bridging the gap between B2B and B2C capabilities.

These enhancements collectively represent a sophisticated approach to B2B marketing automation, enabling organizations to deliver personalized experiences at scale while maintaining the strategic depth required for complex B2B relationships. By unifying traditionally siloed B2B data and processes, Adobe is facilitating stronger marketing-sales alignment and more effective customer engagement strategies.

Omnichannel activation & measurement for optimization

Adobe Summit 2025 emphasized the critical importance of omnichannel activation and measurement, demonstrating how connected data and AI insights can be effectively deployed across all customer touchpoints while maintaining compliance and user preferences. The enhanced AEP RTCDP enables real-time profile activation across various channels, from email and mobile apps to call centers and paid media.

Measurement capabilities have been significantly expanded, with the introduction of Customer Journey Analytics B2B Edition and enhanced Content Analytics features that provide comprehensive insight into customer interactions and content performance. Adobe's Mix Modeler further strengthens ROI measurement across channels, creating a complete measurement ecosystem.

A key focus is the integration of speed and agility in both activation and measurement processes. Real-time optimization capabilities were demonstrated through various use cases, such as immediate SEO improvements through AEM Sites and automated mobile app re-engagement campaigns via Journey Optimizer.

These advancements create a sophisticated feedback loop where data informs decisions, decisions drive experiences, and results generate new data, all in real time. This closed-loop system represents a significant step forward in marketing optimization, enabling organizations to respond quickly to performance indicators while maintaining measurement accuracy across all channels.

Connected Operations: Amplify Efficiency

Jake Carter
Global Chief Innovation Officer, Credera

Adobe Summit 2025 made it clear that the challenges for marketers are mounting. Vast quantities of data to analyze, increasingly fast campaign cycles, fragmented tools, and limited resources are making it harder than ever to deliver impactful results. Traditional marketing models are not just falling behind—they're fundamentally misaligned with reality, resulting in inefficiencies, confusion, and missed opportunities that prevent organizations from reaching their full potential.

The solution lies in alignment that brings harmony across an organization's strategy, structure, people, and processes. While this concept is simple in theory, achieving it in practice has been a significant challenge.

At Adobe Summit 2025, Omnicom Precision Marketing Group (OPMG) introduced a way to achieve this alignment with Choreo, a groundbreaking framework for AI-powered marketing operations that features Adobe Workfront at its core. Built on five foundational elements—people, process, platforms, purpose, and performance—Choreo provides a tangible blueprint for designing, building, and optimizing a fully connected marketing ecosystem.

Adobe Workfront—a powerful tool that reduces friction, automates workflows, and delivers continuous insights into operational performance—was showcased throughout the event as the ultimate solution for unifying fragmented marketing operations. Its ability to align strategy, streamline processes, and integrate seamlessly with other Adobe tools stood out as game-changing for modern marketers.

Here are some of the notable updates and features announced at Adobe Summit 2025:

1. Workfront Planning enhancements

Building on the success of Workfront Planning, introduced in 2024, Adobe has expanded its capabilities to create a stronger connection between planning and execution. Workfront Planning now integrates more deeply with Workfront Workflow, allowing teams to bring planning records into intake and request workflows. This seamless flow from campaign planning to project creation enables better automation and efficiency.

Additionally, Workfront Planning is evolving into a unifying metadata layer for the content supply chain, enabling

centralized management of metadata taxonomies across Adobe tools like GenStudio, Assets, and Sites.

2. AI-powered workflow intelligence

Adobe Workfront is leveling up workflows with powerful AI-driven features, including:

- **AI Project Health Advisor:** Provides actionable insights into project health.

- **Smart filters:** Allows users to filter tasks using natural language, such as "show late tasks," for faster results.

- **Catch Me Up:** A new feature that uses AI to summarize project updates, helping users focus on actionable insights rather than sifting through irrelevant details.

- **AI-driven task prioritization:** Ensures teams focus on the most impactful work by intelligently prioritizing tasks.

These innovations simplify project management, reduce manual effort, and enable marketers to respond to changes in real time.

3. Automation and integration

Workfront continues to push the boundaries with expanded automation and integrations, including:

- **Automated campaign briefs:** Marketers can auto-generate campaign briefs from pre-existing documents using AI, speeding up the planning process.

- **Streamlined resource assignments:** Templates, blueprints, and automated workflows make repeatable processes faster and error-free.

- **Seamless handoffs:** Downstream processes, like folder creation and metadata transfers, are now automated, reducing errors and expediting project launches.

- **Native integration with AEM Assets:** Teams can search, find, and link assets directly within Workfront; metadata and assets are synced seamlessly across projects, ensuring consistency across campaigns.

- **Deeper GenStudio integration:** Workfront Planning data, such as campaigns, products, and personas, now surfaces directly in GenStudio for Performance Marketing, enabling multi-stage review workflows and streamlined collaboration.

- **Frame.io integration:** By syncing assets and comments between Frame.io and Workfront, marketers can manage creative workflows more efficiently. Review links generated in Frame.io are now available in Workfront, creating a unified experience that connects creative work-in-progress with broader marketing operations.

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> Adobe Workfront's powerful AI-driven features enable marketers to respond to changes in *real time.*
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- **Enhanced financial and resource management:** Managing budgets, resources, and timelines becomes easier with new features, including:

  - Overtime rules and retainer projects for more accurate resource planning

  - Time-phased views and non-labor resourcing to track progress and costs effectively

  - Integration with Microsoft Dynamics Finance and Operations for streamlined timesheet management

Industry *Perspectives*

Healthcare & Pharmaceuticals

Ashley Aglubat
Healthcare Program Director, LeapPoint

A primary concern in the healthcare and pharmaceutical sectors continues to be the medical, legal, and regulatory (MLR) review process, and Adobe Summit 2025 addressed the challenge many organizations have in integrating these essential compliance procedures into their broader marketing operations. This will continue to be a relevant topic because of continuous evolution of platform preferences, as organizations reassess their technology choices to better align with their operational needs.

Organizations are increasingly recognizing that before pursuing advanced capabilities, they must ensure their foundational elements are solid and their end users are properly supported. This recognition has led to a renewed focus on persona-based approaches to technology implementation, where understanding the unique needs and workflows of different stakeholders becomes the cornerstone of successful digital transformation.

Perhaps most telling is the industry's growing emphasis on the human element in technology adoption. Even organizations with sophisticated marketing platforms

find themselves unable to realize the full potential of their investments, not because of technical limitations, but because of challenges in adoption and organizational change management. This underscores a crucial insight: Successful MarTech implementation in healthcare requires a delicate balance of technical expertise, human-centered design, and thoughtful change management strategies.

The healthcare marketing landscape continues to evolve at different rates across various sub-sectors. While pharmaceutical companies have made significant strides in digital marketing maturity, other healthcare organizations are at different stages of their journey. This variability creates opportunities for cross-pollination of ideas and best practices, while also highlighting the need for tailored approaches that account for sector-specific challenges and requirements.

Our team members understand that the path forward requires a comprehensive approach that addresses the triad of platforms, processes, and people.

By maintaining focus on these fundamental elements while strategically incorporating new technologies, healthcare organizations can build marketing operations that are not only compliant and efficient but also adaptable to future changes in the digital landscape. The key to success lies not in rushing to adopt every new technology, but in thoughtfully building a strong foundation that can support sustainable growth and innovation.

Public Sector

Jared Pelley
Partner, Public Sector, Credera

The public sector's digital transformation journey continues to be shaped by the intricate balance of innovation, security requirements, and operational efficiency. Adobe Summit 2025 showcased recent developments in marketing technology, particularly in areas such as generative AI and digital asset management (DAM), that are finding resonance within government agencies seeking to modernize their marketing operations.

The U.S. Army's Enterprise Marketing Office serves as a prime example, where the integration of advanced Adobe solutions for GoArmy.com demonstrates the public sector's commitment to embracing cutting-edge marketing technologies while maintaining mission critical security and compliance standards.

What distinguishes public sector digital transformation is its inherently collaborative nature. Success in this space is built on the foundation of dynamic partnerships between technology platform providers, systems integrators, small business partners, and government employees.
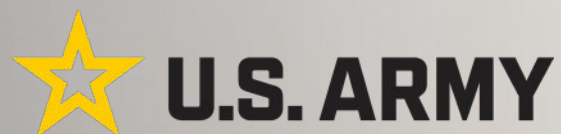
This ecosystem approach ensures that solutions efficiently meet technical requirements, align with governmental policies, and meet agency missions. As federal agencies continue to focus on efficiency and modernization, we're seeing a shift toward more targeted, specialized solicitations that create opportunities for agile and innovative consulting partners.

> State and local governments are increasingly *seeking to modernize* their marketing and citizen engagement capabilites.

Looking ahead, the public sector marketing technology landscape is poised for significant growth and evolution. State and local governments are increasingly seeking to modernize their marketing and citizen engagement capabilities, creating new opportunities for innovation and digital transformation.

The key to success in this space lies not just in technological prowess, but in understanding the unique needs, constraints, and opportunities within government operations. Our experience in helping platforms like Adobe and AWS achieve Authorization to Operate (ATO) for critical US Army recruiting systems demonstrates the importance of deep technical expertise combined with an understanding of Department of Defense compliance frameworks. This is particularly crucial as agencies look to leverage advanced marketing capabilities while maintaining the highest levels of data security, especially in regulated environments.

Travel & Hospitality

Andrew Stewart
Partner, Consumer, Credera

Adobe Summit 2025 delivered a wealth of insights for brands in the Travel & Hospitality sector, particularly as it relates to the ever-evolving expectations of travelers and fierce competition that requires hyper-personalization, operational efficiency, and innovation.

AI continued to dominate the conversation, and for good reason. Adobe's advancements in AI-powered tools were a central theme, with the Coca-Cola case study providing a compelling example of how brands can harness AI to elevate customer experiences. For travel and hospitality marketers, this technology presents an opportunity to unlock hyper-personalized guest experiences, streamline booking processes, and automate content creation at scale.

However, many brands are still unsure how to align Adobe's AI strategy with their own corporate AI policies—this is particularly true of organizations that have invested considerable time in developing acceptable use policies that may not yet account for Adobe's specific AI capabilities. For example, travel and hospitality companies must navigate complexities like fluctuating demand, regional regulations, and diverse customer preferences—all of which require AI implementations that are both flexible and compliant.

While AI stole the spotlight at Adobe Summit 2025, the importance of customer data platforms (CDPs) shouldn't be overlooked. Though CDPs took a backseat this year, their role as the backbone of AI success was clear. For AI to deliver meaningful results, data hygiene must be a top priority. This is especially critical in the travel sector, where fragmented data from multiple touchpoints—such as booking engines, loyalty programs, and on-property interactions—can create roadblocks to personalization. Without clean, unified data, even the most advanced AI tools will fail to deliver the desired impact. Marketers should view CDPs as the foundation upon which to build their AI strategies, ensuring that their data pipelines are optimized for accuracy and accessibility.

Another standout theme was the emphasis on content supply chain optimization. With the growing availability of generative AI tools, travel and hospitality brands have a unique opportunity to maximize the value of their existing content. For companies that need to produce localized, channel-specific, or versioned content at scale, automation can significantly reduce time-to-market and improve ROI.

The challenge, however, lies in developing a clear strategy to fully exploit these tools. Many organizations have invested in Adobe's solutions but are still struggling to translate those investments into tangible results. This is where a focused "accelerator" approach could proves invaluable—helping brands quickly implement and optimize their tools to streamline operations and extend the reach of their content.

Retail & Consumer Product Goods

Jen Krempa
Chief Strategy Officer, LeapPoint

From empowering Retail Media Networks to strengthening Direct-to-Consumer (DTC) strategies, Adobe Summit 2025 offered actionable insights into how retailers and consumer goods companies can efficiently create, manage, and deliver content at scale, while maintaining agility and competitiveness.

Here are a few of the top takeaways:.

Retailers are under increasing pressure to scale personalization across channels while maintaining high-quality, consistent content. Achieving this depends on three critical components: data, activation, and content. While many retail brands have made significant progress in data collection and activation, content creation remains a bottleneck for retailers and CPGs alike. This is where GenAI tools, such as Adobe Firefly, combined with a robust content supply chain, come into play. These technologies enable retailers and suppliers to accelerate creative production, automate workflows, and facilitate dynamic content delivery.

A standout example of this is Newell Brands, which shared how it is leveraging Adobe's suite of tools—including AEM, Firefly, and Workfront—to transform its content supply chain. By streamlining processes and reducing inefficiencies, Newell is scaling its content production to meet digital merchandizing and retail media network demands, and its expanding DTC initiatives. Through these solutions, Newell is building a cohesive ecosystem that supports faster go-to-market strategies while improving brand consistency across all customer touchpoints.

Speaking of DTC, these strategies are becoming increasingly vital for consumer goods companies. However, for companies to succeed, businesses require a more connected MarTech stack and a robust first-party data strategy. Many organizations are rethinking their brand.com presence and how first-party data can enable more personalized, impactful customer experiences.

By aligning content supply chains with broader DTC goals, brands can deliver tailored, data-driven campaigns that resonate deeply with their audiences while driving measurable business growth. CPGs are collectively seeing content as not

just a critical part of their marketing strategies, but an overall part of their business strategies, with areas of focus ranging from acceleration of product proto-typing and streamlining of packaging asset development, to connecting their digital assets through AEM to their respective PIMs for better, higher-quality, faster, and more connected product imagery and data.

Another highlight from Adobe Summit 2025 was the transformative impact of GenAI on retail operations. Tools like Adobe Firefly are fundamentally changing how brands create and manage content, from product development to go-to-market execution. However, this transformation requires more than adopting new technologies; it demands updated workflows, redefined skill sets, and a commitment to effective change management. In other words, transitioning from traditional tools to AI-powered solutions entails significant organizational shifts. Brands must prioritize training, develop custom AI models, and foster collaboration across teams to succeed. By focusing on education, clear communication, and showcasing the tangible benefits of these tools, organizations can drive adoption and cultivate an innovative company culture.

Financial Services

Gail Stout Perry
Partner, Financial Services, Credera

Adobe Summit 2025 reinforced the fact that AI is rapidly becoming the cornerstone of innovation in financial services marketing. Prudential's "Flash Forward" application demonstrates the powerful intersection of AI and behavioral science, addressing the psychological barriers to retirement planning by helping customers visualize their future selves. This approach moves beyond traditional financial planning tools to create emotional connections and drive meaningful customer engagement.

Another significant trend in financial services marketing is the bridging of the physical and digital realms—"phygital" experiences. HDFC Bank in India exemplifies this with their innovative QR code system, where employee badges serve as gateways to personalized customer interactions. Each employee wears a badge with a QR code, and when a customer scans the code, the system retrieves key customer information and provides personalized prompts, offers, and next best actions. This enables the employee to provide tailored service during the physical interaction. Additionally,

the system sends reminders and prompts to the customer after the interaction, ensuring a seamless and continuous engagement.

As a final Adobe Summit 2025 observation, the democratization of data is revolutionizing ways of working. For example, creative teams, traditionally separated from performance metrics, now have direct access to campaign results and customer insights. This transparency has transformed the creative process, enabling designers and content creators to produce more targeted, effective materials that resonate with specific customer segments and drive measurable results.

The most significant opportunities lie in orchestrating the entire marketing ecosystem—from CRM systems and creative workflows to multichannel precision marketing and customer experience management. As trusted advisors in this space, we understand that the challenges facing financial institutions require not just technological solutions, but strategic insight and practical expertise. Success in this evolving landscape

demands both the wisdom to navigate complex regulatory requirements and the vision to embrace transformative technologies that enhance customer relationships while driving operational efficiency.

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> # The most significant opportunities lie in orchestrating *the entire marketing ecosystem.*
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The Bottom Line

Throughout Adobe Summit 2025, the messaging reinforced a clear vision: Businesses must unify their data and content, apply AI intelligently, and orchestrate customer journeys across channels to deliver personalized experiences that drive results. Adobe's leadership commentary and product roadmap reflect a deep understanding of these imperatives.

The innovations in AEP, RTCDP, AJO, Campaign, Target, and Marketo are all components of a cohesive strategy to enable connected data (through an integrated platform and profile) and connected decisioning (through AI agents and orchestration) as two sides of the same coin.

Adobe Summit 2025 marked an evolution toward what might be called "intelligent orchestration"—the seamless fusion of data, analytics, and creative decisioning to choreograph customer experiences.

Organizations that connect data and insights (first-party data, zero-party preferences, consent records, etc.), then connect decisioning (AI recommendations, journey rules, content variations) will be best positioned to win in an environment where customer expectations are higher than ever.

Adobe's enhancements—from AI orchestration agents to unified profile activation—provide a powerful technology blueprint to realize this connected vision.

Omnicom

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