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Adobe Summit 2026

What changed, what got announced, and what marketing leaders
should be thinking about next

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What's inside

This report explains how Adobe Summit 2026 marked Adobe's shift to an AI-driven customer experience platform, replacing Experience Cloud with Adobe CX Enterprise and focusing on coordinated AI agents that automate content, branding and customer engagement workflows with human oversight.

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Executive Summary

Adobe Summit 2026 was the moment Adobe repositioned its entire portfolio around agentic AI. The Experience Cloud umbrella has been retired, replaced by Adobe CX Enterprise - an end-to-end agentic platform organized around three pillars: Content Supply Chain, Brand Visibility, and Customer Engagement. The connecting thesis is orchestration. Adobe is no longer pitching individual AI features inside individual products; it is presenting a system in which a goal expressed in natural language - by a marketer, a creative director, or a customer experience lead - cascades through coordinated agents, models and data, with human oversight at the right points and audit trails throughout.

Five things for marketing leaders to take away:

- **Agentic orchestration is the new operating model.** CX Enterprise Coworker (Adobe's orchestration layer, built using NVIDIA Agent Toolkit and running on NVIDIA OpenShell), more than ten specialised agents, and an open ecosystem spanning Anthropic, OpenAI, Google, Microsoft and NVIDIA. The shift from "AI features inside tools" to "AI coordinating across tools" is the change to plan around.
- **Brand Intelligence and Firefly Foundry are a meaningful new capability.** A continuously learning brand reasoning engine plus custom multimodal generative models, deep-tuned on the client's own intellectual property. Combined with AEM Assets, Adobe Stock and the Workfront and Frame.io workflow, this is the most operationally complete brand-AI loop available today.
- **Brand Visibility is a new conversation with no settled answer.** Adobe data shared at Summit shows AI traffic to US retail sites up 269% year-on-year. LLM Optimizer is the flagship product, with named financial services references already on stage. How a brand shows up inside ChatGPT, Claude and Gemini is now a real channel question.
- **Multi-industry pickup.** Financial services, retail and CPG (P&G CEO on the main stage), media and entertainment (NBCUniversal), travel and hospitality (Marriott Bonvoy), and B2B all had named customer references. The Summit narrative resonates differently in each industry, and there is a relevant thread for every sector.
- **Outcome-based pricing has arrived.** Adobe announced outcome-based pricing for the new Creative Agent, explicitly mapped to how marketing agencies are already compensated. This changes the commercial conversation for any organization with significant agency spend.

The signal from the keynote

The defining moment of Summit was Jensen Huang joining Shantanu Narayen on the Day One keynote stage.

It was Narayen's final Summit keynote as CEO, and the appearance of NVIDIA's founder alongside him sent an unmistakable signal: AI-native marketing is now the expectation, and Adobe and NVIDIA are explicitly aligned on getting there.

The Adobe and NVIDIA partnership is the foundation that makes the rest of the Summit announcements real. Firefly Foundry is built on NVIDIA AI Enterprise. The new 3D Digital Twin capability runs on NVIDIA Omniverse. The CX Enterprise Coworker - the orchestration layer at the centre of the agentic story - is built on the NVIDIA Agent Toolkit and runs on NVIDIA OpenShell. Without that foundation, the agentic vision is a roadmap. With it, the vision is shipping.

The Summit headline

Adobe is repositioning its entire portfolio around agentic AI, with the message that the era of generative AI is closing and the era of AI doing actual work has begun.

Adobe Summit 2026 drew 14,000 attendees from over 60 countries. The narrative was clear and consistent across every keynote: Adobe is repositioning its entire portfolio around agentic AI, with the message that the era of generative AI is closing and the era of AI doing actual work has begun. The Experience Cloud umbrella has been retired, replaced by Adobe CX Enterprise - an end-to-end agentic platform organised around three pillars: Content Supply Chain, Brand Visibility, and Customer Engagement.

The customer line-up was as important as the product news. P&G CEO Shailesh Jejurikar called AI "a must-have, not a nice-to-have." Other brand voices on stage included NBCUniversal, Marriott Bonvoy, DICK's Sporting Goods, Comcast/Xfinity, Ulta Beauty, Intuit, Lumen, Vanguard, and Fanatics. The pattern across the customer presentations was consistent: enterprises are moving from experimentation to deployment, and the operating-model questions now matter more than the technology questions.

The three product pillars

Content Supply Chain is the GenStudio and Firefly story - planning, creation, activation, delivery, reporting and insights as one connected workflow rather than handoffs between disconnected tools.

Brand Visibility is a new solution addressing how brands get found and represented inside AI discovery surfaces (ChatGPT, Claude, Gemini). Adobe shared at Summit that AI traffic to US retail sites is up 269% year-on-year as of March 2026. LLM Optimizer is the headline product, now with Semrush capabilities folded in following the closed acquisition.

Customer Engagement is the AEP, Real-Time CDP, Customer Journey Optimizer and Marketo Engage stack - now stitched together by the new CX Enterprise Coworker, a goal-oriented, persistent, always-on agent that orchestrates across the underlying agents.

Agentic orchestration: the connecting thesis

If there is a single idea that ties the entire Summit narrative together, it is agentic orchestration. Adobe is no longer pitching individual AI features inside individual products. The pitch is that a goal expressed in natural language - by a marketer, a creative director, or a customer experience lead - cascades through a coordinated set of agents, models and data, with human oversight at the right points and audit trails throughout. Three releases anchor this:

CX Enterprise Coworker - Adobe's enterprise-facing orchestration layer. Built using NVIDIA Agent Toolkit software and running on NVIDIA OpenShell on-premises or in cloud. Architected on open standards (Model Context Protocol and Agent2Agent) for interoperability across Adobe applications, AWS, Anthropic, Google, Microsoft and OpenAI. Designed as a digital teammate with enterprise visibility and persistent memory, capable of translating business goals into coordinated agent action across multiple Adobe products and beyond. Ulta Beauty demoed it triggering coordinated agent action on a viral social trend overnight - the kind of cross-team response that would normally take days of human coordination.

Specialized AI Agents - More than ten purpose-built agents now in production, including Brand Concierge, Data Insights Agent, Audience Agent, Journey Agent, Site Optimizer Agent, Experimentation Agent, LLM Optimizer Agent and Content Optimization Agent. These are the operational hands; the Coworker is the conductor.

Open ecosystem expansion - Adobe Marketing Agent is now generally available in Microsoft 365 Copilot and in beta across Amazon Quick, Anthropic Claude Enterprise, ChatGPT Enterprise, Google Cloud Gemini Enterprise, and IBM watsonx Orchestrate. New developer access to Adobe's MCP servers and agent skills directly from those interfaces. The signal is clear: Adobe is not asking organizations to pick it instead of OpenAI, Anthropic or Google - it is positioning to orchestrate across them.

Publicis Sapient has been investing in this orchestration layer for some time. Bodhi, our enterprise agentic AI platform, was demoed live in the Adobe AI Zone at Summit integrated with Adobe Agent Orchestrator - the most concrete proof point to date that an organizations existing agent investments and Adobe's emerging orchestration capabilities can be connected rather than chosen between.

Major announcements: creative side

- **Adobe Brand Intelligence** - Net new product, positioned as Adobe's brand foundational model. A continuously learning reasoning engine that builds a brand knowledge graph from documented guidelines plus the implicit signals - reviewer decisions, annotations, approvals, rejections - that most systems never capture. Three skills: Validate (live), Instruct/Assemble (live, with native creative-tool integration coming soon), Synthetic Audiences (coming soon).
- **Adobe Creative Agent** - The orchestration intelligence behind Firefly AI Assistant. Lets creators describe an outcome in natural language and have the system execute multi-step workflows across Photoshop, Illustrator, Premiere, Lightroom, Express and Firefly. Public beta in the coming weeks. Notable: Adobe announced outcome-based pricing for Creative Agent - the rationale being that marketing agencies are already paid on outcomes (campaigns delivered, content produced), so the pricing model maps to existing agency commercial structures.
- **Firefly Foundry** - Enterprise-scale custom model training. Builds private, IP-protected generative models - image, video, audio, vector and 3D - deep-tuned on the organizations brand IP. Encodes brand-specific world knowledge (characters, environments, visual styles) for consistent outputs across formats. Built in partnership with NVIDIA AI Enterprise.
- **3D Digital Twins** - Cloud-native tool in Firefly built on NVIDIA Omniverse. Lets brands create high-fidelity virtual product replicas as a single source of truth for thousands of asset variations. Highlighted by Jensen Huang as the bridge between physical and digital AI.

- **Firefly Creative Production for Enterprise** - Includes a new Workflow Builder that lets creatives and developers compose reusable, end-to-end production workflows, linking actions and running batch production to take approved assets to activation. A new AI agent interprets briefs, compiles relevant assets and templates, and drives content production, review, approvals and delivery.
- **Workflow Optimization Agent in Workfront** - Automates work across planning, execution, review and approvals. Notably, teams can now add AI agents as assignable resources within Workfront project plans - permissioned collaborators that can be assigned tasks, resolve issues, or perform reviews. Agents moving from “tools we use” to “team members we manage” is a meaningful shift.
- **Agency System of Record** - New capability that preserves enterprise context as work moves between teams and agencies, maintaining governance and brand understanding across the content supply chain. Worth flagging for any organization where agency rotation creates context loss.

Major announcements: marketing side

- **Brand Visibility solution within AEM** - The major AEM announcement. Operates as a continuous loop across four vectors: Sense (LLM Optimizer plus Commerce - how brands appear in AI discovery), Generate (AEM Sites with new Brand Experience Agent, Content Advisor Agent and Brand Governance Agent), Reach (Commerce enhancements, updates to Brand Concierge, new LLM Apps that run inside LLM interfaces), and Learn (measure share of recommendations across AI surfaces, response accuracy, and impact on customer lifetime value, with human corrections feeding back as institutional memory). The most operationally complete answer to brand visibility on the market today.
- **LLM Optimizer** - The flagship Brand Visibility product. Helps brands understand what AI surfaces are saying about them, identify gaps and inaccuracies, and optimise content for AI-mediated discovery. Vanguard's Principal, Divisional CIO Jennifer Manry was quoted in the launch alongside the solution - a strong financial services proof point.
- **Engagement Intelligence** - New decisioning tool optimised for customer lifetime value rather than next-best-action conversion. Sits inside CX Enterprise as a reasoning layer that helps brands make personalization decisions over the long arc of a customer relationship, not just the next click.
- **GenStudio for Content Marketing** - New module that turns long-form documents and videos (white papers, research, thought leadership) into tailored campaigns, customer case studies, web articles and emails with performance insights baked in. Aimed at B2B and content-heavy marketing organizations.

- **GenStudio for Performance Marketing** - Now includes ChatGPT Ads activation through a new OpenAI partnership and connected TV ad formats. Positioned as the agentic spine for paid media operations.
- **GenStudio for Commerce Media** - New module targeting media networks and long-tail advertisers - the retail media play.
- **AJO B2B Prime** - Entry-level tier of Adobe Journey Optimizer for B2B marketers. Smooths the path from Marketo Engage into agent-led journey workflows. Aimed at organizations operating in regulated B2B sectors where account-based, always-on engagement is becoming the new operating model.
- **AJO Loyalty** - New addition to the AJO family. Sits alongside Engagement Intelligence and the expanded CDP profiles (now unifying unstructured and structured data) as part of the broader CX Enterprise Coworker enablement layer.
- **CX Analytics** - New governed data layer designed to span Adobe applications and LLMs, ensuring consistent measurement across AI surfaces and Adobe-owned channels. Important wherever AI discovery is becoming a real channel rather than a sidebar.

Acquisitions: Semrush close

Adobe finalised the acquisition of Semrush during the Summit window. Semrush capabilities are being woven across the Adobe portfolio: AEM, Adobe LLM Optimizer, Adobe Commerce, AEP and AEP-powered apps, and Adobe Brand Concierge. The strategic intent is to address brand visibility across SEO, GEO (generative engine optimization), and ASO (AI search optimization) in a single combined motion. Adobe has stated continued investment in the Semrush product roadmap. For organizations with mature SEO investment, Semrush-in-side-Adobe creates new conversations about consolidation and integrated measurement across traditional and AI-driven discovery.

Industry highlights

Summit content was deliberately spread across sectors. A summary of the most relevant signals by industry, with named customer references where they appeared on stage:

Financial services

Financial services was a substantial track. Vanguard's Principal, Divisional CIO Jennifer Manry appeared as the lead customer reference for the Brand Visibility solution, speaking on trust in an AI-driven future. FSI presence at Summit also included speakers from TD Bank, U.S. Bank and Colonial First State across Workfront, marketing technology and customer engagement contexts. The Summit narrative resonates strongly with FSI: regulated content, brand trust under AI scrutiny and the operating-model pressure of always-on personalization are exactly the questions FSI marketing leaders are wrestling with.

Retail and CPG

P&G's CEO on the main stage was the headline, but DICK's Sporting Goods (Emily Silver, SVP Chief Marketing & e-commerce; Vlad Rak, EVP CTO) and Ulta Beauty were equally significant. DICK's anchored the brand visibility and customer engagement story. Ulta's CX Enterprise Coworker demo - viral social trend, overnight coordinated agent response - is the most quotable proof point of agentic orchestration in production. Sharpie was referenced for the content supply chain story (Firefly Boards, Firefly Services, GenStudio for Performance Marketing).

Media and entertainment

NBCUniversal was the standout. Ashish Desai (EVP, AI & Enterprise Innovation) appeared with David Wadhwani in the agentic content supply chain keynote. NBCU has loaded their entire NBA asset library into Firefly Custom Models, automating creation for Olympics coverage. This is the strongest public testimony to date for the commercial-safety story - Adobe Stock plus Foundry plus Custom Models equals legally clean enterprise generative AI. Comcast/Xfinity (Jon Gieselman, Chief Growth Officer) provided the Brand Intelligence reference.

Industry highlights

Travel and hospitality

Marriott Bonvoy was the demo brand for the brief-to-campaign keynote scenario - showing a marketer move from a trending social signal through campaign brief, approvals, and asset localization across multiple markets without leaving the workflow. The session demonstrated the operating-model implications of agentic content production at scale: not just faster turnaround, but a fundamentally different relationship between brand teams, creative production, and activation.

B2B

The B2B narrative gained significantly more weight at Summit 2026. Beyond AJO B2B Prime as a new product, the Summit narrative emphasised the shift from campaigns to coordinated, always-on, account-based experiences across the full journey - what some industry observers are calling “B2B 3.0”. Several regulated-sector references suggest the B2B narrative is stronger than it has been in previous years.

Manufacturing and operations

P&G’s main-stage discussion pointed to AI moving beyond marketing organizations into broader operational use cases - a pointer to where the Coworker concept may extend next. Worth considering for any organization where marketing and operations boundaries are becoming more porous.

What marketing leaders should consider next

Six considerations for chief marketing officers, chief digital officers, and heads of brand thinking about how to respond to what was announced at Summit:

Audit your AI visibility now, not next quarter. Run the test before someone else does. Ask ChatGPT, Claude and Gemini about your brand, your products and your competitors. The gap between what is said about you and what you would want said is the most actionable diagnostic available right now, and the one most CMOs have not yet completed. LLM Optimizer addresses this systematically; the manual version takes ten minutes and clarifies the urgency.

Decide where orchestration sits in your operating model. Agentic orchestration is the operating-model shift behind every product announcement at Summit. The decision is not which agent to buy first; it is which goals you want orchestrated, where humans stay in the loop, and how the audit trail works. That is a leadership conversation, not a procurement conversation.

Treat brand intelligence as infrastructure, not a tool. The combination of Brand Intelligence (continuously learning), Firefly Foundry (custom models trained on your IP), AEM Assets (approved corpus), Adobe Stock (commercially safe source material), and the Workfront and Frame.io workflow (decision capture) is a closed loop. Building it well is multi-year work that compounds; building it badly produces a fragmented mess. The decision worth making now is what the target architecture looks like.

Reopen the agency conversation. Outcome-based pricing on Creative Agent changes the commercial conversation with marketing agencies. If your agency relationships were structured around hours and FTEs, the model that produces the work is now optimised for outcomes. The right response is not necessarily to reduce agency spend; it is to renegotiate what that spend produces, and how quickly.

Pick the industry thread that resonates and move on it. Each sector has a clear opening from Summit: financial services on regulated content and brand trust under AI scrutiny, retail and CPG on agentic orchestration in production, media and entertainment on commercial-safety enterprise generative AI, travel and hospitality on brief-to-campaign acceleration, B2B on AJO Prime and B2B 3.0. The wrong answer is to pick all of them; the right one is to pick the most pressing for your organization and go deep.

Plan for Adobe to orchestrate across, not replace, the rest of your stack. Adobe Marketing Agent now runs inside ChatGPT Enterprise, Claude, Gemini Enterprise, Amazon Quick, IBM watsonx Orchestrate and Microsoft 365 Copilot. The Anthropic, OpenAI, Google, Microsoft and NVIDIA partnerships announced at Summit are the explicit signal: Adobe is positioning to orchestrate across the AI ecosystem, not replace it. That is good news for organizations with hyperscaler investments already in place - and it makes the orchestration architecture decision more important than the platform-selection decision.

About this report

This report is a Publicis Sapient point of view, prepared by our Adobe Practice for marketing, digital and customer experience leaders evaluating what changed at Adobe Summit 2026 and what it means for their organizations. We are an innovation-led partner working at the intersection of strategy, product, technology and creative, with deep expertise across the Adobe portfolio.

Publicis Sapient has been developing our Intelligent Marketing point of view through 2025 and into 2026 - a framework for how organizations can use agentic AI to compress the marketing supply chain, of which Brand Visibility, agentic orchestration and continuously learning brand intelligence are central themes. Ahead of Summit, Phil Guilfoyle from our team co-hosted a fireside chat with Nishant Pithia of Adobe on these themes, available on request. Many of the announcements at Summit 2026 reflect the direction that conversation anticipated.

We bring three proprietary platforms into our work with Adobe technology: Sapient Bodhi, Sapient Slingshot, and Sapient Sustain.

Bodhi is our enterprise-grade agentic AI platform, designed to scale agentic workflows that are grounded in your business logic, integrate across systems, and governed end to end. Built to operate across complex, multi-vendor enterprise environments, we demonstrated Bodhi's integration with many Adobe products including Adobe Agent Orchestrator live at in the Adobe AI Zone at Adobe Summit.

Slingshot is our AI software development and modernization platform, used most notably to accelerate and improve the accuracy of Adobe Experience Manager migrations, which are often the slowest, most complex, and most expensive part of any Adobe transformation.

Sustain is our AI-powered IT operations and managed services platform, designed to improve the reliability and performance of Adobe environments after launch. It helps teams move from reactive support to proactive operations by using AI-driven monitoring, incident intelligence, automation, and continuous optimization across Adobe technology estates.

Contact us

If you'd like to discuss how to operationalize agentic AI across your marketing and customer experience stack, we'd be happy to connect.

Learn more about our Adobe partnership:

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