



Adobe Sensei Overview

Klaus Kurz – June 2017



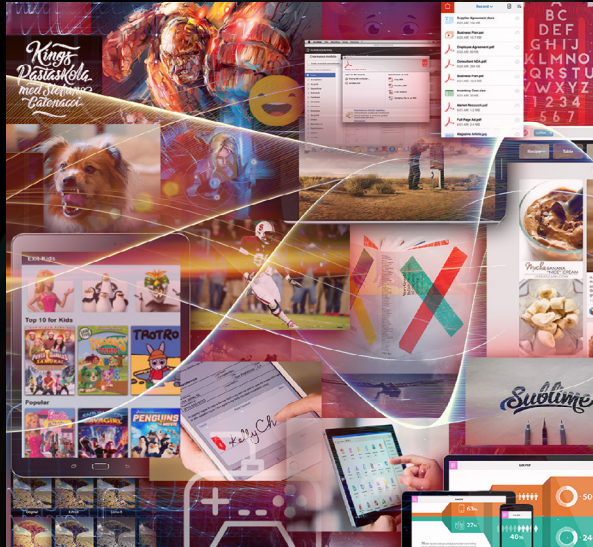
"Adobe Sensei is unique in its approach to blending the science of data with the art of human creativity. It is focused solely and deeply on solving complex experience challenges in the markets we serve."

Abhay Parasnis, CTO,

Adobe

The Opportunity: Using AI to Solve Digital Experience Challenges

Challenge to deliver complex experiences



AI and ML



Volume of content and data



Adobe Sensei is the **technology** that powers **intelligent features** across the Adobe clouds to dramatically improve the design and delivery of digital experiences, using **artificial intelligence**, machine learning, and advanced algorithms in a **common framework**.

"Adobe Sensei is the magic behind the world's best digital experiences."

What Makes Adobe Sensei Unique

FOCUSED

Framework for AI and intelligent services for digital experiences: creativity/design, digital documents, marketing / customer experience

DOMAIN EXPERTISE

Leverages decades of experience in content creation and marketing

BROAD PLATFORM STRATEGY

Implemented across Adobe Experience Cloud, Creative Cloud and Document Cloud



ADOBE SENSEI

CONTENT

DATA

How Adobe Sensei Benefits Customers



Content Velocity:
shorter time to
results



Signal Recognition:
never miss an insight



Critical Prioritization:
focus on what matters



Magnify Efficiency:
get more done with
less

Adobe Sensei Examples



ADOBE CREATIVE CLOUD

Content Intelligence

Automates search and tagging images and makes intelligent recommendations



ADOBE DOCUMENT CLOUD

Semantic Structure Analysis

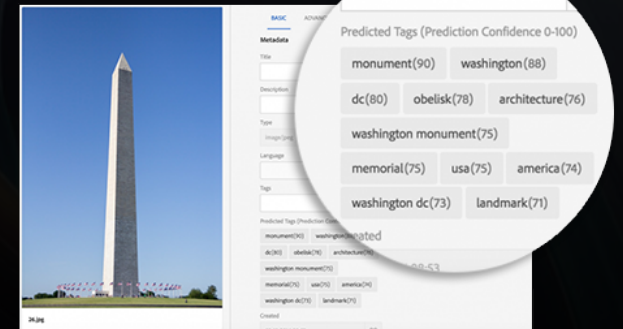
Speeds process by analyzing documents to identify paragraphs, tables, headings



ADOBE Experience CLOUD

Smart Tags

Quickly access metadata, to find valuable assets faster



Learn more

POWERING
EXPERIENCE
WITH INTELLIGENCE

[Adobe Conversations blog](#)

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Adobe Sensei

Intelligent Creative Services

Content Intelligence

Morph Cut

Font Recognition

Face Aware Editing

Semantic Segmentation

Intelligent Document Services

Semantic Structure Analysis

Document Flow Extraction

Document Similarity

Document Summarization

Optical Character Recognition

Intelligent Marketing Services

Attribution

Personalization

Anomaly Detection

Sentiment Analysis

Intelligent Audience Segmentation

A Unified AI and Machine Learning Approach



Adobe I/O

Creative APIs

Document APIs

Marketing APIs

Adobe Sensei

Intelligent Creative Services

Intelligent Document Services

Intelligent Marketing Services

Framework for Artificial Intelligence and Machine Learning

Content

Data

Private, Public or Hybrid Cloud

Pervasive Artificial Intelligence across Marketing Cloud

	Attribution		Budget Allocation		Audience Tagging	Coming Soon	
	Personalization		Predicting Clicks		Contribution Analysis		Automated Insights
	Anomaly Detection		Subject Line Optimization		Video Recommendations		Lookalike Modeling
	Sentiment Analysis		Smart Tags		E-Mail Frequency Control		One-Click Personalization
	Intelligent Audience Segmentation		Probabilistic Device Stitching		Landing Page Optimization		Intelligent Alerts