



## The Secret to Scale: Adobe Express



Today's digital landscape requires vast amounts of personalised content to capture and keep customer attention. A recent Adobe report found that demand for content will grow by 2x to 5x in the next two years. Businesses are searching for ways to increase capacity.

Enter Adobe Express, the AI-powered content creation app built to help organisations scale effortlessly. This eBook explores how Adobe Express solves common pain points for creatives and marketers alike:

- The holdup between creative and marketing teams. Give marketers, sales and other teams tools that meet them where they are and free creative teams to focus on high-value work.
- The challenge of staying on brand while increasing scale. Adobe Express empowers everyone to make changes to content while enforcing brand guardrails.
- The lack of studio or agency support. An all-in-one creative app that's easy to use, Adobe Express empowers creators of all kinds to produce effective, on-brand communications.

Explore how Adobe Express can amplify creative workflows, empower creators across your organisation and speed time to market, amplifying your content and boosting ROI.