

From Asset to Experience: Governed, Agent-Driven Activation with AEM Dynamic Media

Adobe Workfront Customer Success | June 9, 2026

Adobe

This session is being recorded.

Keep an eye out for a follow-up email after the event (from csatscale@adobe.com) with a summary and links to the recording, slide deck, and more.

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Serving all customers, you can find or contact us:

- During our free virtual events. [View upcoming events on Experience League.](#)
- In the [Experience League community.](#)
- By emailing us at csatscale@adobe.com.
- By connecting with us on LinkedIn.

Agenda

Housekeeping:

- We'll share the recording, slides, and Q&A via email later
- Post questions in the Q&A pod – if you don't have access, feel free to tag @Leslie Spier in the chat and I'll copy them over.

Start Time	9:00 a.m. PT / 12:00 p.m. ET
5 minutes	Welcome & Introductions
45 minutes	AEM Dynamic Media
5 minutes	Open Q&A
5 minutes	Closing and survey
End Time	10:00 a.m. PT / 1:00 p.m. ET

Today's speakers

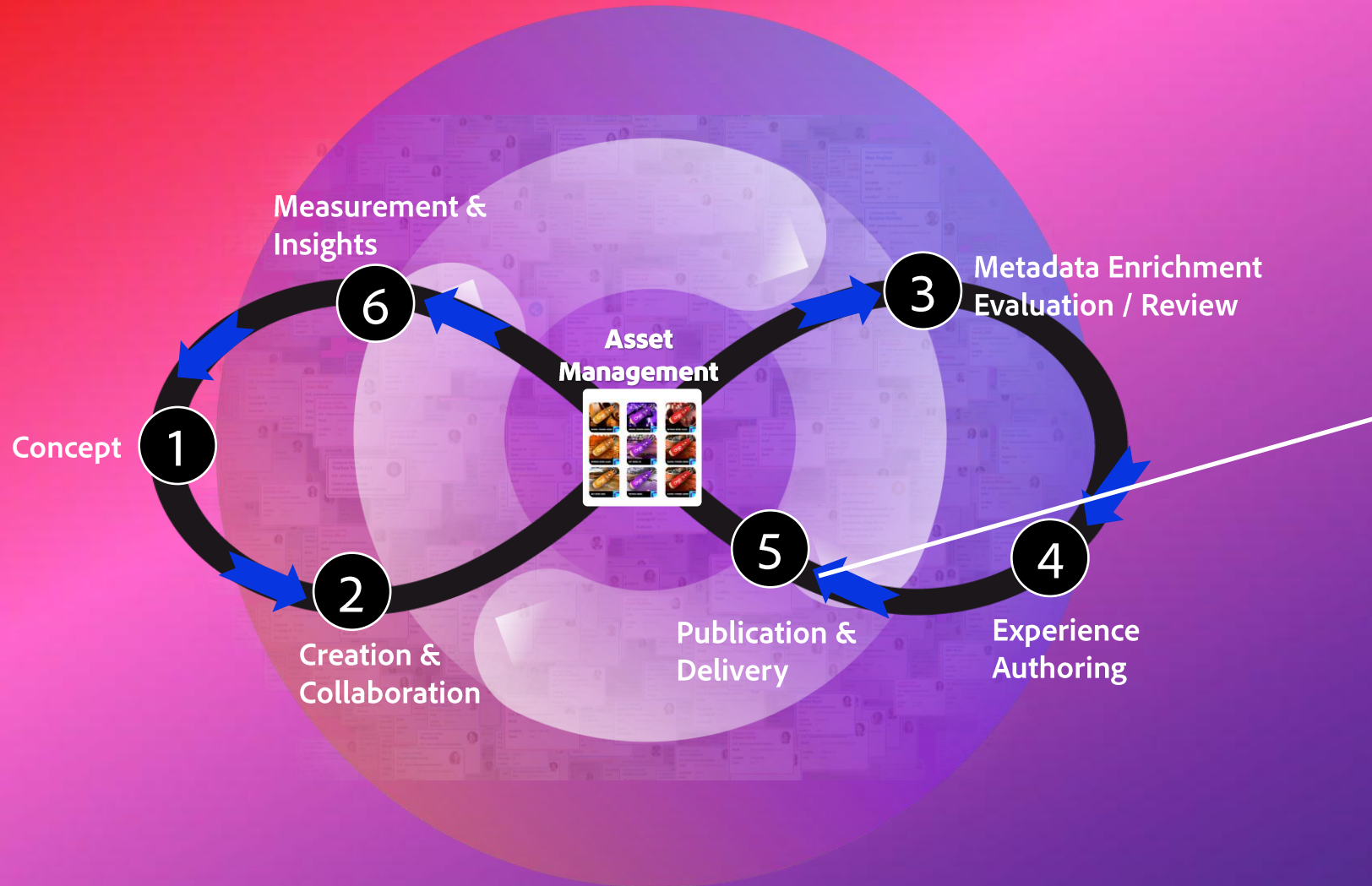


Mayank Gaur, Senior Product Manager, Adobe



Priyank Modi, Computer Scientist, Adobe

Assets is Core to Content Supply Chain



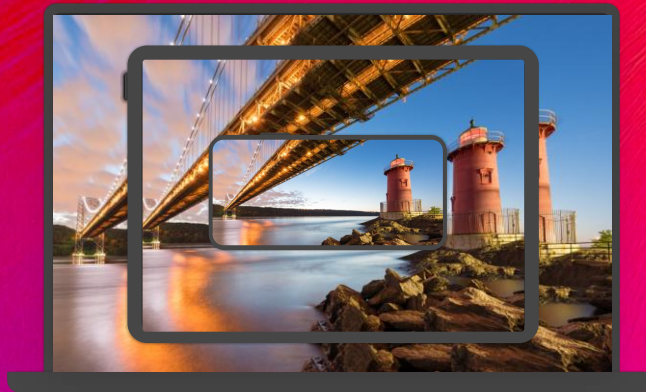
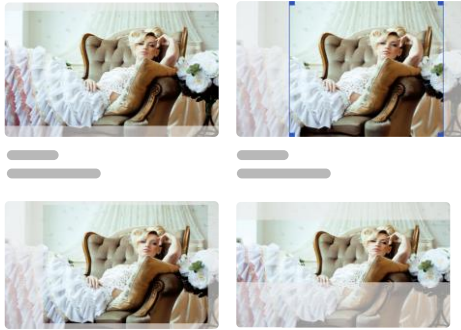
Today's Focus –
Governed, Agent-Driven
Activation with
Dynamic Media

An "asset" remains the only object that moves end-to-end across the content supply chain

Dynamic Media – One Asset Multiple Possibilities

Easily automate content variations and activate rich interactive experience optimized for any channel

Edit Smart Crops



Automation



Low Oak Side Table

Handmade from organic oak, this occasional side table is a great addition to any room, modern, contemporary, or classic.

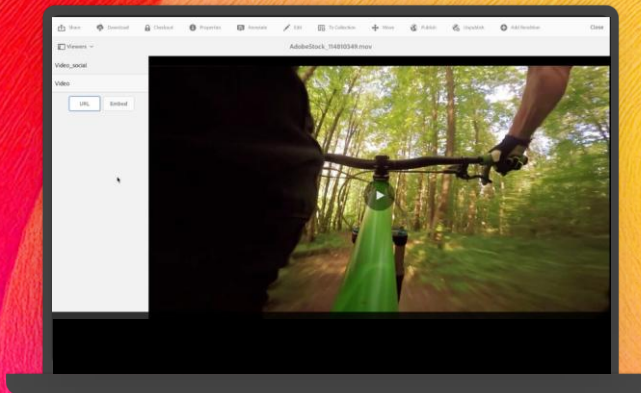
Color



\$245.00

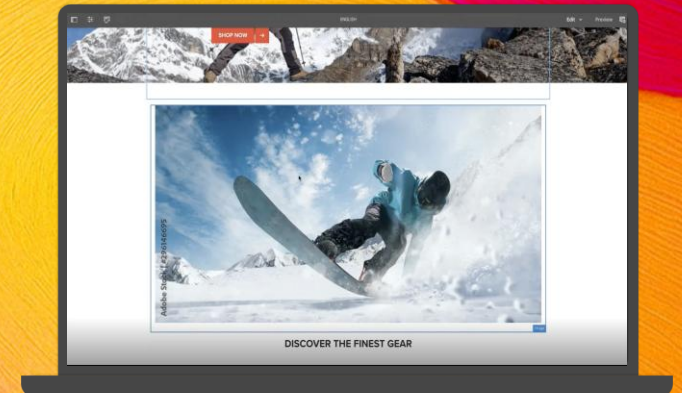
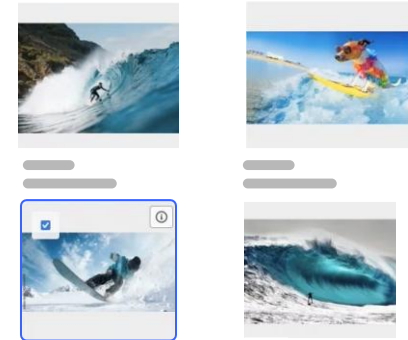
Quantity 1

Add to Cart



Interactive Experiences

Select Assets



Activation & Personalization

Dynamic Media: Transforming Assets to Governed Activation



Making it **easy**

Getting jobs done easier and better through a conversation



Making it **safe**

Governed content that is trusted and safe to use



Making it **real**

Content gets activated & personalized across channels

Product Launch Campaign: Espresso

Mission: At Frescopa, our mission is to craft a perfectly balanced coffee experience that elevates everyday rituals into moments of quiet indulgence. Our Medium Roast Espresso is designed to deliver smooth, full-bodied flavour with a harmonious depth that feels both comforting and refined.

Activation Channel: Website, Mobile App

Retargeting Channel: Email

Campaign Assets: Product Images, Promotional Banner, Videos



**Making
it *easy***

Smarter Images. Better Experiences.

JPEG | 322.2 KB | 2048 x 1365 | 0%



AVIF | 244 KB | 2048 x 1365 | -24%



WEBP | 259.9 KB | 2048 x 1365 | -19%



Smart Imaging

Delivers Web Optimized
Formats & Saves Bandwidth



3:4 ASPECT RATIO
2280x4, Bella_Dress_Elong

1:1 ASPECT RATIO
2280x4, Bella_Dress_Elong



3:4 ASPECT RATIO
2280x4, Bella_Dress_Elong

1:1 ASPECT RATIO
2280x4, Bella_Dress_Elong

Smart Crop

Intelligent Crops Optimized for
every device & layout



Fit



Sharpening



Alignment &
Background Color



Light, Colors & Effects

Dynamic Renditions

On the fly Image
Transformations basis Modifiers

Adobe

→ Try it yourself at Snapshot.scene7.com

Delivering Engaging & Scalable **Video Experiences**

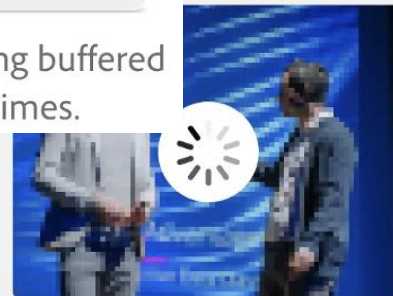


Smart Crop

Intelligent Crops Optimized for every device & layout



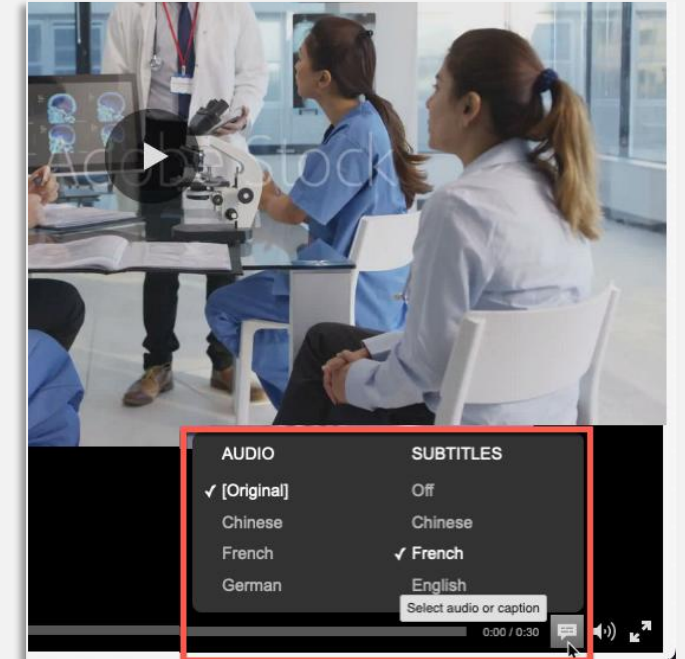
Adaptive streaming buffered less than 5 times.



Progressive streaming buffered 40-50 times.

Adaptive Streaming

Serving right quality video adapting to network bandwidth



New Video Viewer (in LA)

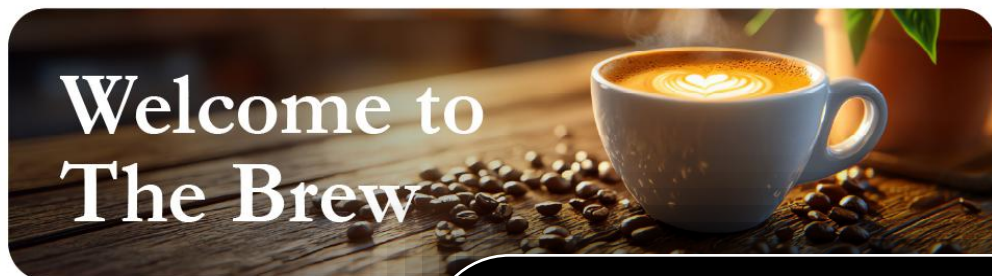
Customizable, performant and accessible

Optimize **Assets** via Conversation



Your First Coffee Is On Us!

To: Sam Whittle



"Find me approved Frescopa assets, and generate to the sizes for web banner, social, and email"





Demo



Making it Easy

1

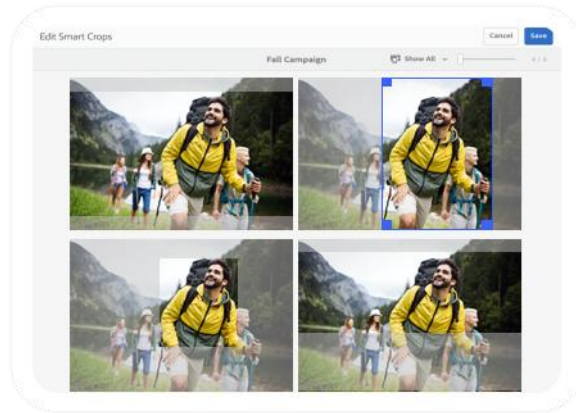
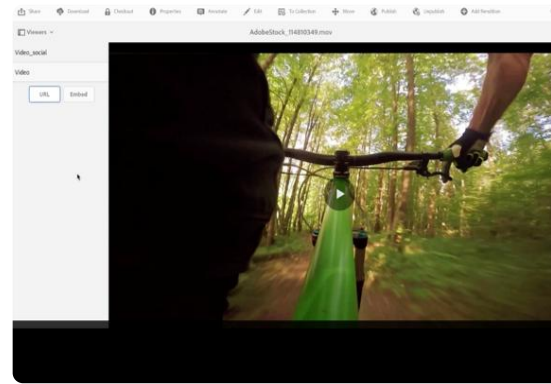


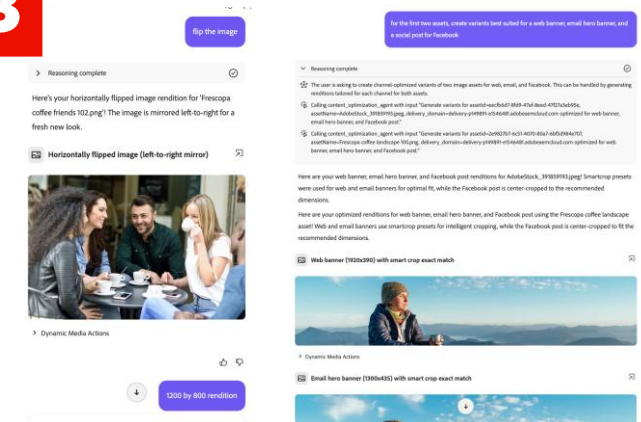
Image Optimization

2



Video Optimization

3



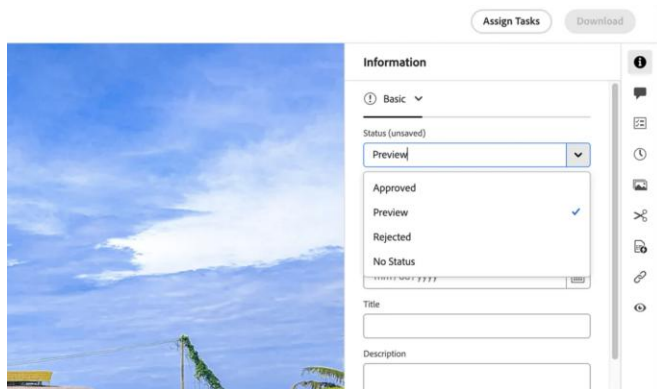
Content Advisor Agent:
Content Optimization

Survey Question

Making it **safe**

Making it Safe

1



Preview Assets

Share preview URL for alignment of assets before activation

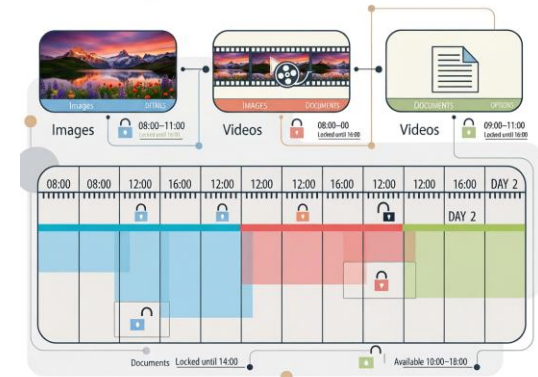
2



Secure Delivery basis Attribute Based Access Control

Restrict the delivery of assets based on IMS User and Group Identities

3



Restrict Delivery basis Time

Restrict the delivery of assets by defining an On or Off time for Activation



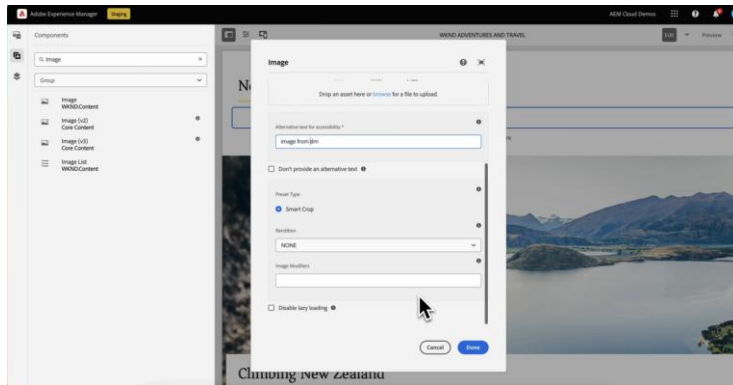
Demo



**Making
it real**

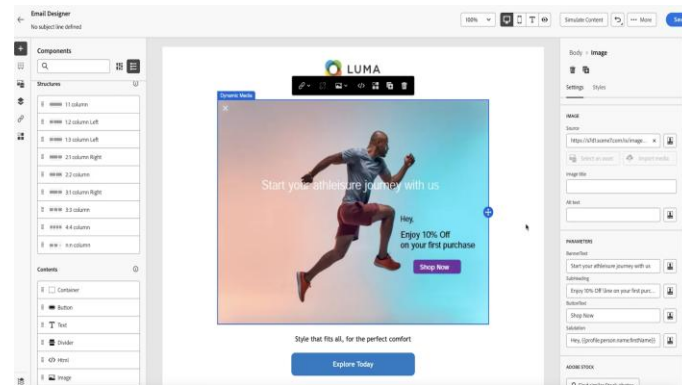
Making it Real – Activation across Channels

1



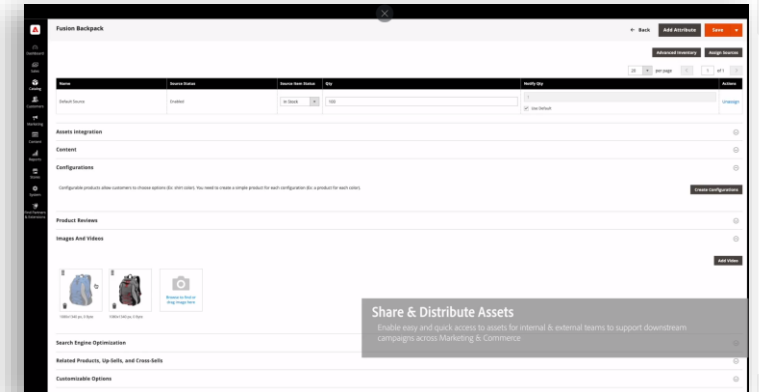
Sites Integration

2



**Adobe Journey Optimizer
Integration**

3



Commerce Integration

Personalize interaction with **Dynamic Media Templates**



- Create winning content variations on the fly, infused with 1:1 personalization at the point of channel activation
- Personalize image/text layers with an **easy-to-use Template Editor**
- Generate different aspect ratio variants for contextual delivery via **Auto Layout** feature (In Beta)
- Localize content with generation of language variants via **AI Auto Translate** feature (In Beta)
- Deliver time sensitive email experience via **Countdown timer**

Business Impact

- **Increase revenue** by delivering highly personalized, engaging experiences
- **Decrease production time** by avoiding single use content

 Dynamic Media

Publish

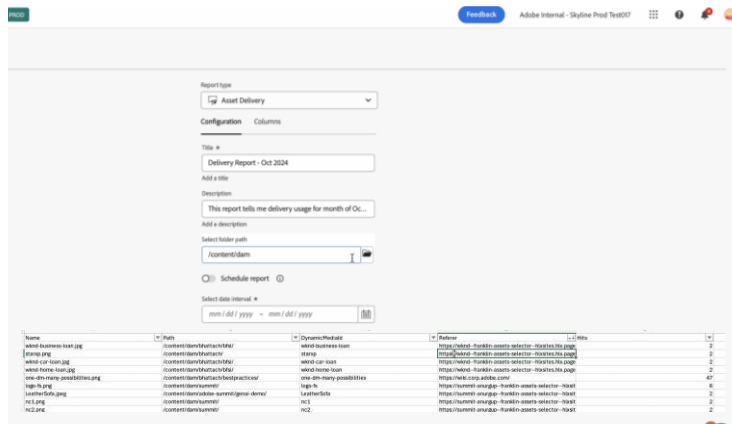
Demo



Feedback Loop - Reporting & Analytics

Available Out-of-the-box

1



Delivery Report

Available as Early access, enabled via Support ticket

2

video_name	video_created_date	duration	video_views	video_impressions
Dark Roast Brewing	21/10/24	70	20	20
Morning Coffee Ritual	22/10/24	150	3	3
Cold Brew Recipes	23/10/24	235	2	2
Barista Skills Guide	24/10/24	12	1	1
Coffee Bean Origins	25/10/24	21	21	21

video_watched_seconds	play_rate	avg time watched	avg completion_rate	engagement_score
335	1	16.73	0.2	23.9
155	1	51.5	1	34.33
132	1	65.8	0	28
12	1	12	1	100
297	1	14.12	0.76	70

Video Engagement Report¹

Available as Early access, enabled via Support ticket

3

Date	URL	ResponseCode	ErrorReason	Count
08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/00020812-006-004"	8448
08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/01057288-006-004"	8411
08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/01054838-006-004"	8700
08/06/28	https://media.frescos.com/.../006-004	403	Problem parsing modifier 'FIT' with value 'cover'	8283
08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/01055751-004-004"	8692
08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/01055800-002-002"	8122
08/06/28	https://media.frescos.com/.../006-004	403	Problem parsing modifier 'FIT' with value 'cover'	4270
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08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/00027623-000-001"	3885
08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/04085886-000-001"	2895
08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/00020284-002-001"	2879
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08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/04087774-006-001"	1468
08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/01055884-004-004"	1442
08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/000682-008-001"	1419
08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/04087447-006-000"	1415
08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/04089056-008-011"	1412
08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/000682-008-001"	1412
08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/00011930-000-001"	1404
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08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/0001888-000-001"	1389
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08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/0001187-000-001"	1309
08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/0000718-006-002"	1302
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08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/0000392-008-000"	1284
08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/01050800-000-000"	1283
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08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/0000474-008-001"	1194
08/06/28	https://media.frescos.com/.../006-004	403	Unable to find image file "/Assets/0000028-000-001"	1168

Error Report

Business impact

- Measure ROI of assets delivered
- Track engagement & performance of videos
- Better manage, achieve right delivery of assets



1. Video Engagement Report available for New Viewers only

Survey Question

Roadmap Preview

New conversation

Configure this video for French, English and Italian Audience with French language as default

Reasoning complete

Here's your multi-language video streaming URL! French, English, and Italian audio/caption tracks are enabled, with French set as the default language for playback.

Adaptive streaming with French, English, and Italian audio/captions (French as default)

[Open Dynamic Media URL](#) | [Download Video](#)

Video Content Optimization via Content Optimization Agent

I want to personalise this for my audience. Using the Photoshop file above as a template, create personalized variants based on the inputs in the attached file.

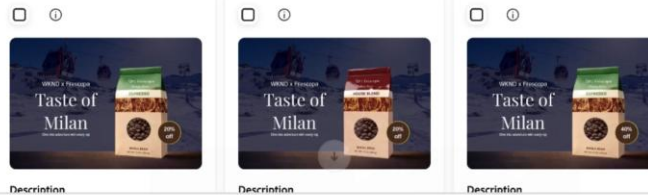
Attached file

milan_variants_prod.csv

Reasoning complete

Generated variants

Generated variants



Prompt library Experience Manager

Auto Layout, Translate, Countdown Timer & PSD Support via DM Templates



Dynamic Media Video Viewer

Join us | Co-innovation

We build our capabilities by working directly with impacted teams, using their needs to build out the next generation of tools.

Complete the linked survey to share your interest in joining our ranks, co-innovating with our engineers directly.

Specially designed mission available for those who complete the survey and find us after.



**Scan to take
the survey**



Q&A

Raise your hand to come off mute or post your question in the Q&A pod.

Adobe

Webinar Feedback

Please complete [this short survey](#) to share feedback on today's webinar. Responses are anonymous, so transparency and honesty are appreciated!



Calling all San Francisco Area Customers!



Join the Adobe Insider Tour in San Francisco: June 16 & 17!

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What You'll Experience:

- The latest innovations in **CX Analytics, Marketo Engage, & Workfront**.
- Practical tips and strategies from Adobe experts.
- Real-world success stories from fellow customers.
- Networking over lunch and happy hour.

Reserve your spot today!

- June 16: [CX Analytics](#)
- June 17: [Marketo Engage](#)
- June 17: [Workfront](#)

Upcoming events

- Coming soon:
 - AEM 101 Series
 - Geo Optimization Customer Roundtable
 - AEM Assets Content Hub Webinar

Keep checking the [Experience League Events page](#) for updates!

Interested in sharing your AEM story?
Reach out to us at csatscale@adobe.com!

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