

AEM Dynamic Media in Adobe Journey Optimizer: From Governed Assets to 1:1 Personalization

September 3, 2026



Customer Success | Digital Experiences



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.

Adobe Scaled Digital Experiences team



Cynthia Boon

Sr. Customer Success Manager

Experience League:
[@CynthiaBoon](#)



Leslie Spier

Customer Success Manager

Experience League:
[@LeslieSpier](#)



Nichole Vargas

Sr. Customer Success Manager

Experience League:
[@NicholeVargas](#)



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- 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 and slides 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
40 minutes	AEM Dynamic Media in AJO
10 minutes	Q&A
5 minutes	Survey, Upcoming Events
End Time	10:00 a.m. PT/1:00 p.m. ET

Dynamic Media in AJO: From Governed Assets to 1:1 Personalization

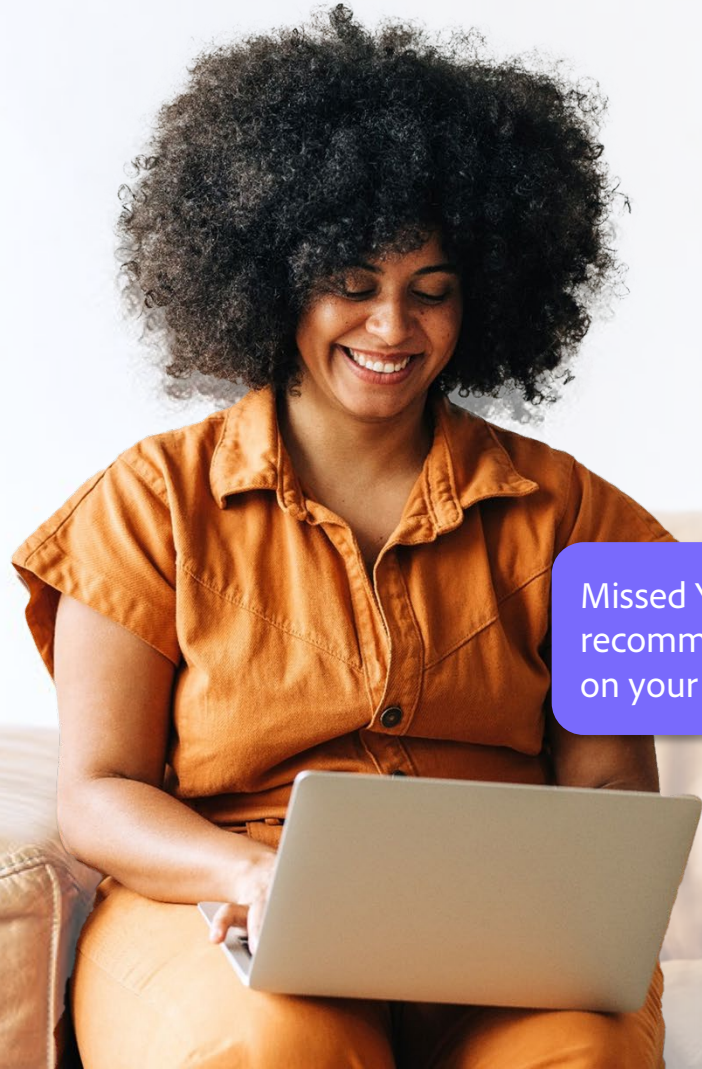


Jyothitha Chandran
Product Manager
Adobe



Mayank Gaur
Senior Product Manager
Adobe

Think about a time when a brand truly impressed you.



Missed You! Here are the recommendations based on your style and location.

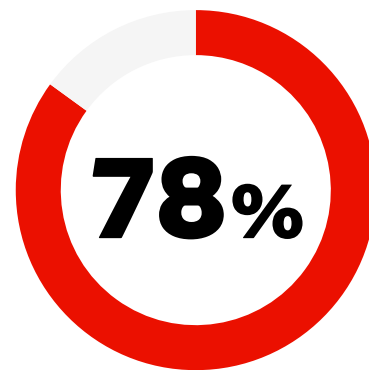
What made it feel **different?**

-  Consistent On-brand omnichannel experience
-  Arrived in just the right moment
-  Felt personalized, human, relevant
-  Anticipated what you needed

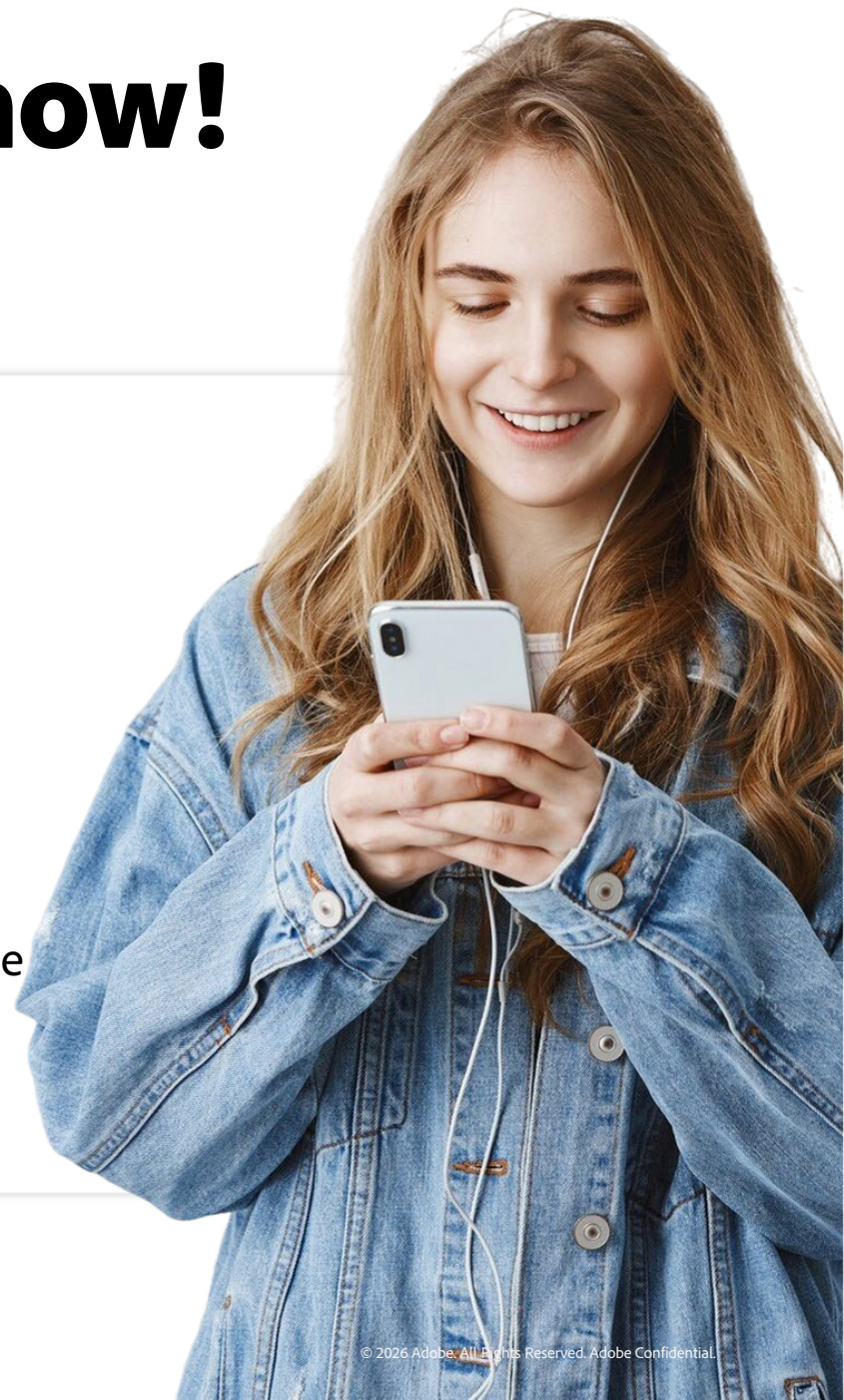
These moments feel rare, and they matter more than ever.

Personalization is expected now!

**Companies need to
quickly validate
their experience
decisions with
experimentation &
personalization at
scale**

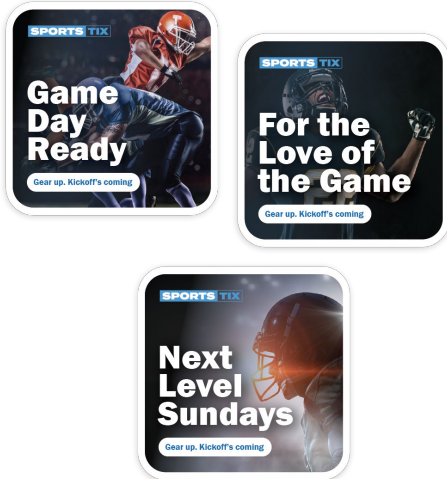


78% of customers are more likely to purchase from companies that personalize their experiences



To deliver relevant experiences, **consistent**, **governed** and **personalized** content at scale is required

Frequent content refreshes: Asset Reuse



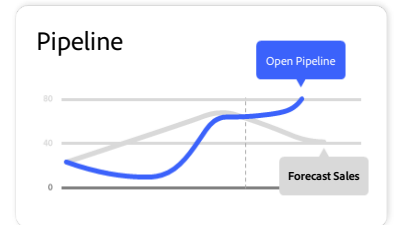
Omnichannel content



1:1 personalized content



Higher marketing & sales impact



Governed On-brand Assets

AEM Dynamic Media in Adobe Journey Optimizer

Governed Assets to 1:1 Image Personalization



Create

Create reusable content in AEM via governed assets and Dynamic Media Templates

Less Build Time



Author

Compose journeys and campaigns in Adobe Journey Optimizer

Faster Email Creation



Personalize

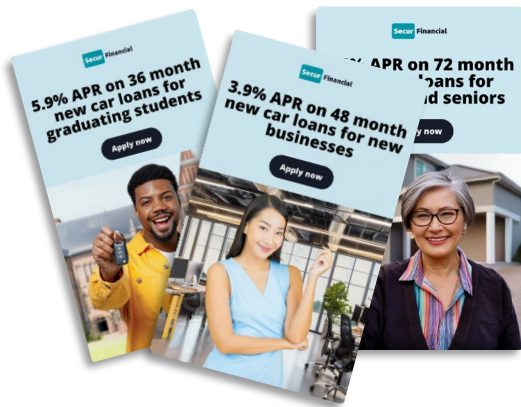
Tailor individual content before activation across channels using customer context

Better Conversion

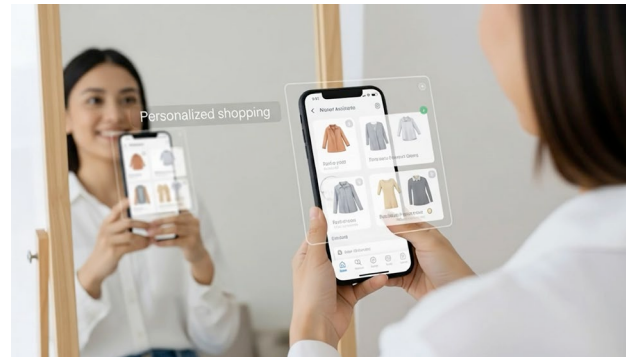
1: 1 Image based Personalization Use Cases & Thought Starters

Personalization basis profile attribute, site behavior, loyalty, inventory, store location, weather

Dynamic Promotion



Product Recommendations



Cart Abandonment



Campaign Launch: **Black Friday Sale**

Brand: Frescopa

Mission: At Frescopa, our mission is to craft a perfectly balanced coffee experience that elevates everyday rituals into moments of quiet indulgence.

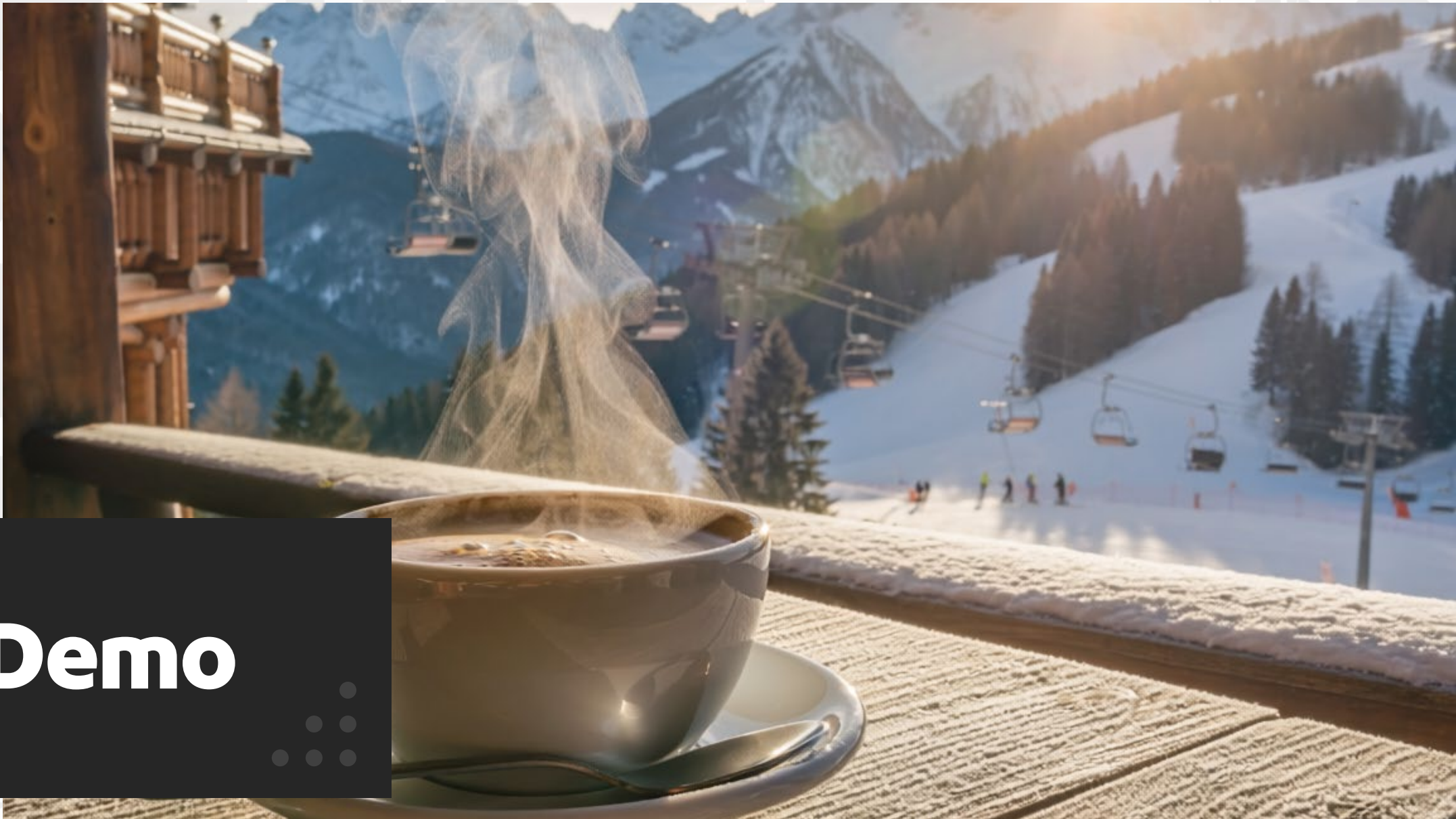
Offer: 50% Off & Free Shipping on your next purchase

Activation Channel: Email

Campaign Assets: Product Images



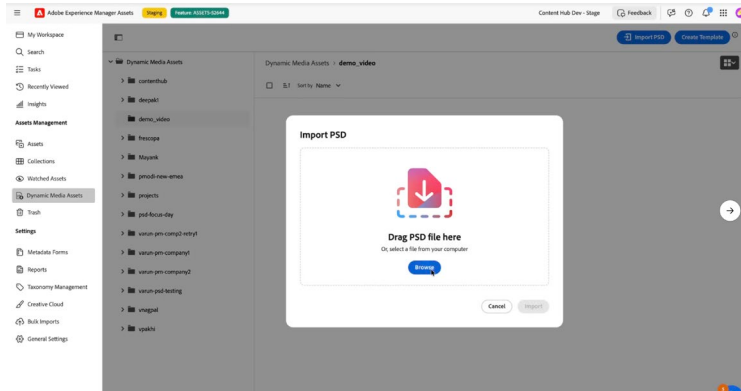
Step 1: Create



Demo

Dynamic Media Template Creation

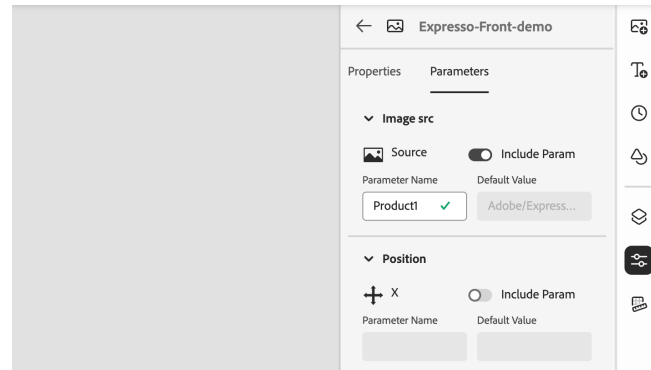
1



PSD Import ^{BETA}

Upload photoshop files and convert them into templates; currently in Beta

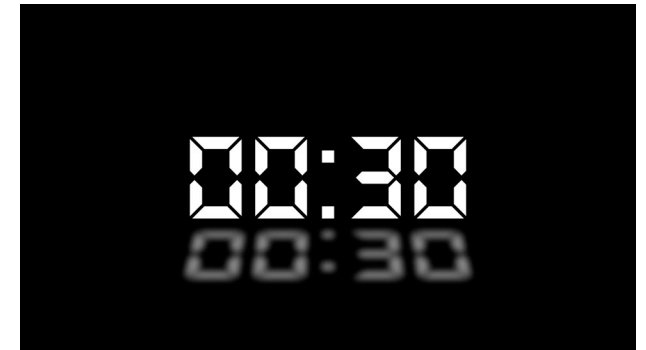
2



Parameterization

Define layers as variables that will be editable via URL parameter/Personalization

3



Open Time Countdown Timer

Create Urgency via live countdown rendered on Open time

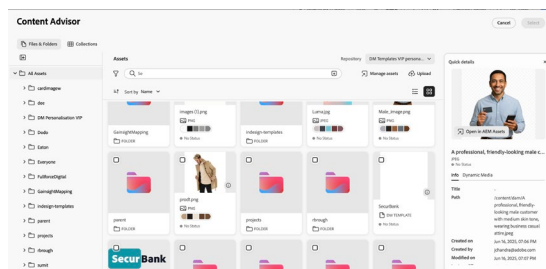
Step 2: Author

A photograph of four glasses of Guinness Extra Stout lined up on a rustic wooden table. The glasses are filled with dark stout and topped with a thick, creamy head of foam. The background is a warm, dimly lit pub interior with wooden walls, a fireplace with a fire, and a small Christmas tree with lights in the background. The overall atmosphere is cozy and festive.

Demo

Email Authoring – Composable Assets

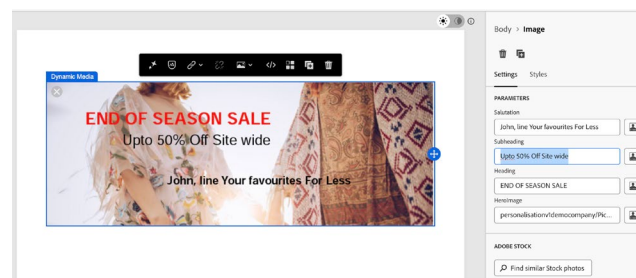
1



Content Advisor

Unified selector experience with improved search, browse and AI powered capabilities

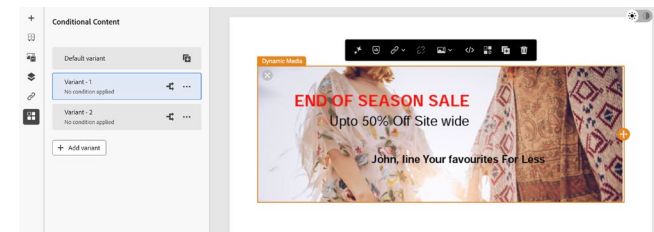
2



Mapping Parameter values

Modify/map values to the Template parameters directly within AJO editor

3



Create Variants

Author variants of DM template within AJO without duplicated efforts

Survey Question

Who creates the reusable templates/components used in your campaigns?

Step 3: Personalize

Unified, real-time customer data powers relevant customer experiences

Unified, action-ready data



Real-time customer profile



Activation for personalized experiences



Qualify into audiences
for targeting based on real-time data.



Deliver relevance
with just-right content, send-time, cadence, channels.



Decide in the moment
with dynamic content and offers.



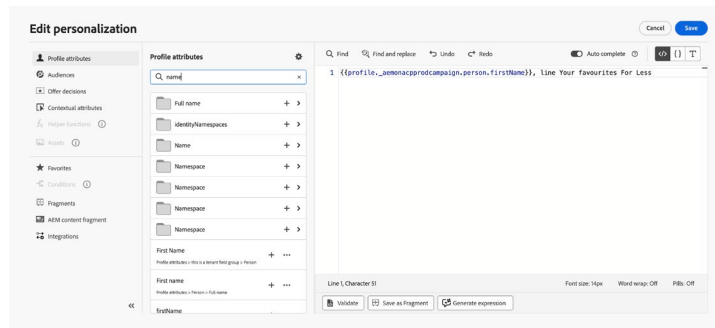
Test and analyze
with built-in experimentation & insights.

A photograph of four glasses of Guinness Extra Stout lined up on a rustic wooden table. The glasses are filled with dark stout and topped with a thick, creamy head of foam. The background is a warm, dimly lit pub interior with wooden walls, a fireplace with a fire, and a small Christmas tree with lights in the background.

Demo

Personalization

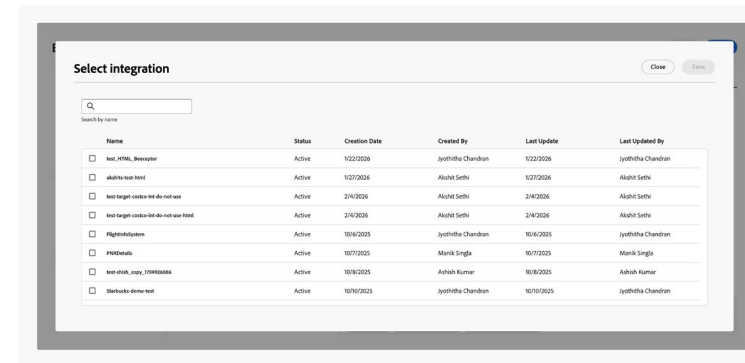
1



AEP Data

Personalize parameters using attributes from AEP ingested data (profile/contextual)

2

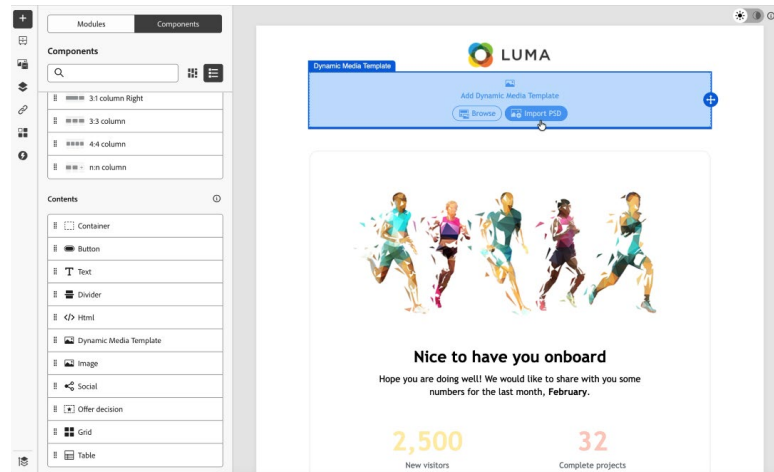


3rd Party API

Personalize parameters using content from outside Adobe – via Integrations feature (Real time API calls)

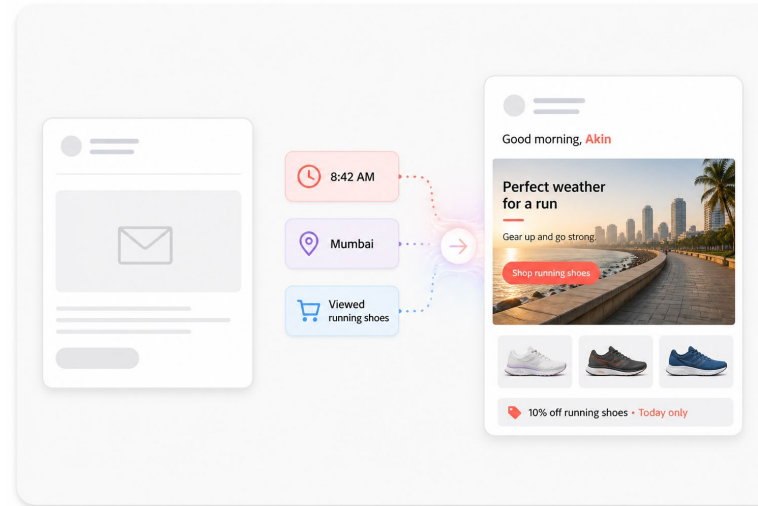
What's Next : Sneak Peek

Reach out to
grp-dm-beta-feedback@adobe.com
for early access



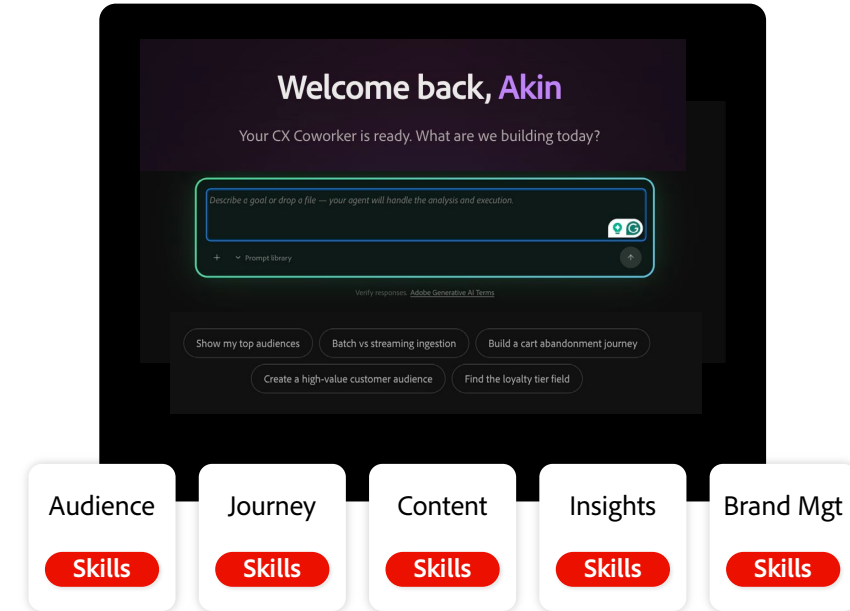
DM Templates in Email Designer

Build emails using Dynamic Media Templates directly within AJO



Open Time Personalization

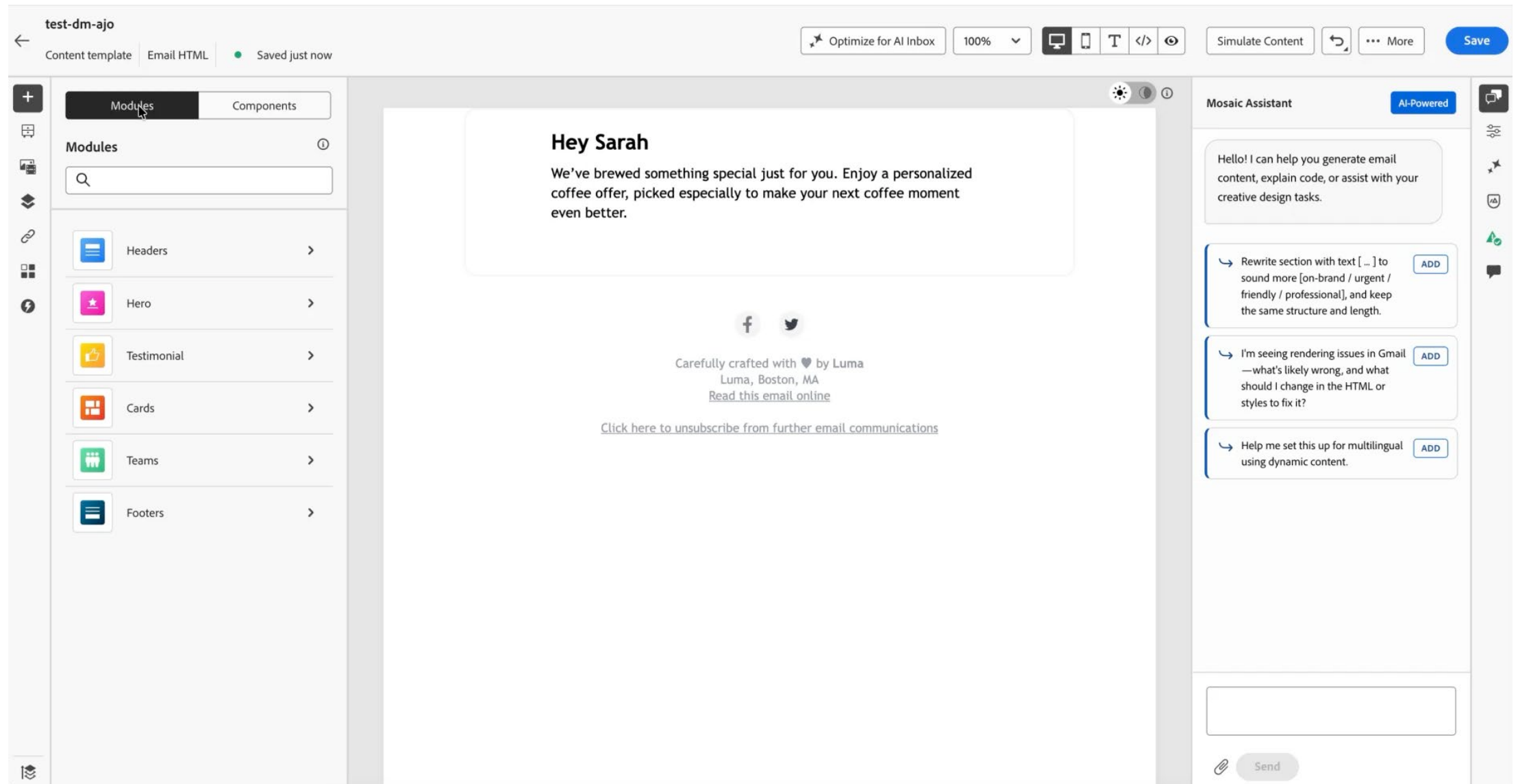
Personalize content at the moment of engagement



Agentic Workflow

AI-powered campaign that combines creation, authoring and personalization within the single chat

DM Templates in Email Designer

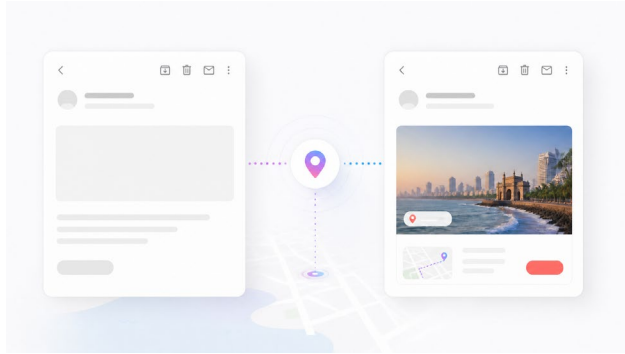


Survey Question

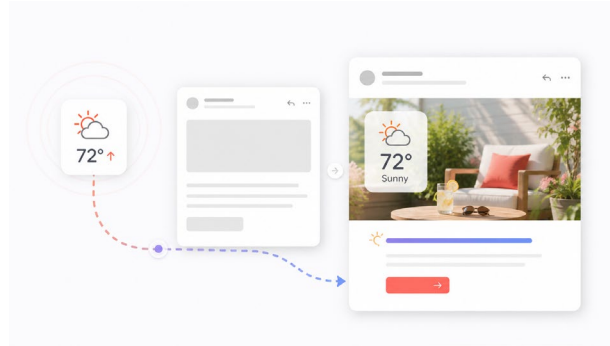
Where is your email content primarily created before it is sent to customers?

Open Time Personalization

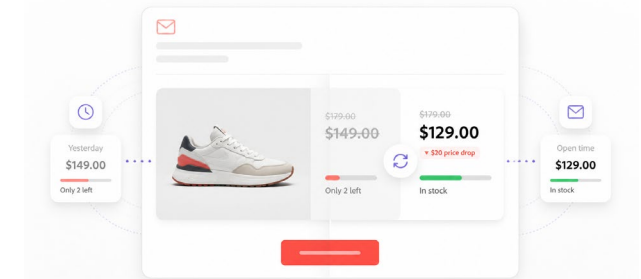
Traditional emails are “send-time static” But your content is “dynamic”



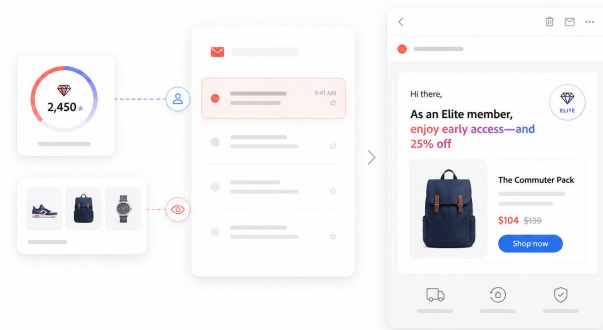
Location



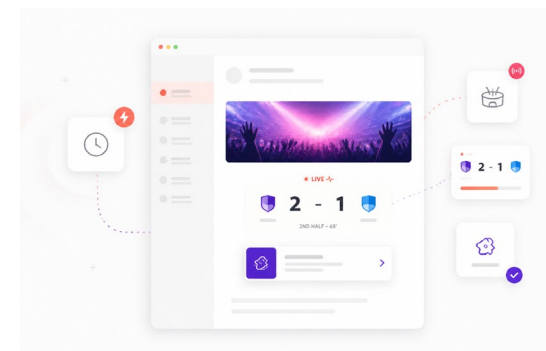
Weather



Dynamic Pricing & Inventory



Loyalty & User Behavior



Live Events

Upvote for what you would like to see next?

Agentic Workflow

Coworker's workflow execution engine, turning a plain-language goal into a governed, editable, multi-agent workflow

1

Goal to canvas

Describe a campaign objective, Coworker scaffolds the full workflow automatically ready to review and refine, not build from scratch.

2

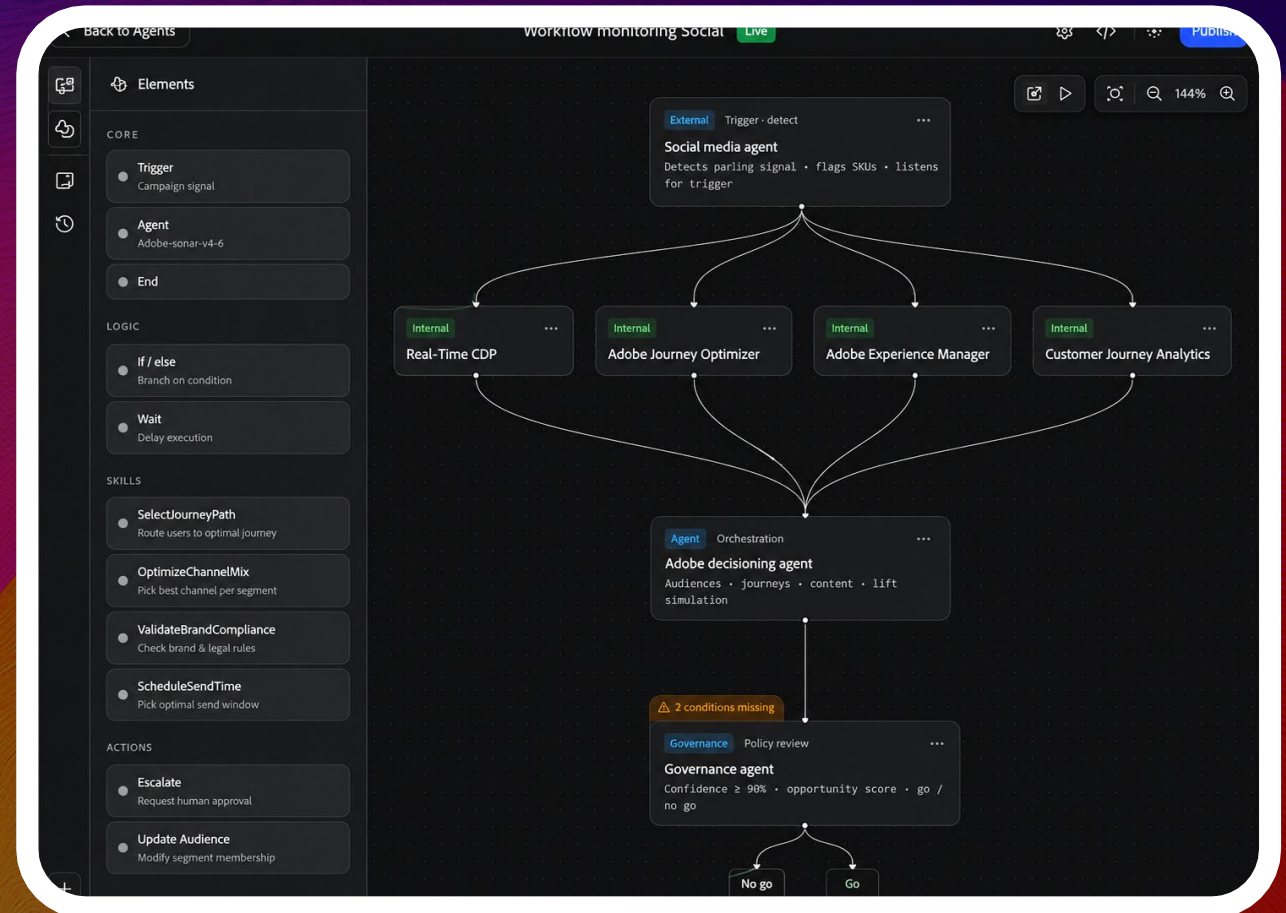
Adaptive and agentic

Deterministic phases, LLM agent nodes, and human approval gates coexist in the same canvas, with explicit handoff boundaries

3

Deploy with confidence

A governance check runs before any workflow is locked, catching unverified connectors and missing guardrails before execution



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**Scan to take
the survey**



Q&A

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

Webinar Feedback

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



Upcoming events

- September 15 – [Making the Switch: Preparing for Your Move to Unified Review and Approvals](#) (Workfront)
- September 16 – [The Right Access for the Right Teams: Designing Smarter Roles and Workflows in AEM Assets](#)
- September 23 – [Workfront Fusion Wednesday Forum](#)
- September 30 – [From Approved to Activated: Powering Omnichannel Marketing with AEM Assets](#)
- October 13 – [From Traditional AEM to Modern Headless - Without Disrupting Authors](#)

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