

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

Consolidated Q&A | September 3, 2026

Dynamic Media Templates — Delivery & Channels

Q: Can DM templates also be used as a hero image for product pages in AEM Sites?

A: A DM Template is delivered via a URL, which can be used in any downstream channel — web, mobile, email, or others — including as a hero image on AEM Sites product pages.

Q: We can import the DM template link to Marketo — is that what you said?

A: Yes. The published DM Template URL can be used in any application, inside or outside Adobe.

Q: Is there any early access to these features for the New Email Designer for Marketo Engage as well?

A: You can use a Dynamic Media Template in Marketo. However, there is no native integration between DM Templates and Marketo, so the URL must be copied and pasted manually. Native integration is available only in AJO.

Q: Can we use Dynamic Media in a Code-based experience? Is it possible?

A: Yes. Because delivery is URL-based, it can be used in a code-based experience.

Dynamic Media Templates — OpenAPI vs. S7 Guidance

Q: Adobe's guidance is to use OpenAPI mode for Dynamic Media for all net-new implementations, and documentation states Dynamic Media templates are NOT supported in Dynamic Media OpenAPI mode. Is what we're seeing in this demo constrained to Dynamic Media Scene7 mode, as suggested by the documentation?

A: For a new implementation, start with Dynamic Media with OpenAPI. If you already use Dynamic Media Scene7, there is no need to migrate — Scene7 remains fully supported. Dynamic Media Templates are available only in Scene7 mode, but customers on OpenAPI can use them in hybrid mode — asset delivery via OpenAPI and template delivery via Scene7 — with no impact.

Dynamic Media Templates — Capabilities & Limitations

Q: Can the coupon code be copied on click?

A: The output of a Dynamic Media Template is an image file, so the text within it cannot be copied.

Q: So the timer is a live dynamic text field, it seems. Can other personalized strings also remain as selectable text — e.g., can the coupon code be copied to clipboard?

A: This is image-based personalization, so text inside the image cannot be selected or copied. Enabling click-to-copy would require adding scripting in the experience.

Q: Can I use videos as well with the dynamic media templates?

A: No, videos are not supported in Dynamic Media Templates. If you would like to co-innovate, please reach out to dm-beta-feedback@adobe.com.

Dynamic Media Templates — Editing, Conditions & Parameterization

Q: If you move or change an element in the template — such as size or typeface — do you then lose the parameterization element and have to reconnect it?

A: Moving an element does not affect parameterization; however, editing it resets the parameterization.

Q: For the conditions, are these standard, or can they be customized?

A: Conditions are user-created and fully customizable.

Dynamic Media Templates — Personalization, Timing & Integrations

Q: Are the image variations delivered by DM and AJO done at send time or render time?

A: Both are supported. The countdown timer is open-time, so a new value renders each time the email is opened; other elements are send-time, so their values are fixed once the email is sent. To co-innovate on open-time personalization further, please reach out to dm-beta-feedback@adobe.com.

Q: In the email designer, we select the timer. But since this is 1:1 personalization and each profile may have a different timeline (e.g., different profiles may abandon a cart at different times), how does this work?

A: The end time is parameterizable, so you can set a value such as `currentTime + 3 days`, based on when the journey triggers the email.

Q: Instead of literal values for image parameters in AJO, can you use profile properties for 1:1 personalization?

A: Yes — you can map the DM Template parameter to a profile attribute in AJO.

Q: Can we use Dynamic Media with Experience Decisioning?

A: Yes. DM URL parameter values can be derived from Profile, Decisioning, Integrations, Functions, and more — provided the result is a valid, URL-encoded string.

Q: Instead of cloning to create a new template (e.g., for Canada), is it possible to insert a dynamic field name instead of a static value — e.g., price, code, etc.?

A: You don't need a new template to produce variations. You can replace the values in the URL to generate a new variation, and those values can come from any dynamic field. For example, if you have an API for price, you can create an integration in AJO — such as a connection to Adobe Commerce — and use it in the DM Template.

Q: Is there a templated variable content solution that would produce print-quality output?

A: Yes. Use modifiers such as `fmt` and `qlt` to control output quality. Final quality depends on the source images and their resolution, and overall output quality is configurable through the DM `'qlt'` modifier.

Resource: [DM Image Serving API — qlt command reference](#)

Dynamic Media — Assets, Configuration & Platform Requirements

Q: We were never able to see images under Dynamic Media folders — is that a configuration issue?

A: The Dynamic Media section surfaces only templates; assets appear under the Assets section.

Q: Is it expected that images don't show there? How do we confirm an asset is published to DM — through Assets only?

A: Yes. You can confirm publication through the Assets section only.

Q: Is this functionality for traditional, on-prem AEM, or the newer EDS platform? Trying to understand if/how Media Bus/CDN works with these features?

A: Dynamic Media Templates are an AEM as a Cloud Service capability. However, the template output is a URL, which can be used anywhere — on-prem, AEM CS, or EDS.

Q: Do we need to enable Dynamic Media in AJO separately, or is it built in?

A: Dynamic Media needs to be enabled only in AEM, not in AJO.

Q: Do we need to be on AEM as a Cloud Service to access Assets via Dynamic Media email templates?

A: Yes. Dynamic Media Templates are available only in AEM as a Cloud Service.

Q: What does my customer need to know in terms of license? Is everything shown here included in AJO, or will they need to upgrade at some point?

A: In addition to AJO, the customer needs AEM as a Cloud Service and a Dynamic Media license.

AJO — Content Fragments

Q: Can I pull content from an AEM Content Fragment into AJO components, and reuse the same component with different Content Fragment variations?

A: Pulling data from AEM Content Fragments is not a supported use case today, though there is interest in exploring it further.

Q: I'd like to learn more about using Content Fragments in AJO. Is there a video session I can watch?

A: Resource: [AEM Content Fragments in AJO — YouTube event recording](#)

AJO — Design Tools & Rendering

Q: Can we import Figma files into AJO?

A: Figma-to-HTML support in AJO is planned.

Q: Does AJO provide any support for how emails are rendered across multiple devices?

A: AJO offers mobile and desktop previews. For device-specific rendering, we currently recommend a device-simulation tool such as Litmus.

Agentic Workflow

Q: Will this AI help with workflow validation for the test records?

A: This is currently at a conceptual stage. If you would like to co-innovate, please reach out to dm-beta-feedback@adobe.com

Q: Any example for an agent?

A: Several agentic capabilities are available in AEM. See Experience League to explore further.

Resource: [Agentic capabilities in AEM — overview](#)