

From Approved to Activated: Powering Omnichannel Marketing with AEM Assets

September 30, 2026



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.

Agenda

In this final session, Tammy Lam, Principal Customer Success Manager at Adobe, will show how approved content moves from governed asset management into execution across web, email, social, partner, and other marketing channels.

Learn how AEM Assets helps organizations create a more activation-ready content foundation so teams can move faster without sacrificing consistency or control. With best practices, examples, and demos, this webinar will help attendees connect the dots between content governance and omnichannel marketing performance.

Start Time	11:00 a.m. PT/2:00 p.m. ET
5 minutes	Welcome & Introductions
30 minutes	AEM Assets Presentation + Demo
20 minutes	Q&A
5 minutes	Survey, Upcoming Events
End Time	12:00 p.m. PT/3:00 p.m. ET

Today's Presenter

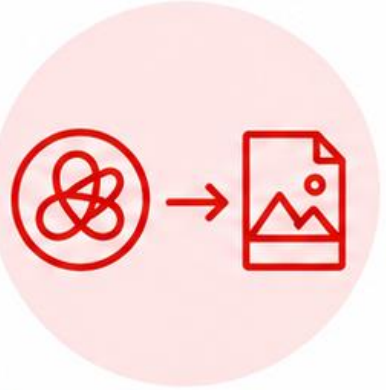
Tammy Lam

Principal Customer Success Manager,
Adobe Experience Manager



Adobe

Where We've Been and Where We're Headed



1 Part 1- From Content Chaos to Content Reuse: How Marketing Teams Move Faster with AEM Assets

- Why AEM Assets matters for marketers
- The content management problem
- DAM value, lifecycle, and use cases



2 Part 2- Find It. Trust It. Reuse It. The Power of Metadata, Taxonomy, and Governance

- Metadata, taxonomy, and governance
- How assets get organized at scale
- Tagging and search strategies



3 Part 3- The Right Access for the Right Teams: Designing Smarter Roles and Workflows in AEM Assets

- Users, roles, and access patterns
- Who touches DAM and how
- Operating model considerations



TODAY'S SESSION

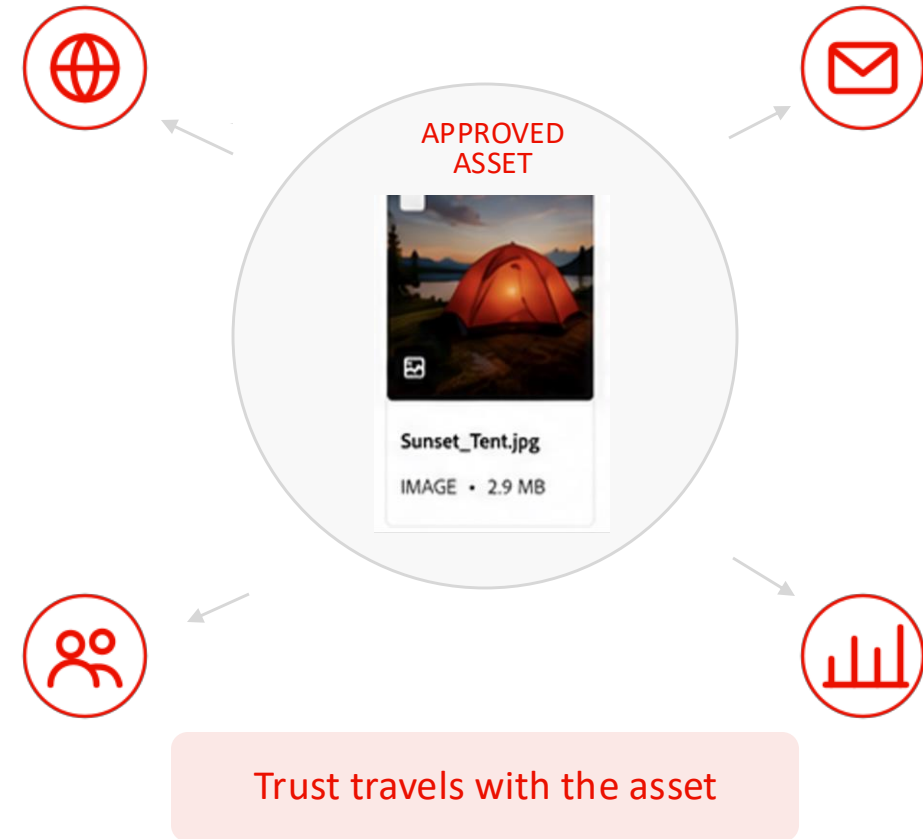


4 Part 4- From Approved to Activated: Powering Omnichannel Marketing with AEM Assets

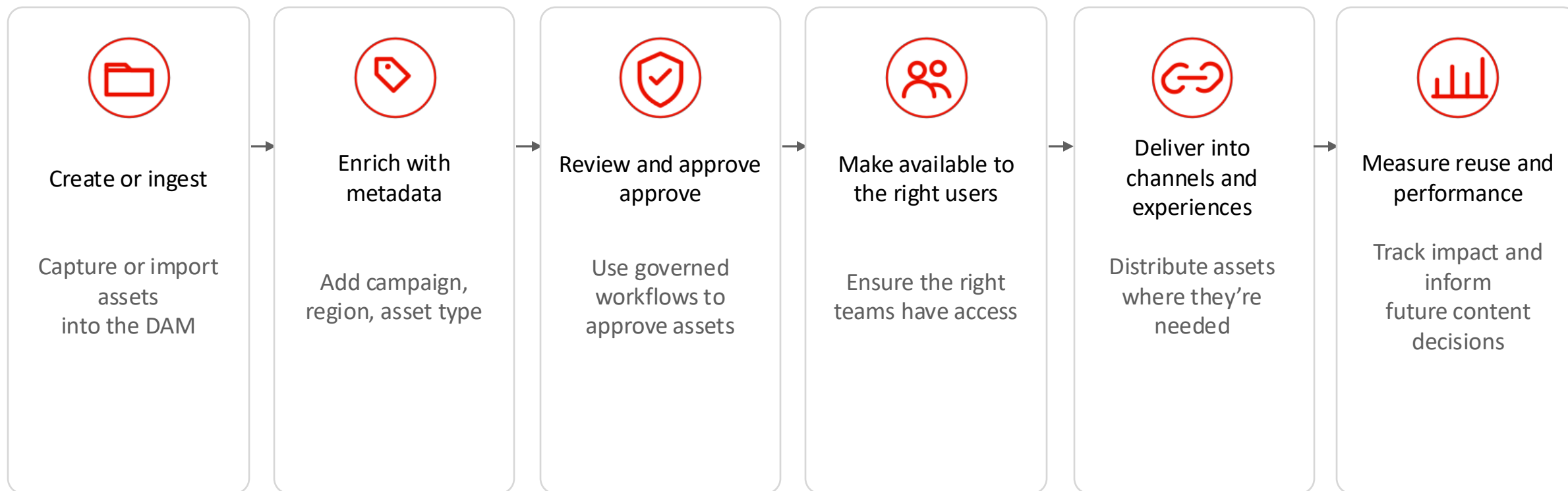
- Activating approved content
- Downstream channel delivery
- Omnichannel confidence at scale

Activation is where asset management becomes business value

-  Approved assets become usable downstream
-  Teams can move faster without revalidating everything
-  Content is reused across channels consistently
-  Metadata and approval status support safe delivery



How assets move through the lifecycle



**Activation depends on the upstream work being done well.
Weak metadata or unclear approval creates friction downstream.**

How approved assets show up in real campaigns

Owned Channels



Web hero images



Email campaign content



Journey orchestration content inputs

Paid and Social



Paid social creative



Fast reuse for social social teams under under deadline



Consistent brand visuals across placements

Extended Distribution



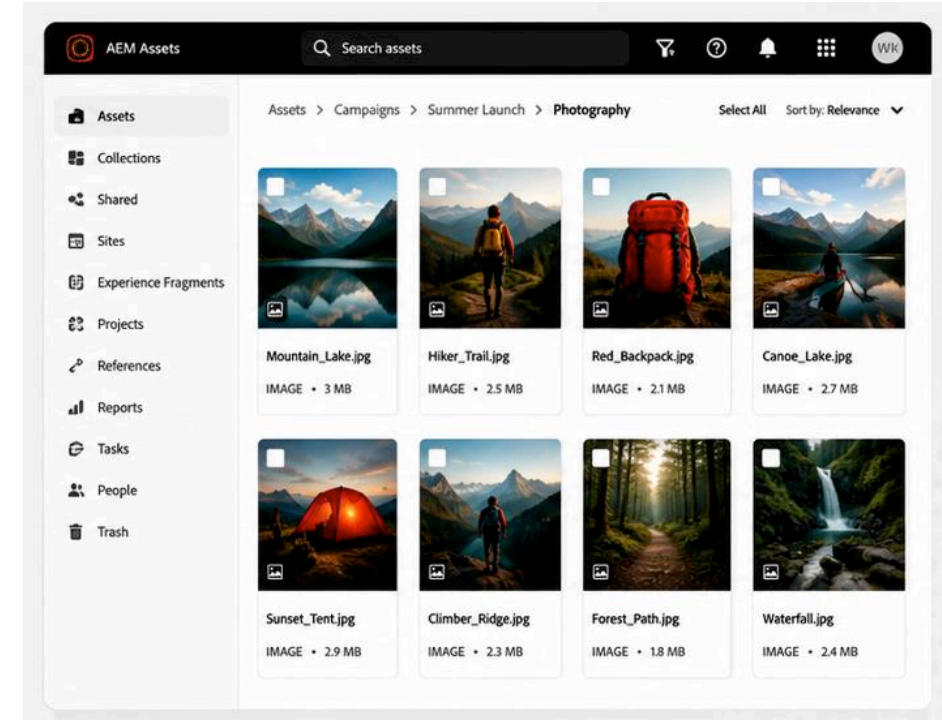
Regional campaign kits



Partner or retailer asset access



Controlled sharing without losing governance



Demo Use Case: WKND campaign across channels



Global hero assets approved centrally



Regional teams need localized variants



Email and web need consistent imagery



Retail partners need approved downloads



Social teams need fast reuse



Approve once. Reuse safely.
safely.

Approval status matters because it changes what teams can do next



Approved assets are safer to distribute and reuse



Approval targets help define downstream availability



Delivery-ready assets reduce friction for channel teams



Governance preserves consistency during distribution

WKND_Hero_Adventure.jpg



Approved

Approval target

Web, Email, Social, Partner Use



Approval is a permission signal for downstream use, not just a workflow label.

Demo: From approved asset to channel-ready use

Name

WKND-Hero-Artwork-Brand-2026-Skiing.png

WKND-Hero-Artwork-Brand-2025-Skiing.png

wknd-winter-dm-template.zip

cf1.webp

AEM_Content_Fragments_Guide.pptx

frescopaupdateuniversaleditor.mp4

frescopa-0.0.1.zip

frescopa-with-edge-delivery-services-0.0.2.zip

Hide filters

> Campaigns

> Channels

> Region

> Keywords

> Colors

> File format

> Tags

for approval

to the uploaded assets to help others find them.

Drag folders or files here

or browse your device.

Browse

Campaign name

Winter 2026

Keywords

Enter keywords separated by commas

WKND × winter ×

Channels

Enter channels - e.g. social media, email

web × email × social media × print ×

Timeframe

Enter timeframe - e.g. Q1 2024

Winter 2026 ×

Region

Cancel

Upload

Adobe

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Activation improves both speed and control

Speed Benefits

-  Less time spent searching and validating
-  No repeated validation of the same content
-  Faster campaign assembly across teams
-  Reuse replaces re-creation for regional kits
-  Social and email teams move on deadline

Control Benefits

-  Lower risk of using outdated or unapproved assets
-  Approval status supports governance at distribution distribution
-  Consistent brand across every channel and region
-  Localization supported without brand drift
-  Handoffs between teams are repeatable and auditable

Speed and control are complements, not trade-offs.

Start with a few high-value use cases



1. Pick Your Workflows

Choose 2–3 priority campaign workflows

Seasonal launch, regional reuse, or partner distribution



2. Define the Structure

Set required metadata fields and approval states

Map the roles involved in each workflow



3. Pilot and Train

Run the find-to-activate flow end to end

Train users on reuse behavior, not just the tool

Train users on reuse behavior, not just the tool.

What should your organization define next?



Which use case has the highest value?



Who owns metadata and governance?



Which users need which access?



What defines approved content?



Which downstream channels matter most first?

**Operating model,
not platform alone.**

The goal is explicit ownership, clear approval meaning, meaning, and a small set of priority channels.

AEM Assets helps teams move from scattered files to activation-ready content



Centralize and govern assets



Make approved content easier to find



Support the right users with the right access



Reuse content confidently across channels



Define practical next steps for adoption

The Foundation

Governed assets
+ metadata
+ roles and access

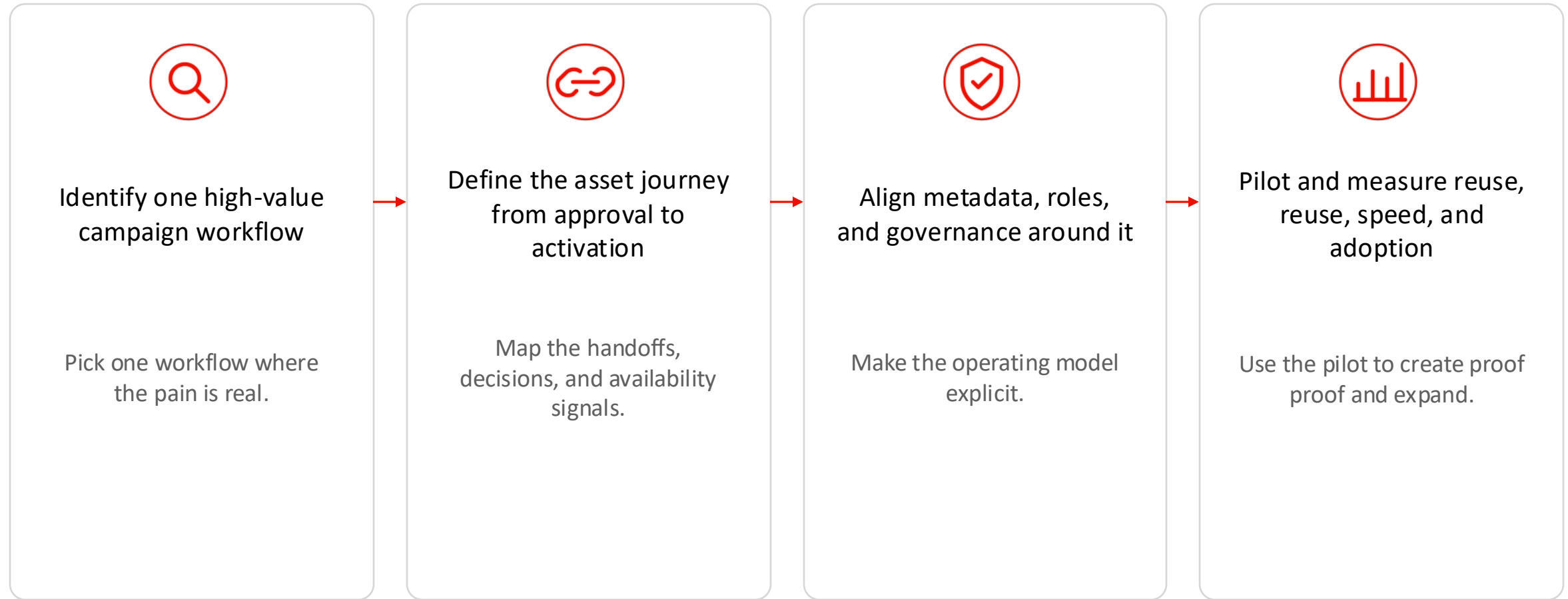


The Payoff

Reuse approved content
confidently across channels
without sacrificing control

AEM Assets becomes most valuable when it is part of the
the marketing operating model.

Suggested next step for your team



Pilot one workflow. Prove the value. Expand from there.

Customer Resources: Approval, Sharing, and Activation

Use these Adobe resources to continue exploring how approved content becomes available for reuse and downstream activation.



[Approve assets in Experience Manager](#)

Learn how approval status works and how approved assets can be made available downstream.



[Deploy Content Hub](#)

Understand how approved brand assets can be distributed through Content Hub.



[Use Assets in Journey Optimizer](#)

Explore how AEM Assets can support content usage in Journey Optimizer workflows.



[AEM Assets overview](#)

Return to the broader product overview as you connect asset governance to activation.

Continue the journey



Approve



Share



Activate

Best next step: choose the resource that matches the workflow you want to pilot.

Q&A



Event Feedback

Before you go, please take less than a minute to share your (anonymous) feedback on today's event via [this short survey](#).

AEM Updates

Upcoming Events, Latest News, and More

Welcome AEM Champions!

The 2026-2027 class of Adobe Experience Manager Champions was announced earlier today, so sending a huge congratulations to everyone who was selected!

Keep an eye out for future AEM events hosted by your peers and Champions.

[See the full list here.](#)



AEM Champion Events in October



From Traditional AEM to Modern Headless - Without Disrupting Authors

Hosted in partnership with AEM Champion, Daniel Strmečki, this live demo will showcase how organizations can move from traditional AEM delivery to a modern headless architecture without disrupting authors or replacing the content operations already established in AEM Sites. Using AEM as a Cloud Service, Universal Editor, and Next.js, authors retain familiar capabilities such as visual editing, in-context preview, page management, workflows, translations, and multi-market content structures.

- October 13 at 8:00 a.m. PT / 11:00 a.m. ET
- AEM Champion: Daniel Strmečki, Meticulous Digital
- [Register here](#)



AI in AEM: From Intelligent Content to Agentic Experiences

Explore how AI is transforming Adobe Experience Manager - from accelerating content creation and optimization to enabling intelligent, agent-driven workflows. Hosted in partnership with AEM Champion, Deepak Khetawat, this session covers practical AI use cases in AEM, Adobe's AI capabilities, and how AEM agents automate tasks, orchestrate workflows, and help teams deliver faster, more personalized digital experiences.

- October 29 at 8:00 a.m. PT / 11:00 a.m. ET
- AEM Champion: Deepak Khetawat, Palo Alto Network
- [Register here](#)

AEM Assets Series: Experience League

- An Event Series overview post has been published to the Experience League Community
 - Recordings and slide decks from past events
 - Resources and summaries
- Subscribe to the post to receive all updates
- Ask questions and share key takeaways

[See the post here!](#)

[Event Series] AEM Assets Foundations

Translate All · 0 replies · 0 views

NicholeVargas
Adobe Employee · 1 minute ago

Event Series: AEM Assets Foundations

Customer Success | Digital Experiences

We're excited to partner with the Adobe AEM Customer Success team for a 4-part event series to help teams turn AEM Assets from a repository into a true part of the marketing operating model.

Across these sessions, you'll build a working understanding of Adobe Experience Manager Assets - including how it supports content reuse, governance, collaboration, and omnichannel activation. Whether you're a marketer or work alongside one, you'll come away knowing not just what AEM Assets does, but how it helps your team find approved content faster, improve consistency, reduce duplication, and more.

Each session will offer a mix of live presentation, on-demand recordings, and downloadable resources.

- August 19 - From Content Chaos to Content Clarity
- September 2 - [Find It. Trust It. Reuse It. The Power of Metadata, Taxonomy, and Governance - September 2, 2026](#)
- September 16 - [The Right Access for the Right Teams: Designing Smarter Roles and Workflows in AEM Assets](#)
- September 30 - [From Approved to Activated: Powering Omnichannel Marketing with AEM Assets](#)

This post will serve as a central location for:

- Registration links for upcoming sessions
- Event recordings after they happen
- Related resources and documentation

Don't forget to click the star at the bottom of this post so you can track new recordings and resources as they are added.

Hope to see you there!

Experience Manager Assets · Edit tags

NicholeVargas
Adobe Employee · 4 days ago

[Event Follow-Up] Find It. Trust It. Reuse It. The Power of Metadata, Taxonomy, and Governance - September 2, 2026

The second session of this series, led by [@DanaPoliti](#), AEM Customer Success Manager, shared best practices and recommendations for taxonomy, metadata, and governance in AEM Assets. The presentation walked through how these three pieces work together to help users find, trust, and reuse content at scale, explaining the difference between folder organization and metadata, and outlining the four key metadata categories. It also covered how incomplete governance can lead to real risks, like assets being used outside their licensed region or timeframe, and included a live demonstration of asset details, smart tags, licensing fields, and search filtering. The session closed with recommendations for designing a metadata model that's practical for users and ready to support future AI capabilities.

Download a copy of the slide deck and watch the on-demand recording below:

- [Slide Deck PDF](#)
- [Webinar Recording](#)

As a reminder, this was Part 2 of the 4-part AEM 101 series, so be sure to register for the remaining sessions:

- September 16 - [The Right Access for the Right Teams: Designing Smarter Roles and Workflows in AEM Assets](#)
- September 30 - [From Approved to Activated: Powering Omnichannel Marketing with AEM Assets](#)

YOUR TURN: Share your top takeaway from today's event as a comment below! And if you have any follow-up questions, post them here.

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