



# Adobe Announces New Offerings with AWS and Amazon Ads for Marketers and Creatives to Deliver Impactful Customer Experiences at Scale

**LAS VEGAS — March 18, 2025** — Today at Adobe Summit – the flagship digital experience conference – Adobe (Nasdaq: ADBE) announced a strategic collaboration with Amazon Web Services (AWS) to build new offerings that empower marketing and creative teams to deliver customer experiences with greater speed, precision and at scale. The collaboration combines Adobe's expertise in Customer Experience Orchestration with AWS's advanced cloud services.

Building on the [availability](#) of Adobe Experience Platform (AEP) on AWS, the collaboration will introduce new integrations with AWS's generative AI services, Amazon Connect and Amazon Ads. These offerings will enable organizations to create more meaningful customer interactions while benefiting from AWS's enterprise-grade security, reliability and global infrastructure.

"The growing digital economy is creating an environment where a higher volume of engaging and personalized content is required to drive customer loyalty," said Sundeep Parsa, vice president, Adobe Experience Cloud. "New integrations across Adobe and Amazon solutions will enable businesses to deliver impactful customer experiences that leverage deep data insights, while maintaining the highest standards of privacy and security."

Adobe and Amazon will create new integrations across their product portfolios and bring to market new offerings that drive standout customer experiences and ad campaigns:

- **Enhanced omnichannel experiences:** The companies will integrate AEP with Amazon Connect to provide end-to-end visibility into the customer journey while protecting customer privacy. This will help businesses deliver more personalized customer experiences across channels and interactions by combining AEP's comprehensive customer profiles with Amazon Connect's customer care insights.
- **Intelligent AI-driven interactions:** Leveraging Amazon Q in Connect and Adobe's AEP AI Assistant alongside AI Agents, businesses can deploy tailored experiences based on unified customer data. Teams across an organization will be able to access consistent customer information, enabling more personalized and contextual interactions across touchpoints.
- **Boost marketing performance:** Adobe Real-Time Customer Data Platform (CDP) Collaboration, built on AEP, is an [offering](#) that delivers a secure environment for advertisers and publishers to jointly discover, activate and measure high-value audiences through consent-driven first-party data. Business can deliver

personalized ad experiences, without relying on third-party signals. Through an integration with Amazon Marketing Cloud, marketers will be able to combine customer data in Real-Time CDP Collaboration with performance insights from Amazon Ads in Amazon Marketing Cloud to measure segment performance and drive better return on ad spend.

- **Streamlined Creative Workflows:** Through direct integration between Amazon Ads and Adobe Creative Cloud applications, businesses can efficiently create and publish high-quality ads. Creative teams can access professional templates designed for Amazon Ads within Adobe Photoshop and Adobe Express, with automatic compliance checks and seamless access to Amazon Creative Assets.

Applications powered by AEP, including Adobe Real-Time CDP, Adobe Journey Optimizer and Adobe Customer Journey Analytics, will also be available in AWS Marketplace – a digital catalog with thousands of software listings – making it easy to find, test, buy and deploy solutions.

Learn more about the collaboration between Adobe and AWS [here](#).

## About Adobe

Adobe is changing the world through personalized digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).

## Forward-Looking Statements

This press release contains “forward-looking statements” within the meaning of applicable securities laws, including those related to Adobe’s new, enhanced or future product capabilities, innovations and offerings and the expected benefits to Adobe. Each of the forward-looking statements Adobe makes in this press release involves risks, uncertainties and assumptions based on information available to Adobe as of the date of this press release. Such risks and uncertainties, many of which relate to matters beyond our control, could cause actual results to differ materially from these forward-looking statements. Factors that might cause or contribute to such differences include, but are not limited to: failure to innovate effectively and meet customer needs; issues relating to development and use of AI; failure to realize the anticipated benefits of investments or acquisitions; failure to compete effectively; damage to our reputation or brands; service interruptions or failures in information technology systems by us or third parties; security incidents; failure to effectively develop, manage and maintain critical third-party business relationships; risks associated with being a multinational corporation and adverse macroeconomic conditions; failure to recruit and retain key personnel; complex sales cycles; changes in, and compliance with, global laws and regulations, including those related to information security and privacy; failure to protect our intellectual property; litigation, regulatory inquiries and intellectual property infringement claims; changes in tax regulations; complex government procurement processes; risks related to fluctuations in or the timing of revenue recognition from our subscription offerings; fluctuations in foreign currency exchange rates; impairment charges; our existing and future debt obligations; catastrophic events; and fluctuations in our stock price. Further information on these and other factors are discussed in the section titled “Risk Factors” in Adobe’s most recently filed Annual Report on Form 10-K and Adobe’s most recently filed Quarterly Reports on Form 10-Q. The risks described in this press release and in Adobe’s filings with the U.S. Securities and Exchange Commission should be carefully reviewed. Adobe undertakes no obligation, and does not intend, to update the forward-looking statements, except as required by law.

## About Adobe

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).

© 2025 Adobe. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.

## Public relations contact

Kevin Fu  
Adobe  
[kfu@adobe.com](mailto:kfu@adobe.com)