

# Adobe and AWS unite to redefine AI-driven customer engagement

Article



**The news:** Adobe partnered with Amazon Web Services (AWS) to expand its Adobe Experience Platform (AEP), using AI in the cloud to redefine enterprise customer engagement.

The partnership includes access to Adobe's AEP-powered applications like Adobe Real-Time CDP, Journey Optimizer, and Customer Journey Analytics for existing AWS subscribers.

**Industry impact:** Leading enterprises like the **Coca-Cola Corporation, Dick's Sporting Goods, Major League Baseball, and Marriott International** are current customers of Adobe Experience Platform.

- The partnership boosts Adobe's standing in the \$500 billion cloud market and could benefit enterprises already using AWS to host their customer data.
- **Access to AWS customers gives Adobe the advantage in delivering solutions directly within the environments these organizations trust and use.**
- Conversely, partnering with Adobe enhances AWS' ecosystem and attracts high-value enterprise customers who use Adobe services, which could result in wider adoption of AWS' infrastructure offerings.

"Marketing teams within a brand can run different personalization campaigns simultaneously, based on different user attributes and actions," **Anjul Bhambhri**, SVP of Adobe Experience Cloud, told [VentureBeat](#).

**Trendspotting:** AI and cloud computing partnerships could push enterprise adoption, especially if both parties bring unique applications and have buy-in from their users and subscribers.

- Adobe and AWS are the latest companies [productizing AI and cloud solutions](#).
- [Citi and Google entered into a multiyear deal](#) for **Google Cloud** to revamp the banking company's infrastructure to run AI-driven solutions.
- [PricewaterhouseCoopers \(PwC\) is using OpenAI's technology](#) to automate some of its tax, audit, and consulting services through **Microsoft Azure**.

**Our take:** 54% of IT decision makers say that customer engagement is the AI use case gaining the most traction, per Rackspace and AWS. This partnership could give Adobe a boost on that front since it has been struggling to sustain customer interest in its subscription-based offerings while competitors like **Canva, Meta, and TikTok's CapCut** infuse AI into their creative and marketing tools.

By shifting to AI, cloud analytics, and customer engagement, Adobe's solutions could become critical for businesses to deliver personalized marketing across email, the web, apps, and in-person interactions.

## AI/Machine Learning Use Cases Gaining the Most Traction According to IT Decision-Makers Worldwide, Feb 2024

% of respondents

Intelligent search	62%
Document processing (optical character recognition, document classification, extraction, digitization)	61%
Fraud detection and cybersecurity	56%
Customer engagement (customer relationship management, chatbots, call centers, customer affinity)	54%
Sales and marketing analytics	46%
Content generation	43%
Image and video recognition and classification	40%
Predictive maintenance	34%
Knowledge management	29%
Autonomous systems and automation	26%
Predictive analytics	23%
Speech recognition	21%
Recommender systems	19%
Internet of things (IoT)	14%
Copilots and assistants	11%

Source: Rackspace Technology and Amazon Web Services (AWS), "The Impact of AI on Business" conducted by Coleman Parkes Research, March 26, 2024

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