

Navigating the AI-driven web: Your path to future-readiness.

Optimise your brand for AI-driven customer experiences.

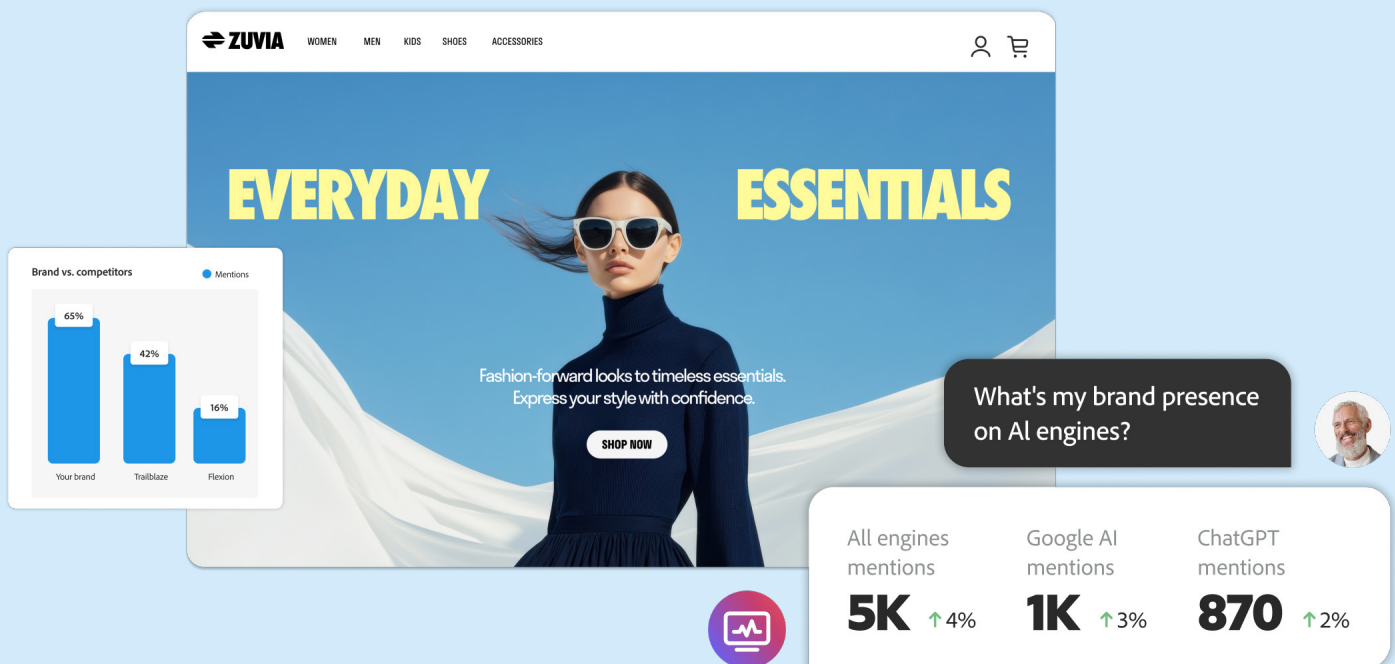


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Future-ready brands win: Why the moment to act is now.

As AI rapidly transforms consumer expectations, behaviors, and business operations, driving the web's most radical evolution since the early 2000s — a critical first-mover window emerges. This paradigm shift redefines information discovery and digital interactions at their core. Brands embracing future-readiness now will leapfrog laggards across this landscape.

With the exponential rise of AI and a new generation of consumers with new habits and higher expectations, websites now need to be referenced and understood by LLMs. Meanwhile, AI models are going from mere static brochures to deeply integrated hubs within a non-linear, real-time ecosystem of overlapping experiences. In other words — what was once a centralised digital hub is now evolving into a diffused network of experiences — a dynamic, intelligent presence that must follow the user wherever they are.

The most significant catalyst for this shift is the rise of AI-powered assistants like ChatGPT. For two decades, the goal for anyone with something to say or sell was to get a spot in the prized real estate of Google's top search results. The list of blue links was the most valuable currency. "Today, the goal is to be understood and selected by AI," says Mariëlle Bouwman, director of client partnerships, platforms at Monks.

"AI systems like ChatGPT, Google Gemini, and Copilot are changing the game by scanning websites for structured, authoritative content they can summarise and serve instantly in response to user queries."

These tools are reframing online search from a directory of websites into engaging conversations and dynamic, answer-driven experiences. Traditional search is becoming less relevant as users adopt these intelligent interfaces, compelling brands to adapt or risk being left behind.

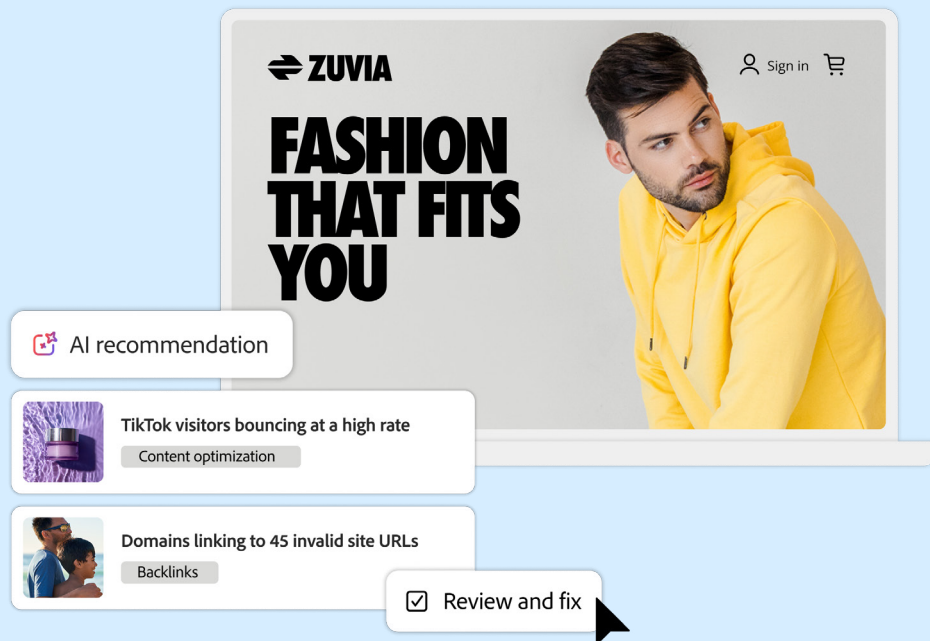
As a result, AI optimisation has become a critical strategy for digital visibility. Websites must now be structured in a way that AI can easily interpret, using clean markup, rich metadata, and clear contextual signals. When done right, your site becomes the source of the answer itself. This new era redefines website success, rewarding brands that optimise for AI interfaces with more qualified traffic, deeper engagement, and broader discoverability across touchpoints.

The internet is increasingly being mediated by AI. Only websites that adapt will continue to capture traffic, build trust, and drive engagement. The future of web discovery is here, and it demands content that's built not just for search, but for intelligent interpretation.



"AI systems aren't just crawling your website — they're curating it. The future of web traffic isn't about being found — it's about being understood. AI now decides which content gets surfaced, not just indexed and visibility depends on how well your content is structured for machines to reason with."

**Scott King, Principal Strategist, Growth and Innovation, Asia Pacific
Adobe**



Future-shaping technologies.

At Adobe, we look forward to the new era of digital presence. In the next few months, the web will continue its transformation — becoming more

sustainable, consumable, integrated, personalised, and scalable.

Anticipation of new ways to consume content: The rise of AI agents.

We anticipate entirely new ways of consuming content, notably via chatbots and advanced AI agents. These intelligent entities are becoming significant contributors to web traffic as they navigate through and engage with digital content. This necessitates a shift in how websites need to be designed and structured: adapting for machine readability,

providing clear and concise information, and ensuring compatibility with AI agent protocols. Content creation must also evolve to ensure discoverability, understanding, and relevance — for both human and AI audiences — potentially by incorporating structured data and optimising for conversational queries.

AI-driven evolution of digital experiences.

Today's users expect experiences that are not just relevant, but deeply personal. They need digital interactions to understand their individual preferences, behaviours, and browser history. AI harnesses this user data to tailor website experiences, including content, recommendations, offers, layout, and even design, leading to increased engagement and conversions.

Insights from Adobe 2025 [AI and Digital Trends in Customer Engagement](#) report highlight that 87% of organisations leveraging AI-driven personalisation have already seen boosts in customer engagement, and 61% of senior executives believe that boosting customer engagement with personalised experiences will be critical for growth.

Expectation of seamless, omnichannel experiences.

Users no longer interact with brands in a linear fashion — they expect seamless, consistent, and effortless experiences across every touchpoint, from websites and mobile apps to email, IoT devices, and emerging AI agents. This expectation can only be met with fundamental shifts towards:



Headless architecture

Separates the content repository from the presentation layer, delivering content via APIs to any front-end platform. This flexibility is essential for creating cohesive omnichannel experiences and provides agility, scalability, and future-proofing.



Composable architecture

Builds software systems from modular, interchangeable components that can be independently developed, deployed, and maintained. This approach offers modularity, reusability, scalability, flexibility, faster time-to-market, and reduced maintenance costs, enabling businesses to create adaptable systems for the AI-powered digital era.



Digital experience platforms (DXPs)

DXPs provide integrated tools to create, manage, and optimise digital experiences across channels. They are crucial for streamlining operations, enhancing engagement, and driving growth by enabling personalised and contextualised experiences. Both all-in-one DXPs (such as Adobe Experience Platform) and composable DXPs (which integrate fit-for-purpose solutions from multiple vendors) are vital for web transformation.

Voice user interfaces (VUIs) as a dominant interaction mode by 2030.

As natural language processing continues to advance, interacting with websites and digital services through voice commands will become commonplace. This shift is expected to fundamentally transform how users navigate and consume information, with projections suggesting VUIs could be a primary interaction mode

by 2030. An ever-increasing number of AI-powered wearables — like glasses, smart watches, fitness trackers, and bespoke conversational devices such as pins and pendants — are set to make VUIs a common reality.

AI-powered content creation.

AI is rapidly enabling the automation of content creation, including text, images, and other media. By analysing vast datasets, patterns, and trends, AI can produce large volumes of relevant, dynamic, and SEO-friendly content in real time. LLMs from companies like OpenAI and Google are instrumental in facilitating this rapid generation of diverse content forms.

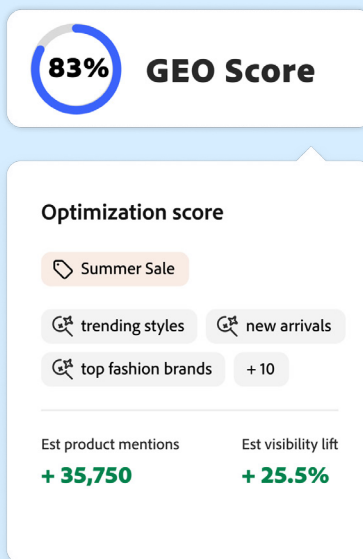
Platforms such as Monks' AI ecosystem (Monks.io) for marketing orchestration further exemplify how AI is being leveraged to automate marketing tasks and streamline content pipelines. The growing presence of AI-powered coding agents also signals a future where a significant majority of code could be AI-generated, accelerating web development.

Bespoke AI-readiness tooling.

The rise of generative AI platforms like ChatGPT and Perplexity is transforming how customers discover brands, shifting the starting point of the journey from traditional search engines to AI-driven summaries and recommendations.

Adobe LLM Optimizer helps brands gain visibility into how AI systems interpret and cite their content,

offering tools to benchmark performance, detect AI traffic, and implement AI-ready content improvements. By bridging insight and execution, it enables marketers to proactively shape their brand's presence in AI-generated experiences and maintain relevance in a rapidly evolving discovery landscape.



A 2025 Consumer Adoption of AI Report revealed that nearly 41% of consumers trust AI-generated search results more than paid search ads, emphasising shifting user trust dynamics that have implications for SEM effectiveness. Source: [Forbes](#)

Emphasis on transparency, trust, and ethical practices.

Digital interactions are now more more data-driven than ever, and users are increasingly concerned about how their personal information is handled. Especially as AI operations rely heavily on organisational datasets, the quality and relevance of data directly

impacts AI model outcomes. Organisations must prioritise data privacy and security while handling personal information ethically and responsibly under evolving regulations.

- **The emerging AI regulatory landscape.**

As AI systems increasingly mediate how content is discovered, interpreted, and presented to users, regulators around the world are responding with a wave of new policies aimed specifically at governing these interactions. These emerging frameworks extend beyond traditional mandates around privacy, accessibility, and consumer protection to address issues unique to AI, such as the algorithmic bias, nature of training data, explainability, and user consent in AI-mediated experiences. For website owners and digital leaders, this marks a turning point: Staying compliant now requires an understanding not just of how content is published, but how it may be consumed, interpreted or repurposed by AI agents.

- **Ethical considerations beyond compliance.**

While regulation sets the minimum standard, true ethical responsibility goes further. The convergence of human and machine interaction on the web calls for transparency, fairness, and accountability at every touchpoint, especially when AI is acting as an intermediary between your content and your audience.



Transparency in AI interaction

Be open about how AI systems interact with your website. Best practice: Implement an AI interaction disclosure policy that outlines how AI agents are permitted to access, use, and process your content. This should include what data can be extracted, whether tasks can be executed, and any boundaries placed on automated interactions.



Information accuracy

Be accountable for how your content may be interpreted or redistributed by AI systems. Best practice: Conduct regular content audits to validate factual claims, refresh outdated material, and include visible timestamps on time-sensitive information. This reduces the risk of AI-generated outputs misrepresenting your brand or content.

Demand for AI-enhanced accessibility.

Users now increasingly expect digital platforms to leverage AI for enhanced inclusivity. This could manifest as AI-powered tools that automatically adjust content for different needs, provide real-time captions for multimedia, or offer more intuitive navigation

options for users with diverse abilities. The expectation is for technology to not just meet basic accessibility standards, but to proactively improve the digital experience for everyone.



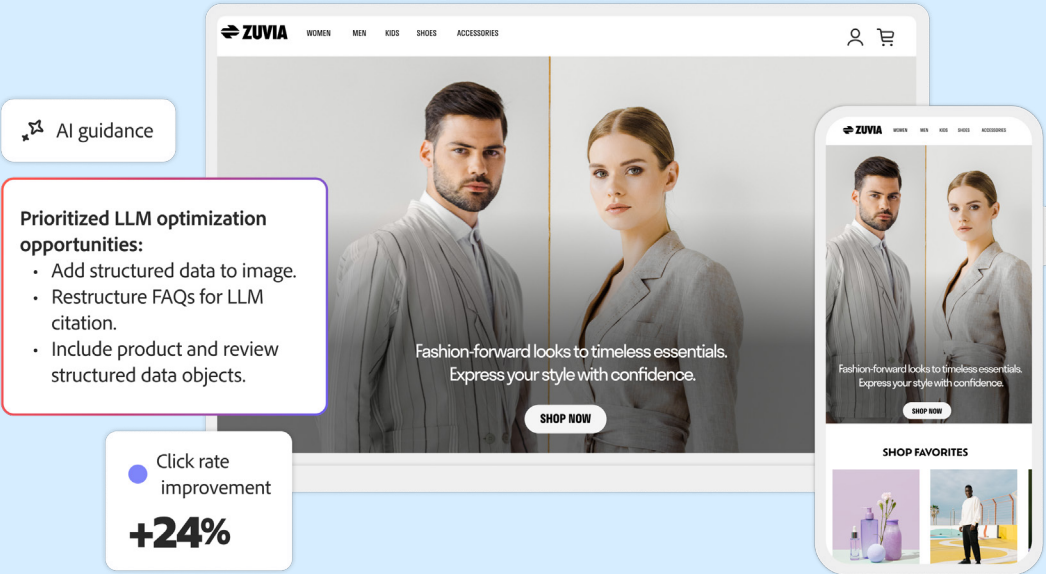
The dual nature of accessibility.

Web accessibility is about inclusivity — ensuring that people from all walks of life can navigate, understand, and interact with digital content. But in today’s AI-powered landscape, a parallel form of accessibility is emerging — making websites understandable and navigable for AI systems. As AI becomes a key interface for information retrieval, digital transactions, and user engagement, accessibility must now serve both human and machine audiences. Interestingly, the foundations of human accessibility — such as clear structure, semantic HTML, descriptive labels, and logical content hierarchy — are also the foundations that enable AI systems to effectively ‘perceive’ and process web content. Embracing this dual-purpose approach not only supports compliance and inclusivity but also future-proofs your site for AI discoverability and engagement.

Current web trends.

Despite rapid technological advancements, many brands are still grappling with fundamental web challenges, leading to significant impact on brand perception and revenue generation. An in-depth analysis of the web performance of the top 20 brands in Australia reveals persistent struggles in making

platforms work for their users. Rising ad costs amplify the stakes of a first impression, and without relevant content presented in the right formats, brands fail to keep visitors’ attention at each stage of their journey. Let’s look at some key issues that prominent Australian brands are currently facing.



- **Website contextualisation, speed and performance: A critical imperative.**

Poor technical performance directly impacts user experience, brand perception, and AI-readiness. As an example, our analysis shows that 60% of major Australian brands need improvement on mobile performance, while 75% require enhancement on desktop. Common culprits include overloaded main threads, shifting page layouts, unused code, unminified JavaScript/CSS, inefficient caching policies, heavy images, and excessive document object model (DOM) size. In today's fast-paced digital world, every millisecond counts for humans consumers as well as AI systems.

- **Underutilised SEO: The foundation of visibility.**

Even with advancements in SEO strategies, 10–15% of Australia's top 20 brands have substantial room for improvement. Issues like non-crawlable links, missing descriptive text, missing alt attributes for images, and duplicate content hinder their visibility. In the AI era, mastering SEO principles — focused on keyword optimisation, quality content, and technical SEO — remains crucial for enhancing visibility and leveraging AI tools for data-driven insights.

- **Lack of accessibility: An ethical and legal necessity.**

A significant number of major Australian brands are failing to provide an accessible web experience. Our findings indicate that 50% need improvement in web accessibility standards on mobile, and 40% on desktop. Common issues range from insufficient colour contrast and redundant alt text to unnamed buttons and improper accessible rich internet applications (ARIA) implementations.. With 2025's European Accessibility Act, ensuring web accessibility is not just an ethical responsibility but a legal imperative for business operating globally. Similar initiatives will materialise globally as AI maturity advances.

- **Lack of best practice implementations: Ensuring digital health.**

60% of prominent Australian brands need improvement in adopting optimal strategies for digital web experiences on both mobile and desktop. This includes outdated technology (like deprecated APIs or legacy JavaScript), poor code quality, browser console errors, incorrect image aspect ratios, and insufficient security controls. Ignoring these fundamental best practices can lead to decreased engagement, vulnerability to competitors, lower conversion rates, growing technical debt, and increased compliance risk.

"We are at the forefront of rapid technological advancements and the widespread adoption of AI by businesses, making websites more crucial than ever. Our extensive experience at Monks, coupled with recent research on Australia's top 20 brands, clearly shows that many businesses are struggling with fundamental web challenges — from poor performance and underutilised SEO to critical accessibility gaps. Ignoring these issues in today's AI-driven landscape can lead to lower engagement, significant revenue loss, and increased risk."

**Ben Cooper, APAC Experience Director
Monks**

As an example, let's look at the impacts and opportunities for the two specific industries: travel and digital banking.

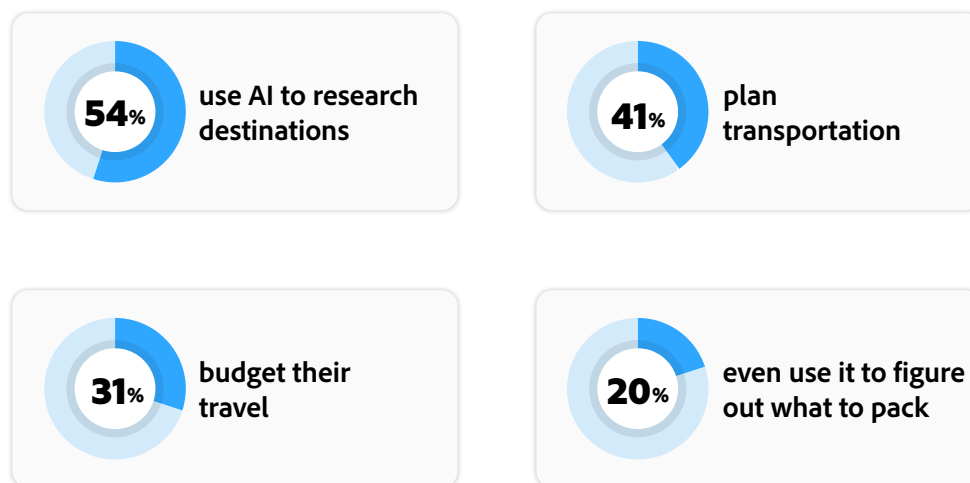
Redefining the travel journey.

The travel sector is witnessing a dramatic shift as AI becomes an indispensable part of the consumer decision-making process. Since July 2024, AI-driven traffic to travel websites has surged by an extraordinary 17x — signalling a rapid adoption of generative tools as the new travel concierge.

And it's not just volume, it's value — AI-generated referrals now deliver **80% more revenue per visit** compared to traditional channels. These visits aren't fleeting either — AI-assisted travellers show

45% lower bounce rates, and this gap continues to widen as AI engagement deepens over time. The data is clear: Consumers engaging through AI are more decisive, more intentional, and more valuable.

What's driving this trend is a desire for efficiency. Nearly a third of surveyed travelers (29%) already use generative AI in their trip planning — and for good reason. AI tools simplify and accelerate every step of the journey.



The future of travel is intelligent. Brands that optimise for AI discovery and engagement today are shaping the next generation of seamless, high-intent travel experiences

Travelers engaging via AI are more focused, spend more time on the website, and convert more reliably. Optimising digital travel experiences for AI discovery is now a critical differentiator.

Source: [Adobe](#)

Strategic takeaway for travel brands.

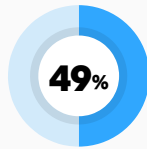
To stay competitive in this AI-first travel landscape, they must:

- Prioritise structured, machine-readable content.
- Align metadata and site architecture for AI assistants.
- Optimise journey planning content for high-intent actions.

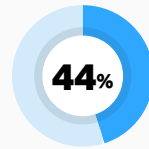
Ushering in a new era of digital banking.

Since July 2024, AI-driven visits to banking websites have increased 12x, redefining how customers discover and interact with financial institutions. What sets this traffic apart is the quality of engagement. By January 2025, users referred by AI were spending **45% more time per visit** and were **23% more likely to initiate a banking application** than those arriving through traditional channels. The data suggests that

AI is not just a research tool but a direct catalyst for financial decisions. Behind this reality is a growing trust in AI guidance, particularly among younger consumers. We found that **27% of consumers** are already turning to AI for their financial questions, with **millennials (35%) and Gen Z (34%)** leading the charge. Trust in these systems is high:



of AI users rely on its advice without third-party input.



of them users trust the advice but validate it with experts.

These tools are fast becoming a trusted financial companion across a wide range of needs:

- 42% seek AI advice on checking or savings account recommendations.
- 40% rely on it to explain complex financial topics.
- 39% use it for personalised budgeting insights.
- 37% request investment guidance.
- 35% turn to AI for tax-related advice.

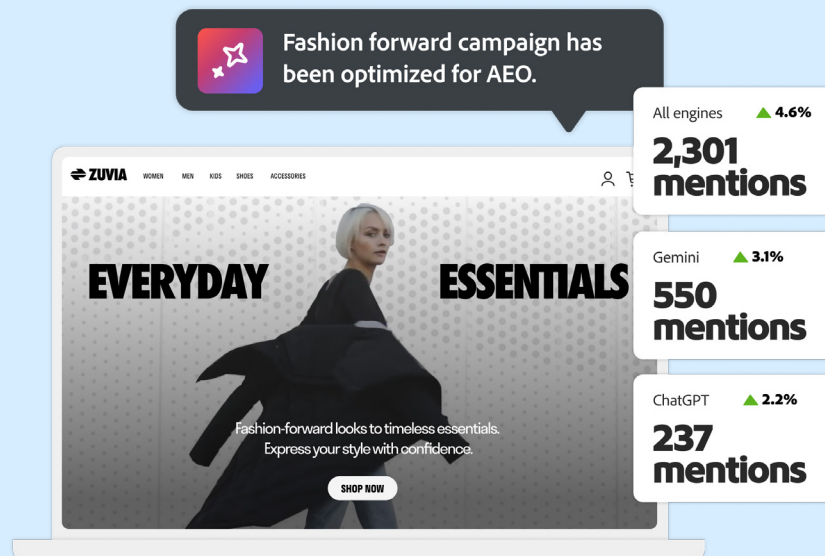
Strategic takeaway for banks and FSIs.

To lead in AI-empowered digital banking, they must:

- Embed LLM-optimised content for discoverability.
- Build AI-friendly recommendation frameworks (like account matchers).
- Ensure transparency, explainability, and security of AI-generated advice.

More than just a new channel, AI is becoming the primary advisory layer in digital finance. Users are moving from curiosity to trust, especially in younger demographics.

Source: Adobe



AI referral performance metrics: Travel (retail) vs banking (FSI).

Metric	Travel (retail)	Banking (FSI)	Industry average
AI referral traffic	↑17x (+1700%)	↑12x (+1100%)	↑14.5x (+1400%)
Bounce rate (AI vs traditional)	0.55x (↓45%)	N/A	0.55x (↓45%)*
Revenue per visit (AI vs traditional)	1.8x (↑80%)	N/A	1.8x (↑80%)*
Time on site (AI vs traditional)	N/A	1.45x (↑45%)	1.45x (↑45%)*
Application initiation rate (AI)	N/A	1.23x (↑23%)	1.23x (↑23%)*

The urgent call to action and the cost of inaction.

As AI agents and generative systems become the primary gateway to digital content, businesses are arriving at a pivotal moment. Scott King, principal strategist, growth and innovation, APAC, at Adobe

remarks, "To remain competitive, organisations must optimise their websites and digital ecosystems for AI, without compromising current user experiences. It's a dual mandate, and one that demands immediacy."



First-mover advantage: Organisations that adopt AI readiness best practices today will earn disproportionate visibility and authority tomorrow. AI systems reward well-structured, contextually rich content — positioning early adopters as trusted sources across answer engines, voice assistants, and generative search experiences.



Rapidly evolving technology: AI engines are evolving at breakneck speed. They're becoming more adept at crawling dynamic content, interpreting semantic signals, and delivering concise, reliable answers. Sites that don't evolve in parallel risk being misinterpreted (or ignored altogether) by these advanced systems.



Changing user behaviour: Users are shifting from keyword-based search to AI-mediated discovery, expecting instant answers and seamless assistance. Whether it's product research, task completion, or service booking, AI is now the preferred interface. Websites must adapt to meet users where they are — in conversational, intelligent environments.



Competitive pressure: As more brands optimise for AI, the visibility gap will widen. Those slow to act will see their traffic siphoned away by AI-optimised competitors who appear more frequently in generative results, voice queries, and AI-curated recommendations.



Technical debt acceleration: Websites not built with AI-readiness in mind are silently accumulating technical debt. Legacy architecture, poor semantic structure, and outdated content models create friction for AI systems, making such sites harder to parse, rank, or reference, with the cost of retrofitting them growing over time.

The AI-readiness roadmap: How to prepare your digital properties.

Feed AI high-quality data and content.

AI systems rely on clear, structured, and trustworthy content to generate accurate responses. However, many websites fall short, leading to misinformation, broken experiences, or complete omission from AI-generated results. Poorly structured websites are one of the leading causes of inaccurate AI summaries, hallucinated chatbot responses, and missed discovery opportunities across platforms like ChatGPT, Gemini, and Copilot.

To be agentic-ready, a site must offer clear architecture, well-defined interactive elements, accessible APIs, and semantic markup that AI agents can interpret and act upon. Turning your website into a destination that's ready for the next wave of autonomous digital engagement requires:

- Identifying issues and prioritising opportunities.
- Executing a roadmap of AI readiness remediation.
- Benchmarking and monitoring the current state of AI compatibility, and setting baselines against new metrics.

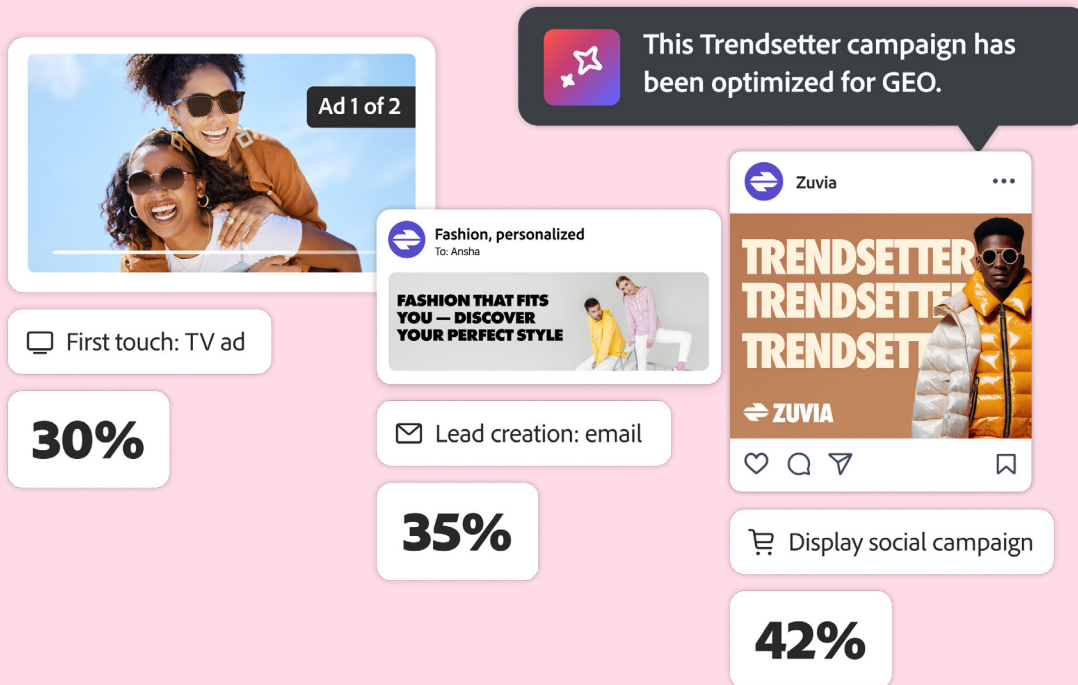
Adapt to the evolving search landscape: From keywords to contextual AI and GEO.

The search landscape has moved beyond traditional SEO's reliance on keywords, backlinks, and rankings. Today's optimisation strategies must account for how artificial intelligence interprets, contextualises, and delivers information. In this new paradigm, context, structure, and credibility matter more than keyword matching alone.

A new lexicon has taken shape to address the evolving ways users discover and interact with digital content. This shift has given rise to answer engine optimisation (AEO), generative engine optimisation (GEO), and artificial intelligence engine optimisation (AIEO) — each reflecting a distinct response to the AI-driven transformation of online search and engagement.

Enterprises must now focus on machine readability, semantic richness, and context awareness, ensuring content is not only discoverable but also understood and surfaced accurately by modern answer engines, chatbots, and AI agents.

AI search builds on experience, expertise, authoritativeness, and trustworthiness (E-E-A-T) principles by prioritising semantic depth, authoritativeness, and coherence, enabling content to be cited confidently in generative outputs from tools like ChatGPT, Google's AI Overviews, and Perplexity.



Benchmark and optimise for discovery, accuracy, and actionability.

- Analyse and score your website across key AI-readiness signals, ensuring your content is not only found, but accurately summarised and actioned by LLMs and AI agents. GEO ensures your insights are surfaced and cited in generative tools like ChatGPT, Microsoft Copilot, and Google's AI Overviews. AEO fine-tunes your content to appear as direct answers in search results and chat interfaces. AIEO prepares your site for autonomous agent accessibility and interaction by strengthening the technical foundation and structuring content for task execution, data gathering, and machine-actionable interfaces. Accessibility for AI complements these by ensuring content is legible and navigable not just to humans from all walks of life, but also to the AI systems processing your site.
- Scanpire.com is an AI readiness platform, purpose-built for optimising digital prosperities for AI-powered future practices such as GEO and AEO, the next evolution beyond traditional SEO and SEM. As AI systems become the new gateway to brand discovery, Scanpire.com helps organisations optimise their digital presence for visibility, accessibility, and performance in AI-powered environments like ChatGPT, Google Gemini, agentic agents, and AI-powered devices and channels.

Key metrics for AI search visibility and performance.

Metric	Description
Prompt share	% of relevant AI queries where your brand is mentioned/recommended
Algorithmic preference score	Frequency of your content being selected when AI has multiple answer options
Conversion via AI mediation	Sales or lead initiations triggered by AI agents or LLM-driven journeys
AI indexation rate	% of your content crawled, interpreted, and represented in AI systems
Answer coverage	% of core queries where your brand can be the answer
Actionability score	Degree to which AI agents can understand and complete actions on your site

Microsoft’s recent paper, [Optimizing Your Content for Inclusion in AI Search Answers](#), highlighted that in June 2025, AI referrals to top websites spiked 357% year-over-year to 1.13 billion visits — a dramatic indicator that visibility in AI search answers is becoming a key driver of traffic beyond traditional SEO.

AI optimisation framework.

Optimisation type	Primary goal	Optimisation focus	Key metrics impacted
Answer engine optimisation (AEO)	Be selected as the direct answer by AI platforms	- Semantic markup - Clear Q&A formatting - Keyword intent matching	- Prompt share ↑ - Bounce rate ↓ - Answer coverage (per entity/topic)
LLM optimisation (LLMO)	Ensure content is interpretable by AI systems	- HTML/DOM clarity - Structured data and headings - Semantic embedding	- AI indexation rate ↑ - Semantic score ↑ - Visibility in AI search results ↑
Generative engine optimisation (GEO)	Be cited and summarised in LLM-generated responses	- Trusted tone and source - Contextual relevance - Declarative statements	- Algorithmic preference score ↑ - Revenue per visit ↑ - Session duration ↑
Agentic AI optimisation (AAIO)	Enable machine-actionable interaction by AI agents	- API exposure - JSON/LD/Graph data - Action schema markup	- Conversion via AI mediation ↑ - Agent task success rate ↑ - Actionability score ↑

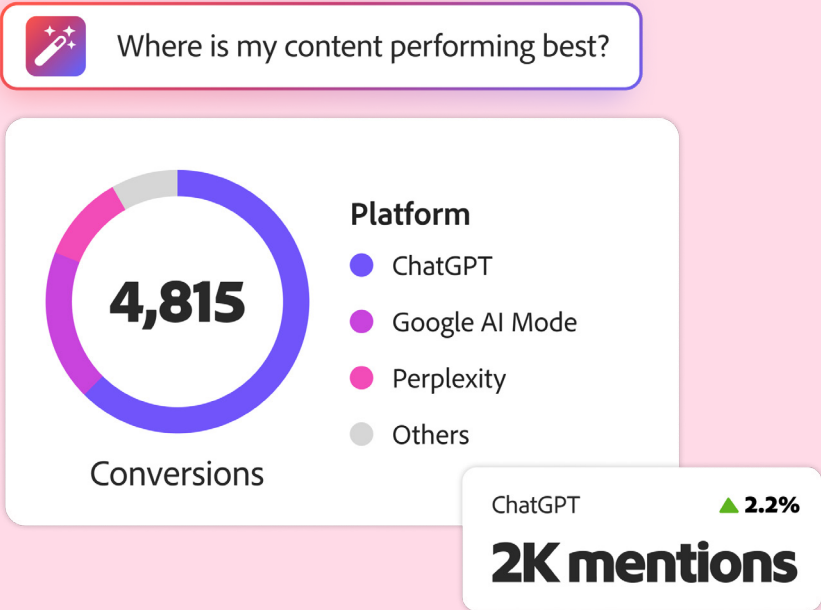
New MIT research reveals surprising truths about AI-generated content.

Conventional thinking suggests consumers are wary of AI-generated content, but new research from MIT flips that assumption on its head in their paper, **How do people regard AI-created content?**

While much of the AI conversation has been centered on job disruption and productivity gains, this study challenges us to shift focus from how AI helps humans to how humans respond to AI. The findings reveal that perceptions of quality, trust, and even preference for AI-generated material are deeply shaped by cognitive

biases — not just content accuracy or creativity. Rather than concentrating solely on the supply side of AI — where it enhances human output or threatens roles — MIT’s research urges us to explore the demand side. How do consumers engage with AI-created content? When do they prefer it over human-made alternatives, and why? These insights suggest that the future of AI in marketing, publishing, and digital engagement hinges as much on managing perception as on optimising performance.

Drive brand authority in AI search and discovery with Adobe LLM Optimizer.



Customers and prospects are increasingly turning to AI for brand discovery. **Adobe LLM Optimizer** helps shape how your brand appears in AI-generated responses, driving measurable visibility, qualified traffic, and influence across every stage of the customer journey.

With LLM Optimizer, marketers can start answering critical questions:

- Is my content showing up in generative AI platforms?
- Are competitors being cited where I'm not?
- What can I do to improve brand visibility across AI-driven queries?

LLM Optimizer provides clarity into this emerging discovery layer and gives organisations the tools to take meaningful action.

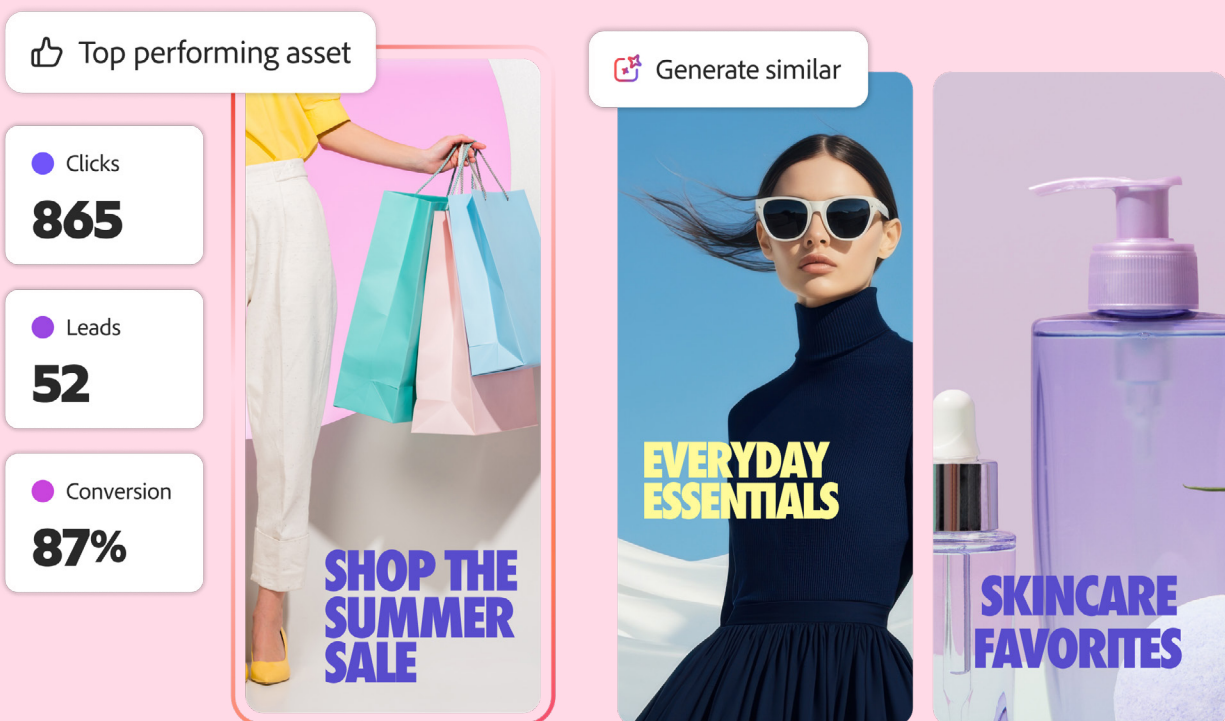
Understanding where and how your brand appears in AI tools is essential, but visibility alone isn't enough. To measure true impact, brands must connect AI-driven discovery to business outcomes. That's why **LLM Optimizer includes an attribution layer**, linking generative visibility to downstream user behaviour.

Marketing teams can now see:

- How often LLM exposure drives qualified traffic.
- How users engage with AI-referred landing pages.
- What percentage of those users convert.

The engine analyses both **on-domain content** like product pages, landing experiences, and support documentation, and **off-domain sources** such as Wikipedia, Reddit, and other publicly indexed forums that LLMs commonly reference to form brand context.

These third-party sources can shape your brand narrative in AI answers, even when you don't directly control them. LLM Optimizer even identifies potential issues like outdated or misleading Wikipedia entries and suggests targeted engagement strategies to influence authoritative external content.



How Adobe applications facilitate future AI-readiness.

Adobe's suite of applications, such as **Adobe GenStudio**, **Adobe Experience Manager Sites Optimizer**, and **Adobe Customer AI in Real-Time Customer Data Platform** are powered by generative and agentic AI and transform the entire content supply chain — from planning and creation to activation and measurement. These platforms enable brands to deliver AI-ready, personalised experiences tailored for human consumers quickly,

with **64% of organisations reporting faster content production**, more efficiently than ever.

They streamline operations, boost engagement, and drive growth through contextualised interactions across channels, as highlighted in Adobe's 2025 AI and Digital Trends report — where **65% of senior executives identify AI and predictive analytics as top growth drivers**.

The Adobe research report, [Content Demand Growth Outlook, June 2025](#) found that 96% of marketers have seen content demand increase at least 2x over the last two years, with 62% reporting demand has increased 5x or more, and 71 % anticipating content demand will grow more than 5x by 2027.

The demand for content is exploding. Customers expect personalised, context-aware experiences across every interaction, and content is what powers those moments. Yet most brands struggle to meet this demand at speed, volume and global scale.

Through seamless integration with Adobe Experience Manager Sites, teams can move from insight to

implementation in one click. Suggested optimisations can be reviewed, approved, and published without developer handoffs — empowering marketers and content strategists to drive AI-ready improvements at enterprise scale. Adobe's creative, productivity, and experience solutions allow brands to meet and exceed these demands as AI-powered innovation meets speed, scale, and security.

Why invest in a next-gen AI-powered content supply chain?



Deliver to all channels at scale and speed.



Collaborate globally across distributed teams.



Personalise in real time across audiences and regions.



Localise across languages and markets.



Eliminate bottlenecks and unlock production capacity.



Streamline production data pipelines for agility.

Global impact: Coca-Cola scales personalisation worldwide.

To meet global demand for personalisation, **Coca-Cola** partnered with Adobe to overhaul their digital marketing infrastructure, launching **Adobe Real-Time CDP and Adobe Journey Optimizer across all regions simultaneously** in just five months.

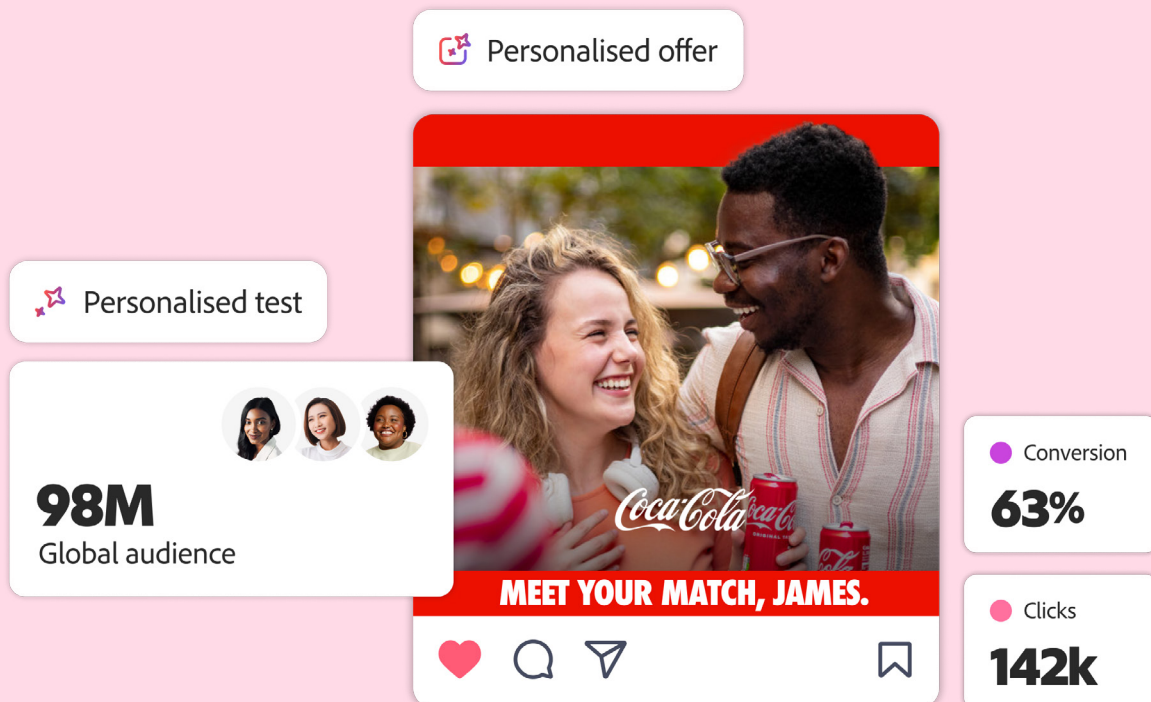
This led to:

- Unified **98 million profiles** from over 100 countries.
- **40% open rates** on personalised rewards emails.
- **63% uplift** in click-throughs with personalisation.
- **350+ email journeys** across multiple languages.
- Activated insights with **Adobe Customer Journey Analytics**.



"The ability to bring all of our consumer information together in real time is critical to helping us engage with billions of Coca-Cola consumers around the globe."

Keith Bartig, Director of Precision Marketing Technologies
The Coca-Cola Company



Partnering for the future: Adobe's role and Monks' proposition.

Monks.io is the global, purely digital, data-driven, unitary operating brand of S4 Capital plc. With a legacy of innovation and specialised expertise, Monks combines an extraordinary range of global marketing and technology services to accelerate business growth and redefine how brands interact with the world. From crafting tailored, outcome-focused campaigns to modernising critical infrastructure for the ever-evolving digital landscape, Adobe and Monks deliver solutions that engage audiences in real time, drive cultural relevance, and sustain long-term impact — a tripartite approach that establishes us as a trusted partner to the world's most innovative brands.

Becoming a real-time brand.

Consumer expectations are accelerating as fast as attention is diminishing, rendering the traditional funnel outdated. Today's most successful brands are multi-dimensional, connecting with consumers at the speed of culture. Adobe and Monks help you create a dynamic, always-on brand presence by building a strategy for every diverse connection point, from conversations to commerce. Our approach is about crafting ideas for a myriad of channels and contexts, so you can respond to life as it happens and personalise content with contextual relevance.

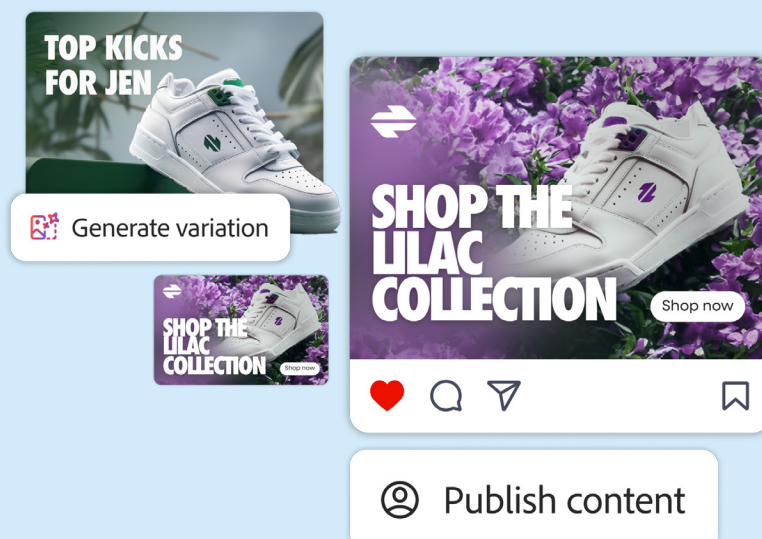
Helping you lead, not just keep up.

We are proud to have been named Adweek's inaugural AI Agency of the Year and the first AI Pioneer Organisation by The One Show, cementing our position at the forefront of intelligent storytelling.

Harnessing the power of an orchestration partner.

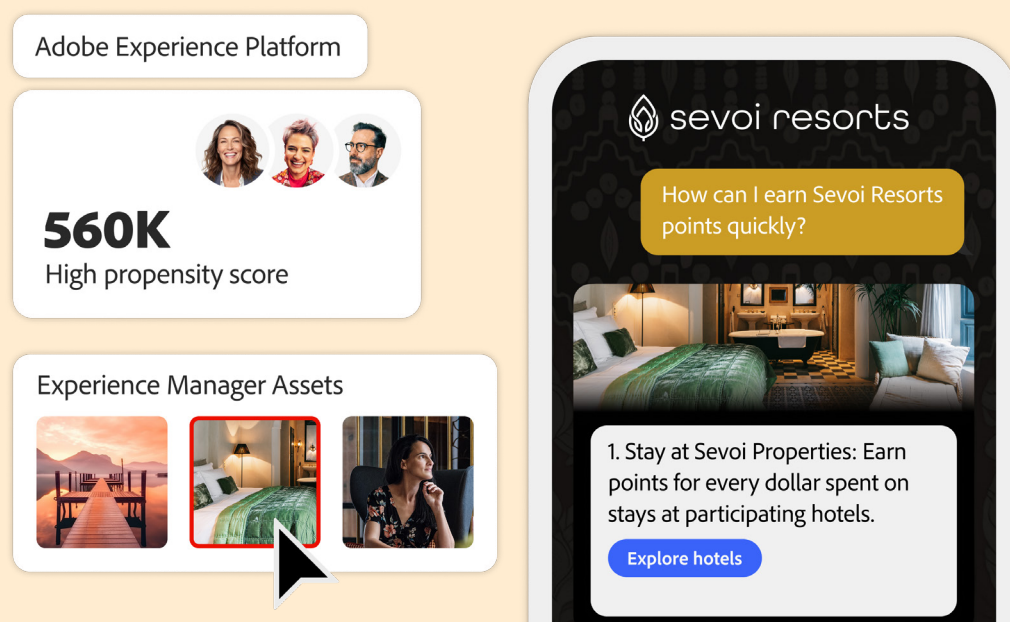
The future of marketing is not about adding more agencies, it's about unifying your entire marketing ecosystem. Adobe and Monks act as orchestration partners — changing the very economics of your marketing by consolidating insights, strategy, creation, and delivery. Our partnerships with major brands help us enable simplicity, consistency, scale, relevance, and significant cost savings by automating content creation and management. We replace complex, multi-vendor supply chains with automated AI workflows, and provide the control, transparency, and intelligence you need to achieve more for less.

Together, Adobe and Monks can help you unlock your brand's full potential, ensuring you don't just survive in the AI-driven web, but dominate it. This is your chance to lead the future.



The AI opportunity — exceed customer expectations while powering business value transformation.

The web is being reshaped by AI-mediated discovery. Customers are shifting from browsing to asking, and answers are increasingly assembled, summarised, and surfaced by AI interfaces. In that environment, visibility is no longer won purely through classic search tactics. It is won by being understood, trusted, and selected.



This shift raises the bar for brands. Performance alone is not the finish line. Perceptions of quality and trust are shaped by context, clarity, and provenance as much as by the words on the page. The organisations that lead will be the ones that engineer both outcomes — content that performs in AI systems and experiences that feel credible, useful, and distinctly on-brand.

For marketing leaders, this becomes a roadmap, not a debate. Build digital properties that AI can interpret cleanly — structured, authoritative content, strong context signals, and experiences designed for instant summarisation, citation, and action. In parallel, strengthen the fundamentals that protect reputation — governance, accessibility, accuracy, and quality control across the content supply chain.

This is where Adobe's generative AI (GenAI) and agentic AI innovation can materially accelerate progress. GenAI helps teams scale high-quality content creation, adaptation, and activation with responsible controls, while agentic AI brings the next layer of value — orchestrating tasks across the content supply chain, automating repetitive workflows, and supporting always-on optimisation across channels. Together, Adobe's platform helps unify content, data, journey orchestration, and measurement so that personalisation is not only faster, but consistently on-brand and governed as well. Where additional delivery capacity is needed, Monks can support implementation across design, engineering, content operations, and optimisation — accelerating time to value while maintaining governance and brand standards.

Ultimately, the change is being driven by a consumer expectation shift: people increasingly want instant, conversational, confidence-building answers, not more clicks and searching. Brands that meet that expectation unlock tangible value — higher relevance, faster decisions, stronger trust, and more efficient content and marketing operations — with AI powering both the experience customers demand and the business performance leaders need.

AI now decides what gets surfaced. The time to act is now.

Engage Adobe and Monks for a focused discovery or audit on your AI and LLM discoverability — and understand how your brand performs across generative search, answer engines, and AI assistants.

Reach **Scott King (Adobe)** scking@adobe.com or sales.aunz@monks.com to begin.



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