



## Adobe Experience Manager features powered by Adobe Sensei

With features for implementing digital designs, creating and managing digital content across channels, and personalizing the user experience on the fly, Adobe Experience Manager offers digital marketers an unparalleled toolset for reaching audiences and delivering experiences that delight customers.

**One of Experience Manager's greatest advantages is the power of Adobe Sensei, Adobe's artificial intelligence and machine learning technology.**

Experience Manager uses Adobe Sensei throughout to automate asset management, manage and reuse content, build targeted experiences for different audiences and delivery formats, and moderate social communities while delivering customer experiences at massive scale.

**The features of Experience Manager powered by Adobe Sensei include:**

- Smart Tags
- Smart Crop
- Visual Search
- Automatic Text Summarization
- Expert Scoring

### Experience Manager Assets

Adobe Sensei provides AI and machine learning technology to transform the process of asset management via Smart Tags, Smart Crop, and Visual Search.

#### Smart Tags

Tagging is essential to image management. It's also one of the most tedious, and therefore one of the least well done, aspects of web content management. When you have hundreds, or even thousands, of image assets in your content database, with more arriving every day, how can you devote the time you need to tag each image properly, so you can find it in an image search?

Smart Tags, powered by Adobe Sensei, solves this problem for you. Using Adobe Sensei, Smart Tags scans each image automatically as it uploaded and applies metadata keywords ("tags") to it. Smart Tags recognizes thousands of objects in photos, from people, animals, and plants to products in your inventory, and it can also tag images by such qualities as the colors used, the format, the size, demographic factors related to people in the image, and more. Smart Tags can also extract concepts from objects in your image and tag accordingly: for example, identifying a man, woman, and child together in an image will result in the tag "family".

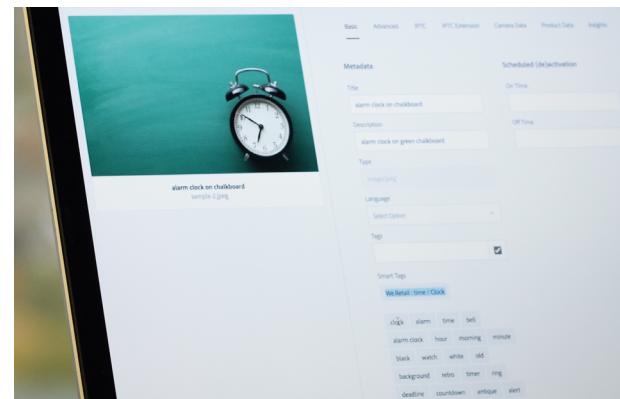
All the tags applied by Smart Tags are stored separately from tags you manually apply to your images, so you can be sure that there's no conflicts and that Smart Tags will never overwrite any tag you apply. You can manage Smart Tags intelligently as well, to set

tagging policies on a folder level or to change, promote, or delete smart tags applied to any image.

Most importantly, though, you can define your own custom tags and train Adobe Sensei to recognize them. Simply upload a set of training images (at least 30) to an Assets folder and apply your custom tags to them; then start the training workflow.

Smart Tags will analyze the images and the tags you have applied. From then on, it will apply your tags as appropriate. You can set Smart Tags to periodically retrain itself as well, to refine its definitions and add more tags as needed.

With Smart Tags, you no longer need to worry about "dark assets", images and other assets that are in the system, but have no metadata and thus are impossible to search for.



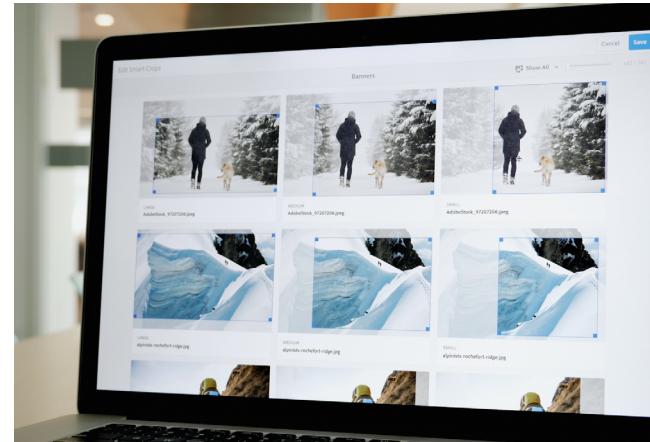
Find out more about [Smart Tags in the Experience Manager Assets](#).

## Smart Crop

Smart Crop leverages the power of Adobe Sensei to solve the problem of cropping images to adapt to responsive designs. Adobe Sensei scans images and recognizes the key focus of interest in each image, and then automatically produces any number of cropped sizes to your specifications based on keeping the focus of interest, respecting the original image's composition, and making sure not to cut through essential objects. Adobe Sensei recognizes faces in images as well and preserves them.

This powerful feature eliminates one of the most tedious aspects of working with responsive designs: the need to generate and manage multiple variations of the same image to suit different size requirements for responsive designs in marketing campaigns. As your design responds to the different layout requirements of a desktop or a mobile experience, you need optimized versions of each image in your design to suit each target screen size.

Without Smart Crop, this means using a separate image editing tool and manually cropping and scaling each image multiple times; then you've got the pain of managing the different cropped versions. With a website incorporating hundreds or thousands of images, this simply isn't practical. With Smart Crop, however, not only do you get your images cropped automatically, but entirely within Experience Manager; there's no need for any other tools.



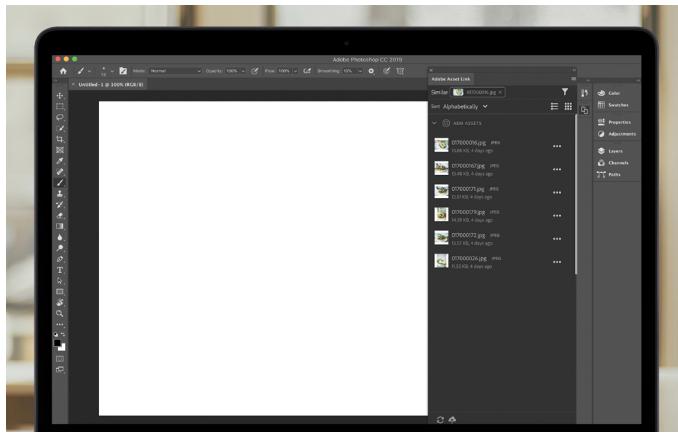
In Experience Manager, you can set up your Smart Crop options for the target sizes you want, and Smart Crop will automatically crop every image in the folders to which you've applied the workflow. You can also review Smart Crop's work and adjust as needed, and Experience Manager saves your changes without affecting the other images in the folder. Suddenly, your huge, tedious task has become not only manageable, but trivial.

Find out more about [Smart Crop in the Experience Manager Assets](#).

## Visual Search

Sometimes it's hard to express what you're looking for in an image search. Wouldn't it be great if you could use an image itself as your search query and say, "find all images like this one"? Visual Search, powered by Adobe Sensei, offers you just that.

With Visual Search, a feature of Adobe Asset Link, you can select an existing image in your asset library, or drag and drop an image into it, and Visual Search finds everything in AEM Assets that's similar to the image you selected. Adobe Asset Link allows creatives to work with assets from AEM Assets—search, browse, use, update, upload—without leaving their application of choice (Adobe Photoshop, Illustrator, or InDesign).



Visual Search automatically identifies objects and aesthetic qualities in your images and catalogues every image in your asset library accordingly. Visual Search uses those tags to build a model that "sees" rich relevant visual information and computes a list of values called an embedding that it can use as a metric for comparison. Once every image in your database is processed, it becomes straightforward to discover all images whose embeddings are close in value to the embedding for your selected image. You can even adjust the degree of similarity Visual Search uses as its criteria for selecting similar images, enabling you to filter out those that aren't close enough for your purpose. Visual Search makes it easier and faster to find the best possible asset for the job at hand.

Find out more about [Visual Search](#).

## Experience Manager Sites

Using the power of Adobe Sensei, Experience Manager Sites helps you customize and craft your messaging to target audiences with Automatic Text Summarization and identify influencers with

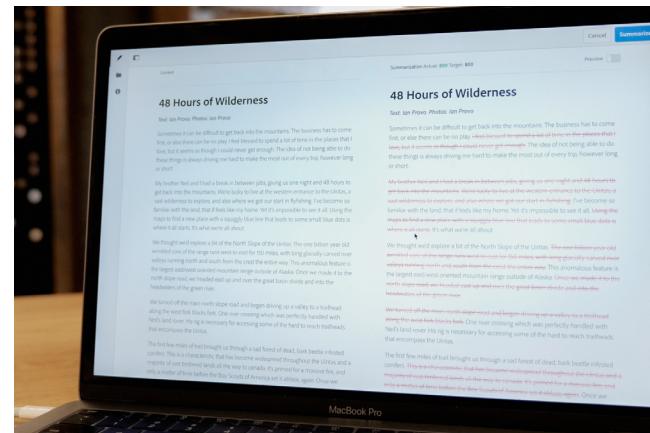
Expert Scoring.

## Automatic Text Summarization

It isn't enough these days to fine-tune your message once: these days, you've got to craft your message for different channels and devices. Whether your text will be presented fully, or summarized to different lengths on a web page, in mobile/tablet, in an email, or in a post or tweet, you've got a challenge to create different versions of your text that are appropriate for the different channels you use. Sometimes, even within one channel, you may need to take your existing text and shorten it to fit space or balance with other messages or points.

Automatic Text Summarization, powered by Adobe Sensei, meets this challenge for you. Select your text, choose a target length in words, and summarize away: Adobe Sensei actually understands the semantic structure of your text and analyzes it to extract the most critical sentences; from this, it summarizes your text to match the word length you chose. If you like the results, you're done! If you don't, you can override Adobe Sensei's sentence selections or tweak the initial result any way you want. But either way, the heavy lifting has been done. Given the amount of marketing or other copy you may be managing at any time, Automatic Text Summarization can be a vital tool to get your message out to all your channels in timely fashion.

Find out more about [Automatic Text Summarization in the Experience Manager Sites](#).



## Expert Scoring

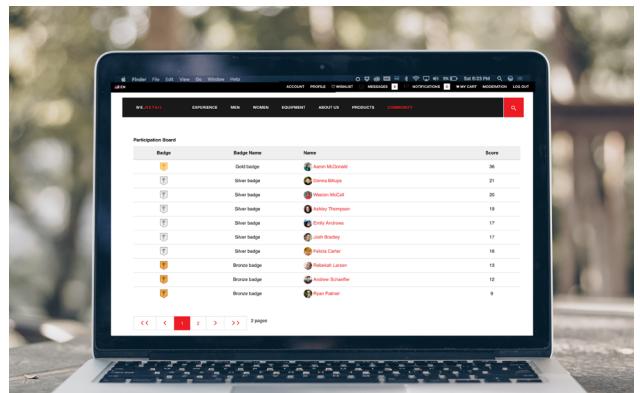
It is important, in managing your social communities, to identify and reward the best participants: the ones who know your products best, who contribute most, who provide answers to other people's questions in forums, and who do the most to encourage discussion. Expert Scoring, powered by Adobe Sensei, applies the power of artificial intelligence to find out just who your topic experts, buzz creators, and community influencers are and automatically identify and reward them on your site.

Expert Scoring goes beyond the simple math of how many posts, how many words, etc. to really evaluate the quality of each user's posts: how many questions do they answer, rather than ask? How useful do others find their posts? How relevant are their posts to the topic? Expert Scoring uses natural language processing to analyze your users' participation in your social communities, measuring the depth of their communications network and building a language model for each individual's contributions as well as that of the community as a whole. The algorithm identifies topics each user is interested in and uses the results from its language modeling to measure the activity, relevance, and accuracy of each user. It also goes beyond simple rules to constantly re-evaluate its standards for how much and what quality of user activity is required to be recognized as an expert, in the context of the pace of content posting and user behavior in the overall community over time. All these factors contribute

to an overall expert score and rank assigned to each user, based on which you can set advanced rules for applying badges and otherwise rewarding the leaders of your social community. Finally, Expert Scoring takes into account aging: as a user's posts age, their expert score degrades, and they can lose their expert status.

The result: With such an intelligent evaluation of your member base, your topic experts, buzz creators and community influencers are automatically and intelligently identified, rewarded with recognition, and motivated to continue to participate and contribute to the liveliness and quality of your social community.

Find out more about [Expert Scoring in the Experience Manager Communities](#).



## Conclusion

*Adobe Sensei and Experience Manager deliver on the promise of power, flexibility, and adaptability in creating and managing digital customer experiences at scale:*

- provides the intelligence to find and surface hidden images in your asset library and automates the time-consuming process of producing and managing cropped versions for every delivery format you need.
- helps you fit your text to your delivery format and identify and reward your best contributors.
- empowers you to find and use your best social media content and moderate your user community.

*Adobe Sensei takes on the tedious as well as the daunting aspects of managing your content and free you to focus on delivering the right experience for your customers, in the right channel, at the right time.*