

# **Adobe Express Add-on — Developer & User Documentation**

## **User Guide :**

- **AI Marketing Content Generator – User Guide**
- **AI Looker Analyzer – User Guide**

## **Technical Requirements**

- **Solution 1: Adobe Express AI Content Studio (ContentGenius)**
- **Solution 2: Marketing Performance Analyzer (AI Looker Analyzer)**

## ✨ AI Marketing Content Generator – User Guide

### Step 1: Open Adobe Express Add-on Console

Navigate to [Adobe Express Developer Console](#) and open the project environment.

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### Step 2: Import Add-on Code

Clone or download the GitHub repository and upload the HTML, CSS, `iframe.js`, and `document.js` into the Adobe Express Add-on tabs.

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### Step 3: Launch the Add-on

Run the Add-on in **Preview Mode** from the Adobe Console.

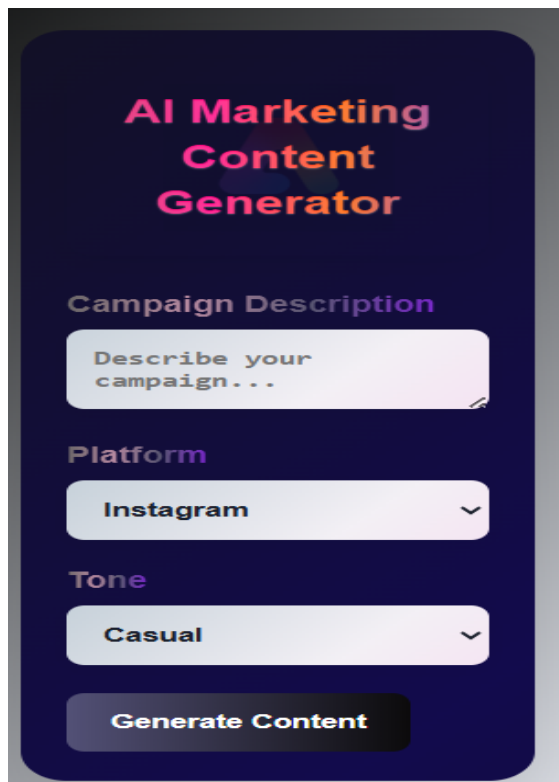
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#### Step 4: Describe Your Campaign

In the **"Campaign Description"** box, enter your message.

Example:

“Launching eco-friendly sneakers”

A screenshot of a mobile application interface titled "AI Marketing Content Generator". The interface has a dark blue background with rounded corners. At the top, the title is in a pink and orange gradient font. Below the title, there are three sections: "Campaign Description" with a text input field containing the placeholder "Describe your campaign...", "Platform" with a dropdown menu showing "Instagram", and "Tone" with a dropdown menu showing "Casual". At the bottom, there is a dark blue button with the text "Generate Content" in white.

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#### Step 5: Select Platform and Tone

Choose your target platform (Instagram, Twitter, LinkedIn) and a tone (Casual, Formal, Bold).

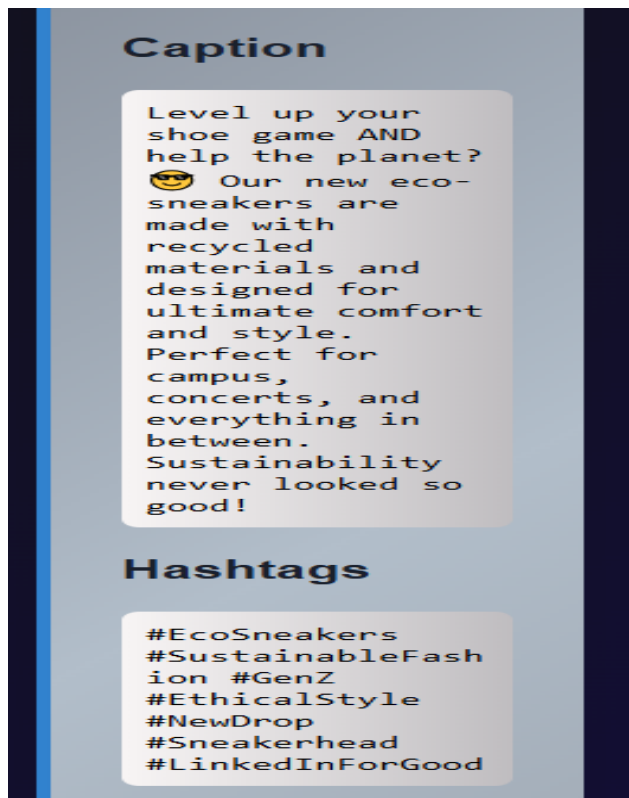
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#### Step 6: Generate Content

Click the **"Generate Content"** button to receive:

- Caption
- Hashtags
- Call to Action


*Result appears below in seconds.*



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### Step 7: Insert into Adobe Express Canvas

1. In your Adobe Express design, first **insert a text box** (“Add your text”).

2. In the add-on, click the  **Copy** button.
3. Paste the copied content directly into your Adobe Express design.

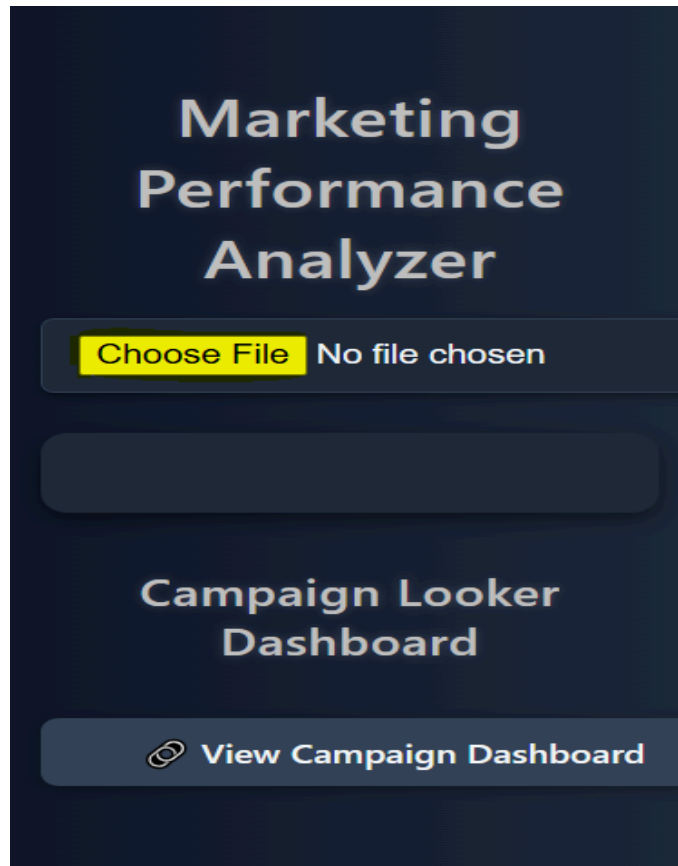
*Optional: You can also click  "Insert" (if supported) to place content into the canvas automatically.*

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## **AI Looker Analyzer – User Guide**

### **Step 1: Upload Marketing Data File**




Click "**Choose File**" in the analyzer section and upload a CSV or Excel file containing your campaign performance data (e.g., likes, shares, CTR).



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## Step 2: View Analytics with Looker Studio

The dashboard automatically visualizes your metrics using **Google Looker Studio**, embedded inside the Add-on.

-  Impressions
-  Engagement
-  CTR (Click-through Rate)

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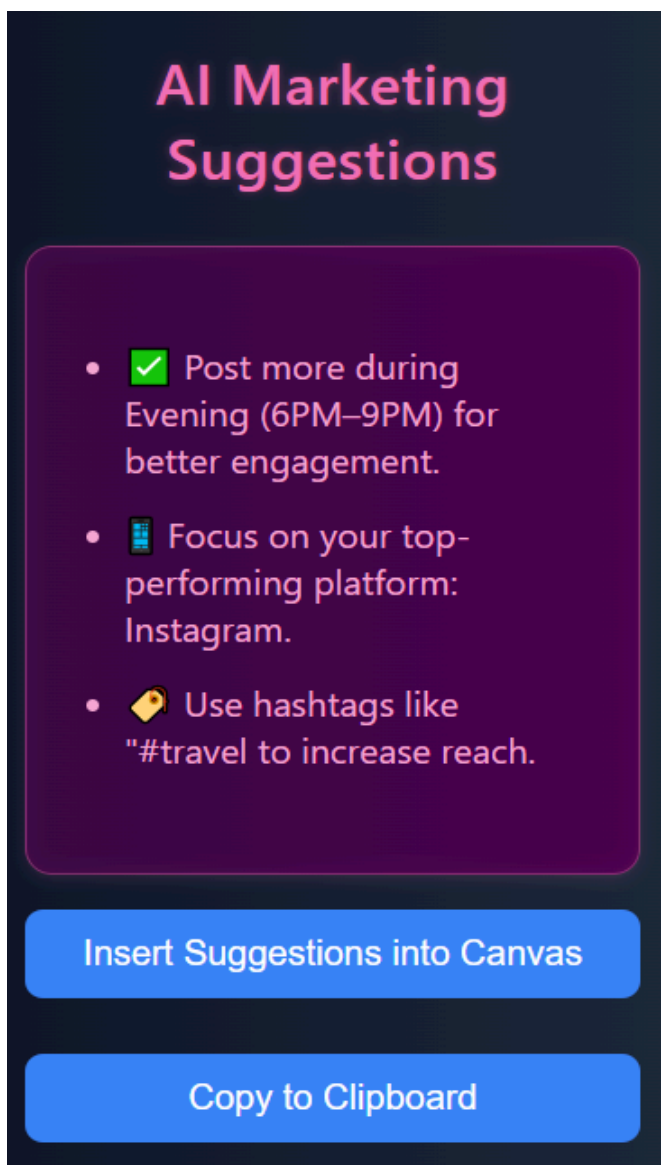
## Step 3: Get AI Marketing Suggestions

The AI generates tailored suggestions based on the campaign data:

Content improvement tips




Suggested timing

Best-performing formats



The image shows a digital interface for AI Marketing Suggestions. It features a dark blue background with a pink title 'AI Marketing Suggestions'. Below the title is a purple rounded rectangle containing three bullet points with icons: a green checkmark, a smartphone, and a yellow tag. At the bottom are two blue buttons with white text.

## AI Marketing Suggestions

-  Post more during Evening (6PM–9PM) for better engagement.
-  Focus on your top-performing platform: Instagram.
-  Use hashtags like "#travel to increase reach.

Insert Suggestions into Canvas

Copy to Clipboard



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## Step 4: Copy Insights to Clipboard

Click  **Copy** to reuse the insights in your campaign plan or report.

# Technical Requirements

## Solution 1: Adobe Express AI Content Studio (ContentGenius)

### Prerequisites to Run ContentGenius Add-on

This add-on uses Google's **Gemini 2.0 Flash** API to generate platform-specific marketing content like captions, hashtags, and CTAs — directly inside Adobe Express.

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### 1. Set Up Gemini API Key

#### For instant results or testing:

- Visit: <https://aistudio.google.com/app/apikey>
- Click **Create API Key** and Copy the API key
- Open the [ifram.js](#) file which give in Folder
- Search for `const response = await`  
`fetch("https://generativelanguage.googleapis.com/v1beta/mod`  
`els/gemini-2.0-flash:generateContent?key=YOUR_API_KEY_`  
`HERE", {`
- Put your API key place of `YOUR_API_KEY_HERE`

- Copy the key and replace the following placeholder inside `iframe.js`

**Note (for production use):**

For a secure setup:

- Go to `console.cloud.google.com`
  - Create a new project
  - Enable **Generative Language API**
  - Go to **APIs & Services > Credentials > API Keys**
  - Generate and restrict your key
  - Secure it via **backend proxy** instead of exposing it in frontend JS
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## 2. Adobe Express Developer Console Setup

- Open [Adobe Express Add-on Developer Console](#)
- Create a new Add-on
- Upload the required files:
  - `index.html`
  - `styles.css`
  - `iframe.js`

- `document.js`
  - Use the **Preview** option to test:
    - Full AI-powered content generation
    - Copy to clipboard
    - Canvas text insertion
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### 3. Internet Access

Ensure your environment has active internet access to reach Google Gemini API endpoints.

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### 4. Use a Modern Browser

Use the latest version of **Chrome** or **Microsoft Edge** for optimal compatibility and SDK performance.

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## Solution 2: Marketing Performance Analyzer (AI Looker Analyzer)

### Prerequisites to Run Analyzer Add-on

This Add-on helps visualize campaign metrics and provide AI-based suggestions for optimization using embedded Looker dashboards.

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### 1. Adobe Express Developer Console Setup

- Open [Adobe Express Developer Console](#)
  - Create a new Add-on or reuse your workspace
  - Upload:
    - `index.html`
    - `styles.css`
    - [iframe.js](#)
    - `document.js`
  - In the UI, use the provided sample file:
    - `campaign_metrics1.csv` (included in the project folder)
    - Upload it using the “**Choose File**” input in the interface
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## 2. Preview & Test

- Click **Preview** in Adobe Console
  - It will load:
    - Embedded Looker Studio dashboard
    - File upload analyzer
    - AI-generated marketing suggestions
    - Copy-to-clipboard functionality
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## 3. Internet Access

Live visualization and AI tips depend on an active internet connection.

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#### 4. Use a Modern Browser

Prefer **Chrome** or **Edge** for seamless iframe and analytics rendering.