



Content Genius & Analytic

Adobe Express AI Content Studio
& Trend Analysers



AI-powered assistant for brilliant marketing Content creation

Agenda

01	Overview/Problem
02	The Solution-Content Genius Add-on & Analytics
03	Live Demo
04	Architecture & Tech Stack
05	Impact & Future Scope



**Let's discuss with
the team.**

Jithesh kural

Cyber Security consultant

Shreya

Student (Specialized in Artificial intelligence
and Data Science)

Company Name : Adobe and Team

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Marketers and creators struggle to write engaging content consistently.

Manual content creation is time-consuming and often lacks platform-specific tone.

Our Core values

- Easy to use
- Innovation
Breakthrough
- Impact
- Creativity
- Advancing Adobe
Add-ons Capability





Seamless Adobe SDK Integration

Leverages the Adobe Express Add-on UI SDK and Document Sandbox SDK to bridge the UI and design canvas — enabling real-time communication between the content generator and the Express document.

AI-Powered Content Generation

Leverages Gemini 2.0 Flash to instantly generate high-quality captions, hashtags, and CTAs based on campaign context.

Multi-Platform Optimization

Supports content formatting tailored to Instagram, Twitter, and LinkedIn, ensuring platform-relevant messaging.

Interactive, No-Code UI

Built with clean HTML, CSS, and JS – a lightweight UI that works instantly inside the Express design workflow.

Consistency Across Campaigns

Reduces creative fatigue and ensures brand tone and style consistency across all assets and platforms.



Live Demo (or Screenshot Walkthrough)

AI Marketing Content Generator

Campaign Description

Describe your campaign...

Platform

Instagram

Tone

Casual

Generate Content

Caption

Elevate your career prospects with our comprehensive English language course. Develop strong communication skills, enhance your professional image, and unlock new opportunities. Enroll today and invest in your future.

Hashtags

#EnglishCourse
#ProfessionalDevelopment
#CareerGrowth
#CommunicationSkills
#BusinessEnglish
#LinkedInLearning
#Upskill
#LanguageSkills

Call to Action

Visit the link in our bio to learn more and enroll now!

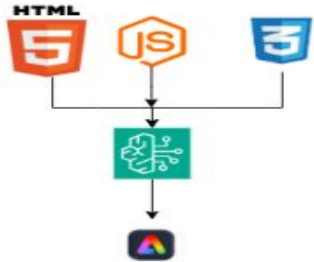
Copy

+ Insert into Canvas



Architecture

[UI in HTML/CSS] <---> [iframe.js]
|
v
[Gemini AI API Call]
|
v
[document.js] → [Adobe Express Canvas]



Tech Stack

Gemini 2.0 Flash (via Google Generative API)

HTML + CSS + JS (Iframe & Document JS Tabs)

Adobe Add-on UI SDK & Document Sandbox SDK

JSON parsing, prompt engineering, structured output injection



Plan to ship the Add-on to production

1. Codebase Refinement & Optimization

- Refactor code for performance, scalability, and compliance with Adobe Add-on best practices.
- Clean up UI logic, improve error handling.
-

2. Security & API Key Management

- Secure Gemini API key using a backend proxy or authentication layer.
- Implement request rate-limiting and abuse prevention.

3. Adobe Add-on Store Submission

- Package add-on using Adobe's manifest schema.
- Submit for review via the [Adobe Developer Console](#).
- Address any review feedback from Adobe's team promptly.

4. User Feedback & Iteration

- Conduct closed beta testing with marketing/design users.
- Collect feedback, iterate on UX, and enhance multi-platform support (e.g., Facebook, Pinterest).

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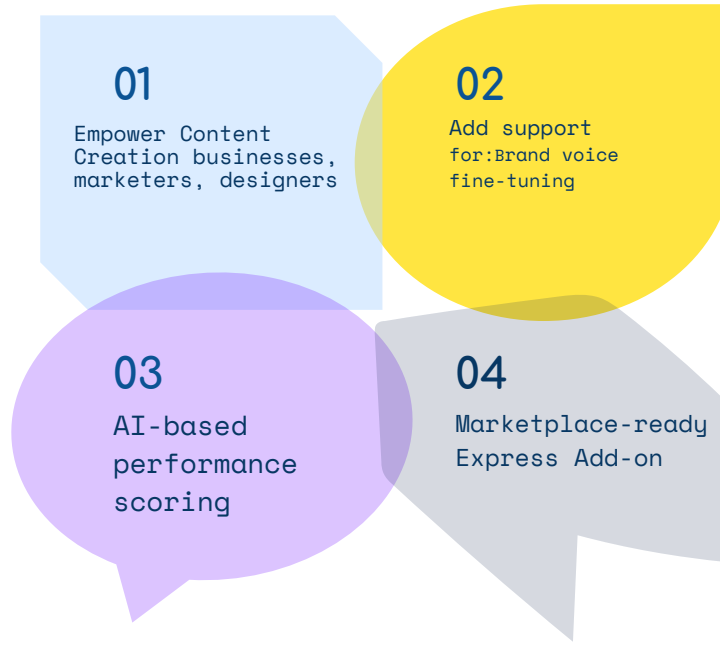
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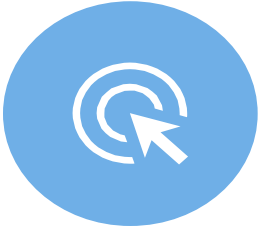


Impact / Future Scope





Key Objectives



Social Media Ads



New Campaign



New Markets



More Storefronts



Marketing Performance Analyzer

- Every campaign generates tons of data (likes, shares, CTR...).
- marketers struggle to extract insights or act on data quickly.
- Switching between analytics tools and creative design is inefficient.





Key Features

1.1

Upload CSV of campaign metrics directly in the panel.

1.2

Auto-generates performance summaries (Likes, CTR, Top Hashtags).

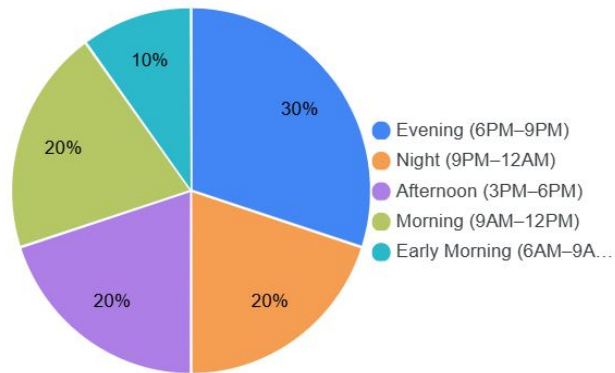
1.3

AI suggests smart marketing tips (best time to post, platform focus).

1.4

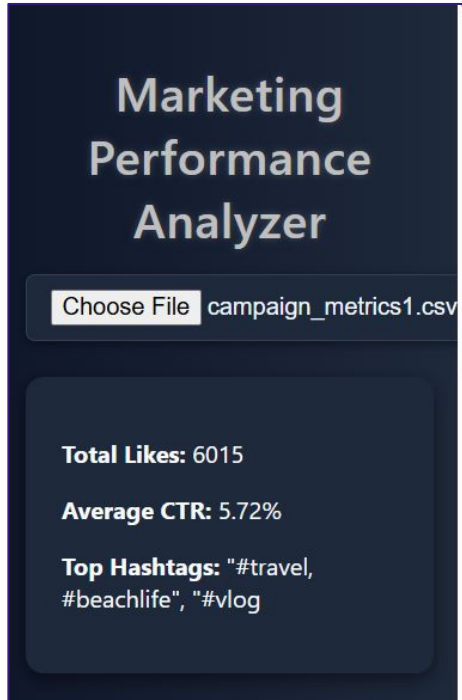
Click to insert suggestions directly into the Express canvas.

Engagement Timing by Record Count





Live Demo (or Screenshot Walkthrough)





Real Impact & What's Next

1.1

Saves time for marketers: No need to analyze metrics manually.

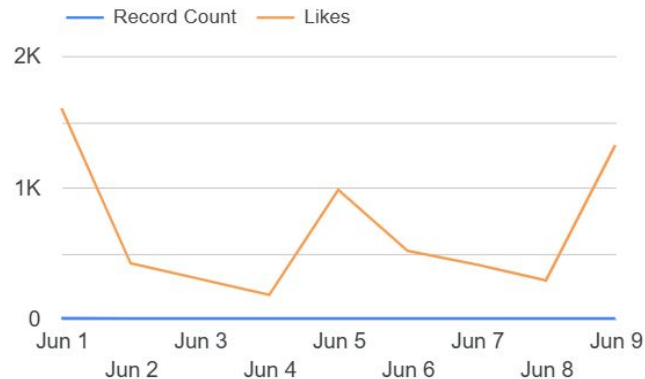
1.2

Empowers creativity: Context-aware suggestions, not just raw data.

1.3

Seamless: Uses Adobe SDK runtime + Gemini AI logic in sandbox.

Record Count and Likes over time





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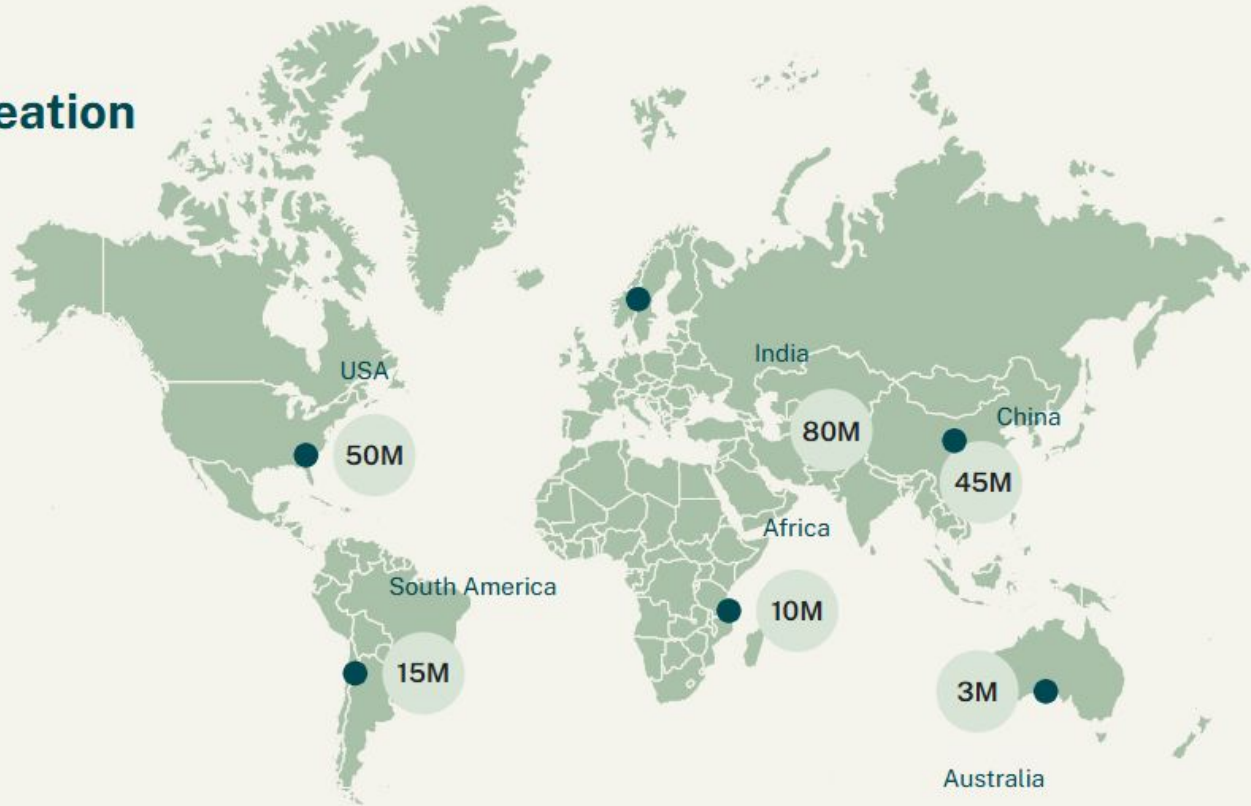
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Content Creation Markets







Tools That Supported Development

