

Adobe Express Add-on — Technical & 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.

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.

Step 3: Launch the Add-on

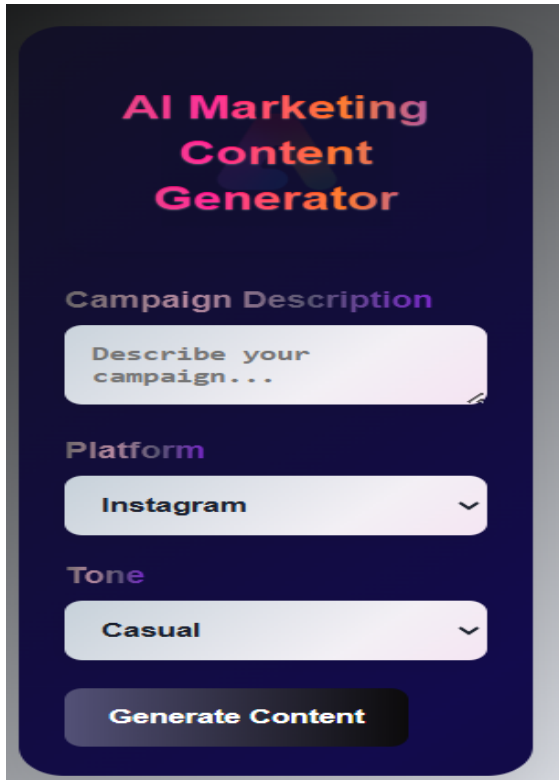
Run the Add-on in **Preview Mode** from the Adobe Console.

Step 4: Describe Your Campaign

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

Example:

“Launching eco-friendly sneakers”

A mobile app interface for an AI Marketing Content Generator. The title 'AI Marketing Content Generator' is at the top in pink and orange. Below it is a 'Campaign Description' section with a text input field containing 'Describe your campaign...'. This is followed by a 'Platform' dropdown menu set to 'Instagram' and a 'Tone' dropdown menu set to 'Casual'. At the bottom is a dark blue 'Generate Content' button.

**AI Marketing
Content
Generator**

Campaign Description

Describe your campaign...

Platform

Instagram

Tone

Casual

Generate Content

Step 5: Select Platform and Tone

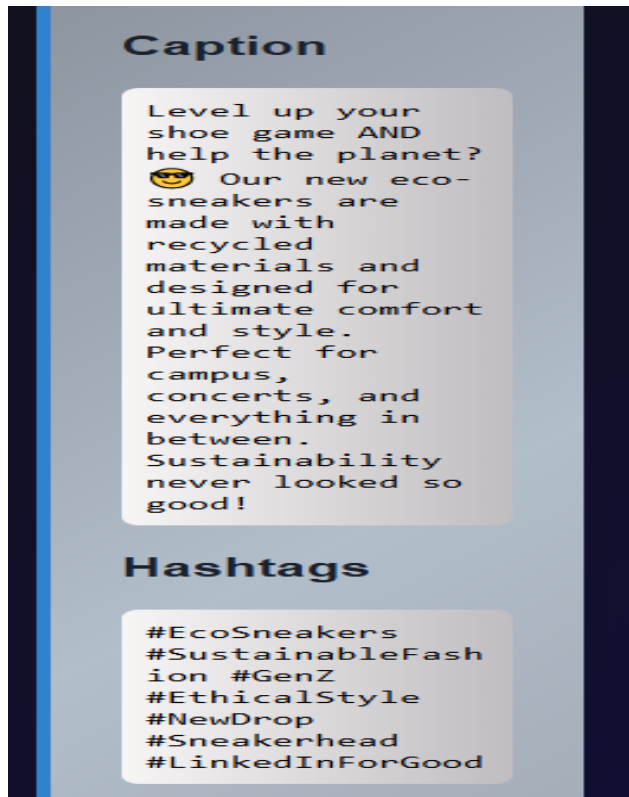
Choose your target platform (Instagram, Twitter, LinkedIn) and a tone (Casual, Formal, Bold).

Step 6: Generate Content


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

- Caption
- Hashtags
- Call to Action

Result appears below in seconds.



Step 7: Insert into Adobe Express Canvas

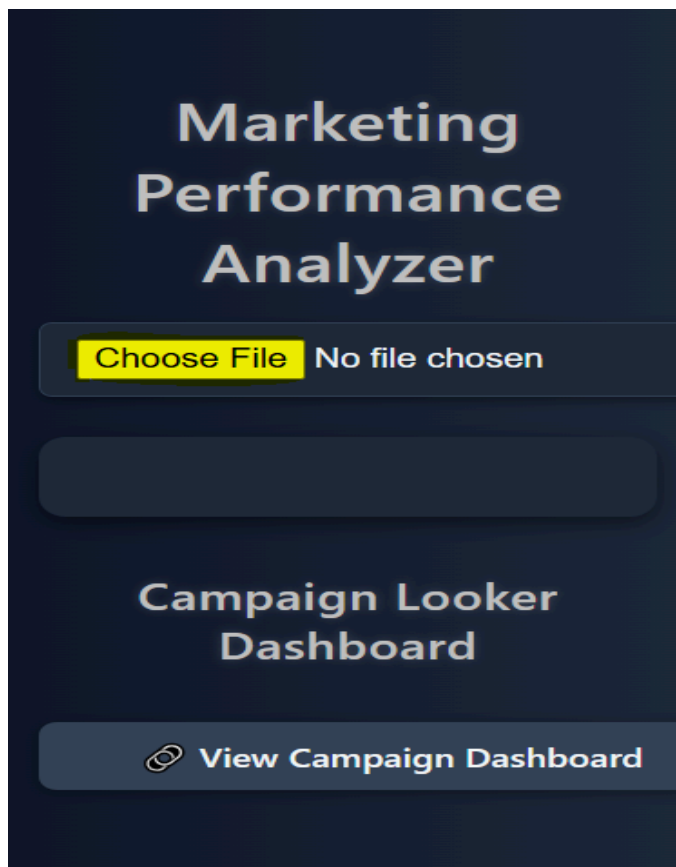
1. In your Adobe Express design, first **insert a text box** (“Add your text”).
2. In the add-on, click the  **Copy** button.
3. Paste the copied content directly into your Adobe Express design.

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

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).



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)

Step 3: Get AI Marketing Suggestions




The AI generates tailored suggestions based on the campaign data:

Content improvement tips

Suggested timing

Best-performing formats

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

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.

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 [iframe.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.

4. Use a Modern Browser

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

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.

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.

4. Use a Modern Browser

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

