

## Adobe Express for business



### Empower your teams to create on-brand content.

Adobe Express is the easy, all-in-one content creation app for your business.

#### Key business benefits of Adobe Express:

##### Create and edit standout content for your business needs.

Make flyers, videos, social content, presentations, and PDFs in a few steps with drag-and-drop ease in Adobe Express.

- Edit and bulk resize content with a consistent look and feel, for multiple media and platforms.
- Perform image and video edits—for example, remove image or video backgrounds.
- Use unlimited Quick Actions to perform complex edits in a single click.
- Add motion and animate elements in your static designs..

##### Produce content faster with generative AI features.

Create and edit high-quality outputs—images, design templates, text effects—from a text description. Built with our AI ethics principles, Adobe Firefly generative AI features are designed to be commercially safe for business.

Features in Adobe Express include:

- Generate template: Generate templates with a desired style and theme for social posts, posters, flyers, and cards.
- Rewrite and generate captions: Rewrite, shorten, or lengthen your text and captions for your social posts.
- Generate image: Generate professional images from a detailed description.
- Generative fill: Replace, remove, or insert content in your images.
- Generate text effects: Add style effects and textures to your text.

##### Supercharge your social posts with content at your fingertips.

Accelerate and level up your content creation game.

- Access the entire Adobe Stock collection of 200 million+ on-trend, royalty-free photos, videos, and music tracks.
- Kick-start your projects with static and video templates and other design elements.
- Streamline your social posts: Use Content Scheduler to plan, preview, schedule, and publish to all your channels.
- Multi-account publishing: Add up to three accounts per social platform for streamlined social content publishing.

##### Work better together.

Collaborate and keep your teams in sync with fast edits across apps.

- Share and link Adobe Photoshop and Illustrator files across teams so all edits within Adobe Express stay synced.
- Use Microsoft OneDrive, Dropbox, and Google Drive add-ons to easily access and edit your files.
- Collaborate in real time, and get inputs and edits done with live commenting, co-editing, and version history.

##### Maintain brand consistency, at scale

Ensure a consistent look and feel across all your business outputs.

- Create and share brand kits that store your brand fonts, colors, logos, and approved assets.
- Share locked templates with your teams to remix and make last-minute edits while upholding brand standards.

### Learn how Adobe Express gets results for your organization.

Ensuring that our brand is represented correctly and coherently in the digital world is paramount, and a task that is distributed across many of our global teams. With Adobe Express, we're creating outstanding and brand-uniform content in a way that's scalable.

**Christina Lehnert**

Digital Brand Experience Manager, Carl Zeiss AG

Adobe Express has empowered our creatives to focus on high-impact, high-value tasks while equipping our marketing teams with a powerful but easy-to-use design tool, allowing our creative teams to produce content more quickly and empowering marketing teams to move at the speed of social.

**Bridget Esposito**

VP and Group Creative Director, Prudential

Express is the bridge between creatives and non-creatives—it's intuitive enough that non-creatives can easily pick it up and use it. Whatever your background, the learning curve is very quick

**Tom Barette**

Design Director, Ernst & Young