

FROM PROMISE TO PERFORMANCE:

JULY 2026 ●

HOW WPP ENTERPRISE SOLUTIONS HELPS YOU MASTER ADOBE'S AGENTIC AI CAPABILITIES



INTRODUCTION: THE PROMISE & THE CHALLENGE OF AGENTIC AI

Adobe's vision for Agentic AI represents a transformative leap forward for marketing. Imagine intelligent, autonomous agents capable of hyper-personalization, automating complex campaigns at scale, and extracting deep, actionable insights from vast datasets. This future promises unprecedented efficiency, deeper customer engagement, and a significant competitive edge for businesses that can harness its power.

However, the journey to this future isn't without its complexities. While Adobe's Agentic capabilities are powerful and innovative, they are also nascent and often modular. As an officially selected Adobe Agentic AI Partner, WPP Enterprise Solutions is uniquely positioned to address these challenges. Many clients find themselves grappling with the challenge of integrating these disparate agents into a cohesive, end-to-end workflow. Questions arise around how to effectively utilize these agents – from strategic application to the nuances of "prompt engineering" – and how to navigate the evolving nature of this cutting-edge technology. This is where WPP Enterprise Solutions steps in. We're here to bridge the gap between Adobe's powerful technological promise and your need for practical, operationalized solutions, turning potential into measurable performance.



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WHY AGENTIC AI NEEDS A PARTNER: THE WPP ENTERPRISE SOLUTIONS ADVANTAGE

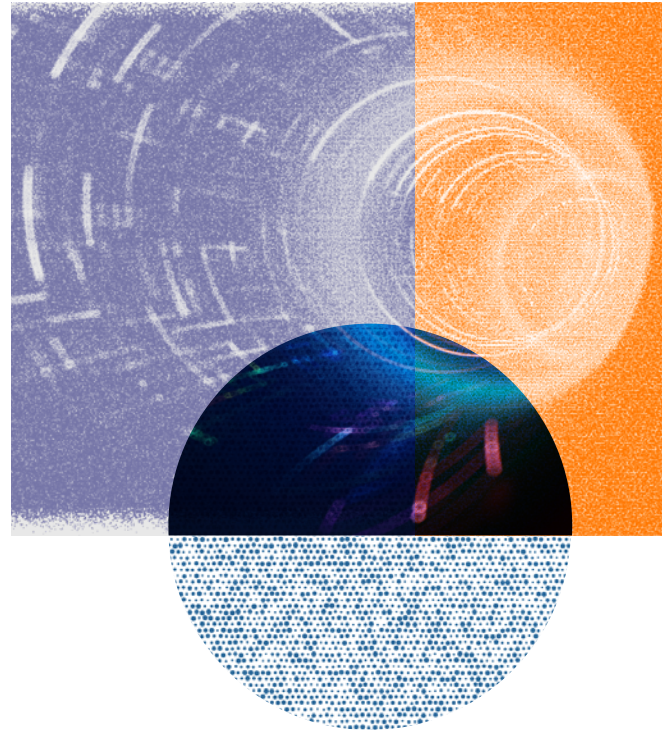
Adobe's Agentic capabilities offer incredible tools, but true value is unlocked when these tools are seamlessly integrated into your business operations. WPP Enterprise Solutions serves as your essential partner in this integration, ensuring that your investment in Agentic AI delivers tangible results.

- **Beyond Features**, the need for end-to-end orchestration: Adobe's agents are designed as powerful, specialized modules. Yet, for maximum impact, they must work together harmoniously across your entire marketing ecosystem. WPP Enterprise Solutions provides the strategic blueprint and technical expertise to connect these modules, orchestrating them into a cohesive, automated workflow that drives your business objectives. We'll ensure your agents don't just perform tasks, but contribute to a unified, intelligent marketing journey.
- **Operationalizing the Dream**, making AI work for your business: Adobe paints a compelling picture of what AI can achieve; WPP Enterprise Solutions makes that vision a reality. We translate the technical capabilities of Agentic AI into practical, operational workflows tailored to your specific business needs. Our focus is on implementation that delivers real-world outcomes, ensuring your AI initiatives move beyond pilot projects to become core drivers of your marketing success.
- **The Human Element**, change management and adoption: Implementing advanced AI isn't just about technology; it's about people and processes. WPP Enterprise Solutions understands that successful adoption requires guiding your teams through new ways of working. We specialize in comprehensive change management, providing the training, support, and cultural shifts necessary to empower your workforce to confidently leverage Agentic AI, transforming potential resistance into enthusiastic adoption.
- **Expertise in Action**, navigating nascent technology: Agentic AI is a rapidly evolving field. WPP Enterprise Solutions' deep expertise allows us to navigate the nuances, understand the current capabilities (and limitations), and apply best practices for these early-stage agents. Our dedicated Agentic Labs stay ahead of the curve, ensuring your strategy is robust and adaptable, even as the technology matures.



WPP ENTERPRISE SOLUTIONS' APPROACH: YOUR PATH TO AGENTIC AI MASTERY

WPP Enterprise Solutions' structured approach ensures that your journey with Adobe's Agentic AI is strategic, efficient, and delivers measurable impact.



Strategic Planning & Vision Alignment:

- **Discovery & Assessment:** We begin by thoroughly understanding your current technology stack, overarching business goals, and specific marketing challenges.
- **Agentic Opportunity Mapping:** We identify the most impactful applications for Adobe's agents within your organization, aligning AI capabilities directly with your strategic priorities.
- **Roadmap Development:** We co-create a clear, phased roadmap for the integration and adoption of Agentic AI, ensuring a scalable and sustainable implementation.

Agent Integration & Orchestration:

- **Connecting the Dots:** Our experts design and implement seamless workflows that integrate Adobe's agents with your existing systems, data sources, and other WPP Enterprise Solutions-developed intelligent solutions.
- **End-to-End Journey Design:** We craft intelligent, personalized customer journeys powered by integrated AI, ensuring consistent and relevant experiences across all touchpoints.
- **Data Flow & Governance:** We establish robust data pipelines and governance frameworks to ensure data integrity, security, and ethical AI usage throughout your ecosystem.

Operationalization & Workflow Design:

- **Prompt Engineering & Best Practices:** We empower your teams with the knowledge and skills to effectively interact with and leverage agents, including best practices for "prompt engineering" to achieve desired outcomes.
- **Process Re-engineering:** We help you adapt and optimize existing marketing processes to fully incorporate AI-driven automation, maximizing efficiency and impact.
- **Performance Monitoring & Optimization:** We establish clear metrics and continuous improvement loops to monitor agent performance, ensuring ongoing optimization and maximum ROI.

Change Management & Adoption Enablement:

- **Training & Upskilling:** We provide comprehensive training programs to equip your teams with the confidence and skills needed to effectively utilize Agentic AI tools.
- **Pilot Programs & Phased Rollouts:** We design and execute pilot programs and phased rollouts to minimize disruption, gather feedback, and build internal champions for AI adoption.
- **Ongoing Support & Governance:** We offer continuous support and establish governance models to ensure sustained success and the agile evolution of your AI capabilities.

TANGIBLE BENEFITS: WHAT YOU GAIN WITH WPP ENTERPRISE SOLUTIONS

Partnering with WPP Enterprise Solutions for your Agentic AI journey delivers a multitude of strategic advantages:

- **Accelerated ROI from Adobe Investment:** We ensure your investment in Adobe's cutting-edge Agentic capabilities translates into faster time-to-value and measurable business outcomes, maximizing your return.
- **True End-to-End Marketing Automation:** Achieve seamless, intelligent orchestration across the entire customer journey, significantly reducing manual effort and boosting operational efficiency.
- **Hyper-Personalization at Scale:** Deliver highly relevant, individualized experiences that drive deeper engagement, stronger customer loyalty, and improved conversion rates, leveraging AI for dynamic audience segmentation and content delivery.
- **Empowered & Future-Ready Teams:** Cultivate an upskilled workforce confident in leveraging AI tools, fostering a culture of innovation and continuous improvement within your organization.
- **Competitive Advantage:** Stay ahead of the curve by effectively deploying and optimizing cutting-edge AI technology, leading to superior marketing performance and unparalleled customer experiences.

OUR UNIQUE VALUE PROPOSITION

WPP Enterprise Solutions stands apart as the essential partner for your Agentic AI journey:

● **1. The "How-To" Partner**

We don't just explain what Adobe's agents can do; we show you how to make them work for your business, consistently and effectively, overcoming current limitations and ensuring reliable performance.

● **2. Bridging the Gap**

We are the critical link between Adobe's powerful, modular AI capabilities and your need for integrated, operationalized, end-to-end marketing solutions. We transform individual agent functionalities into a cohesive, high-performing system.

● **3. Enhance Product Information Quality**

We transform the promise of Agentic AI into tangible, measurable business results through strategic integration, expert implementation, and comprehensive change management, ensuring your AI initiatives deliver real-world impact.

● **4. Proprietary Agent Extension**

Beyond Adobe's agents, WPP Enterprise Solutions uniquely brings its own proven proprietary agents, which seamlessly integrate with Adobe orchestrations (e.g., via Adobe MCP servers) to further enhance and extend your agentic network.

● **5. Human-Centric AI Governance**

We ensure control, traceability, audit, and quality by building in robust 'human-in-the-middle' experiences, integrating with tools like Adobe Workfront to provide essential feedback and secure confidence.

● **6. Exclusive Access & Future-Proofing**

As an Adobe Agentic Partner, we have exclusive access to Adobe's engineering team and nascent features. This allows us to provide clients with unparalleled insights, hands-on experience, and future-proof guidance, enabling informed decisions in this rapidly evolving landscape.

5 IMMEDIATE STEPS TO ACCELERATE YOUR MASTERY OF ADOBE'S AGENTIC CAPABILITIES

Understanding the transformative potential of Adobe's Agentic AI is the first step. The next is charting a clear path to operationalize it within your organization. Here are five immediate actions you can take to begin your journey toward Agentic AI mastery and ensure your investment delivers maximum impact.

● 1. Assess Your Current AI Readiness & Business Objectives

Start by evaluating your existing Adobe Experience Cloud usage, data maturity, and current marketing automation processes. Simultaneously, define your key business objectives for the next 12–18 months. Where are your biggest marketing pains? What strategic goals could be dramatically accelerated by intelligent automation and hyper-personalization? This alignment is crucial for identifying the most impactful Agentic AI applications.

● 2. Identify High-Impact Agentic AI Opportunities

With your objectives in mind, pinpoint specific areas where Adobe's agents can deliver immediate, measurable value. Think beyond simple automation to areas requiring complex decision-making, dynamic content generation, or sophisticated audience segmentation. For example, consider optimizing customer journeys, automating content variations, or personalizing real-time offers. Prioritize opportunities that address critical pain points and offer a clear path to ROI.

● 3. Conduct an Agentic AI Discovery Workshop with WPP Enterprise Solutions

Given the evolving nature of Agentic AI, leveraging external expertise is vital. Engage with WPP Enterprise Solutions for a dedicated workshop. This session will help you translate your business needs into concrete Agentic AI use cases, map out necessary data and system integrations, and explore the "how-to" of successful implementation. It's an opportunity to gain clarity on scope, potential, and practical next steps.

● 4. Develop a Phased Pilot Strategy

Don't attempt to overhaul everything at once. Select one or two high-impact, manageable Agentic AI initiatives for a pilot program. A phased approach allows you to learn, optimize, and demonstrate value incrementally. A successful pilot builds internal champions, refines processes, and generates the buy-in needed for broader adoption. Focus on tangible outcomes that can be measured and celebrated.

● 5. Prioritize Change Management and Skill Enablement

Technology alone is not enough. Prepare your teams for the shift. Identify the new skills required, such as effective prompt engineering and AI-driven workflow management. Develop a robust change management plan to ensure smooth adoption, mitigate resistance, and empower your marketers to become proficient users of Agentic AI. WPP Enterprise Solutions can provide the training and support frameworks to make this transition seamless.

CASE STUDY 1:

Revolutionizing a Global Fashion Retailer's Segmentation With AI on AEP



Client Industry: Retail (Global Fashion Retailer)

- **The Challenge:** The client's marketing efforts were hampered by manual, time-consuming segmentation processes within Adobe Experience Platform (AEP). This struggle with AEP adoption meant they couldn't fully leverage their data or empower their marketing team.
- **The Adobe & WPP Enterprise Solutions Solve:** WPP Enterprise Solutions developed an AI-powered tool that allows marketers to use natural language to instantly generate precise audience segments directly via AEP APIs. This solution included:
 - AI-Powered Segment Discovery
 - Dynamic Segment Creation
 - Automated Workflows
 - AI Campaign Elements
- **The Value & Impact:**
 - **30% reduction** in operational time
 - Empowers non-technical marketers to fully leverage AEP
 - Drives more agile, personalized, and effective campaigns
- **Key Takeaway:** This solution instantly unlocks the value of data and empowers an entire marketing team, crucial for clients struggling with AEP adoption.

CASE STUDY 2:

Driving Automotive Sales by Connecting the Online-To-Offline Journey With AEP

Client Industry: Automotive (Global Household Brand)

- **The Challenge:** A critical visibility gap existed when a customer finished configuring a car online and then engaged with a dealer. This disconnect led to generic follow-ups, resulting in millions of dollars in lost incremental sales due to an inability to personalize the customer's journey.
- **The Adobe & WPP ES Solve:** WPP Enterprise Solutions implemented an AI-powered system where AEP acts as the central brain. If a cart was abandoned or specific behaviors were observed online, AEP would trigger an AI agent that generated dynamic content cards and delivered them through Adobe Journey Optimizer (AJO).
Key components included:
 - Automated Agent Interactions
 - Dynamic Content Cards
 - Personalized Email Retargeting
- **The Value & Impact:**
 - **Projected incremental sales of 1,200 cars**
 - A potential revenue impact of over **\$35 million**
 - Successfully bridges the online-to-dealer gap, significantly enhancing customer satisfaction and brand connection
- **Key Takeaway:** This provides a direct playbook for automotive clients, or any client with a complex online-to-offline sales cycle, to bridge gaps, personalize hand-offs, and capture lost revenue using AEP and AJO.

CASE STUDY 3:

Automating a Global Insurance Company's Renewals With AI-Powered Personalization

Client Industry: Automotive Insurance (Global Household Brand)

- **The Challenge:** The client's manual, one-size-fits-all policy renewal process was leading to preventable churn and significant missed revenue opportunities.
- **The Adobe & WPP Enterprise Solutions Solution:** WPP Enterprise Solutions developed an agentic AI system that utilizes AEP for audience data to automate hyper-personalized renewal journeys. This comprehensive solution included AI-generated copy, images, and real-time competitor price matching. Key features included:
 - AI Agent Framework
 - Intelligent Orchestration Layer
 - Real-Time Price Matching
 - Localized Content Adaptation
- **The Value & Impact:**
 - **€1.6 million** projected annual revenue uplift in Spain alone
 - Transforms the renewal process from a cost center into a proactive, data-driven growth engine
 - Significantly increases customer retention and customer lifetime value
- **Key Takeaway:** For financial services and insurance clients, this case demonstrates a direct path to proving the ROI of their Adobe investment by addressing their most critical metric: customer retention.

CASE STUDY 4:

Scaling a Household CPG Company's Global Content With AI on AEP

Client Industry: CPG (Global Household Brand)

- **The Challenge:** The client's global content supply chains were characterized by lengthy and manual processes. This hindered the rapid adaptation of master assets for local needs, resulting in a lack of personalization and missed opportunities for consumer engagement.
- **The Adobe & WPP Enterprise Solutions Answer:** WPP Enterprise Solutions implemented a transformative framework that integrates directly with AEP for audience data and Adobe Workfront for workflow management. AI agents dynamically adapt master assets for cultural and audience relevance, guided by an intelligent orchestration layer. Solution elements included:
 - AI Agent Framework
 - Intelligent Orchestration Layer
 - Human-in-the-Loop Approvals
 - Localized Asset Generation
- **The Value & Impact:**
 - Up to **70% reduction** in content production costs
 - Reduces time-to-market from **16+ weeks to just 5 weeks**
- **Key Takeaway:** This is a definitive solution for clients to prove the value of their global AEP investment, turning their platform from a data repository into a dynamic, cost-saving content engine.

CASE STUDY 5:

Igniting a Global Energy Company's Real-Time Engagement With AJO

Client Industry: Energy (Global Household Brand)

- **The Challenge:** The client's process for managing mobile customer journeys was slow and manual, preventing real-time engagement and leading to lost sales opportunities at the store level.
- **The Adobe & WPP Enterprise Solutions Answer:** WPP Enterprise Solutions introduced an "AI Journey Advisor" that simplifies campaign creation and integrates directly with Adobe Journey Optimizer (AJO). The solution uses AI to identify channel preferences and leverages AEP for real-time segmentation, enabling hyper-personalized offers at the perfect moment. Key features included:
 - AI Journey Advisor
 - Channel Affinity Model
 - Real-time Campaign Optimization
- **The Value & Impact:**
 - **50% decrease** in campaign lead time
 - **\$1 million** in incremental revenue projected for the UK market
- **Key Takeaway:** For any client already using AJO, this offers a turnkey solution to demonstrate immediate ROI by transitioning from basic batch campaigns to sophisticated, real-time, AI-driven customer journeys that drive significant revenue.

WPP Enterprise Solutions and Adobe: A Powerful Partnership

WPP Enterprise Solutions is a long-standing, strategic partner of Adobe, recognized for its deep expertise across Adobe Experience Cloud. Our collaboration extends beyond implementation to encompass co-innovation, thought leadership, and ongoing optimization.

WPP Enterprise Solutions' recent Agentic AI Hackathon, leveraging Adobe Experience Cloud products, showcased the deep commitment and ability to bring innovation to life. For the past seven years, the Hackathon has been a unique collaboration bringing together Adobe's best and brightest to work alongside WPP Enterprise Solutions on innovative client ready solutions.

Further cementing our leadership in digital transformation, WPP Enterprise Solutions has been officially selected as an Adobe Agentic AI Partner. This landmark collaboration signifies our capability to leverage Adobe's powerful new AI agents and the AEP Agent Orchestrator, a groundbreaking platform designed to understand context, plan multi-step actions, and refine responses. As one of a select few partners, WPP Enterprise Solutions is now uniquely positioned to integrate Adobe's Audience, Journey, and Experimentation Agents into our workflows, alongside our own proprietary agents, to build, deliver, and optimize unparalleled customer experiences and marketing campaigns. This empowers us to drive smarter, more personalized outcomes, unlock productivity, and ensure context-aware automation with 'human-in-the-loop' precision for our clients.

WPP Enterprise Solutions actively participates in Adobe's advisory boards, influencing product development and ensuring Adobe solutions are at the forefront of innovation. We also contribute to Adobe's certification programs, demonstrating our commitment to mastering the latest technologies and best practices.

This close partnership, combined with WPP Enterprise Solutions' proven methodologies, allows us to deliver exceptional customer experiences powered by Adobe Experience Cloud. This translates to tangible benefits for our customers, including faster time to market, increased efficiency, and greater customer engagement that delivers growth.

Industry analysts recognize WPP Enterprise Solutions as a standout among Adobe Service providers. As part of WPP, we are proud to have contributed to the following:

IDC MarketScape: Adobe Experience Cloud Professional Services – WPP is named a Leader in the IDC MarketScape for Worldwide Adobe Experience Cloud Professional Services, with its marketing-centric approach and commitment to client empowerment highlighted.

The Forrester Wave™: Adobe Services Q3 2024 – WPP is included among the 12 most significant Adobe service providers globally, with top scores in Adobe Commerce, B2B Automation, and Customer Data Management.

The Forrester Wave™: Commerce Services, Q2 2024 – WPP is named a Leader in The Forrester Wave™ for Commerce Services, and is recognized for its flexible and creative strategies



GETTING STARTED: PARTNERING WITH WPP ENTERPRISE SOLUTIONS

Are you ready to unlock the full potential of Adobe's Agentic AI and transform your marketing operations?

Connect with WPP Enterprise Solutions today to schedule a discovery session. We'll explore your unique challenges and opportunities, and outline a tailored approach to integrate and operationalize Agentic AI for your business.

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ABOUT WPP ENTERPRISE SOLUTIONS

About WPP Enterprise Solutions

WPP Enterprise Solutions designs, builds, and operates the growth systems that competitive businesses rely on. In a world where AI is reshaping how companies drive growth, we lead clients in business transformation and marketing modernization, connecting strategy directly to execution. Our 12,000 experts in engineering and platforms, commerce, consulting, content transformation, CRM, and CX, work within a unified global operating unit across 40+ markets. WPP Enterprise Solutions works alongside best-in-class partners including Adobe, AWS, Braze, Google, Microsoft, Salesforce, and Shopify, as well as innovators in AI, to deliver growth solutions tailored to the needs of our clients' businesses. We have received distinction as a leader in Commerce Services and CX Strategy Consulting by the Forrester Wave™ reports and are designated by Gartner's Magic Quadrant™ as a Visionary in Digital Experience Services.

About WPP

WPP is the trusted growth partner for the world's leading brands. WPP combines cutting-edge media intelligence, world-class creativity, next-generation production, and transformative enterprise solutions to drive growth at scale. WPP is a publicly listed company (NYSE: WPP).

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