

Powering Adobe Summit 2025 with Strategic Martech & Event Execution Support

Adobe Summit is Adobe's flagship annual event designed for global marketing leaders to explore the future of digital experiences, showcasing thought leadership in areas such as analytics, B2B marketing, and AI-driven personalization. In 2025, the event welcomed over 12,000 in-person attendees in Las Vegas, nearly 30,000 virtual participants from more than 140 countries, and featured 200+ sessions across 13 tracks.

To help orchestrate an event of this magnitude, Adobe turned to its long-standing Marketing Operations and technology partner, DemandLab. Having supported Adobe Summit for several years, DemandLab provided strategic martech and execution services that extended Adobe's in-house capabilities. The Summit's scale and pace required rapid turnarounds, creative agility, and technical precision. DemandLab delivered not just additional bandwidth but also strategic insight and innovative problem-solving to ensure flawless execution from start to finish.

THE CHALLENGE

Coordinating a high-velocity, cross-functional marketing engine behind Adobe Summit demanded more than Adobe's internal teams could sustain alone. From personalized ABM campaigns to paid and organic demand generation, and from last-minute content changes to global time zone management, the challenges included:

- Fragmented communications across Marketing, Design, Development, Stakeholders, and Regional Teams
- High volume of requests with tight turnaround expectations
- The need for 24/7 global support to accommodate real-time needs
- Custom ABM assets at scale across 100 accounts and 12 verticals
- Continual optimization of both strategy and execution throughout the event lifecycle

DEMANDLAB'S APPROACH

1. Streamlined Communications Across Stakeholders

DemandLab established weekly cross-functional touchpoints that included key points of contact (POCs) from all relevant Adobe business units. A centralized wiki was created to serve as a single source of truth for processes, timelines, asset tracking, and resource allocation. This eliminated bottlenecks and confusion, enabling teams to align on strategy, anticipate needs, and execute contingency plans seamlessly.

2. White Glove Global Support Model

DemandLab implemented a "follow-the-sun" support structure by deploying team members across global time zones, allowing Adobe to deliver around-the-clock service quality with rapid response. On-demand, white-glove support to Adobe stakeholders enabled extraordinary flexibility while maintaining high standards of creative and technical execution. The model proved so effective that Adobe adopted it more broadly across internal and vendor teams.

3. Strategic ABM Execution at Scale

Account-Based Marketing played a key role in the audience acquisition strategy. DemandLab helped Adobe develop highly personalized landing pages and emails for 100 strategic accounts and multiple

vertical segments. Precision tokenization and deep coordination between marketing operations and design ensured aligned, high-performance campaigns. Rigorous QA and testing protocols helped maximize engagement and conversion from Adobe's highest-value prospects.

RESULTS

- **24/7 Operational Coverage** empowered Adobe to handle last-minute changes and accelerate delivery timelines without compromising quality.
- **Enhanced Strategic Alignment** across 6+ departments resulted in improved planning and execution.
- **100+ ABM Campaigns** deployed with hyper-personalized assets and seamless user journeys.
- **Improved Stakeholder Satisfaction** due to responsive, high-touch support and better cross-team collaboration.
- **Adobe adopted DemandLab's global support model** as a blueprint for future vendor and internal operations.

45%

Reduction in build & QA time with Velocity script snippet Tokens, saving \$2K+/email.

112

Personalized account & industry landing pages. Created 75% faster with a replacement engine.

+3.1%

Click-to-open rate with animated/immersive GIFs.

CONCLUSION

Adobe Summit 2025 showcased the future of digital experiences—but behind the scenes, it was a masterclass in B2B event orchestration. DemandLab's combination of strategic insight, operational rigor, and marketing technology expertise helped Adobe execute one of the largest B2B events in the industry with precision, agility, and innovation. For B2B marketers managing global events with complex tech stacks and cross-functional teams, DemandLab offers a replicable model of excellence.



DemandLab is a leading global B2B martech consultancy headquartered in the United States. We specialize in crafting innovative strategies, executing impactful campaigns, and optimizing performance for marketing organizations worldwide. With a blend of creativity and a strategic mindset, we solve the most complex technical marketing challenges, driving tangible results in today's digital ecosystem. Visit demandlab.com.

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