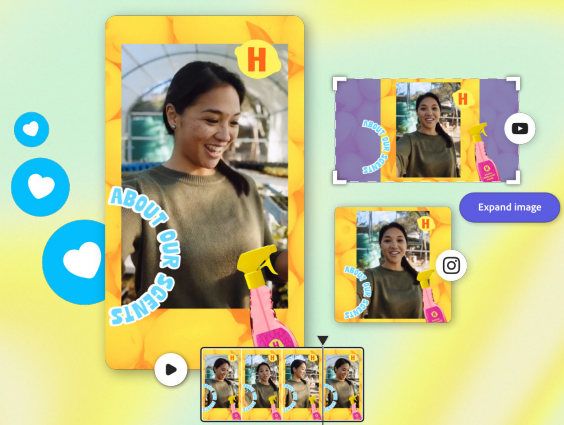


## Create scroll-stopping social with Adobe Express



### Power collaborative, on-brand content creation — at scale

Adobe Express is the **only** content creation tool with commercially safe AI, professional templates, and Adobe Creative Cloud integration. Quickly create on-brand visuals and videos and easily publish them to LinkedIn, Facebook, X, Instagram, Meta, TikTok, Amazon, Google, and more to consistently win over audiences.

#### Key competitive advantages for Social Media Marketers:

##### Create and remix scroll-stopping content with AI

Create attention-grabbing social content in minutes with commercially-safe AI-powered tools, unlike alternatives

- Generate content with confidence using AI that's designed to be commercially safe and that respects intellectual property rights
- Accelerate speed to market with millions of professionally-designed and ready-to-use Adobe Stock images, fonts, videos, and templates built to perform
- Make quick enhancements to photos, videos and PDFs with quick actions
- Easily manage content and optimize for all social platforms anywhere with a mobile app that syncs across devices

##### Easily connect, schedule, and publish across all platforms

Post directly to all major platforms with unified scheduling and analytics

- Publish to TikTok, Instagram, Facebook, LinkedIn, X, and Pinterest in one workflow
- Plan and schedule posts with the integrated content scheduler
- Preview how posts will appear on each platform before publishing
- Instantly resize content for multiple channels and translate for multiple regions
- Push one design into high-converting ads across Meta, Google, TikTok, LinkedIn, and more
- Optimize content performance through integrations with Google Analytics (GA4) and Metricool

##### Win over audiences with high-impact video and animation

Capture audience attention with video and animations that drive higher engagement rates

- Create advanced animation effects derived from Adobe's motion design expertise
- Enhance videos with an audio library featuring royalty-free music from Adobe Stock
- Design engaging, interactive carousel posts with multi-page support
- Simplify complex video edits with auto-captions and scene transitions
- Convert long videos into optimized short-form content with clip maker for TikTok, Reels, and Shorts

##### Collaborate with design, brand, creative, and marketing teams

Share projects and keep everyone aligned through live co-editing, built-in review workflows, and Adobe integrations.

- Easily apply brand kits in one click to ensure all content reflects your brand
- Maintain compliance with password-protected template locking
- Collaborate within your entire Adobe ecosystem with Acrobat and Creative Cloud integrations, your complete brand content library, and projects with approved assets
- Collaborate in real-time cross-functionally with shared projects, live co-editing, and commenting
- Easily manage review & approval workflows in one place (Q4)

### Companies of all sizes choose Adobe Express for Social

"Before Adobe Express, we would ask a graphic designer to create everything and it would create a huge bottleneck. With Adobe Express, the graphic designer can work on bigger, more strategic items and outsource the creation of smaller social images or banners to other members of the team that aren't designers."

**Katey Townshend**

Content and Brand, PathFactory

"Switching from Canva to Adobe Express has been a game-changer for our agency's productivity. It's helped us move faster, collaborate smarter, and stay flawlessly on-brand with every asset — thanks to Adobe's Brand Kits."

**Noelle Jones**

Founder & CEO, We Thrive Media

"We are creating social graphics 3x faster in Adobe Express than we were using a previous tool. Plus, our "non-design" team members are able to utilize templates we've created for them or create content from scratch. It's so user-friendly!"

**Liv Plew**

Co-Owner & Director of Digital Marketing  
LC Creative Marketing