HAVAS x Adobe

Havas x Adobe

Global Alliance Overview

2025

A.I. is changing marketing. And Adobe is driving that change

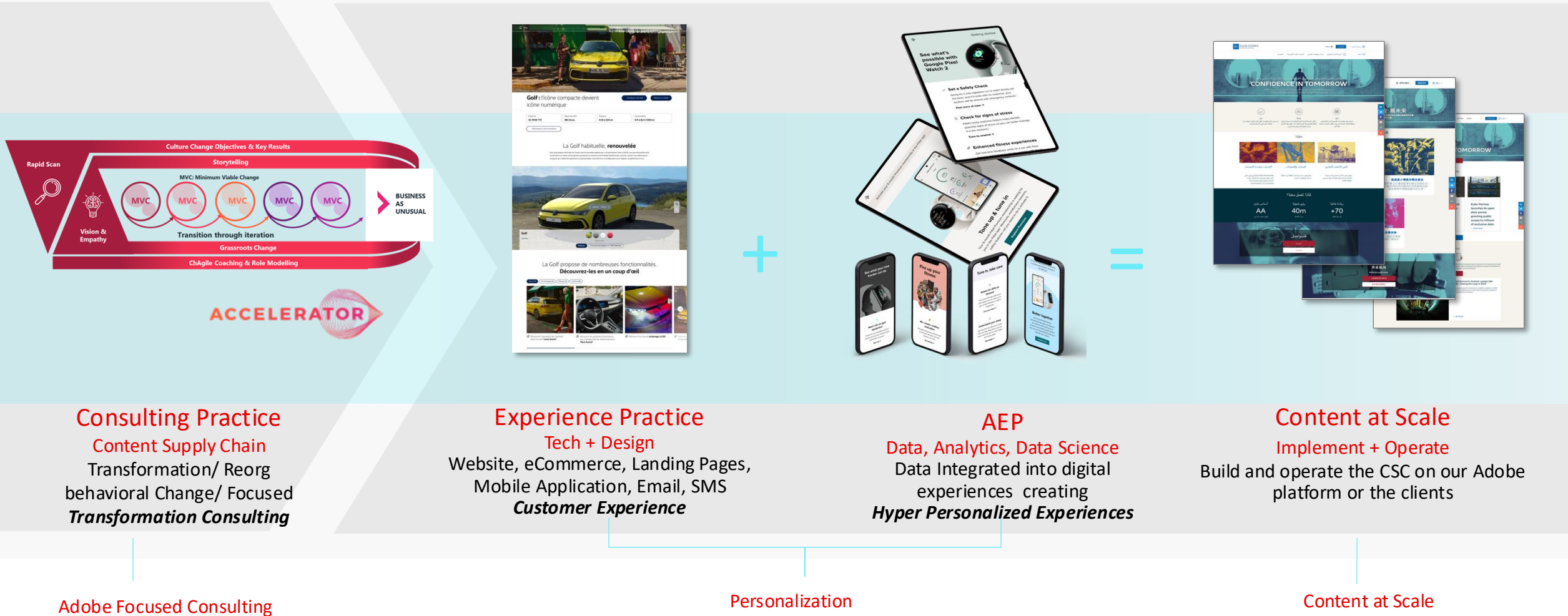## At Havas we are not going to let our client get left behind

15 of Havas 30 largest clients are committed to Adobe Marketing Cloud

HAVAS x Adobe

HAVAS x Adobe

Havas offers the full suite of implement and operate capabilities on the Adobe DX platform to clients globally and with global implementation capabilities

Implement, Operate and Adobe Specific Consulting

Consulting Practice
Content Supply Chain
Transformation/ Reorg
behavioral Change/ Focused
Transformation Consulting

Experience Practice
Tech + Design
Website, eCommerce, Landing Pages,
Mobile Application, Email, SMS
Customer Experience

AEP
Data, Analytics, Data Science
Data Integrated into digital
experiences creating
Hyper Personalized Experiences

Content at Scale
Implement + Operate
Build and operate the CSC on our Adobe
platform or the clients

Adobe Focused Consulting

Personalization

Content at Scale

Havas Converged Platform Powered by Adobe

We are a one-stop shop for Personalization and Content at Scale + Adobe is integrated into our Converged Platform.

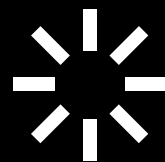Havas does not sell data to our clients like most agency partners.

Content at Scale

Experience Platform

Hyper-Personalized Experiences That Perform

Data

HAVAS x Adobe
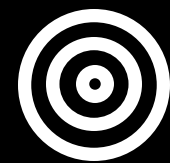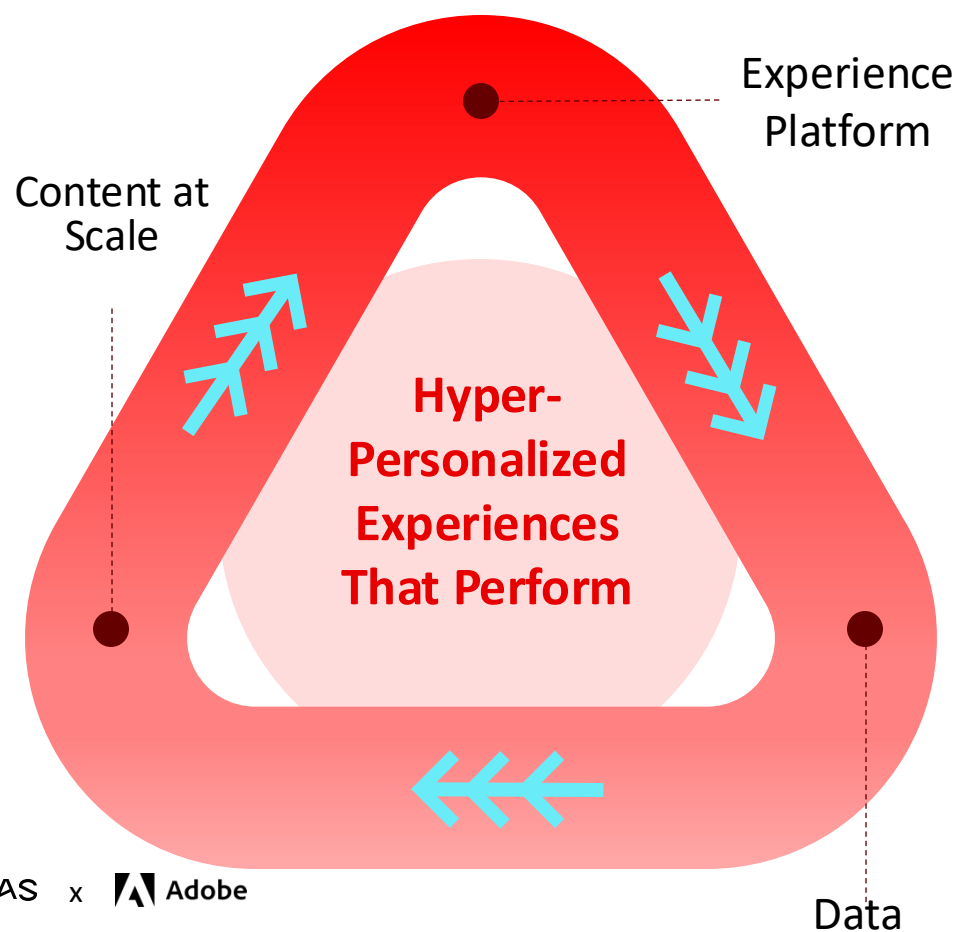
Intelligence 01
Data neutral analysis and insights (CSA)
CDP, Analytics, CJA, CJO

Design 02
Holistic strategic development (CX)
AEM, Marketo, **eCommerce**

Activate 03
Campaign creation and deployment (POP)
Workfront, DAM, Firefly, GenStudio

Measure 04
Analytics, measurement and optimization (Media)
CDP, Analytics, CJA, CJO

JBL   KFC   SANOFI   CANAL+

WYNDHAM
HOTEL GROUP

Just Added to Converged Platform

Havas Global Adobe Practice

Adobe Client Offering

2,500 global resources focused on Digital Experiences , Data and Content at Scale

380 resources globally trained on how to implement and operate on the Adobe DX Platform

Over 250 Adobe DX projects completed by Havas and now levering our "converged" delivery methodology

Active partnership with Adobe Consulting Services to ensure quality delivery

AI-driven internal implement and operate accelerators to insure better performing outcomes

Adobe specific Transformation Consulting practiced aligned with Adobe's Global Strategy team

Adobe Use Internally

5,000 Havas resource working on Adobe DX and DME platform

From AI driven content creation *(DME) to a fully implemented Content at Scale (DX) internal production platform on Adobe

Havas and Adobe

Gen Studio Pilot launched 3/25

Havas was Firefly Beta Participant

Full Member Adobe Partner Advisory Board

Full Member Adobe Content Supply Chain Advisory Board

Adobe Edge Deliver Services "Key Partner"

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Havas Internal Resources For Adobe Alliance

Internal Resources

- AI-driven global delivery models and accelerators being structured

- Havas University:
  – For in-house training on the Adobe DX platform

- Agora:
  – Firefly DME Training classes

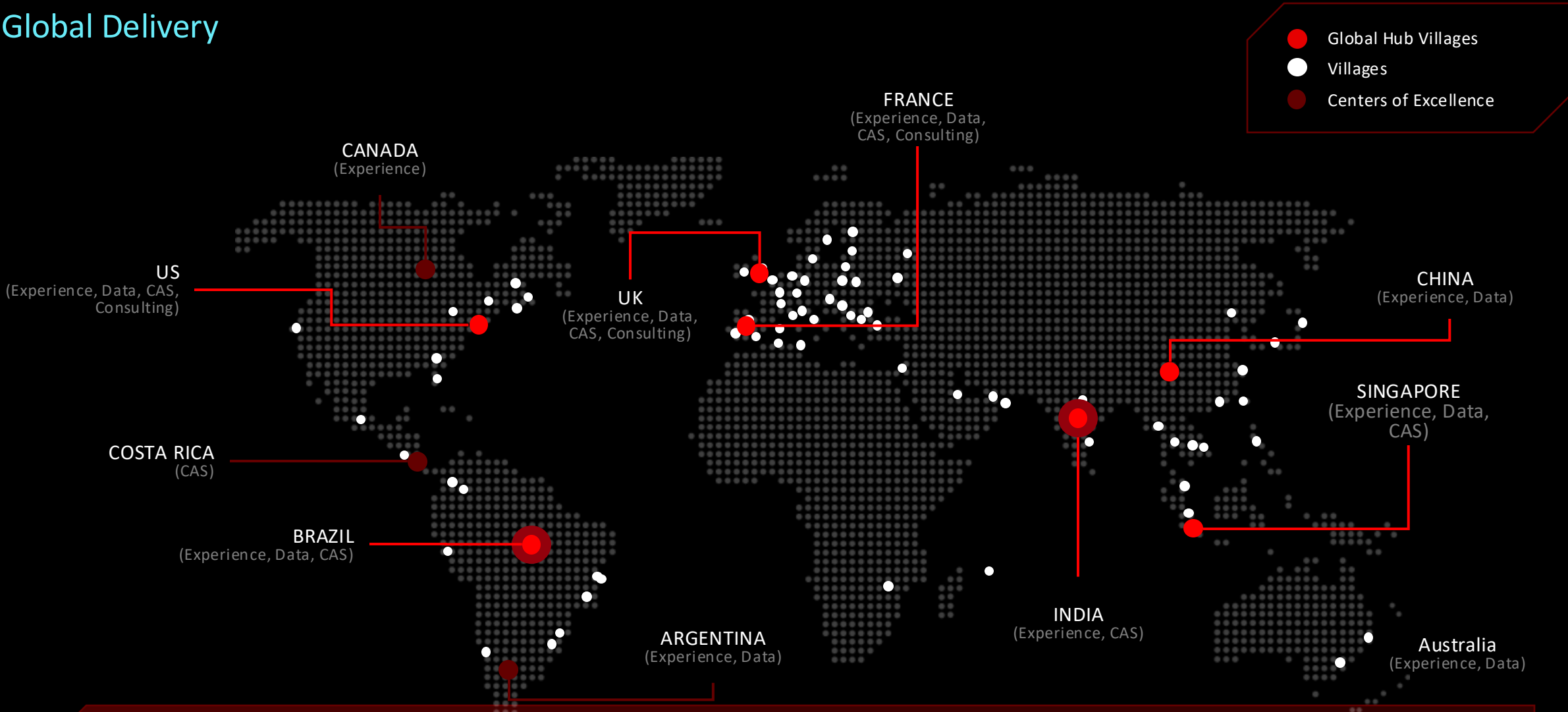- Global Adobe file sharing and slack channel for converged internal processes

External Resources

- Adobe Solution Partner Portal: Free training on the Adobe DX solutions. 1Hr sales training courses and Adobe POV's and Marketing information

- Adobe Learning Site: Free training for Implement and Operate of all Adobe DX solutions w/ Certifications. 30hrs to 60hrs for certifications

Certifications

- AEP:
  - Real Time CDP
  - Adobe Analytics
  - Customer Journey Analytics
  - Target
  - Adobe Journey Optimizer
  - Media Mix Modeler

- Experience:
  - AEM (CMS + DAM)
  - Edge Delivery Services
  - Marketo
  - Campaign

Global Delivery

Legend:
- ● Global Hub Villages
- ○ Villages
- ● Centers of Excellence

CANADA
(Experience)

FRANCE
(Experience, Data, CAS, Consulting)

US
(Experience, Data, CAS, Consulting)

UK
(Experience, Data, CAS, Consulting)

CHINA
(Experience, Data)

SINGAPORE
(Experience, Data, CAS)

COSTA RICA
(CAS)

BRAZIL
(Experience, Data, CAS)

ARGENTINA
(Experience, Data)

INDIA
(Experience, CAS)

Australia
(Experience, Data)

1 P&L   **74** global Havas Villages   **120+** countries with local teams   **22,000+** people

HAVAS   x   ⬛ Adobe

HAVAS x Adobe

Thank you

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2025