

stoke

# Adobe Summit

2018–2022 Case study



# Five years of social media success.

Adobe Summit and Stoke partner for an ongoing campaign that keeps delivering.

## Challenge

In fall 2017, Adobe's events team came to us with a unique challenge: develop robust content and engaging social experiences to drive registrations for Adobe Summit 2018. There was a lot to do—we were starting with fewer than 5,000 Facebook followers—but the Stoke team recognized the potential to deliver even more.

## Adobe Summit 2018

With just weeks until the campaign launched, we activated our team of content strategists, art directors, and project managers to build a social campaign that delivered timely results for Summit 2018. At the same time, we were laying the groundwork for something even bigger.

**+151%**

2018 unique visitors



## Adobe Summit 2019

Building on that initial success, Stoke kept delivering high-converting social experiences with post-event content—driving visitors to on-demand sessions from Summit 2018—and teasers for Summit 2019. While growing the organic social footprint, we continued to push the envelope, layering in more animation, more video, and more content based on insider and customer experiences.

We also focused heavily on Adobe’s recent acquisitions: Magento (a commerce platform) and Marketo (a marketing automation platform). These two new solutions were front and center at Summit 2019. We needed to find meaningful ways to welcome their passionate communities into the mix, starting with social engagement.

But Stoke’s involvement didn’t stop with social media. Our team hit the Summit floor in Las Vegas, armed with cameras and questions. For three days we experienced the keynotes and workshops, dove into popular sessions, and interviewed attendees and presenters from all corners of the industry. The goal: develop engaging, authentic content to promote Summit 2020.

**+157%**

2019 unique registrations

**+92%**

2019 registrations



Adobe Summit, “The Digital Marketing Conference,” was rebranded “The Digital Experience Conference” to acknowledge the Magento and Marketo acquisitions—and the increased emphasis on customer experience.

## Adobe Summit 2020

With hours of powerful content already recorded, Stoke pitched a long-lead social campaign anchored by dynamic attendee videos. The campaign included retargeting, Summit-themed blog articles, and an expanded paid media program.

Suddenly, instead of simply promoting an event, we were powering an always-on campaign. There was no pre-registration pause and no hurry-up-and-register vibe. Going forward, Adobe Summit would feel like a year-round experience, culminating in five incredible days of learning, networking, and hands-on innovation each spring.

**But then everything stopped.** Just three weeks before Adobe Summit 2020, COVID-19 shutdowns started happening. Countless events were canceled. Adobe decided to move ahead with a new virtual format—and Stoke recognized the opportunity. We were committed to helping our client **disrupt the event landscape.**

Within 48 hours, we hit the ground running with a new content and social strategy. The team worked around the clock to get fans, friends, and followers excited for what was coming next. The new strategy worked: **more than 400,000 people from 195 countries participated in Summit 2020**—17X the attendees at the 2019 live event.

As Summit 2020 wrapped, we recognized the full impact of our accelerated campaign. From 2019 to 2020, Adobe and Stoke tripled the unique visitors to the Summit website. And Stoke's proprietary social data dashboard ensured that we used the best content to reach the most valuable audiences in the most effective ways.

**+222%**  
2020 unique visitors

**+129%**  
2020 page views

**+139%**  
2020 visits

**+135%**  
2020 in-person registrations

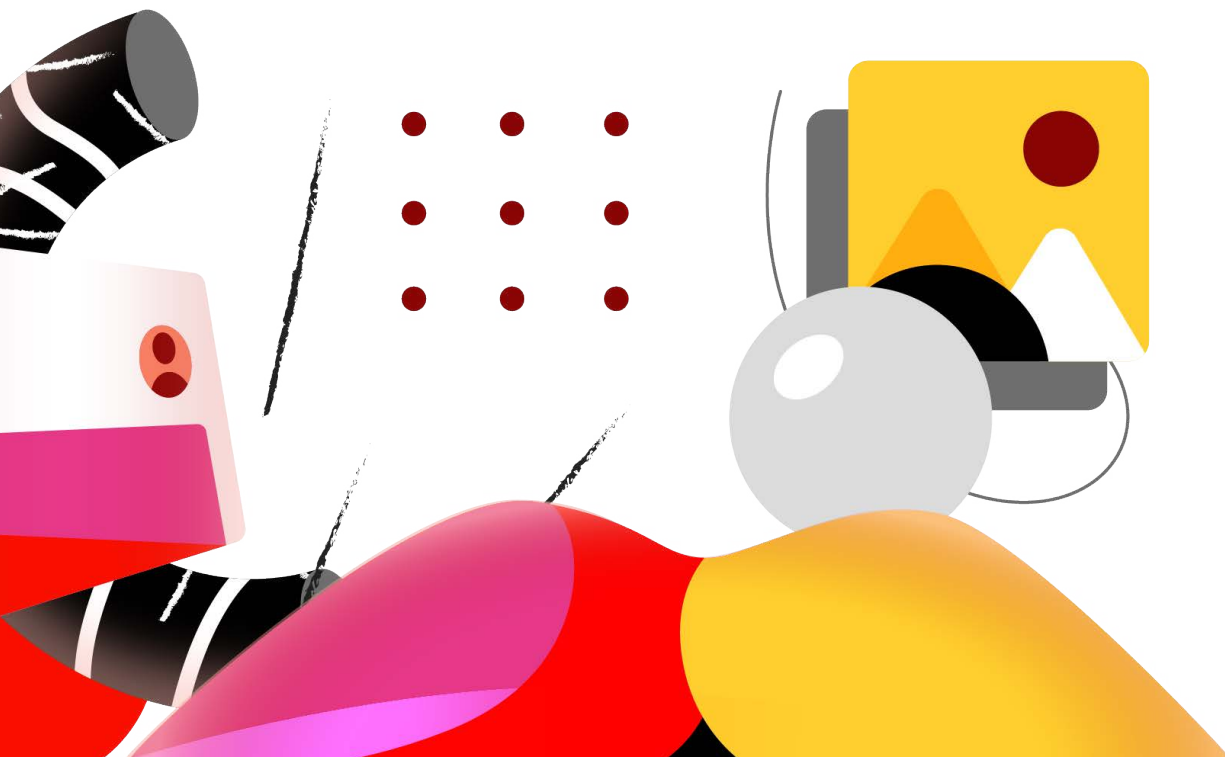


## Adobe Summit 2021

Armed with the learnings from Adobe's first-ever virtual Summit, we dove into Summit 2021 planning and posting immediately. Blog articles and social content engaged attendees and prospects with on-demand sessions and keynotes, teasing out the benefits of being part of the live Summit experience.

Knowing early on that Summit would remain virtual in 2021, we had the opportunity to think big. Our campaign included gamification, more animation and video content, and strategies for leveraging attendees' experiences, even if we weren't together in Las Vegas. With data and insights supporting our next steps, we built out more unique social content than ever.

Before and during Summit, attendees had a chance to play a "Plinko"-style game Stoke created for Adobe Experience League—Adobe's customer learning platform. Participants reviewed Experience League content and then answered three multiple-choice questions to earn up to three balls, which players could release for a chance to win prizes.



Stoke also created a fun, engaging quiz designed to help attendees create the perfect Summit agenda. Our 9-question quiz sorted participants into primary and secondary Experience Maker “types”—Innovator, Experience Builder, Connector, Creative, Content Creator, and Decoder. Each results page provided recommendations for Summit sessions and activities based on their responses. Stoke’s design team crafted custom illustrations that brought the six Experience Maker styles to life.

Launched several weeks before Summit, the quiz was Adobe’s highest-performing organic social asset during the campaign period, driving thousands of new and incremental engagements. And because quiz-takers could click to share their results via social media, this asset’s organic reach extended beyond the existing Summit audience.

The quiz was so successful that we refreshed it to drive added engagement for Summit on-demand sessions in fall 2021. Heading into Summit 2022, we brought the quiz back again, drawing new and returning attendees deeper into the experience—and directing them to sessions they may not have considered before.

**+248%**

2021 page views

**2m 42s**

Average quiz engagement time



## Adobe Summit 2022

With two successful virtual Summits under our belt, we moved into 2022 campaign planning with a clear view of what works: gamification, animation, video, and first-person content. Our pre-Summit strategy emphasized these high-performing content types, bringing back the Experience Maker quiz and introducing new promotional programs, including:

### ***Show Us Your Summit***

In this user-generated content series, real Summit leaders and attendees shared how they engaged with Adobe Summit—with their pets, over a first (or second or third) cup of coffee, and alongside colleagues, virtually and in person.

### ***See You at Summit***

Adobe leaders and insiders shared the Summit experiences they were most looking forward to—and reasons why Experience Makers should participate in the 2022 event.

### ***Try This Track***

Summit track leaders shared sneak peeks at the session themes, speakers, and targeted sessions in each track. This series was designed to connect specific audiences with the perfect track for their real-time business needs and long-term career goals.

# 3,380

Registrations generated  
by paid campaigns

# 10MM+

Impressions created by 116 pre-Summit  
Facebook posts

In addition to our unique social content, we also continued to support Summit with multiple articles for the Adobe blog, as well as two “sizzle reels” promoting the event and A-list speakers like Ryan Reynolds, Kristen Bell, and Alyson Felix.



# Impact

Our successful Adobe Summit 2018 campaign did lead to something bigger: a partnership that is now in its sixth year. As we prepare for Summit 2023, the Stoke team continues to explore strategies for making an even bigger mark on the Experience Maker landscape.

Each year, we've upleveled our campaign, boosting engagement, conversions, and registrations year over year. Through this work, we've helped Adobe grow awareness, engagement, and continue to produce record-breaking events, in spite of a global pandemic. Going forward, we'll continue to explore and execute best-in-class strategies to keep growing this pacesetter event.

# Contact us

From best-in-class events to social experiences that drive meaningful, measurable results, Stoke delivers. [Get in touch to learn more.](#)

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