



Overcoming Brand Misconception:

The Adobe employer brand has a prominent reputation as an employer of choice; however, it also has a misperception issue of being viewed as a single tool (PDF), which is not representative of the depth and breadth of their solution.

This meant that certain regions were lagging in hiring key sales and service talent to meet business goals.

Adobe turned to The Martec's AI-powered content and advocacy platform to build segmented content journeys that enabled recruitment teams to increase talent conversations and decrease time-to-hire on key talent segments.

The Martec also helped to build the depth of understanding of the Adobe brand in different geographical locations.

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Critical: Global Talent