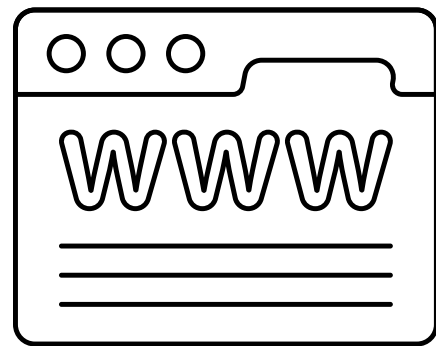


Agentic Sites: Building Hyper Personalized Websites

Adobe

Agentic Sites: What and How



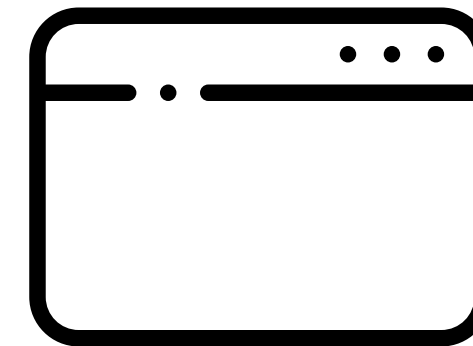
Intent-driven site adapts to each user's goals

- Pages personalize in real time based on user persona and queries



AEM Edge Delivery + Google Cloud power the experience

- Combines Edge Delivery Services with Gemini and open-source AI models



Personalization engine leverages rich content and custom blocks

- Uses **28 custom blocks** and a **257-page content corpus** for deep personalization

Solving Static Site Limitations

One-size-fits-all limits engagement

Static sites deliver identical content to every visitor, ignoring unique needs.

Manual authoring can't scale

Creating pages for every possible persona or question is impractical for authors.

Three-layer personalization unlocks relevance

Persona quiz, query generation, and proactive recommendations adapt content in real time.



Personalization Paths Explained



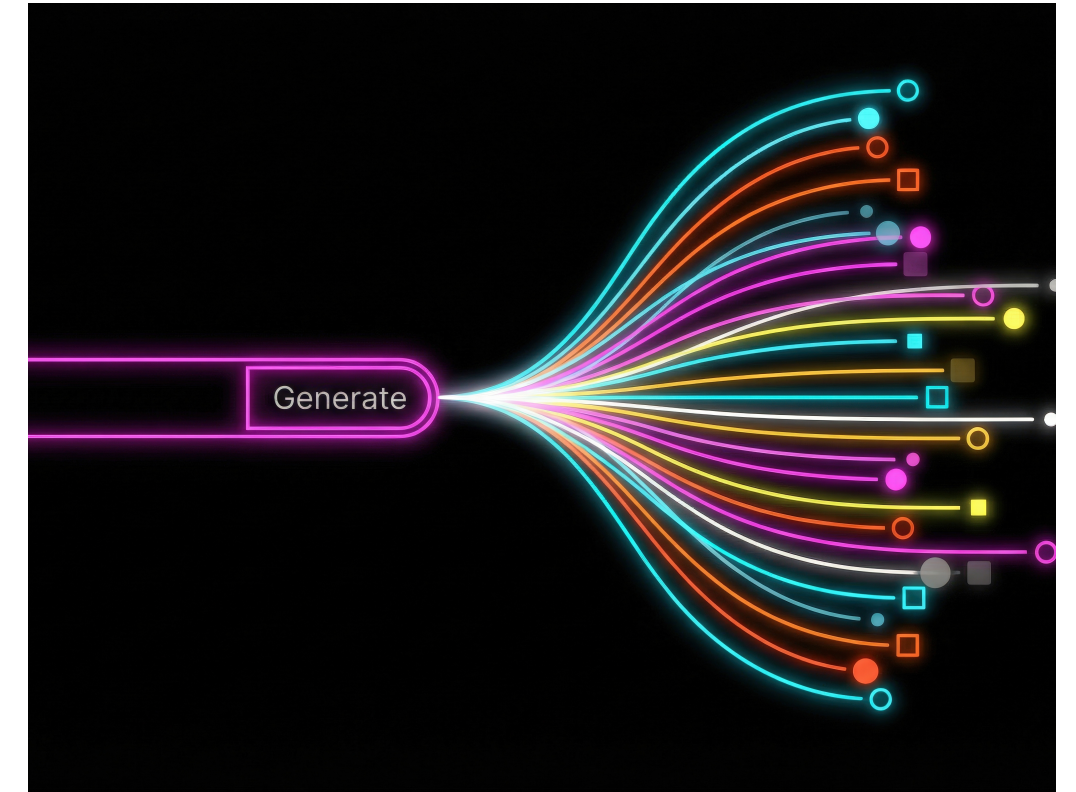
Instant Persona Adaptation

Site content shifts in real time based on quiz responses.



On-Demand Query Generation

Any natural-language question creates a tailored new page.



Proactive "For You" Recommendations

Browsing signals trigger personalized pages for each user.

Architecture Overview

Dynamic Frontend with Custom Blocks

AEM Edge Delivery Services enables flexible layouts and real-time updates.

AI-Powered Backend Integration

Google Cloud hosts Gemini and open-source models for deep personalization.

Real-Time Personalization Engine

Cookies and quiz logic adapt content instantly to user personas.

Rich Content Corpus & Analytics

257-page content corpus and analytics drive tailored experiences and tracking.

Persona Quiz: Six Unique Profiles

Six Distinct Personas Identified

Quiz maps users to Morning Minimalist, Upgrader, Craft Barista, Traveller, Non-Barista, or Office Manager.

Homepage and Recommendations Adapt Instantly

Hero, product cards, blog feed, and navigation change based on persona.

Personalized CTAs and Navigation

Call-to-action and navigation links are tailored for each persona.

Active Persona Banner for User Awareness

A slim banner signals which persona is currently active.



"For You" Proactive Generation

Passive Browsing Signals

Tracks page visits, scrolls, quiz answers, and product interactions

Profile-Driven Query Synthesis

Transforms user activity into a personalized natural-language query

"For You" Instant Access

Prefetched page appears as a navigation link for immediate viewing

Continuous Context Refresh

Re-triggers when user context changes, ensuring up-to-date personalization



Query Generation: Intent Mapping

AI-Powered Page Creation

- URL parameters like ?q=... trigger dynamic, personalized pages.

Intent Classification Engine

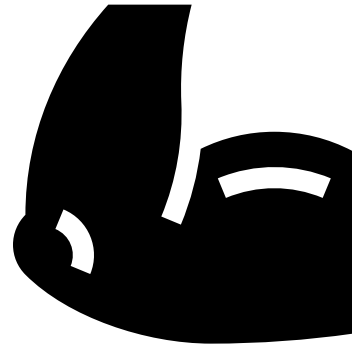
- Queries are mapped to **13 distinct intent types** and journey stages.

Adaptive Block Selection

- AI chooses relevant blocks and follow-up suggestions based on user needs.

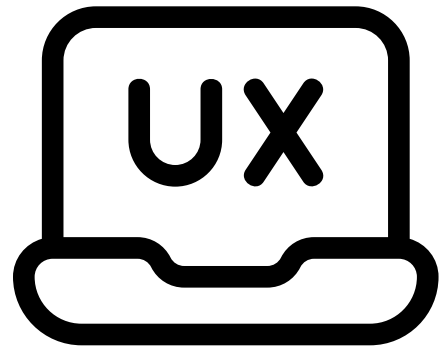


Block Palette: Dynamic Composition



Intent-Driven Block Selection

- AI chooses from **21 block types** to match user intent.



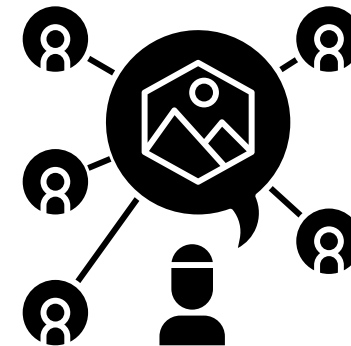
Personalized Block Order

- Block sequence adapts to each user's goals and journey stage.



Flexible Layouts, No Templates

- 28 frontend blocks enable dynamic, personalized page assembly.



Rich Content Variety

- Includes products, guides, interactive tools, media, and utilities.

Content Corpus: Rich Grounding

Extensive Content Library

- Over **257 JSON files** span products, guides, experiences, blog, tools, and bundles.

Head-to-Head Comparisons

- Direct product comparisons help users make informed decisions.

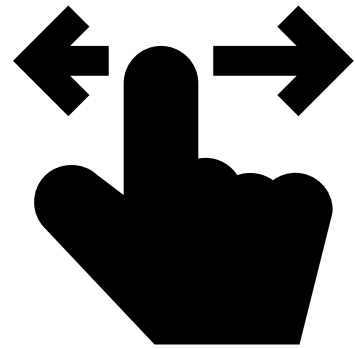
Persona-Adapted Product Pages

- Product pages are tailored for different user personas, ensuring relevant recommendations.

Draft HTML Pages for Expansion

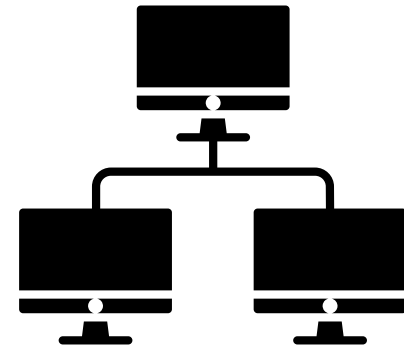
- Ready-to-author draft pages enable rapid site growth and deeper coverage.

Streaming Experience: Real-Time Build



Interactive Page Assembly

Recommendations and content blocks appear in real time as the page builds.



Streaming Events Sequence

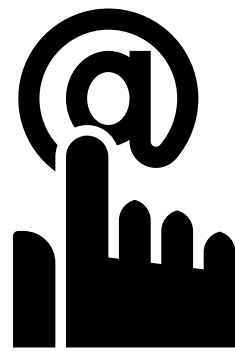
Reasoning, block content, and images stream to the browser step-by-step.



No Waiting Cliff

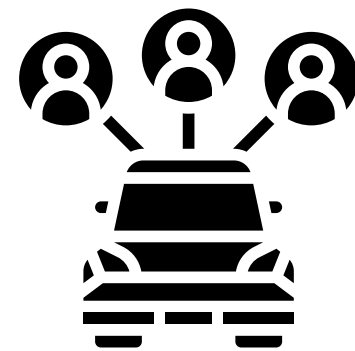
Users see the site adapt instantly—no single loading screen.

Auto-Persist: From AI to Published



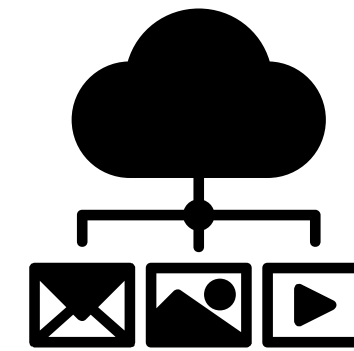
Instant AI-to-Site Publishing

Pages auto-save to Document Authoring and publish to AEM.



Immediate Access with Live URLs

Preview and live links are returned for direct viewing.



Editable and Versioned Content

Generated pages become fully editable, versioned, and cacheable.

Key Takeaways for Authors & Devs

Multiple Personalization Paths

Quiz, query, and proactive prefetch adapt content to user intent.

Intent-Driven Block Assembly

AI selects blocks based on user goals and journey stage.

Deep Personalization via Context

Browsing signals and persona quiz drive tailored experiences.

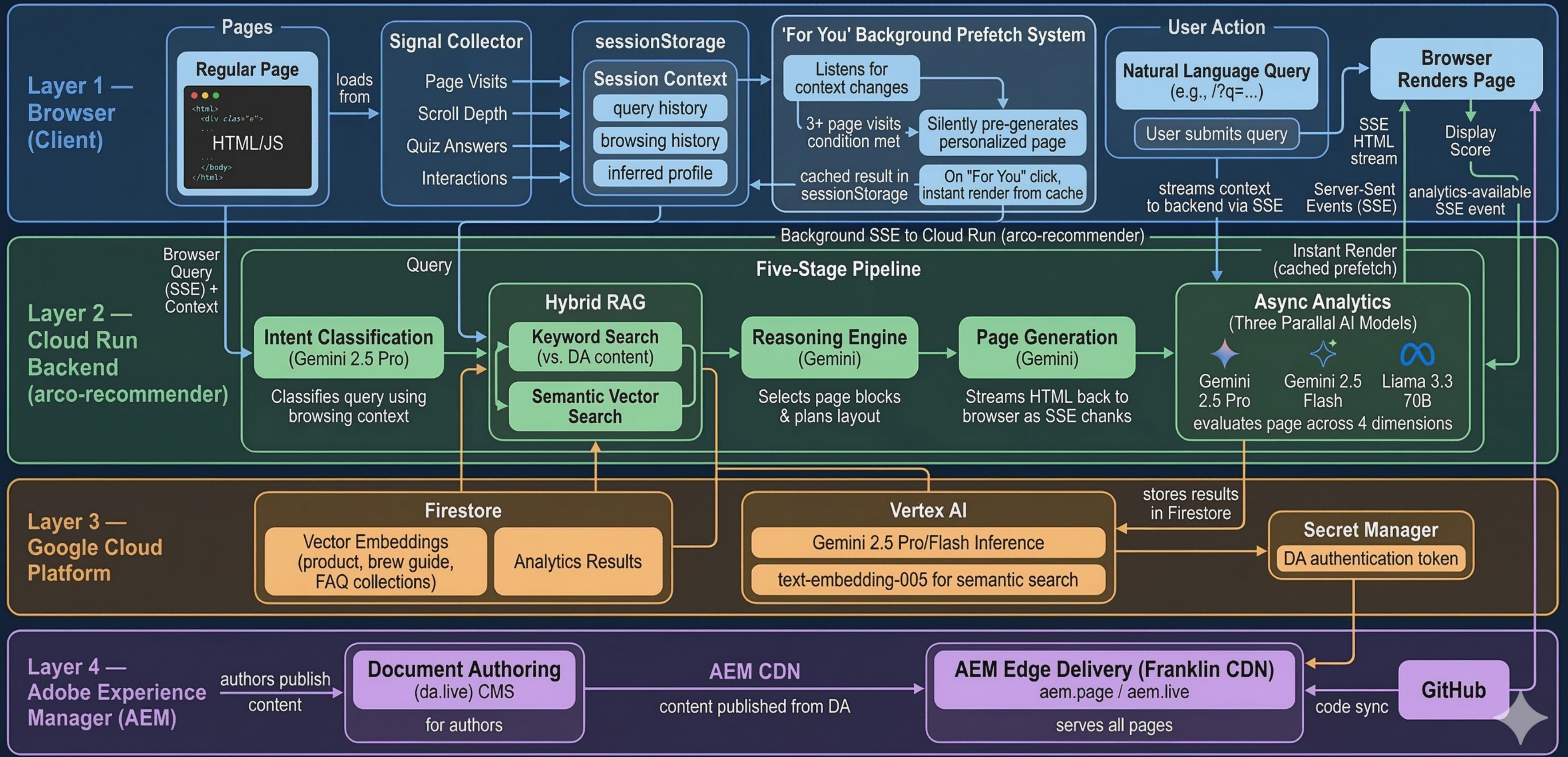
Seamless Authoring & Publishing

Streaming generation and auto-persist enable fast, editable pages.

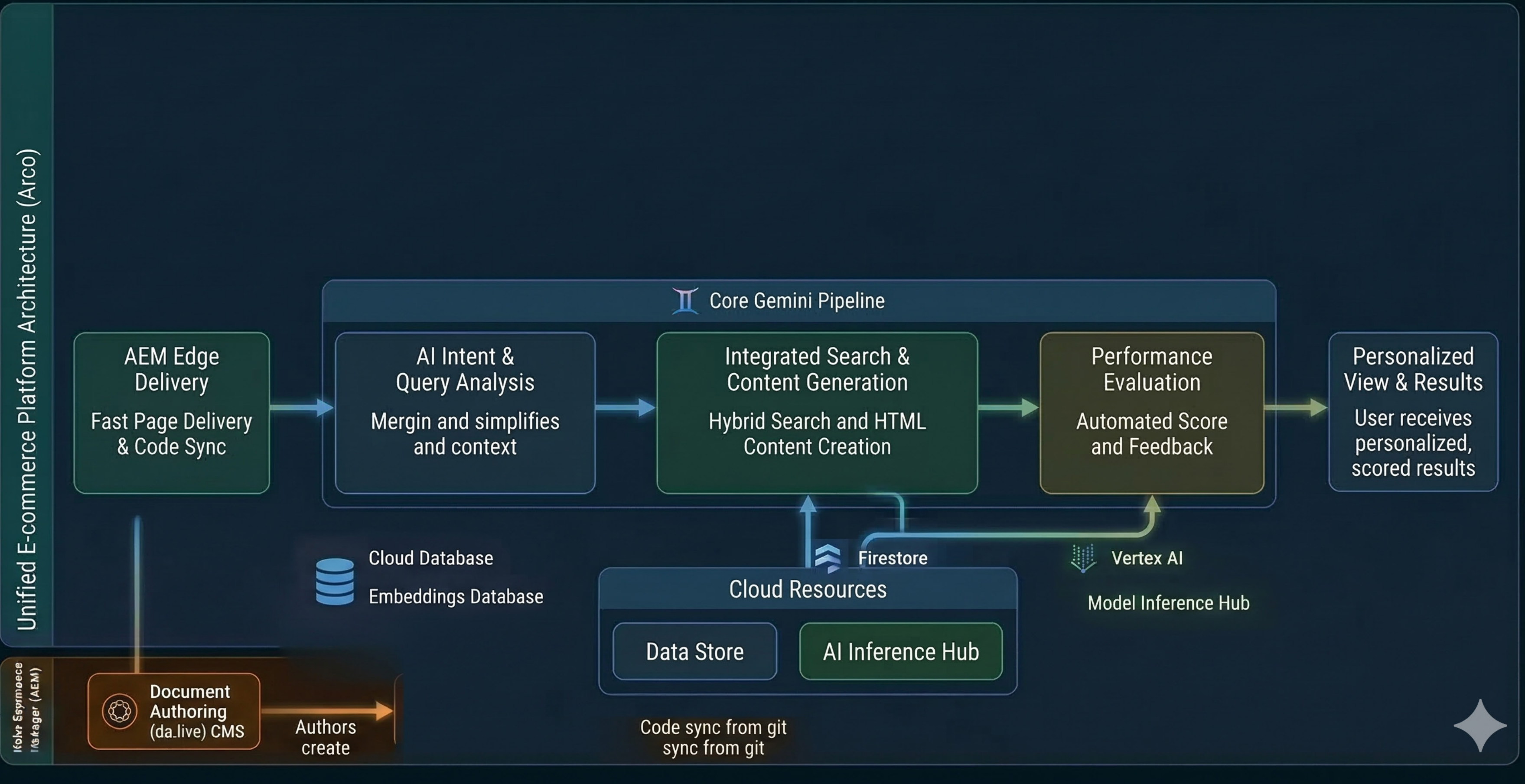
Rich Content & Flexible Models

257-file corpus and 16 model presets support diverse use cases.

ARCO E-commerce AI Architecture



Arco, an AI-powered e-commerce website built on Adobe Experience Manager (AEM) Edge Delivery Services



ARCO E-commerce AI Architecture

