

Should I subscribe to Adobe Express Premium?

After years of using the free version of Adobe Express, many people have tested the premium version to see if the upgrade is worth it.

Here are the pros and cons and key differences between the two versions.

Adobe Express Premium Pricing

Adobe Express Premium costs \$9.99/month if you want to pay monthly, but you can get 2 months free with an annual subscription (\$99.99/year).

Teams that want Adobe Express Premium can sign up for Teams membership instead. This plan costs \$4.99 per person per month when subscribed monthly. The annual version costs \$49.99 per person per year.

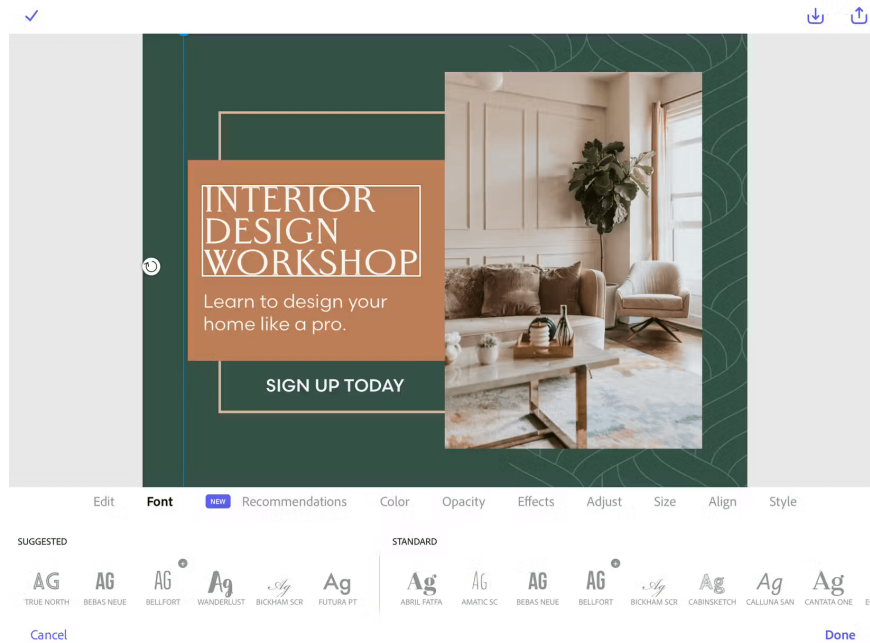
1. Get Adobe Express for | (Free, in-app purchases available)

Advantages of Adobe Express Premium

Overall, Adobe Express Premium is a better option than Premiere Rush Premium. It offers good value for money and here is why.

1. More fonts and other assets

One of the best things about Adobe Express is that you get access to more fonts, which means you have more options to customize your designs than the free version. Canva has more options in this regard, but if you like the other features in Adobe Express, then keeping everything in one place is a worthy trade-off.



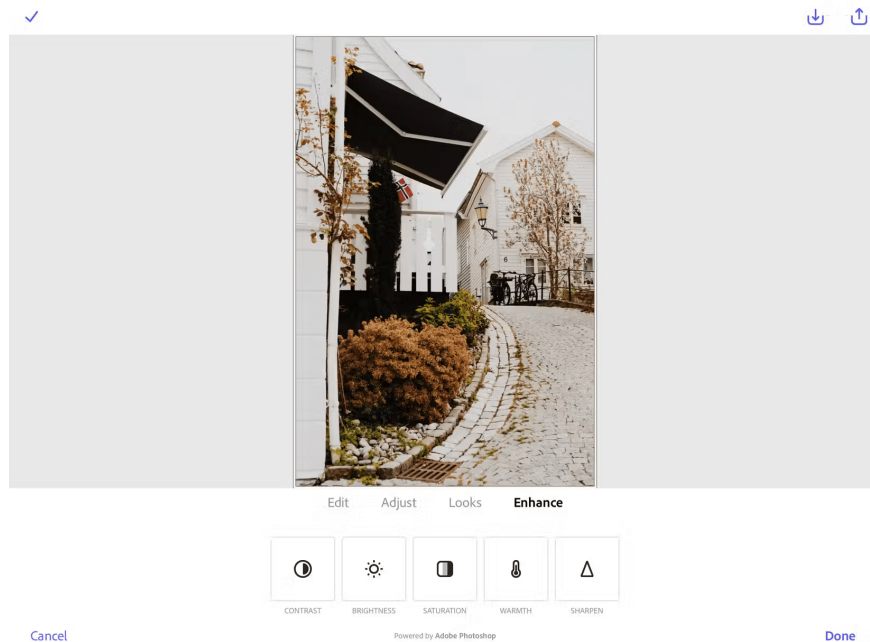
The extensive template suite in Adobe Express Premium is impressive. You have more flexibility to create the designs you want, and with the branding tools available, it's easy to customize everything based on your needs. Canva also has a branding toolkit in its free plan; so compare Canva and Adobe Express's free plans before subscribing to either.

2. Access to better editing features

Even if you don't use many of the editing features in Adobe Express Premium, having access to a broader toolset is still a plus. You can be more creative and export in PNG format.



Honestly, you get a lot of useful editing tools without subscribing to Adobe Express Premium. You can also try Photoshop Express Premium and see if that's a better option for your needs.



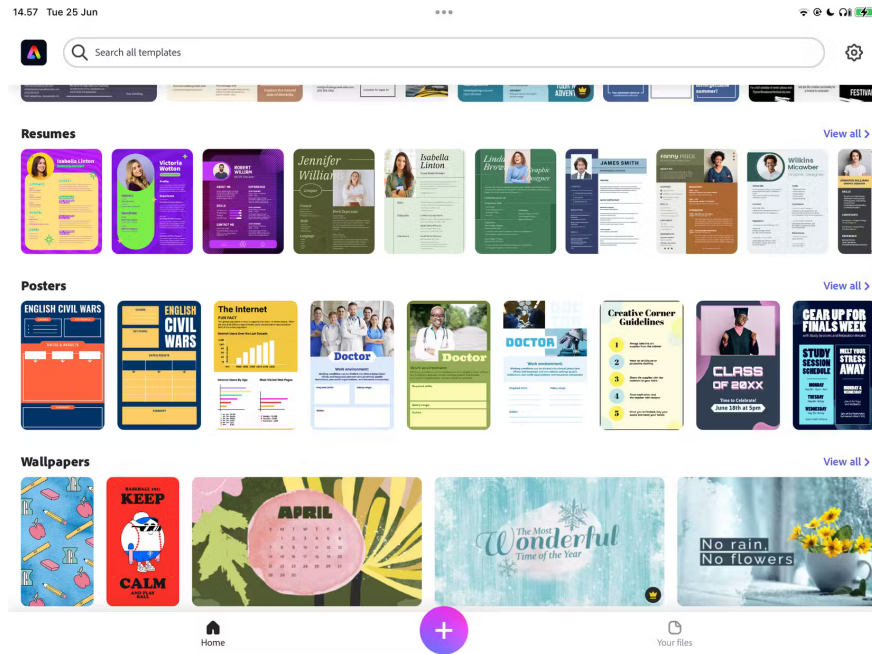
3. Significantly increase storage capacity

Unlike photos, many people don't want to store all their designs in their camera roll after they've used them. However, you may still want to access them later. That's where Adobe's cloud storage comes in handy.

If you create a lot of content, upgrading to Express Premium might be a good idea. In addition to getting more storage, you can also schedule posts to multiple social media accounts if needed.

4. Content is not watermarked

If you use premium content in the free version of Adobe Express, you will see a watermark. You will agree that this is annoying if you want to share your design with others.



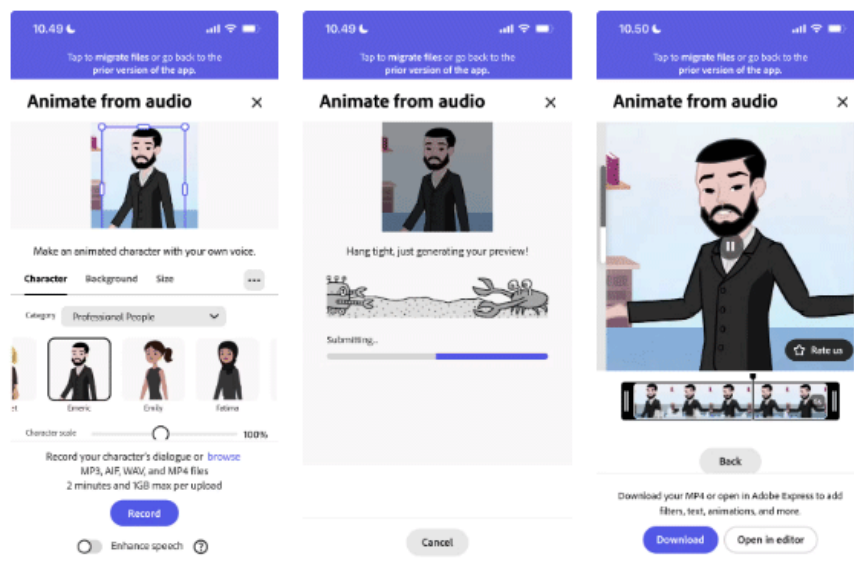
Once you subscribe to Adobe Express Premium, you will no longer see the watermark. And compared to the free plan, you will not be limited to premium images.

Disadvantages of Adobe Express Premium

While the experience with Express Premium has been largely positive, it does have its downsides.

1. Lack of unlimited Generative AI credits

While Adobe Express Premium gives you more AI credits than the free version, it's still limited. While this isn't a problem most of the time, 250 monthly credits can be limiting if you use these features frequently. You also won't get more than 250 if you subscribe to Teams.



You should use Adobe Firefly directly if you need more credits and then import your creations into Adobe Express. You can also use Adobe Express for things that aren't easy to use in Firefly and vice versa. Also, it's not easy to find many AI features in the Adobe Express app.

2. No 24/7 support (unless you purchase a Teams plan)

Fast customer support is one of the cornerstones of a successful business. However, with Adobe Express Premium, you won't have 24/7 support unless you subscribe to Teams.

While you can use the resources on Adobe's website if you run into problems, it's much easier to have someone to talk to when you need to. You should consider whether Adobe Express is the right choice for you if this is a prerequisite for you.

Should I subscribe to Adobe Express Premium?

Adobe Express is a solid upgrade to the free version, and if you're already using the free version, it could be a worthwhile investment. Adobe Express Premium is a great value for the money, and if you have two people using the plan, a Teams subscription is a worthwhile investment.

You can also easily use Adobe Express Premium with other Adobe apps, like Lightroom, making it worth it if you don't want to leave the Adobe ecosystem and handy for small teams. Its AI features are also better than other similar apps, and the templates are better than the free version, but they're still inferior to Canva.

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